

EXPLORING INTERACTIONS

FINAL PRESENTATION

LIVING ON MEDICATION

Lydia The | January 24, 2014

A large, light pink oval with a subtle gradient and a slight shadow, centered on the page. It contains the text "Taking the birth control pill".

Taking the birth control pill

Who is involved?

About 1,6 million women
between 16-49 years in The
Netherlands

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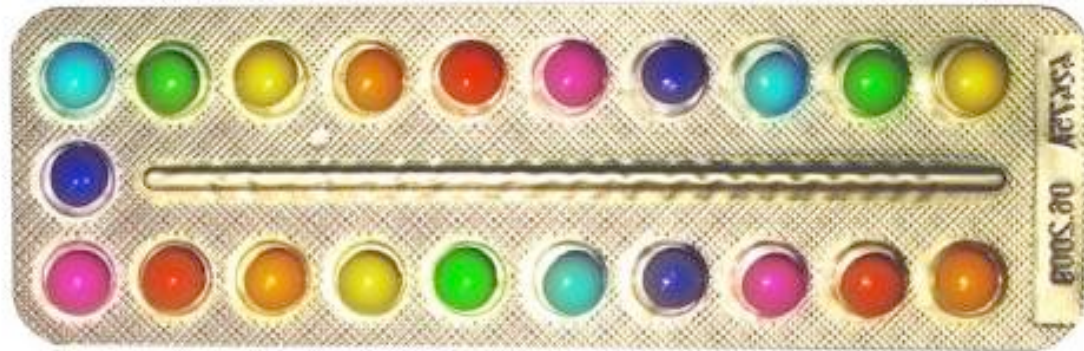
On average 60,3% of Dutch
girls between 16-20 years old
where involved in 2012

Who is involved?

About 1,6 million women
between 16-49 years in The
Netherlands

On average 60,3% of Dutch
girls between 16-20 years old
were involved in 2012

The age of these girls
involved is 16,1 years on
average



A pill-tool for teenage girls



A pill-tool for teenage girls

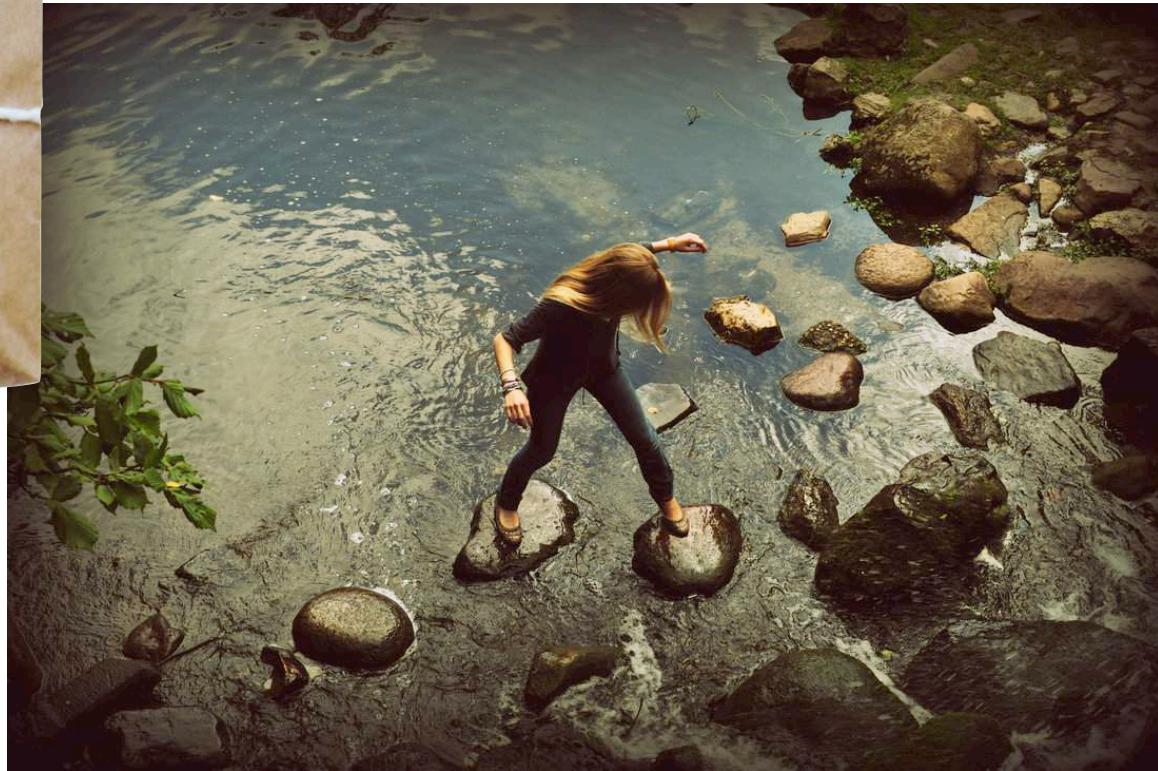


A pill-tool for teenage girls

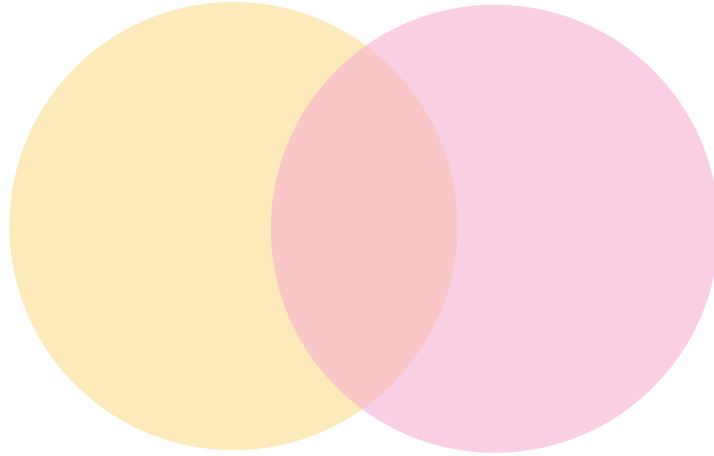


Design a tool for teenage girls that reminds to take their daily birth control pill and makes them feel sure they took it.

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Trigger curiosity & be mindful



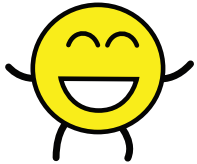
How does it work?

Monday

Jokes



Jolly Joker



Tuesday

Discounts/Offers



Discount Dan

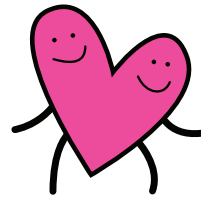


Wednesday

Quotes



Heartwarming Twins



Thursday

Quiz questions



Quizmaster Quinn

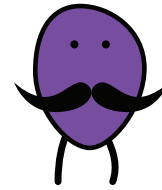


Friday

Art



Arty Farty



Saturday

Fun facts



Did-you-know Joe

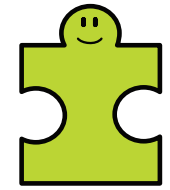


Sunday

Puzzles



Puzzly Pete

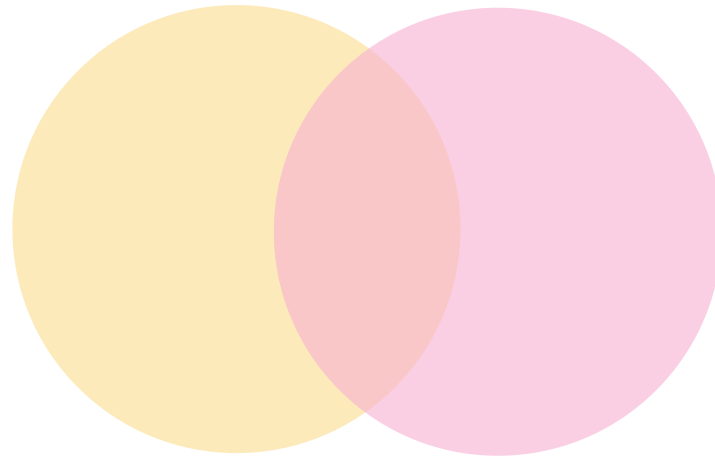


Daily themes create a weekly pattern



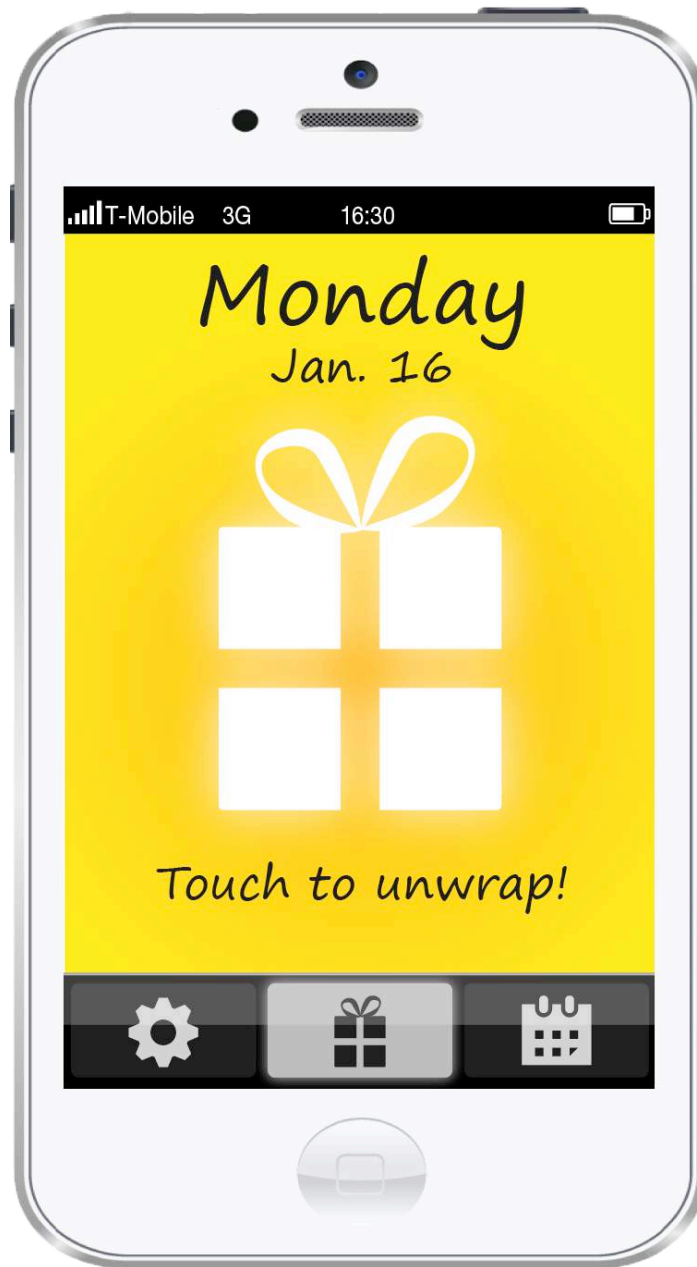


ReMind phone application



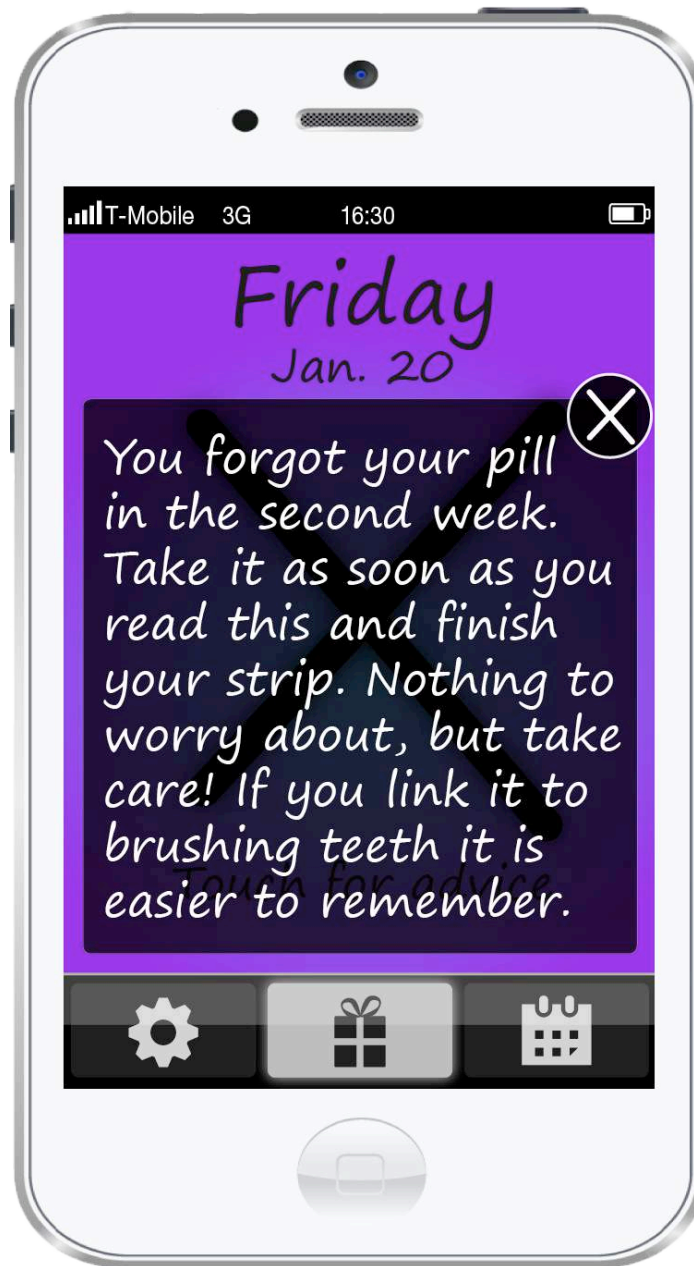
Interaction & effects

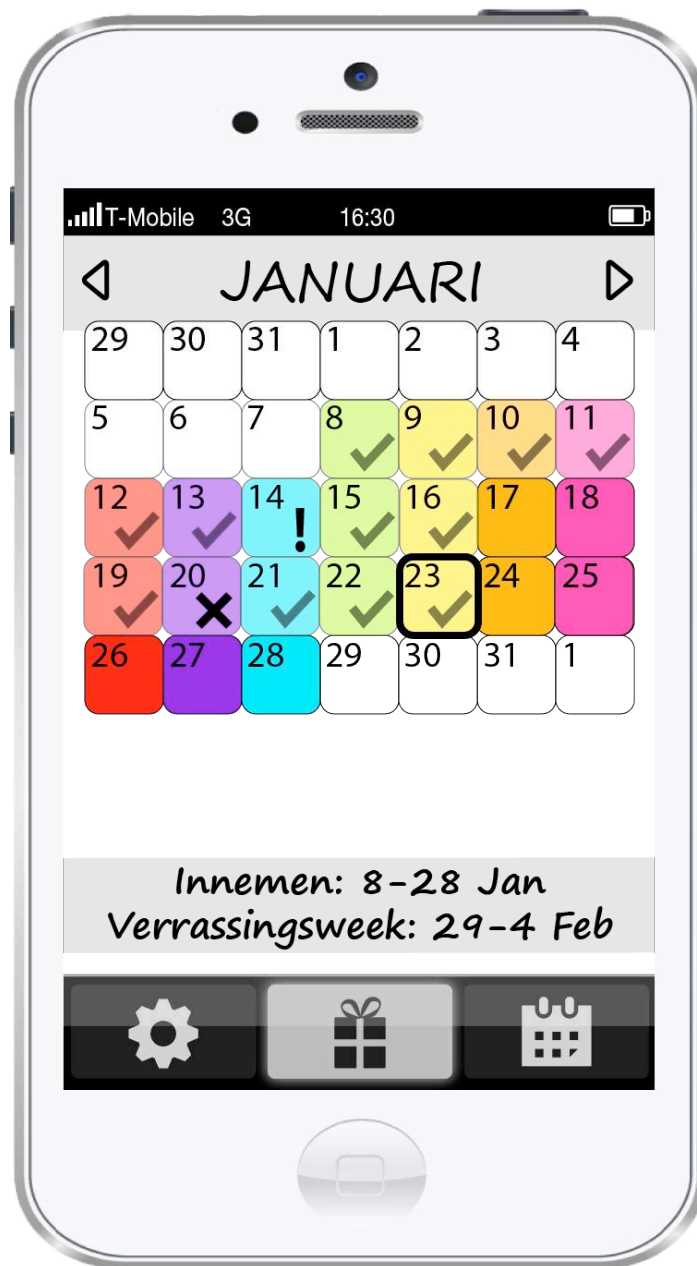


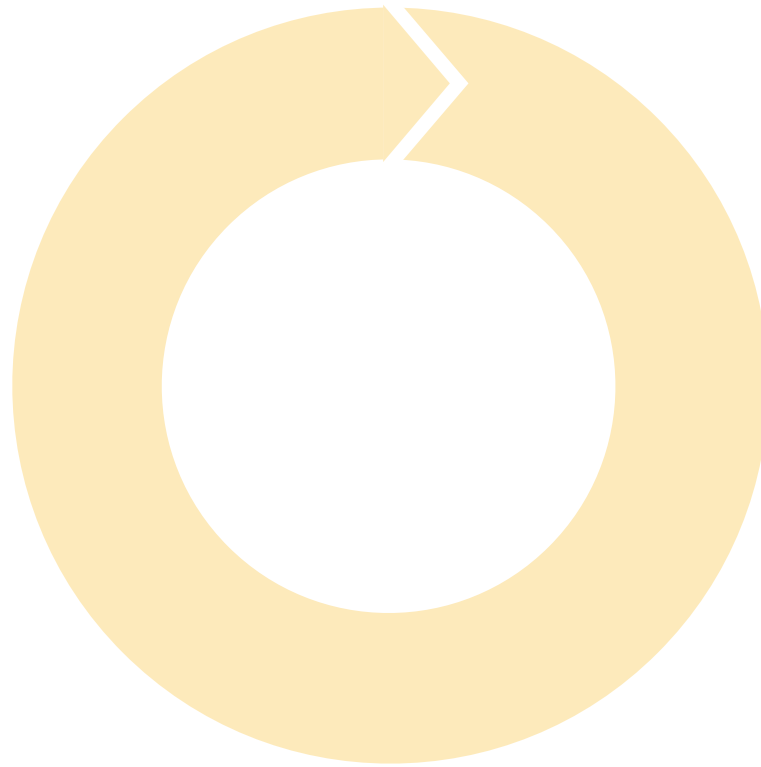






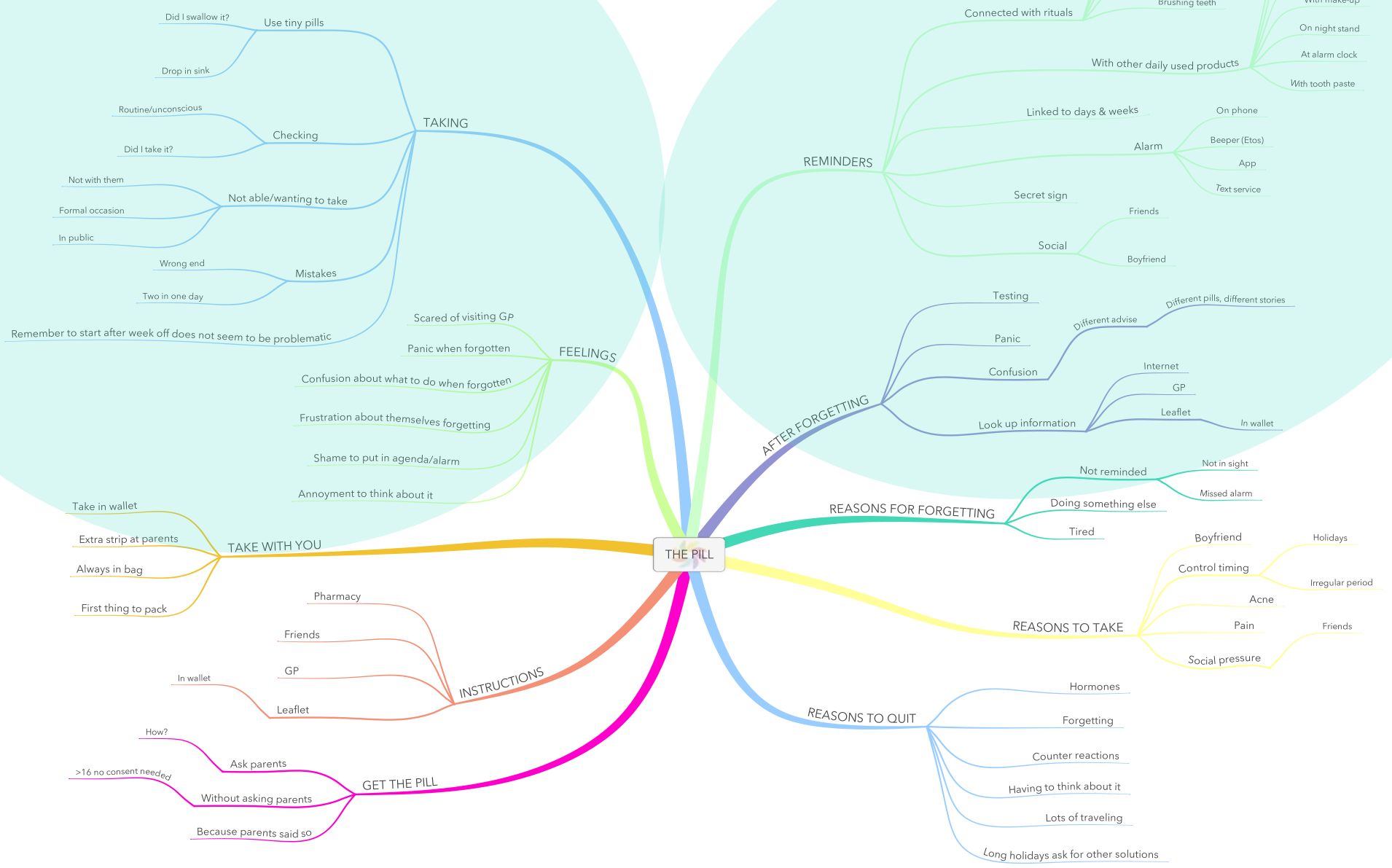






First cycle

RESEARCH FINDINGS
From interviews & internet forums

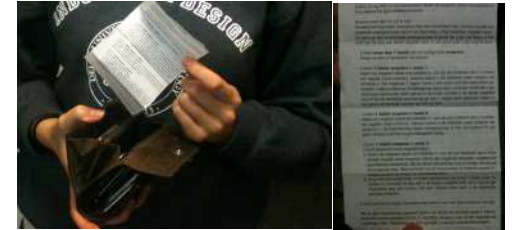


"I have the pill strip on my night stand and take one when going to bed. When I wake up, I check again."

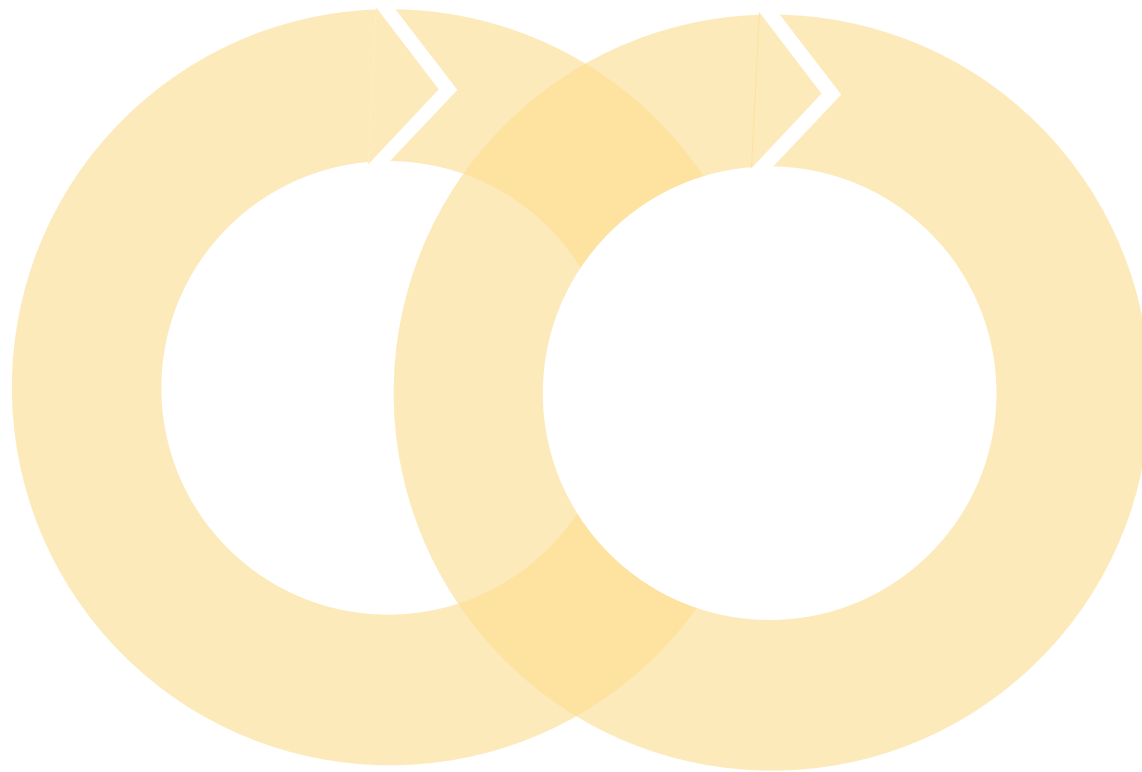
"I have cut out the overview of what to do when you forget from my leaflet and have it with the pill strip in my wallet."

"Last year I took a lot of vitamin pills and I knew I had been taking a pill in the morning. But then it was not THE pill."

"Combine it with something nice. Not a standardized message to my brain every day! It should trigger me to look at it each day. Something silly, happy, really girly even."

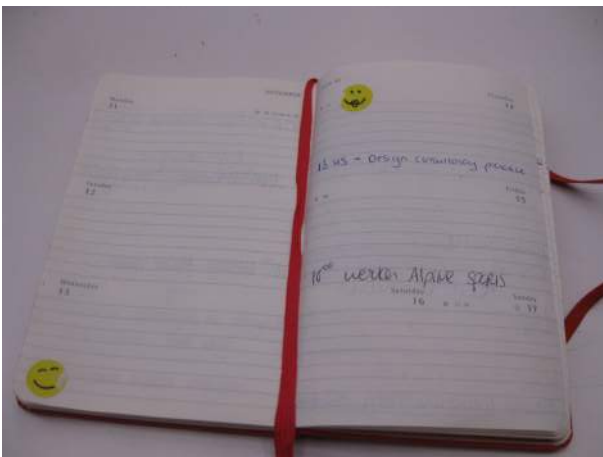
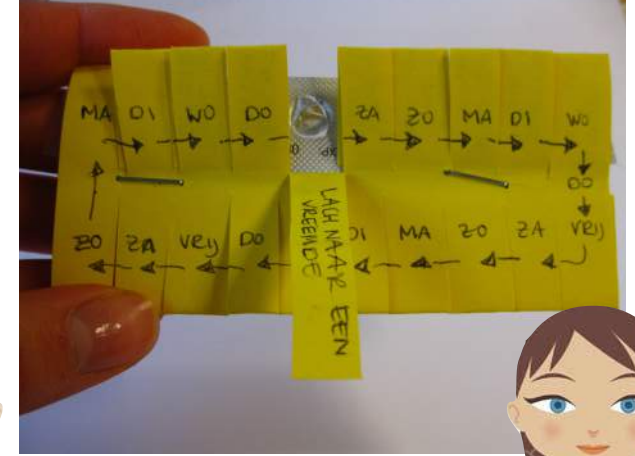


"Often I forgot to take it and woke up in the middle of the night, panicking."



Second cycle

Testing



Fun, but extra actions
take too much time

"When I take my pill, I try
to think 'I am taking it' and
remember something in
that moment"

Days are not always a
clear indication;
another pattern?

The consequence of
forgetting has no
direct feedback

I want to know without
the strip I took it

Context mapping



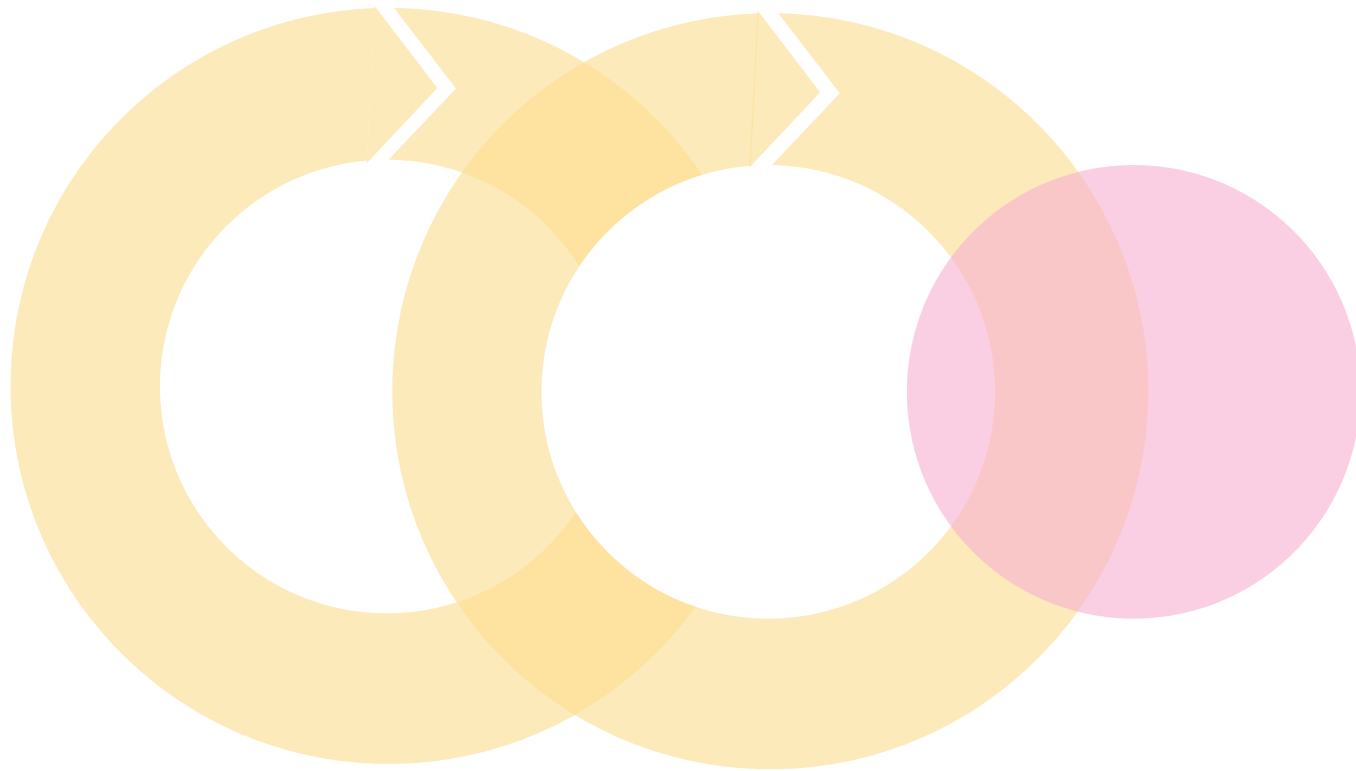
Creating a remembrance

Color indications

Creating a weekly pattern

A smartphone application





Final cycle

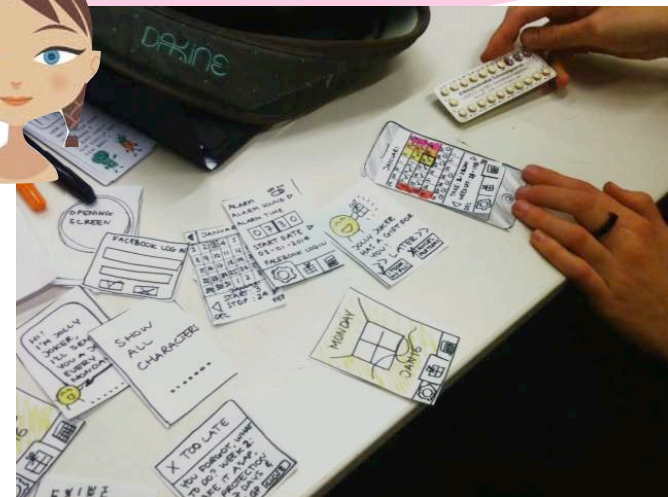


Interview

Response testing



Paper prototyping



Situation	Response girl 1	Response girl A	Response girl B
Sound on	2 minutes	1 minute	3 minutes
Sound off	37 minutes	1 minute	79 minutes

T-Mobile 3G 7:30

 *Van Jolly Joker*

Hoe weet je dat wortels goed zijn voor je ogen?

Omdat je nooit een konijn ziet met een bril!

T-Mobile 3G 7:30

 *Van Discount Dan*


2x Milk Shake Medium

 **4,00**

Deze voordeelbon is geldig t/m zondag 26 januari 2014 en niet geldig in combinatie met andere McDonald's aanbiedingen. Geldig in alle McDonald's restaurants in Nederland met uitzondering van Schiphol Foodcourt en Schiphol Vertrekpassage. Deze voordeelbon is te scannen bij de Easy Order Kiosk. Let op: Op de Easy Order Kiosk kan je niet verschillende smaken Milk Shakes combineren.

T-Mobile 3G 7:30

 *Van Heartwarming Twins*

Chase your

DREAMS

straight to the top

N INTO A SKY THAT HAS

OLIMITS

T-Mobile 3G 7:30

 *Van Quizmaster Quinn*

Wie bedacht ooit het TV-programma America's Next Top Model?

(Tyra Banks)

T-Mobile 3G 7:30

 *Van Arty Farty*



Streetart van Julian Beaver

T-Mobile 3G 7:30


 *Van Did-You-Know-Joe*

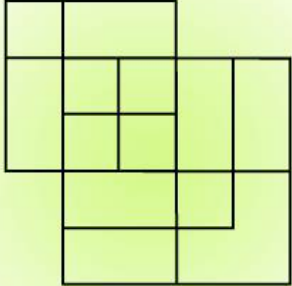
Wist je dat...

Coca-Cola oorspronkelijk groen was?

Toen de eerste cola werd gemaakt was deze nog groen van kleur. Coca-Cola is uitgevonden door de apotheker John Pemberton, die het drankje als medicijn ontwikkelde tegen hoofdpijn en vermoeidheid.

T-Mobile 3G 7:30

 *Van Puzzly Pete*



Hoeveel vierkanten zie je?

(41)

"I found it really handy. It is a confirmation I took my pill."

"When I got your message, I first went to take my pill before proceeding my breakfast."



"There was no gift I did not like. They all connected to my interests."

"I found it really handy. It is a confirmation I took my pill."

"When I got your message, I first went to take my pill before proceeding my breakfast."



"There was no gift I did not like. They all connected to my interests."

"Receiving those images was fun.
Every day was a new surprise."

"You are more aware of taking it.
Normally you do it so quickly and now I
really thought 'I am first going to take it'."

Recommendations

Research effect of pill strip



Weekend alarm times



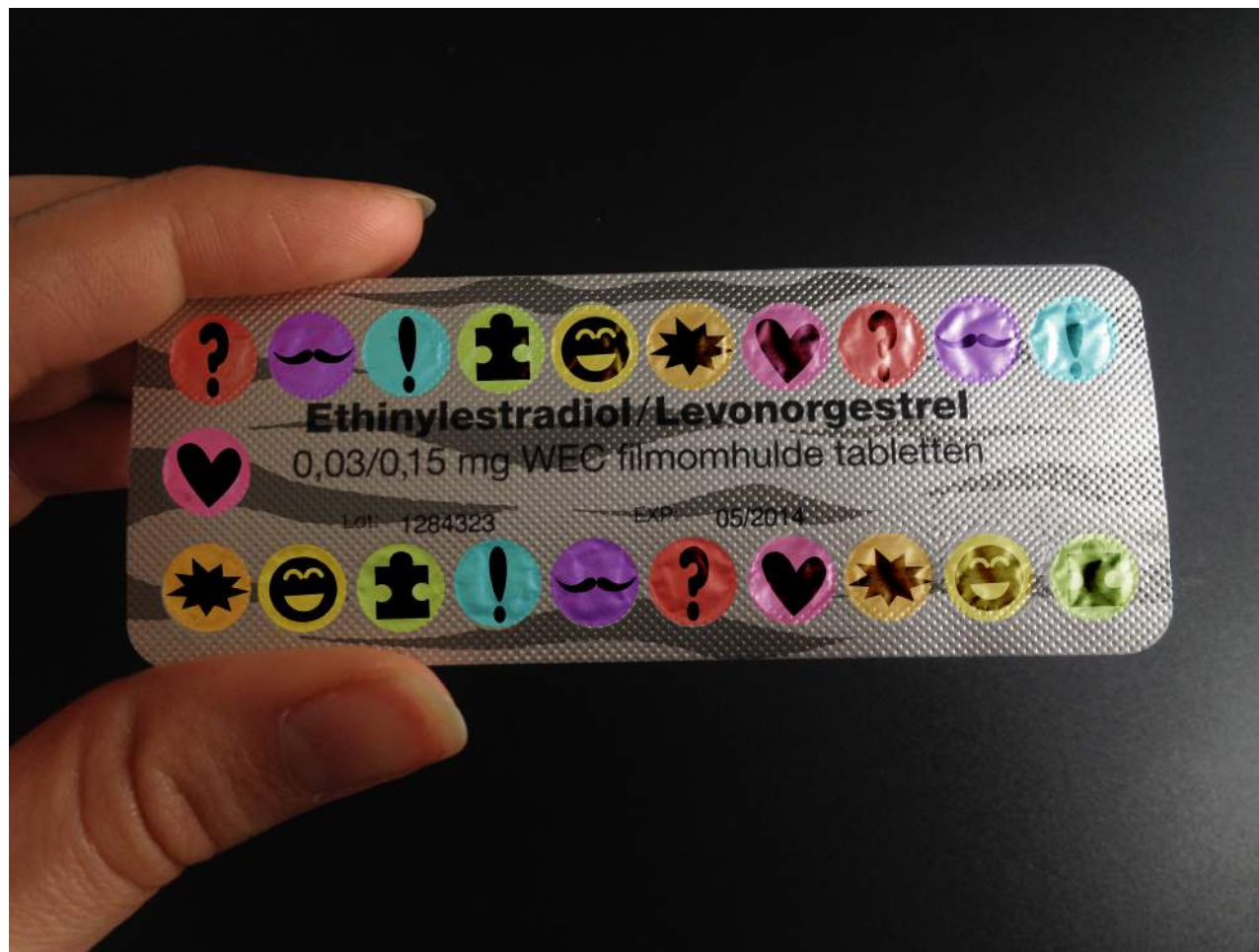
Personalized gifts



Adding social aspect



Monthly themes



THANK

YOU!