

Mia

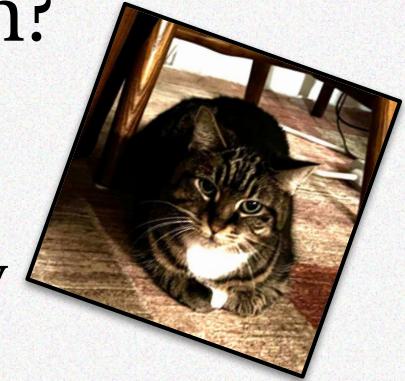


Krish Bhatia, Anagha Babu, Rishika Chakravorty, Albert Manrique, Camilo Cuartas

Who is Mia Melanson?



- From Lorain, OH
- Avid cat lover, see Miley
- Queen of professional development
- Lives with her daughter, Sienna
- Husband passed away last year
- Matcha, iced tea, and baking enthusiast!



Play

Bonding



Experimenting



Prototyping



Mia's compass

Putting
Mia first

Motivation

Something
to help her
read &
relax

Something
to keep
track of her
tasks



3. What matters most?



4. What ways are there?

PAST & PRESENT

FUTURE

Mia



2. What's happening? Why?



5. What's a step to try?

DETAILS

Prefers
visual and
tactile
cues

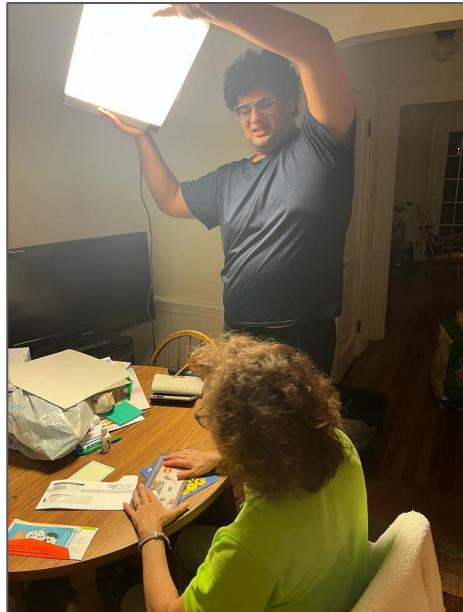
Feels
overwhelmed
with
“to-do’s”

Often
puts work
over
herself

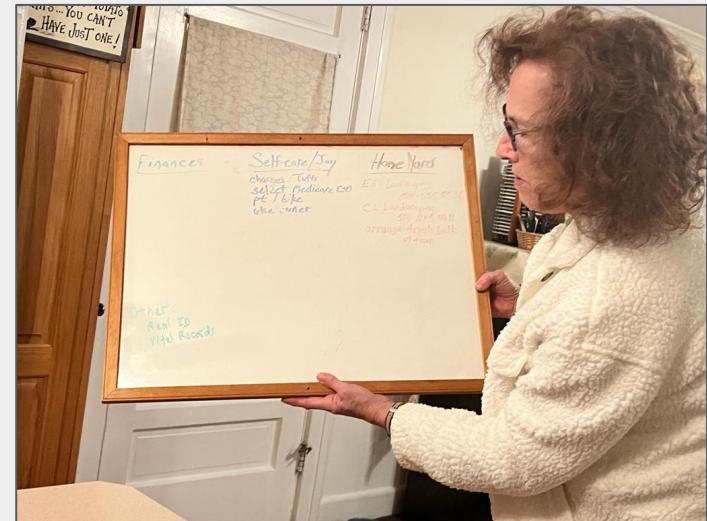
Try a
therapy
lamp

Make a
board with
tasks and
joys

Therapy Lamp

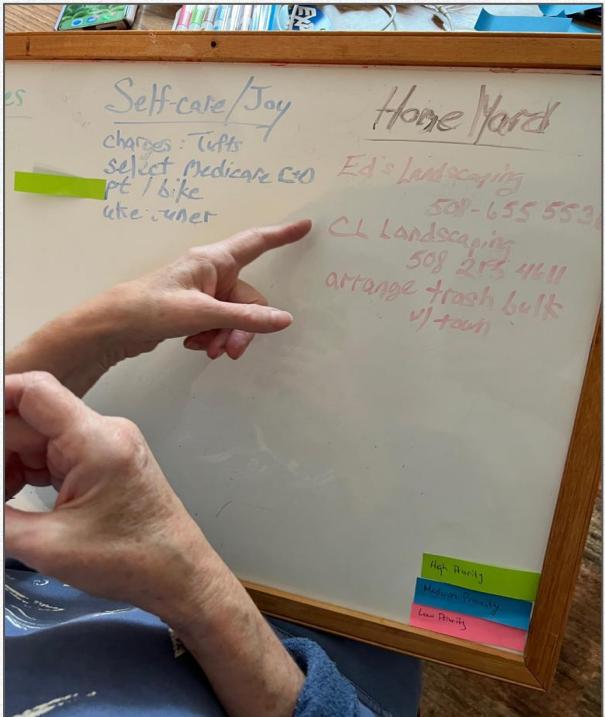


Whiteboard

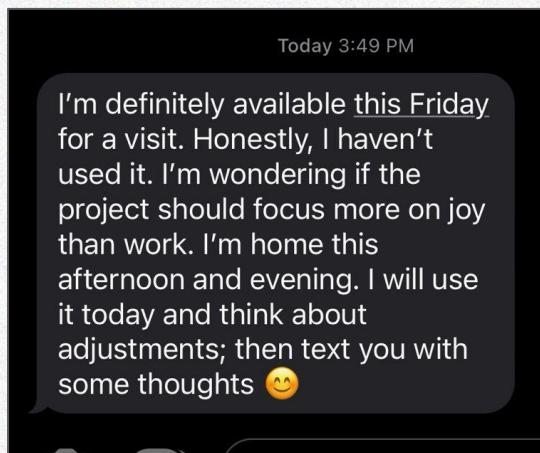


Our first big pivot...

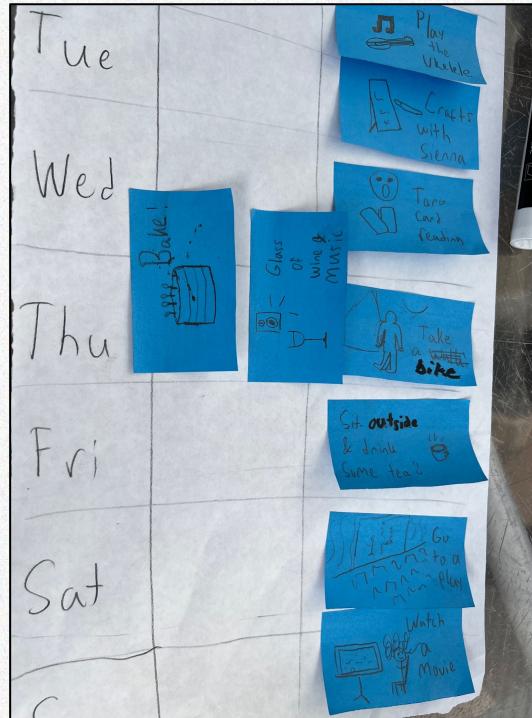
Our First Prototype



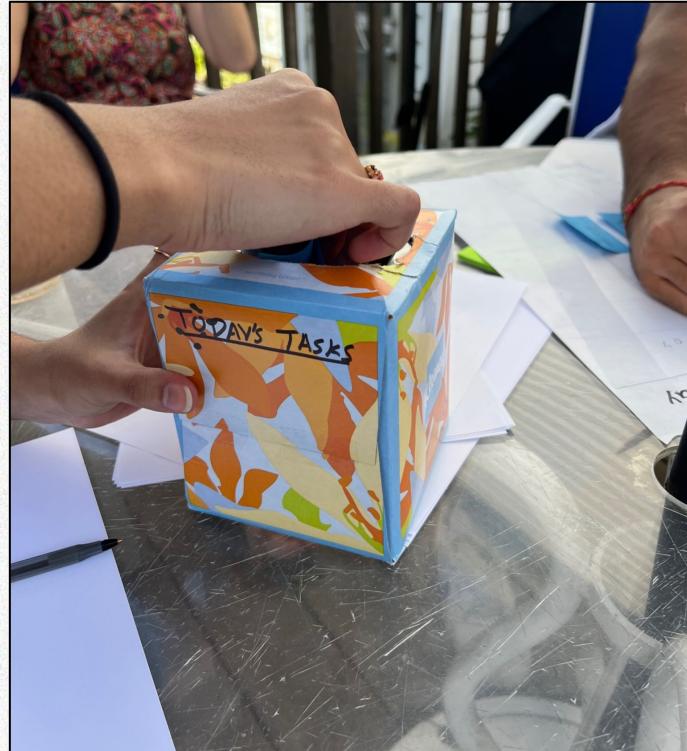
“How much longer am I going to put off playing again?”



The Intersection of Motivation and Joy

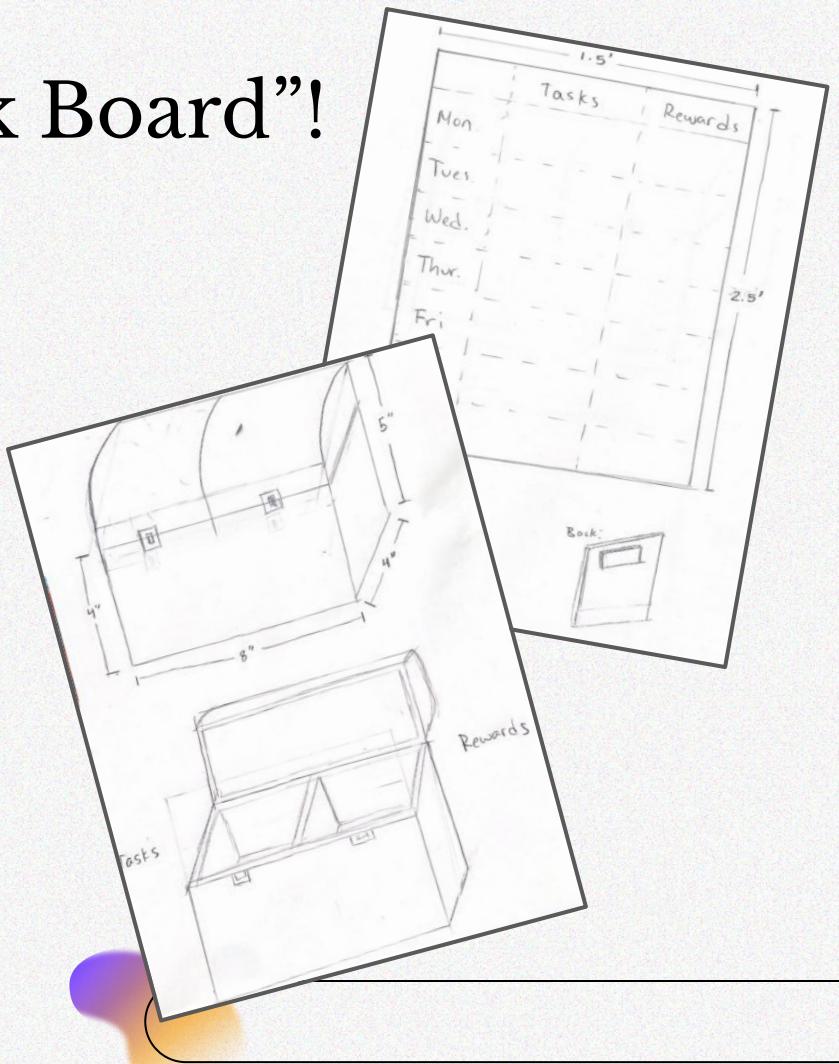
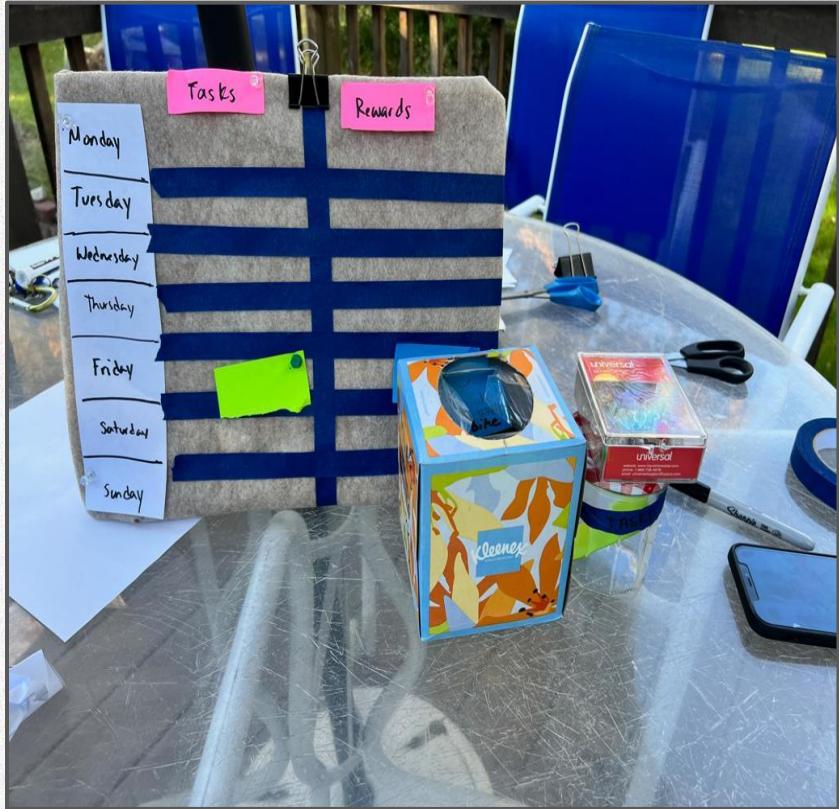


The Intersection of Motivation and Joy

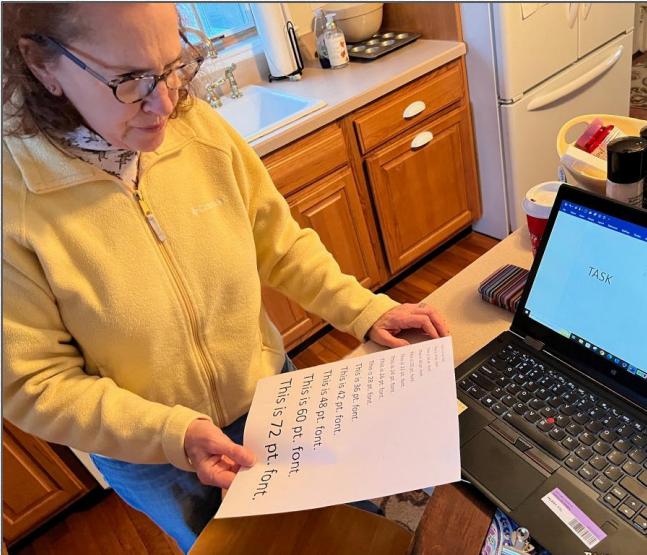




Our First “Task Board”!



Testing and Iteration...



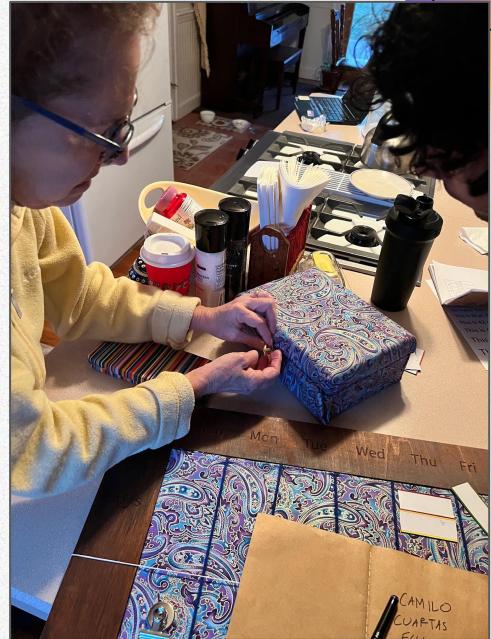
More Iteration...



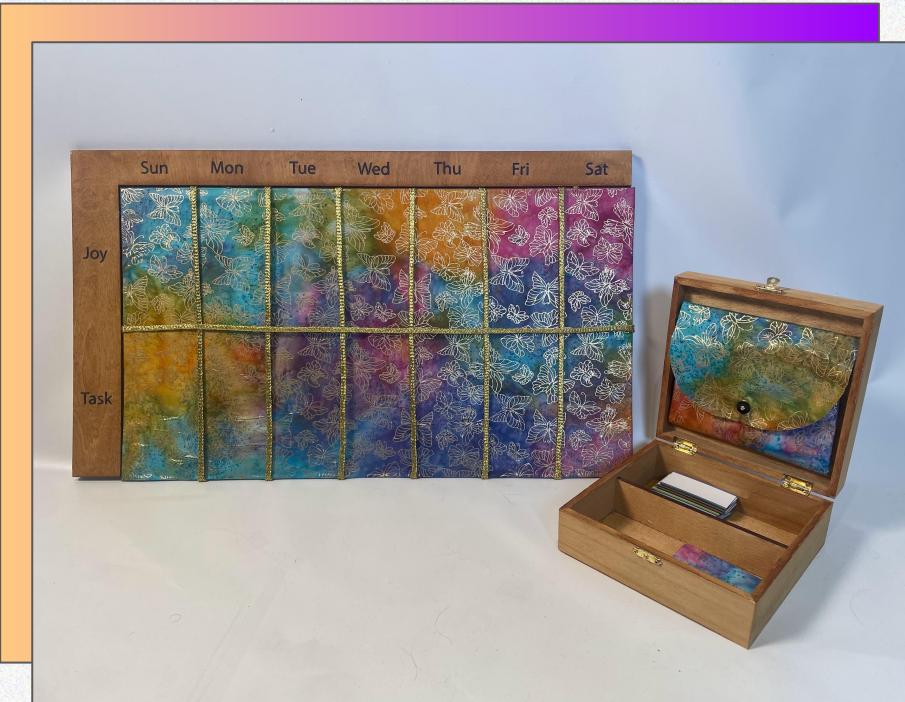
The Prototype



The Pilot

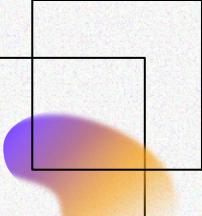


The Final Product

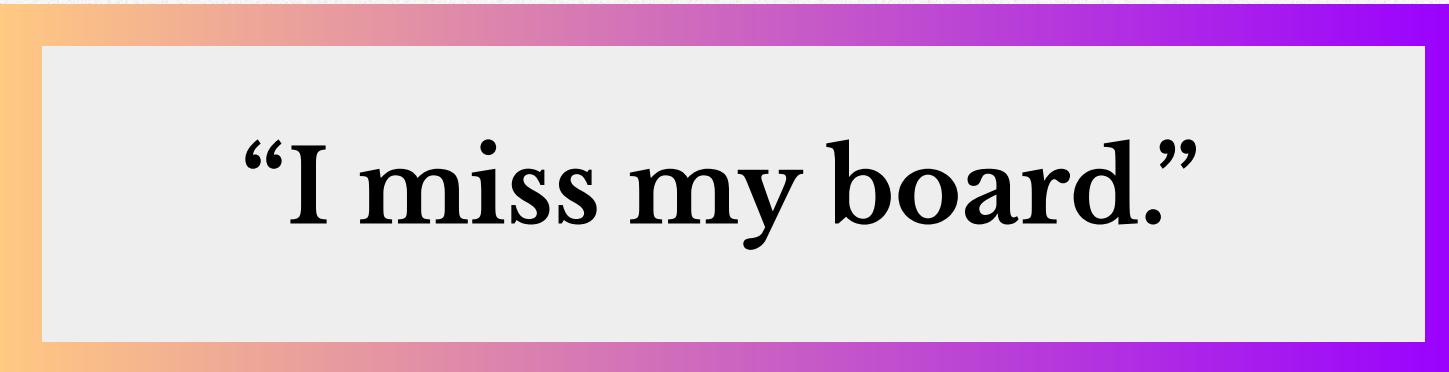


- More compact and lightweight design
- Improved aesthetic to Mia's liking
- Improved board ergonomics
- Integrated kickstand for stand alone board usage
- Added organizational capacity to the storage box

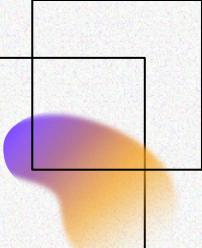
The Final Product + Impact



- Increased Mia's productivity
- Created consistency throughout her mornings
- Visually pleasing
 - Compliments!
- “Dreambuilding!”



“I miss my board.”



Team Reflection + Insights

- Importance of rapid prototyping
- Keep open-mindedness during road bumps + pivots
- Mia's character is important to project
- To meet goals, take early initiative to meet and follow through with plans





Thank You!
Questions?