Design thinking process

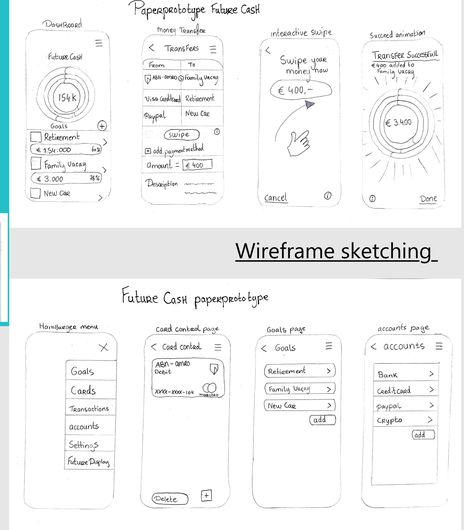
Pressure cooker project

URL's from research

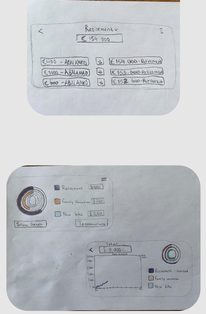
www.befrank.nl
https://youtu.be/Z5cEYKbukP8
www.tkppensioen.nl
https://coronamelder.nl/
www.fitbit.com
www.asr.nl/vitality
https://www.financial-health.nl/
https://mint.intuit.com/

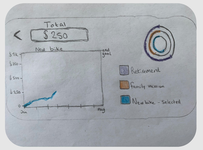
Defining Moodboard

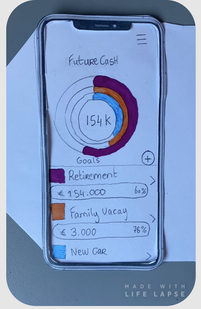
Ideation Moodboard



Wireframe sketching







Webflow video

Our subject to help Patricia with was health. To help her in the best possible way we did a lot of research regarding health. We came across a lot of different health sectors (see the url's above). To make a good decision of wich sector we started filtering. We decided to help Patricia with her financial health.

In the ideate fase we started with brainstorming and making a new moodboard. We looked at different ways to help Patricia with managing her pension. To make clear what we wanted to achieve with the product we also used the mash up method. We decided to work on an app that connects with a digital pension savings display.

To showcase the test fase we made a webflow video for the paperprototypes that we made. The video URL's can be found below. Here you will see a demo of the app as paperprototype.

EMPATHIZE

DEFINE

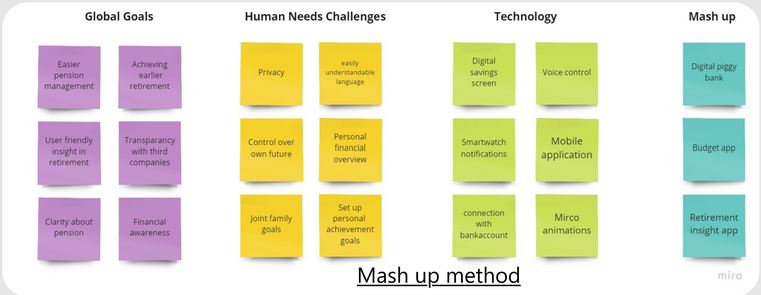
IDEATE

PROTOTYPE

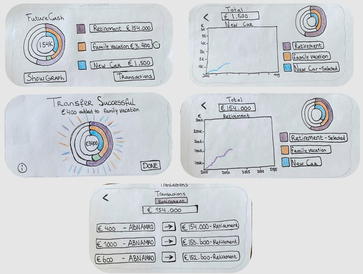
TEST

In the define fase we started with the research in the health sector. We searched for the trends in the financial world and wrote down our ideas. To filter out some ideas we created a moodboard and mindmap. After this proces we decided to make something for Patricia regarding her Retirement.

In the protoype fase we started with some sketching the wireframes. We combined the best attributes of the sketches and made it into a design. From this design we made some paperprotoypes.



Mash up method



Paperprototyping

Test video URL's

https://youtu.be/FAXeQAK4pGk

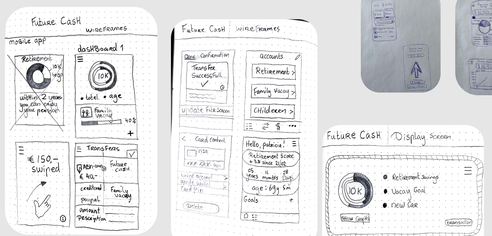
https://youtu.be/HKLMFAD3d9s

Seasoned professional Patricia

Persona

Age: 40/50
Internet usage: Often
Familie: husband and two kids
Opleiding: Associates of bachelor

The persona of patricia states that she is planning ahead for het financial future. She wants to make good financial plans for het retirement. It is our task to create something that can help her with achieving that goal.

Mindmapping

First sketching