

IDEA 1: MASSAGE GLOVE FOR THE HANDS

Why do you think your idea will work?

Our idea stems from an identified gap in the market concerning hand massage gloves. While existing products have received mixed reviews, such as Acejustin's feedback on the limited satisfaction of the vibration experience (Acejustin, 2013), our aim is to explore alternative and affordable solutions. By delving into the realm of hand massage exercises, we seek to offer a practical and accessible method for individuals to enjoy the benefits of hand massage without relying solely on costly technological devices.

For whom?

Our target audience comprises individuals seeking effective hand massage solutions that are not only affordable but also deliver a satisfying experience. This includes those who may have been dissatisfied with existing hand massage glove products due to varying preferences in vibration intensity. By offering alternative hand massage exercises, our goal is to cater to a broad spectrum of users who value the therapeutic benefits of hand massage.

Which context?

Our research is situated in the context of hand massage, acknowledging the existing technology's limitations and pricing barriers. The reference to the high cost of some hand massage devices at 79.95 euros (Bol.com, n.d.) emphasizes the need for more accessible options. By exploring traditional hand massage exercises, we aim to provide a contextually relevant solution that aligns with users' preferences and financial considerations, offering an affordable and effective alternative.

What are their experiences?

The experiences of users, as highlighted in Acejustin's review (2013), guide our understanding of the current limitations of hand massage gloves. By considering user feedback, we recognize the importance of addressing individual preferences in the tactile experience. Additionally, the exploration of hand massage exercises, as suggested by WikiHow (2023, April 24), provides insights into alternative methods that users can employ to achieve a satisfying hand massage experience. Our research aims to incorporate these diverse experiences into the development of a holistic and user-centric solution.

IDEA 2: AFRO/BRAIDS/CURL HELMET PROTECTOR

Why do you think your idea will work?

Our idea addresses a pressing issue at the intersection of head protection and diverse hairstyles. By incorporating insights from the research by Discerning Cyclist (2023) and the discussions led by individuals like Israel R (2022), we recognize a genuine need for head protection solutions that accommodate various hair types. The use of silk or satin head wrappers, such as durags, reflects a practical approach to minimize hair damage while maintaining the shape of the hairstyle. Furthermore, technological solutions like the 'Bell Falcon MIPS Helmet' showcase the potential for innovations that can provide head protection without compromising the integrity of one's hair. By grounding our idea in the real-world challenges faced by individuals with diverse hairstyles, we believe it has the potential to offer a viable and effective solution.

For whom?

Our target audience includes individuals with diverse hairstyles, particularly those facing challenges with traditional head protection gear due to their hair types. This encompasses people with afro-type hair or specific hairstyles like braids, cornrows, and others. By considering the experiences and discussions highlighted by individuals like Israel R (2022), our aim is to create inclusive solutions that cater to a broad spectrum of users, ensuring that head protection is accessible and effective for everyone, regardless of their hair type or styling preferences.

Which context?

Our research is situated within the context of head protection in activities such as cycling, where traditional helmets may pose challenges for individuals with diverse hairstyles. This context recognizes the increasing reliance on technological solutions, such as the 'Bell Falcon MIPS Helmet,' which not only provides head defense but also considers factors like ventilation and comfort. The discussions initiated by individuals like Israel R (2022) further contextualize the challenges faced by users in real-world scenarios, emphasizing the need for adaptable solutions within the broader context of head protection and personal styling choices.

What are their experiences?

To understand the experiences of our target audience, we draw from discussions on platforms like Discerning Cyclist and insights shared by individuals like Israel R (2022). These experiences highlight the limitations of existing head protection solutions and the need for alternatives that can accommodate diverse hairstyles. By exploring these experiences, our research aims to capture the nuanced challenges faced by individuals, providing a foundation for the development of solutions that are not only effective in head protection but also considerate of the users' personal experiences and preferences.

IDEA 3: AI GLASSES (FOOD INTAKE)

Why do you believe your idea will be successful?

We use the seminal work of Rachakonda, Mohanty, and Kougianos (2019) to understand the usefulness of our approach. Their research lays a solid foundation and demonstrates the potential of such technologies. Building on this technological expertise, our concept makes use of insights gathered from iLog's consumer wants and needs research. We believe that by aligning technological features with genuine user preferences, we will be able to ensure that the technology not only works seamlessly but also addresses the practical desires of individuals seeking improved health and wellness (Rachakonda et al., 2019).

Who is it for?

Our target audience consists of health-conscious individuals looking for a personalized and technologically-driven approach to monitoring and managing their food intake. This includes, but is not limited to, those attempting to lose weight, those with particular food preferences, and those on an overall health journey. Our goal is to create a solution that serves to a wide range of users, ensuring diversity and relevance, by understanding their diverse needs.

In what context?

Our research is situated at the crossroads of technology and personal health management. Individuals are increasingly relying on smart devices and applications to streamline various aspects of their lives in this fast-paced digital era. Our concept fits into this modern context by providing a solution that fits easily into users' daily routines. This context ensures that our method is not only technologically relevant, but also matches our target audience's lifestyle choices and habits.

What are their perspectives?

"At the crossroads of technology and personal health management, Rachakonda, Mohanty, and Kougianos (2019) paved the way by showcasing the transformative capabilities of food intake monitoring applications. As individuals increasingly rely on smart devices and applications to navigate the intricacies of their lives in this fast-paced digital era, their research becomes a guiding light. Our concept seamlessly fits into this modern context, drawing inspiration and validation from the technological advancements highlighted by Rachakonda et al. (2019). By providing a solution designed to effortlessly integrate into users' daily routines, our approach aligns not only with technological relevance but also harmonizes with the lifestyle choices and habits of our target audience—much in the spirit of Rachakonda et al.'s foundational work."

References

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