

“MAKE MY HOME”



Construction Team



User Groups

- ◆ Newly wed/About to be wed
- ◆ Married with Children
- ◆ Old and live alone

User Personas

Jack Smith
Marketing Executive



Age: 31
Designation: Marketing executive
Conveyance: Car
Spouse: Susan Smith (30, sales person at a local boutique)
Annual Income: 128,000 Euros
Accommodation: Small rented apartment.

Helen Emmanuel
Retired

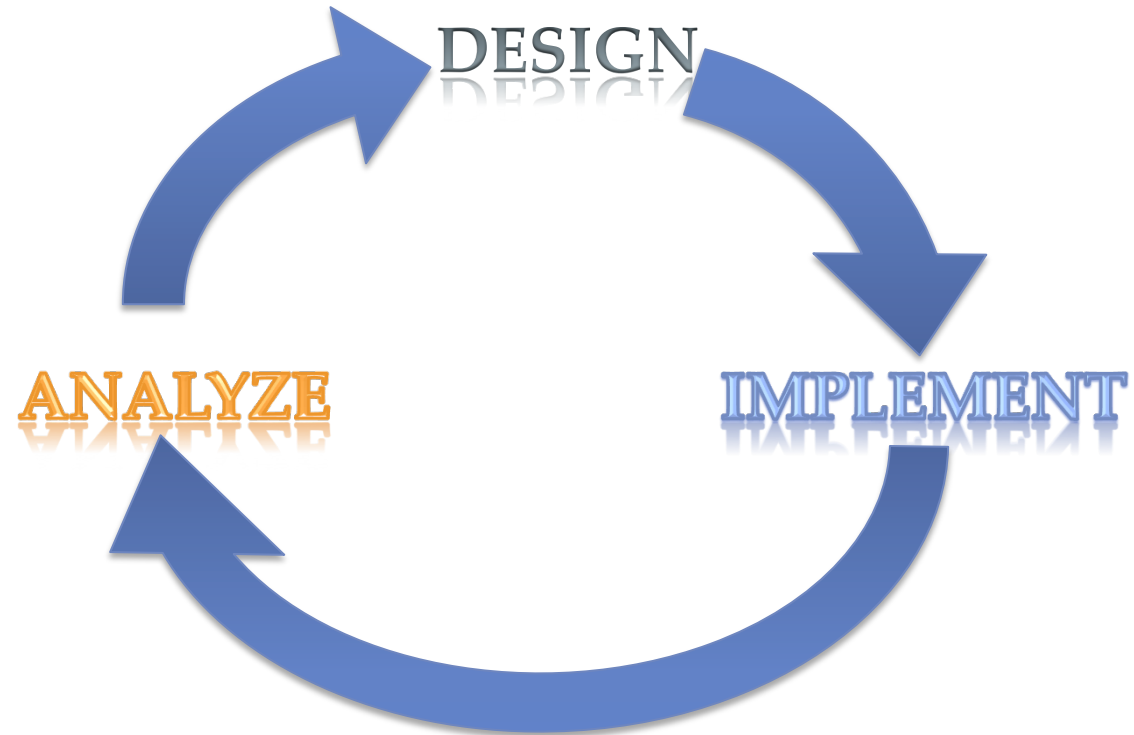


Age: 68
Designation: Retired
Conveyance: Car
Spouse: Christopher Emmanuel (67, Retired)
Annual Income (Pension): 90,000 Euros
Accommodation: Owns a big house.
Children:
Victoria Emmanuel (35 married)
Jade Emmanuel (35, married)
Laura Emmanuel (30, married)
Robert Emmanuel (26, single)



● Make Your Home

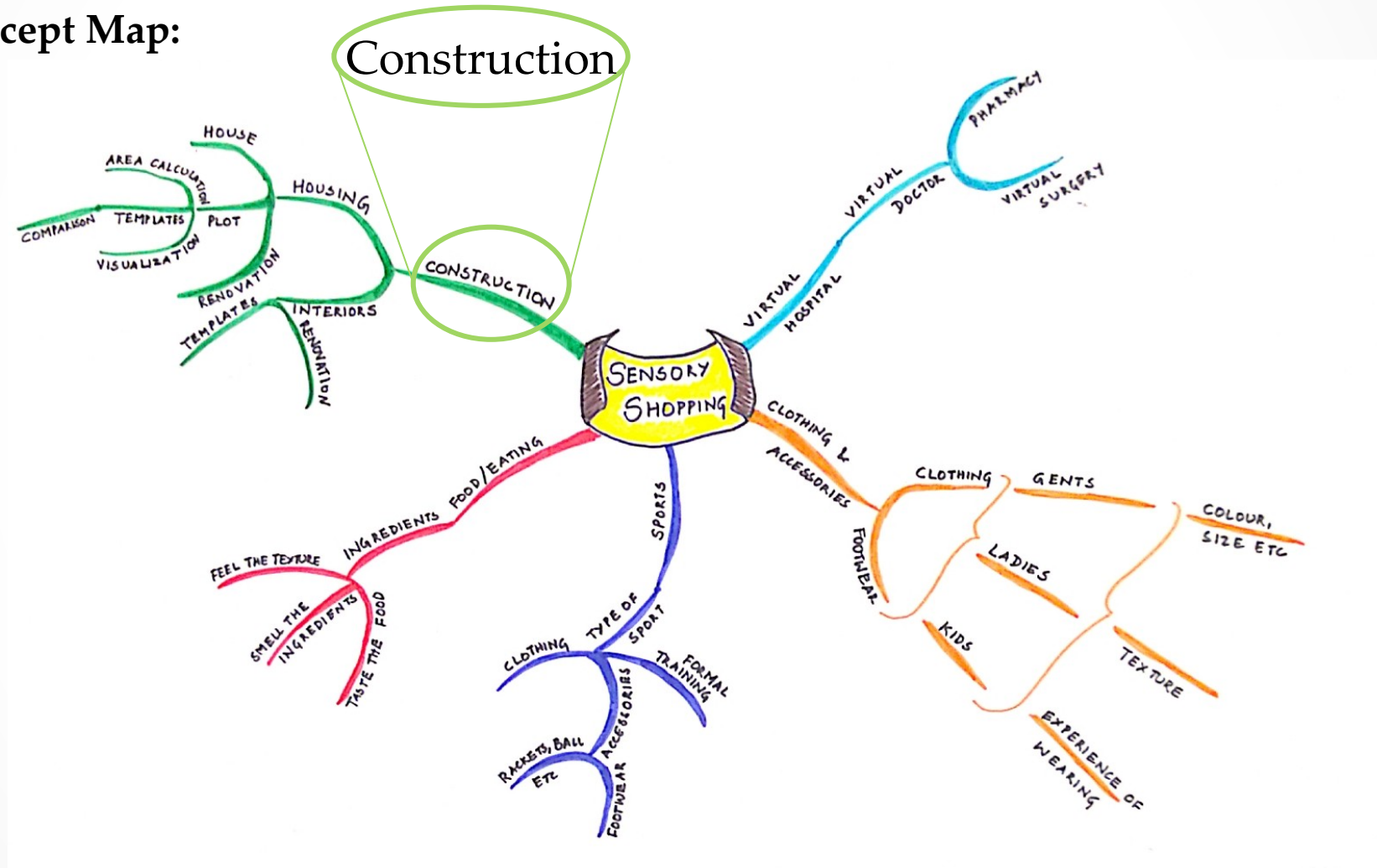
According To The DIA Cycle



DESIGN

The Design Phase – Iteration 1

Concept Map:



The Design Phase – Iteration 1

Learning the Construction Business:



Eicker Architekten



Conclusion about real estate:

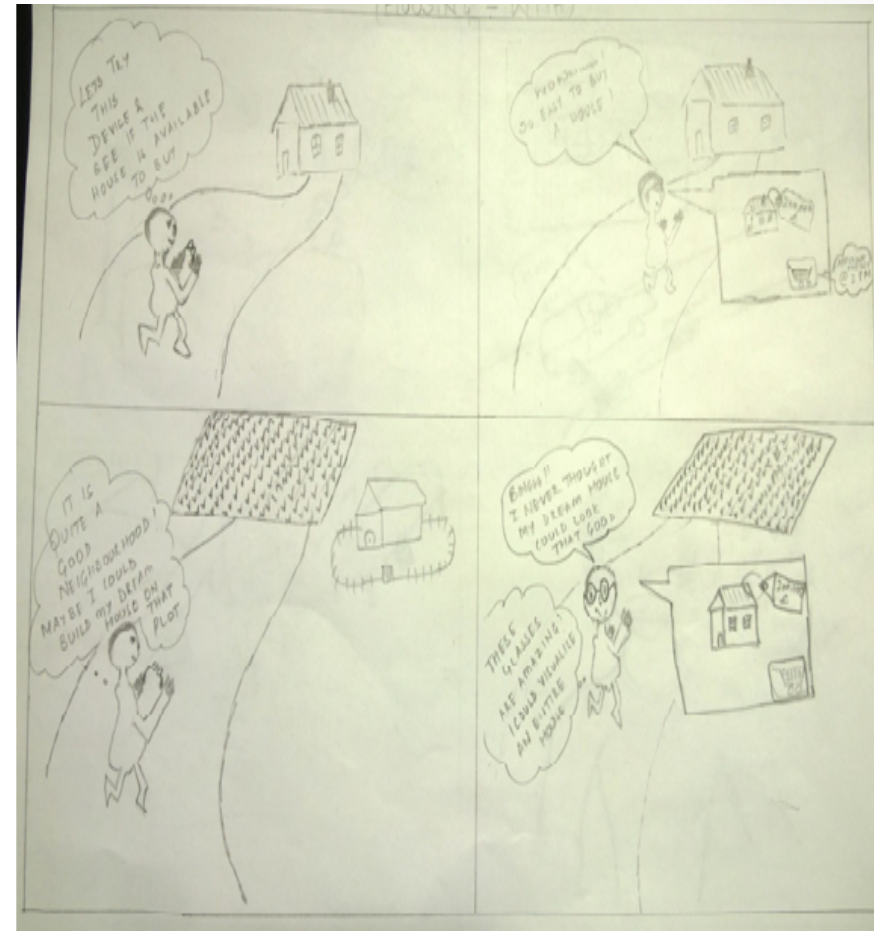
- Long and expensive procedure.
- Too many forms to fill.
- Requires government approval.

DESIGN



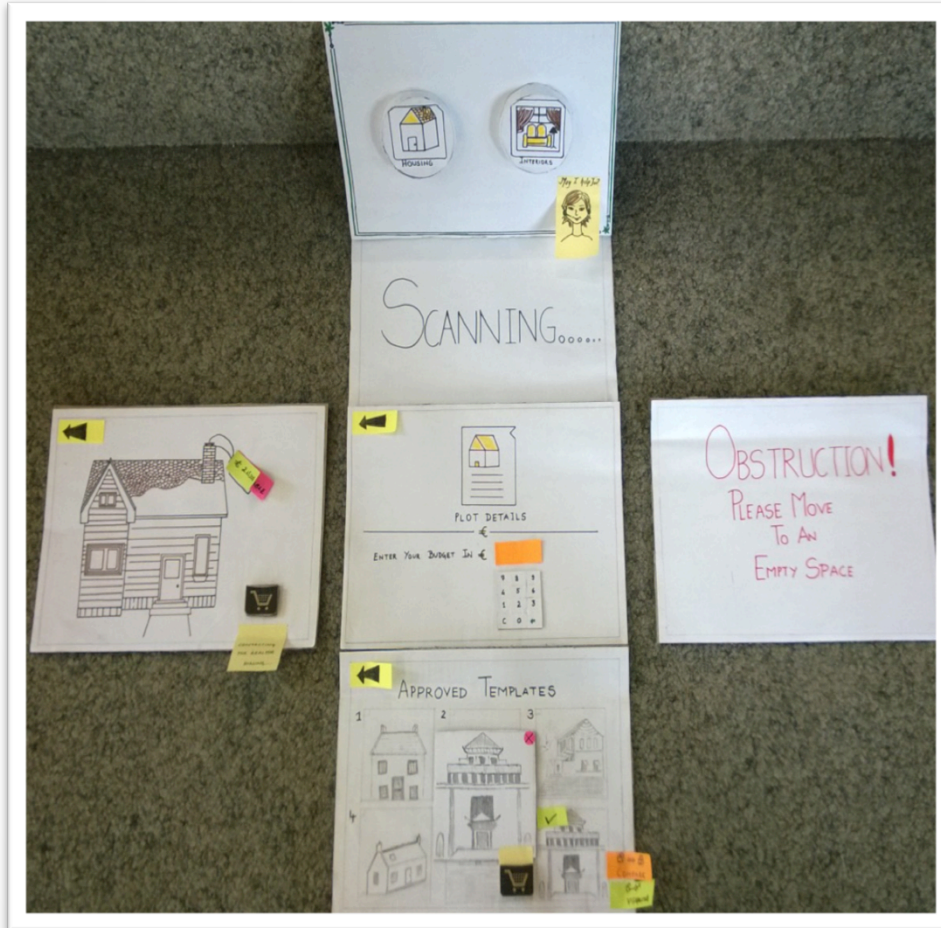
IMPLEMENT

Storyboards



The Implementation Phase – Iteration 1

Low Fidelity Prototype 1:



Housing



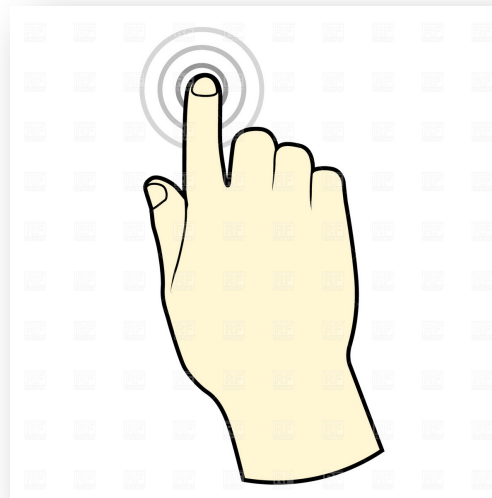
Interiors

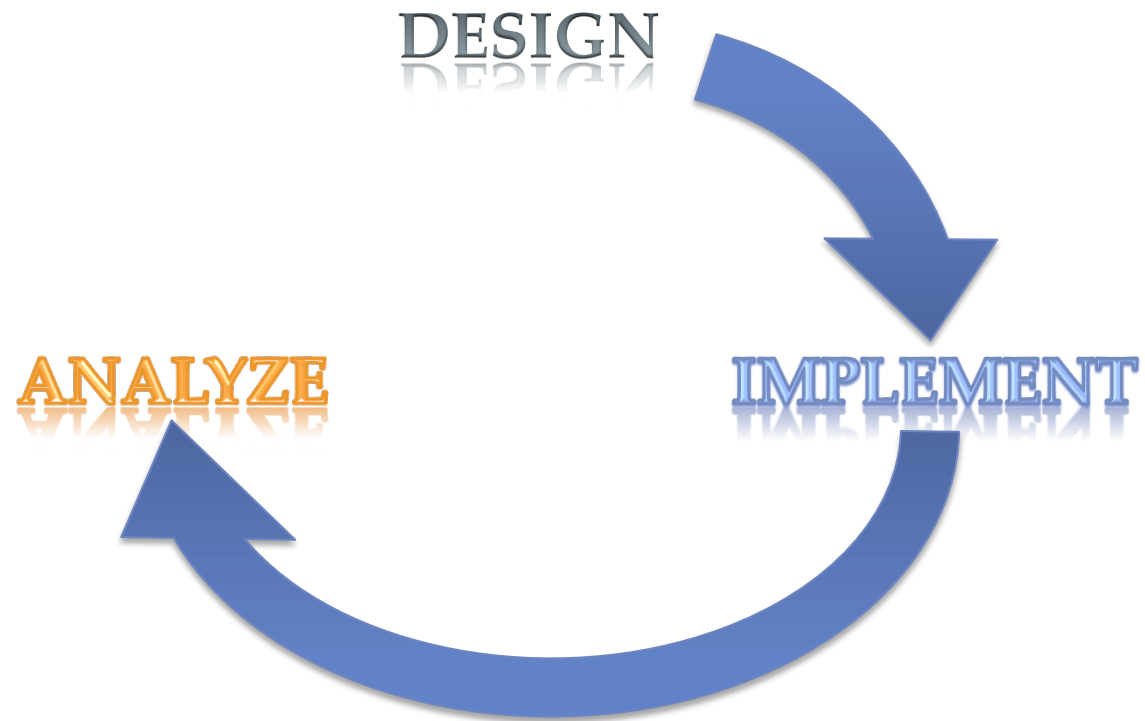
The Implementation Phase – Iteration 1

Senses Involved:



AND





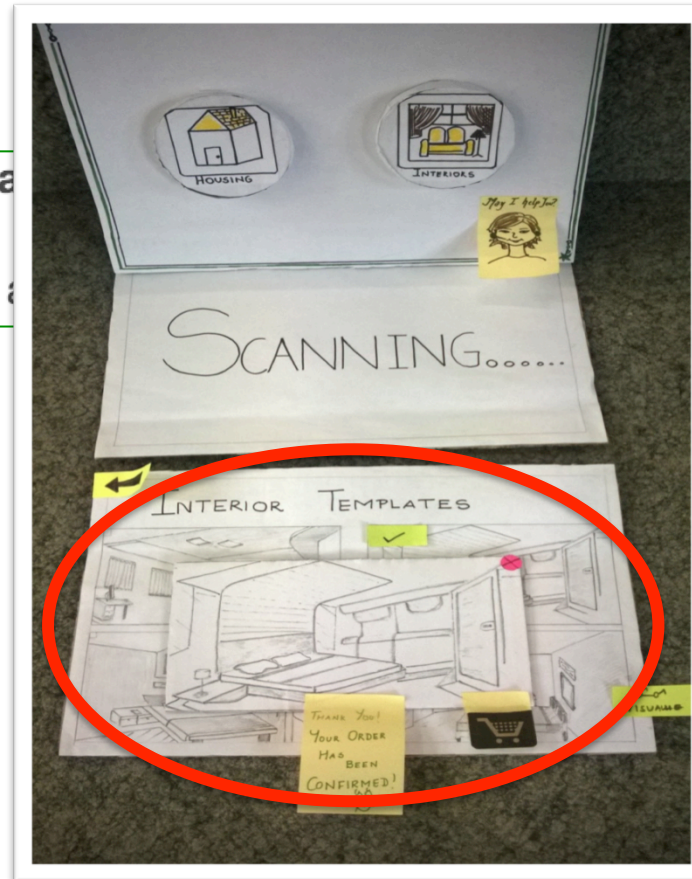
Analyze And Design Phase –Iteration 1

Task centered Redesign Low Fidelity:

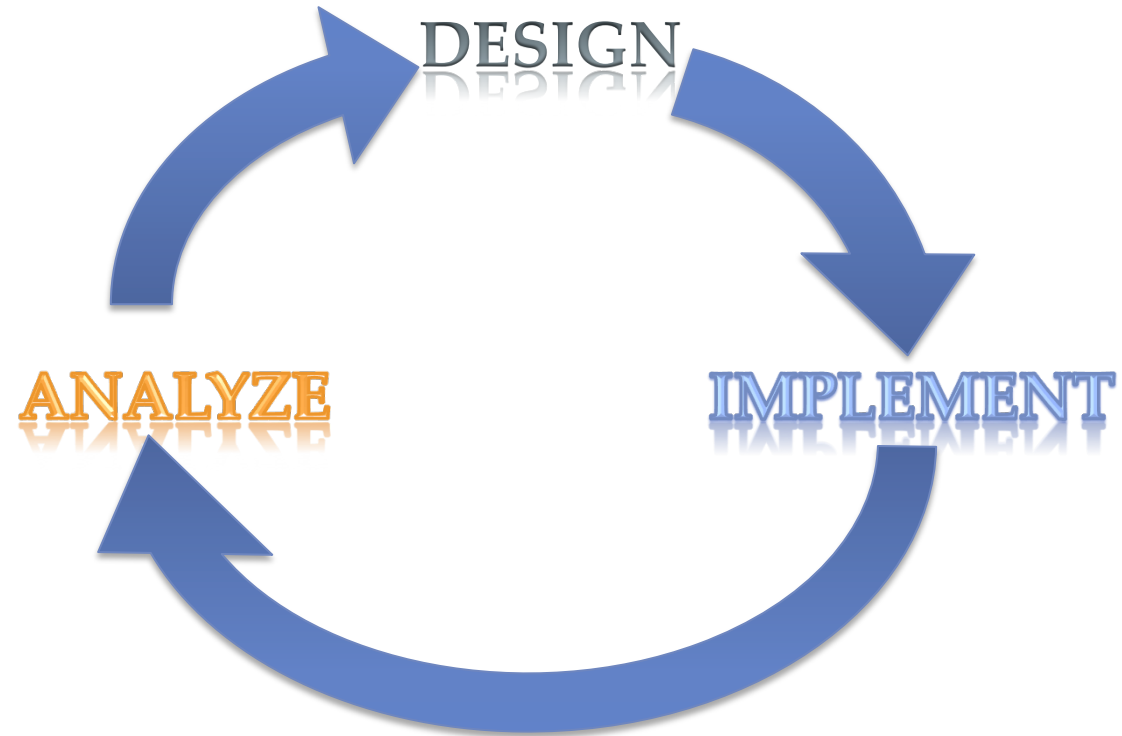
9) Would you like to make

a. Customize the things

of the overall system?

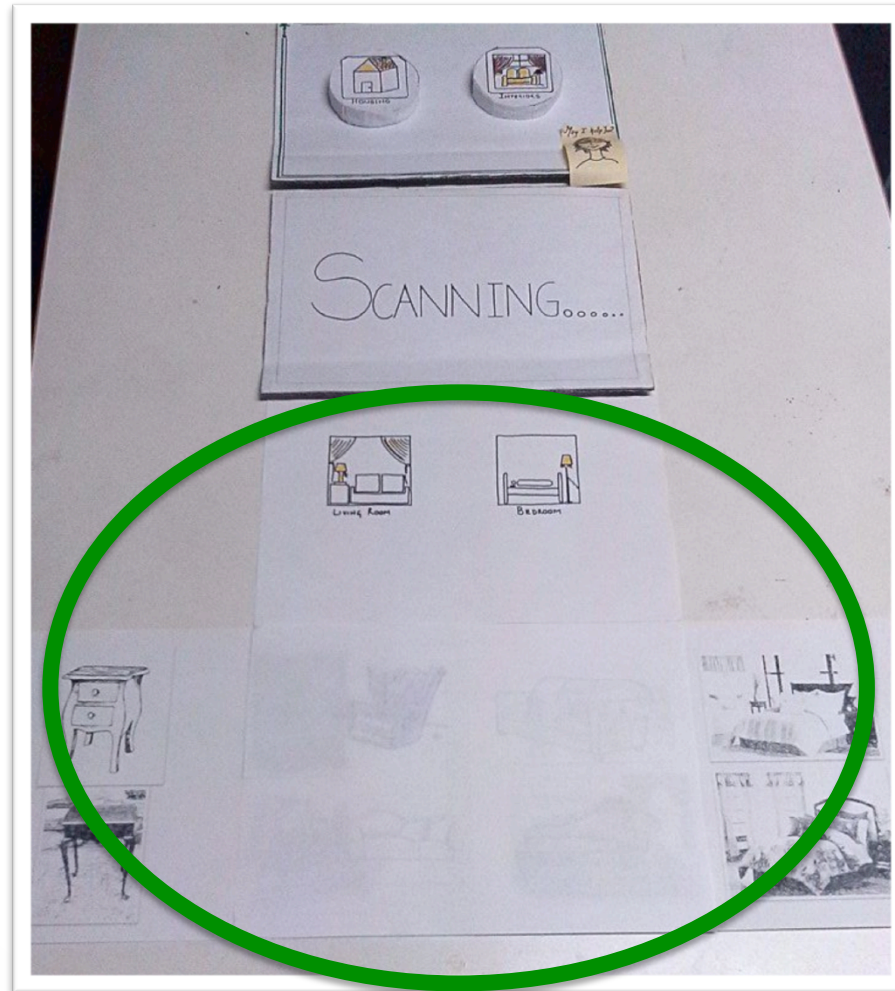


Conclude First DIA Cycle



The Implementation Phase – Iteration 2

Low Fidelity Prototype 2 (Redesigned):



Interiors

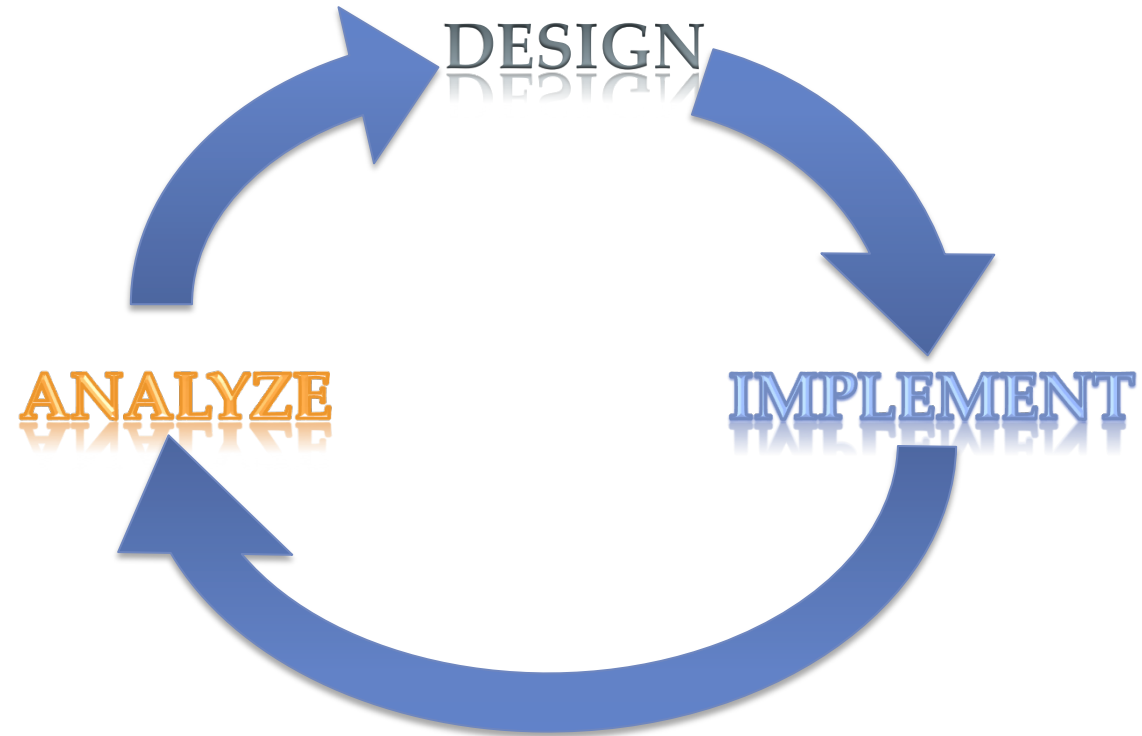
Analyze And Design Phase –Iteration 2

Results from User Interviews:



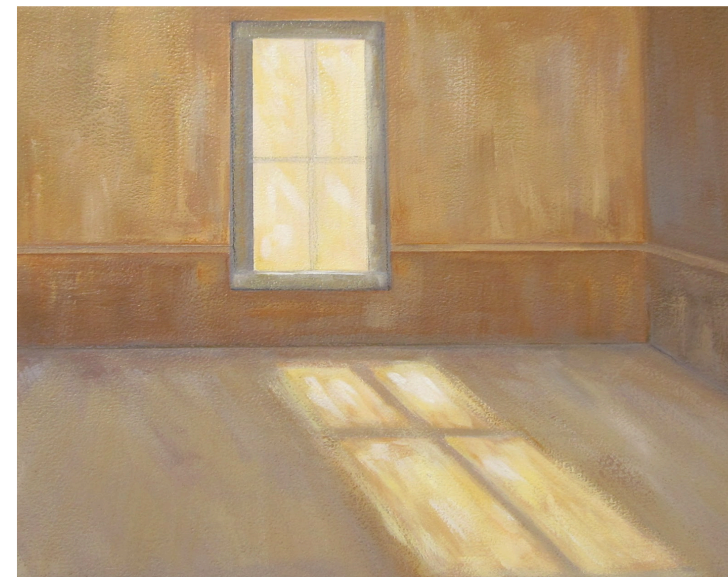
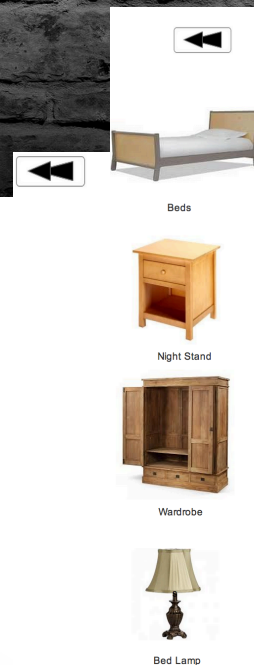
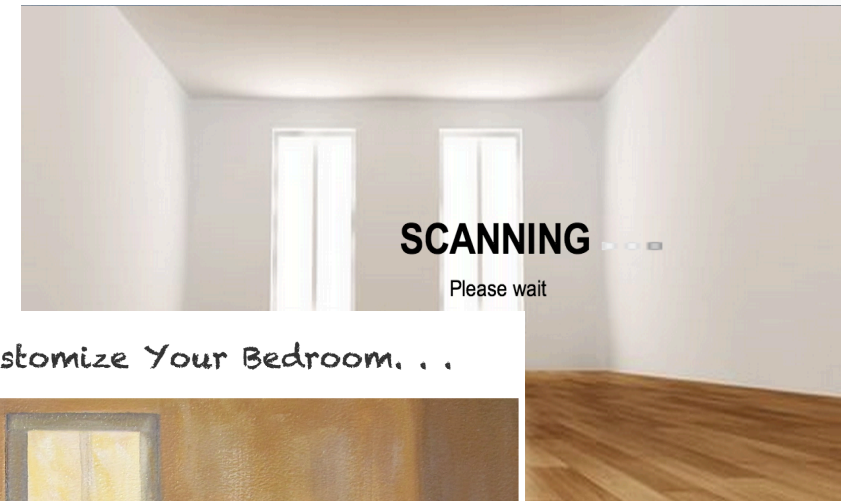
No Home Button – Difficult to Navigate

Conclude Second DIA Cycle



The Implementation Phase – Iteration 3

Medium Fidelity:

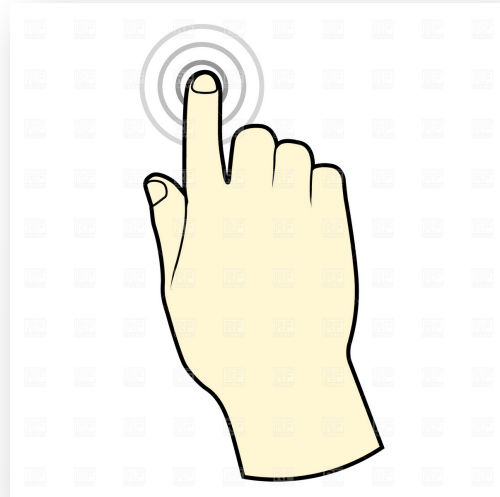


The Implementation Phase – Iteration 3

Senses Involved:

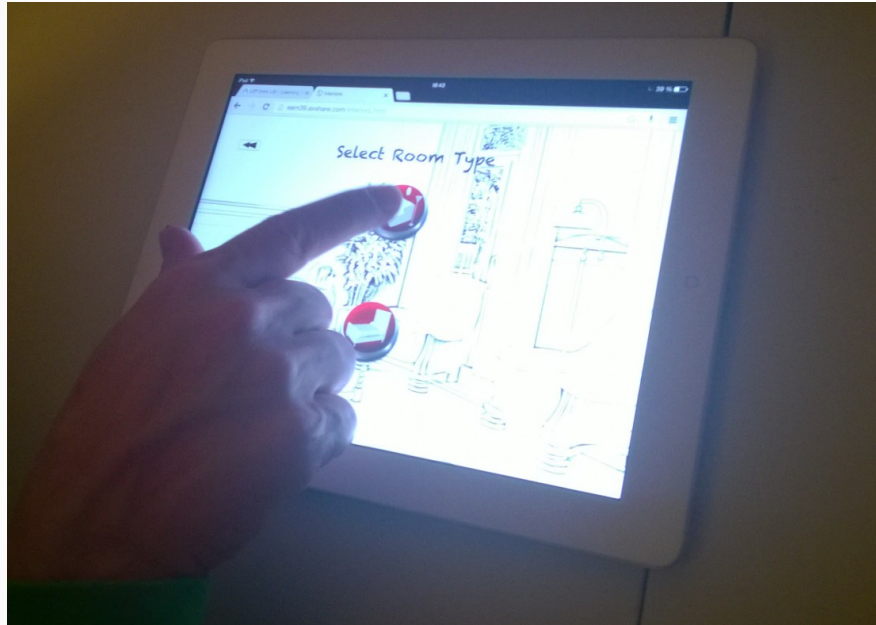


AND

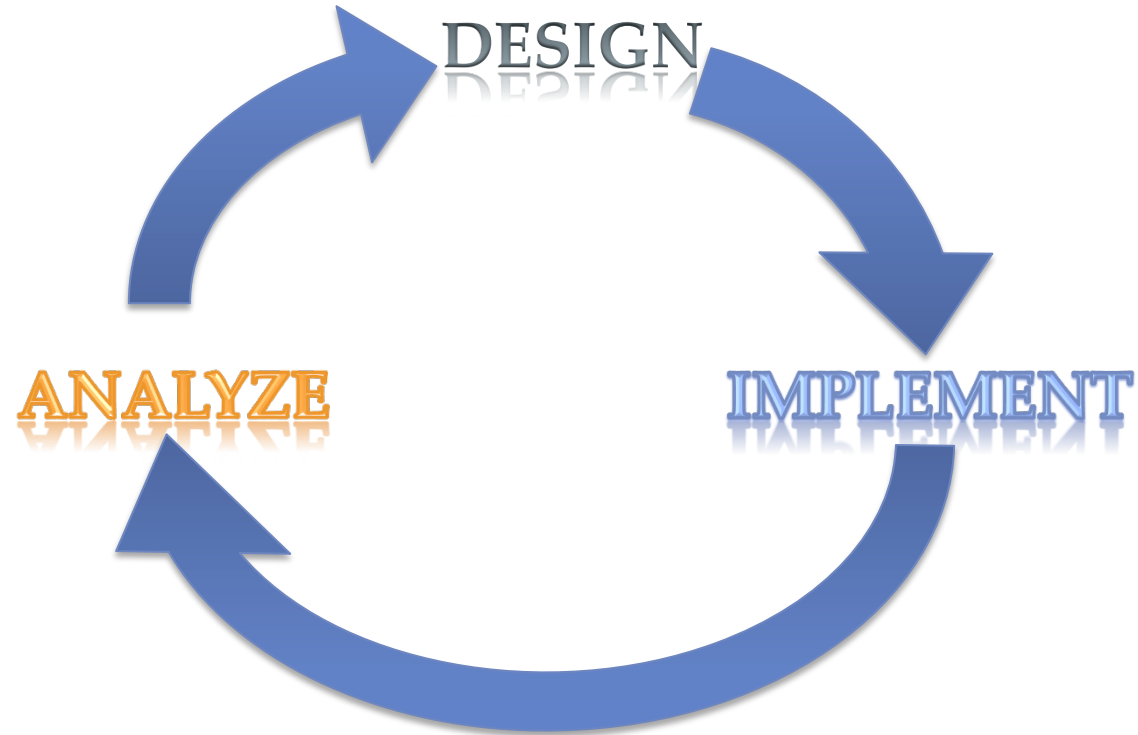


Analyze And Design Phase –Iteration 3

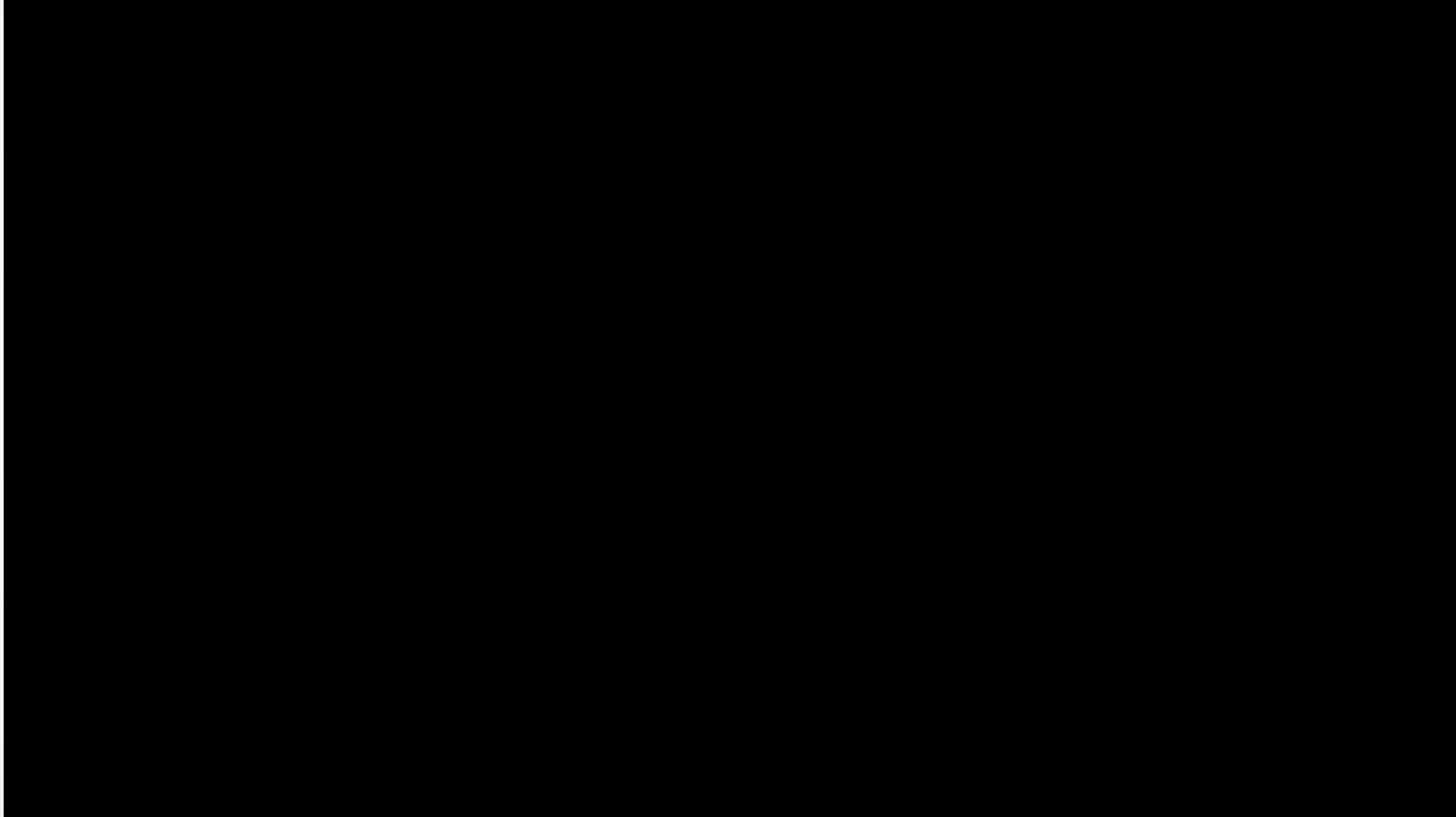
Testing Medium Fidelity against Users:



Conclude The DIA Cycle



Video Prototype



Future Work



Conclusion

- Ease of Use
- Customer Review
- Design Principles

Thank You!



Shilpa Srinivas



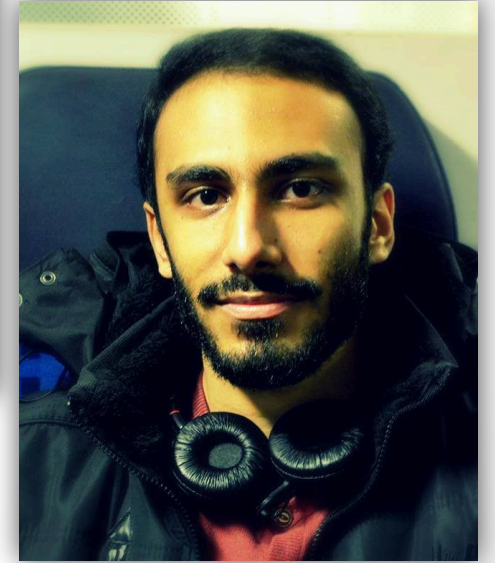
Sughosh Krishna
Kumar



Manasi Jayapal



Thomas Holland



Aarij Siddiqui