

Julia
Lutz

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PROLOGUE

During this project my personal aim was to truly bring forward my vision and identity as a designer. Throughout the semester there were different sources of motivation, firstly, my interest in creating value for people through products and services to increase happiness, health and personal satisfaction. As I mention in my vision, “The individual makes our society, therefore a happy individual is a content society”, this is something I really enjoy working towards. Secondly I would like to pursue a career as a designer and therefore wanting to earn the bachelor diploma. When being placed within the Sleep squad there was a little bit of concern regarding the extent to which it would be possible to fulfill my aim. Though I tried to look for communalities that could interest both the squad and me. This resulted in me using logging as one of the key components of my concept.

INTRODUCTION

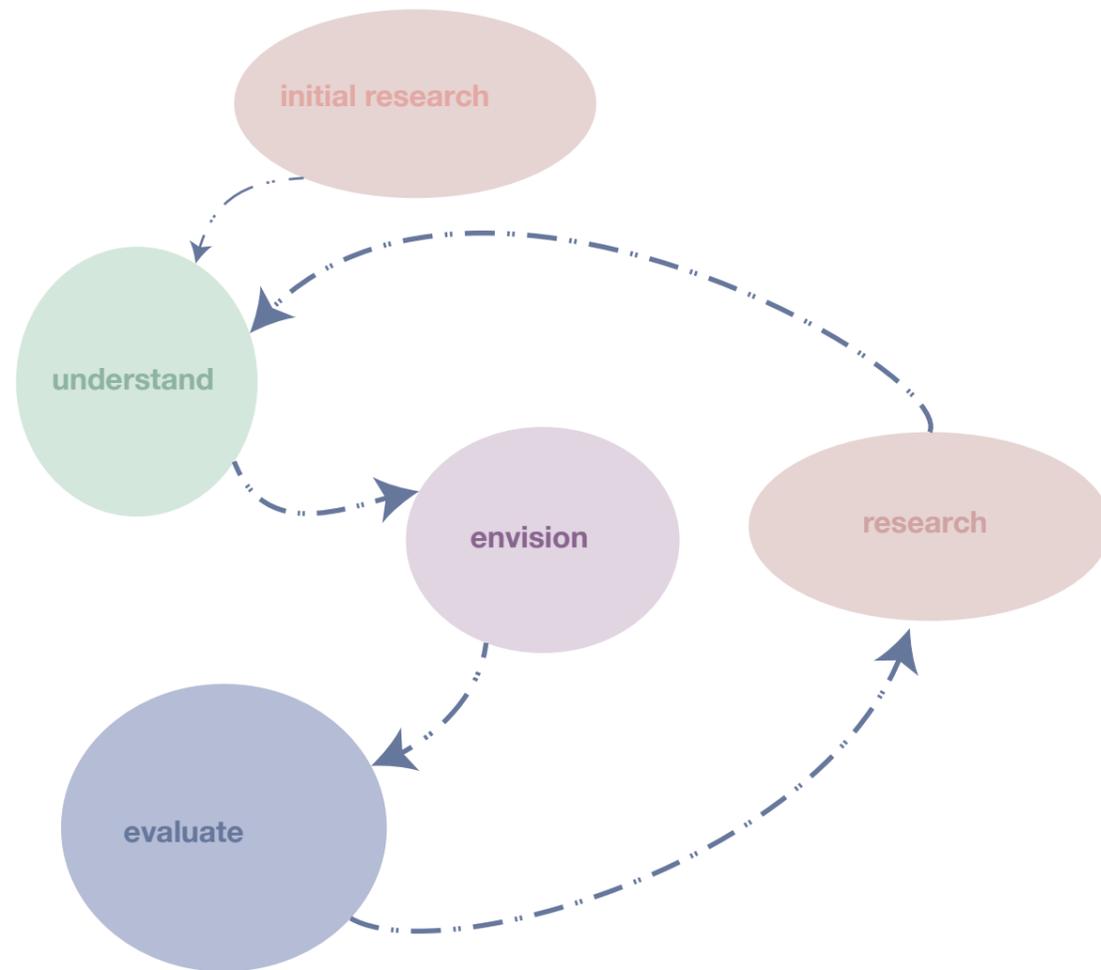
It is commonly known that to be able to live a satisfying and healthy life it is important that one feels good about oneself, though often due to the emerged social technologies we, as a society, are confronted with change more than ever. Social-logging (self-logging system with social support) is a key component of the Sleep Squad. Within my personal project I have used and explored, how this could be a tool to help people.

Journey responds to this using logging in combination with fashion as a tool to help people achieve their (short-term) life goals.

Design Process

Initial Research

Throughout the design process the project aim, the problem statement, the target user and the concept have co-evolved. In search for value for different stakeholders this was a natural process, continuously reaching out to different sources and stakeholders.



The initial research conducted for this project was mainly about logging. The reason for this was that I was working under the guidance of PHD student, Linkai Tao, who focuses on Narcolepsy and social logging. There were many things that were interesting and that I could place in different contexts. What inspired me most was the effect logging had on individuals, and showed me how it could be used as a tool. In order to do something one should be willing to use the tools to carry it out (Hsu et al, 2008), this is why acceptance of technology is of great importance.

This research mainly helped deciding the focus of this project. In order to be able to help people it is important that they embrace the product or service. Like mentioned in the book *Advanced Design Methods for Successful design*, "we need to provide solutions that they love to use". This research allowed the concept also to understand the importance and therefore implement logging.

When starting the project I had determined that I would really want the concept to have an individual and a social aspect. From my own experienced I have noticed that it is important to do or change something for yourself and go about the journey on your own, yet social motivations can often give that extra push to go forward and reach your goal.

Design Context



Here & now.
2017



Western society
Europe



Middleclass
Adults



CONCEPT

The first concept was created with three main things in mind; the persona, the aim and the design context. This concept then resulting to consist of three pieces.

The main idea is to become aware of what you are doing if very important to be able to achieve your desired weight. Therefore we use instant logging. To make it most convenient for the user, he/she is reminded to log every time they are not on the move. Meaning that in theory on will be asked to answer a few questions when one is sitting down. To detect if one is sitting an undershirt will be developed, when it detects that one is sitting it sends a signal to their phone which then will send a notification to the user.

From the questionnaire one important piece of data was the fact that people were comforted by the idea that other people were working on their weight too, though interestingly they did not feel the need to come in direct contact with them. This inspired me to try to motivate people socially. This will be done be a garment that people can wear optionally. Within this sweater a sensor is embedded, that can detect other wearers of the same garment. It will give you a signal is someone with a similar goal is close (without it being visible to the outside world). Finally can you see on your phone at any time how many people you have come across with the same goal.

USER FEEDBACK

To get feedback for this concept I conducted a total of four interviews, two of which were with people who wanted to lose weight themselves, the other two were designers

The reason why I chose for these two different kinds of stakeholders is to get different perspectives regarding the concept. (The complete user test can be found in Appendix A)

- Set up:
- Audio recording
 - Visual explanation of the concept.
 - Guide questions (deviation was allowed)
 - Questionnaire regarding the first concept

The questions asked were in the following fashion:

- What do you think of the overall process?
- What elements of the concept do you like most?
- What elements of the concept don't you like at all?
- Do you mind answering questions on your phone?

Are you more comfortable with answering questions or logging out of yourself?

There were both positive and inspiring outcomes as well as critical outcomes.

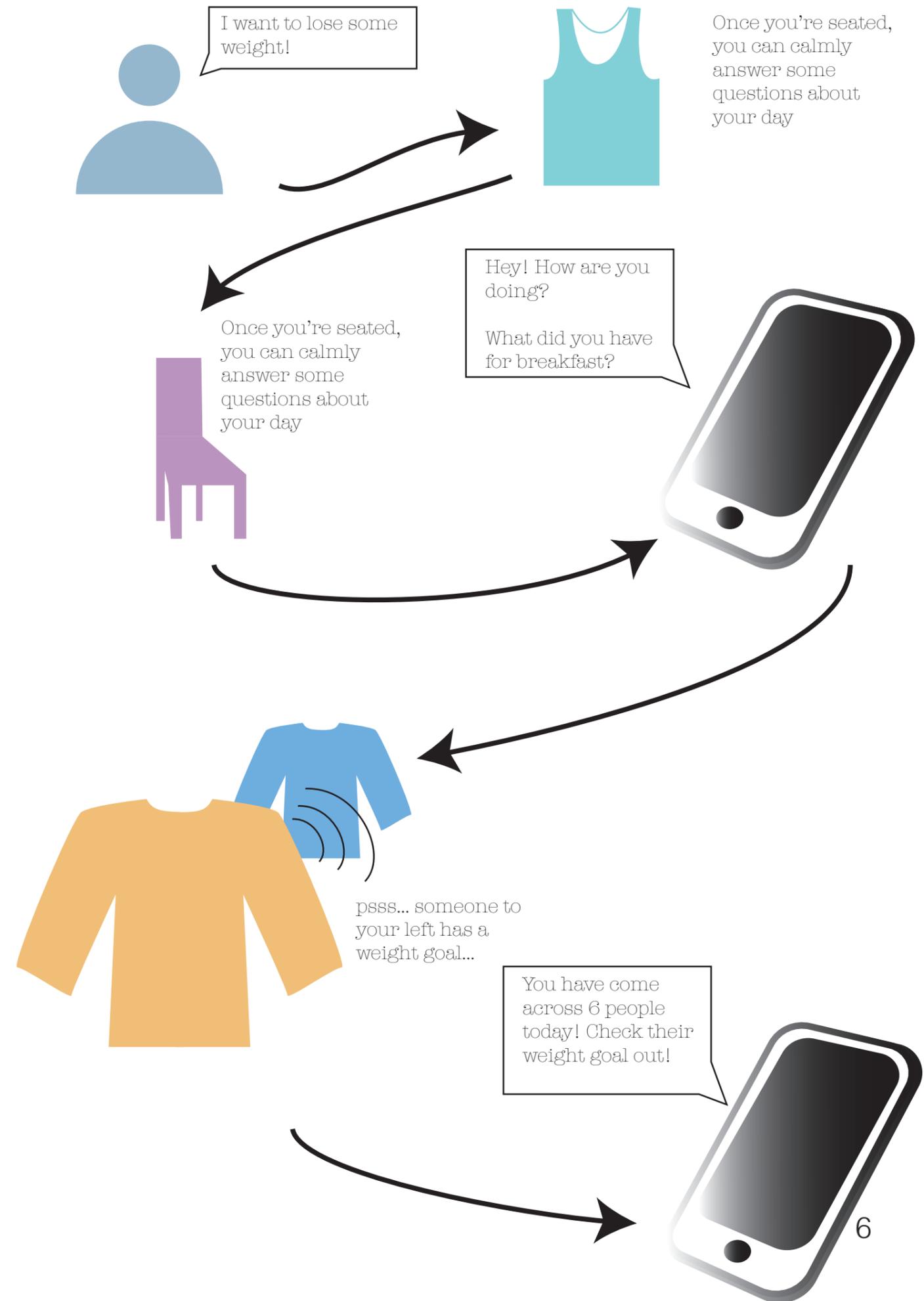
Positive outcomes

All three participant valued the social involvement aspect of the concept most.
 "The whole concept encourages you positively to do something"
 "The sensoric within the sweater is really cool and fun."

All participants felt like the concept was different than the rest of the weight loss platforms and apps.

Points of critique

Notification should really not be annoying
 Some participants were really against the undershirt as it felt like an uncomfortable and unnecessary obligation.
 I would not like to spend a lot of time answering or logging questions.



Second Concept

CHANGES

The main changes were based on user feedback during interviews. One of these changes consisted of the fact that the undershirt felt redundant. Its functionality could be fulfilled by object already in usage of the users.

Other aspects were strongly promoted by the potential users. One of these aspects was the fact that the social inclusivity was very liked, therefore the project tried to enforce and focus more on working out the social part of this project.



AIM

A main point of discussion, when receiving feedback, was that the concept consisted of too many elements focusing on too many things at once. My impression of their feedback was that I did not communicate my goal and therefore the intentions of the concept well. Therefore I decided to redefine my project goal to be more specific and to identify the key components of the concept to reiterate.

In order to function well as a society it is important that one feels good about oneself (Helliwell et al, 2017). It can be said that our well-being is linked to Maslow's hierarchy of needs (Maslow, 1970). We can identify three different kinds of needs, basic needs, psychological needs and self-fulfillment. Within the self-fulfillment needs there is an aspect called Self actualization, within this aspect we can place the act of wanting to lose weight in order to feel better about one self. An other term we could use for it is Physical and bodily thriving (Sheldon et al., 2001), feeling that your body is healthy and well-taken care of rather than feeling out of shape and unhealthy. My aim is to support and guide people through the period of changing their lifestyle, more specifically to make it an enjoyable experience.

PERSONA

By having talked to the potential user group, more insight regarding their lifestyle, personality and goals was gained and therefore the persona, for whom the concept would be created, was adjusted slightly

I want to focus on woman of the age 18-30 for the reason that I want them to reach a feeling of being self actualized early on in life to be able to enjoy the rest of it. She mainly likes shopping at Mango, Zara, River Island. Occasionally she likes to buy some more high end products from Tommy hilfiger, Dior and Scotch and Soda. She likes to wear fashionable outfits to feel good about herself and therefore isn't afraid to follow the latest trends. Therefore she goes shopping at least once every two months. She is a little pre-obese (a little chubby) and wants to lose weight to feel better about herself. Currently she is trying to lose weight for the 3rd time. She always started out documenting what she was eating but due to her continuously busy school/work and social life she didn't keep it up. She is motivated to change her habits but has difficulty to stick to her plans. Whenever she loses weight and she feels happy and confident in her clothes. Her ultimate goal is to lose 5kg, she would like to lose it within 3 months. Losing weight is a satisfying feeling/process and part of her life, she is not embarrassed about it.

CONCEPT

The first focus is to log your daily activities to become aware of your lifestyle to be able to understand the consequences of certain activities and foods.

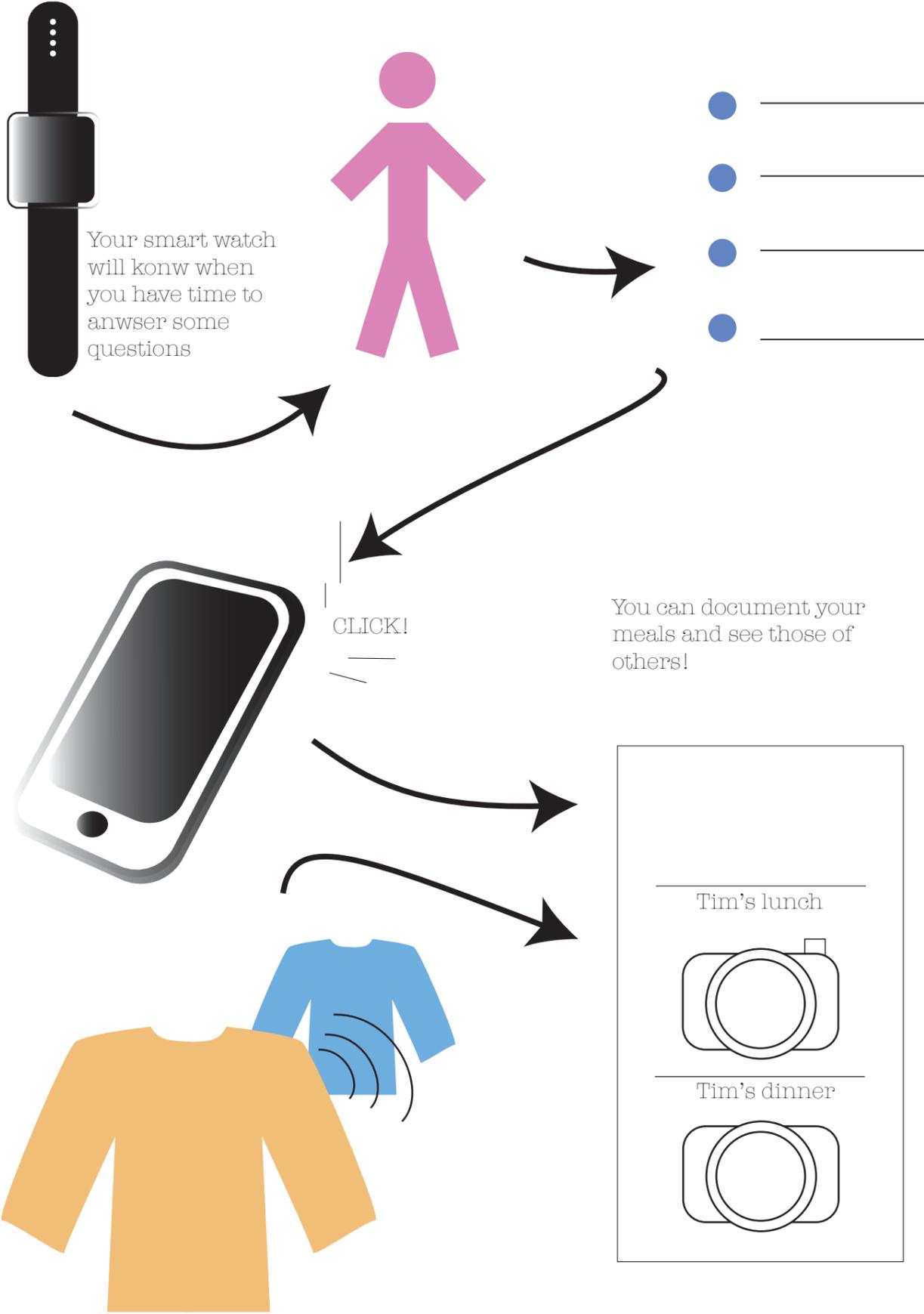
It is assumed that most people wear a smartwatch through which movement can be detected.

The user will get a notification (when the watch noticed that the user hasn't been moving for x time) about some questions regarding the past max. 3 hours. This way it is... and it reduces the chance of having a distorted image of one's life.

In order for it to be even more interactive and to increase social involvement, a photo diary feature was added. One takes pictures of everything they eat, other people (of the same platform) can look into the photo diary, like meals, share their own meals and save meals to be inspired. Though it is not just anyone that can view your meals. Through a wearable people will be connected and will sense each other's presence (real life time in direction of the position of the other person), these people that one comes across every day will be added to the food diary network.

USER FEEDBACK

During the mid term demo day this concept was presented (see slides in Appendix B). Verbal feedback was given. The most relevant feedback is summarized:
 Many professionals pointed out the dangers of promoting weight loss. This caused me to research more about the topic and evaluating it. Furthermore it was confirmed that no other weight loss program had a physical element to support the process, which many considered to be working in favour of the project. Lastly many found the marketing aspect of the project to be interesting to be used as a tool to encourage people use technology.



CHANGES

Weight loss is a sensitive subject to design for, the impact of the design could potentially have no impact on the people who have actual overweight and would instead cause more eating disorders and unhealthy weight cycling among other things (Hawks et al, 2000). For this reason and my determination to help people achieve their goal, I tried to determine the essence of motivating people to lose weight. I could break this down in a few things

- To motivate people to achieve their goal (set by themselves)
- To make people aware of the process towards their goal
- A positive attitude

AIM

Taking into account the essence extracted from the previous iterations this iteration will try to fulfill those predefined aims in a slightly different context. Shifting from only focusing on people who want to lose weight to people who want to reach a goal in general. There are many articles that focus on telling people about ways to achieve their goals (Cain, 2013).

The aim is to provide fun, social and easy accessible tool to people to become aware of the process towards a goal set by them, in order to increase the probability of them actually achieve it.

PERSONA

This iteration there will be two different personas who will make use and benefit from this product.

Firstly, young adults, from 18 to 25 years old. Going to College, University or starting their first (career) job. They are price conscious yet trend following individuals that have been raised with new technologies. While being busy due to an active social life they are often confronted with things that they would like to change about their lifestyle situation or themselves. Due to the many temptations and routines that are difficult to resist/break they almost never reach a goal that they had previously set, this often leads to frustrations and dissatisfaction of oneself.

Secondly the brand is targeted at free-lance illustrators and graphic designers that want to earn extra money by creating a personalised illustration for another person (through an online platform). These young professionals enjoy the personal connection from the platform and get more satisfaction out of the end result since what they made means something real to the customer.



CONCEPT

Journey is a product service system that helps people to achieve their goals through the visualisation of their progress on garments.

Metaphorically one could interpret Journey to contain two types of logging. Logging monthly to be aware of the process and think about the situations. Social-logging, not by saying anything but by the visualization of logging on the garment.

VALIDATION

The method, story telling I used to receive feedback from this concept is described in the book Collaboration in Creative Design. The aim of this user test was to get critical and personal feedback on the concept

A visual story was created to present to the user (Appendix D)

The user was presented with a story of a scenario without the concept. The user was asked questions such as “have you ever been in a situation like this one?” and “how do you feel when you are in a situation like this”.

Afterwards the user was presented a story of the same scenario, now this time with the concept. He was then asked questions such as “would this be a solution for you” and “what is the aspect that would help you specifically”.

The outcome of this user test was very positive. It resulted that a very important aspect for the user was the look and feel of the brand. This confirmed earlier research saying that in order for a person to want to achieve something, it must want to use the tools to achieve it. Furthermore was the logging aspect of the concept well appreciated.

At the Demo Day, people of the ages 18 to 25 were asked to participate in a contest where they could win a garment with a personalised(to their goal) illustration on it. This resulted in x participants, every person I asked participated. Everyone resulted to have a goal. Most wrote down similar goals. The people that participated were designers and non designers, therefore the answers were varied and slightly more accurate.

Most of the people were positive about ability of the product-service system to help their goals. Furthermore it was inspiring to see that every single person I asked to fill in the form responded enthusiastically and all had a goal.



How does the chat system work?



Once a week you will get a notification (day of your choosing)



How does the chat system work?

Through a chat you will note down all the information needed to calculate your progress. This is also the moment that your motivation will be measured and extra encouragement can be given to you

During your chat session you have to set at least 1 sub goal for coming week



Not buy a pack of sigarets



Smoke less than 3 sigarets

So with who am I talking when I chat?



Journey has a smart chat system. Meaning that we have modeled questions and answers so that we are able to help as many people as good as possible. This system also learns from the answers you give and therefore becomes smarter every conversation.

Hey! How are you?

I am good, thanks! — Great to hear!

Uhm, I'm okay I guess — Not feeling so good today?

I am not so good — Oh no, why is that?

See more in appendix x

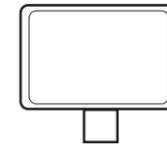
I want to become a design member!



We want people to create for and motivate each other



Designers that become part of the community can earn money when they want to



Setting up your account is easy. Fill in some details about yourself and your design style, showcase your previous work so that people know what they can expect



To keep control over the quality we inspect the profiles before launching them on the website. This way we keep control and stimulate quality

How much time should I spend on making it?



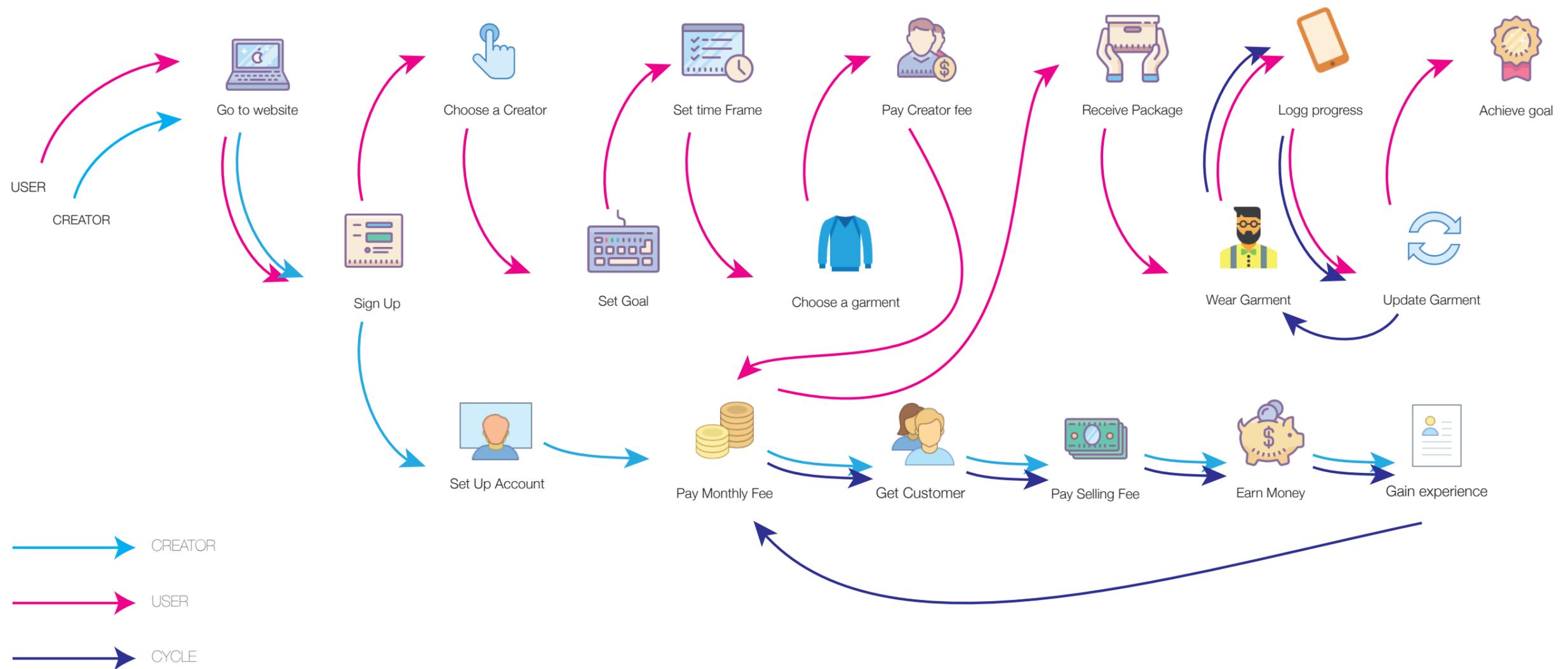
€ 25,—

There are 3 different prices you can ask for your work. The time you spend on it, is up to you.

€ 40,—

€ 60,—

Customer Journey



In order to get a realistic view of what the business would entail, a business plan is set up. This is the first step to present the business to potential investors. Furthermore is there made use of a Value Flow model in order to show the value and money flow within the business, and could potential unbalance in value be determined and solved (Bont et al, 2013). Lastly a business model canvas is made to get a clear overview of the value and stakeholders.

BRAND STORY

Julia van Zilt created Journey in 2017 while still in University. She started this company as an assignment. Her desire to give people a more positive attitude regarding change and her passion for the fashion industry led to the concept that we call Journey.

Journey is an online based company, with a main office in Eindhoven, The Netherlands. The company focuses on providing visual feedback, of the development towards a goal set by the customer. This feedback is shown on clothing.

CUSTOMER

The company will have two different target customers. Each will get a different kind of service and fulfilment of the product.

Firstly the brand is targeted at young adults, from 18 to 25 years old. Going to College, University or starting their first (career) job. They are price conscious yet trend following individuals that have been raised with new technologies. While being busy due to an active social life they are often confronted with things that they would like to change about their situation or themselves. Due to the many temptations and routines that are difficult to resist/break they almost never reach a goal that they had previously set, this often leads to frustrations and dissatisfaction of oneself.

VISION

The brand exists to provide a new and responsive way of setting goals using fashion as a easy accessible medium. Due to the growing influence of social media the pressure among teenagers and young adults to adopt other habits (among which weight loss, wealth, etc)has increased. Therefore we provide a tool that provides visual feedback which is therefore relatable and measurable, this will increase the likelihood of one actually achieving the goal.

Secondly the brand is targeted at free-lance illustrators that want to earn extra money by creating a personalised illustration for another person (through our online platform). These young professionals enjoy the personal connection from the platform and get more satisfaction out of the end result since what they made means something real to the customer.

OBJECTIVE

The objective of this company is to provide innovative garments for young adults. One of the principles upon which all company activity should be based is encouragement. Constructive feedback also plays a key role within the company culture, this is because people from different expertise have different points of view and can therefore have valuable input.

MARKETING MIX

Product

The product is a responsive clothing piece and an app. The service is the translation of your journey to an illustration, providing the opportunity to reflect and be motivated until the end.

The product for the illustrators is a platform where they can do small freelance jobs to gain more money and name recognition

Price

One has to pay the graphic designer/illustrator for the illustration. This price can be either 25, 40 or 60. This depends on the difficulty of the design and can be chosen by the illustrator. Next to this, one has to pay a monthly subscription in order to “develop” the designed unto the goal is reached.

UNIQUE SELLING POINT

The unique selling point of this business are the personalized illustrations, made especially for the customer, on clothing that are based on the real life goals of the users. In other words, personalized garments that react on the user's development.

The graphic designer/illustrator that subscribes to the platform had to pay 20 euro a month plus 10% of the sales made from the platform.

Place

The brand will be launched on an online platform. The main office will be used as an work space and as a manufacture space for the montage of the electronics unto the garment

Promotion

The main channels for promotion will be social media, and the involvement of bloggers with a reach of minimum 1M followers.

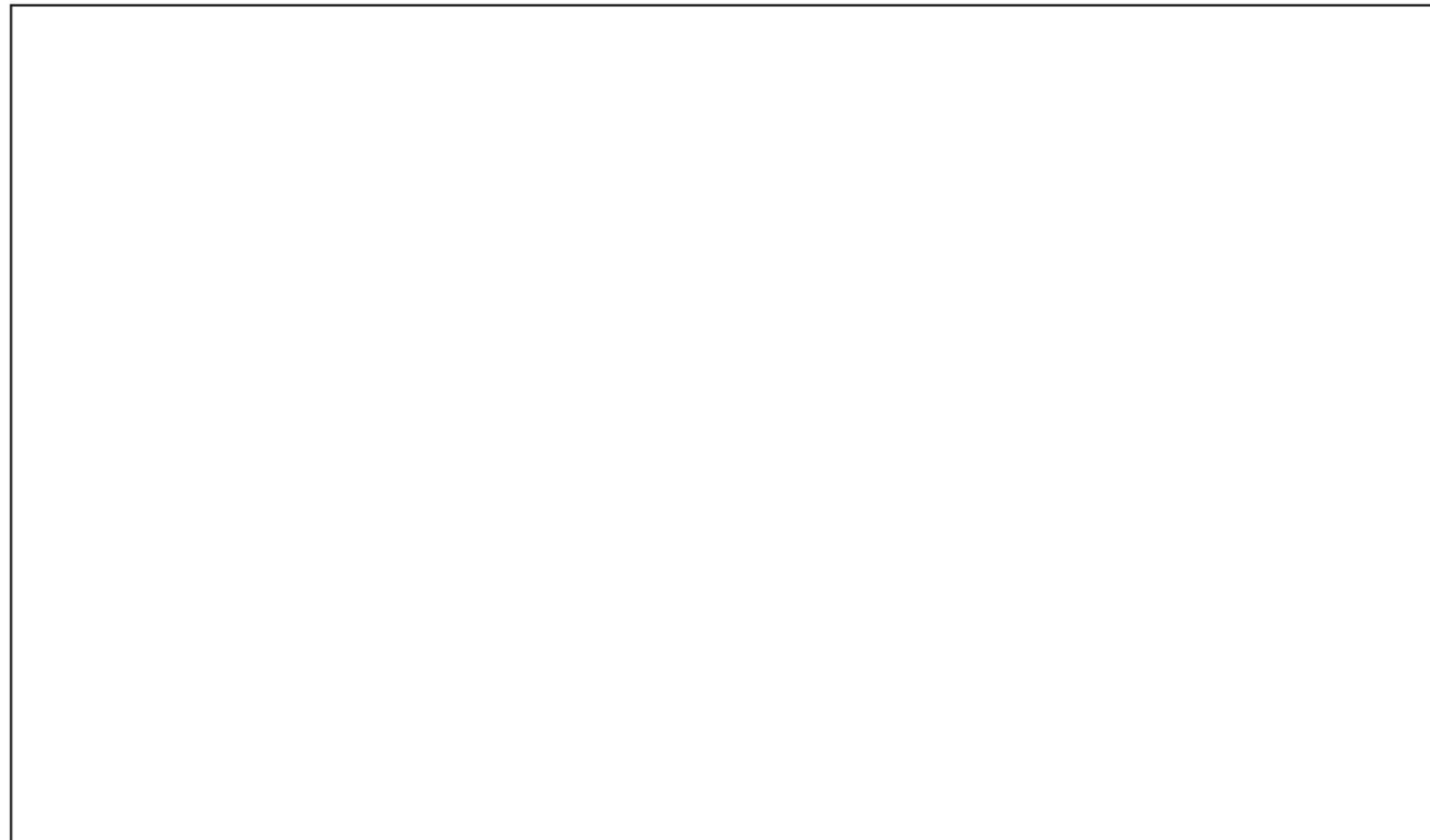
The unique selling point of this business are the personalized illustrations, made especially for the customer, on clothing that are based on the real life goals of the users. In other words, personalized garments that react on the user's development.

SOURCES OF INCOME

Users of the platform will have to pay a monthly subscription until their goal is reached or until they stop the subscription. Since the product will be marketed to young adults (18-25 years old) we have to take into account that people do not have a lot of money at their disposal. Therefore we have set a monthly fee of 7€ a month.

We will have four price categories for illustrators to choose between, 25€, 40€, 60€. Journey will receive a percentage of each design. Furthermore will the illustrator have to pay a monthly subscription of 25€ to be part of the platform and 10% over every sale they make.

VALUE FLOW MODEL



OUTGOING MONEY

In order to bring this brand to the market different experts are necessary.

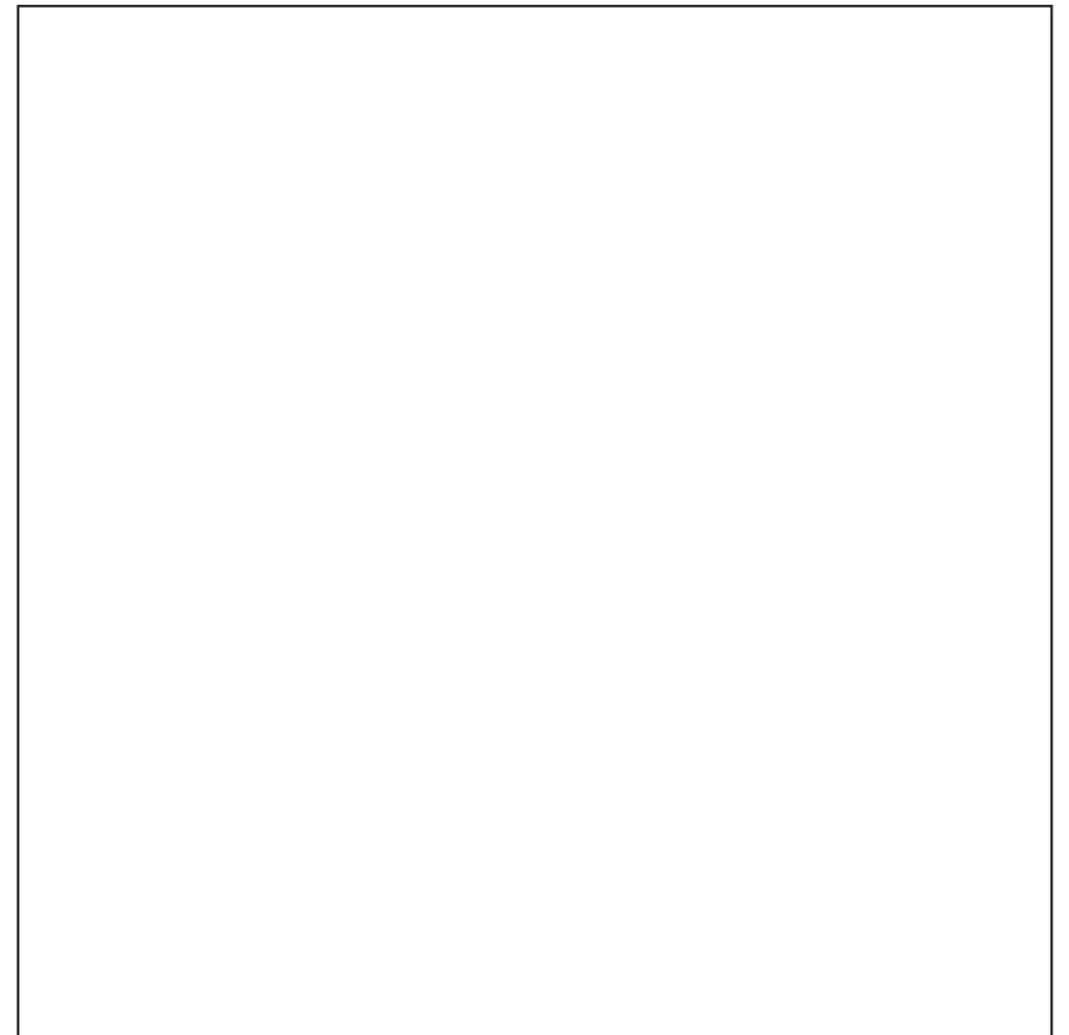
Firstly we will need a skilled website designer who is able to develop the platform. Next we need an app developer, marketing expert, a fashion designer (who is also able to do the technical aspect of the job) and an accountant. The local office has a total rent of 600€ a month. Furthermore do we have to take into account that there might be a need for legal advice and registrations, such as the brand name and logo.

The marketing expertise will be part of the investment of our Investor B. Therefore will these hours not be taken into account when calculating the total start up cost.

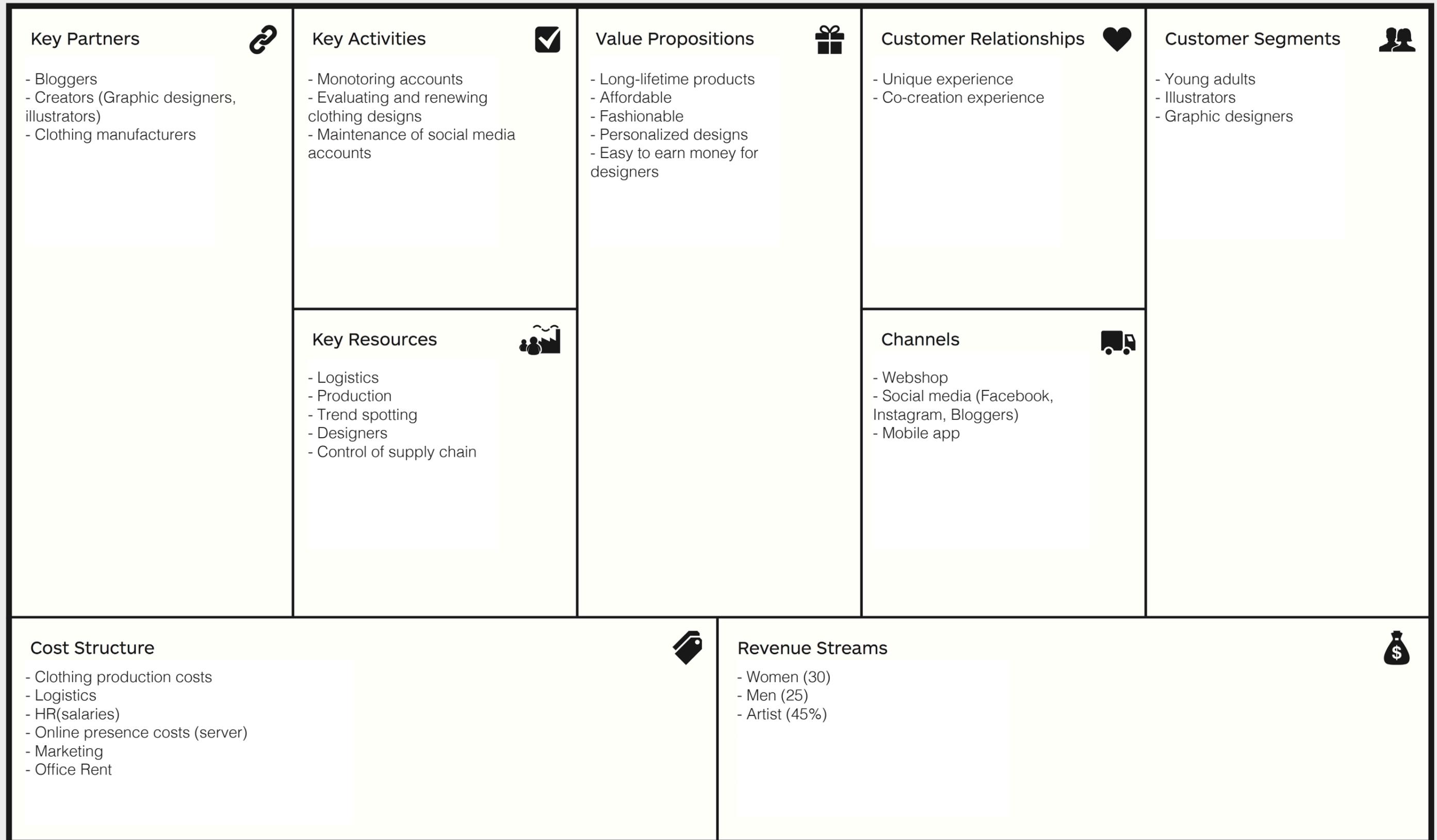
We calculate the time necessary to be a maximum of 3 months, which equals a total of 13 weeks, 8 hours a day. This means that for 3 people to work on this full time an investment of € 7800 plus the cost of production of the garments which we calculate to be more or less €14 a piece of which we will start with a total of 150 items, which means € 2100. Plus 3 months rent equals €1800. Furthermore do we calculate an error margin and legal costs to be €7000. Concluding that the total initial investment would be €14200.

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FLOW OF INFORMATION



The Business Model Canvas



Branding

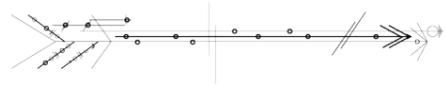
In order to build a credible image of this concept I decided to make a brand manual where it would become clear why the image of the Journey has been defined the way it is.

MISSION

Our mission is to provoke a more positive association to change in the lives of young adults, and creating a personal bond between the designer and the customer, thereby creating a satisfying work and purchase experience.

JOURNEY

Your goal, our Journey



LOGO

LOGO DESIGN AND VALUES

The logo is an integral part of the Journey brand and should be used consistently and thoughtfully

The logo will be used in color when placed on a light surface. When the background is dark the logo will be shown as white. The text will typically be placed on top of the logo when used with a light background. The name and illustration may be used separate from each other, though never when used for advertisement.

HOW NOT TO USE THE LOGO

The text and Logo will never be overlapped when a dark background is used. The arrows must never point into another direction than to the right. Furthermore will the logo never be used diagonally.

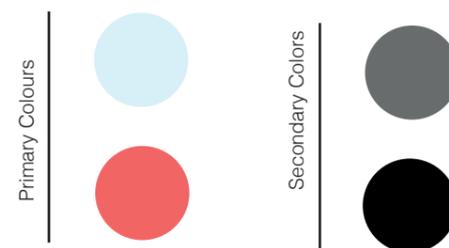
VISION

The brand exists to provide a new and responsive way of setting goals using fashion as a easy accessible medium. Due to the growing influence of social media the pressure among teenagers and young adults to adopt other habits (among which weight loss, wealth, etc)has increased. Therefore we provide a tool that provides visual feedback which is therefore relatable and measurable, this will increase the likelihood of one actually achieving the goal.

COLOUR PALETTE

The primary colours are key indicators of the JOURNEY brand design.

The tone of each colour may be adjusted for variety purposes.



VALUES

One of the principles among which all company activity should be based on is positivity and encouragement. Constructive feedback also plays a key role within company, this is because people from different expertise have different points of view and can therefore have valuable input. Furthermore the company should always adopt a proactive work attitude.

TYPOGRAPHY

Primary font Serif: *Glamour & International Palms*
Primary font: Helvetica Light

These Primary fonts will mainly be used for titles, subtitles and body text.

Secondary font: *American typewriter Light*

The secondary font mainly serves to be used for communication purposes e.g. in illustrations, info graphics, etc.

PERSONALITY

The following adjective describe the tone of the company and will therefore be taken into account within daily activities and all company decisions

Innovative
Stylish
Clean
With a touch of playfulness

PROMO CONTENT

The Advertisement and promotional content should always emphasise positivity and uniqueness

The colours should be used from the colour scheme on page. All text should reflect typeface guidelines and the overall guidelines should be clean and consistent.

Technology

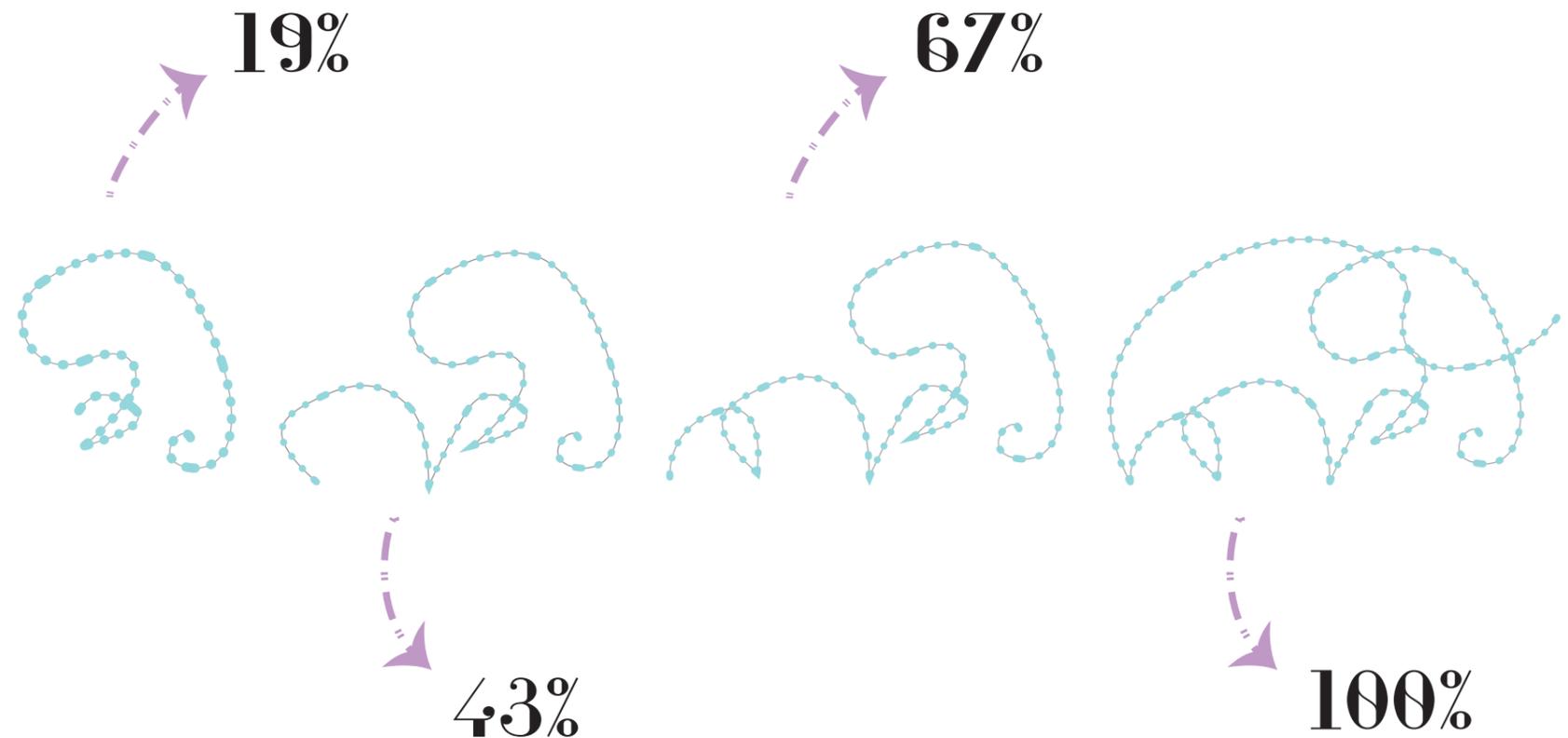
Research was conducted but no material could result in the behaviour that I wanted to provoke. Therefore to simulate the behaviour of the illustration on the garment respect to the progress of the user I used light to simulate it.

In order to do this I did three iterations technology wise.

First a LED strip. For this LED strip I used a sample code to see the effect of the lights going and off.

Then the LED strip was taken apart and soldered with multi core wire. Which then was sewed unto a piece of fabric to maintain the fluidness of the fabrics. Attached to a potentiometer to be able to regulate how much lights would go on.

Finally the LED strip was taken apart, the individual pieces were stuck on a cardboard base which were then soldered together. It became a static piece, but since the aim of this component was to imitate the real behaviour it was representable. This was also attached to a potentiometer. (The code can be found in Appendix C)



Discussion

This project has been build on the foundation of reliable research. Yet there is always room for improvement.

The user tests, interviews and feedback sessions did not have many participants. From the beginning I was aware of the limited time for this project, therefore I always tried to chose the participants carefully to still obtain valuable information.

In contrast to previous project I have carried out, I focused mostly on the marketing and business side of designing a project. This could be an advantage in the sense that users can better understand the eventual outcome of the project and therefore provide better and more accurate feedback.

Throughout the project limited time was one of the challenges. This means that I have not been able to carry out all the activities I had wished to. One of those things is a validation and testing of the website and application interface.

The aim of this user test is to improve the website and application interface for easy and intuitive usage.

The way I will test it is by letting them use website with a task but without any further explanation. While recording the screen of the computer and therefore their behaviour. There will be two tasks, each person who participates will take part in one.

Task A. To set a goal

Task B. To become a design member

After having finished this task they will be ask to answer some questions regarding the interface. Through their on screen behaviour I would like to deduce certain flaws and possible ways to improve the interface.

The app will be tested in two different ways for two different aims.

Firstly it will be important to know if the user considers that the information presented on the app is adequate. Secondly it is important that the interface is easy and intuitive. Lastly is it important to validate if the logging works this way for the user. The full setup of this user test can be found in appendix E.

Conclusion

From the whole process we can conclude that there is certainly a need that has yet not been fulfilled effectively. From the reactions of different stakeholders we could deduce that Journey would provide the balance between personal guidance and social inclusivity. Marketing is an important part of the end result of product design, within this project it has been used as a tool to convey the right emotions, look and feel of the concept to evaluate the validity of the concept. In my opinion, business often sets boundaries to a designer, though it is possible and up to the designer to use business as a tool to achieve a mean. It cannot be denied that further user testing is deemed necessary in order to bring a ready and effective product to the market. I would certainly, as a designer, like to further explore the concept and further explore other solutions to the problem. Lastly, the outcome of the project has been more than satisfactory.

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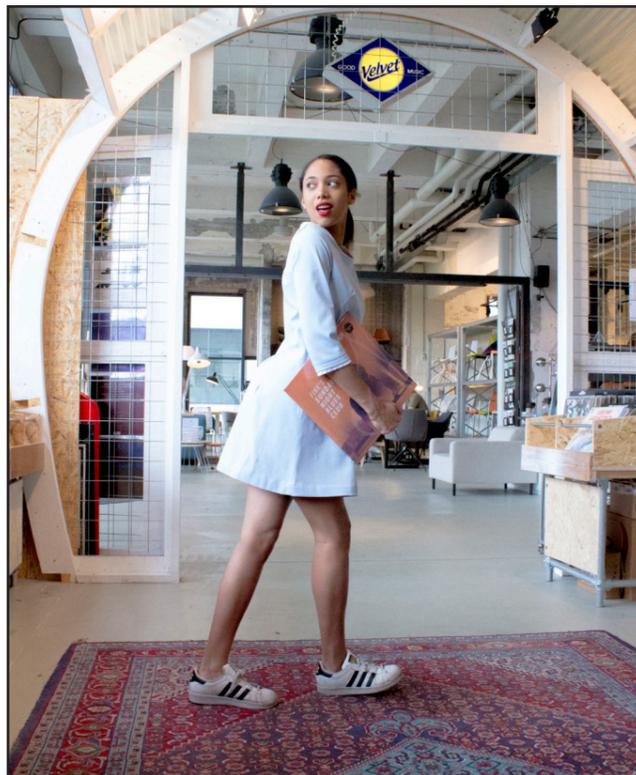
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APPENDIX A

USER INTERVIEWS

1 of 4.

Julia: So, could you tell me what your first impression is ?

David: I would say my first impression is a good one, Seems like a totally new concept and i liked that you incorporate the concept in a wearable. I feel like there are a lot of apps that do a similar thing but they don't use a wearable. Anything that actually shows you and gives you signals that you can see and feel. To notify you that there are people around you and to keep you focussed on your goals. I really like that aspect.

J: Would you mind wearing a shirt under your clothes?

D:I might, If it's not comfortable. Specially if you'd have to wear one everyday. I was wondering if you would have at least three that are all connected so you can wear a clean one every day. Plus i feel like with certain outfits you tend to just not wear an undershirt.

J: If it's for this purpose do you think you would wear it anyway even if you normally wouldn't?

D: Honestly, me personally, i don't think i would. But i do think that there would be a lot of people that would.

J: And why wouldn't you ?

D: Because i don't like wearing a lot of shirts. I tend to like walking around without a shirt so having to wear an extra one. I personally would not like that. But i can think of a lot of people that would.

J: So, what do you think about the fact that your phone is involved in the entire process.

D: I think there is no way around it. Everyone had a phone and it's the one thing they always have with them. So if you want to use something that is suppose to keep you focussed on your goal you'll have to use your phone. Because that is the thing you'll always be looking at so it's the best thing to help you remind the goals you set for yourself.

J: About the sweater, how do you feel about the fact that you're going to notice people around you that have the same goal.

D: To notice other people i think is a nice thing, but i think for a lot of people it's less nice to be noticed. I think for a lot of people losing weight, getting fit is more of a private thing that they wouldn't talk about with everyone especially strangers.

J: This is not meant to be talking to anyone.

D: I know, but walking around with a sweater that says: " Trying to lose weight". That might seem daunting to some people.

J: i know, but it would be designed as an everyday sweater. So it wouldn't say " Hey, i'm trying to lose weight". Just imagine for example a BALR sweater having one of those where they are stylish and they are cool and a lot of people wear them, and than having an extra feature that you personally you feel something and the rest can't see that you are feeling something.

D: Than i think that's good. Because it's nice to know that you are not the only one. For a lot of people that helps. Because if you feel lonely and like it's just you that is doing it. Sometimes it helps motivate you to know that there are more people. Especially if you can correspond with them.

J: And how do you feel about seeing how many people you have seen each day.

D: I think that ties into what i just said. How it's motivating to see that there are other people working towards the same goal as you are. That you are not alone.

J: How do you think this is different to other existing apps, watches etc.?

D: I guess you could see a lot of similarities between a watch and the shirt for example, but especially the social aspect you are trying to incorporate into this really differentiates this from others. Where most of the others still linger on the fact that people want to keep their goal private and do it their own way. This seems to really want to connect people and make them talk to each other more easily and stay motivated during.

J: Thank you.

APPENDIX B

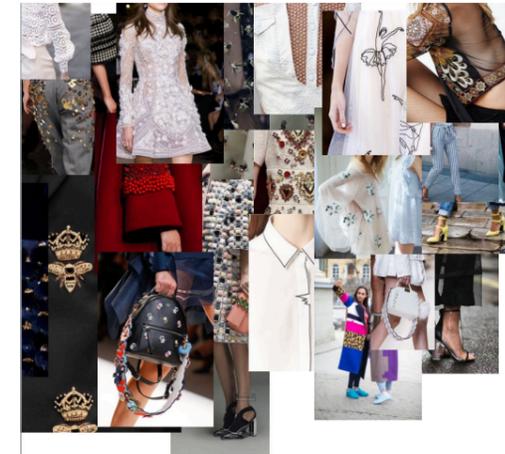
MID TERM DEMODAY PRESENTATION



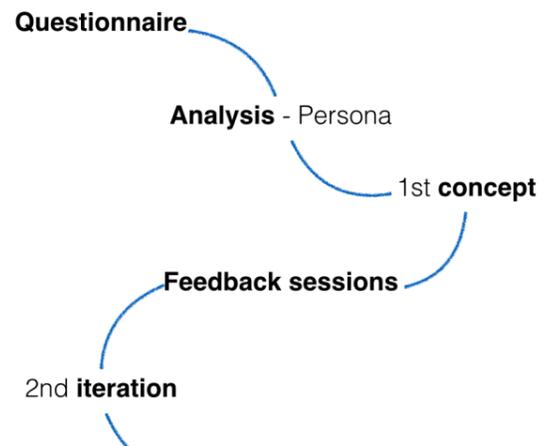
"I want to motivate people to lose weight in a healthy and positive way by making them aware of their lifestyle (food and workouts)"

Social interaction Logging

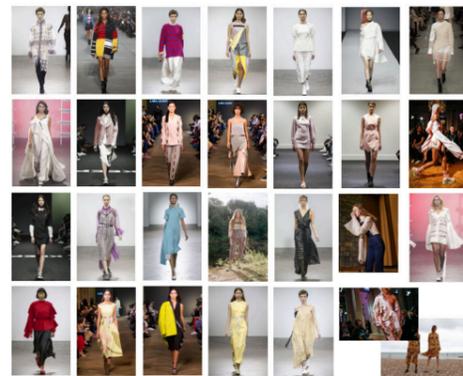
PROJECT GOAL



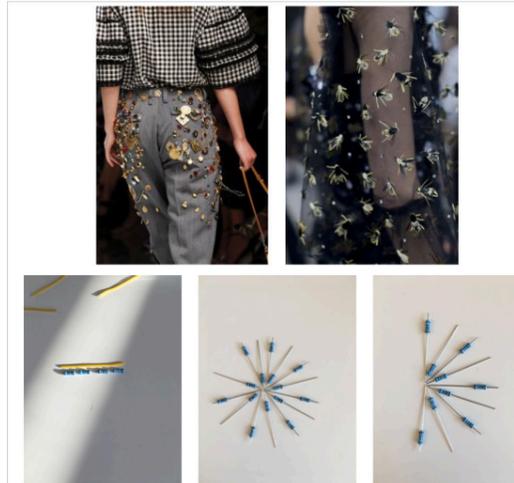
MOODBOARD



PROCESS



TRENDS



CRAFTY ELECTRONICS

The Business Model Canvas				
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
		Delivering a different weight loss/lifestyle experience through quality clothing to young adult woman that want to lose weight. The price class can be compared to that of Scotch and Soda.	The customers have a big impact on the product since we aim to provoke motivation and positive emotions.	We are creating value for young adults to live a healthy life. Our most important customers are those that want to improve their image to themselves and the outside world.
	Key Resources Promotion, platform, selling, producing, sending and repairs		Channels 1. Awareness - through social media 2. Evaluation - contact with customers 3. Purchase - online 4. Delivery of value - branding and quality 5. AfterSales- Repair and assurance	
Cost Structure It will be a value driven business, focused on having a positive impact on peoples life		Revenue Streams		

BUSINESS MODEL CANVAS

User test:
concept
visibility (brand) + (self image)

3rd concept:
Concrete
Integrating everything into a wearable
Development (design + technology)

FUTURE STEPS



QUESTIONS FOR ME

APPENDIX C

ARDUINO CODE

```
// NeoPixel Ring simple sketch (c) 2013 Shae Erisson
// released under the GPLv3 license to match the rest of
the AdaFruit NeoPixel library
```

```
#include <Adafruit_NeoPixel.h>
#ifdef __AVR__
  #include <avr/power.h>
#endif
```

```
// Which pin on the Arduino is connected to the NeoPixel
// On a Trinket or Gemma we suggest changing this to 1
#define PIN 6
```

```
// How many NeoPixels are attached to the Arduino?
#define NUMPIXELS 71
```

```
// When we setup the NeoPixel library, we tell it how
many pixels, and which pin to use to send signals.
// Note that for older NeoPixel strips you might need to
change the third parameter--see the strandtest
// example for more information on possible values.
Adafruit_NeoPixel pixels = Adafruit_NeoPixel(NUMPIXELS, PIN, NEO_GRB + NEO_KHZ800);
```

```
int val = 0;
int potPin = 0;
//int pixels = 6;
```

```
void setup(){
```

```
  pixels.begin();
  pixels.show();
```

```
  //pinMode(pixels, OUTPUT);
  Serial.begin(9600);
```

```
}
```

```
void loop(){
```

```
  // haal analoge waarde op
```

```
  //val = analogRead(potPin);
  // delen door 17.05
  int val[10];
  val[0] = analogRead(potPin);
  delay(10);
  val[1] = analogRead(potPin);
  delay(10);
  val[2] = analogRead(potPin);
  delay(10);
  val[3] = analogRead(potPin);
  delay(10);
  val[4] = analogRead(potPin);
  delay(10);
  val[5] = analogRead(potPin);
  delay(10);
  val[6] = analogRead(potPin);
```

```
  int highest=0;
  int highestz=10;
  int lowest=2000;
  int lowestz=10;
  for(int z=0; z<7; z++){
    if(val[z] >= highest){
      highest=val[z];
      highestz=z;
    }
    if(val[z] <= lowest){
      lowest=val[z];
      lowestz=z;
    }
  }
}
```

```
int finalvals[5];
int counter=0;
```

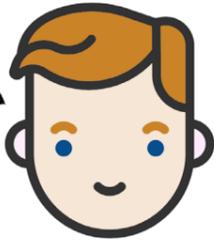
```
for(int y=0; y<7; y++){
  if(y != lowestz && y != highestz){
    finalvals[counter] = val[y];
    counter++;
  }
}
```

```
}
int total=0;
for(int u=0; u<5; u++){
  total += finalvals[u];
}
// hoeveel pixels er aan moeten
int val2 =total/5;
val2 = val2 / 17;
Serial.println(val2);
for (int i=0; i <= val2; i++) {
  pixels.setPixelColor(i, 0, 0, 10);
  Serial.println("test");
}
//delay(50);
for (int j=(val2+1) ; j<60; j++) {
  pixels.setPixelColor(j, 0, 0, 0);
}
//delay(50);
pixels.show();
}
```

APPENDIX D

STORY TELLING VISUALS

Hi! Meet Thom.



Thom is 22 years old and has almost finished his university degree.

Thom feels like it is making him too unhappy. Therefore he decides not to go through with his plan.



6 months later...

Thom is feeling careless like his cousin Alex

He is so motivated! It makes him happy that he is working on himself, and he can't wait to reach his goal.



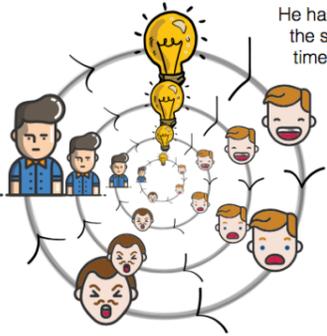
He didn't expect it to be so difficult. Also, he feels like everything is changing so slowly. He feels overwhelmed and less motivated.



He wants to look a bit better. All the beer he drank made him gain weight, thats why he wants to lose 5 kg



He is so motivated! It makes him happy that he is working on himself, and he can't wait to reach his goal.



He has tried to achieve the same goal 3 more times and still did not succeed.

He heard about this clothing brand that would help him achieve his goal. So he checks it out!



He enters his goal and a time frame for him to reach his goal.

Goal: To lose 5 kg Time Frame: 3 Months

He picks a sweater to be his canvas.



He didn't expect it to be so difficult. Also, he feels like everything is changing so slowly. He feels overwhelmed and less motivated.



Frustration is building up and he is starting to feel like his moody neighbour Ben.



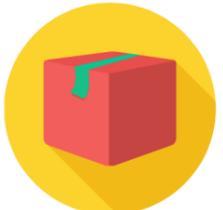
An other story about Thom



Thom wants to look a bit better. All the beer he drank made him gain weight, thats why he wants to lose 5 kg



He is still motivated to reach his goal when he receives a package with his sweater

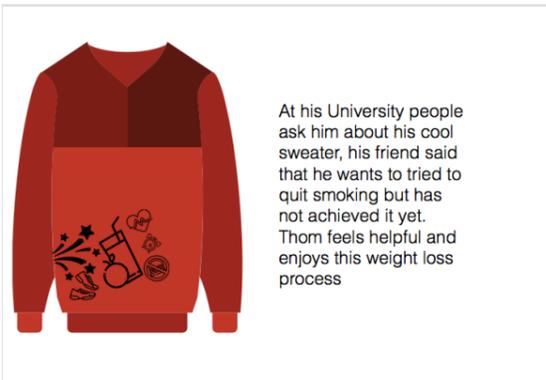


Every week his phones asks him how he is holding up, what he finds difficult and what makes him happy.



After 3 weeks of holding on to his goal he receives a new package, with his personal story on it!! (which he applies to his sweater)

He looks at the things he found difficult and how far he has come already, he can't wait for his next package! (so he keeps putting effort in his goal)



At his University people ask him about his cool sweater, his friend said that he wants to try to quit smoking but has not achieved it yet. Thom feels helpful and enjoys this weight loss process

Questions story research

Are you currently trying to achieve a goal.

What is that goal?

What would make you reach out to such a source of support?

What clothing piece would you choose and why?

Do you like the element of surprise?

Would you like to know beforehand what will be the outcome of your journey?

Do you have any experience with logging?

Would you be okay with the app asking you personal questions?

Do you think you will look back and value this item as a memory and hold onto?

Sensitizing story

Setting the aim of the dialog and introduces the context of interest. In this case the process of setting a goal to achieving a goal.

Story

Questions

Do you recognize the story?

Visionary story

Introducing the concept in an envisioned concept

Questions

What did you like and dislike about the story?

Envision yourself as the user of this concept.

What would this story be like if you would have had the concept during your period?

What would be the same and what would be different?

How do you feel about it?

Positive and negative points of the concept and own situation.

Would you use it?

Would this work for you?

I always tried to be open ended and non-directive questions.

APPENDIX E

FUTURE USER TEST

VERSION A . Duration: 2 months

AIM: Journey is a product service system that assists people setting and achieving goals. The aim of this user test is to get insights about the current interface system. Furthermore would we like to asses the effectivity of the chatting interface, for then further optimization.

TASK

- Set a goal. (Screen Record on)
- Participate in a chat session every week. (Recorded)

START QUESTIONS (rest will be led by conversation)

- What were for you some barriers of usage

FURTHER QUESTIONS ARE ASKED BASED ON OBSERVATIONS AND COMMENTS MADE DURING THE USER TEST

VERSION B. Duration 1 hour

AIM: Journey is a product service system that assists people setting and achieving goals. The aim of this user test is to get insights about the current interface system, and the ease with which one can become a design member.

TASK

- Become a design member (20mins)
- Accept and execute a goal request (40 mins)

START QUESTIONS (rest will be led by conversation)

- Is it easy to set up an account

FURTHER QUESTIONS ARE ASKED BASED ON OBSERVATIONS AND COMMENTS MADE DURING THE USER TEST