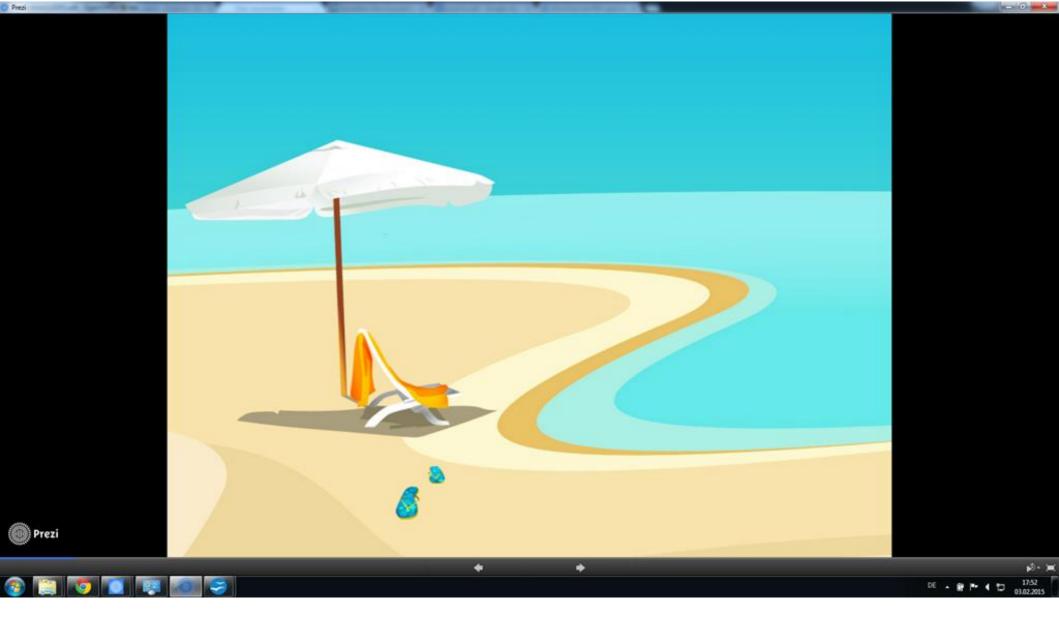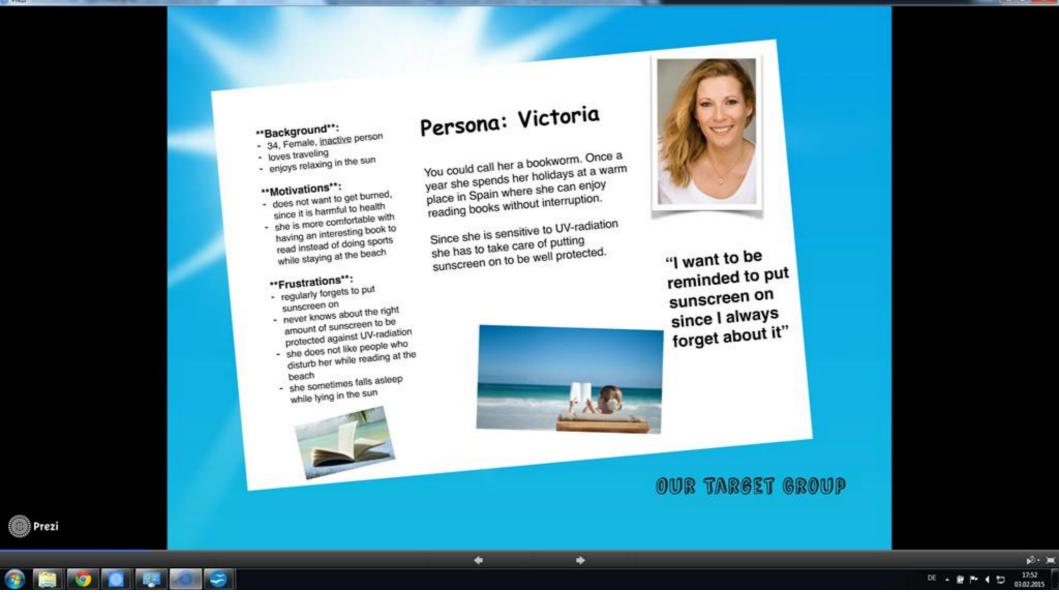Semester has been busy. Ready for holidays?

What about this kind of holidays?

Maybe you even belong to our target group?

Are you carving 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?

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?

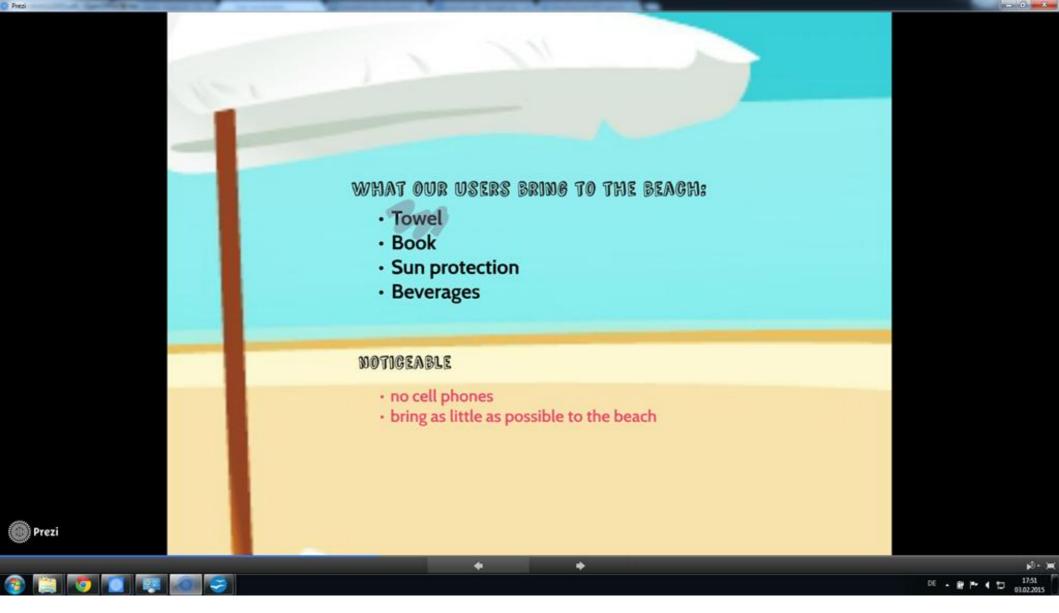We want to change that. We want to change the habit of getting a sun burn.

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.

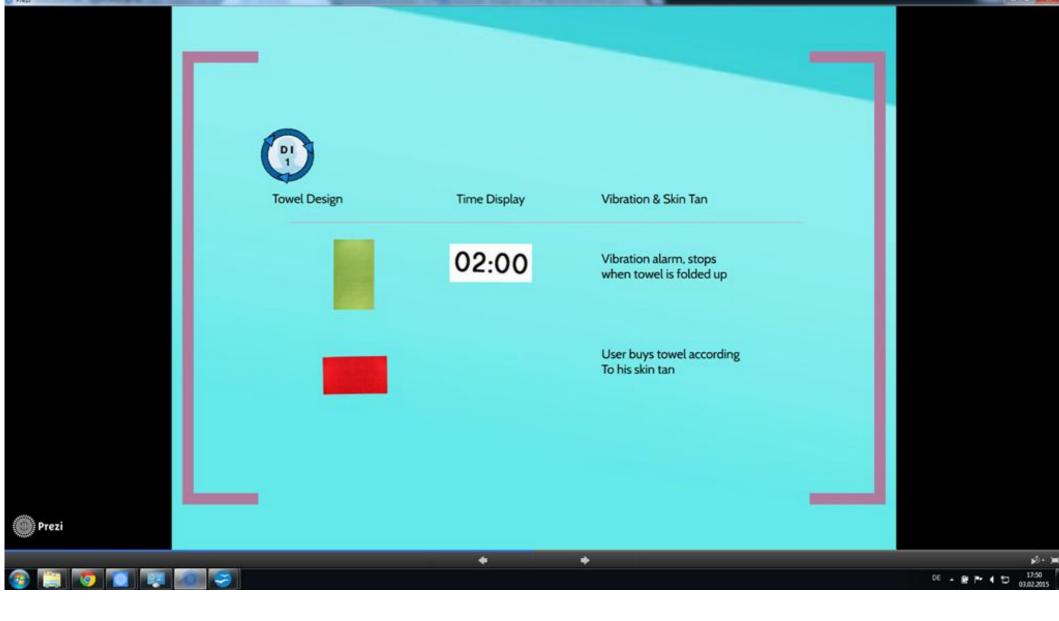Then we have the perfekt item for you. The Sun Towel

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 completly relax at the beach and don't want to be interrupted.
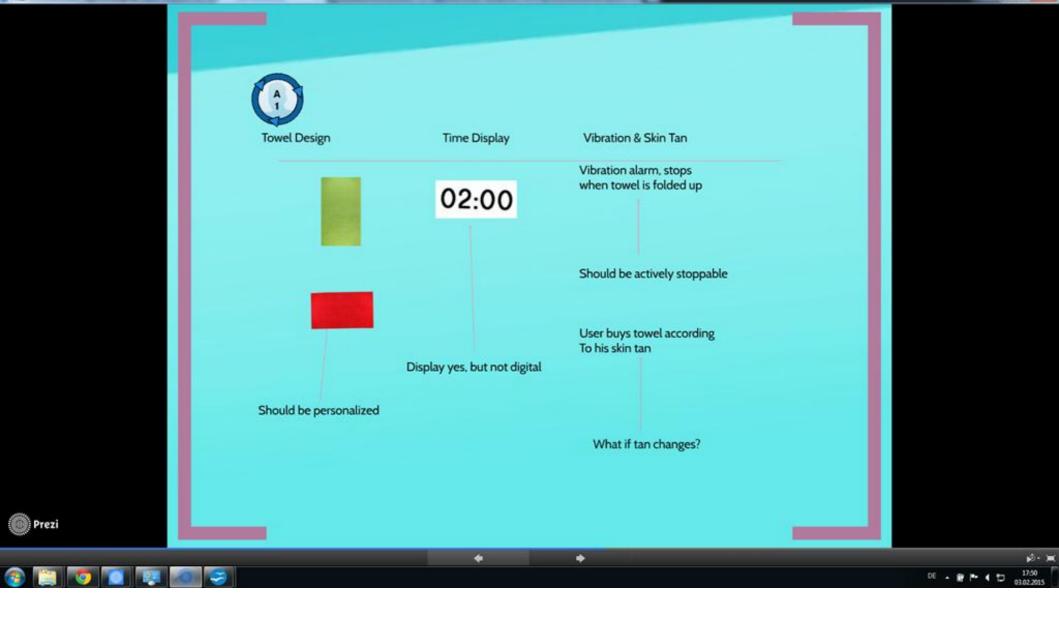
Because everyone brings a towel to the beach and a lot people are worried about sun protection we figured that the towel should be able to provide some kind of alarm to warn you when you were exposed to much UV radiation.
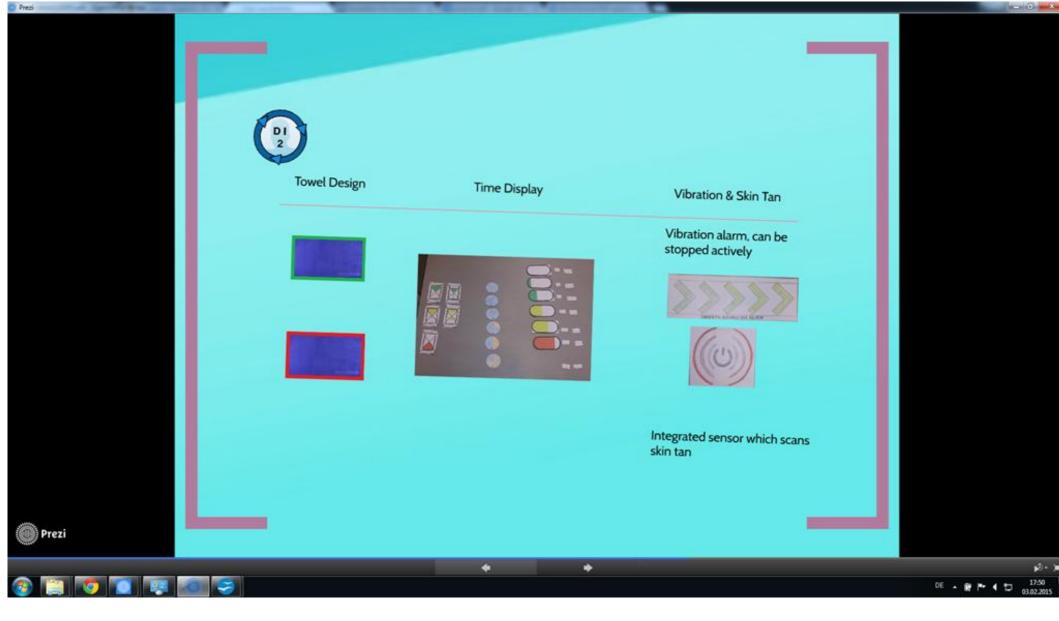
Now we want to take you along on our journey on improving our frist ideas to the end product.
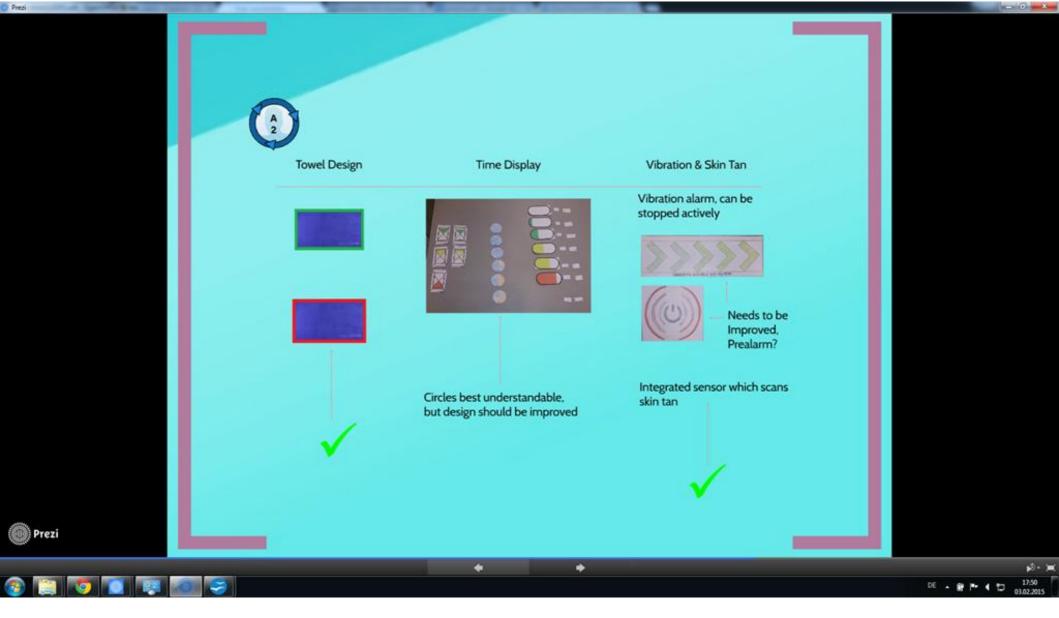
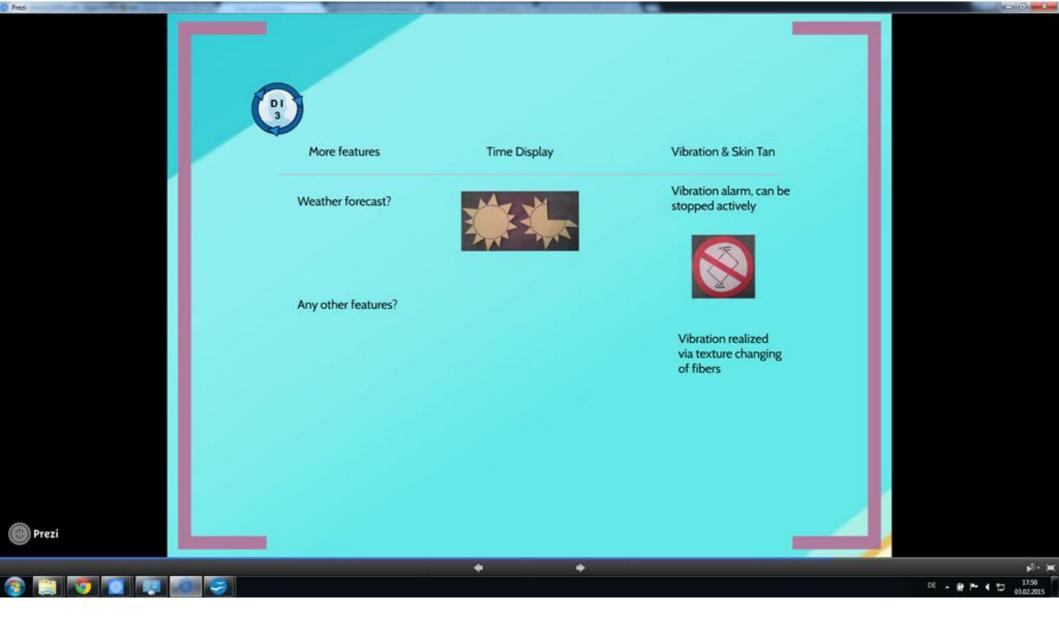Let's first take a look at out initial ideas:
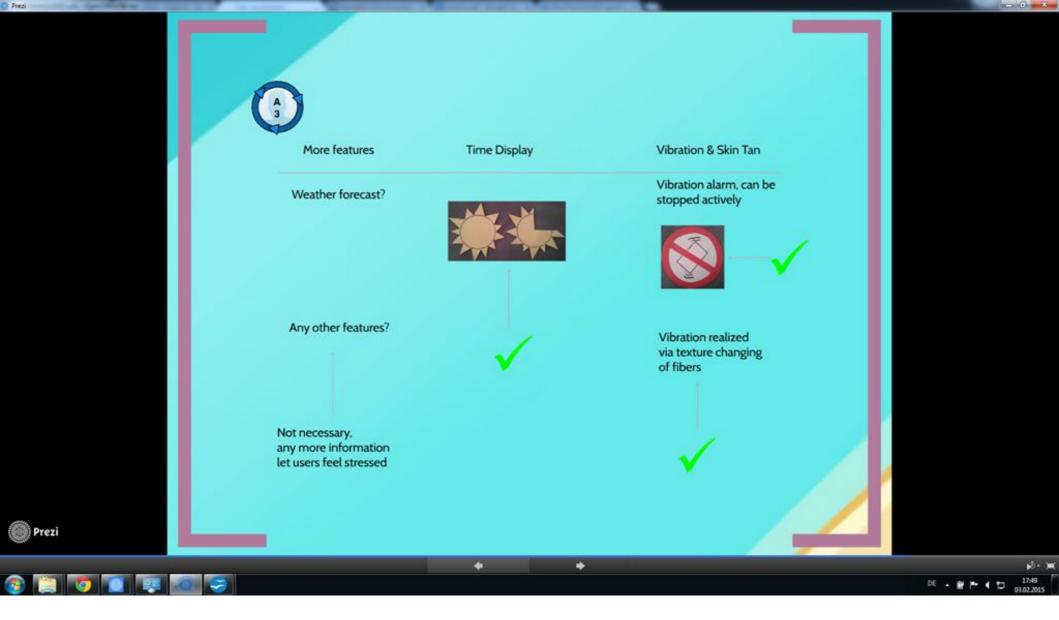
Feedback from potential users

So we changed our design in the following way
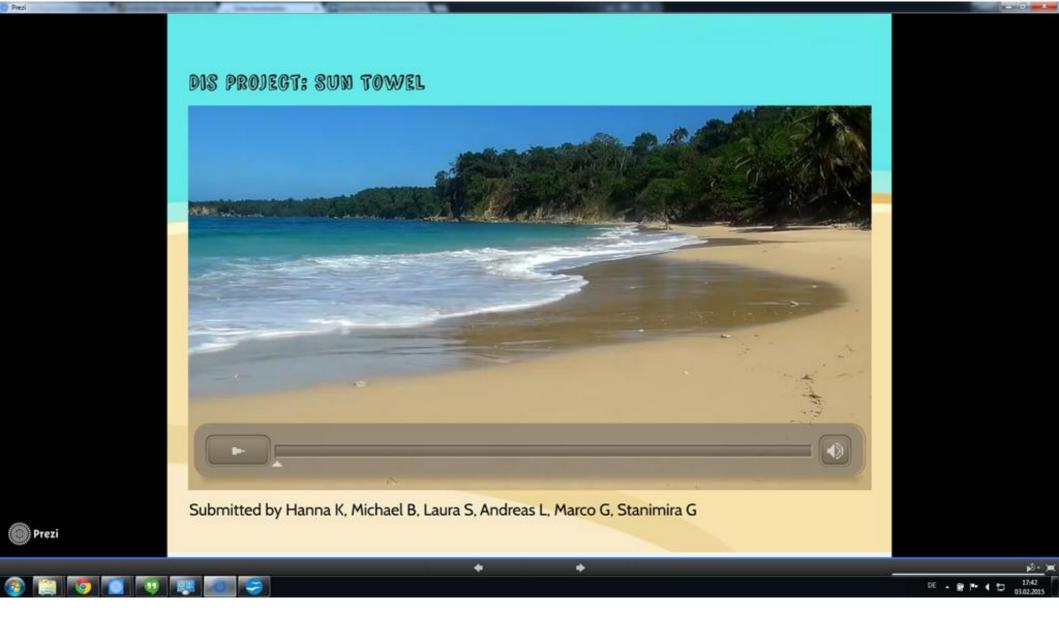
And we received the this feedback

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

Last, a user study gave us the following feedback

Which leads us to the final product working like this

Now we want to demonstrate out final product in use.