PORTFOLIO UX

MEI MEI

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Horizon 4

TV interface design
Wireframe | prototyping | product testing | UI

01

Liberty Global is the world's largest international TV and broadband company. I worked on their TV platform Horizon 4, which service is provided across 12 countries with a total of 21 million users, including brands like Ziggo, UPC and Virgin Media. While I was working there, the product was launched in Germany, Switzerland, The Netherlands, Belgium and Chile with a much improved NPS score compare to the old version Horizon 3. I was very glad that I could be part of this journey.

My role

I worked on many area of the product, from high level feature design to UI changes across the platform, from product testing and researches to maintenance of visual components. My main responsibility includes:

- Interaction design: create user flow and wireframes.
- Visual design and delivery to developers.
- Create prototypes to review and test ideas.
- Update and maintain visual design components of the library, clear speccing and documentation.
- Review works from developers.
- Present and communicate design to all stakeholders.

Challenges

The main challenge we had was to make a design that fulfills 12 different country's requirements, law, business contract, different languages, etc. The design needs to be restrained in order to fit all kinds of requirements and the current structure.

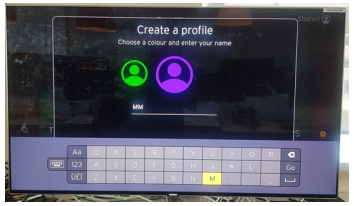
Another challenge was that at the time I joined the team, there was no time and budget to do any testing. We spent a lot of time debating design decisions because they are all opinion based. We initiated the process by starting to do it quick and dirty: simply going to the canteen or other departments like HR or finance, who has no idea what we are doing. Gradually we managed to set-up a proper room that we can observe and record, and a participants pool with internal employees form different department. By the time I'm about the leave, the higher management seems to get the value of testing and could probably allocate budget for it.

Profile creation flow optimization

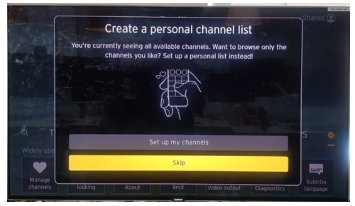
This is an example of what I do at work. On the TV platform, users are allowed to create their own profile, so they can create their own channel line-up, receive more accurate recommendations, have their own watch list and bookmarks, etc. Through a workshop we found out the profile creation flow is not very clear and intuitive. So an optimization is needed.

There are 3 steps to create a profile. First, users choose a colour and type a name; second, they can pick the channels they watch the most and rearrange the order; third, they can pick favourite genres to get better show recommendations.

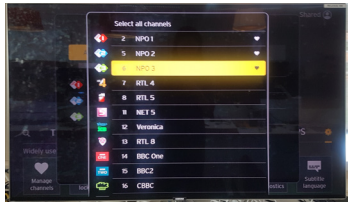
I first evaluated the current flow and marked out the pain points. Below is a shortened version of the flow.



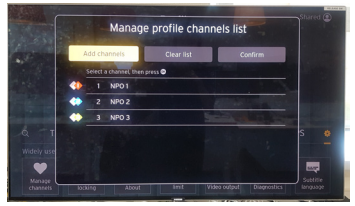
There is no clear benefit why a user should create a profile.



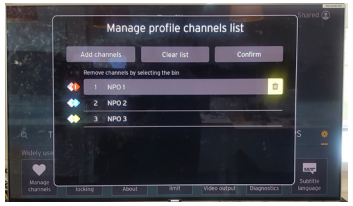
If a user get out of the flow during the process, all steps before will be lost.

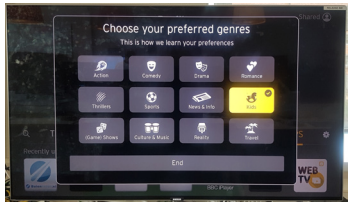


After channels are picked, user don't know how to confirm or get out of it. (Currently by hitting a BACK button on the TV remote.)



Users need to pick at least 3 channels to get started. This is mentioned at no where. If they picked less then 3, they need to go back to the previous step.





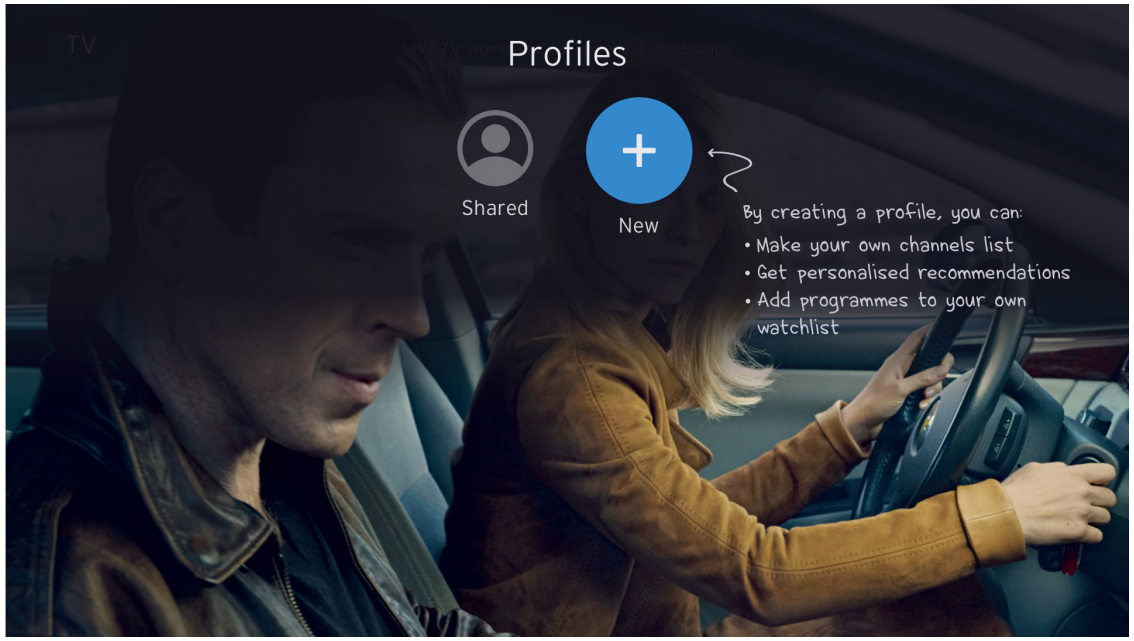
There is no feedback after the entire process.

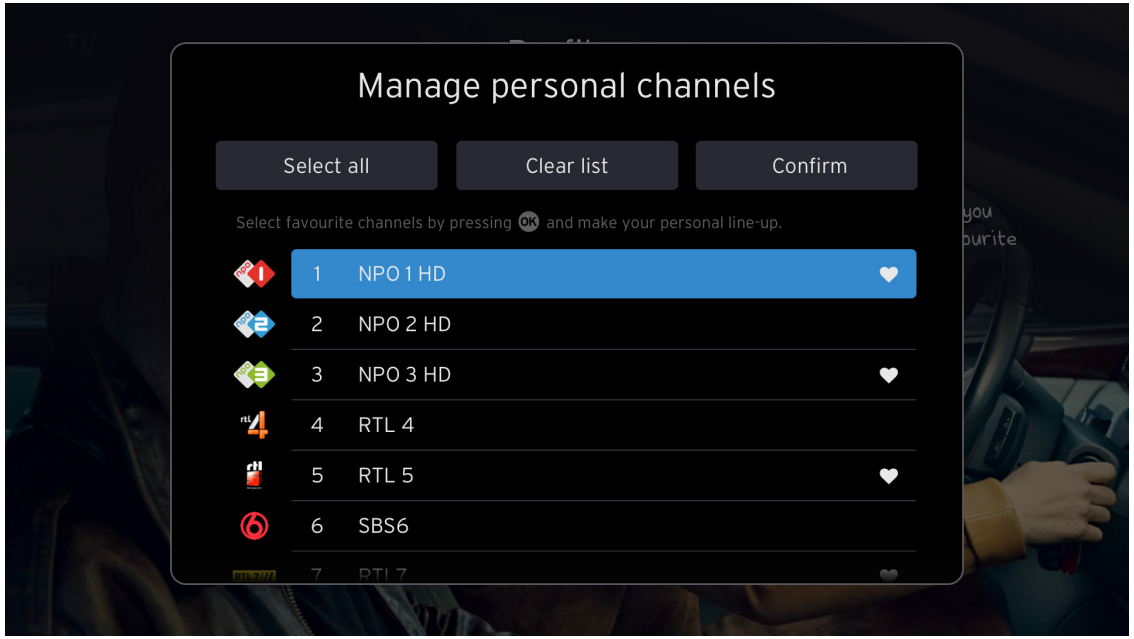
First iteration

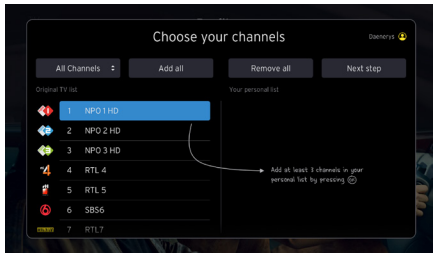
The biggest change of this iteration was that the value picker of channels was taken out. Users can operate in the same modal instead of jumping to another one. It has instant feedback.

Next to that, I also
1) re-wrote the copy together with our copy writer to make the benefit and instruction more clear.
2) added a function to the flow that after each step, the system can remember what the users had done earlier. So they don't need to repeat the whole process again when coming back.
3) added a recap message after the user finish the entire process.

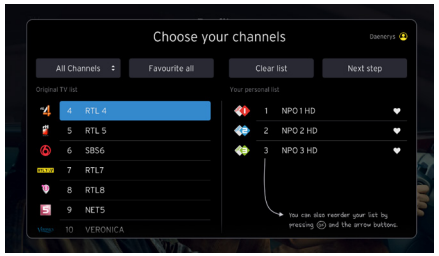
While presenting this to the PO, I got a new requirement of adding a function, which is a filter for the channels. Also we got a complaint from Chile. When users add all channels as their favourite, the channel numbers suddenly change. The reason is that channel numbers are not continuous. It could be from 1,2,3,4 and suddenly jump to 10. So after adding all channels as favourite, their channel no. 400 suddenly became channel no. 91. People are confused about it.



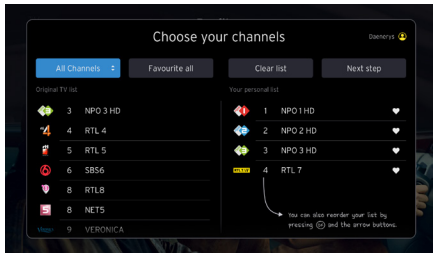




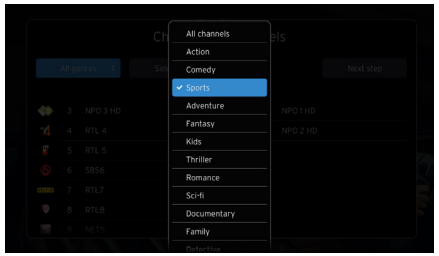
Currently users need to press ‘down’ and ‘OK’ button to add a channel. With the new design, they only need to click ‘OK’, making it faster to add channels.

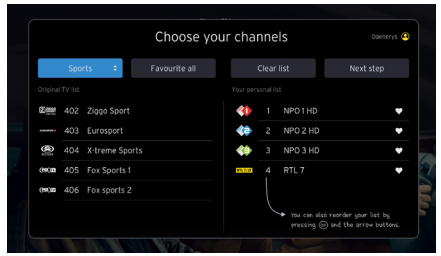


Introducing un-intrusive way of tips and tricks to guide the users.



Users can pick certain genre of channels. This is a quicker way to go through all the channels.





New concept and user testing

So I need to work on the new requirement and solve the complaint. After trying a few ideas, I thought maybe it’s better to re-look at this from a new angle. I considered a duo screen option.

The benefit of this is that it make space for the channel filter, users get stronger feedback, reduces the number of clicks on the remote, and hopefully make the process more clear. I’m also considering removing the ‘Add all’ function. It is a nice-to-have, but may create more problem than benefit.

As of the time I’m writing this piece, I’m preparing a user test with a Framer prototype to see how participants interact with this whole flow. Mainly to check:
- If this flow is better than the current one
- Do they understand the filter function
- Do they use the ‘Add all’ function at all

Hypothesis

H1. Users have an easier time using the duo screen solution than the current solution.
H2. Users can add channels as their favourite.
H3. Users use the filter.
H4. Users understand the ‘favourite all’ and ‘clear list’ button (copy or icons)
H5. Users can reorder channels.
H6. Users understand the difference between ‘channel genre’ and ‘recommendation genre’.

Testing

Need to test both the current flow (on box) and the duo screen flow (prototype).
Half of the participants start with the box and then prototype; the other half do the other way around.
Observe: Which flow is easier to understand and operate. (H1)

Step 1: Choose colour and type name

Only still images to go through with participants. No questions.

Step 2: Channel picker

Main prototyping testing part.

Task 1. Add NPO 1,2,3 and RTL 7 as favourite. (H2)
Task 2. Add all sports channels as favourite. (H3, H4)
Task 3. Reorder: put RTL 7 as the 1st channel; put Sport channel X as 2nd channel. (H5)
Question: For your own preference, how many channels would you add as favourite? How likely would you use the ‘Fav all’ function? (H4)

Step 3: Genre picker

Still image to show to the participants.

Question 1. What do you see? (H6)
Question 2. What do you think it is used for? (H6)
Question 3. How is this related to the previous step? (Optional and question need to be formed better.) (H6)

Step 4: Recap / feedback (optional)

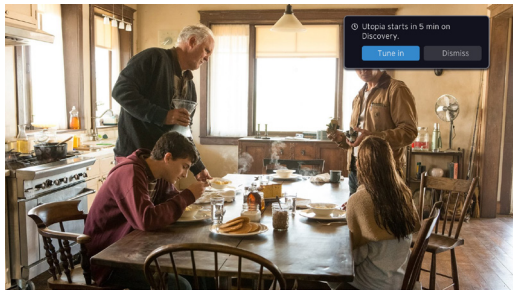
Still image to show to the participants.

Design a messaging inbox

This is another example. Currently there are push notifications from the editor to the users. These notifications show up at system boot-up, recommendations at video on demand area, or by toast messages. However, they can be easily missed by the users. So a messaging inbox is added for all notifications and users can look for them at any convenient time. This needs to be a function across platform available on TV, website, tablet and phones. I worked together with a designer mainly responsible for mobile devices.

I do think it make sense to have a place for the providers to communicate to its users. But I think in general people don't want to be bothered again next to all kinds of messages they receive each day, They just want to relax and watch some shows peacefully. So we tried to design this as less un-intrusive as possible. Here we use TV and phone as examples.

Graph see next page.



Horizon 4 is a product that keeps evolving. My role also kept on evolving as I worked on a lot of different area of the product. Above are just 2 examples of the work I do at Liberty Global.

The main tools I use during the project are:

Sketch - for wireframe and visual design
Confluence - design speccing
Zeplin - handover to developer
Principle - Idea testing and animation
Framer - prototype for user testing
Jira - for sprint planning

Messages are profile based. There is a editing icon underneath each profile which can lead to the setting page. A small indication is put there as a gentle reminder.

If a family/user does not use profile, they can also access it directly at the setting from a contextual menu.

Users access message inbox in the setting page.
Note that on a phone, the setting is always under certain profile (no profile means general profile). This is because phones are rather personal. A users is likely only using his/her profile. Whereas a TV is more public and shared among all family members.

When entering inbox, new messages will have a label which only appears for a few seconds. Then all messages have the same status. This way the users are not forced to click on them to remove the unread state.

If it is a show push notification, it will lead to a detail page of that show.

If it is about system update or new features of the platform, it will open a new page or modal for more information.

All messages are kept for X amount of time before auto delete. This requires minimum effort for the users to interact with them.

ShleepBetter

Native app design
UX | UI | wireframe | interface

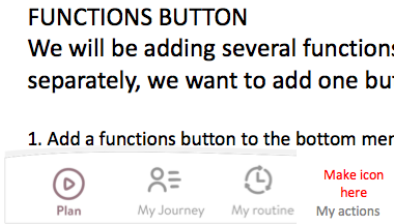
02

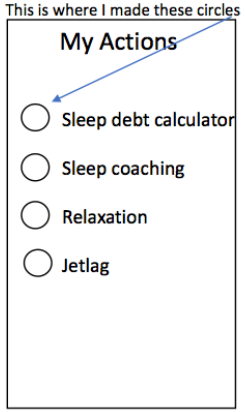
ShleepBetter is a Dutch start-up based in Amsterdam. Its mission is to help organizations and people sleep better by offering workshops, assessments, coaching, and a unique and scalable sleep coaching app. My work is focusing on the UX and UI design of the app, which was launched in App store and Google play by the end of 2017. Since its launch, the app has been featured on App store and online media Product Hunt. The team was nominated as the startup of the year in 2017 by Sprout in the Netherlands; and made it to the French Les Echos top 6 startup list at CES 2018 in Las Vagas.

Working process

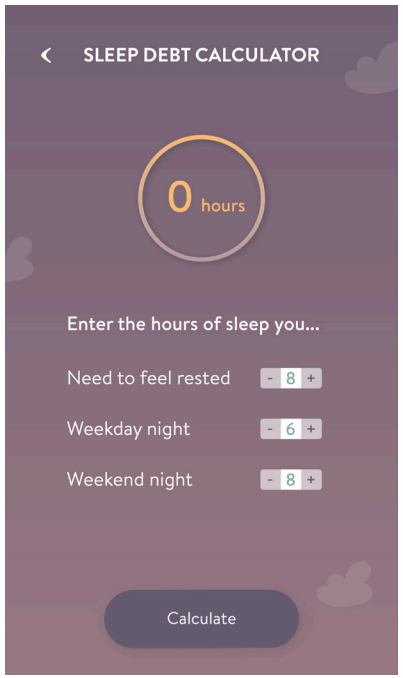
Well, it has been a pretty good start, but the app available online is still very basic. There are a lot more development under going.

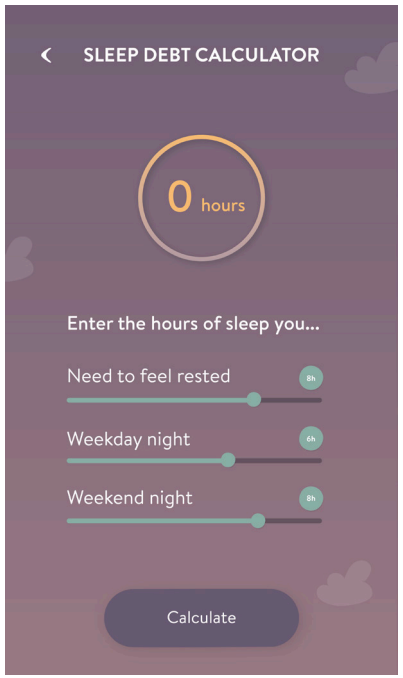
Due to limited resources and time constraints, usually I discuss the UX part with the project manager and one of the founders briefly, quickly go through the wireframing and come to the UI design. I send the source files to developers together with design guidelines. I'll get feedbacks from the user testing, and the process repeats.



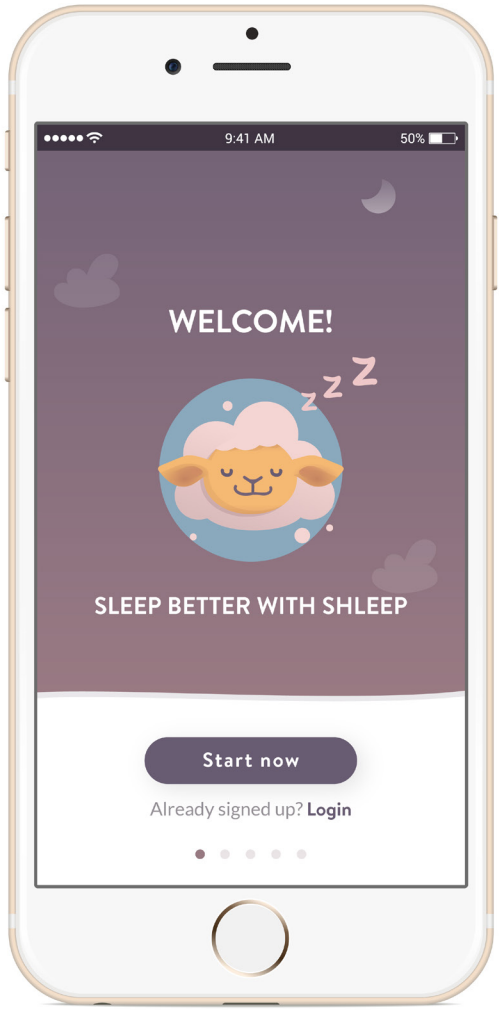


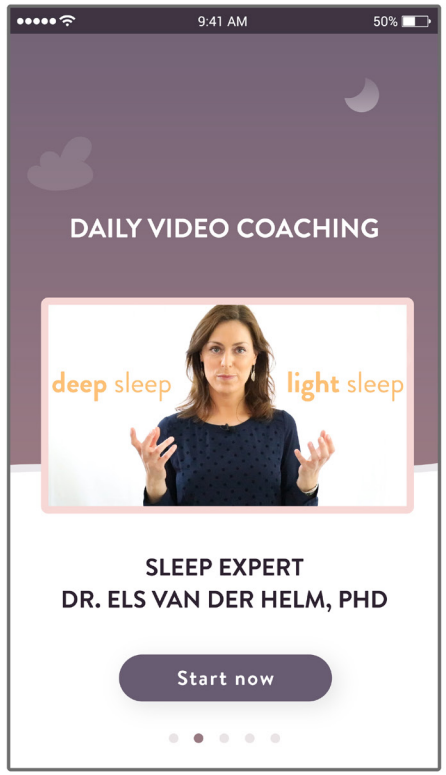
Fast pace lo-fi to hi-fi

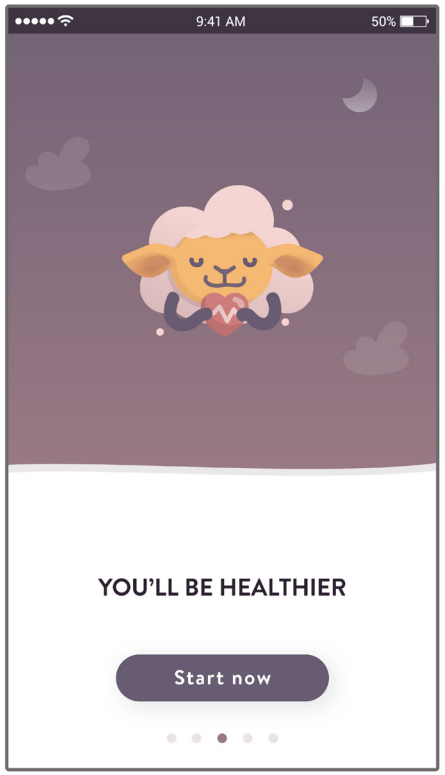


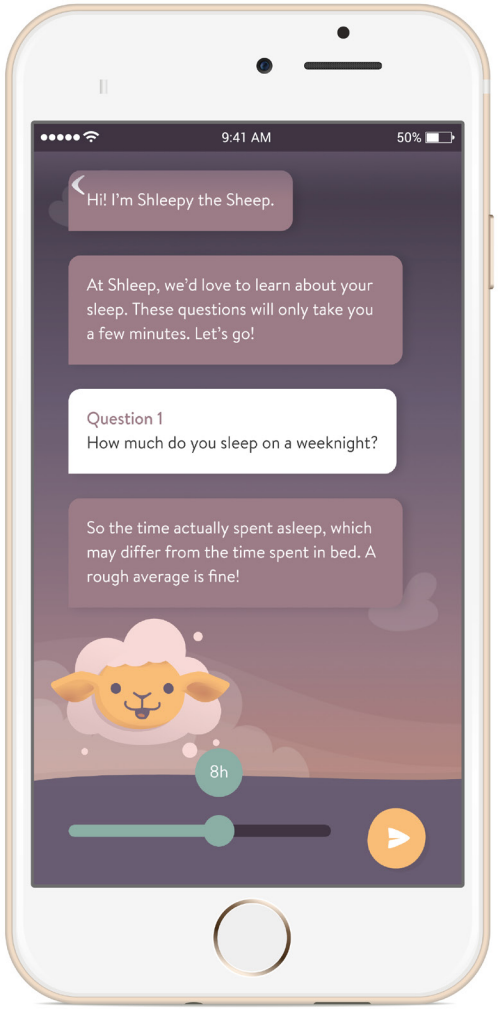


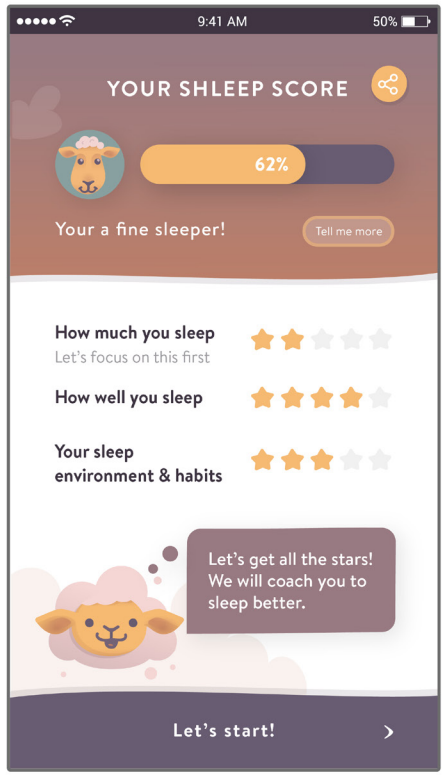
On board screens

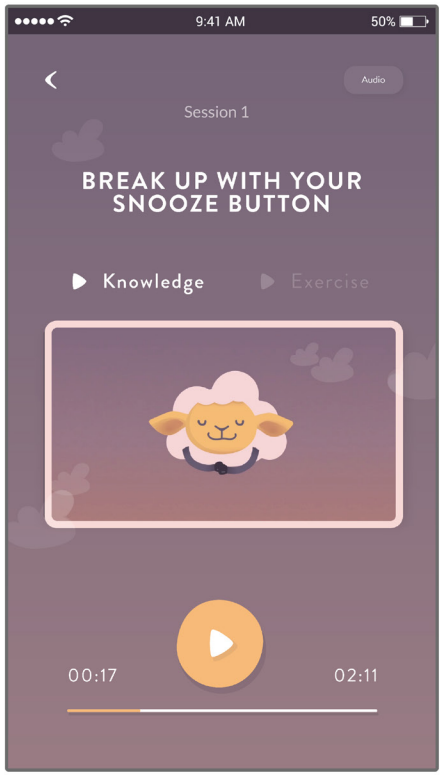






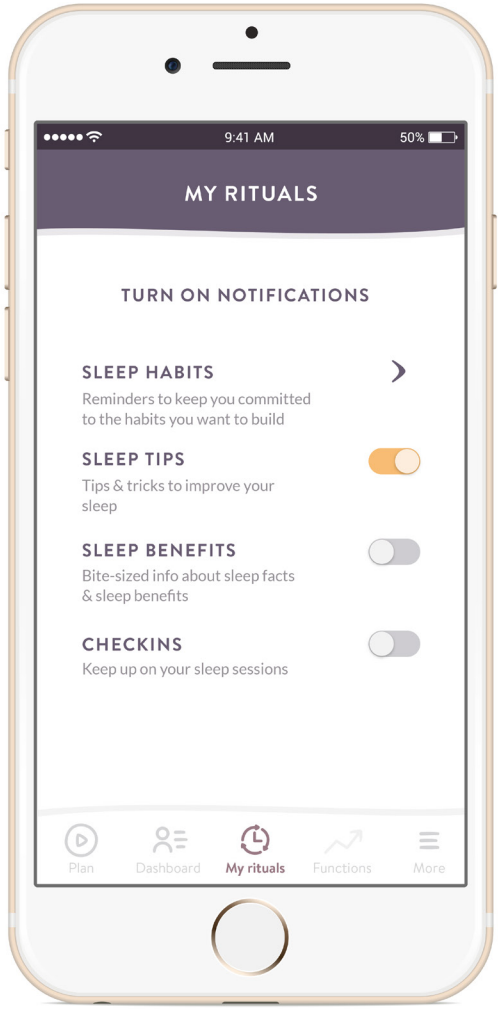


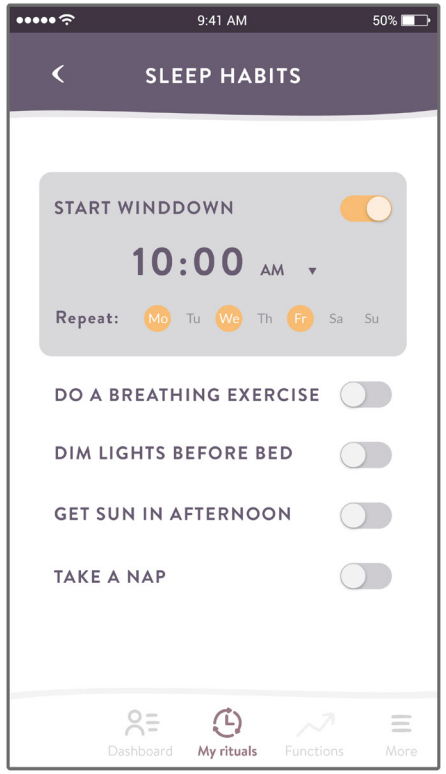


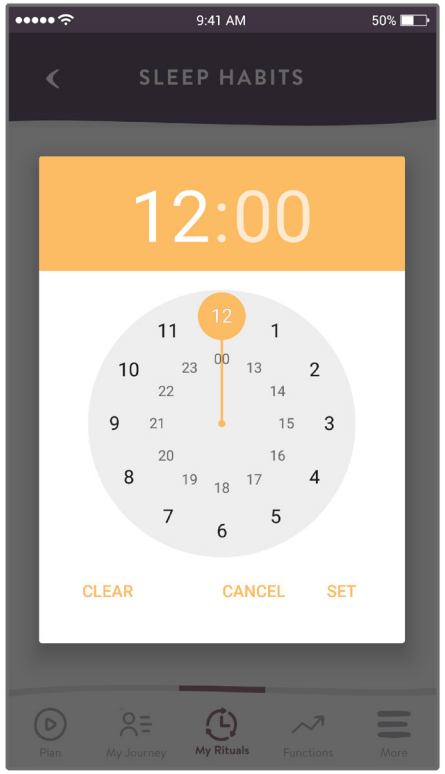


Sleep scan and plans

For first time users, they will be asked to take a sleep scan to find out where they have problems of sleeping. A score will be given after the scan and related plans will be recommend to them according to the scan and score. Under each plan there are series of coaching videos and exercises they can go through to understand the problem and improve it by doing the exercises.

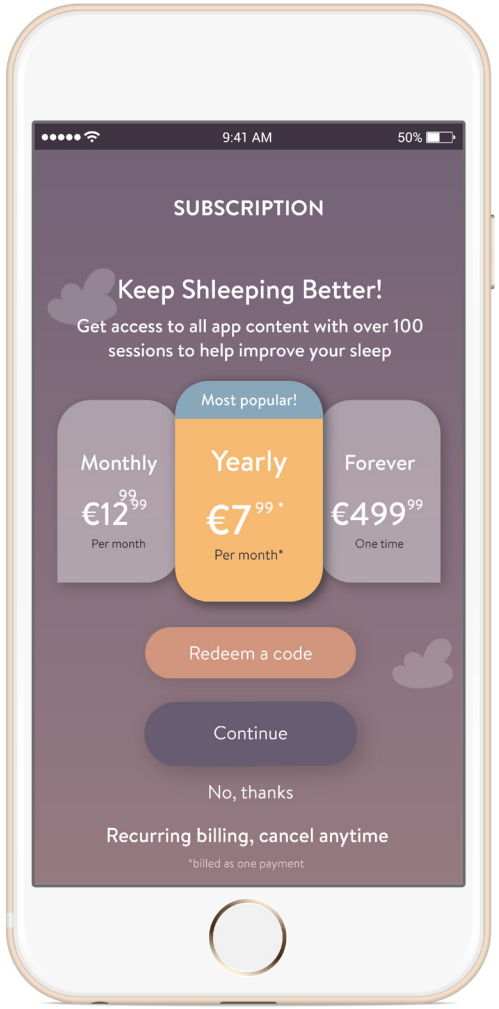


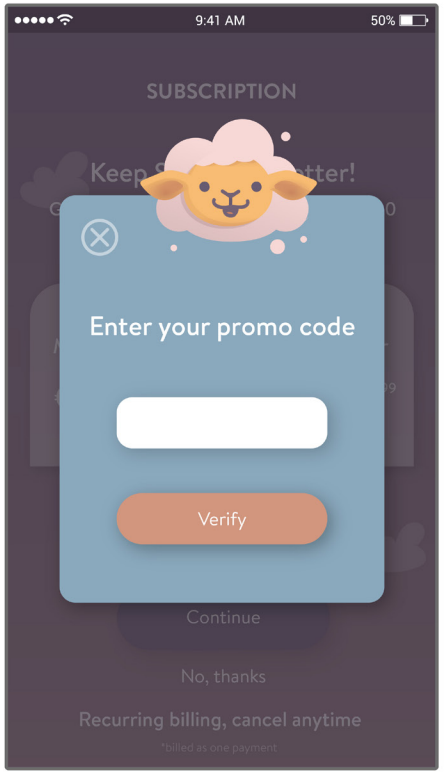


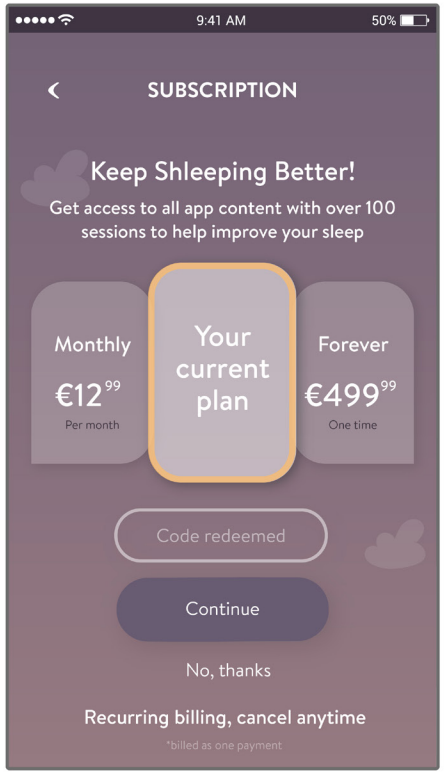


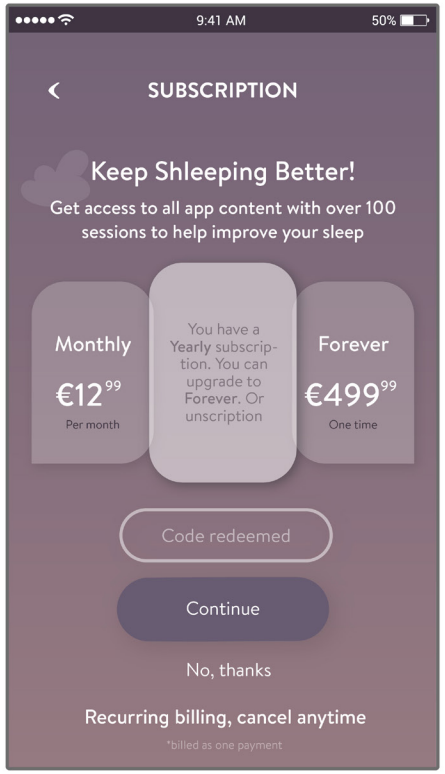
Sleep rituals

Here the users can switch the reminders on and off to keep their new sleeping habit. They can also set the time and the repeating date.









Payment plans

If the users want to do more exercises or would like to have more in-depth coach from a sleep expert, they can purchase the extra service. There are 3 plans available, and they can also redeem code for discount. Once they've purchased, they can either upgrade their plan or cancel from a different page.

IN - ACCESSORIES

Website architecture | responsive design
wireframe | interface | user flow

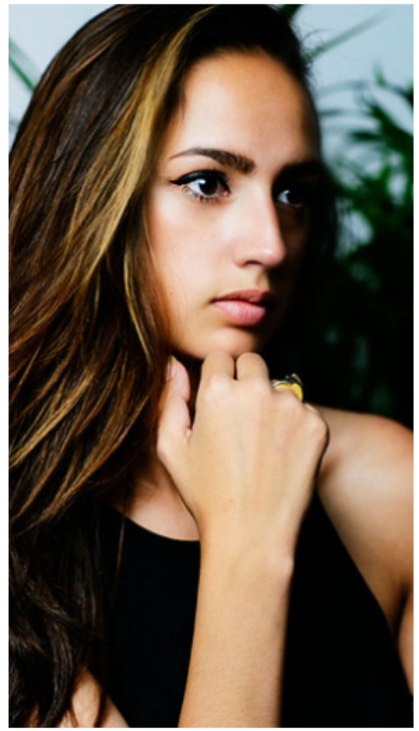
03

IN-ACCESSORIES is a contemporary jewelry label from Amsterdam/Rotterdam. An online webshop is needed to present and sale their collections. Since one of their main concepts is to encourage customers to co-create the jewelry pieces with the designers, a real time responding interface is also needed to be integrated on the website.

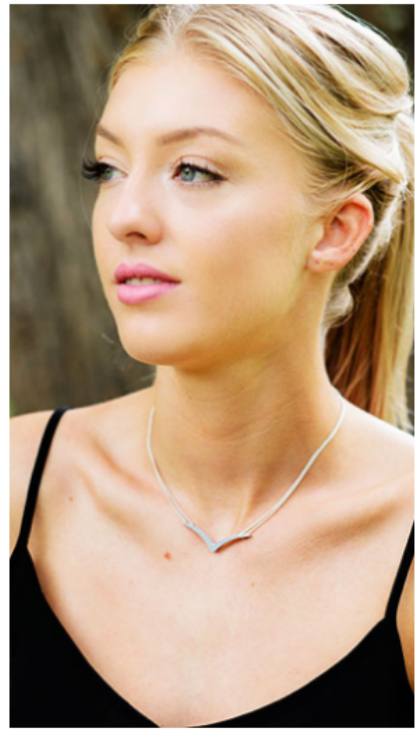
Co-create 3D printed jewelry

IN | ACCESSORIES

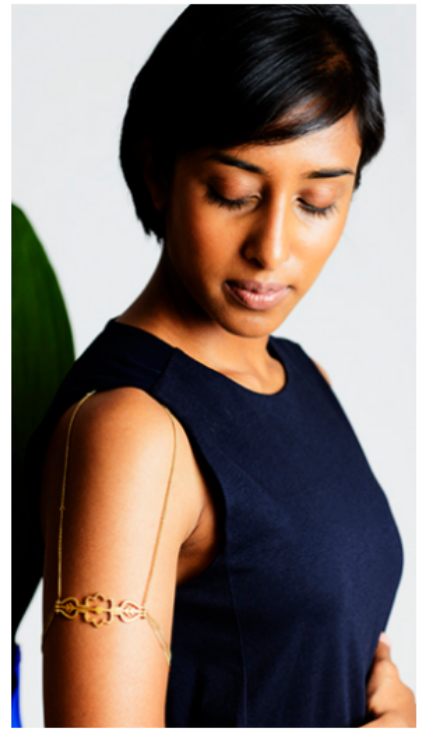
Minimalist jewelry. Inspired by nature. Co-created with you.



Deep in the Sea



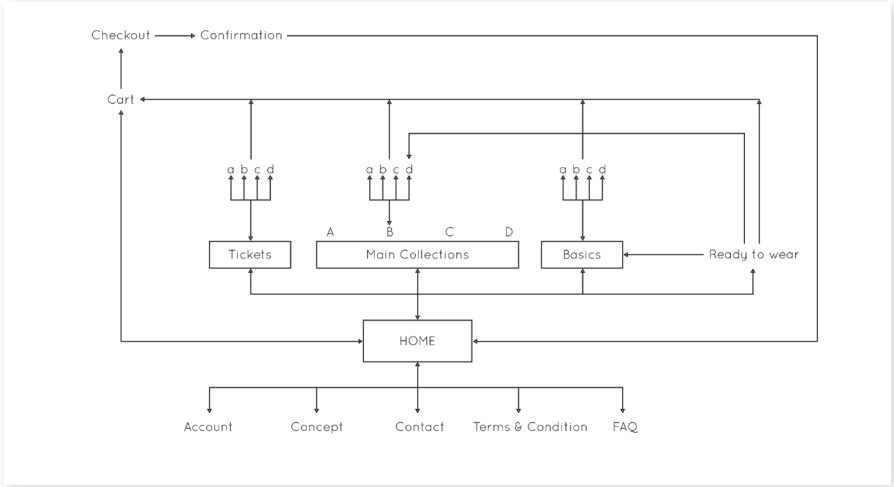
Up in the Air



Bloom in Summer

Far in the East

IN accessories offers contemporary jewelry for modern, independent and creative women of all ages. Each piece is inspired by nature and has a minimalistic style with a little touch of cuteness.

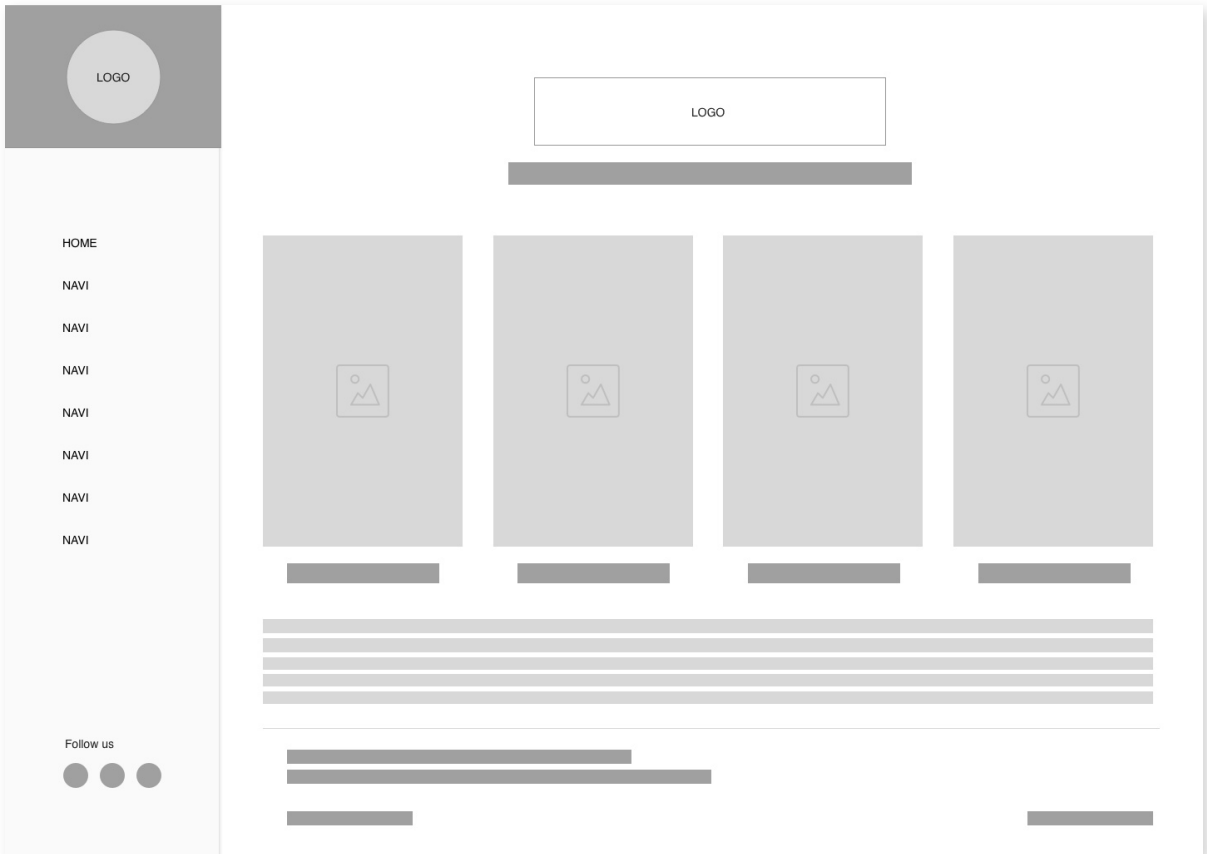


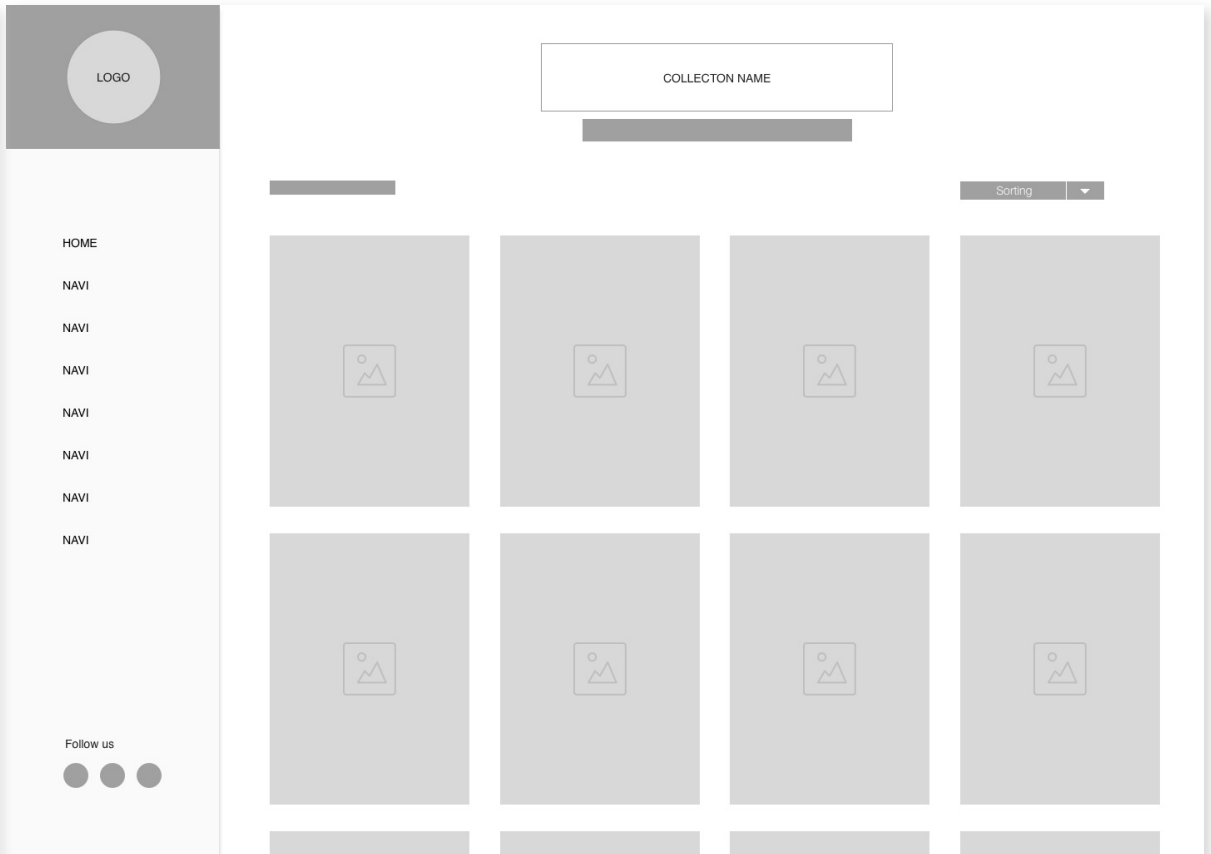
Page flow and wireframe

Before the project started, we first tried to figure out who the target audience was and what their preferences were.

After that, all the necessary information were categorized and a page flow was created to define the architecture of the website.

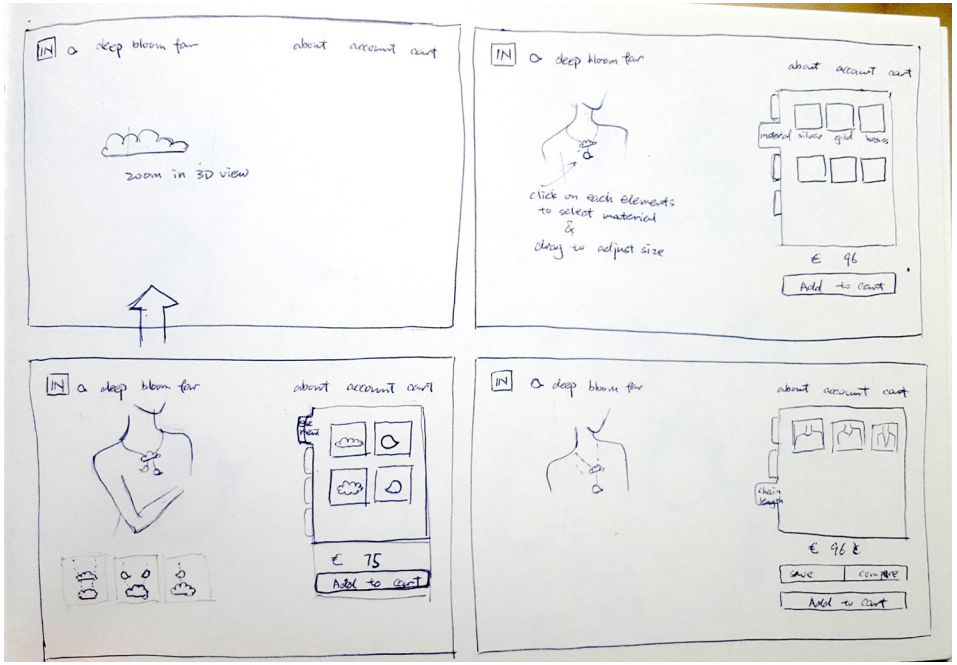
Then, after several initial concepts, basic page setups were decided to guide the user interaction on each page.





Final result

The webshop is also responsive, so the client can shop on all devices with the same experience.

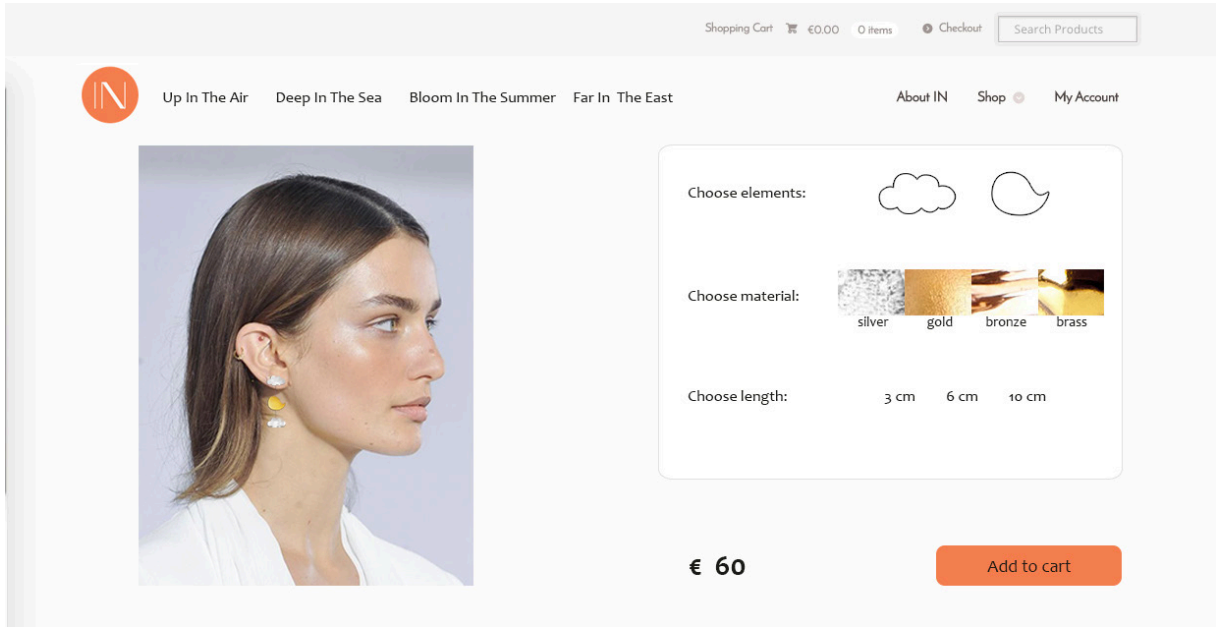


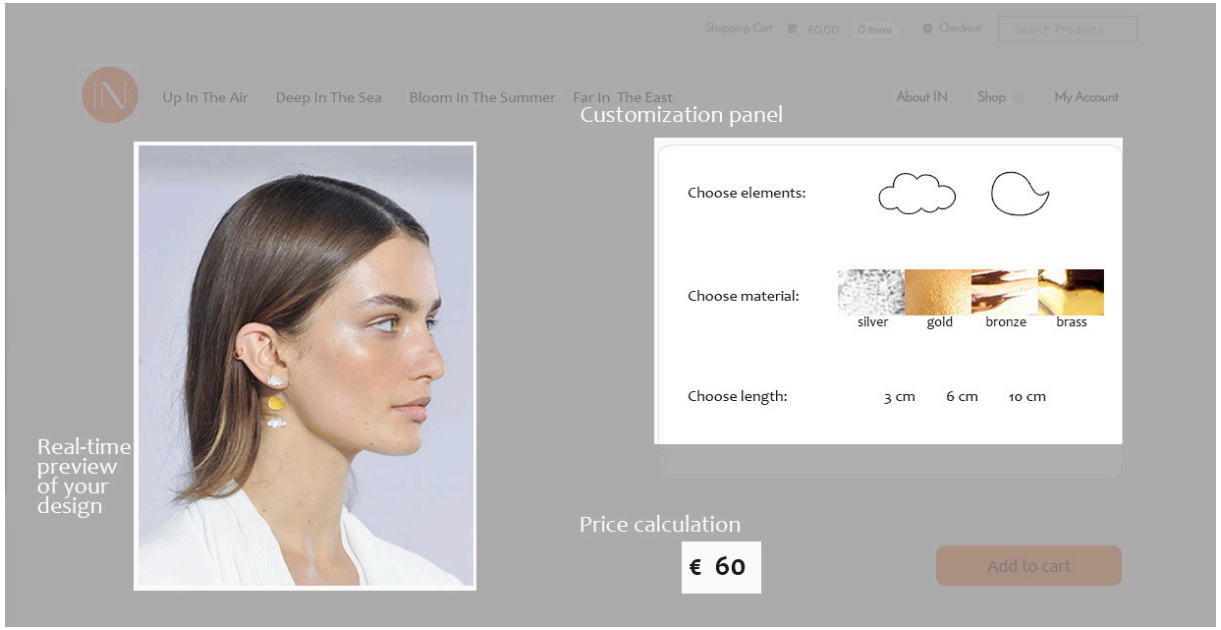
Interface design

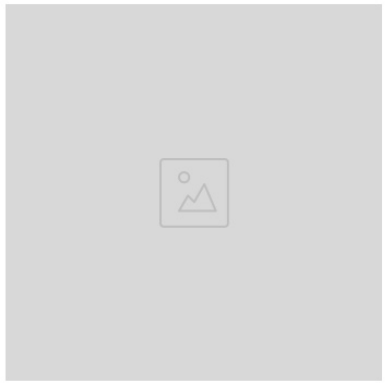
The original idea of co-design was to let customers ‘drag & drop’, drag what they like, drop for different combinations and adjust details. But after discussing with our developer, we found this was not doable under the given budget and time frame. So we switched to a ‘drop-down menu’ interaction.

Customers interact with the drop-down menu on the right side to design their jewelry piece. The image on the left and the price at the bottom will adjust accordingly. The image is floating, so customers can always look at their design result even when the right side selections gets long and needed to scroll down.

The pictures on this and next page are the initial sketches, concepts, wire-frame and the final result.





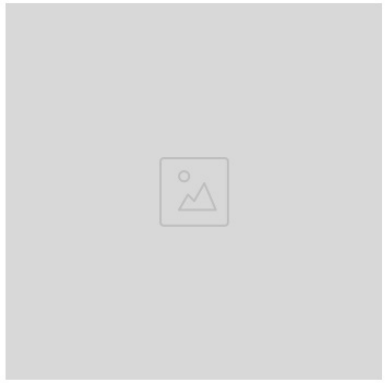


Step 1: chain length

Step 2

Step 3

Step 4

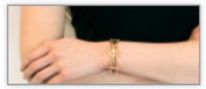


Step 1

Step 2

Step 3

Step 4: bead material



Design your Own – Floral Bracelet – Shiny

When was the last time you've smelled a summer flower under the bright sun? Wear our beautifully designed Floral Bracelet and let the rays of the sun jump around you. Discover the abstract beauty of only wearing the flower stamen in the center or spread the joy by adding the blooming petals.

Step 1: Choose 1 or 3 bracelet(s)

CHOOSE AN AMOUNT

3 – top, centerpiece and bottom

Step 2: Design the bracelet(s)

Step 3: Choose the chain material

Final total

EUR 215.00

1 ADD TO CART

Final result

Sustainable Dance Club

User research | creative facilitation
Concept development | Website design | App design

04

Sustainable Dance Floor (SDC) is a Rotterdam based company focusing on creative concepts of sustainable clubbing. It is known for its innovative sustainable dance floor that can capture the dance movement and transform it into electrical energy, which is used to power up the club.

The project goal was to build a proper brand image among the target groups and increase the awareness of both the brand and its product. It was a big strategic project. UX was part of the whole process to provide good user experience to SDC's touch points.

Select touch points to increase user interaction

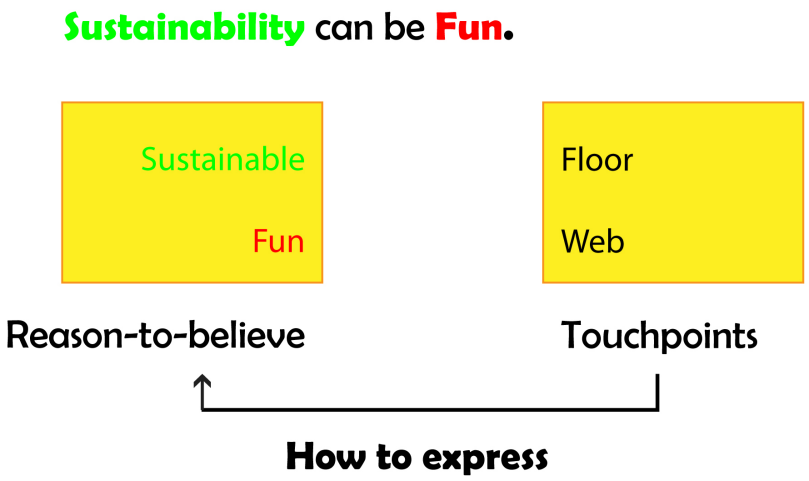
After inside out analysis of SDC's own strength and weaknesses, competition, economical situation, brand image, etc, we found the core issue of building a brand image and increasing awareness is to develop interactive touch points that can create rich user experience to SDC's target group.

So the stakeholders and all SDC's touch points were analyzed using Harris Profile. The result showed the website and the dance floor were the most important and selected for further develop for better user experience. The goal was to encourage more interaction between uses and these two touch points.

The current SDC website was purely informative and did not involve any user interaction. It was the same situation of the dance floor as well: there was hardly any feedback for people when dancing on it.

So the mission became to how to engage more people to the website and enhance the dancing experience.

	website	E-newsletter	Facebook	SDF	Media exposure	Brochure	Product sheet/journal report	Customer service
Communicate brand message	+++	++	++	+++	++	++	+	++
Audience coverage	+++	++	+	+	+	+	+	+
Motivate people to dance	++	+	+	+++	+	+	+	+
Connection between SDC and the target groups	++	++	++	++	0	+	+	++
Connection between the target groups	+++(0)	0	+++(+)	+++	0	0	0	0
Final score	13(10)	7	9(7)	12	4	5	4	6

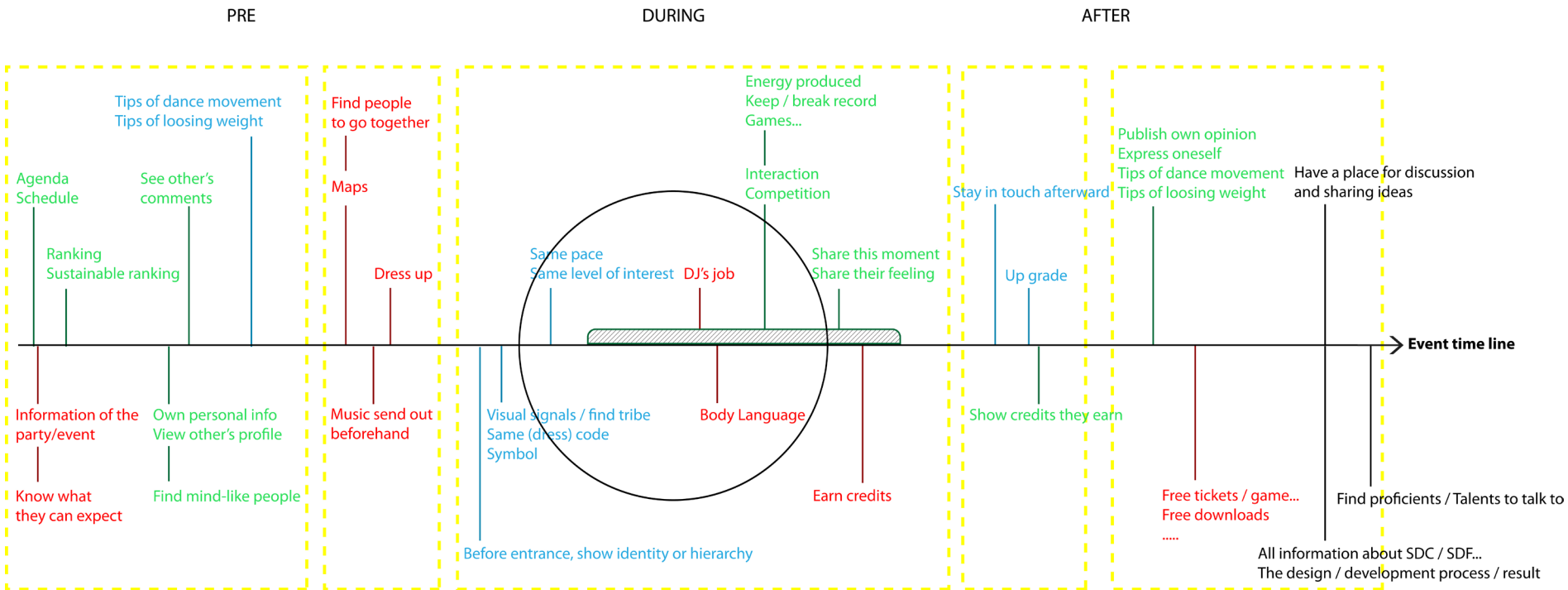





Target group

To understand more of the target group, We recruited people from that group for interview and co-design sessions.

The user need is concluded into a event journey starting from prior till after the event. The users' expectation, demands and wishes are sorted in sequence along the timeline.



Get the information they want.
Know what they can expect party, people, band....

Pre-set party modes

Find the same group and stand out from it

Get excited during the party by all kinds of acitvities they can join

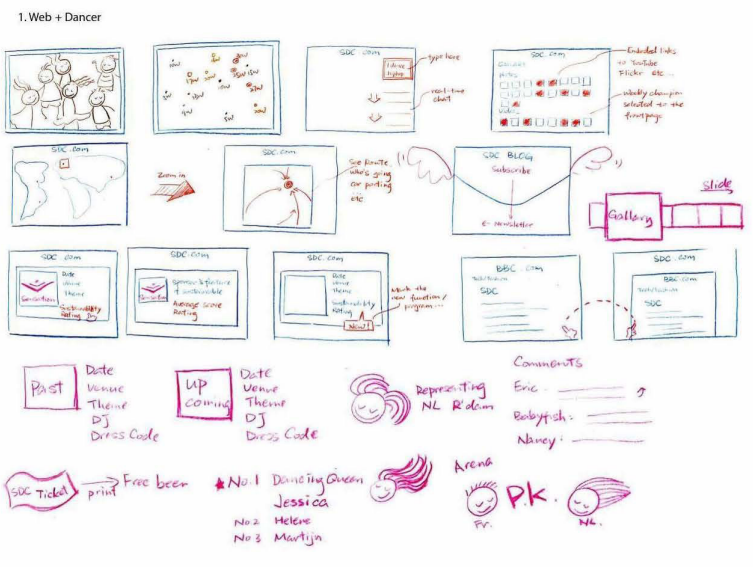
Intensify the great memories
Word-of-mouth

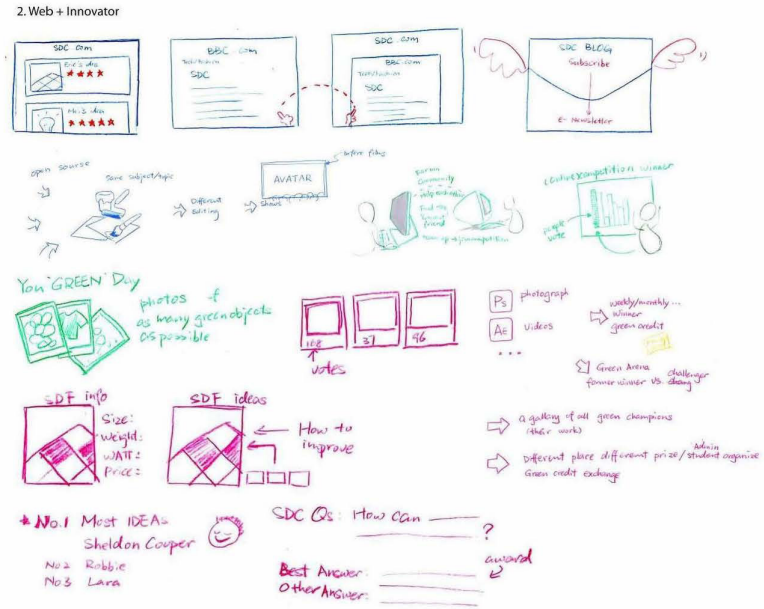
Co-design outcome

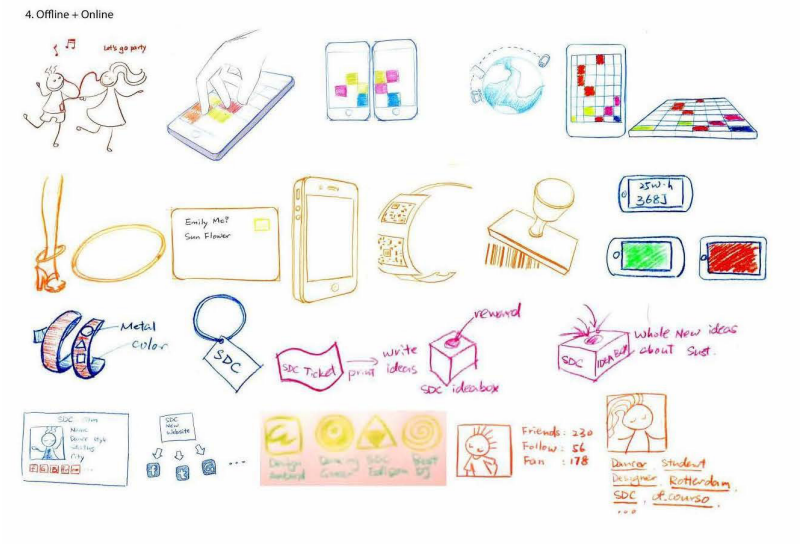
The co-design session brought us loads of new inspirations, covering both touch points and online/offline situations.

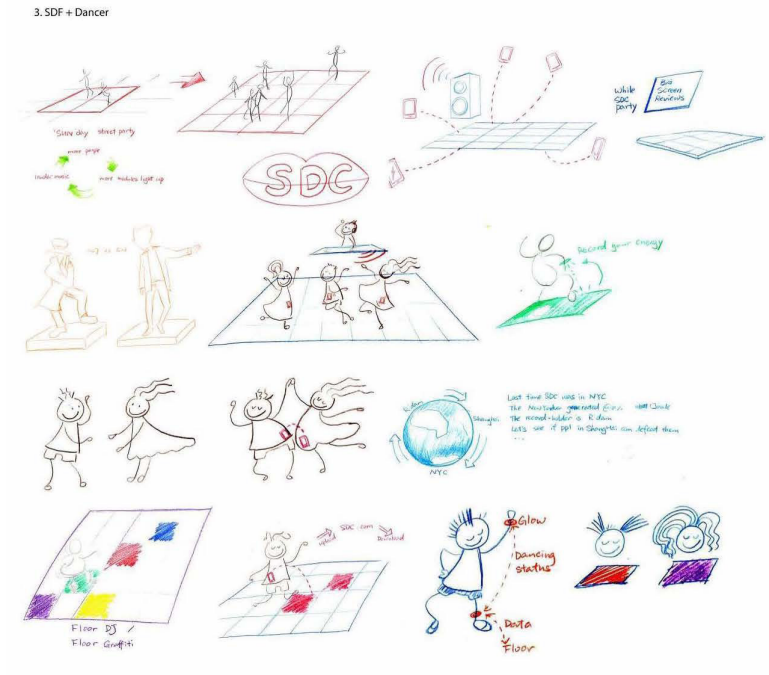
We categorized and weighted all the ideas according to our requirement. Ideas with high score were to be strengthened; ideas with average scores were to be tried to integrated with the best ones; ideas with low scores were eliminated.

The result pointed us to the direction of gamification and personalization. A personalized dancing experience with more fun and competition might be the best incentive to enhance the playfulness. Possibilities were to build connection between the dancer and the dance floor. Meaning the floor module can give various responds to the dancers based on their identities. At the same time, the bound between online and offline also needed to be increased.









Technology consideration

The main consideration were:

1. How to utilize SDC's existing technical strength-LED light real time respond and data transmission-to increase the visualization of the intangible dancing effort of generating electronic power?

2. How can the dance floor recognize the position of each dancer? The most wide-use indoor positioning technologies we considered were: wi-fi, bluetooth, RFID and barcode.

The website

The website was redesigned to be more interactive. It was like a Facebook event page from nowadays. People can invite their friends, share ideas and post pictures etc.

The dance floor interaction

We chose RFID + Bluetooth for the real time feedback.

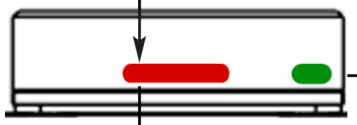
Each floor module was installed with a pressure sensor and a RFID reader to identify different person. Combining the signal transmitter and the pressure sensor, the amount of energy each person had generated could be detected.

The combination of RFID and bluetooth increased the detect accuracy and made sure the interaction is both ways.

The problem was that most smart phones did not have a build-in RFID tag, so extra accessory would be needed. They can be picked up at the entrance of a event. Or it can be left out to compromise the location accuracy.

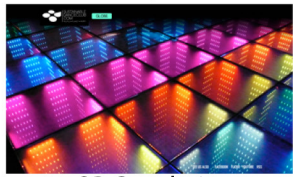
RFID tag

Smart phone App.

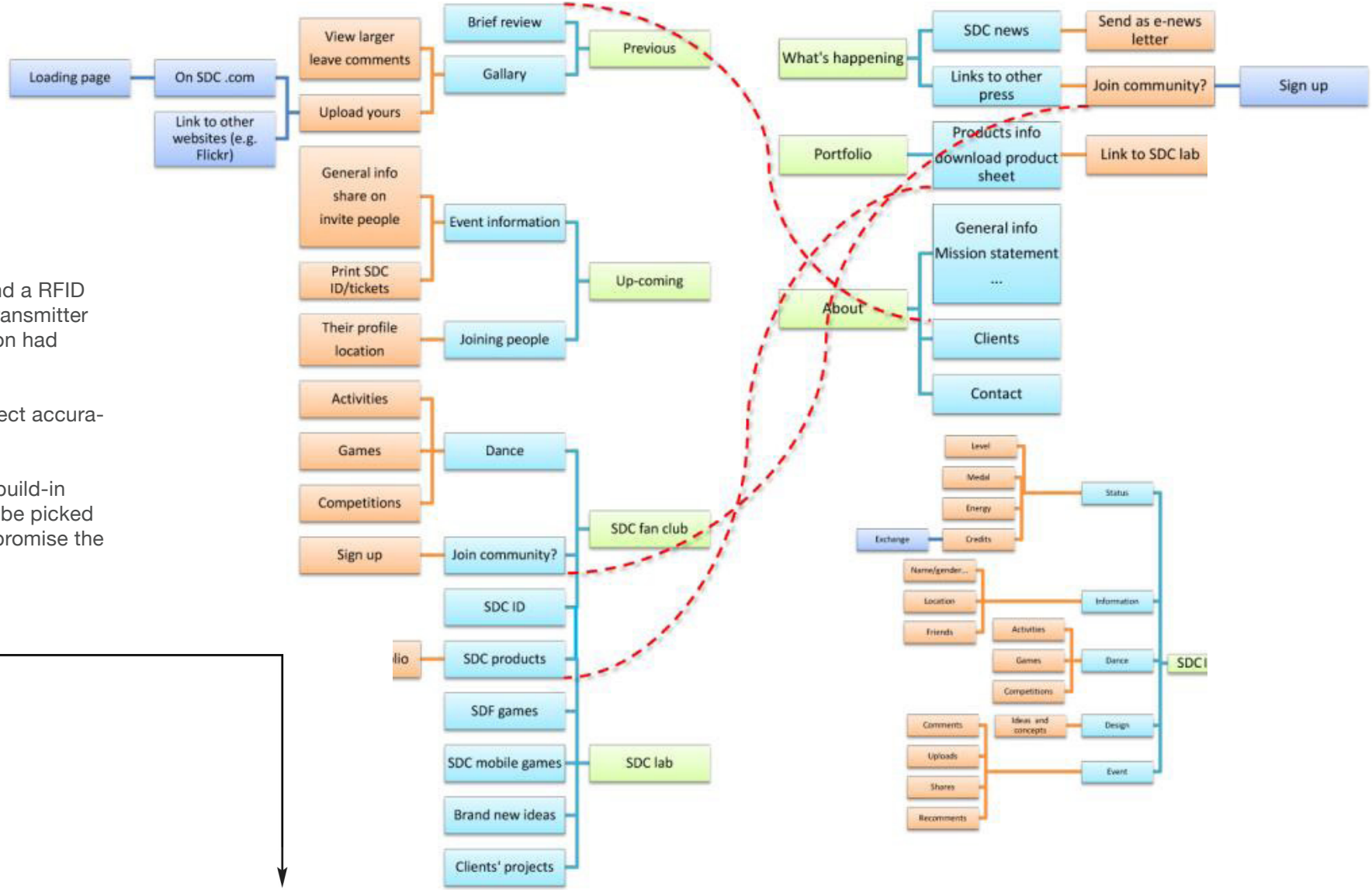


RFID reader

SDC server



SDC website



The game

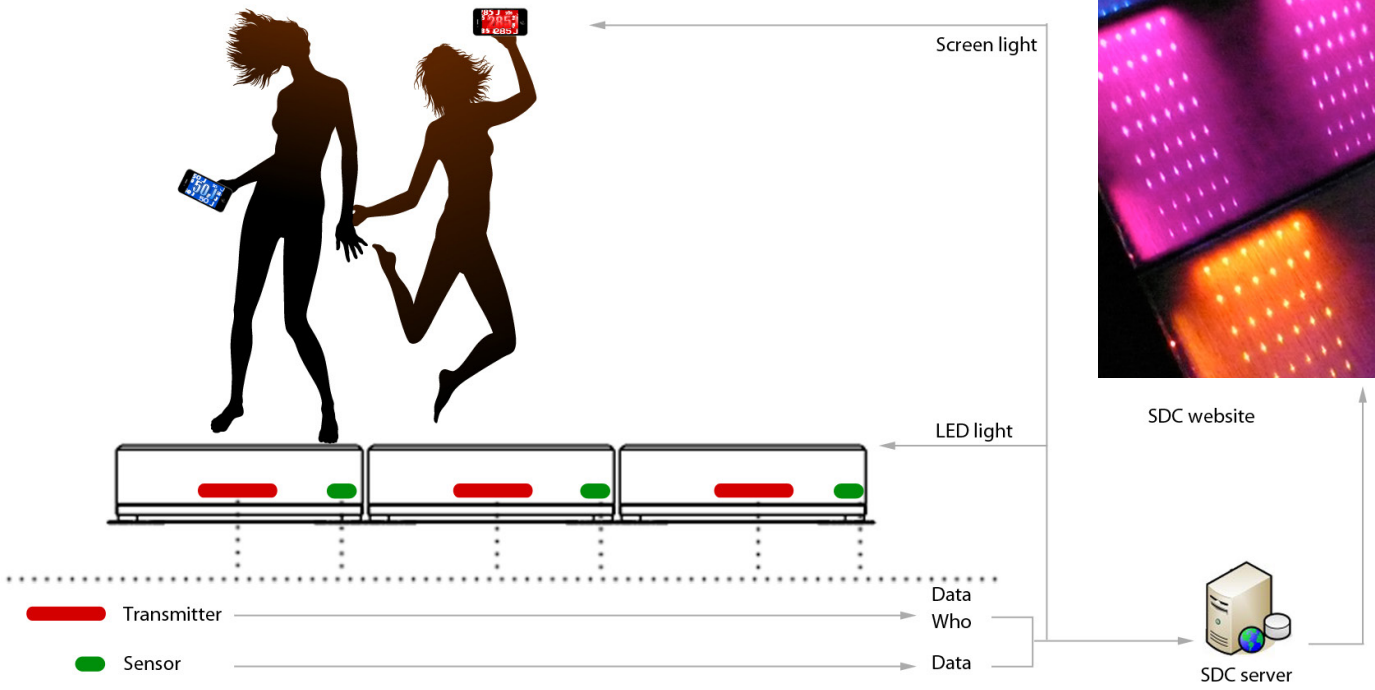
We introduced a game app to cover the online/offline gap.

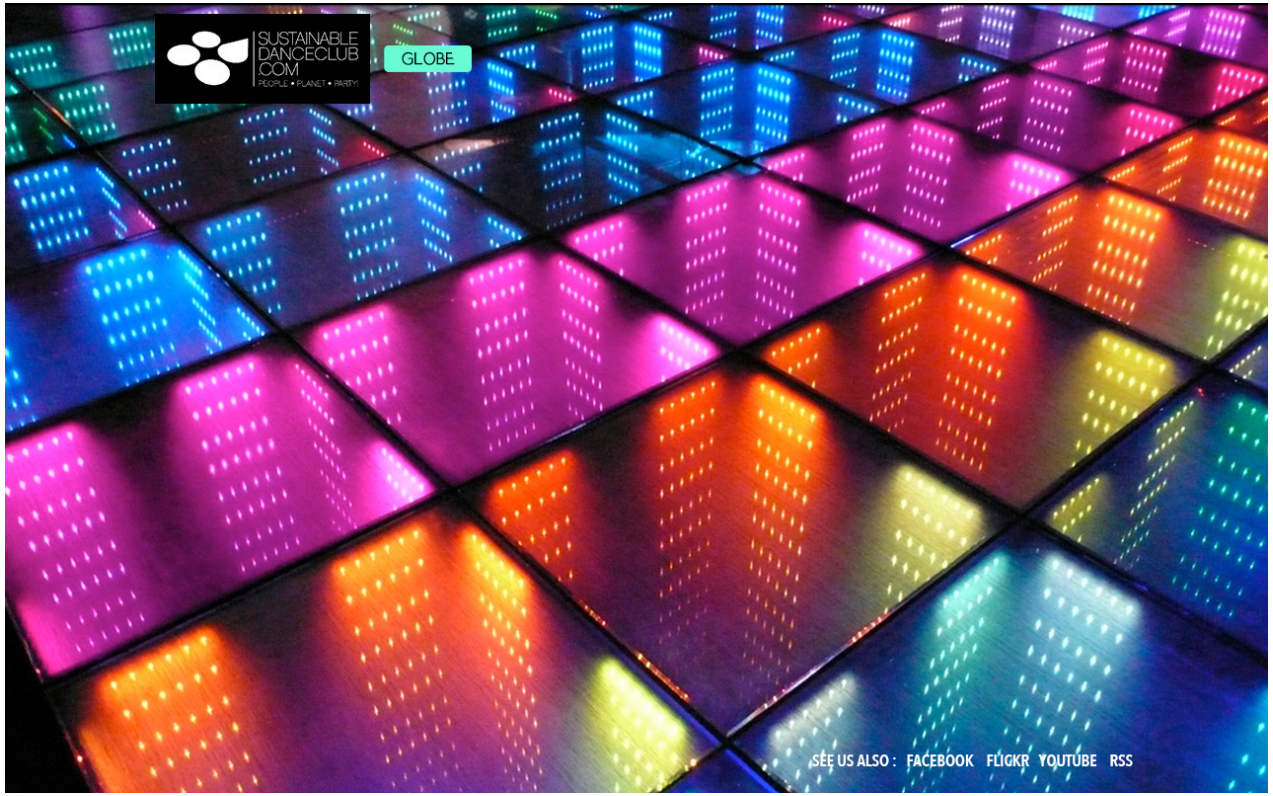
When start dancing, the app automatically calculate the number of participating dancers. The dancer's performance will be evaluated with the other participating dancers according to the amount of generated electricity. Their position of this time will be shown. Other people can also view this on the website in real time. The result of the history can also be reviewed. While dancing, the app displays all kinds of dazzling effects representing the speed and amount of electricity generating to enhance the dancing atmosphere.

System structure

Each floor module consists of a Bluetooth transceiver and a pressure sensor.

The smart phone app sends out signals through the Bluetooth, so that the floor can identify the person. The pressure sensor calculates the energy being generated. The combined data from the v transceiver and a pressure sensor should be able to identify “who generate how much watt”. The data will send to both the dancers’ phones and the SDC server, so people who’s browsing the website can see the event and energy generation situation in real time.

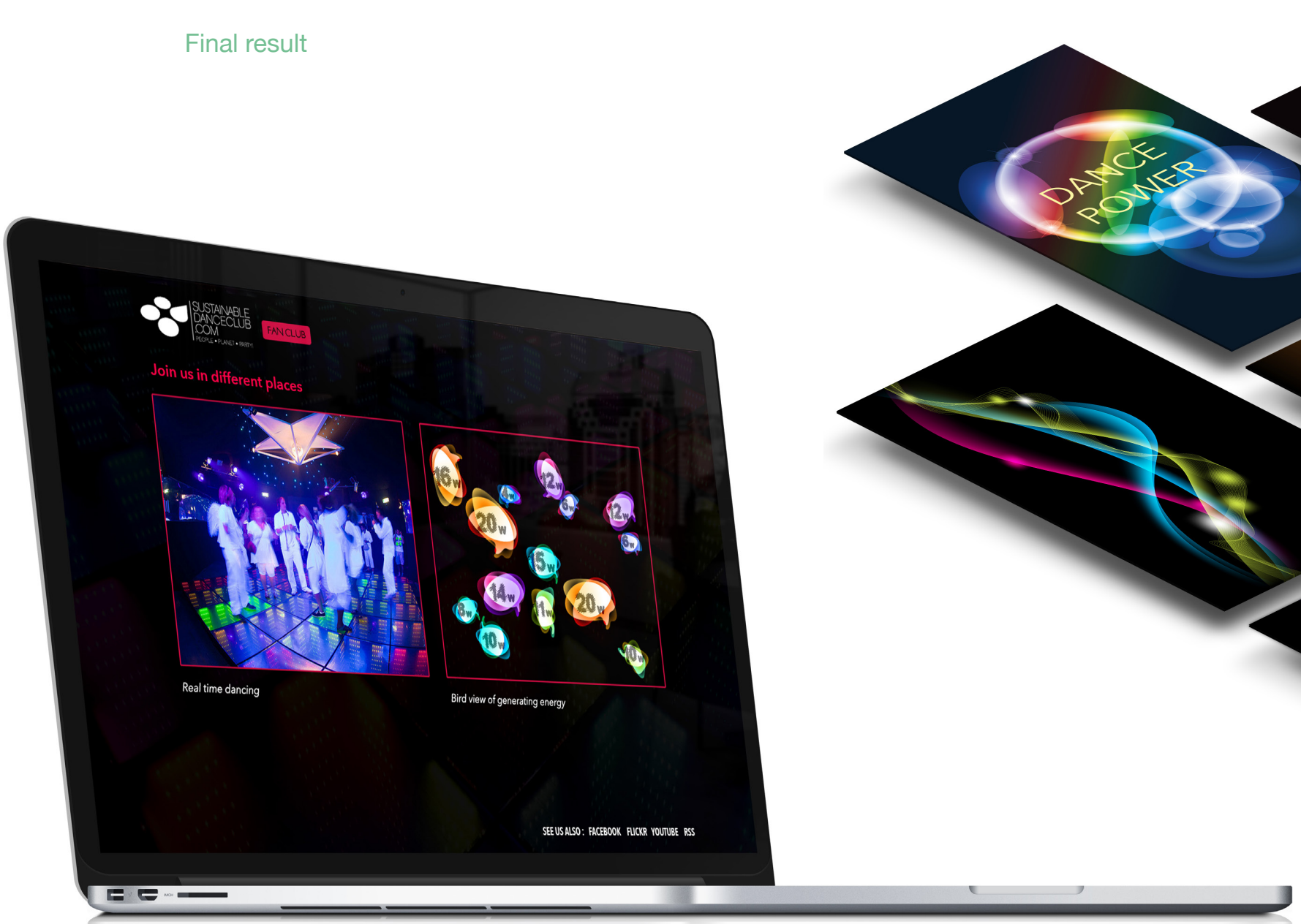




Website landing page

The landing page visual is the dance floor. When hover the mouse over each floor blocks, different menu will pop up.

Final result



Goodbaby Europe

User research | product testing

05

GOODBABY is a leading company in the field of durable juvenile product. They are engaged in the research and development, manufacturing, marketing and sale over 90 countries.

I was working at one of Goodbaby's overseas R&D offices located in Utrecht. One of my main tasks was to conduct user researches and product tests.

Here is one example of researches of a new product.

About the product

This CarryCoon was an innovative baby car seat. The concept was when not driving, the parents only need to take the inner layer (the carrier) together with the baby, leaving most of the weight inside the car, creating natural parents/child interaction and increasing baby mobility.

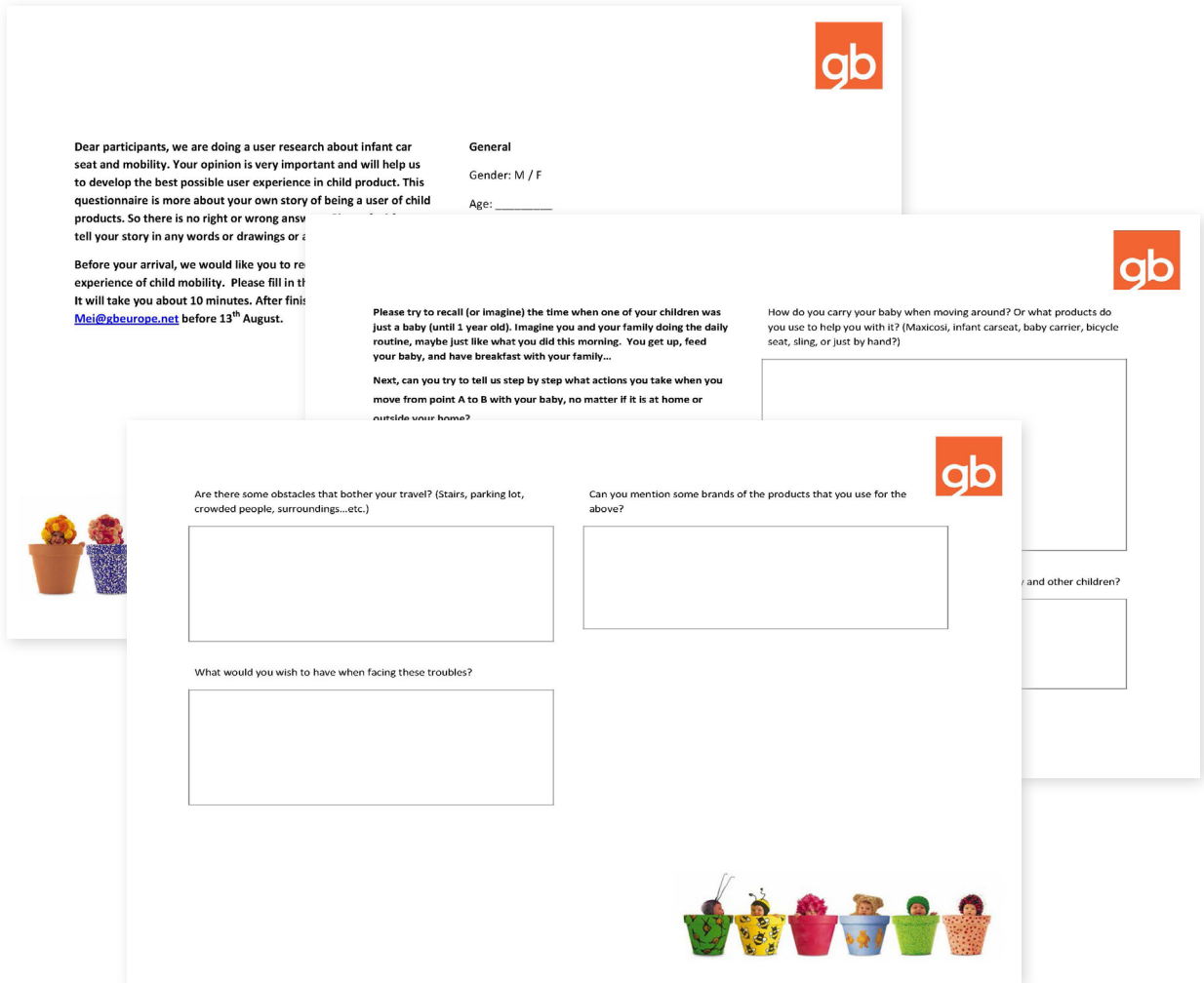
We did 2 focus group in the concept phase to see if parents can adopt this new lifestyle and check the features they wish to be integrated.
At the prototyping phase, we did a four day usability test to improve the product details.

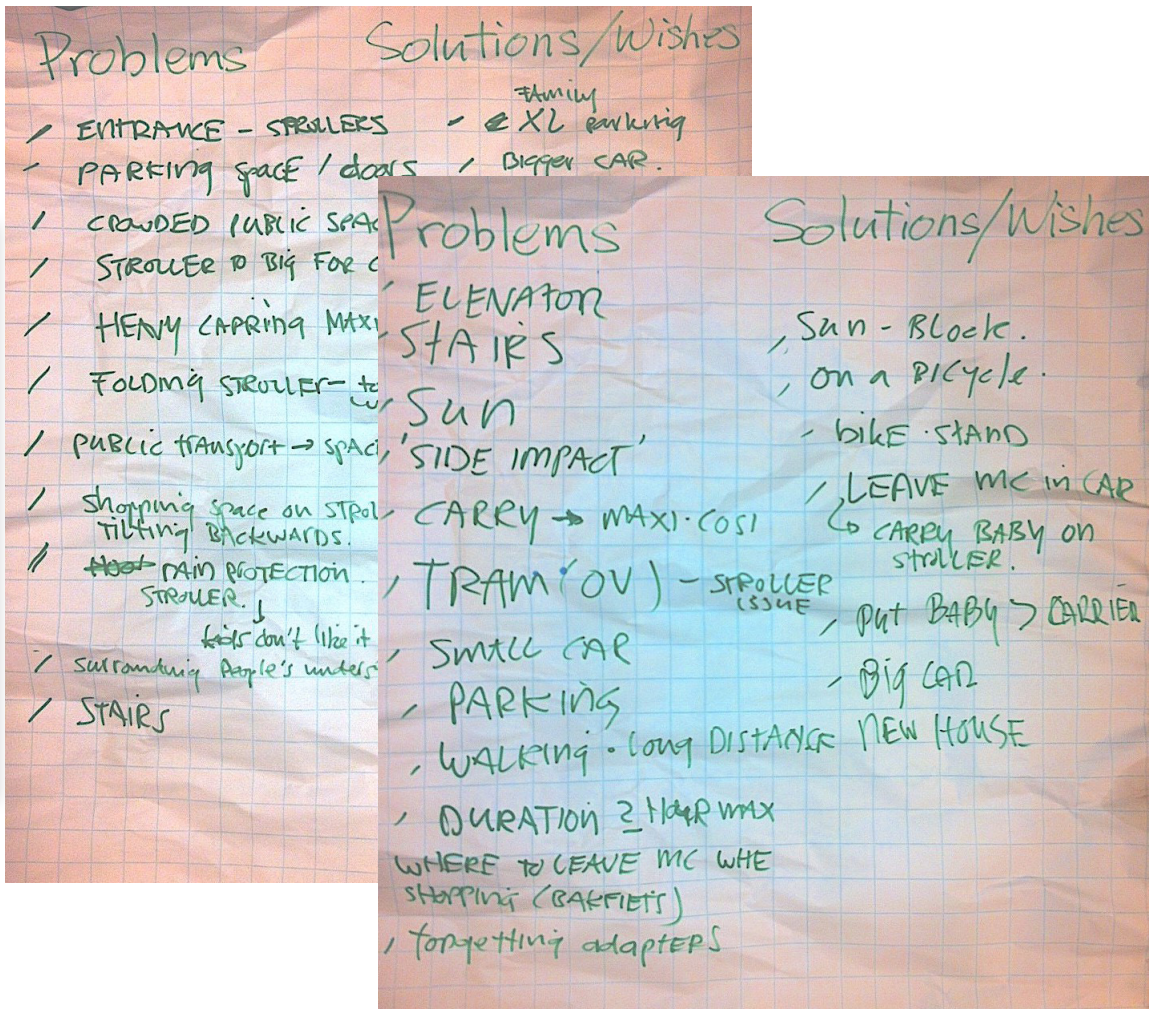



Focus group

Pre-questionnaires were sent out to the participants 2 weeks upfront to collect information of their current experience.

During the session, participants talked over the interesting points from their pre-questionnaire, and shared their positive and negative experience of using their current products.

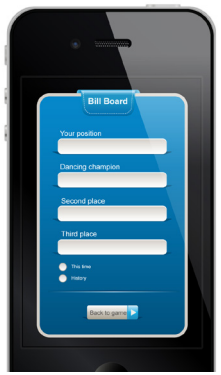




Focus group

The main part of the focus group was to have the CarryCoon concept and prototype presented and tried out by the participants. Each of them needed to give feedback of whether there's a need, which features they would like to be included, what did they not like about it, etc.

In the end, all feedbacks were documented and the important ones were highlighted. The questionnaire scores were also analyzed. The outcome showed this concept did have a market, therefore all result were presented to designers for future reference.



	GROUP 1										GROUP 2								
	Jessica	Sabrina	Marnix	Michell	Jhudency	Marcia	Judith	Dick	Susanne	Average 1	Astrid	Jeannette	Amy	Roos	Jeroen	Suzanne	Average 2	AVERAGE	
Q1: if it is a good concept	5	5	4	5	4	5	5	4	5	4,67	5	4	4	4	5	5	4,50	4,60	Q1: if it is a concept
Q2: ease of use of carrier	3	3	2,5	3	4	3	4	3	4	3,28	2	3	3	3	4	4	3,17	3,23	Q2: ease of carrier
Q3: option of Baby Bjorn	5	4	4	4	5	2,5	3	4	4	3,94	4	3	4	3	3	4	3,50	3,77	Q3: option Bjorn
Q4: ease of putting baby into a car	3	3	4	5	4	5	5	4	4	4,11	5	4	5	4	5	5	4,67	4,33	Q4: ease of baby into a
Q5: safety in car	4	4	4	4	4	5	3	4	3	3,89	3	4	4	4	5	4	4,00	3,93	Q5: safety
Q6: freedom of moving	4	4	4	3	4	4	3	4	4	3,78	3	4	3	3	2	2	2,83	3,40	Q6: freedo moving
Q7: purchasing decision	4	4	2	3	5	4	3	5	4	3,78	2,5	3	3,5	2	4	2	2,83	3,40	Q7: purcha decision

Usability test & interview

This session was mainly observing user behavior.

Participants were asked to try all functions after a short introduction of the product, to see how intuitive the product was to potential users. While trying, participants needed to express what they feel and why they feel that why.

Short interviews were conducted before and after the observation, to open up the topic and round up the session.

In the end, participants needed to put the product in a price category and rate the product in many aspects.

All result were presented to designers and integrated into next round of development.

time	Action	Purpose	Info to collect	Location	Responsible	observe
3 min	Introduction			TKD office	Mei	
7 min	• Current using experience	• Warm up – participants start to think about their current using behaviour	• Competitive environment • User behaviour	TKD office	Mei	Olaf
10 min	Explain & present CarryCoon	•	Observe how easy/clear for participants to understand instruction	TKD office	Olaf	Mei
10 min	• Participants to take out the dummy from inside the car	• To see how well the participants understand of the instruction • To observe their using process	• How much the participants can remember from the instruction • How difficult/easy is the learn curve • Pros and Cons in terms of usability	Garage (Dummy and carrier in CC hard shell, inside the car)	Mei	Olaf
	• To put on the carrier in natural position	• Same as above	• Same as above	Garage	Mei	Olaf
	• Un-wrap the carrier	• Same as above	• Same as above	Garage	Mei	Olaf
	• Put the carrier inside the hard shell	• Same as above	• Same as above	Garage	Mei	Olaf
	• Special check	• Does the participants feel safe to drive now	• If the indication buttons work sufficient enough	Garage	Mei	Olaf
10 min	• To put on the carrier in up-right position	• To see how well the participants understand of the instruction • To observe their using process	• How much the participants can remember from the instruction • How difficult/easy is the learn curve • Pros and Cons in terms of usability	TKD office	Mei	Olaf
	• To put on the carrier in nursing position	• Same as above	• Same as above	TKD office	Mei	Olaf
	• Participants to choose a price(range)	• To see how much price they are willing to pay	• To see how much price they are willing to pay	TKD office	Mei	Olaf
10 min	• Round-up questionnaire	• Rating of user friendliness of each action	• To understand the user friendliness of each action	TKD office	Mei	Olaf
	• Round-up feedback	• To get other feedbacks that participants didn't get chance to express.	• General feedback	TKD office	Mei	Olaf

Utrecht
Location: Herenstraat 12

	27-03-2014	First name	last name	Gender	Age	Family situation	Living condition	Car park	Education level	Profesion	Branche	Age of children in months	Pregnant?	What is most applicable to you?	English level	Do you live in an urban or a rural area?
1	09:30 – 10:30	Dennis	Van Veen	Boy	38	Married, 2 Children, 9wks boy, 8 yrs girl	Houten, rural, storage house	in front of house	HBO	Officer, ICT department	ICT in Rivm	2		I am a person who often tries out new products and I find it fun to do.	9	Rural
2	10:40 – 11:40	Marja	Van Vliet	Girl	33	Cohabiting, 2 Children	Utrecht, urban, family house	on street, public	WO	Health researcher	Science at Louis Bolk Institute	13,35		I am open to trying new products, but buy a product, usually after a while.	9	Urban
3	11:50 – 12:50	Melinda	Hildering	Girl	30	Married, 2 Children, 8wks girl, 2 yrs girl	Hilversum, urban, family house	in front of house	HBO	Group Teacher	Primary school	2,25		I am a person who often tries out new products and I find it fun to do.	7	Urban
4	13:30 – 14:30	Marjolein	Buter	Girl	29	Cohabiting, 1 Child	Vianen, rural		MBO	Unemployed		13		Ik ben een persoon die vaak nieuwe producten uitprobeert en ik vind dit leuk om te doen.	8	Rural
5	14:40 – 15:40	L.	Van Zoelen	Girl	31	Married, 2 Children	Houten, urban		WO	Lawyer	Government / Public Services at City of Utrecht	14,3	Yes	I am a person who often tries out new products and I find it fun to do.	9	Urban
6	15:50 – 16:50	Marjolein	Tolboom	Girl	33	Cohabiting, 2 Children	Soest, rural		MBO	Receptionist	Industry	1,16		I am open to trying new products, but buy a product, usually after a while.	8	Rural

Utrecht
Location: Herenstraat 12

	28/3/14	First name	last name	Gender	Age	Family situation	Living condition	Car park	Education level	Profesion	Branche	Age of children in months (0..26)	Pregnant?	What is most applicable to you?	English level	Do you live in an urban or a rural area?
1	09:30 – 10:30	Cor	Snijder	Boy	31	Married, 4 Children	Leusden		HBO	Service Manager	Wholesale - and retail at Honeywell Building Solutions	5		I am a person who often tries out new products and I find it fun to do.	8	Rural
2	10:40 – 11:40	Julie	Pontier	Girl	36	Cohabiting, 1 Child	Utrecht		HBO	Intermediary Consultant	Financial institutions Manpower	3		I am a person who often tries out new products and I find it fun to do.	7	Urban
3	11:50 – 12:50	Inge	Van Houdt	Girl	36	Cohabiting, 2 Children	Utrecht		WO	Grant Advisor	Other business services at Evers + Manders subsidy advisors	7		I am a person who often tries out new products and I find it	9	Urban
4	13:30 – 14:30	Rupert	Faneyte	Boy	44	Married, 2 Children	Utrecht		HBO	Salesmanager ICT	ICT at Actebus	4				
5	14:40 – 15:40	Jeremy	Buter	Boy	24	Married, 1 Child	Vianen		MBO	Cook	Catering	13				
6	15:50 – 16:50	Danny	Den Braver	Boy	27	Cohabiting, 2 Children	Uithoorn		HBO	Technical System Administrator	ICT at Rabobank	13,36				

Utrecht
Location: Herenstraat 12

	1/4/14	First name	last name	Gender	Age	Family situation	Living condition	Car park	Education level	Profesion	Branche	Age of children months (0..26)
1	09:30 – 10:30	Merijn	Musch	Boy	31	Cohabiting, 2 Children, 1 yr boy, 4 yrs girl	Ermelo, rural, family house	in front of house, private	HBO	Location Manager	Care and welfare at Salvation Army	12
2	10:40 – 11:40	Berdine	Sijtsma	Girl	22	Married, 1 Child	Amersfoort		WO	Home care worker	Care and welfare at Allezorg	6
3	11:50 – 12:50	Laura	Kneubuehl-van Der Vlist	Girl	32	Married 1 Child, 12 months boy, 26 wks pregnant	Eemnes	20 sec walk, public	HBO	NS employe	Logistic and transport	12

another:
Destinations, what are the reasons?
Time
Duration, how far or how long do you travel from A to B?
Frequency
How do you carry your baby when moving around? What product do you use to help? (maxicosi, baby carrier, bicycle seat, sling, by hand?) Name the brand please
What else do you need to take with you (other than the children)

When taking out the carrier, Is it easy or difficult to pull the lever?
Difficult O1----------O2----------O3----------O4----------O5 Easy
Is it easy or difficult to take out the carrier?
Difficult O1----------O2----------O3----------O4----------O5 Easy
Is it easy or difficult to put on the carrier in the natural carrying position: pull the ring and adjust the strap?
Difficult O1----------O2----------O3----------O4----------O5 Easy
Does this position feels natural to you or not?
Not natural O1----------O2----------O3----------O4----------O5 Natural

When putting the carrier back, Is it easy or difficult to click in the carrier to the hard surface ?
Difficult O1----------O2----------O3----------O4----------O5 Easy
Is it easy or difficult to push the carrier down?
Difficult O1----------O2----------O3----------O4----------O5 Easy
Now do you feel your baby is safe or not? (safe to drive?)
Not safe O1----------O2----------O3----------O4----------O5 Very safe

Is it easy or difficult to put the baby in and out the car?
Difficult O1----------O2----------O3----------O4----------O5 Easy

When putting the carrier up right, is it easy or difficult to pull the hook and adjust the strap?
Difficult O1----------O2----------O3----------O4----------O5 Easy
Is it easy or difficult to put on the waist belt?

Participants screening, product rating questionnaire and session photos.

THANK YOU