

# Pressure Cooker Challenge Portfolio

## 1. Problem Definition/ Concepting

Our subject was Education, and we were given the persona “Making ends meet Dennis”



### Dennis is a labor worker who works intensive, long hours to provide for his family.

Dennis is motivated by getting a promotion/pay rise. Dennis is 46, lives close to the city and works in the city. Dennis is married, has 4 children and is often kept busy with working any shifts that he can pick up.

Dennis is not comfortable with technology.

He is very skilled with his hands and often helps fix general problems in their neighbors houses for cash.

#### Jargon familiarity



Dennis is not familiar with the industry specific terms that are used in the industry at hand.

#### Spare Time



On an average day, Dennis has very little spare time.

#### Comfort with technology



Dennis is not comfortable with technology.

#### Social Media usage

Dennis is not on social media

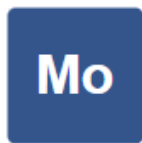
We decided to create an education app with courses and questions. Based on the fact that our persona is very busy, we made it using bite sized learning, meaning only about 5-10 minutes a day. We identified that he is not comfortable with technology, so we tried making the app as simple as possible.

## 1.1 A day in the life

I used the CMD method “A day in the life”, so we can gain insights in Dennis’s personal life. From this we found out that he works all day, has a hobby of woodworking and maybe he won’t use his free time for technology, unless motivated to learn more industry terms for work

## 1.2 MoSCoW Analysis

I created a Moscow with our most important features.



1. Database with different industry terms



1. Button to change between words



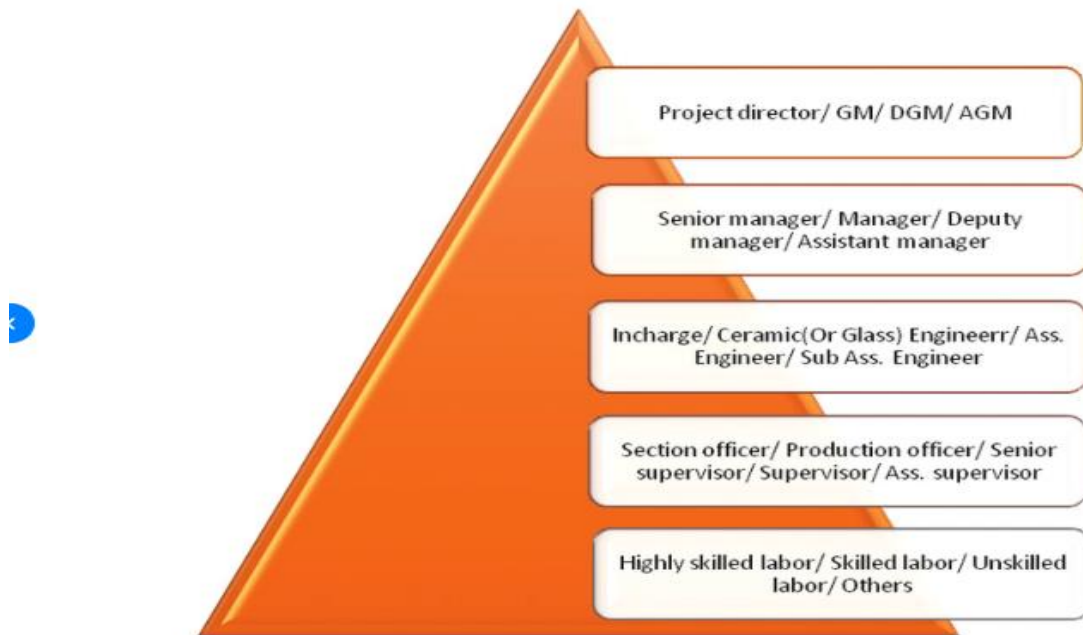
1. Pop up question, which asks you if you know the previous word



1. Saved words
2. Rating of words

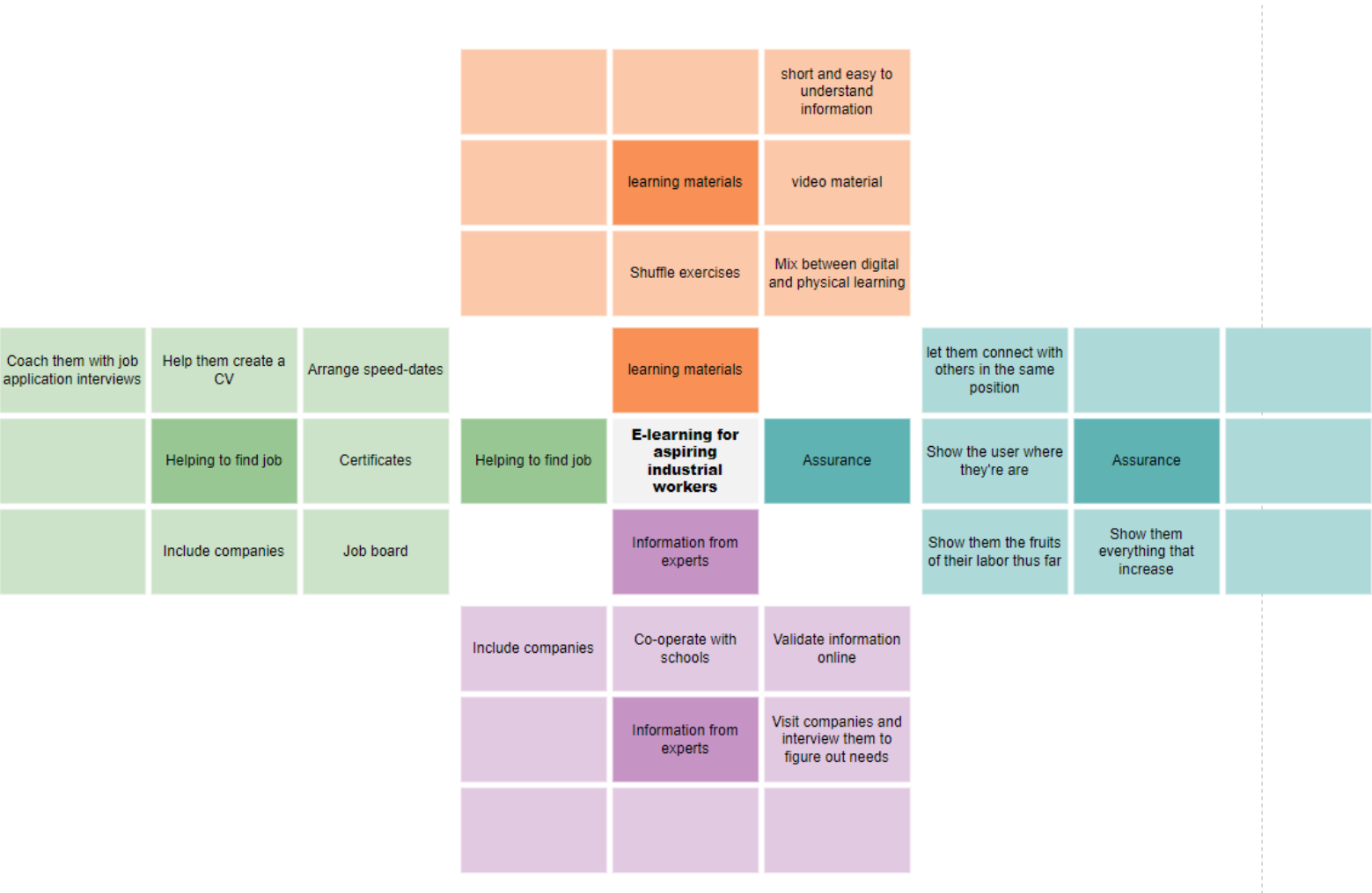
### 1.3 Literature study

Here I found out a hierarchy like Dennis's. He is at the bottom, but he may not wish to get higher in it, he just wants to understand the terms, so he can do a better job.



### 1.4 Ideation/Brainstorming

We brainstormed different ideas how we can help our users by creating a Lotus Blossom. From that we understood what our users would want in an app. We think they would want assurance – they know their progress and they know how much they have left. They would also like certificates as proof of their knowledge.



1.5 Educational Trends

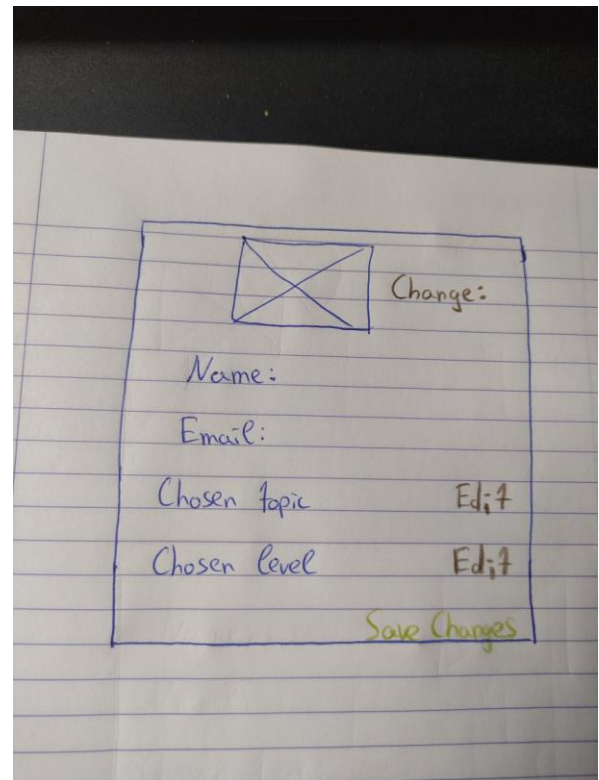
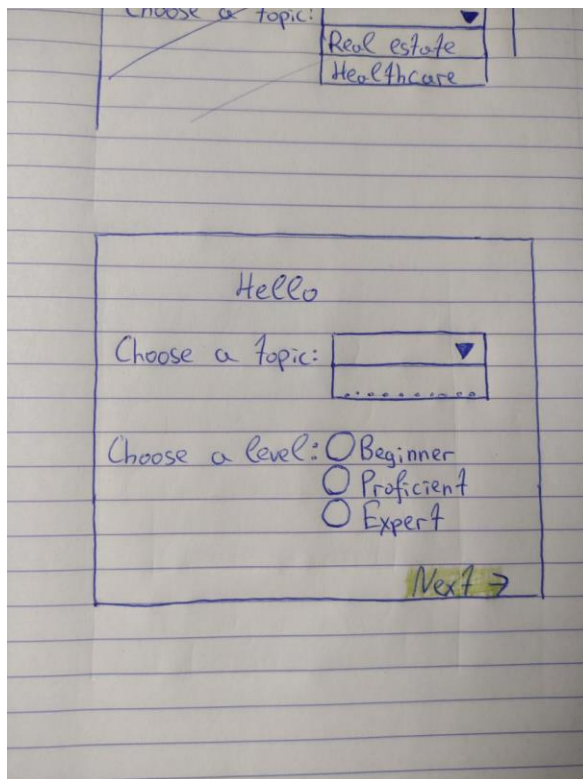
I have looked into educational trends, and I found out a couple that are perfect for our app.

- ✚ Bite sized learning – 5 minutes a day (perfect for our target audience, because they don’t have that much spare time)
- ✚ Genius Hour – learn one hour a day (after they got used to the bite size, they could want to step up a bit)

## 2. Design

### 2.1 Sketches

I started with some simple sketches to give us an idea how can we develop the app further

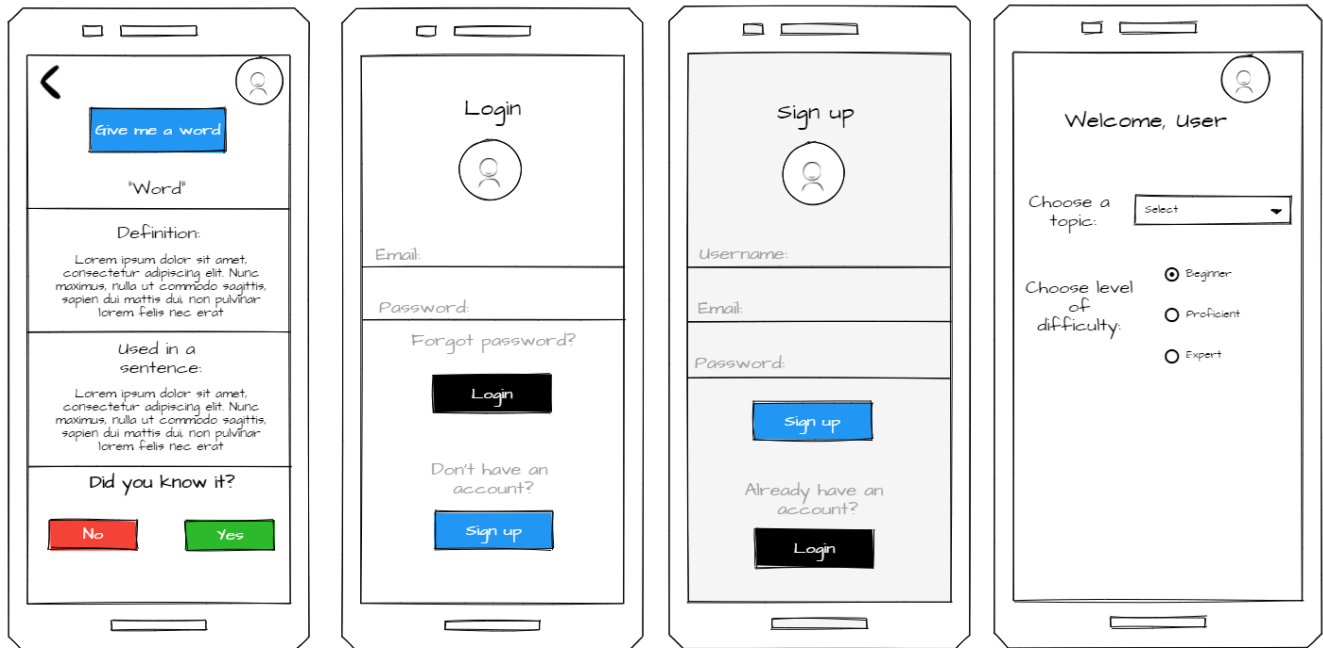


(Sketch on the left) This is after you sign up, here you can choose your topic and your level of familiarity of that topic

(Sketch on the right) This is your profile screen where you can edit your profile picture, topic, and level.

## 2.2 Low fidelity Prototype

After getting some idea how the app would look like I started creating parts of the low fidelity prototype



In the most right we can see our idea for after you choose your topic, in the middle is a simple sign up/ login, and in the most right is the updated sketch from the previous page.

The screen on the left shows the course overview, where you can see all your current courses.

And on the right, you can see the certificate screen, where are stored all of your certificates from completed courses

