Ayu Koene
Portfolio S1
MDD 2025

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Who Ayu?

23 01 2001 | AMSTERDAM | NL | ENG

I am a cross-disciplinary creator with a background in design & engineering. Driven by a determination to grow, I make an effort for thoughtful design on- & offline. My approach aims at continuous progress - from fundamental analysis and decisive action to supplemental changes - ideation to execution.

Worldview

Stay bright-eyed.

Exploration

Obtain the full picture.

Choices

Think in possibilities.

Process

Prioritize systems over goals.

WORK
Impact Creator
BR-ND People | B Corp

Digital Designer
AYOOH

Co-Founder | COO
Tiny Troubles

EDUCATION
University of Applied
Sciences Amsterdam
MSc Digital Design

University of Twente
Vrije Universiteit
Amsterdam
BSc Mechanical
Engineering

TU Delft
Minor Architecture &
Engineering

Competence Factory
Adobe certification

INTERESTS
Digital / Physical Design
Science & Engineering
Behaviour
Strategy
R&D

Projects of 2024

PAST

PRESENT

DMS evaluation tool
Simulating decision-making strategies in high-tech complex system development.
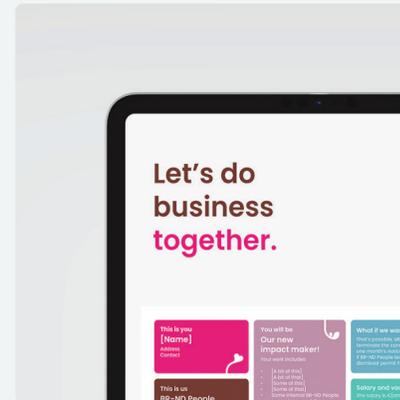
Contracts with Love
Business culture & values put to practice - making formalities fun & accessible.

Touch & Tell
An educational memory game for visually impaired kids.

Santeon Veranderaanpak
Strategy development with a hospital group through co-creation.

Roles & Responsibilities
Meaningful merchandise for science startups to spark conversation.

Stroll
A Screen-free Haptic Navigation Tool. Exploring & designing Emerging Interactions.

WITH

Jan Lenssen
Sherly Denis

ASML
University of Twente
Vrije Universiteit
Amsterdam
BSc Mechanical
Engineering

23plusone
BR-ND People

Amanda Wee
Niloo Bdrnia
Niloo Zabardast

University of Applied
Sciences Amsterdam
MSc Digital Design

Santeon
BR-ND People

Positron Ventures
BR-ND People

Dani Klein
Mehmet Berk Bostancı

.monks
TH/NGScon 2024
University of Applied
Sciences Amsterdam
MSc Digital Design

The Latest Stroll

A conceptual project on emerging interactions attempting to reduce screen immersion.

A haptic navigation tool for mindful movement.

WITH
.monks
University of Applied
Sciences Amsterdam
MSc Digital Design
TH/NGScon 2024

BY
Dani Klein
Mehmet Berk Bostancı
Ayu Koene

A 5 week sprint created by AUAS MSc Digital Design & TH/NGScon 2024 requesting to combine the topics:

COACHING | WEARABLE | PRESENCE | GENERATIVE

R&D

Emerging Interactions

We asked ourselves...

HEALTH & HAPPINESS

SMART TECH

1

How do
people act
in response
to the latest?

Human Behaviour

Addictive.

CALM TECH

Trends

Tech took over.
AI is on the rise.
Health is a hot topic.

2

How **should**
people act
in response
to the latest?

ADAPTATION OR
TRANSFORMATION
REQUIRED

We find ourselves in a complex
system that has a multi-faceted
problem with many causes &
consequences.

TIME

PAST

PRESENT

FUTURE

Figure 1 | Infographic of initiating thoughts + research.

R&D   # Choices

Then, we concluded...

No matter what emerges humans were made to wander.

2

How **should**
people act
in response
to the latest?
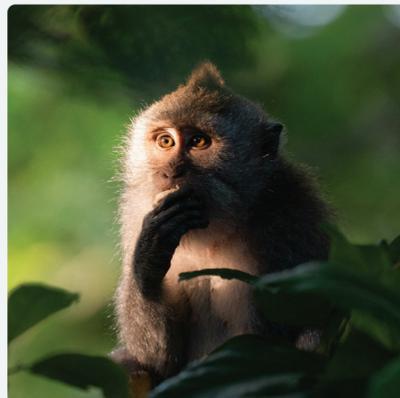
R&D   # Choices

Next, our design question took shape and we found some answers…

# How can we reduce screen dependency & induce wandering?

→↗ navigation

↑↗← walking!
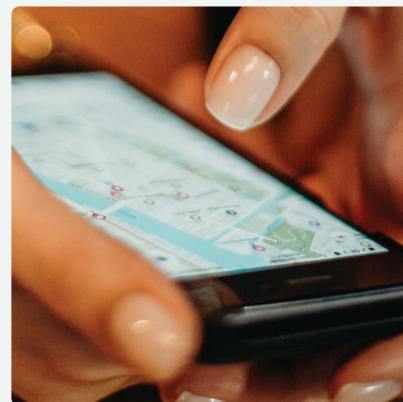
Instead of relying on screen-based navigation, why not design a tool that keeps our eyes on the road?

R&D **Choices**

Accordingly, we decided to be guided by…

Calm Tech Principles

1	2	3	4
Technology should require the smallest possible amount of attention.	Technology should inform and create calm.	Technology should make use of the periphery.	Technology should amplify the best of tech and the best of humanity.

| 5	6	7	8
Technology can communicate, but doesn't need to speak.	Technology should work even when it fails	The right amount of technology is the minimum needed to solve the problem	Technology should respect social norms

CTI Calm Tech
INSTITUTE

Behind The Scenes

Naturally we went for
a design process
full of wander
aiming to get the concept across.

TALK

EXPLORE

SELECT

PROTOTYPE

TRY

DECIDE

WALK

SIMULATE

WEAR

EVALUATE
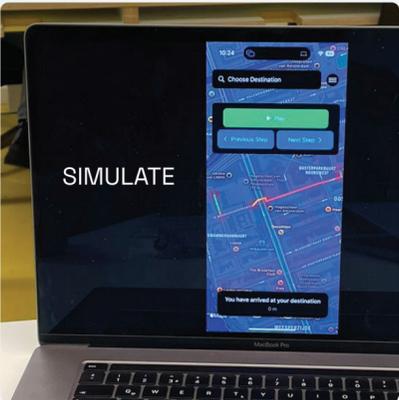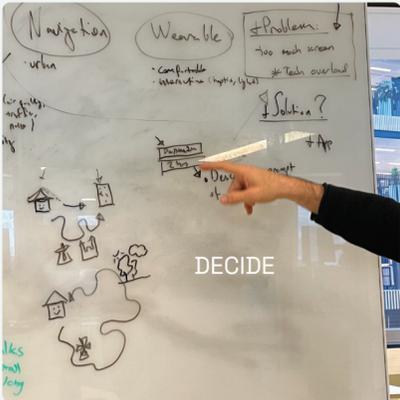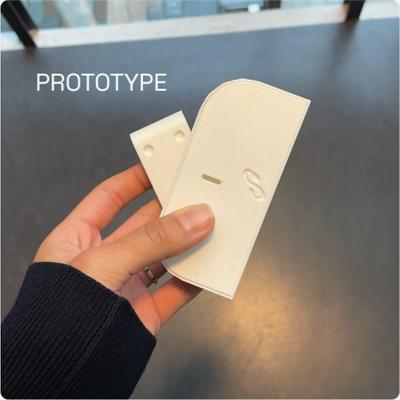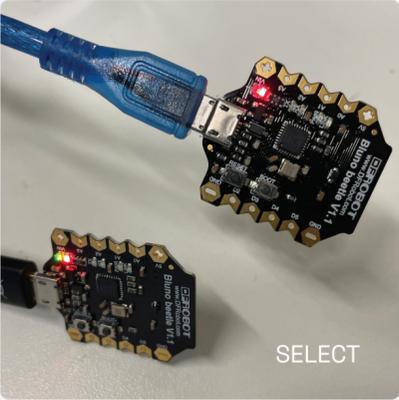
Results

In 5 weeks, we took the first steps and pitched the product at TH/NGScon 2024. It included a working physical prototype, a simulation-, and front-end application.

Stroll

**WALK FREELY
LIVE FULLY**

In today's world, our lives are filled with screens. We all see each other stuck behind the computer daily. Now - wouldn't it be nice to reduce some of that tech overload?

With Stroll, we attempt to take away some of your screen dependency. We strive for less scrolling, and more strolling through our AI-powered navigation tool.

By following calm tech principles, this wearable steps into your life seamlessly. It provides you with safe screen-free haptic guidance, from wandering around to specific destinations.

**FREE YOUR MIND
FIND YOUR WAY**

Whether you're exploring a new city, taking a quick walk, or simply commuting, AI-driven routing personalizes your journey, to match your pace and preferences. Through location sharing, everyone can get lost safely.

But stroll isn't just a navigation tool—it's your guide to mindful movement. For every walk, a unique badge is generated logging your journeys, coaching you to more memories every single day.

Screen-free
Navigation

Stroll

Less scrolling
More strolling

Any-wear clips

Dani Klein | Mehmet Berk Bostancı | Ayu Koene

SPECIAL THANKS TO
Joost Huver
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Amanda Bao

Paul Geurts
Marcus Graf
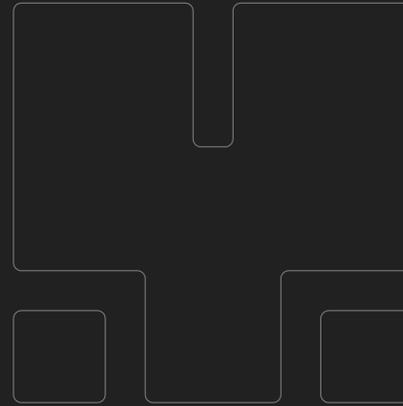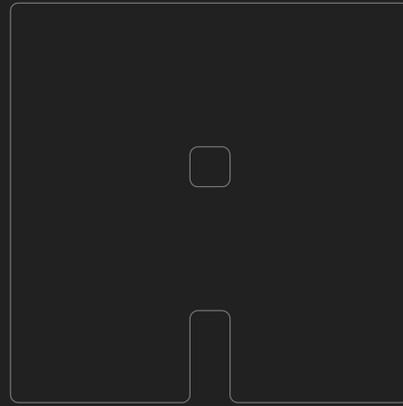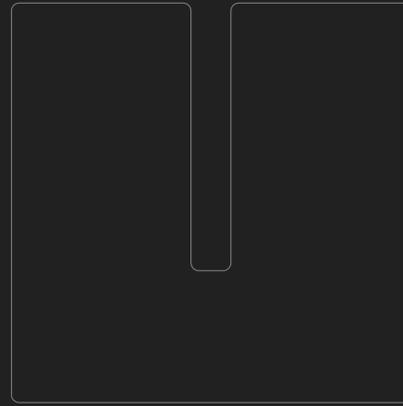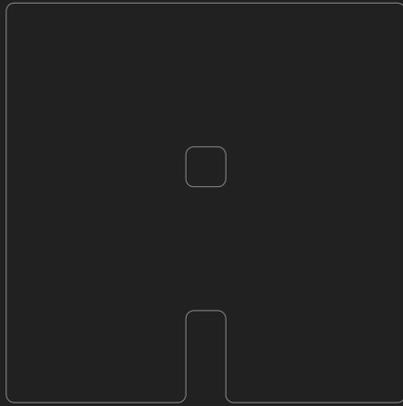
THANK YOU!

WANT MORE?
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ayukoene@gmail.com
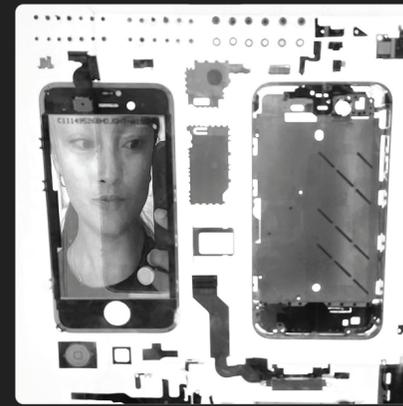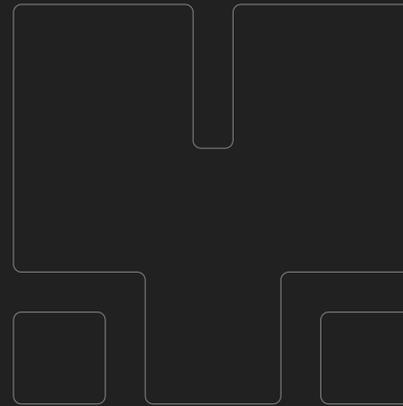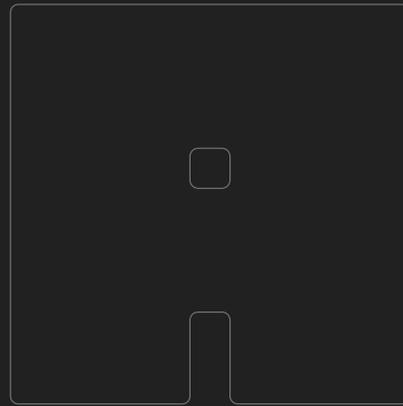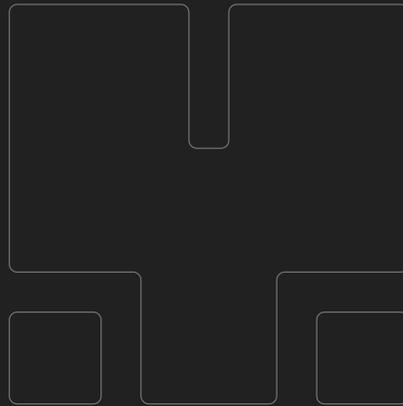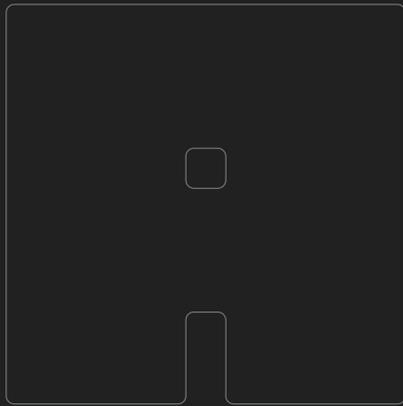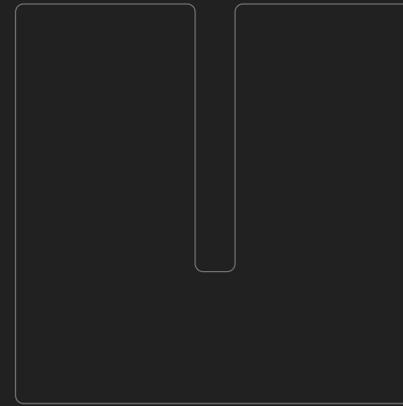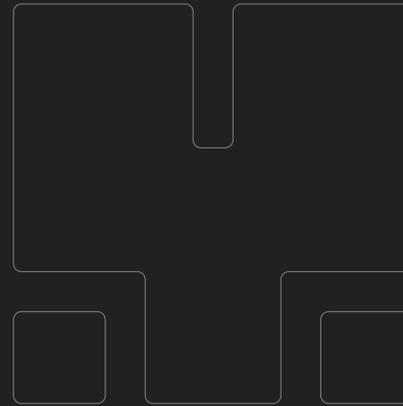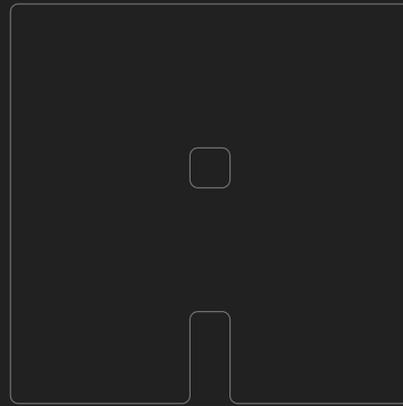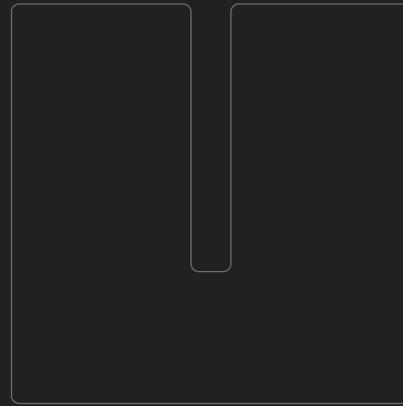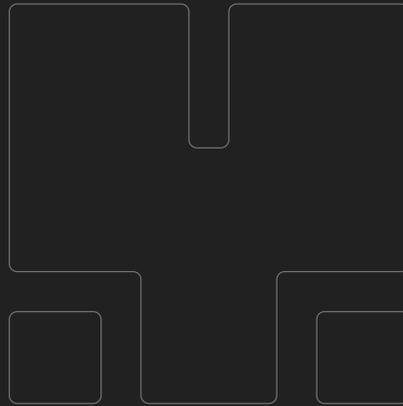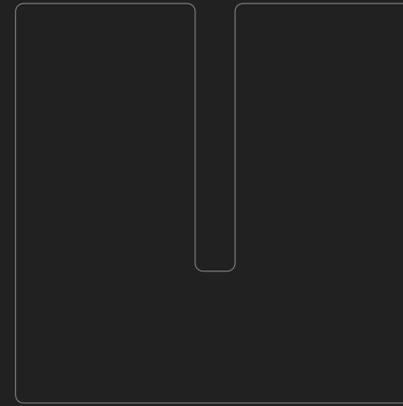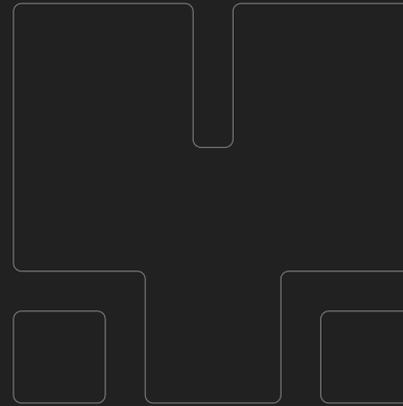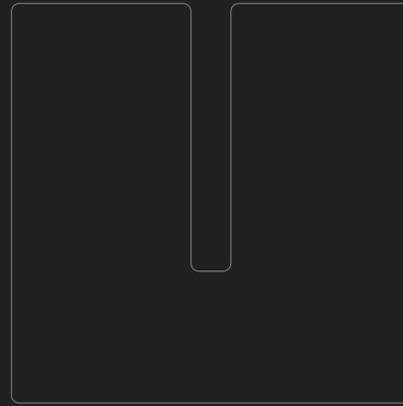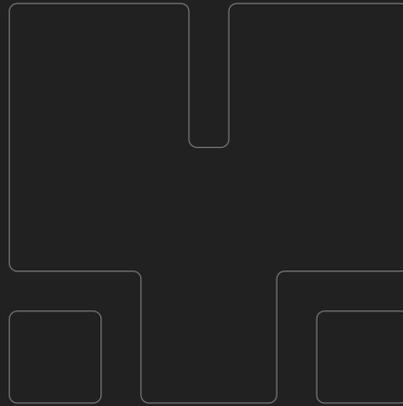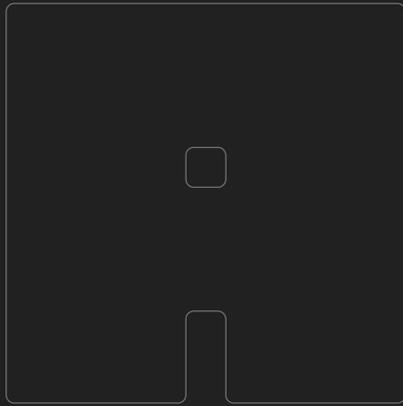
THIS DOCUMENT WAS
AY-GENERATED.
Additionally, AI was used for
feedback on content and
grammer [ChatGPT 4o].