

ChocoMoment

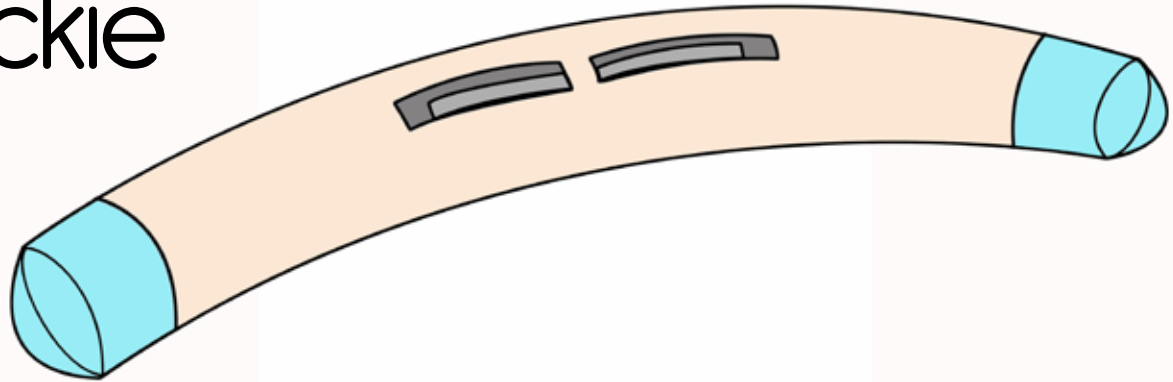
ENJOY THE LITTLE THINGS

Exploring Interactions

Rochelle Simons

Remember?

Snack Stickers



ChocoMoment

ENJOY THE LITTLE THINGS



Design Goal

‘I want people who live alone to feel guiltless and content when eating a snack in front of the TV’

User



Situation



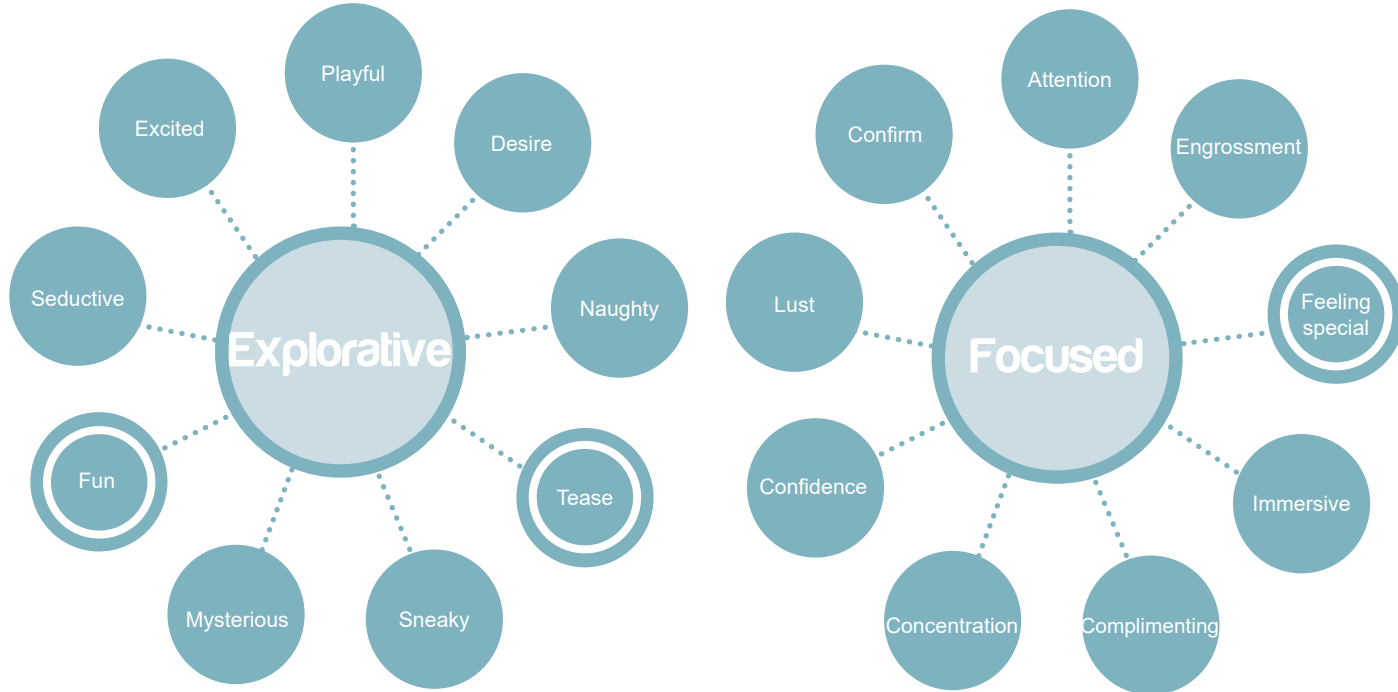
Effect



Interaction Vision



Interaction Vision

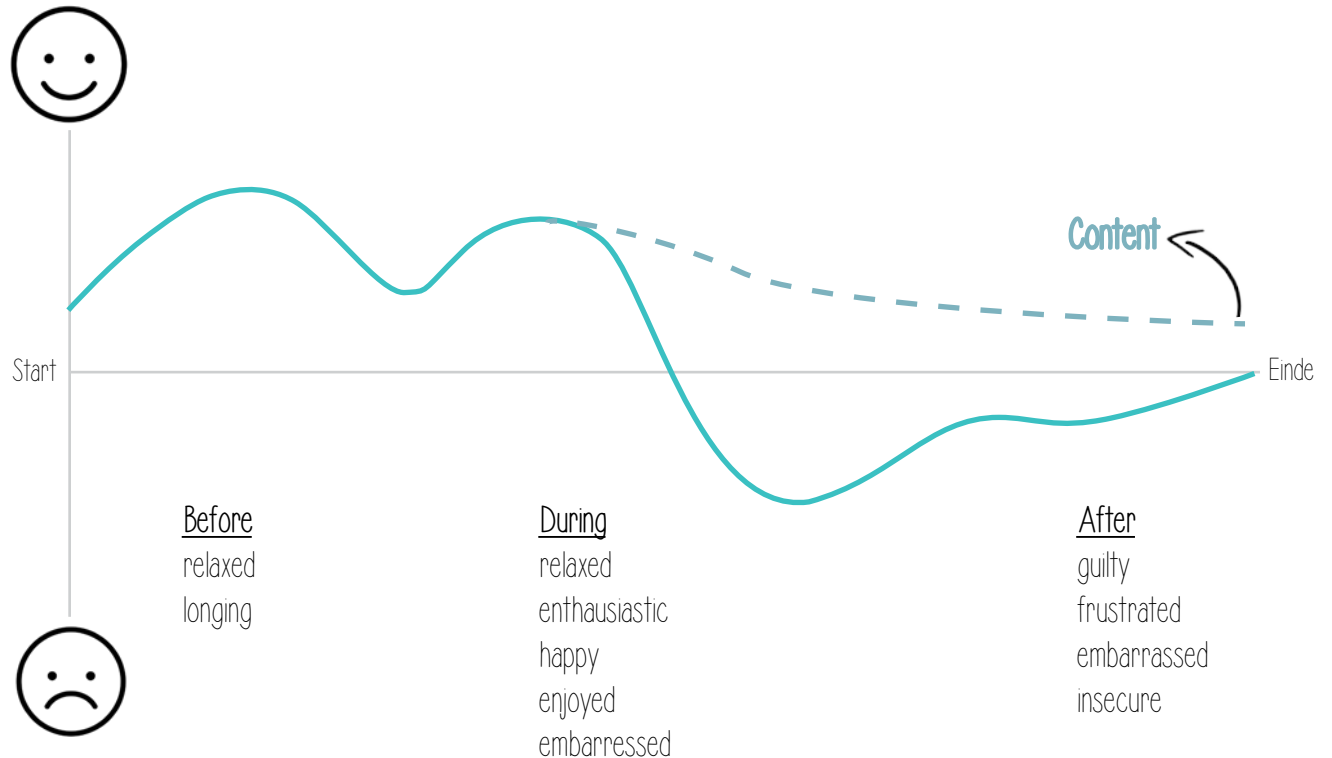


Explorations cycle 1

- Eat less = less guilty BUT less happy and content experience
- Dilemma & negative feelings
- Visual stimuli
- Pencil test

Explorations cycle 2

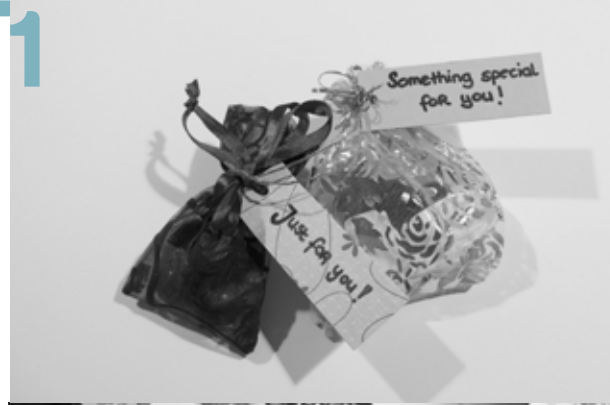
Workbook



Explorations cycle 2

IP Workshop

1



2



4



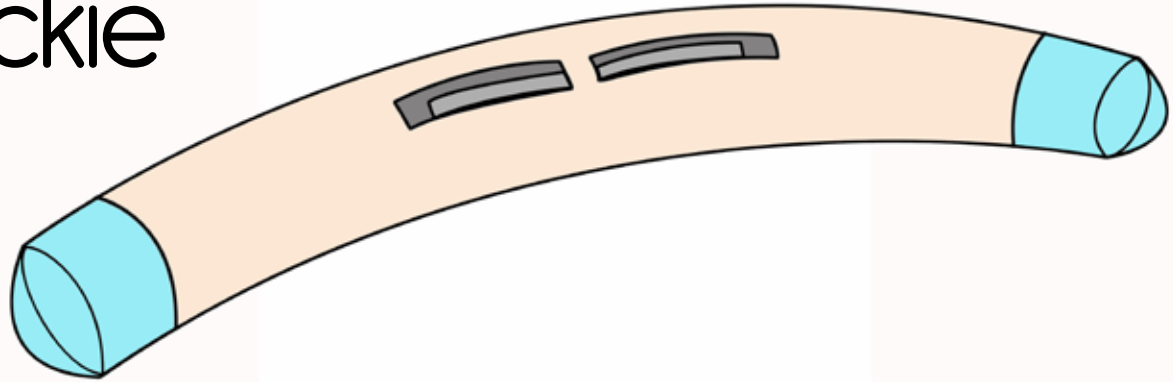
Explorations cycle 2

Rough design models



Product Concept

Snack Stickers



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Movie

Evaluation Test



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Any Questions?

