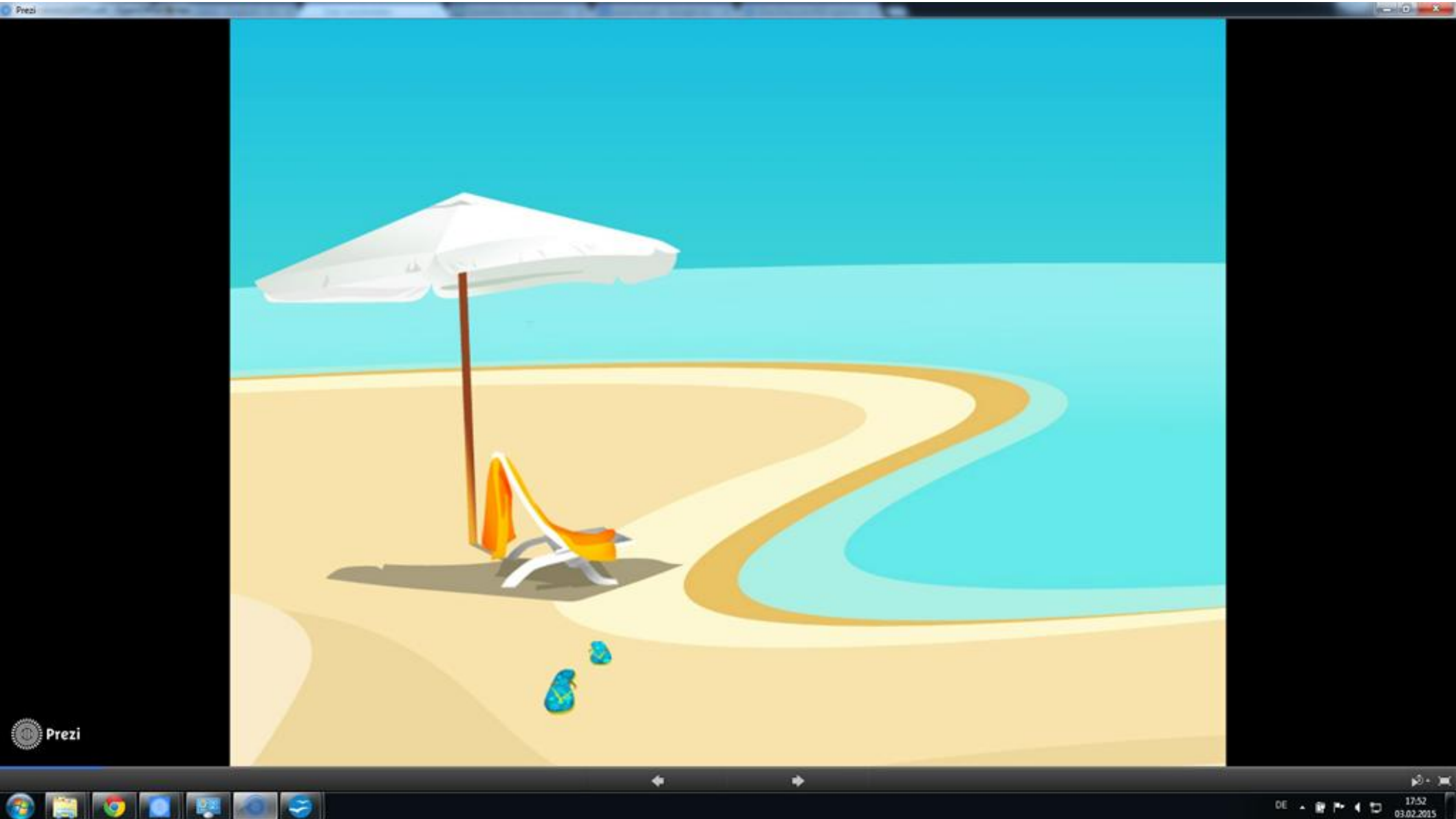


READY FOR HOLIDAYS?



Semester has been busy. Ready for holidays?



What about this kind of holidays?

### **\*\*Background\*\*:**

- 34, Female, inactive person
- loves traveling
- enjoys relaxing in the sun

### **\*\*Motivations\*\*:**

- does not want to get burned, since it is harmful to health
- she is more comfortable with having an interesting book to read instead of doing sports while staying at the beach

### **\*\*Frustrations\*\*:**

- regularly forgets to put sunscreen on
- never knows about the right amount of sunscreen to be protected against UV-radiation
- she does not like people who disturb her while reading at the beach
- she sometimes falls asleep while lying in the sun



## Persona: Victoria

You could call her a bookworm. Once a year she spends her holidays at a warm place in Spain where she can enjoy reading books without interruption.

Since she is sensitive to UV-radiation she has to take care of putting sunscreen on to be well protected.



**"I want to be reminded to put sunscreen on since I always forget about it"**



**OUR TARGET GROUP**

Maybe you even belong to our target group?

Are you craving for some rest in the sun while enjoying a good book? Because during the semester is no time for that?

And wouldn't it be cool to be reminded when to put sunscreen on? So you can totally enjoy yourself without having that annoying thought in your head?



WE WANT TO **BREAK THE HABIT OF UNHEALTHY SUN EXPOSURE**

As you all know sun burns are very bad for your health. Maybe you remember your last sun burn during last vacation? Can you identify with Victoria?

We want to change that. We want to change the habit of getting a sun burn.



As you all know sun burns are very bad for your health. Maybe you remember your last sun burn during last vacation? Can you identify with Victoria?

We want to change that. We want to change the habit of getting a sun burn.

GuardiansOfTheSun present:

SUN TOWEL

Then we have the perfekt item for you. The Sun  
Towel



### WHAT OUR USERS BRING TO THE BEACH:

- Towel
- Book
- Sun protection
- Beverages

### NOTICEABLE

- no cell phones
- bring as little as possible to the beach

Through user interviews we found out that our users bring towel, book, sun protection and beverages to the beach. They also try to bring as little as possible and no cell phones. They want to completely relax at the beach and don't want to be interrupted.

Because everyone brings a towel to the beach and a lot people are worried about sun protection we figured that the towel should be able to provide some kind of alarm to warn you when you were exposed to much UV radiation.



Now we want to take you along on our journey on improving our frist ideas to the end product.





Towel Design

Time Display

Vibration & Skin Tan



02:00

Vibration alarm, stops when towel is folded up



User buys towel according to his skin tan

Let's first take a look at our initial ideas:



Towel Design

Time Display

Vibration & Skin Tan



02:00

Vibration alarm, stops when towel is folded up

Should be actively stoppable



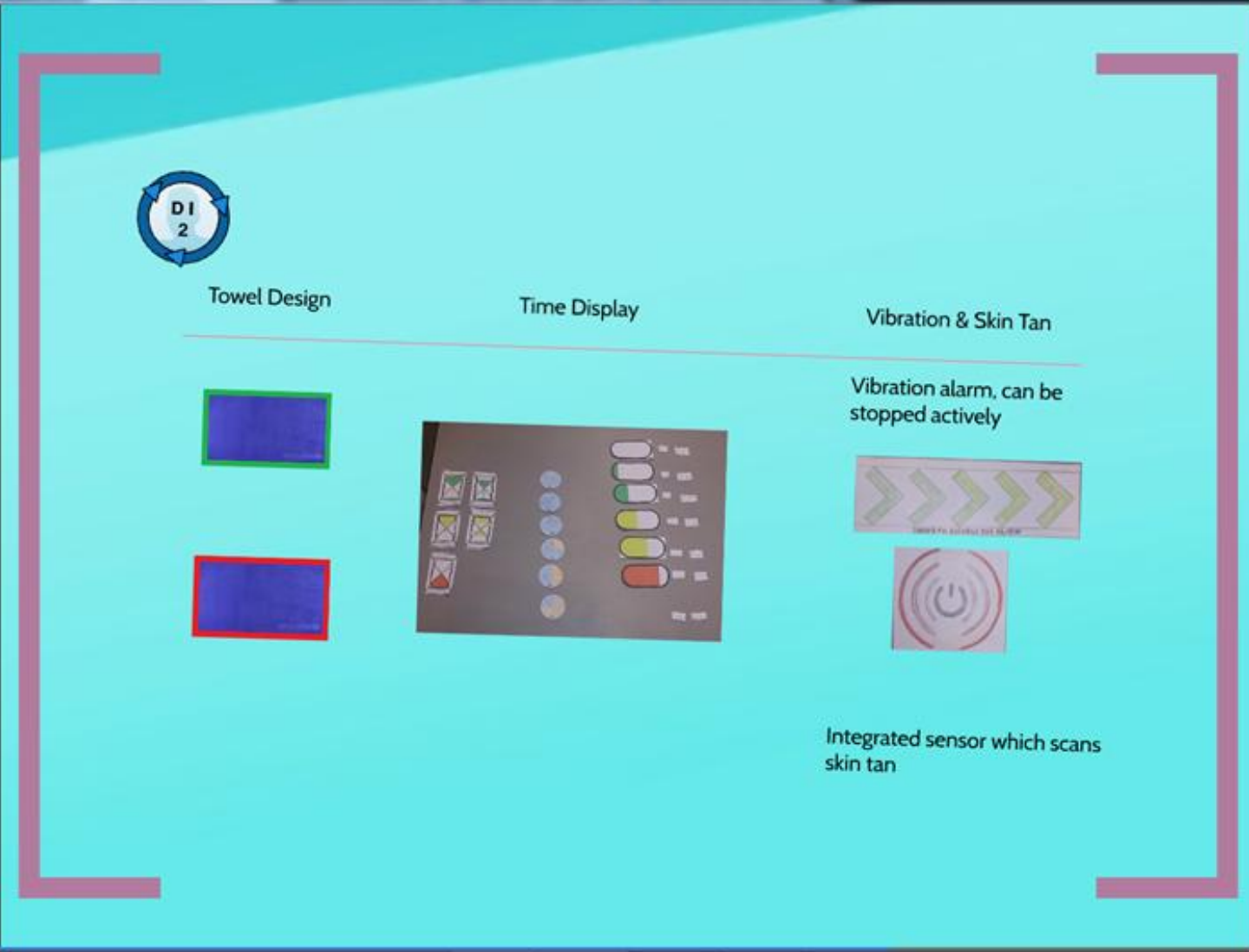
Display yes, but not digital

User buys towel according to his skin tan

Should be personalized

What if tan changes?

# Feedback from potential users



So we changed our design in the following way

Prezi

A  
2

Towel Design

Time Display

Vibration & Skin Tan

Vibration alarm, can be stopped actively

Needs to be Improved, Prealarm?

Integrated sensor which scans skin tan

Circles best understandable, but design should be improved

And we received the this feedback



More features

Time Display

Vibration & Skin Tan

Weather forecast?



Vibration alarm, can be stopped actively



Any other features?

Vibration realized via texture changing of fibers

And according to the previous feedback we changed our design as follows.



More features

Time Display

Vibration & Skin Tan

Weather forecast?



Vibration alarm, can be stopped actively



Any other features?



Vibration realized via texture changing of fibers



Not necessary,  
any more information  
let users feel stressed

Last, a user study gave us the following feedback

# FINAL PRODUCT: THE SUN TOWEL

## The Design



## Features



## Notes

Time display appears when user rubs the towel

Vibration is realized via texture changing of towel fibers

breaking the bad habit of getting a sunburn

Which leads us to the final product working like this

## DIS PROJECT: SUN TOWEL



Submitted by Hanna K, Michael B, Laura S, Andreas L, Marco G, Stanimira G

Now we want to demonstrate our final product in use.