

# COAST-IT

SINCERE APPRECIATION IN THE CATERING INDUSTRY



LAURA SCHRAUWEN | 4712722 | EXPLORING INTERACTIONS





“MY DESIGN GOAL IS TO MAKE WAITERS AND WAITRESSES WORKING IN CAFÉS FEEL MORE APPRECIATED DURING THEIR WORK.”



# INTERACTION VISION

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“RECEIVING A CHILD’S DRAWING”





# INTERACTION VISION

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## “RECEIVING A CHILD’S DRAWING”

“A child’s drawing is **personal**, **sincere** and created with **effort**. It **represents** the world around them in a **happy** way and its **value** will stay forever”

### CHARACTER OF INTERACTION

Personal  
Sincere  
Sensitive  
Happy

### DESIGN PROPERTIES

Custom-made  
Brightness & lightness  
Editable (blackboard)  
Colorful, expressive lines

### INTERACTION QUALITIES

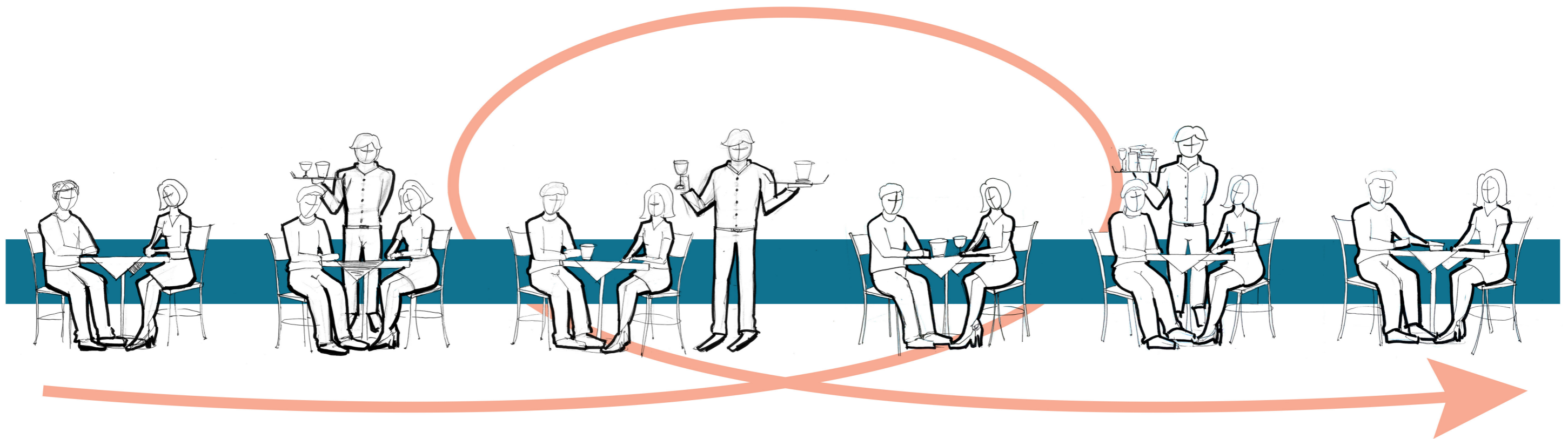
Targeted  
Slow  
Mediated  
Approximate





# CYCLE 1

BESIDES RECEIVING TIPS, ALSO COMPLIMENTS, BEING NOTICED AND BEING REMEMBERED PLAY A CRUCIAL ROLE REGARDING APPRECIATION.





## CYCLE 2

IT TURNED OUT THAT RECEIVING TIPS DOES NOT NECESSARILY LEAD TO INCREASED APPRECIATION. INSTEAD, THE INTERVENTION SHOULD BE FOCUSED ON TRIGGERING COMPLIMENTS AND FEEDBACK IN A SUBTLE WAY.





## CYCLE 3

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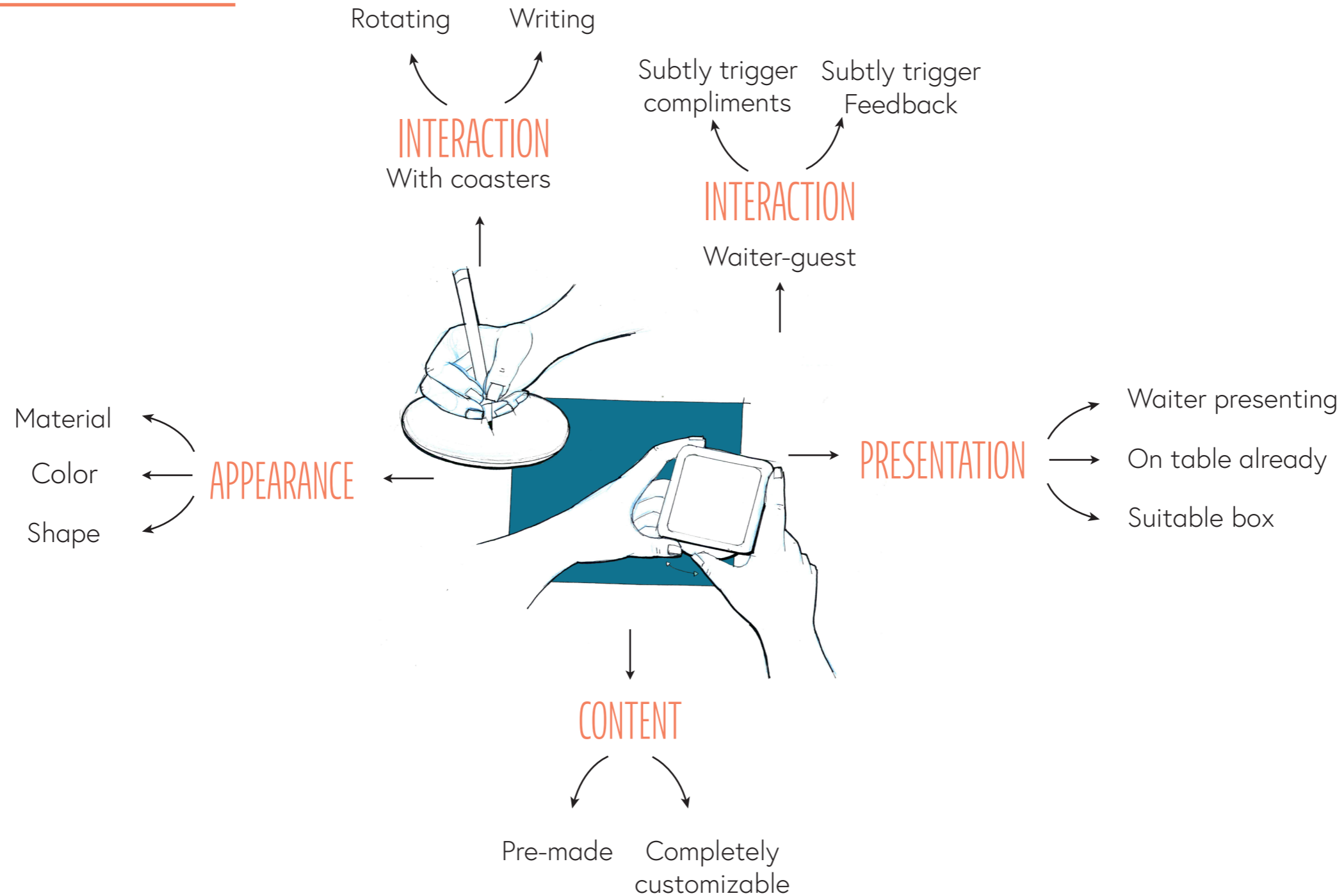
COAST-IT IS A SET OF COASTERS AIMING TO LET WAITERS AND WAITRESSES FEEL MORE APPRECIATED DURING THEIR WORK.





# PARAMETERS TESTED

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# INTERMEDIATE TEST

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# FINAL DESIGN





# FINAL USER TEST

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# FUTURE RECOMMENDATIONS

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## LESSONS LEARNED

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