



Real you

To make our loved ones see their real beauty


Exploring interactions | Paradigm shift | savoring | [Inge van der Lee](#) | 4261054





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Current situation





  I want women to rediscover their **own beauty** during moments of unwanted body changes  



Warm | Safe | Intimate | Treasure

Cycle 1 | Ideate

- 10 Interviews with cancer patients, skin burn victim, mothers, counsellor, and physiotherapist.
- Online observations on different forums and offline observation during a workshop about beauty for women recovering from cancer.



Cycle 2 | Iterate

- Back to my first inspiration; Dove advertisement. Other people see have an other, more realistic, view on our beauty.
- The personal message test. Where the impact of others describing your beauty was tested.



Cycle 3 | Demonstrate

- Interaction testing. Test the actions, emotions and feelings of message senders and message receivers.
- Prototype testing. Test the ease of use and comprehensiveness of the product.





Real *you* platform



