



BOXI

The Designosaurs



The Designosaurs

- Sabrina Schulte
- Eugen Kling
- Alex Lorenz
- Kim Haps
- Chun Yin Tan
- Roman Feldhoff



Project Idea

- Target Health Habit: Stop Smoking
- Target Users: Smokers
- An everyday product helping users to get rid of smoking

Our Design

- A cigarette box to
 - Restrict smoking behaviour
 - Keep track of smoking habit
 - Encourage stop smoking



DIA Cycle



Analyze

Design



Implement





Project Iteration

1st

1st Iteration – Design & Implement

- Cigarette Box:
 - Photos
 - Color Change
 - “Time since last cigarette”
 - Complementary Mobile App



1st Iteration - Analysis

- Introduced system verbally
- First User Study Results:
 - Amazed by the color change system
 - Unimpressed with the photo and statistics
 - Liked the functionality provided by the App



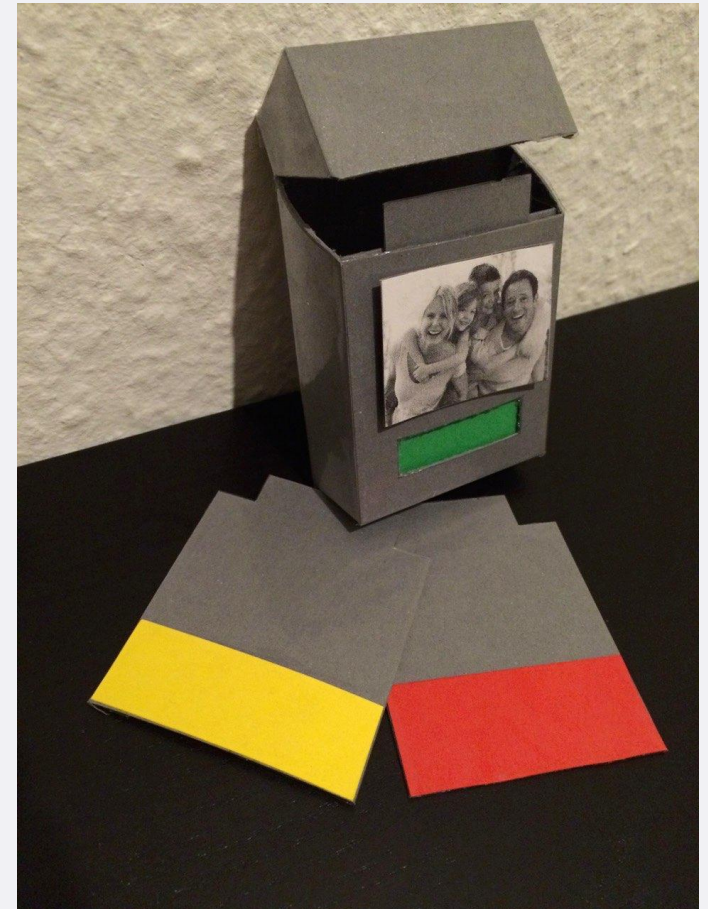
Project Iteration

2nd

2nd Iteration - Design

- Cigarette Box:
 - Photos
 - Color Change
 - Simpler Complementary Mobile App

2nd Iteration - Implement



2nd Iteration - Analysis

- Second User Study Result:
 - Really do not like the photo
 - Various suggestion about the App



Project Iteration

3rd

3rd Iteration - Design

- Cigarette Box:
 - Color Change
 - Magnet
 - Smiley

3rd Iteration - Implement



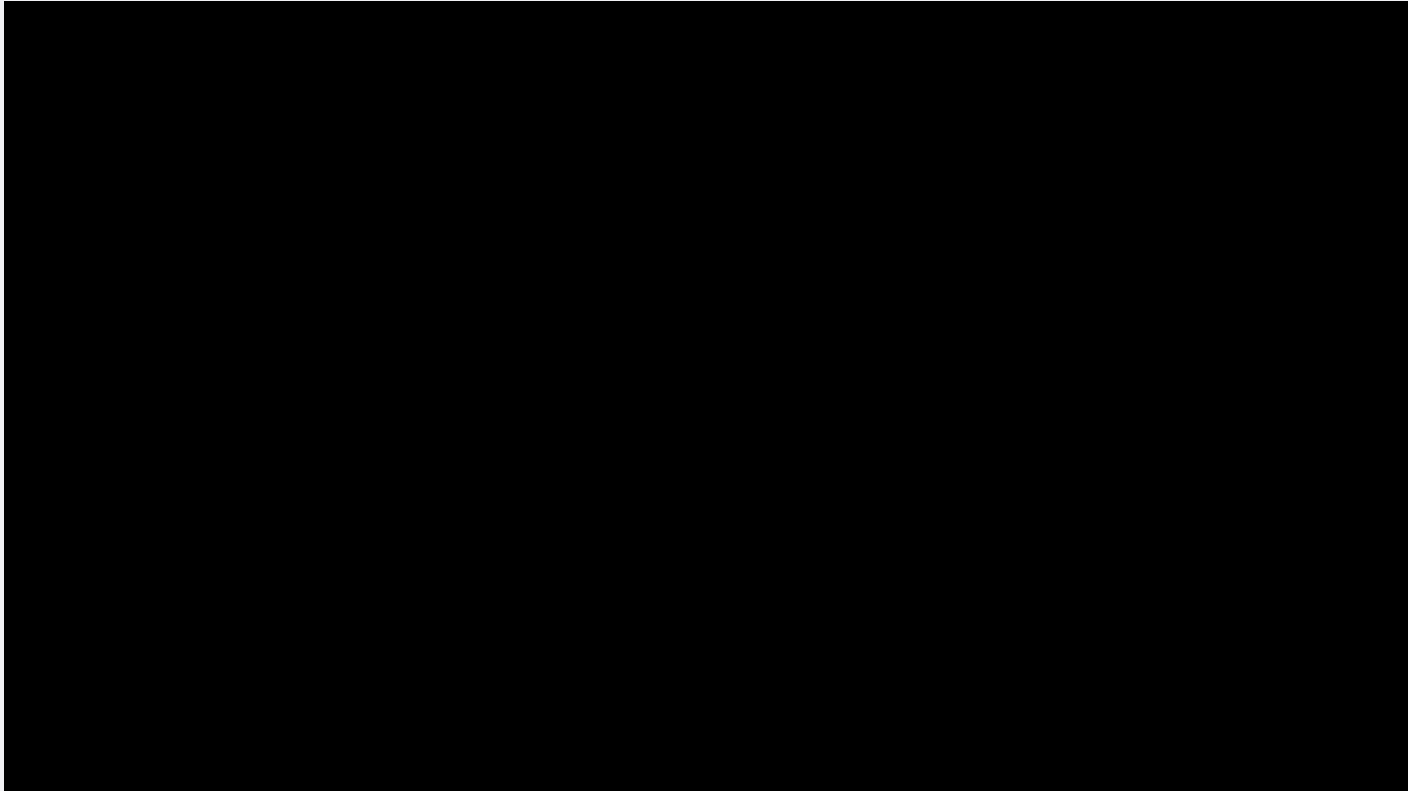
3rd Iteration - Analysis

3rd User Study:

- Liked the overall system
- Excited by the magnet feature
- Good for disabled people
- Version for self created cigaretts



Video Prototype





Thank you for your attention