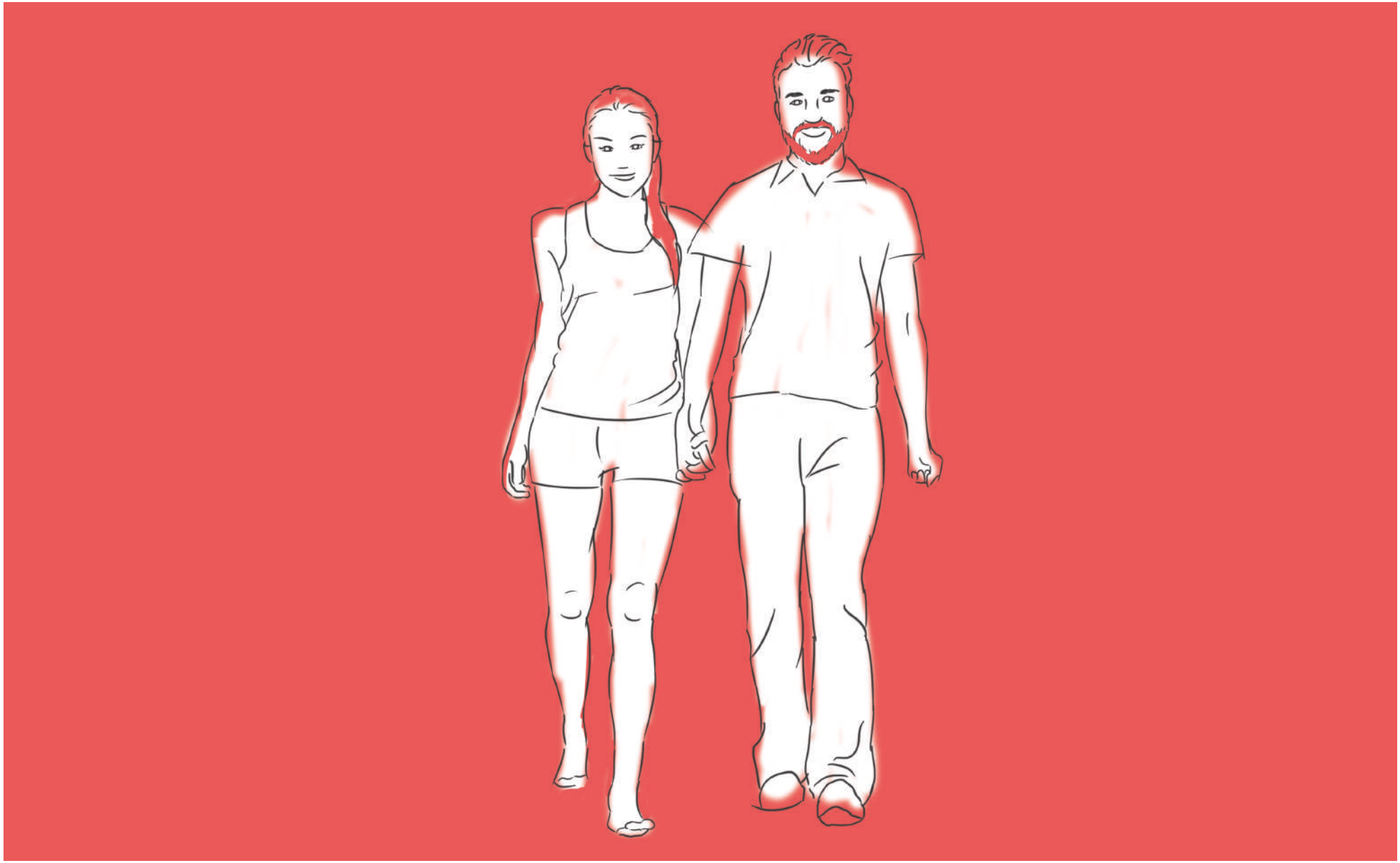


LOVE DURING RUSH HOUR

Studio Orange
Gracia Murris
1506099

CONTEXT

CONTEXT

Hastily

Fast

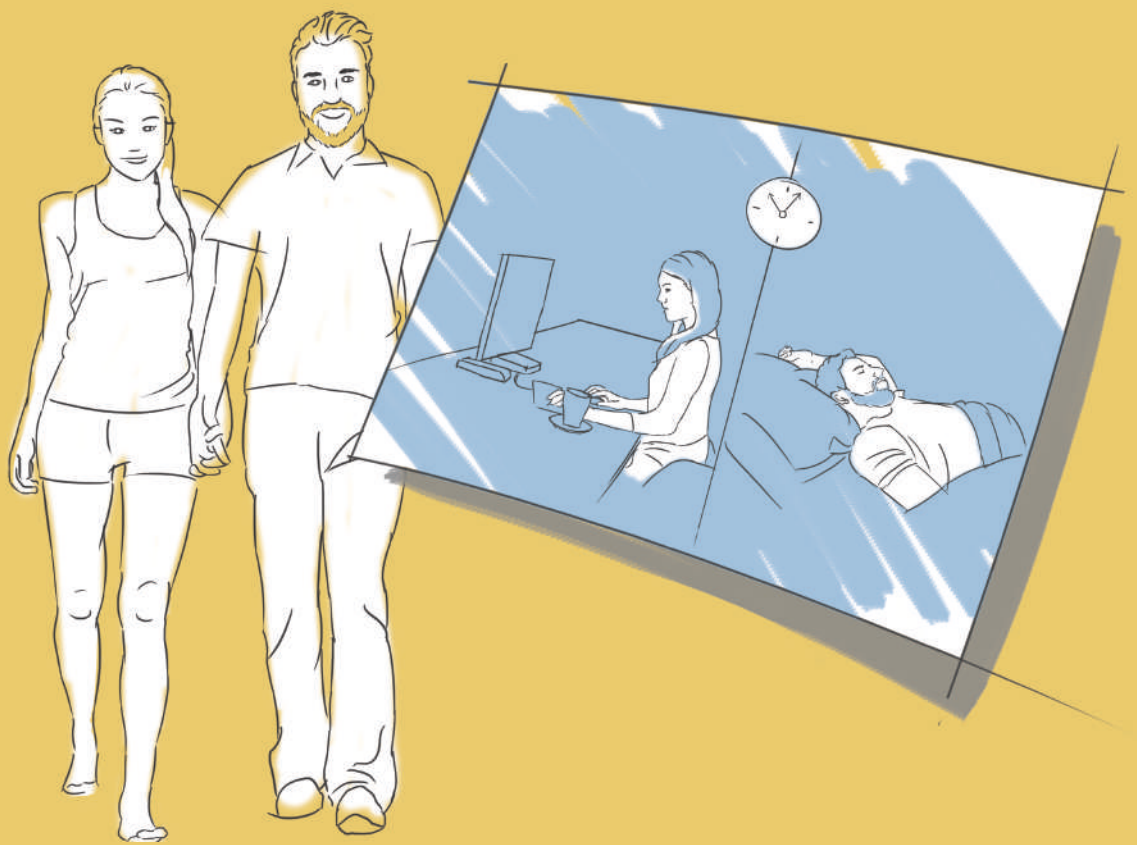
Lonely

Closed

Chaotic

DESIGN GOAL

*"To make **young couples** (20-30 years), who are living together,*
*with **different work schedules** and no kids,*
***feel more involved** with each other **during their morning ritual**."*



INTERACTION VISION

Warm

Calm

Connected

Anticipation

MAIN INSIGHTS

CYCLE 1

Observations: couples have less contact during the morning
Interview: it's harder to keep involved with different work schedules

MAIN INSIGHTS

CYCLE 1

Observations: couples have less contact during the morning
Interview: it's harder to keep involved with different work schedules

CYCLE 2

Cultural probe:

1. Couples create closeness through physical contact, quality time, gifts, words of affirmation and acts of service.
2. Couples like to leave each other messages to let each other know they are thinking of each other.

MAIN INSIGHTS

CYCLE 1

Observations: couples have less contact during the morning
Interview: it's harder to keep involved with different work schedules

CYCLE 2

Cultural probe:

1. Couples create closeness through physical contact, quality time, gifts, words of affirmation and acts of service.
2. Couples like to leave each other messages to let each other know they are thinking of each other.

IP workshop: written messages are preferred over voice recorded messages as this experienced more thoughtful and relaxed

MAIN INSIGHTS

CYCLE 1

Observations: couples have less contact during the morning
Interview: it's harder to keep involved with different work schedules

CYCLE 2

Cultural probe:

1. Couples create closeness through physical contact, quality time, gifts, words of affirmation and acts of service.
2. Couples like to leave each other messages to let each other know they are thinking of each other.

IP workshop: written messages are preferred over voice recorded messages as this experienced more thoughtful and relaxed

Concepts: using light to project messages creates warmth and focus

MAIN INSIGHTS

CYCLE 1

Observations: couples have less contact during the morning
Interview: it's harder to keep involved with different work schedules

CYCLE 2

Cultural probe:

1. Couples create closeness through physical contact, quality time, gifts, words of affirmation and acts of service.
2. Couples like to leave each other messages to let each other know they are thinking of each other.

IP workshop: written messages are preferred over voice recorded messages as this experienced more thoughtful and relaxed

Concept: using light to project messages creates warmth and focus

CYCLE 3

- Analogue messages are experienced as more special than digital ones.
- Analogue messages evoke warmth, calmness, connectedness and anticipation more than digital messages.
- Content of messages determines the level of involvement
- Colored pens evoke the need to draw, the use of only a black pen to write
- Different shapes of colored templates makes leaving messages more interesting.

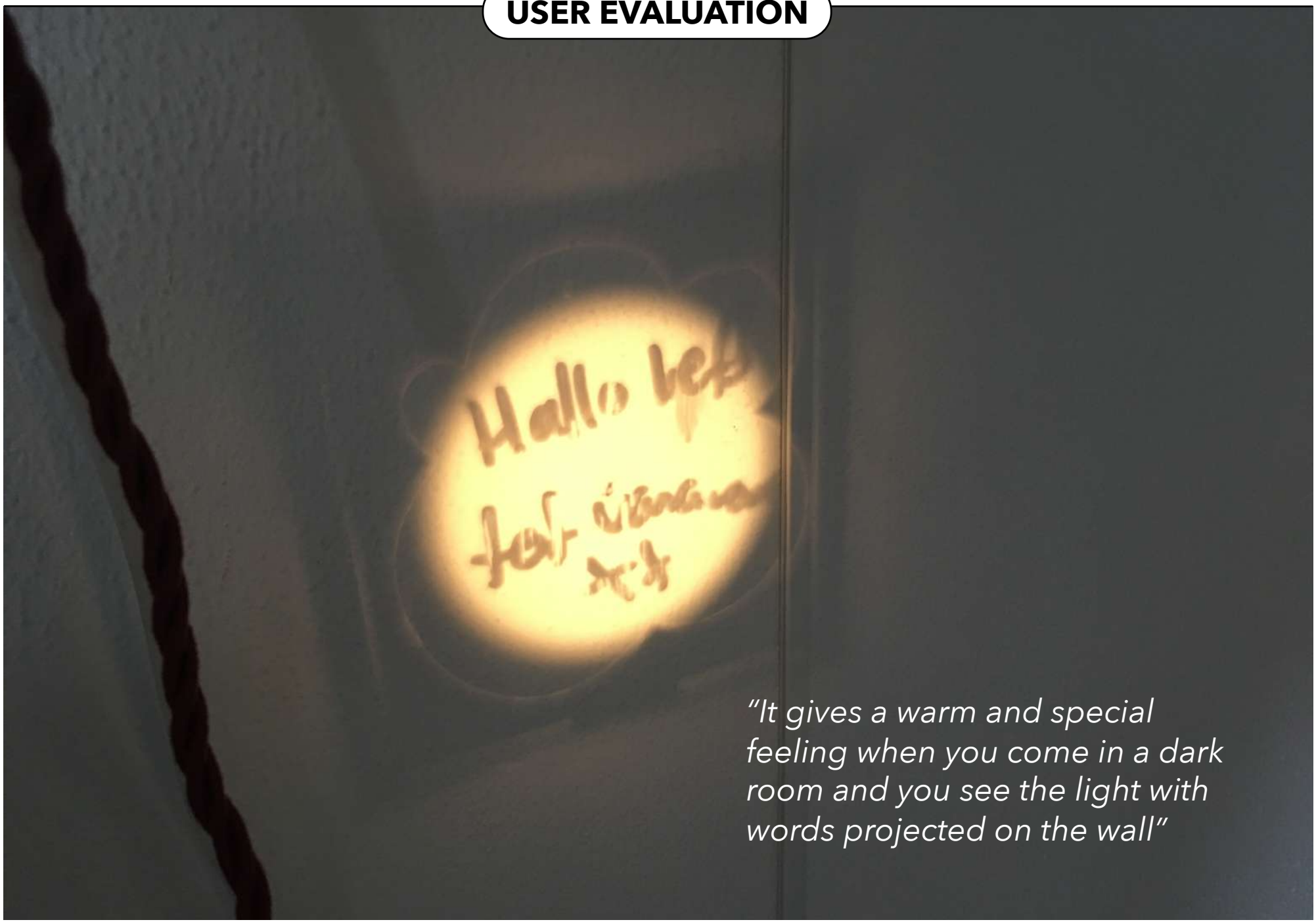
PROTOTYPE

PROTOTYPE

MOVIE

USER EVALUATION

USER EVALUATION



“It gives a warm and special feeling when you come in a dark room and you see the light with words projected on the wall”

USER EVALUATION

USER EVALUATION

EFFECTS

- Calm was more experienced as peacefulness
- Other qualities experienced at different stages of the interaction
- The product was used in the living room as they didn't want to wake each other up
- Product best suitable for couples who are in a rut
- Couple started to use product during the day as well

USER EVALUATION

EFFECTS

- Calm was more experienced as peacefulness
- Other qualities experienced at different stages of the interaction
- The product was used in the living room as they didn't want to wake each other up
- Product best suitable for couples who are in a rut
- Couple started to use product during the day as well

RECOMMENDATIONS

- There was not enough space to write: use a marker with a thinner tip and/or make templates bigger
- Words got smudged when template was put into the slot: increase the width of slot
- The templates were not that important: stack could be smaller
- Find a suitable place for the cleaning cloth and marker

QUESTIONS