User System Interaction
Eindhoven University of Technology
Industrial projects 2015
Professionals in User System Interaction Design

The User-System Interaction programme (USI) started in 1998 with 19 trainees as one of the design programmes offered by the Stan Ackermans Institute at the Technische Universiteit Eindhoven. Since the start of the programme we have established a solid reputation. Our trainees (USI's) and graduates are in high regard as professionals. They distribute and pass on the knowledge and experience that is required to really understand how people can and want to be served by technology. The USI programme strikes the balance between challenging technological developments, exploiting design opportunities and fulfilling the needs and desires of people.

USI graduates are trained to improve the interaction between people and systems and to make technology truly accessible and beneficial for all. They are prepared to work on challenging problems, in multidisciplinary projects and in international environments. USI’s work on solutions and services for people in their home, work and social environments by employing user-centered design methodologies, accounting for the benefits for stakeholders and users, and balancing between system functionality and user experience. The programme is organised in modules that are taught by specialists in the domain, who bring in their international experience from universities and industries.

The USI design programme is characterised by its:

• Focus on design – Students are positioned as designers throughout the programme, that is, as intermediate between market demand and technical possibilities, between user needs and product satisfaction.
• Focus on Industry – Students work in their second year on a project in industry or government supervised by university staff and the host organisation.
• Focus on applicability – Students work on assignments and case studies throughout the programme.
• Teamwork – Students with backgrounds in the engineering, behavioral and physical sciences work in small interdisciplinary teams.
• Cross-cultural and international orientation – Students with different national and cultural backgrounds work together.

An important part of the USI programme is the nine-month industrial assignment, which is carried out in the second year of the curriculum. The general requirements for this assignment are, amongst others, a conceptually challenging problem, participation in a multidisciplinary team, and a strong design and evaluation orientation. We would like to thank the companies and coaches for their support and effort to make these projects into a success. The results of these projects are summarised in this booklet.

We wish the graduates of the year 2015 success in pursuing their professional careers.

November 2015

Prof. dr. Panos Markopoulos and PDEng. Ivor Grisel
User System Interaction Programme
I believe that understanding users and designing for users helps designers create meaningful interactions and provide positive user experiences. I started using user-centered design methods for designing a low cost braille printer while volunteering as a tutor at a blind school during my senior year of Bachelors in Mechanical Engineering in India. I got trained in Human Factors engineering and Human Computer Interaction (HCI) while pursuing Master of Science at Virginia Polytechnic Institute and State University (Virginia Tech) in USA.

I have been a champion of user-centered design approach throughout the project lifecycle for different projects in healthcare, transportation, consumer lifestyle, and accessible technologies. My interests are in empathy, persuasive design, social innovation, and behaviour economics. By practice, I have eclectic skills in UX design and can fit in different phases of the design cycle. My specific expertise is in information architecture, user research, user testing, expert evaluations, and accessibility.

I like coffee and good conversations. If you want to talk about UX or want to know about me, please feel free to reach out by email (dhillon.gurjot@gmail.com) or LinkedIn.

Koninklijke Philips N.V. has been a pioneer in healthcare for decades with products ranging from imaging systems, clinical informatics, emergency care & resuscitation, and others focusing on professional users. Philips has recently started focusing on personal healthcare products. Philips personal health has a broad spectrum of target users. These users could include 80 year old chronic-condition patient, a mother who gave birth to a baby recently, a home visiting nurse or a remote nurse for a chronic disease patient, or a healthy young runner who wants to track his/her health. This project focused on providing usable digital products to the end users and align the user experience across different user groups mentioned above. In this project, needs of users with different disease conditions were considered across different projects.

This project was supervised by Mike de Regt (Philips) and Jacques Terken (TU/e).
Hello, I am a User Experience (UX) designer and I believe that designing for user engagement is the most complicated part of the product development because it requires knowledge of human behavior as well as a good design insight. My background on Cognitive Psychology and my research experience on human cognition helped me to gain insight into human behavior. Then I realized that it was time to discover how this knowledge could be applied to design. User System Interaction was the best place to accomplish my goals where my design skills developed and I gained work experience when working for industrial projects. I also learned many things when working together with distinguished designers, engineers and psychologists.

So far I worked on industrial design projects such as healthcare monitoring devices, digital patient file, sustainable systems and digital coaching. In the future I would like to work on design projects in which I can integrate psychology with design. My major goal is designing coaching smart systems that are engaging for the users.

Please see my website for more information about me (http://www.beuyumaz.com/).

Fitness to Perform (F2P) is a web application developed as a digital coaching system for professional drivers. The system assists drivers when they are on-road by monitoring their activity, giving feedback on stress and providing recommendations about nutrition food and sleep. The recommendations are based on biological data (fatigue level, sleep, heart rate and stress), vehicle data (driving style) and the information from the environment (weather, road condition). The main goal is to increase driver’s general wellbeing, driving performance and consequently their life satisfaction.

For an impactful coaching, the system should motivate and persuade users in terms of behavior change; the provided information should be understandable and applicable for the drivers’ current needs. It is also important to consider the key issues for user acceptance of such a technology. A working prototype was developed based on the factors mentioned above. A user test was conducted on truck drivers in a real time context, when they were on-road for delivery. Result of the user test verified that relevancy and information customization is the key component for successful adoption of the system.

This project has been supervised by EIT Digital, Annick Starren (TNO) and Dr. Jacques Terken (TU/e).
GameBus Design of the User Interface and Experience for a Mobile application to gamify social, mental and physical activities in families

I’m Carolina Gomez Naranjo and I am a UX Designer from Bogota, Colombia. Before arriving at the User System Interaction Program, I graduated in Italy from my master degree in Product Service Design and EcoDesign. I joined USI to complete and expand my knowledge on Interaction Design, User Research and Product Testing. My work is focused on conceptualizing digital products and services that aim to make life easier, simpler and fun.

My main focuses are Sustainability, Co-creation and Mobile App Development. I am passionate about how technology can help us be environmentally friendly, active and bring us closer together.

Currently there are many apps appealing to different ages tracking our different behaviors but none of them integrate and engage the entire family to stay active in every aspect of their lives, especially the elderly. GameBus as a mobile application, searches to encourage groups of families, friends and neighbors, to join efforts and keep healthy in the physical, cognitive and social dimensions of their lives. Is a platform where everyone can participate, choose the app they are comfortable with and take care of their loved ones.

The Project focuses on delivering a mobile application to both the Dutch and the Italian markets to turn currently perceived duties regarding cognitive, physical and social activities into an enjoyable gaming experience. This particular application creates a dynamic and simple space to support the family members need to stay healthy, encouraging the family of doing activities together and informing the members about their current level of health and wellbeing.

Many families currently use different applications, objects, activities and devices to stay fit, but none of these elements provide a holistic view of the user’s state of health and include their members as part of a game/challenge to support the achievement of their goals. My role in this project was to investigate the relationships between people, technology and wellbeing and to develop an Interface proposal and support the development of the Front and Back End of the mobile application to ensure that the user’s needs and expectations are being met.

This report presents the worked developed during the project. The Application development was shaped through observations, interviews with numerous stakeholders, creative workshops, prototype iterations and usability testing. GameBus will be fully available for both Android and IOS devices by the end of 2015 and will implement the design described in this report.

This project was supervised by Pieter van Gorp (Gamebus) and Lu Yuan (TU/e).
I am a user experience designer from Russia and I am a lucky person. I found the field that I love to work in. And that field is user experience. My primary focus is user experience research, interaction design and prototyping. In my opinion user-centered approach is beneficial only when it is applied properly.

I graduated from the master program “Information systems and technologies” with diploma with honors in Moscow. To gain hands-on experience and apply my learning’s from academia, I started working in the IT-industry. First, at the usability agency and later at the biggest Russian internet-company. Being involved into the local and international projects helped me to get practical experience in the whole process of UX-project: from recruiting participants for user research to presenting results to the clients. In two years I grew from assistant to the senior UX researcher. In that period I gained a lot of experience in applying qualitative and quantitative research methods.

To expand my horizons and go beyond my limits, I moved to the Netherlands to join “User-system interaction” program. USI program gave me the opportunity to dive into HCI discipline. The program also helped me to explore myself as a professional and discover my personality.

As a part of USI program I was working in Nedap N.V. as UX Designer on software redesign project.

PEP Flex is one of the Nedap products. It is a digital system for the time tracking processes of the hours worked by temporary workers. PEP Flex is aimed to save time and prevent mistakes and miscommunication, eliminates part of the administrative routine of intermediaries, giving them more time to use their knowledge of human resources or sales. In 2008 PEP Flex was an innovation in the industry to resolve the registration process with simplicity. However, throughout the years product team got many “feature requests” from the clients. Implementation of those features led to the inconsistencies in the interface. Growing functionality brought complexity that has a big impact on the user experience.

My final USI project is aimed to bring the focus of the product to the end users. This requires to redesign the workflows and the interface of Pep Flex based on the user research. The project went through the phases of discovery, defining, design and evaluation.

During the project product team was actively involved into the process of analysis and design. Their contribution has a big value to the project.

Based on the results of the user research, a new workflow was designed and implemented as an interactive prototype. Multiple versions of prototype were developed and evaluated. The feedback from the evaluation sessions was implemented in subsequent versions to arrive at the final prototype. The final prototype was delivered to the software development team for implementation.

This project has been supervised by Geert Hollander (Nedap) and Prof. dr. Panos Markopoulos (TU/e).
Hello! My name is Maria Gustafsson and I’m a user experience designer from Sweden. I joined the User System Interaction (USI) program to get more skilled at communicating and expressing my ideas. I’m interested in how design can solve and improve societal problems, and how it can lead to more sustainable solutions. I like to be part of a community that makes products and technologies usable for their users and that creates products that are meaningful to people and add value to people’s life.

Following my education, I was looking for something that would connect the dots between my previous studies (Human Technology Interaction, MSc and Environmental engineering, BSc) and interests, and broaden my horizon in an applied, creative and challenging world of User Experience Design and Research. My innate characteristics, such as curiosity, perceptiveness, empathy and the joy of learning new things draw me to the field of UX, and the USI program. USI taught me a great deal of user-centered design, problem solving and teamwork, and many more things.

What I love with my profession? To make things usable and attractive to users. And, finally most importantly, my job satisfies my intrinsic curiosity.

MentesMe is an Eindhoven based mentoring company that helps professionals to learn from each other. This is accomplished by an online platform, Metro Mentoring Platform. The platform assesses employees’ competences, matches mentors and mentees, structures the mentor/mentee relationship and gives the management insights into how well the employees’ skills fit the company strategy.

The goal of this project was to design the UX of the Metro platform as a full member of the team. More precisely, to iteratively revise the usability of the current platform and extend it with new functionalities. MentesMe has taken an agile development approach using the Scrum methodology. This means that the development of the platform was broken down into a number of sprints. Key activities in the process included conceptualizing design ideas, wireframing, usability testing, communicating design goals to the development team and design interaction and graphics. An iterative design was ensured by applying a user centered design methodology.

At the end of this project, all functionalities that were set out in the beginning of the project were launched and are available for end-users. The key functionalities have been evaluated with end-users and a list of suggestions and future improvements has been created.

This project has been supervised by Niels Snoeck (MentesMe) and dr. Erik van der Spek (TU/e, ID).
My name is Nicolle Helgers, I live in Wijchen and I grew up in the south of the Netherlands. I have always been very interested in discovering how the human body functions and learned a lot about this during my bachelor study of Medical Technology. After this study which focused mainly on the physical body, I felt the urge to learn more about how the mind functions in combination with the body and did two masters in psychology (Clinical Neuro- and Applied Cognitive Psychology at the University of Leiden). During my second master, I quickly found out that my passion lies in the field of Human Computer Interaction. I am very curious about how people interaction with their (high-technical) environment.

What I like the most is ‘helping people to have an easier life’. With the skills I (further) developed within the USI program, I can follow this ambition by designing usable and appealing interfaces that suit user needs and enhances the user experience. USI has given me the opportunity to be involved in the entire design cycle where I build bridges between psychology, technology and design. Furthermore, I am ambitious to bring the field of User Experience to a higher level. Besides product development, I think service design is also an important aspect that needs to be considered to create an optimal user experience.

The assignment is conducted at the User Interface Competence Center (UICC) department of Philips Healthcare. Active harmonization of Philips Healthcare products and its interfaces is an important task for the UICC department. Therefore, a lot of effort is being put in the development of guidelines. The guidelines support both the product development teams in making their design decisions and usability engineers to use the guidelines as heuristics to perform expert reviews. The assignment consists of two projects that are in line with the active harmonization goals of the UICC department.

During the first project two font types are evaluated. Font types play an important role in business and can bring an experience that communicates emotions. Font type heuristics are developed to do an expert review by independent type designers. Also a usability study is executed to test the readability, legibility and subjective characteristics of both font types. Based on the results, recommendations are provided to improve the usability of a wide range of Philips Healthcare applications.

The number of applications that collect (health-related) data is growing. When the data is visualized based on human cognition, it has high potential to reveal important insights and make decisions faster. Therefore, during the second project data visualization guidelines are developed, tested and iterated. Additionally a decision tree is created to select the best chart to support the tasks of the user.

This project has been supervised by drs. Rosaria Salpietro (Philips Healthcare) and dr. Jacques Terken (TU/e).
Hi, I am Ruslan and I am from Russia, Saint-Petersburg. I graduated in 2010 in Saint-Petersburg Institute of Technology and I have Computer Science background.

During my career I faced with a variety of projects and tried different positions, from a server side developer to an interface designer but all my activities were always related with design. The most interesting and exciting area in the World for me is the Internet. Nowadays, I cannot imagine people’s life without the web. I strongly believe that each human on the Earth has to be connected.

Over the last decades information technologies came to a lot of areas of human life. Nowadays people work and collaborate more often using the Internet. Distance is not a barrier anymore for groups of people to interact and solve problems successfully. Especially this is the case for teams of designers because the interdisciplinary nature of collaboration plays one of the key roles in design process.

During this project we developed a new tool for designers. We call it Cloobok, an online collaboration and file-sharing tool for designers. One of our goals was not to replace existing solutions but develop an additional service that can help team of designers in their collaboration. We designed a completely new way of representation files and other types of information that designers operate with. It is available online cloobok.com.

This project was done together with Jesus Munoz (PhD in TU/e) and supervised by Mathias Funk.
Making a development roadmap is a difficult thing for a lot of companies. Looking half a year ahead and planning the technical development of multiple technical projects is difficult enough. Not only taking the development into account but also planning research ahead is a bridge too far.

It’s not that online managers don’t want to take research into account, they get an overload of inconsistent advice from multiple stakeholders. The problem is that the stakeholders only look at a small piece of the puzzle. Lacking overview, valuable money is lost because research is done at the wrong time, in the wrong order and nothing is done with the outcome.

With the Conversion Optimization Roadmap we look one year ahead and create a coherent plan for the future. During an interactive session, we identify the coming projects and prioritize them during the process. While discussing, we identify possibilities for research. Taking development, resources and the other research into account we make sure that we maximize the return on investment.

This project has been supervised by Bart van de Biezen (Aan Zee) and Mathias Funk (TU/e).
“You live to learn”

I am a User Experience designer with roots in engineering. I was born in Thessaloniki, a vibrant and influential city, where I also studied Electrical and Computer Engineering. For my master thesis, I built a computer program which gave the user the possibility to write a scenario in human language and transformed it into an animation video. That was the moment that I understand how important and captivating the user interaction with different types of technology can be.

After working in web development both in Greece and in Germany, I still felt the need to explore the field of human-computer interaction. Looking for different possibilities that could help me fulfill my dreams, I came across with the post-master in User System Interaction. It was the smartest decision that I have taken in my academic career, since I had the chance to meet and work in a group of talented people and learn how to design user-centered applications by working in different projects.

As I am convinced that technology can have a great impact on one’s life with advances that can prove to be life-changing, it is my objective to work towards trespassing the borders of age, gender, educational and social background and apply user-centered design to improve people’s lives.

The Fit-to-Perform (F2P) project was initiated by the European Institute of Technology and is executed by several partners with a background in health, academic research, legal and automotive. In the F2P project, ‘Fit to Perform’ has been defined as:

“Fit professional drivers are professional drivers who are physically and mentally capable to show behavior that maximizes the chance to fulfill their task safely and within their companies’ constraints.”

Through developing metrics that predict drivers’ fit-to-perform capacity and applications employing these metrics that guide drivers to improve their fit-to-perform capacity, the outcome of this project aims to improve road safety and drivers’ wellbeing.

In order to develop such kind of metrics, it was vital that driver’s physiological and driving behavior data were collected to examine possible correlations.

Therefore, the goal of my project was to plan and implement a self-guided on the road study for a truck driver, which is well understood and user-friendly; plan and conduct a simulator study; make clear instructions for the experimenter for the on the road and the simulator study; get feedback for the study and implement it to the planning of the next study.

This project has been supervised by Dr. Jacques Terken (TU/e).
Diabetes education is important for diabetes patients to help them manage their disease. However, in the current education system, patients often get overwhelmed by the amount of information and demotivated by its complexity. To help both diabetes patients and professionals, the Máxima Medical Center and the Eindhoven University of Technology work together in the Eindhoven Diabetes Education Simulator (E-DES) project.

One of the aims of the E-DES project is to develop an educational diabetes game that diabetes patients can use to gain - and practice with - knowledge about factors that influence their glucose level. At the base of this game lies a simulator: a physiological model which can predict glucose and insulin levels of individual patients based on their medicine and food intake and their behavior.

This final USI project focuses on the research and development of the game. In a one year project, a nearly full user centered design cycle was executed: from research, to conceptualization, detailing, and partly implementation. The project started with exploring the diabetes domain and defining the target audience and ended with a user evaluated high fidelity prototype (or: alpha version of the game).

SugarVita is a digital multi-player board game which can be played on a tablet. The board represents 24 hours in which players are challenged to respond to events. The goal of the game is to stay as close to your ideal glucose level as possible, resulting in a higher score. And of course: the person with the highest score wins the game!

This project has been supervised by Anne Maas PDEng. (Máxima Medisch Centrum) and Dr. Wei Chen (TU/e).
What started as a spark of interest into product engineering quickly evolved into a flame for cognition, design and technology. Gaining knowledge about the development process by completing a bachelor in product engineering helped fuel completion of a master in artificial intelligence. This opened up the door into how humans act and think and how cognition plays a role in human computer interaction. The User-System Interaction program helped develop applicable skills that are valued in design industry and taught skills that actually help build concepts and test applications. It shows how users can be involved into designing interactions and systems while at the same time greatly valuing aesthetics. Technology is changing constantly and facilitating new ways of designing interactions plays an important part into how people live their lives. Designs define an era and help shape the world; it is great to be able to contribute to this.

The biggest catastrophe in terms of devastation to society and the number eight disaster of happening within the next 10 years? Many people are blissfully unaware of how dire our clean drinking water actually is. Just like energy, water should be used sustainably but as we have seen in today’s society, asking people to do so doesn’t always have the desired results. Therefore there is a quest to figure out how to persuade people into a more desirable behavior. Luckily, we have technology to help us out in reaching this goal. The goal of the Waternomics project is to make people more aware of water consumption by engaging them into ICT enabled water management programs. By developing an information platform that stores data from water sensors and linking this information together, users can be presented with actionable information about their water consumption. In this project, there was a need to figure out how to best use this platforms information by designing applications in order to persuade users to consume water more sustainably in different environments. A user centered-design process led to a proposed concept. The concept acts on awareness by a public display containing sensor data visualizations and water footprint, a stand-alone water sink setup giving eco-feedback on consumption through patterns in the water itself, and a dashboard communicating with this sink in terms of information to communicate and how to communicate this in the water. Preliminary tests showed that the concept has potential in acting as a reminder for motivated users.

This project has been supervised Ed Curry (Insight) and Mark de Graaf (TU/e).
After an active student life I graduated in 2013 from a research master in Behavioural Science at the Radboud University in Nijmegen. I wanted to pursue a career in academia, researching the influence of modern technologies on human behaviour. However, as much as I knew about psychology, as little I knew about technology. While reading into the interplay between humans and technology, I stumbled upon the PDEng in User System Interaction - my chance of a first step in a growing field. Currently I am completing the PDEng with my first steps in a new direction, namely in one of the largest financial institutions in the Netherlands: the Rabobank. Apart from being the basis for a (at least temporary) shift from science to the corporate environment, the USI PDEng has mostly helped me nourish my creativity. It has paved the path for taking step forward, from describing to creating, from research to design. Most of the knowledge, skills and fun I gained during the USI programme is due to the group of talented multidisciplinary and multicultural young professionals I have worked with - a shared experience I will forever remember. Starting with the goal to be able to work on the interplay of human behaviour and technology, I can now state with confidence that I am able to work on the interplay between human behaviour, design, technology, business and society - and I look forward to it.

Two distinct projects have been the focus of the USI industrial assignment for Rabobank, metaphorically speaking the oil tanker and the speed boat.

The oil tanker is a metaphor for a three-year programme focused on systematically improving the continuity of business services to customers and employees. This is achieved by assuring the operation of critical (IT) services within the boundaries of an agreed risk appetite, supported by appropriate architecture, processes, culture and consistent communication in case of disruptions. Within this programme I conducted user research to gain ideas on preventing human error and creating an error-friendly culture. The gathered set of ideas is discussed from the perspective of literature on human error and high reliable and resilient organisations.

The speed boat is a metaphor for a design project using on large scale customer involvement in the implementation of new online functionalities, using lean design thinking. Following interviews with employees and customers, five major issues with current trajectories were discovered. Benchmarking of customer involvement and communities in other companies and brainstorming on several solutions led to the design of the Pioneering Programme. Becoming a Rabobank Pioneer entails being the first to see and try out new online functionalities in exchange for feedback, receiving insights in the innovative projects Rabobank is working on and being able to send in ideas on new services and products - all in your personal online banking environment.

This project has been supervised by Talent Officer Wijnand Brouwer (Rabobank) and Prof. Dr. Panos Markopoulos (TU/e).
Hi, my name is Mehmet Alper Yalvac and I was born and raised in Eindhoven, the Netherlands. As you might guess from my name I have Turkish roots. I am a UX designer graduated in 2008 from Eindhoven University of Technology, faculty of Industrial Design. I have several years of business and management experience. As a person I am a dreamer, explorer and observer which is my main source of inspiration to create meaningful experiences. With my designs I aim to personalize experiences that grow and evolve with its user over time, improve their lives and goes beyond expectations. The more challenging the problem is, the intuitive and crystal clear the solution becomes. I love to be a pioneer in delivering meaningful products from design, interaction and aesthetic point of view. I pursue my ambition in environments that provide plenty of room for self-initiatives, creativity and exploration which leads to new ways of thinking, new ways of collaboration and to meaningful products that really matters.

Currently I am living and enjoying Finland and work for Microsoft Mobile in Espoo. I am married to a Finnish lady and blessed with a beautiful son Alper, who is now 12 weeks old.

Nearshare is a project that has been conducted as a final USI project at Microsoft in Finland. A technology that has been developed by Microsoft Mobile opens up new ways to interact with people in direct proximity. Nearshare serves as a showcase application to promote capabilities of the technology in a real product for Windows Phones. Next to designing the overall product UX and GUI, the project served as a pilot for introducing Lean UX: a systematic process that helps to minimize waste through quick and iterative cycles by involving users in an early stage to learn what works and what to discard. My role in this project as a Lead Designer was to form a cross-functional team, apply Lean UX principles and facilitate design thinking.

This project has been supervised by Michiel Terlouw (Microsoft) and Mark de Graaf (TU/e).
Trained as a traditional industrial designer in China, I chose to pursue my career rather as an interaction designer in TU/e. The forward-looking educational model of Industrial Design in TU/e enables me to develop into an all-round designer, who has its unique understanding in human machine interaction. As an interaction designer with strong technical background, I devote myself into a continuous cycle of developing and reflecting. Only through ongoing experiments, both end-users and designers are able to communicate in a mutual manner.

With the trainee program of User System Interaction, I have the opportunity to bring academic experiments into various industries. This requires the competences in transforming researches into profitable commercials, which still tightly connects with end-users and with the ambition to have societal impact. Most importantly, we help our clients understand the true value of involving design thinking and designers into development process that designers should not just design a beautiful interface, but also to contribute into the entire blueprint progression. That is what I have been doing my best, and will continue to perform to promote design’s value throughout my career.

Waternomics is a European Commission funded project which aims at developing a central platform of application empowered by Information and Communication Technologies (ICT) that helps further reduce water consumption. The focus of this project can be described in three folds:
1. to develop new water flow/leakage sensing technologies that is more flexible and reliable;
2. to design a complete architecture for data collection, storage and analysis;
3. to design and develop user-centred applications that increase awareness of water usage that therefore change users’ behaviours towards consuming water.

My application focuses on understanding various user groups, and designing toward behavioural change. By interviewing different stakeholders, their daily activities related to water consumption in a public building (office) is analysed. This leads to my proposal of goal-oriented water usage that accessing water no longer behaves as that people has to trigger the water flow mechanically, but rather to reflect on their goal and behaviour before consuming water. By reinventing way of approaching water, users are able to behave according to what they actually need which in turn leads to reducing water consumption in all.

This project has been supervised by Dr. Edward Curry (Insight Centre for Data Analytics - National University of Ireland, Galway) and Dr. ir. Mark de Graaf (TU/e).
3TU.School for Technological Design, Stan Ackermans Institute offers two-year postgraduate technological designer programmes. This institute is a joint initiative of the three technological universities of the Netherlands: Delft University of Technology, Eindhoven University of Technology and University of Twente. For more information please visit: www.3tu.nl/sai.