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My Philosophy:
Good form delights, strong concepts convince.

BLUE FLOW the new smart peak flow meter for asthmatics

Lung performance measurement for asthmatics – user interface
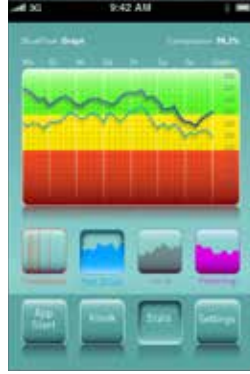
In everyday use, the goal is to keep measurements quick and simple! Functionality is simplified to a 1-button operation.The user is informed, if his lung performance is good (green) , if he needs medication (yellow)or, if he should call an ambulance (red). After the measurement, the data is automatically transferred to the smartphone for storage and further interpretation.

Detailed and complex information is being displayed on the smartphone screen. Long term motivation is supported by giving the user a powerful measurement tool with the compliance score. The graphical data shows trends over time and supports additional layers of information like air pollution. This helps you draw conclusions why your lung performance is good or bad.

The measured data is sent to the doctor in real time.

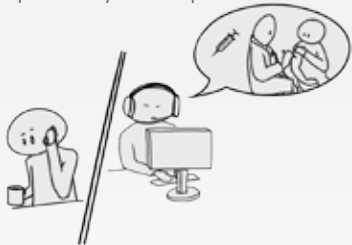The 1 button interface is aimed for fast and easy measurements.

BLUE FLOW II

Measured data is avaliable online ...

... this allows real-time surveillance of all patients by medical personnel.

Ashmatics get treatment, even before their condition decreases dramatically.

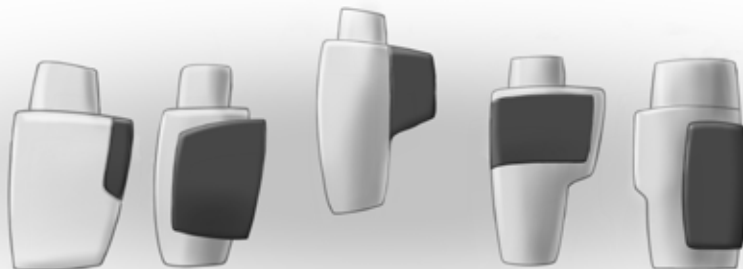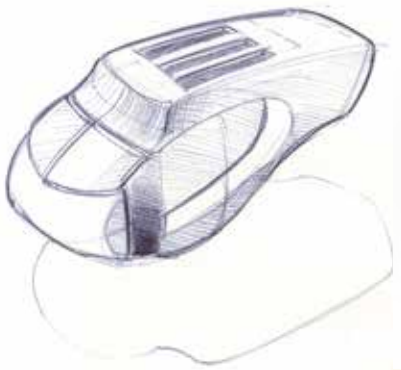BlueFlow reminds of measurements when they are due.

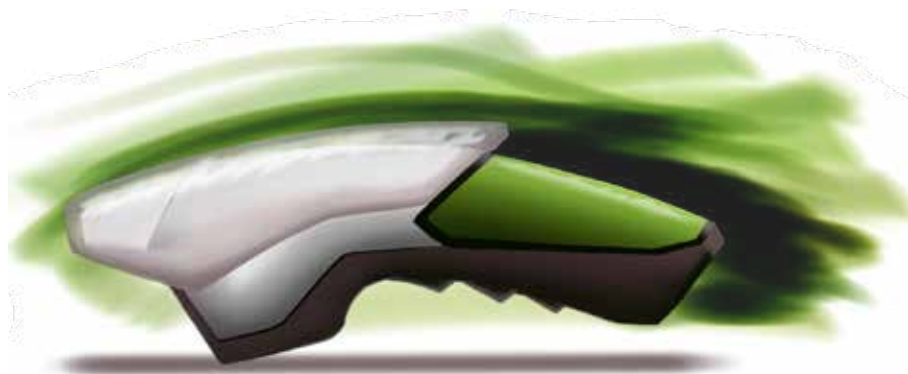Missed measurements show up and lead to a bad compliance score.

When the compliance score drops beneath a certain level, a text message informs relatives.

The Design Progress

BLUE
FLOW II

During the design process, a variety of analog and digital sketching tools were used to combine ergonomic needs with an aesthetic form.

BLUE
FLOW II

Concept development: iCoach fitness App

Do you feel balanced and relaxed?
Are you working out on a regular basis?
Do you eat a balanced diet?
Not everybody can answer these questions with
„yes", although it is common sense that these
issues play an important role to live a healthy life.

iCoach keeps track of your bodily activity and
regeneration quality in everyday life and thereby
increases problem awareness significantly.

iCoach saves you from being overzealous
Full of enthusiasm, you start with a new activity
and want to live out your new healthy lifestyle.
A typical mistake is that you are asking too much
from your body in a too short period of time. This
can result in injuries, because you don´t know
your limits. Your body needs time to adapt and
recover. iCoach is able to warn you as soon as
you are overdoing it and can gradually increase
your level of performance, if you wish.

iCoach keeps you motivated
Attempts to change to a healthier lifestyle often
wear off soon. After 2 months, your life is as
unhealthy and stressful as it was before.
iCoach helps to change to a healthier lifestyle
and successfully implements it in everyday life.
It provides tools for problem awareness, keeps
you motivated by formulating short time goals,
documents your progress and offers help when
you start returning to your old unhealthy way
of life. Therefore , it is an efficient tool for self
motivation and self control.
Covering the 3 main areas „performance", „diet"
and „regeneration", this coaching software offers
support in the task to live a healthier life and
learn to listen better to your body´s needs and
discover the joy of a better life.

Performance   Diet   Regeneration

In 3 areas, the user is being supported to change to a healthier lifestyle

Concept development iCoach smartphone App

Performance Apps - Bodily fitness ,but not overzealous training

Diet Apps - learn to have a balanced diet

Regeneration Apps- learn to relax and power nap

Like a real coach would do, the measured data is compared to the training goal. The user sees immediately if he is doing right or not, because instead of naked data, he is represented a summary that tells him what went good and what not.

The configuration of the software is done together with a certified fitness instructor from your local health club, so you can concentrate on working out.
Core functions of the software are tasks for the user to perform and relax likewise. By this wholistic approach, the body is able to regenerate and meanwhile grow stronger.

But strength is not the only goal you can set, you can include stretching units to become more flexible or improve your sense of balance. The Software reacts individually to flaws in the user´s training and offers advice. If the user can´t find time on the weekend to work out on a regular basis to achieve his training goal, the software is smart enough to suggest a reschedulement so that the training is still effective but integrates better in everyday life.

The fist step
is the hardest!

Milestone
acheivement!

Congratulations!
training goal achieved!

Exacta

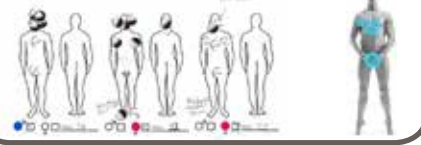The new shaver from Braun

The trimmer cuts hair to 3-12 mm

Foldout blades deliver a clean shave

Consumer interviews

Where does the consumer shave?

Which tools are used?

Action analysis, device tests, new technologies

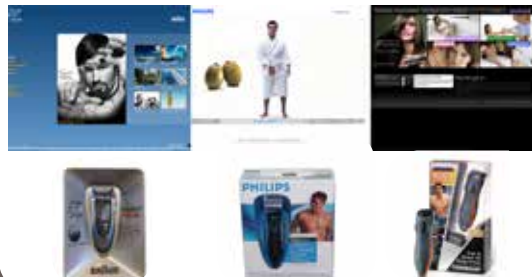Evaluating risk of injury on different shaving systems

Ergonomics and grip variations

Innovation potentials

CLASSIFIED

Market analysis, retail analysis

Positioning of competitors in the market

Render Retouch

Multiple visualisations get blended together to one final visualisation that inherits all positive details. All changes are non invasive to the separate layers, thus changes can be made in no time without having to start from square one again.

Reflective Pass for metal surfaces
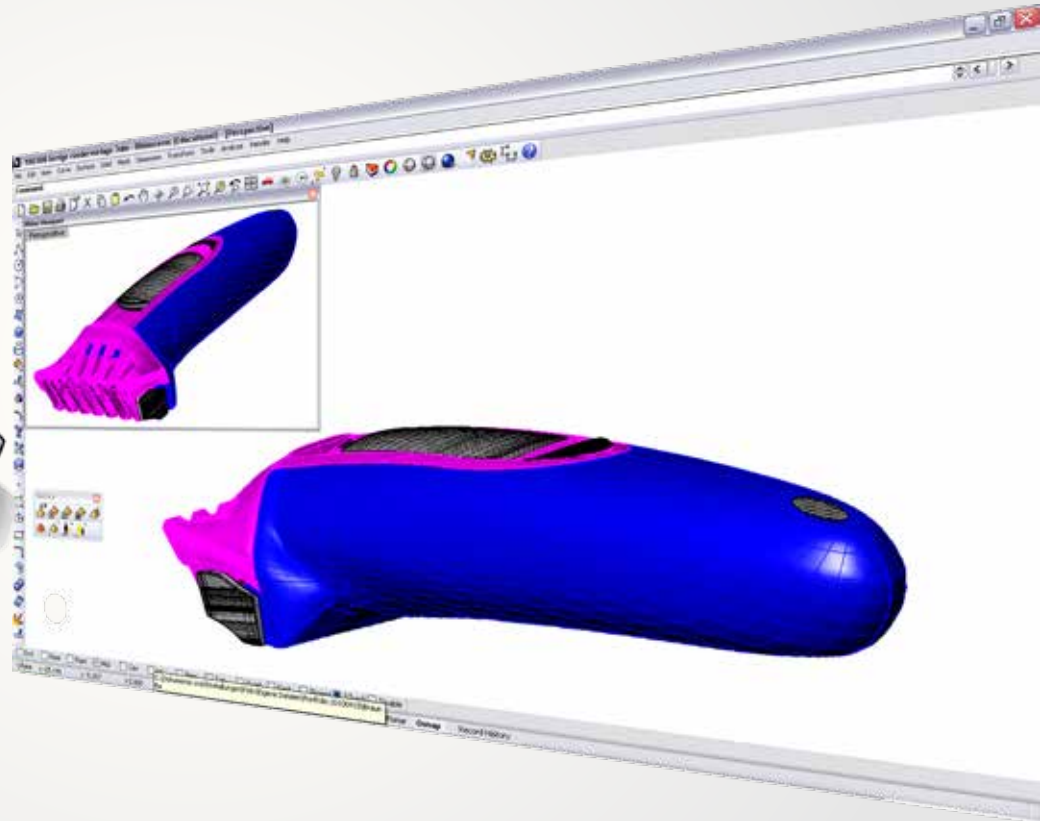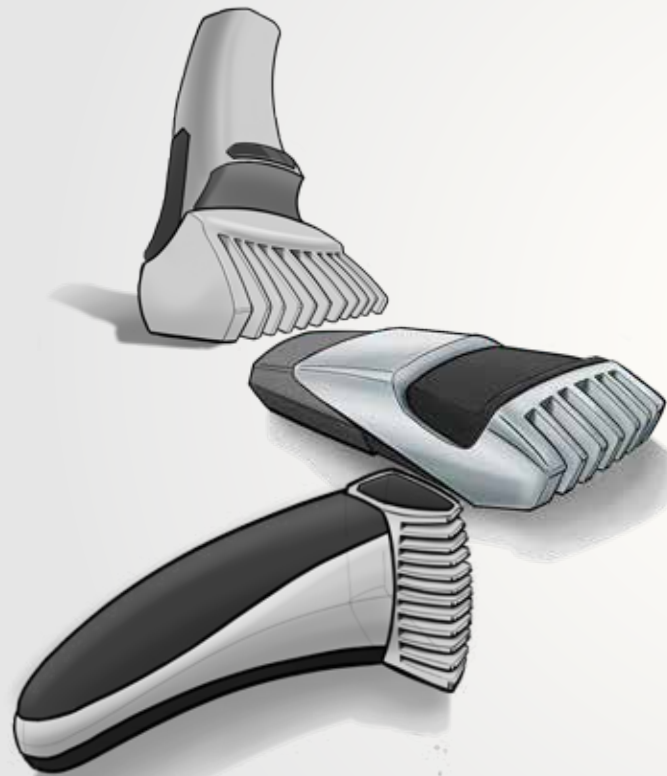
reflection pass121

Beauty Pass for visualisation of glossy materials

Beauty pass hell
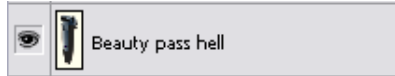
Specular Pass for matte surfaces

Specular Pass118

CAD and Sketching

BRAUN
BERGISCHE
UNIVERSITÄT
WUPPERTAL
Kooperationsprojekt
2007

Sketchbook   Rhino

Skills and Services

Software Tools:

Adobe Photoshop	Solidworks
Adobe Illustrator	Rhinoceros 5.0
Adobe InDesign	Cinema 4D
Freehand	Vray for Rhino
Corel Painter 10	Actionscript
Sketch Book Pro	

Consumer analysis	Determining user´s needs, narrowing down target group, generation of specification books
Product analysis	Examination of action of usage, performance optimisation
Trend- and technology analysis	Simplification and optimisation by innovations at processes and technologies
Ideation/concept development	Visualisation of new ideas in form of scribbles, Development of flow-charts for UI
Research and tests	Proof-of-Concept models, work-like-models, ergonomic models, usability-tests of UI by simulations in flash
Design optimisation	Design in form of photorealistic images and CAD files
Presentation and advertisement	Studio photos of models, photorealistic renderings, post processing, animations
Point of Sale	Point of Sale, Shop-in-Shop systems, product presentation with visualisation of core competences of the new product
Packaging	Design of packaging in 3D and 2D within boundaries of corporate identity, 2D design as vector graphics (for printing)
User manual design	Creation of vector graphics, abstract presentation of courses of action

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