

DIS I - Project

Habituated Healthiness

1

Group 02

Sascha

Tanem

Esra

Mark

Claudia

Kai

presents

Brushbob



04.02.15

Project idea

Brushbob



& Brushbob App



2



Improving whole experience of brushing teeth

Users

Primarily **children** (from 3 ys.) and their **parents**



Form **positive habit** for brushing teeth
by **entertaining** during brushing and
motivating with rewarding system

Brushbob



3

Electric Toothbrush

- 3 different sound adventures
- Customizable avatar
- Motivation to brush teeth regularly / equally / in time (episode ~ 3 min)

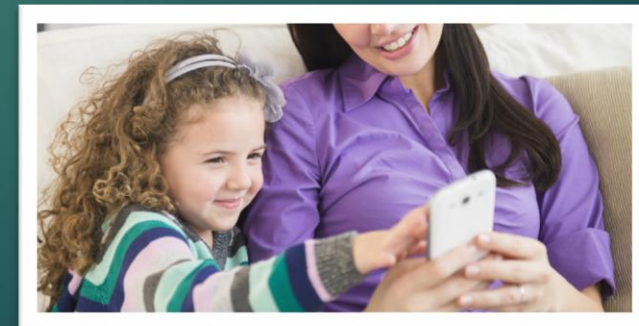


Brushbob App

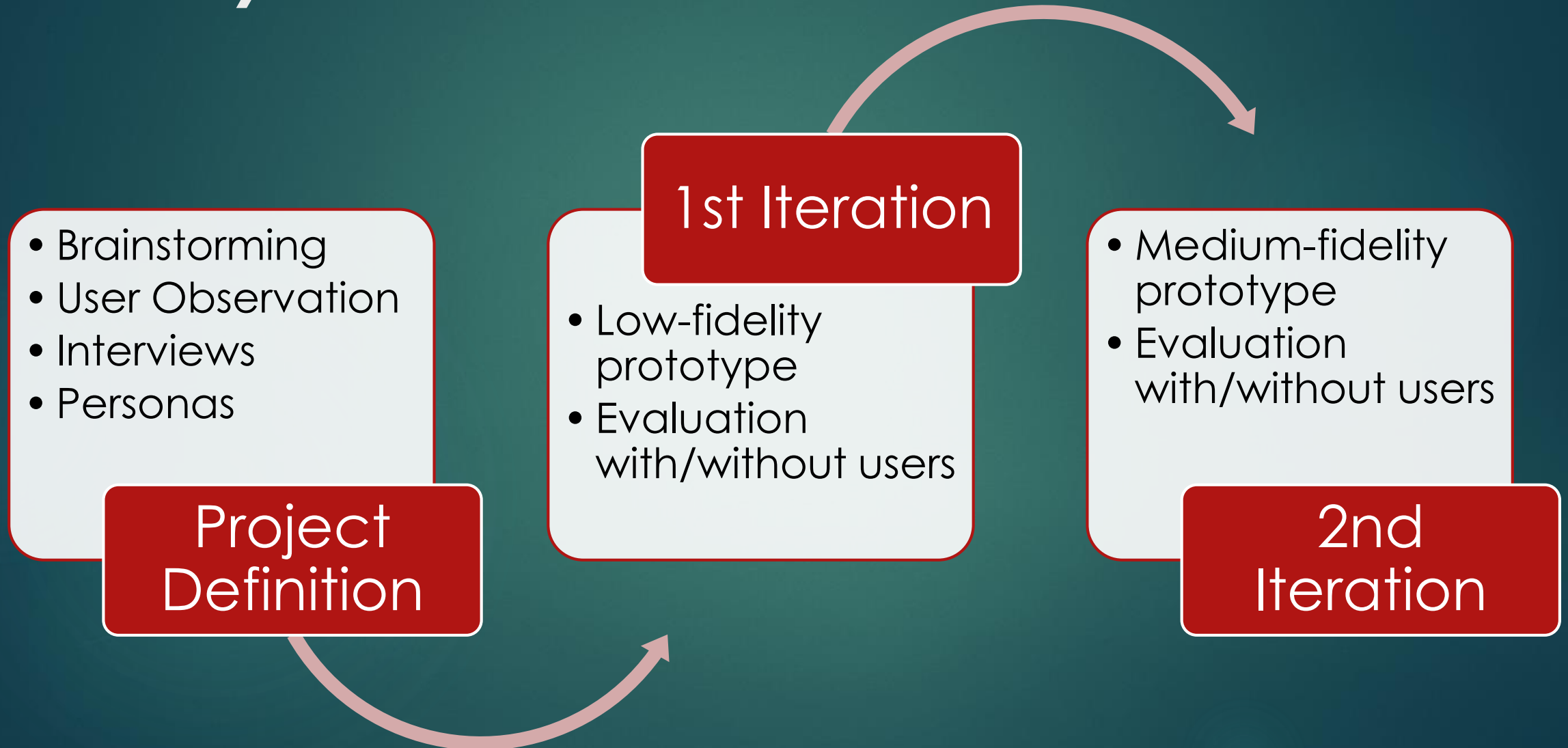


Smartphone Application

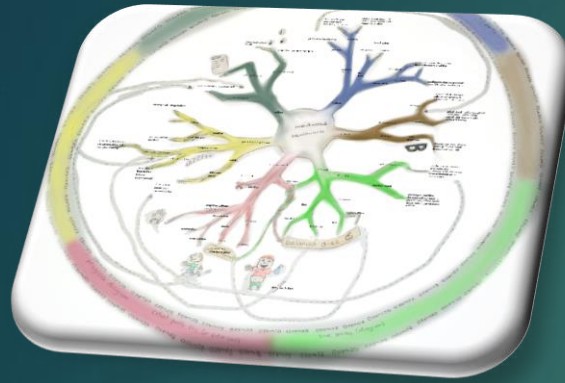
- Rewarding System:
Points, Levels, Items, Customizable Avatar
- Assessments + Tips
- Playful learning
- Monitoring



DIA Cycle Iterations



Project Definition



- Questions for parents and their children (P = only for parents):**
1. How old are you?
 2. Are you male/female?
 3. What are your first associations with brushing teeth?
 4. How many times do you brush your teeth? (per day)
 5. Where and when do you normally brush your teeth?
 6. Do you stay in the bathroom or do you change location while brushing teeth? Where do you go?
 7. Do you do anything else at the same time while brushing teeth? If yes, what and why?
 8. Do you have a time counter or anything else to know how long you are brushing?
 9. Know or estimate: How long do you brush?
 10. Estimate: In general, do you brush too short? Too long?
 11. Estimate: In general, do you brush correctly?
 12. Estimate: Do you brush often enough?
 13. Are there specific situations/reasons if you brush too short/long/wrong or not at all? Why?
 14. Are there differences for brushing teeth within a day?
 15. Do you prefer a specific kind of brush? (non electric), color, design, strength, etc.? Why?
 16. Do you like something about brushing teeth?
 17. Do you not like something particular about brushing teeth?
 18. Estimate: How does the majority think/feel about brushing teeth?
 19. How do you feel before brushing? (Knowing you have to brush?)
 20. How do you feel while brushing?
 21. How do you feel after brushing?
 22. Remember when you were a young child: (P)
 - a. Did you like brushing teeth? Why or why not?
 - b. Did you do it correctly? (Time, technique)
 - c. Did your parents check/monitor you?
 - d. Did you need any motivations? Which one?
 23. Do you think, that it is possible to improve the experience regarding brushing teeth? Why? Idea?
 24. Use three words to explain what brushing teeth means to you.
- Questions for parents regarding their children: (P)**
25. Do you know if your children brush their teeth regularly?
 26. Do you check/monitor if your children brush their teeth regularly and correctly?
 27. Do your children need a motivation for brushing teeth? Any technique/tactic? If not necessary, could you imagine that there are kids that need motivation? Why? How?
 28. Same questions for parents before: they should answer them from the point of view of their children.

Elena
- 6, female
- schoolchild
- adventurous
"All Disney stories are great!"

Noah
-4, male
-kindergartner
-enthusiastic

Christoph
-33, male
-software engineer
"I just want to have harmonical time with my family!"

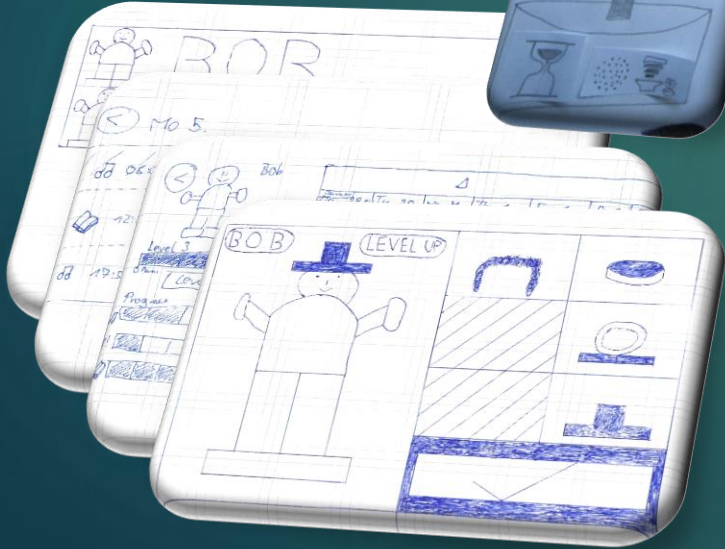
Peter
-5, male
-kindergartner
-curious
"I just want to play all day!"
Peter is looking forward to go to school. He is not concentrated while working, but is curious and wants to learn. Peter loves sports and wants to be a famous soccer player. Peter is shy and leaves if too many people are focusing him. Peter has got one older sister. They have got a nice connection. More than sports Peter loves playing parlor games with his friends and his family. His father works very hard and dies not have much time for playing. Peter's mother is at home all day. If there is nobody to play with he likes reading and playing the piano.



- Simplicity
- Playful motivation
- Monitoring
- ...

1st Iteration

7

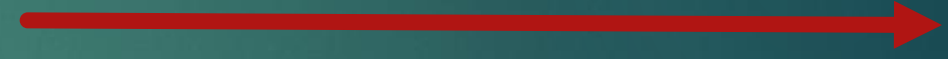


- Knowledge in the world
- High visibility
- More consistent
- Clear exits needed
- Feeling of control & fun
- ...

2nd Iteration



- Clear structure
- Avatar and level: provide stimulation of imagination/fun & pride (visceral / reflective Level)
- ...
- Undo function for deletion needed
- ...



Next Iteration
?!

Prototype Presentation

SKIT



Bob and Eve
08:01 am (today)

Prototype Presentation *SKIT*



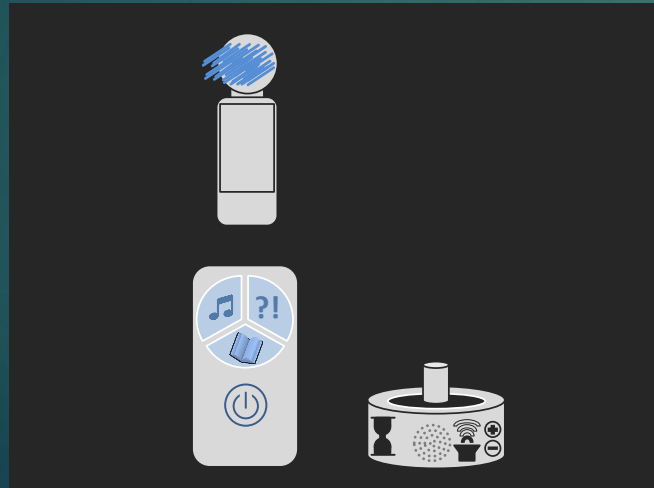
Bob and Eve
08:01 am (today)



Prototype Presentation *SKIT*



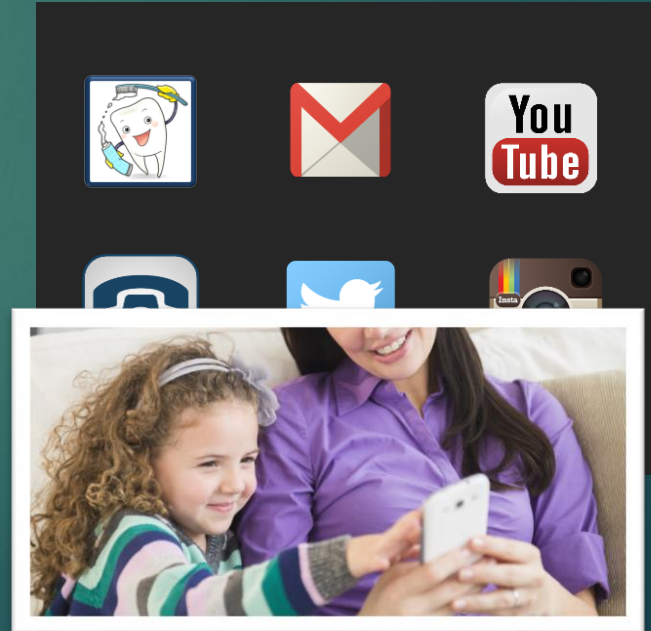
Bob and Eve
08:01 am (today)



Prototype Presentation *SKIT*



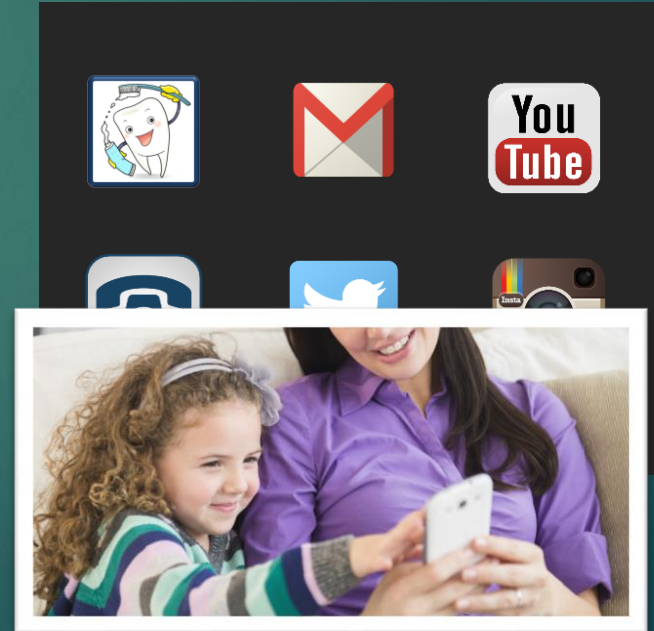
Bob and Eve
08:01 am (today)

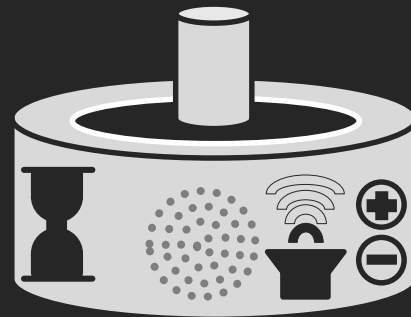
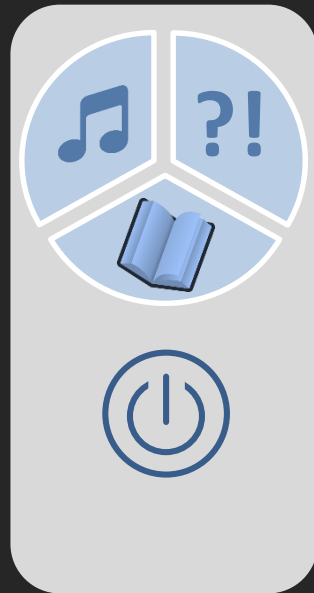


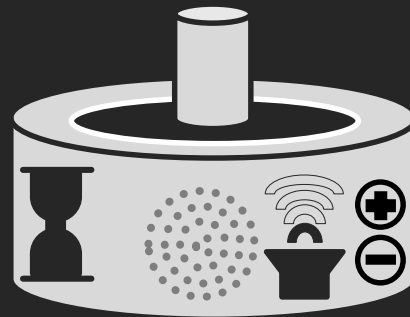
Prototype Presentation *SKIT*

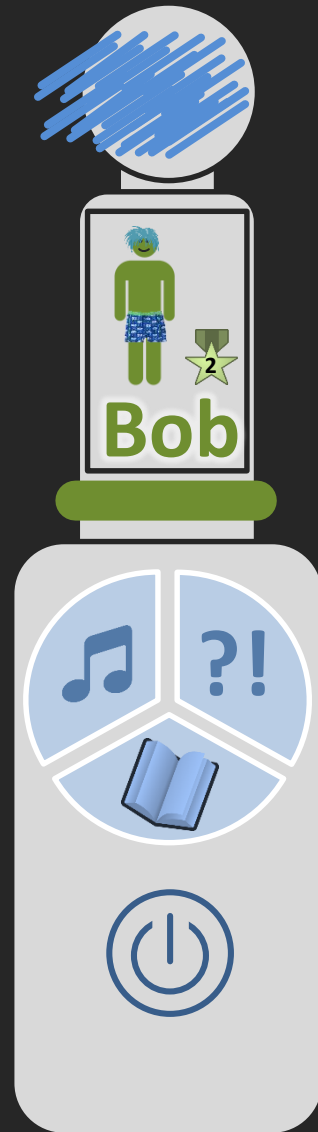


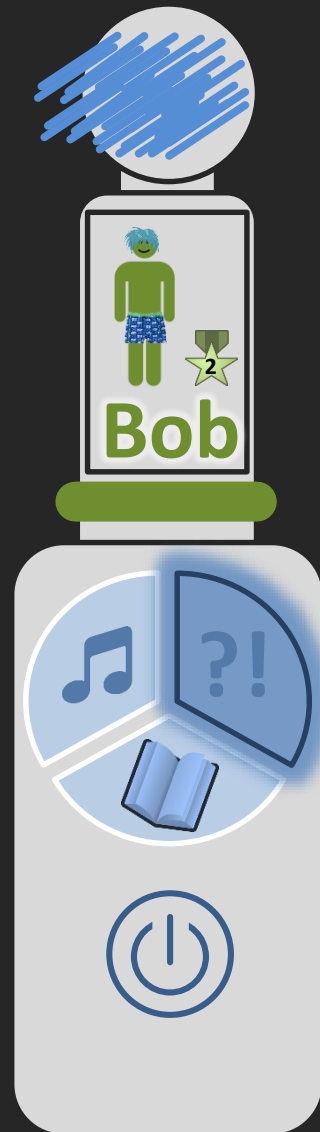
Bob and Eve
08:01 am (today)

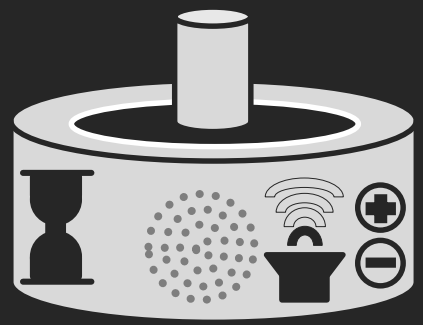


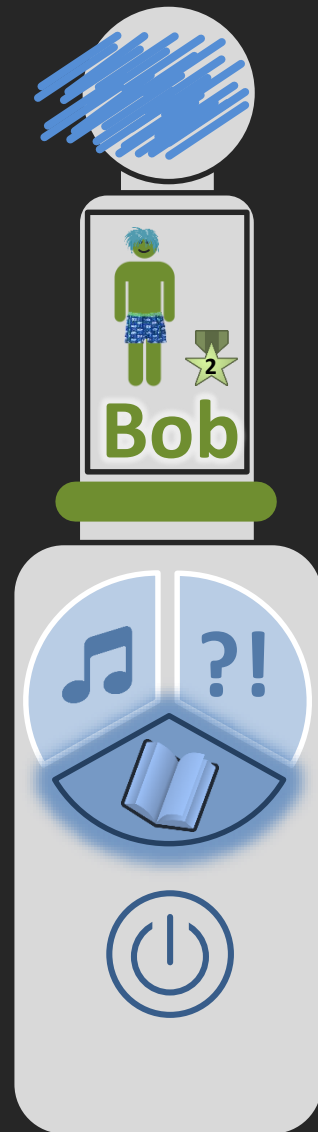


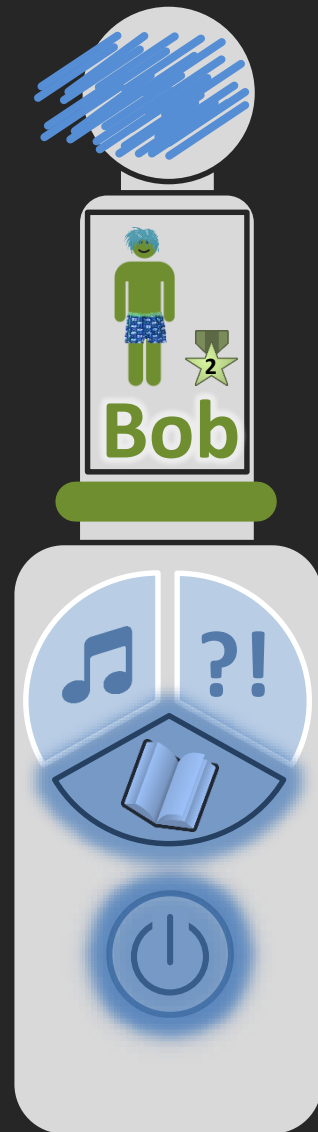










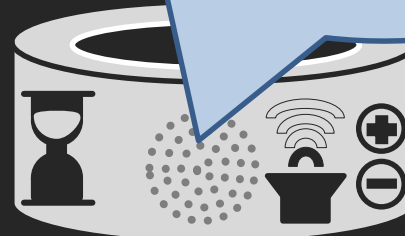


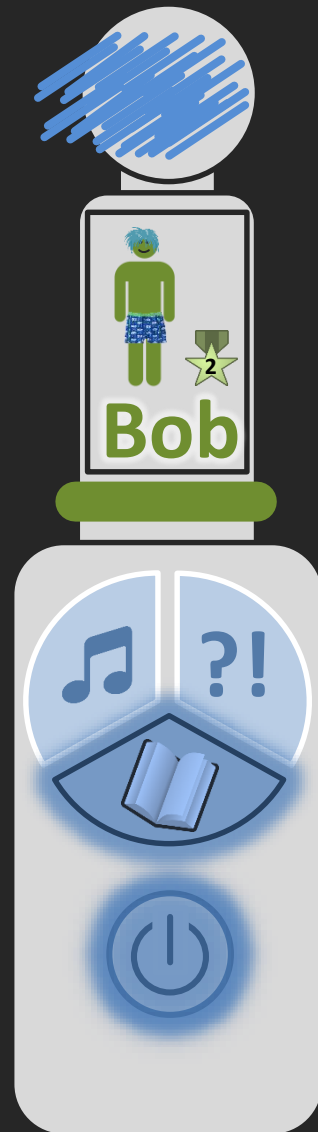
Hello Bob!

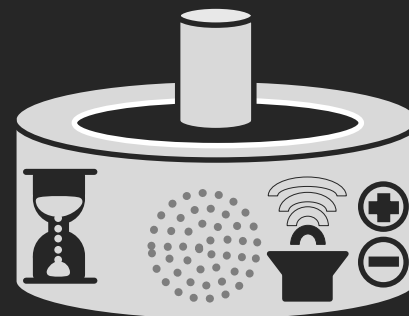
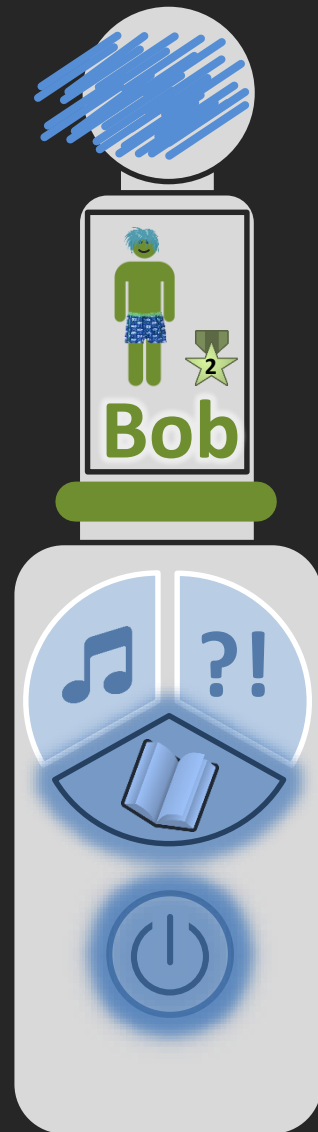
**Start brushing your upper
row and Shrek will attack
the monster.**

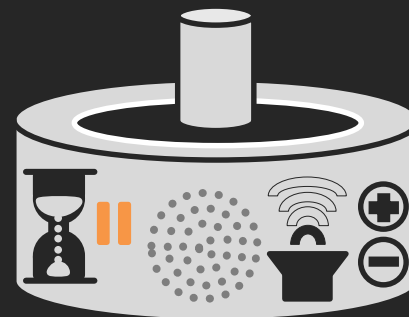
Or

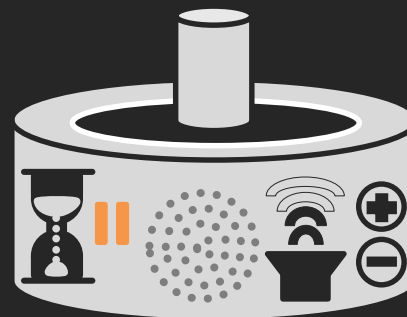
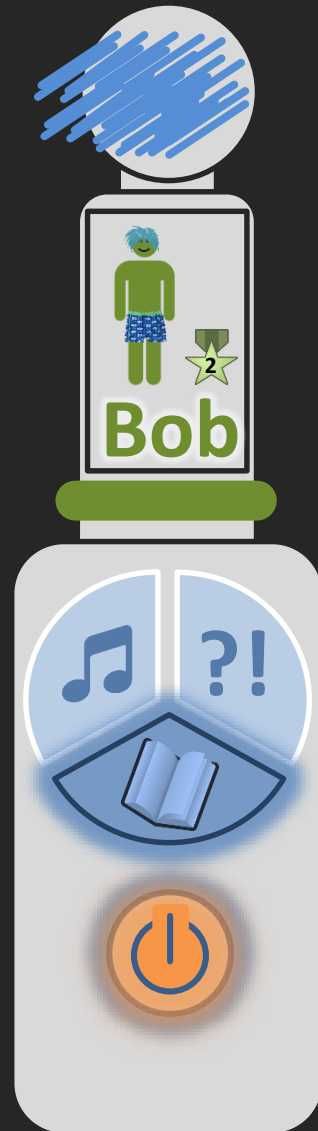
**Start brushing your lower
row and Shrek will run
away.**

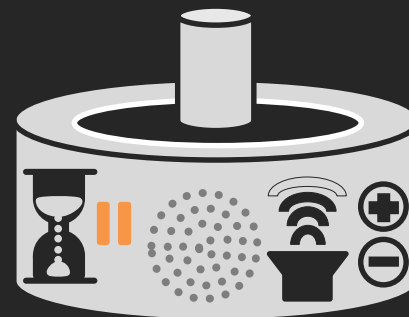
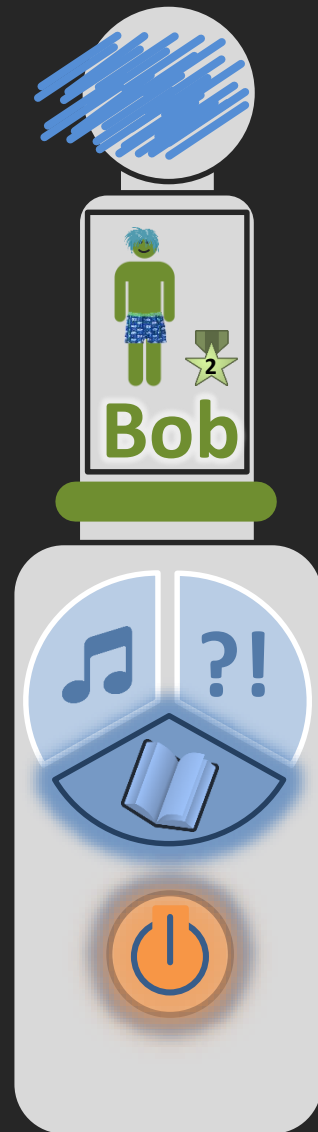


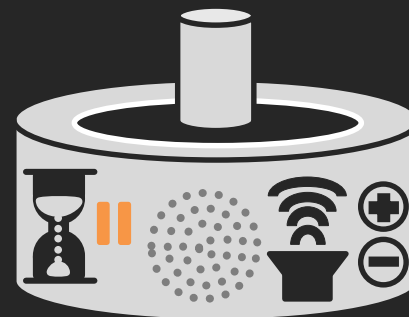
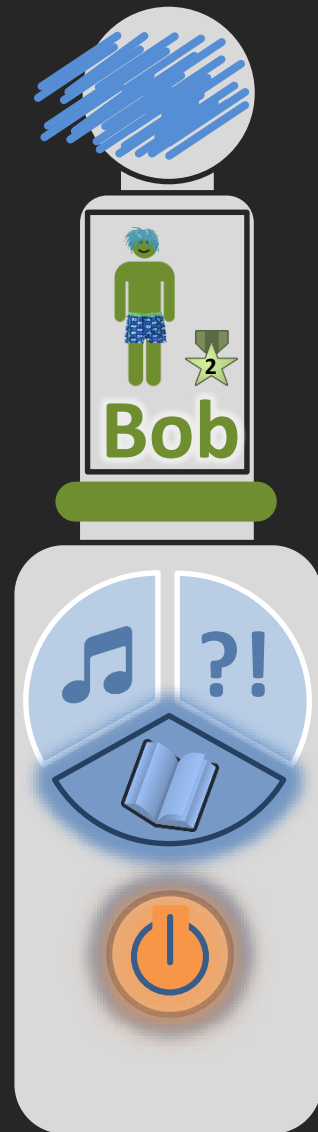


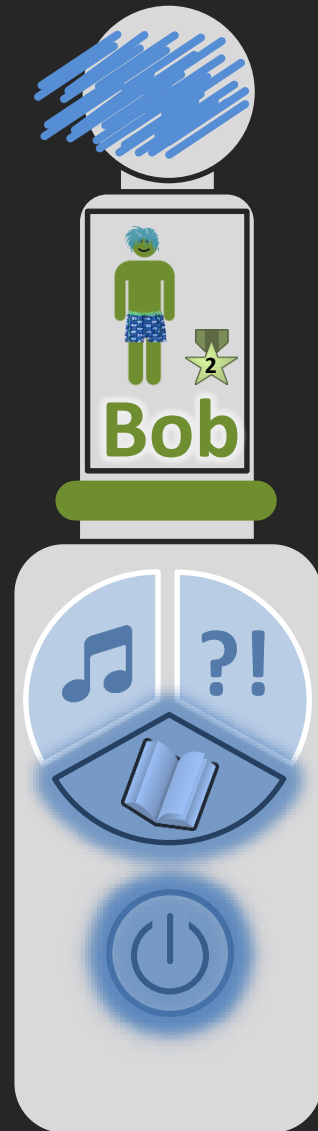


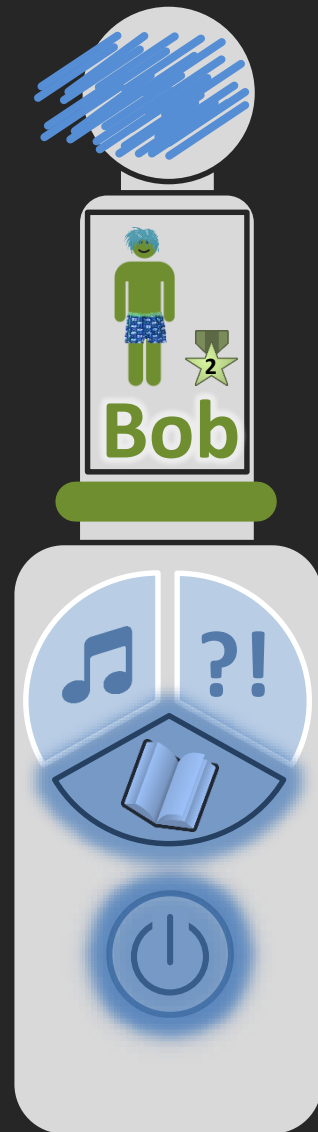


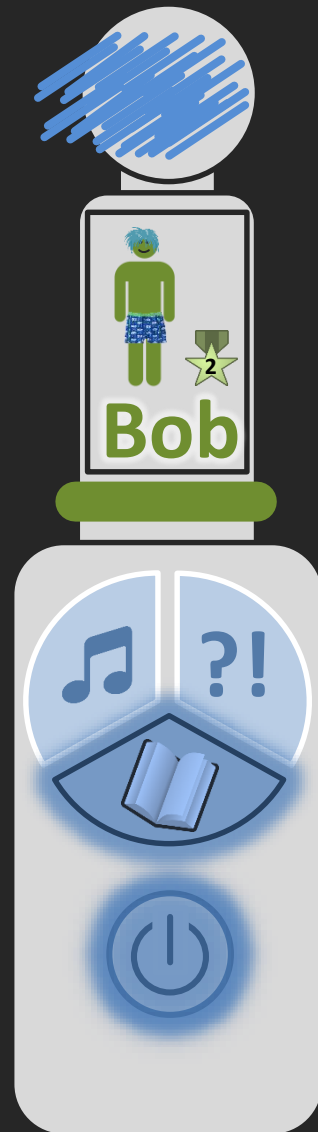


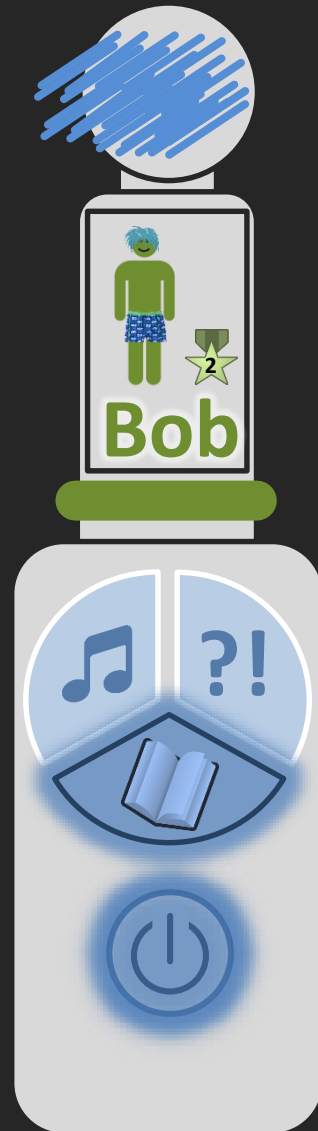


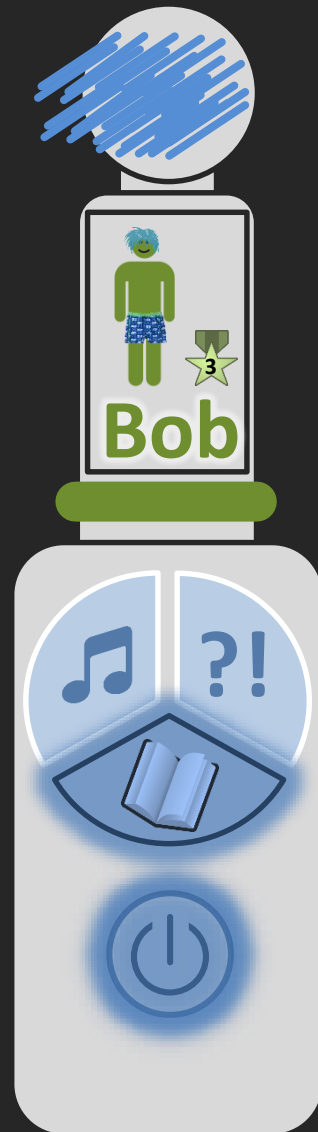




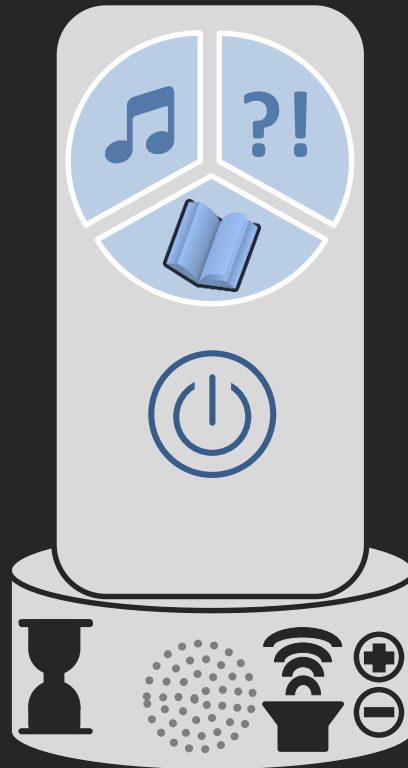


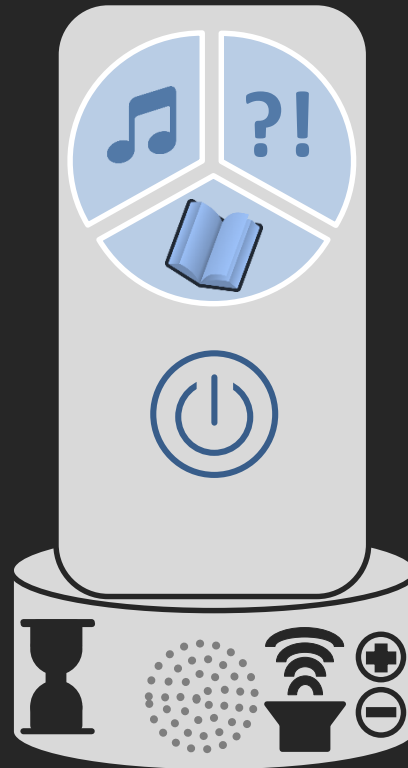
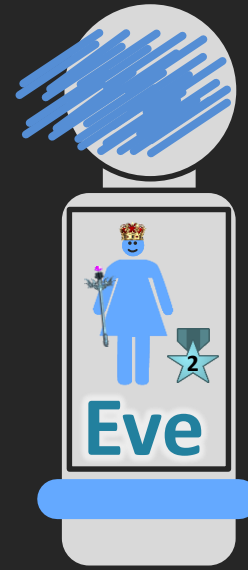
















Bob



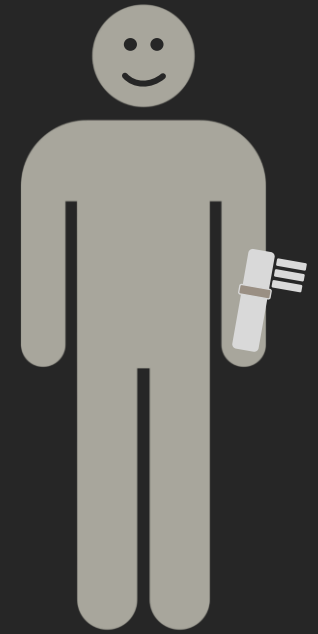
Eve





Name:

Alice



Gender:



Male



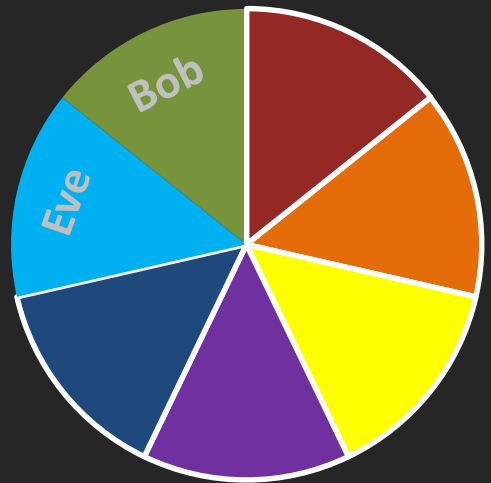
Female

Age:

1



Color:



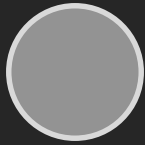


Name:

Alice



Gender:



Male



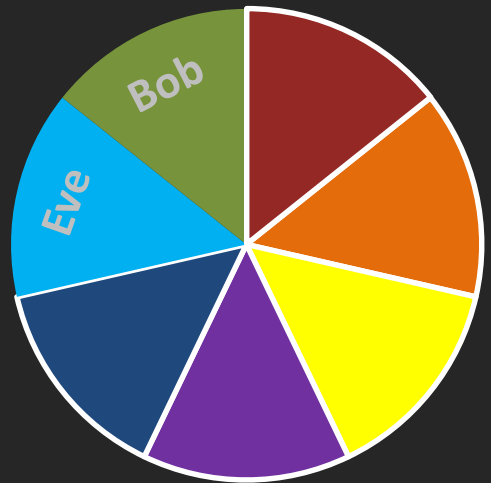
Female

Age:

1



Color:





Name:

Alice



Gender:



Male



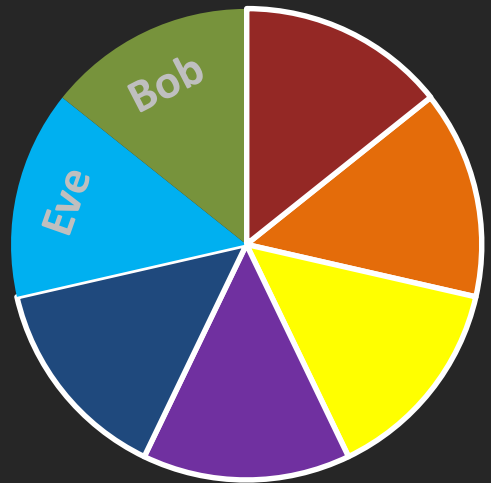
Female

Age:

2



Color:





Name:

Alice



Gender:



Male



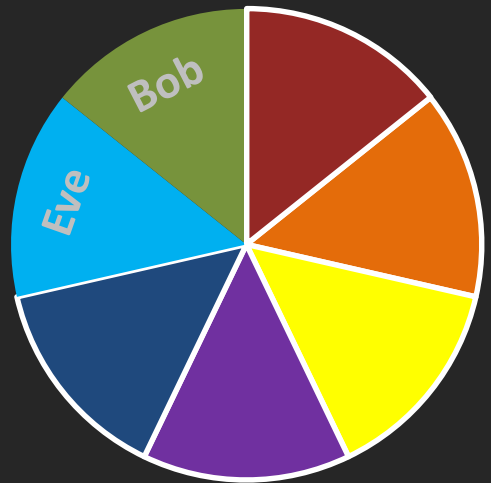
Female

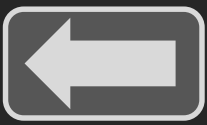
Age:

3



Color:





Name:

Alice



Gender:

Male

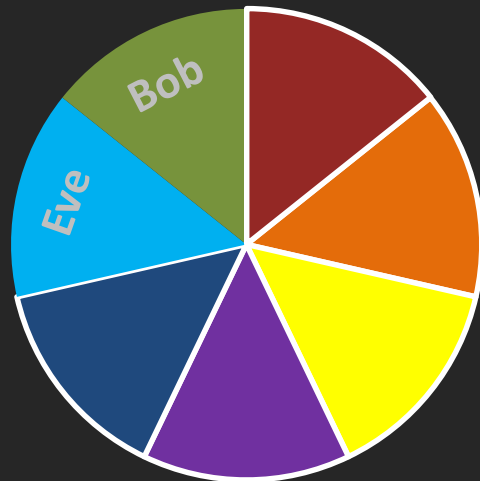
Female

Age:

4



Color:





Name:

Alice



Gender:



Male



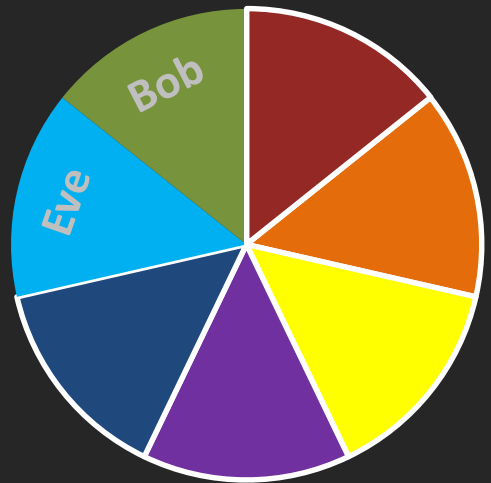
Female

Age:

5



Color:



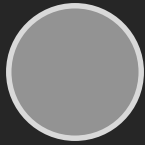


Name:

Alice



Gender:



Male



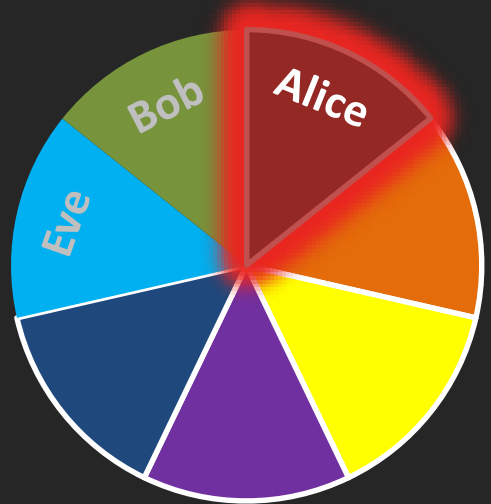
Female

Age:

5

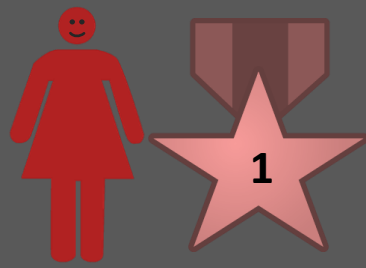


Color:





Alice



Bob



Eve





Alice



0 Points

8 Points



Episode-Progress:

Musical



Knowledge



Story



26.01.15 - 01.02.15

Mon.
02.02.15

Tue.
03.02.15

Wed.
04.02.15

Thu.
05.02.15

Fri.
06.02.15

Sa.
07.02.15

So.
08.02.15



09.02.15 - 15.02.15



Alice

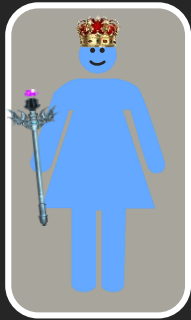


Bob



Eve

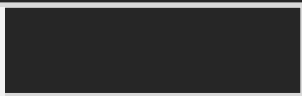




Eve



6 Points



12 Points



Episode-Progress:

Musical



Knowledge



Story



26.01.15 - 01.01.15

Mon.
02.02.15



Tue.
03.02.15



Wed.
04.02.15



Thu.
05.02.15

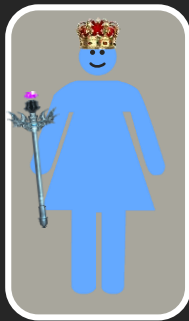
Fri.
06.02.15

Sat.
07.02.15

Sun.
08.02.15



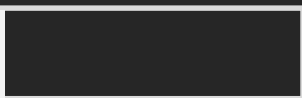
09.02.15 - 15.02.15



Eve



6 Points



12 Points



Episode-Progress:

Musical



Knowledge



Story



19.01.15 - 25.01.15

Mon.
26.01.15

Tue.
27.01.15

Wed.
28.01.15

Thu.
29.01.15

Fri.
30.01.15

Sat.
31.01.15

Sun.
01.02.15



02.02.15 - 08.02.15



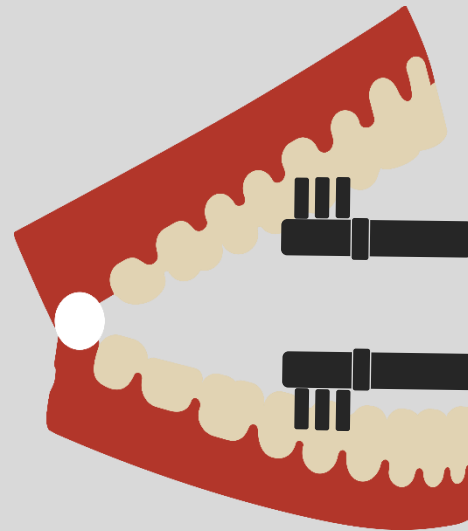
Eve



Wed. 04.02.15



08:01 am



1:50 min 2 / 2 Points

1:50 min 2 / 2 Points

3:00 min 4 / 4 Points



Tip

Very well done!

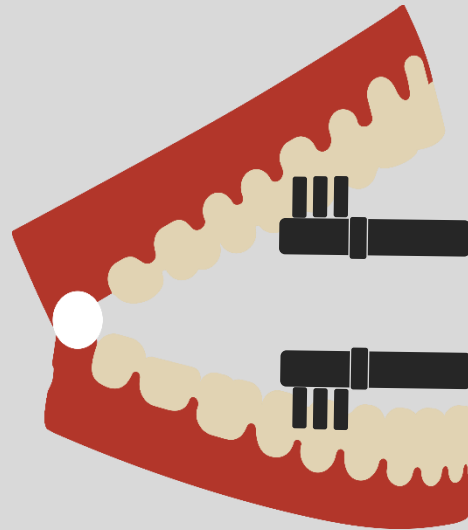
Keep your exemplary brushing!



Eve



Tue. 03.02.15



0:00 min 0 / 2 Points



0:00 min 0 / 2 Points

0:00 min 0 / 4 Points



Tip

No rewards!

You skipped brushing today!



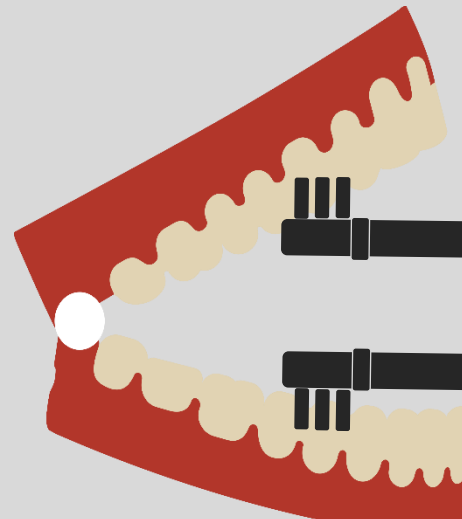
Eve



Mon. 02.02.15



08:12 am



0:54 min **1 / 2 Points**

0:56 min **1 / 2 Points**

1:50 min **2 / 4 Points**



12:35 pm



18:07 pm



Tip

Great!

You brushed equally, but too short!



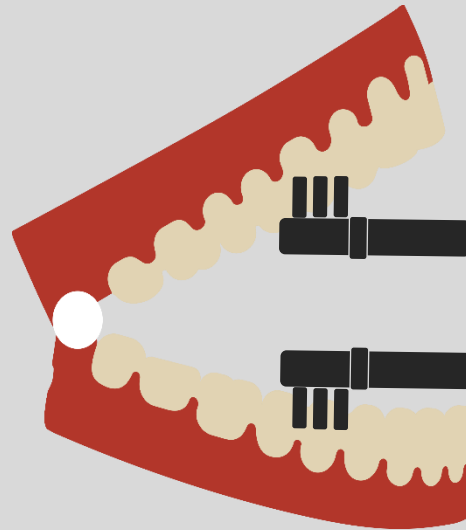
Eve



Mon. 02.02.15



08:12 am



1:20 min 2 / 2 Points

1:30 min 2 / 2 Points

1:40 min 4 / 4 Points



12:35 pm



18:07 pm



Tip

Very well done!

Keep your exemplary brushing!



Eve



Mon. 02.02.15



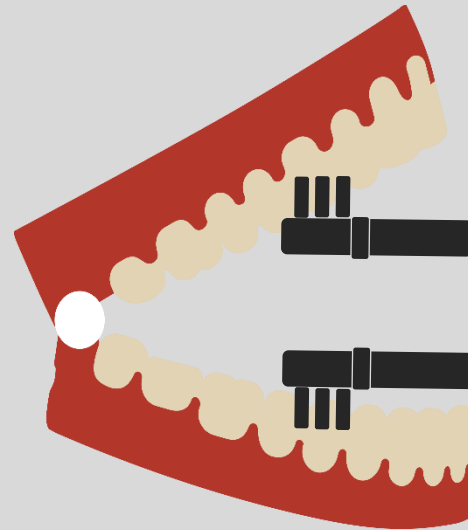
08:12 am



12:35 pm



18:07 pm



0:00 min 0 / 2 Points

2:00 min 1 / 2 Points

2:00 min 1 / 4 Points



Tip

Not okay!

You didn't brush your upper row at all and the lower row too long!



Eve



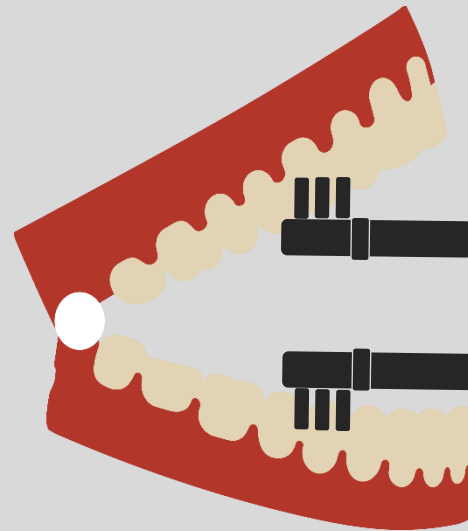
Sun. 01.02.15



08:02 am



18:27 pm



0:43 min **1 / 2 Points**

0:47 min **1 / 2 Points**

1:30 min **2 / 4 Points**



Tip

Great!

You brushed equally, but too short!



Eve



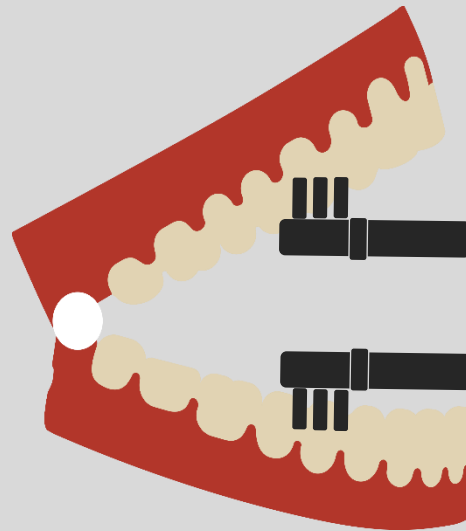
Sun. 01.02.15



08:02 am



18:27 pm



4:15 min 0 / 2 Points



4:45 min 0 / 2 Points

9:00 min 0 / 4 Points

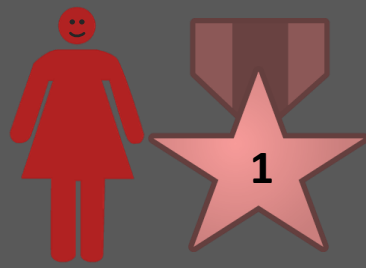


Tip

Too enthusiastically!
You brushed far too long!



Alice

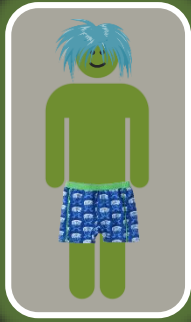


Bob

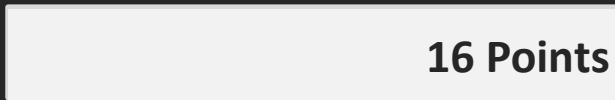


Eve





Bob



Level up!



Episode-Progress:

Musical



+ 7 Points!
Next time
new episodes!

Knowledge



Story



26.01.15 - 01.02.15

Mon.
02.02.15



Tue.
03.02.15



Wed.
04.02.15



Thu.
05.02.15

Fri.
06.02.15

Sat.
07.02.15

Sun.
08.02.15



09.02.15 - 15.02.15

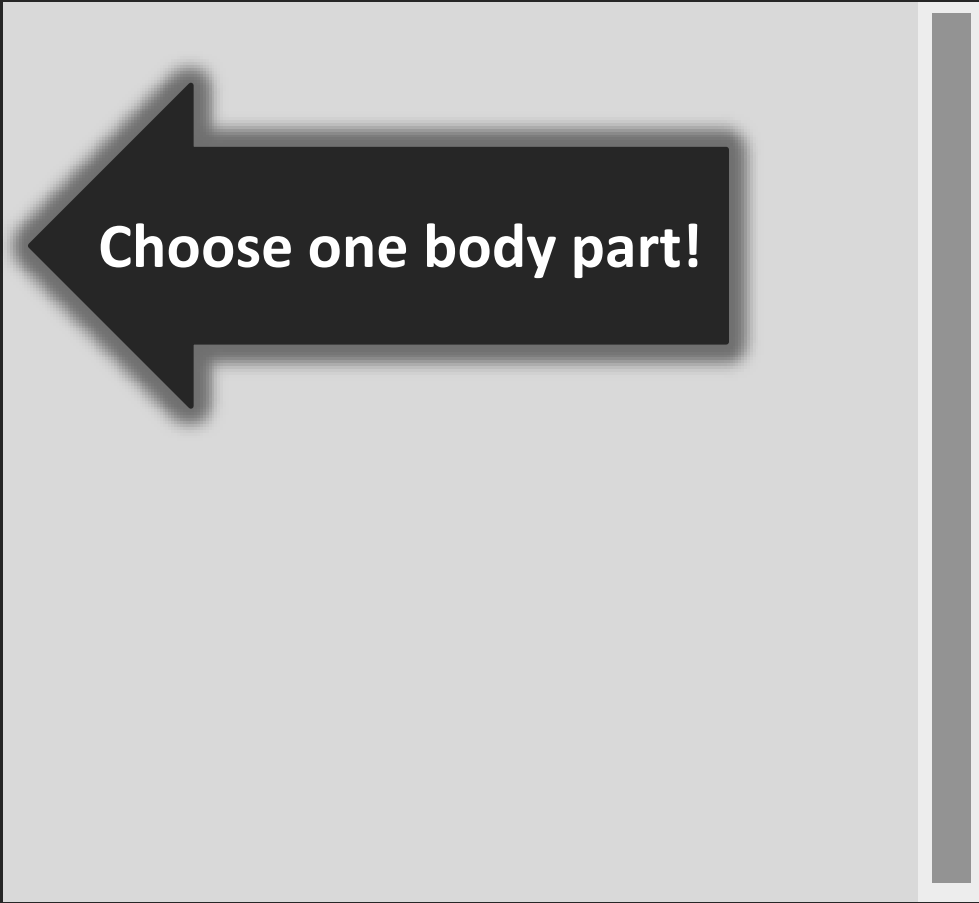


Bob

Level up!



Get one new item!



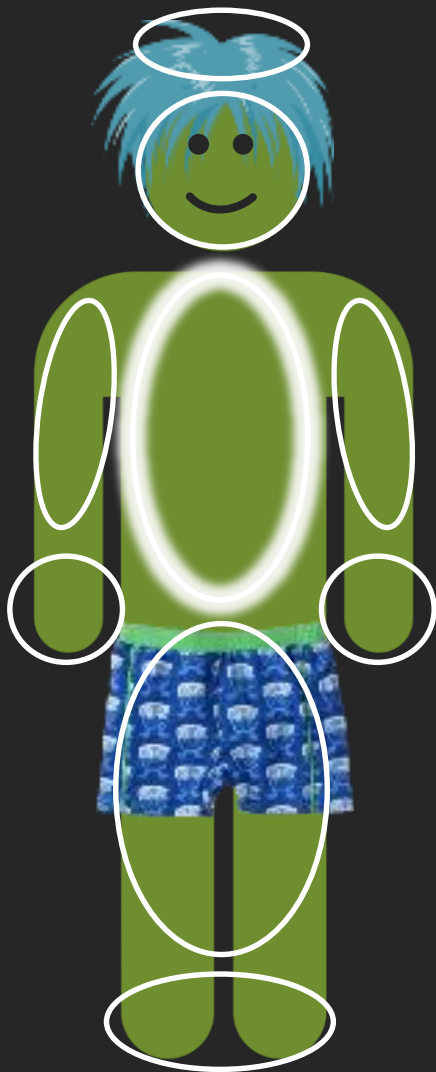


Bob

Level up!



Get one new item!



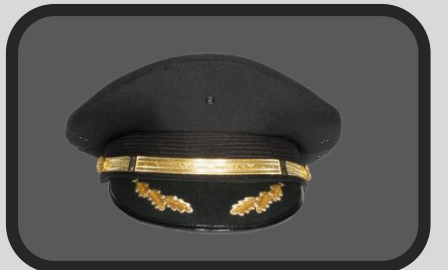


Bob



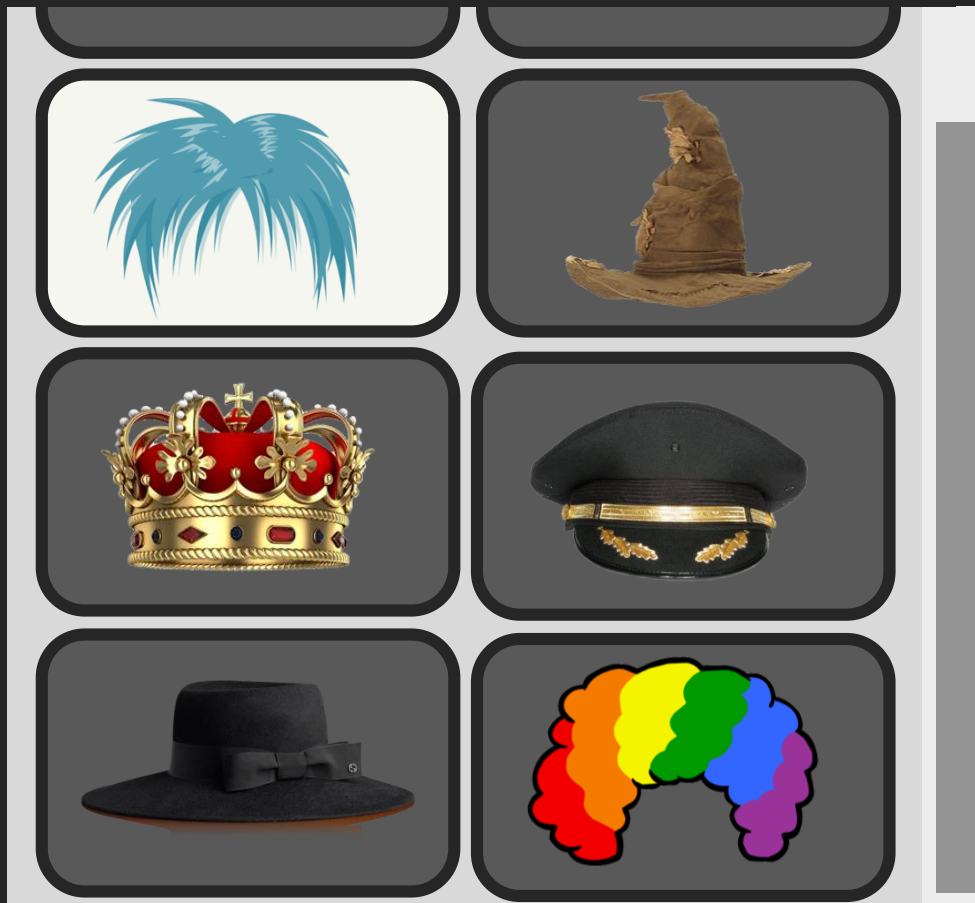


Bob





Bob





Bob





Bob



0 Points

20 Points



Episode-Progress:

Musical



Next time new episodes!

Knowledge



Story



26.01.15 - 01.02.15

Mon.
02.02.15



Tue.
03.02.15



Wed.
04.02.15



Thu.
05.02.15

Fri.
06.02.15

Sat.
07.02.15

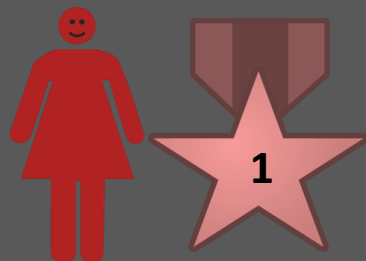
Sun.
08.02.15



09.02.15 - 15.02.15



Alice



Bob



Eve





Alice



Bob



Eve





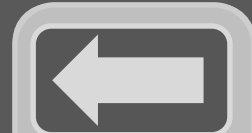
Alice



Bob



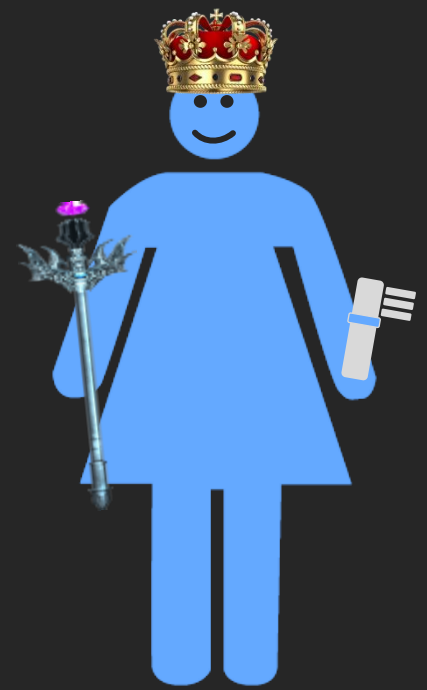
Eve





Name:

Eve



Gender:

Male

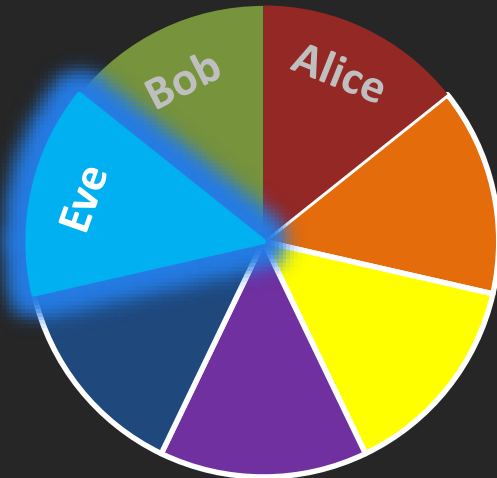
Female

Age:

2



Color:





Name:

Eve

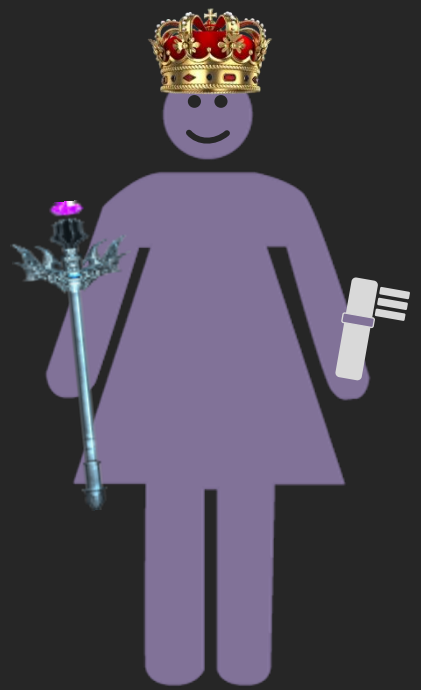
Gender:

Male

Female

Age:

2

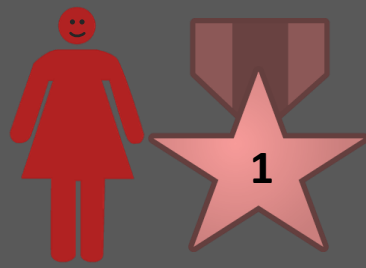


Color:





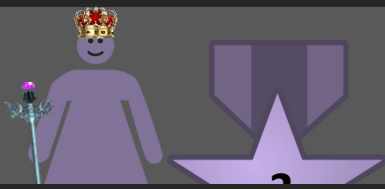
Alice



Bob

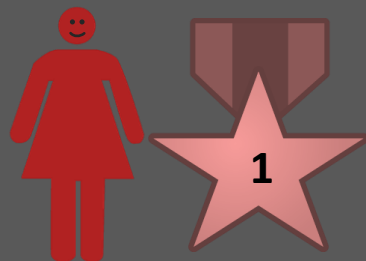


Eve





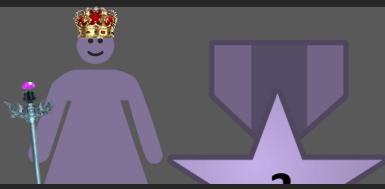
Alice



Bob



Eve





Bob



Eve

