

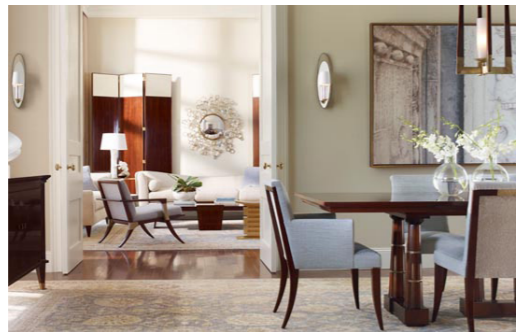
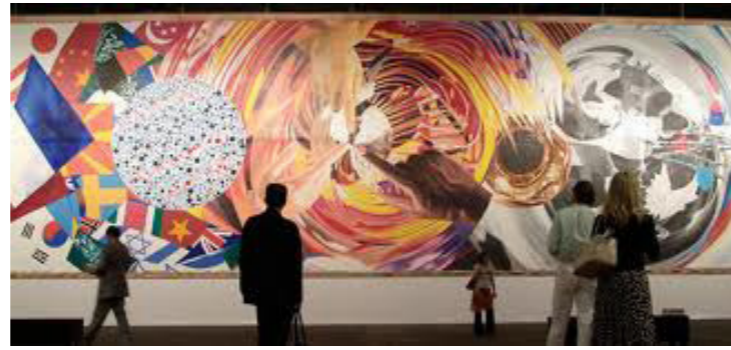
3TU. Stan Ackermans Institute
Eindhoven University of Technology
User-System Interaction Program
Design case 2013

Fraai-Werk

Lamp customization tool

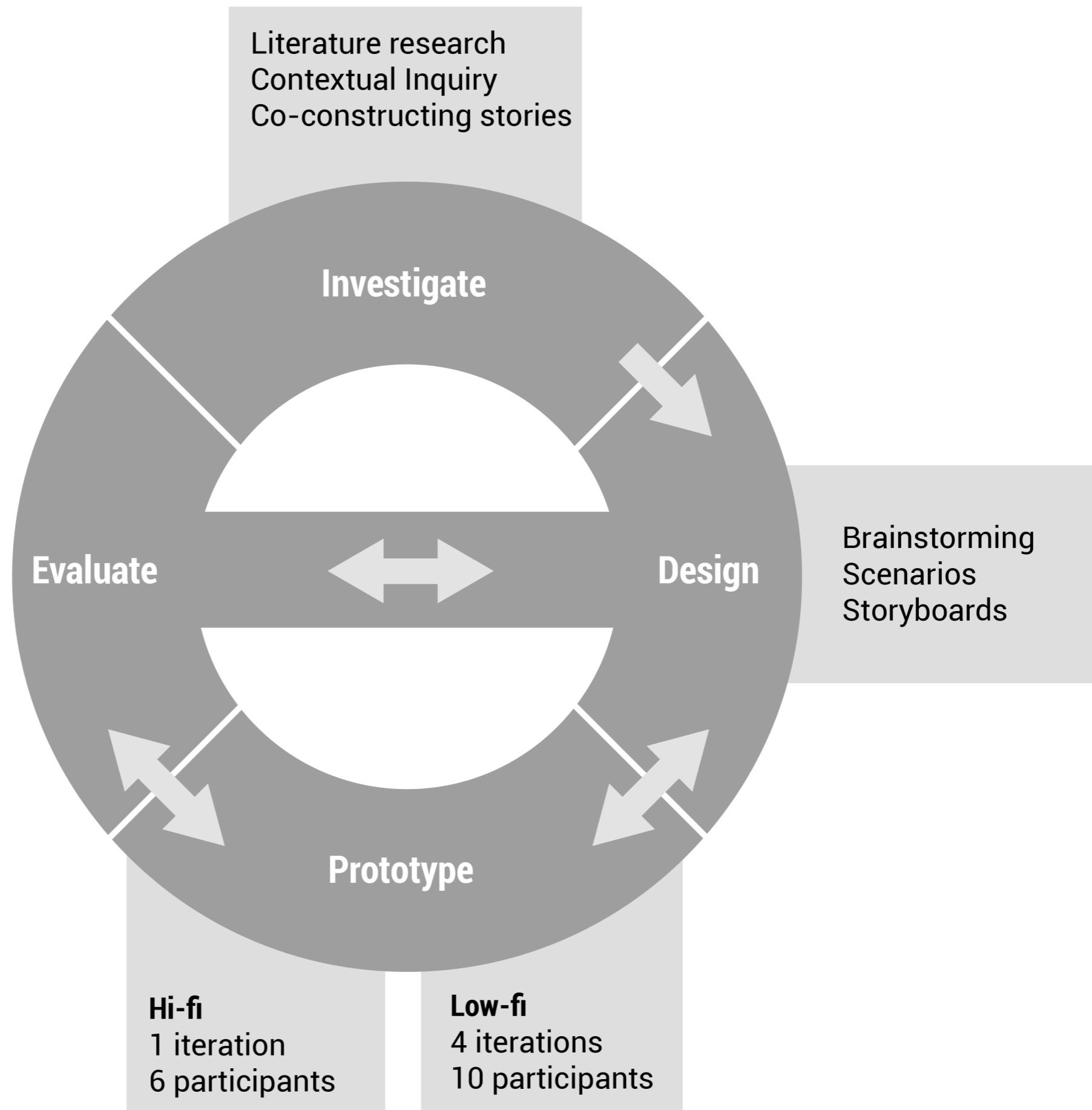
Hella Kriening
Carina Palumbo
Monica Perusquía
Barbara Wajda





Olivia







Inspiration & help



1

Inspiration & help



2

Her own way



1

Inspiration & help



2

Her own way



3

Visualize



1

Inspiration & help



2

Her own way



3

Visualize



4

Meet her expectations

The solution



Fraai-Werk designs

My designs

Create new

€ 0 Add to cart



This shape is good for low intensity and spot lighting.

Choose a lamp type

Inspiration & help



Fraai-Werk designs

My designs

Create new

Autosaving...

Her own way

2

Lamp type Shape Size Material Color Light settings

Live

Static

Visualize

3



Live

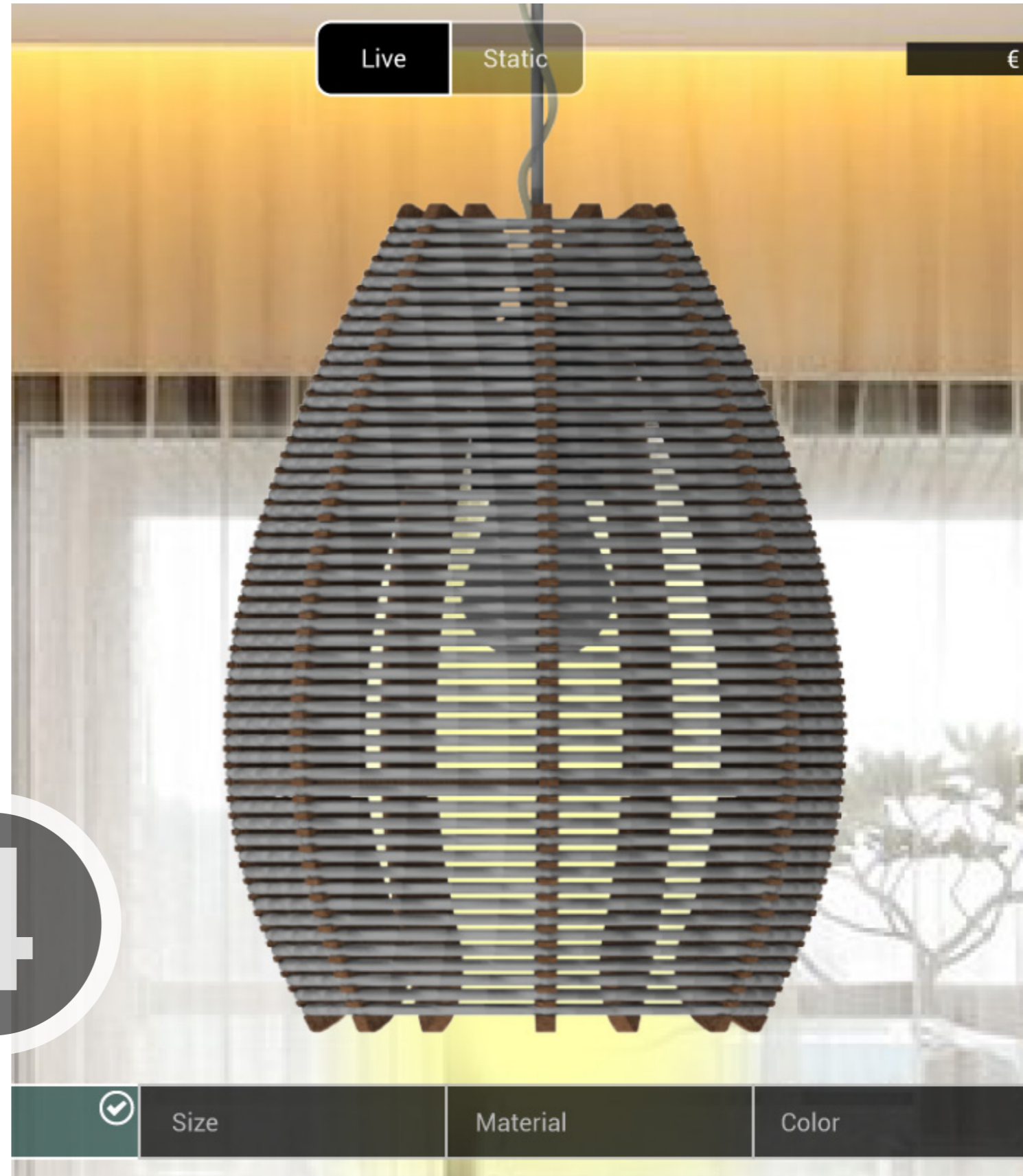
Static



Live

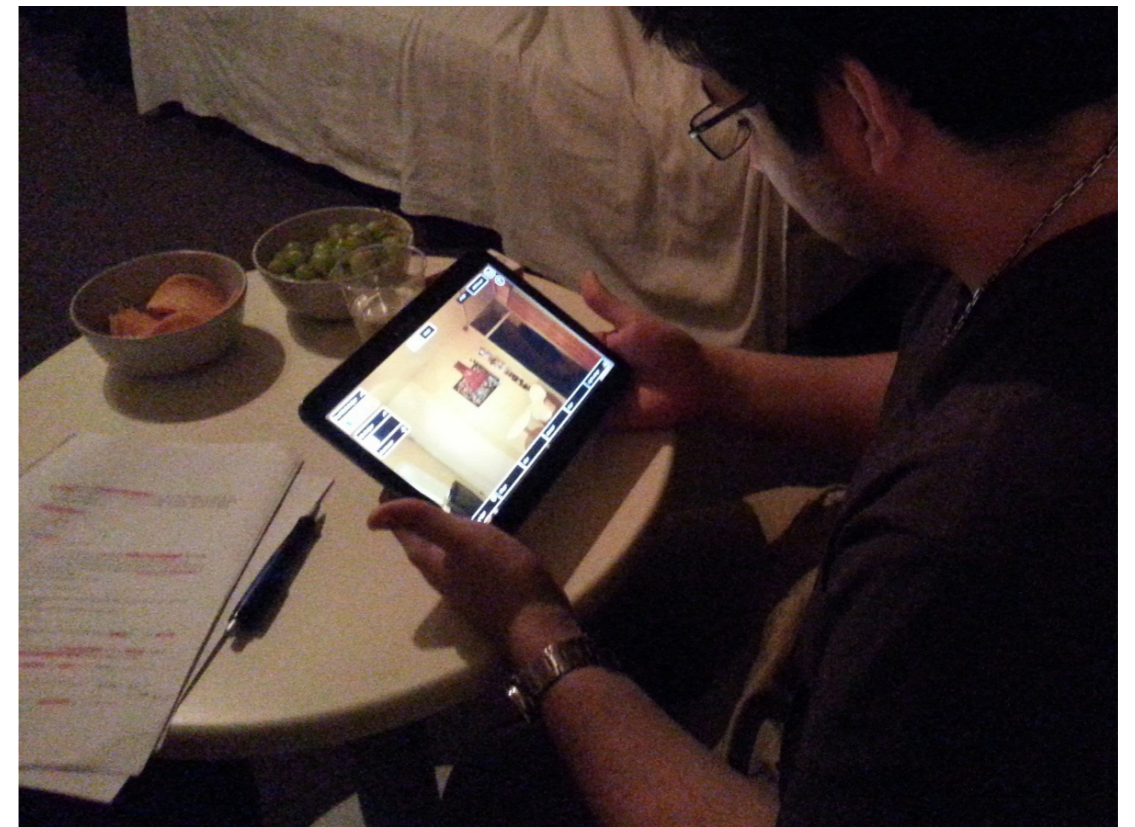
Static



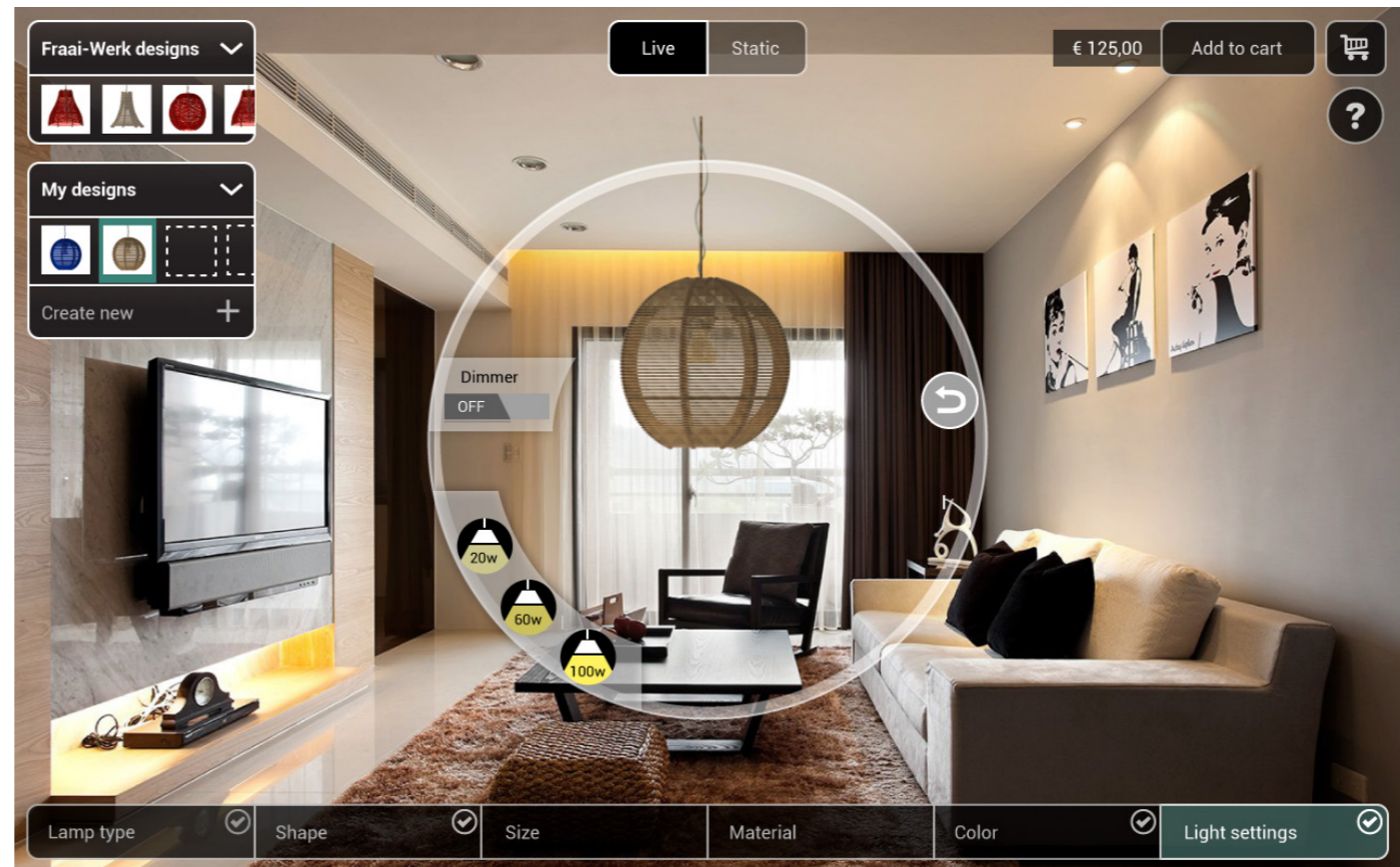




It is a good idea and
it is ready to implement :)



We are not the only ones that believe in it...



To-keep-thinking...

The UI was perceived as intuitive, simple with a good flow.

“It is nice, that all the choices are arranged around the lamp.” (participant 4)

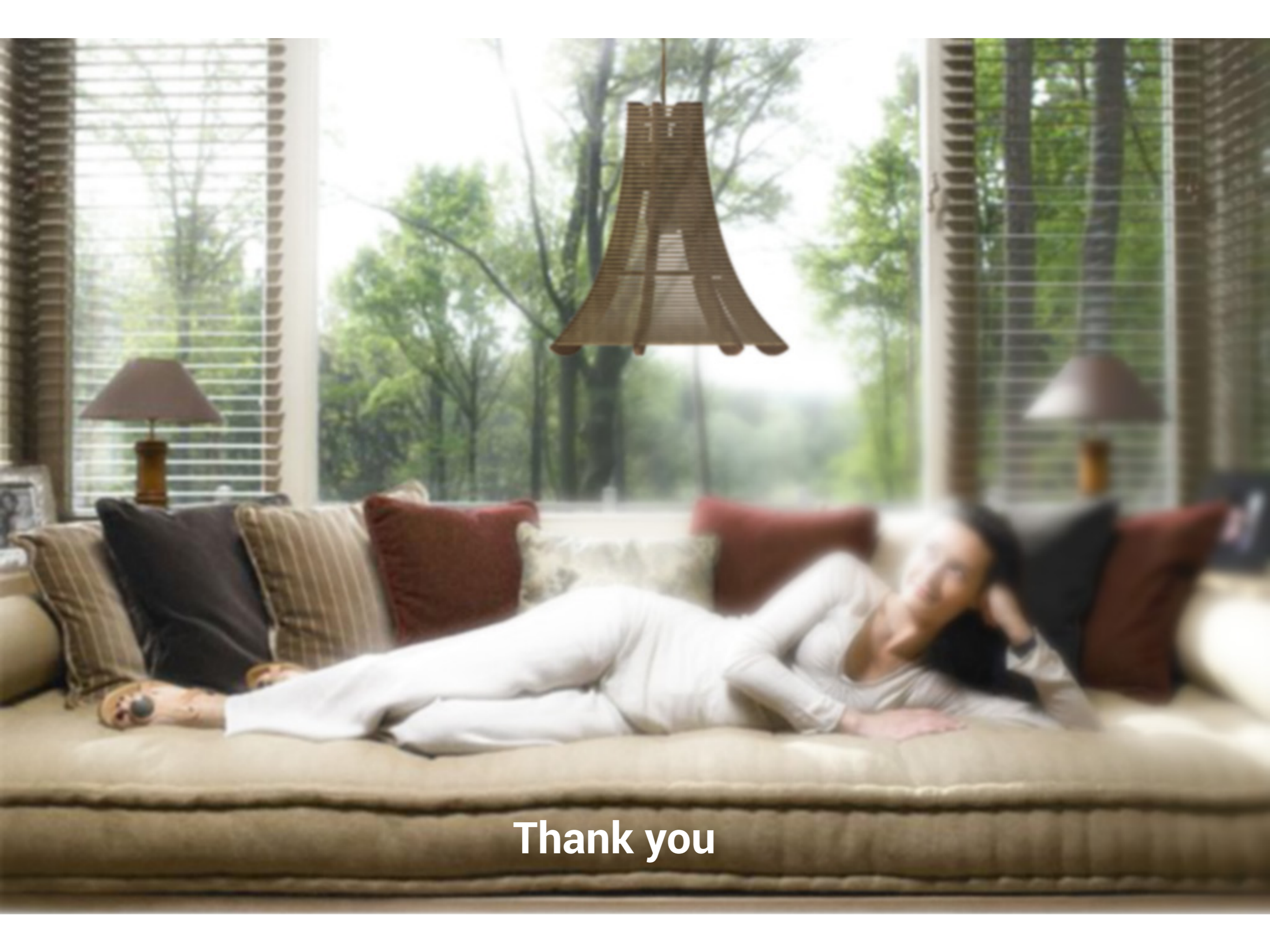
“Very nice! I like your application a lot!” (participant 4)

It allows them to customize a unique lamp, that cannot be found in a store.

“I think the system would enable me to create the lamp I like.” (participant 2)

**No surprises or disappointments
when getting the lamp.**

“Oh, it's exactly the same” (participant 1)



Thank you