

PORTFOLIO

Hello
I am Anna
I love to explore the world, experience new cultures
and learn new languages.

My design aproach is user centred, I want to solve
problems and create better user experiences.
Welcome to my portfolio!



REFERENCES

Indeed Innovation	Danone	Pactics
IdAid	Interaction 14	Wuppertal Institue
Formfjord	Henkel	Field Lab Delft
Officium	Vileda	
Cirp	PINZ Creations	

SKILLS

SOFTWARE		MODELMAKING	LANGUAGES
Rhino	Photoview	wood	German
SolidWorks	Keyshot	metal	English
Photoshop	Cinema 4D	plastics	Italian
InDesign	Axure	ceramics	Spanish
Illustrator		sewing	Dutch
Flash			
Premiere			
Microsoft Office			

PRIZES

"first sustainable summer school award 2009" from the Wuppertal
Institute

German human rights film prize
2002

OTHER INTERESTS

sewing	graphics
jewelry design	swimming
travelling	photography
cooking	



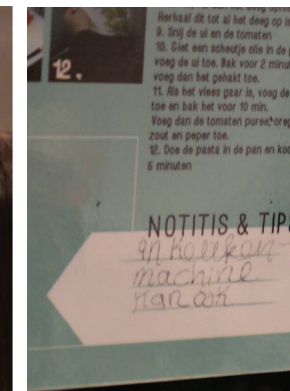


GROOK IT!

Grook it is the result of the course Exploring Interactions. (2013/2014)

In this course we had to design and develop a concept together with the user. We were designing for a specific interaction vision. My goal was to make children feel proud about contributing to the dinner preparations and my envisioned interaction was to make them feel proud like being on stage and winning a trophy. They give to the children about the dish they cooked.

My final product is a folder with recipes for children to cook dishes with micro-greens. They plant the plants and then cook a dish with the home grown plant. It includes a set of 4 micro-green seed bags and feedback cards for the parents in order to be more creative with the feedback. On the feedback cards are stickers with words and stars for the overall performance. The stickers can be put on the recipe cards. The recipes are sorted in 3 categories; starters; mains and deserts. The fourth category is called favourites. In this category the kids can store their favourite recipes. The recipe cards leave space for own notes and remarks. All recipes are laminated and therefore washable.





interaction vision:

make kids feel PROUD when they help to prepare DINNER!

... PROUD like receiving a trophy on stage!



cooking fun experience



indoor garden toolkit



the sharing experience

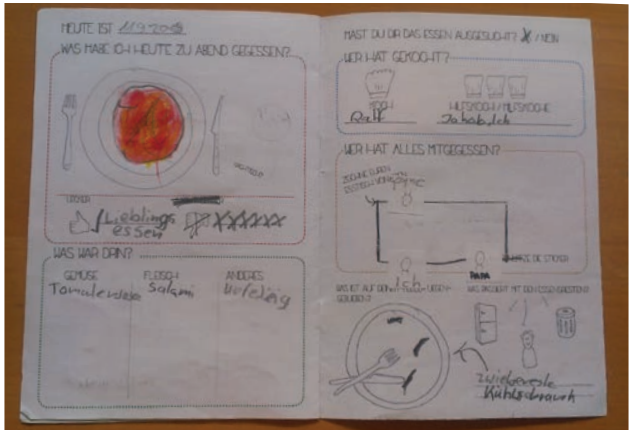
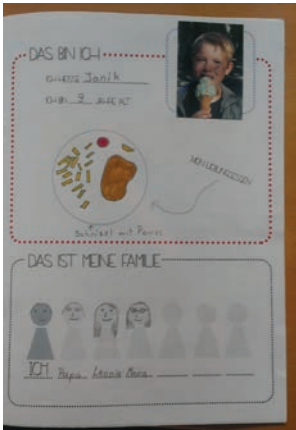
first concept ideas



CONTEXT MAPPING: SENSITIZING BOOKLETS

I made booklet for children to fill in a lot of things around their dinner habits and preferences and gave it to children in a school-class in delft as well as to some children in the neighbourhood of my parents. In total 33 children filled out the booklet.

One of this children was Diede and she and her family became the family I tested all my prototypes with.



INTERVIEW

I interviewed Diede and her mother and found out a lot about their shopping behaviour and what Diede already knew about food and plants. I also let her do some creative tasks.

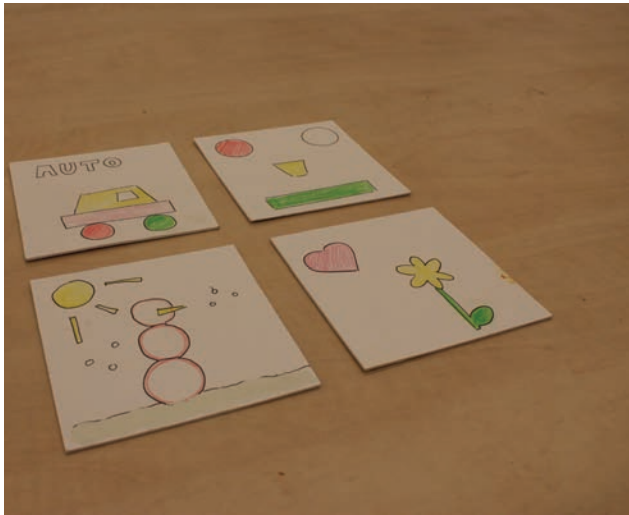


GROOK IT //PROCESS

The project was about exploring the envisioned interaction and design, test and iterate together with the user. I did a lot of observations, interviews and user testing to find out in which ways I can make children feel proud and also get them interested in cooking and finding out more about food and its origin.



EXPERIMENTING WITH NATURAL COLOUR, CREATING THE RECIPES AND GROWING THE MICRO GREENS



FINAL USER TESTING



USER TESTING OF CONCEPT IDEAS



LUMOS / NOX

Nox Lumos is an interactive playground that gives kids the feeling of having magical power by battling against each other in an open field. By performing specific gestures with hands and feet they can control the magic forest and grow beams of lights in the roots of the trees towards each other. Each player is in possession of his or her own magic tree, that has special glowing fruits growing on it. When the lights in the roots reach the tree of an opponent a player steals one light of the magic fruits from that tree and adds it to his own tree. The danger can come from all directions. Therefore, kids experience inner rebellion during the interaction by either choosing to have the most power while being in a danger zone, or by playing it safe along the sides with fewer opponents. See more in the video on:

<https://vimeo.com/106379626>



INTERACTION WITH THE PROTOTYPE

1

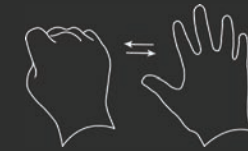
move your hands above the leapmotion (leaf)



create



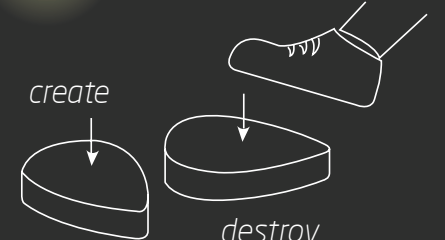
destroy



change the direction

2

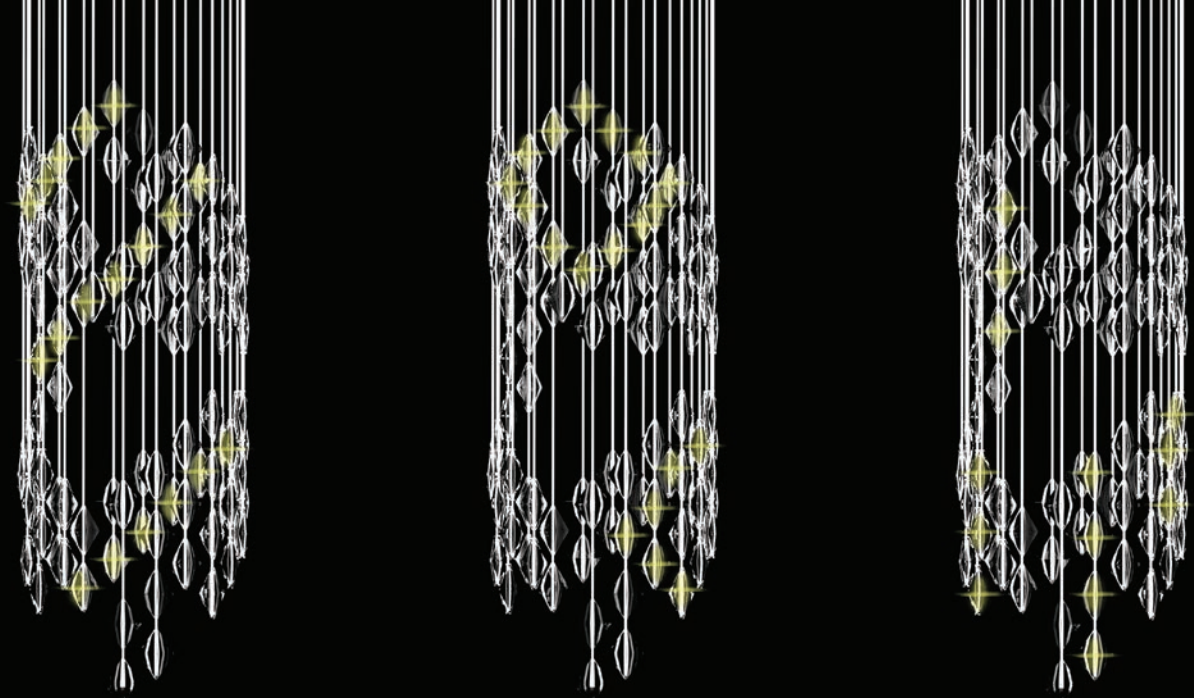
stamp on the buttons



create

destroy

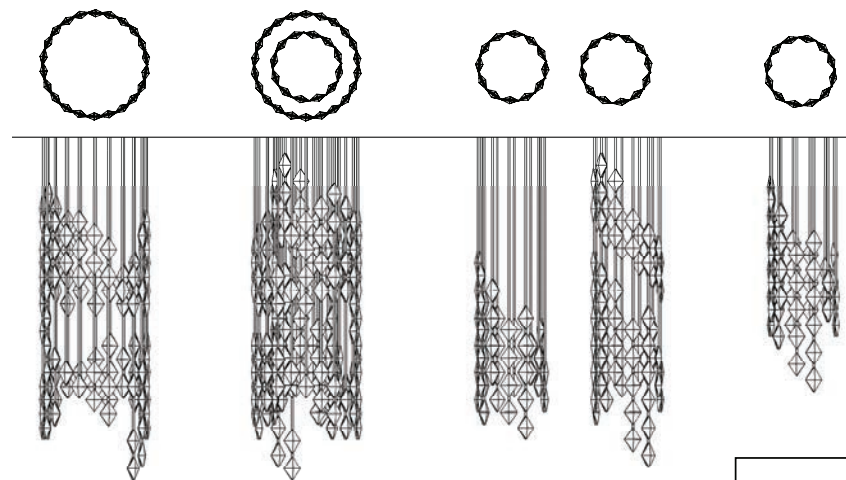




Interactive Chandelier

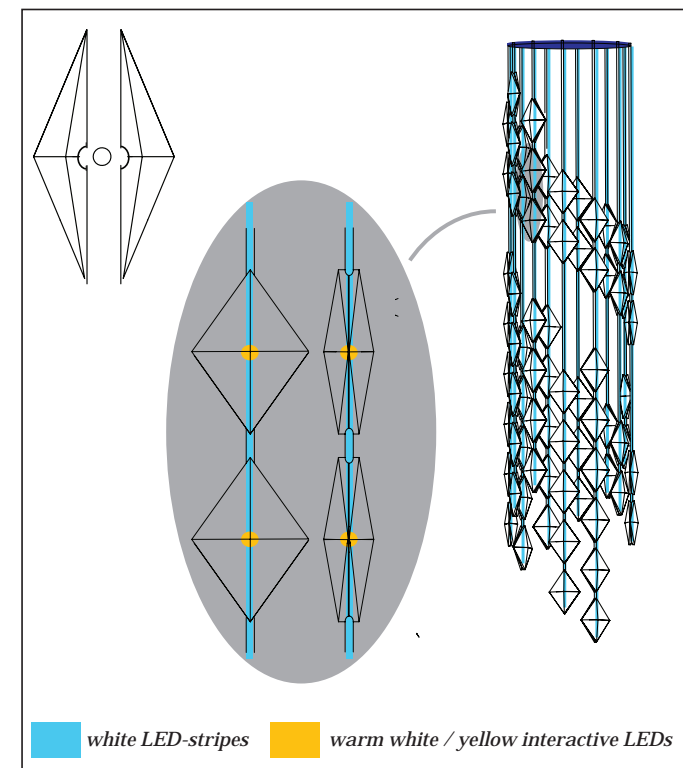
This project was an assignment from the company itallamp in Padova, Italy. I was invited to come one week to Padova, get to know their company, wishes and production methods and create a concept in this week. The result is an interactive chandelier for hotel lobbies and other public spaces, which interacts with the people around them.

White light in translucent plastic tubes comes directly from the ceiling. On these light tubes diamond shape crystals are placed. Therefore the chandelier is always a light source. The vision is to have a magical light dropping directly from the ceiling and avoid cables or bars which hold the light. When people approach the chandelier single diamond shape elements start to light up in patterns in a warm light color. The patterns depends on the position and the movement of the person.

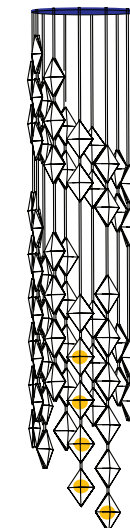


MODULAR SYSTEM

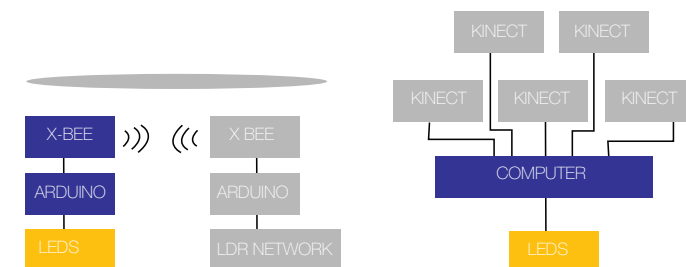
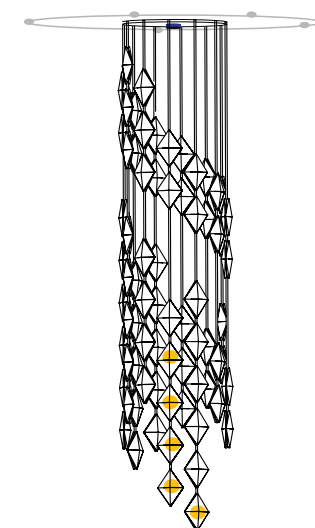
The modular system allows to create chandeliers in a big format for hotel lobbies, museum or public buildings, but also smaller versions for personal spaces. Many designs are possible, because the crystals can be arranged in many different ways on the light tubes.



CONCEPT A SENSORS IN THE FLOOR

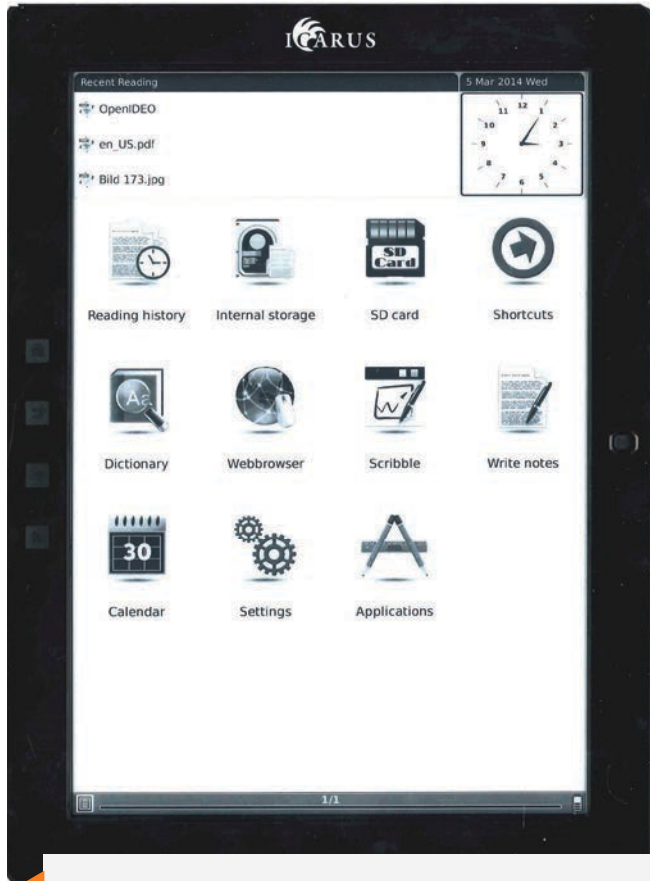


CONCEPT B KINECT MOVEMENT TRACKING

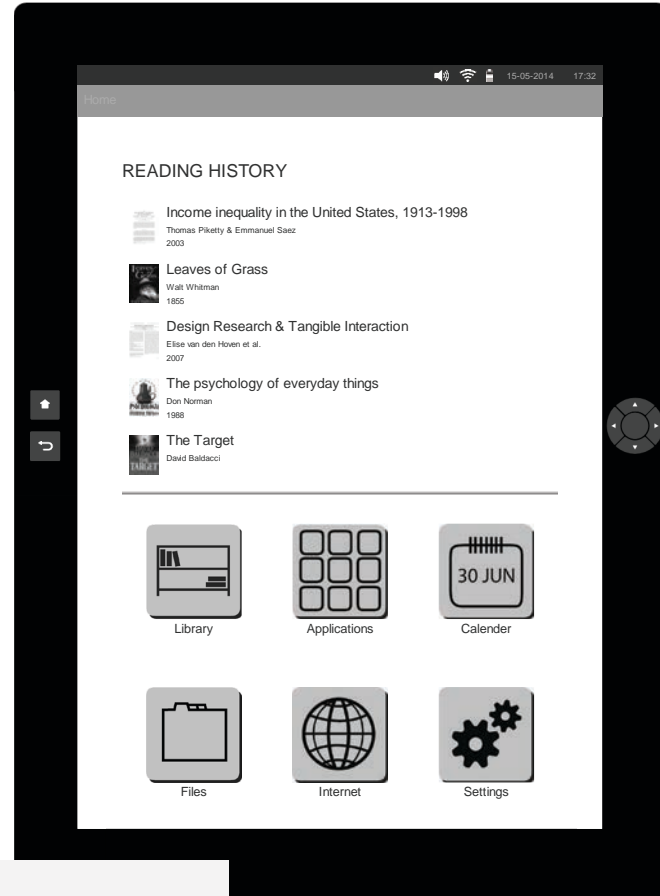


interactive concept

BEFORE



AFTER



E-Reader redesign

in this project we redesigned the Icarus Excel e-reader to make it more user friendly. After testing the old e-reader with a lot of users from the target group we came up with new solutions which were simulated and tested again. We created the new interface with Axure. This project was designed in a team with Marga Una Borrás, Minon Rosier, Paul Groenendaal and Yuri Havenaar.

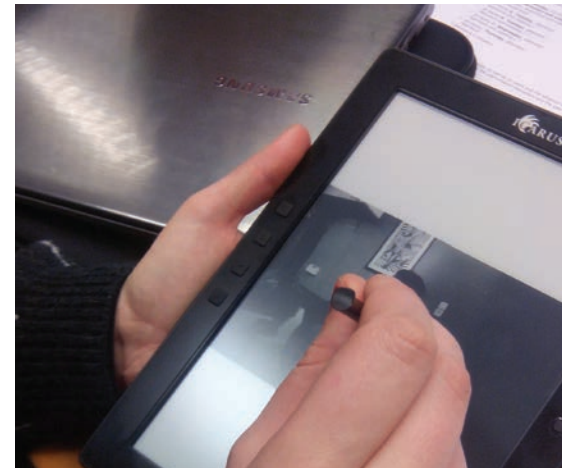
clear navigation always visible

better overview in the library different documents have different icons

redesign of all icons after testing different options on their readability with users



clear options, always visible also when in a document



user tests



Persuasive Environments

The goal of this assignment was to design an environment which contains persuasive elements. Elements which make the users behave in a certain way, without them even noticing. We designed a room for the yet to be build Princess Maxima hospital for child oncology. In this room parents of sick children can meet and exchange their ideas and tips or problems about different issues of their children. They are stimulated to do that by badges which are on the coffee cups they get when they get a coffee in the room. The badges ask them to pose a question to other parents, e.g. like: "Any tips if my child does not want to eat?" In the room is a glass wall which has space for questions on one side and for answers on the other side. This project is still in the concept phase. to check out the whole concept go to: <https://vimeo.com/118347460>



concept model

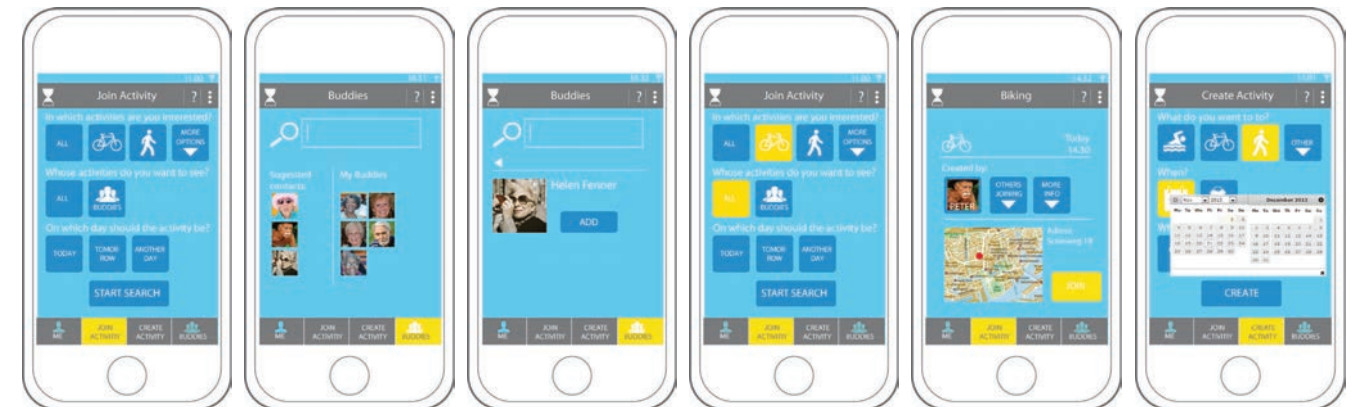
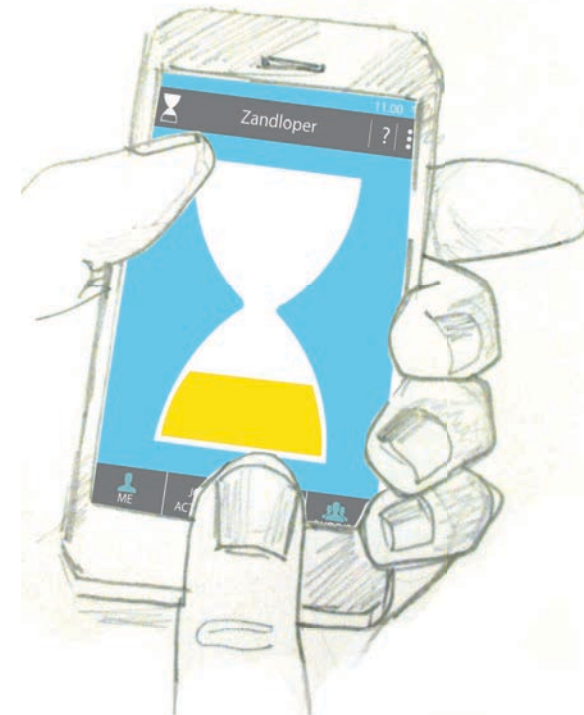


interviewing parents in the AMC's child oncology station



Zandloper

The city of Rotterdam asked to find a way to make old people move more. This is achieved best when they start moving before they are really old the latest in their 60ies. Our service is aimed to people between 50 and 65years old. People which can use a smart phone and still can be active to some extend. in creative sessions with the target group we found out that the main problem is the lack of motivation, and that this motivation can be triggered easier when combining it with social events and being active with others. But a lot of people don't know so many people in their neighbourhood to sport with. Zandloper is a service consisting of a lamp which functions as a reminder and is linked to an app. It allows people to see when other people do sports and join then and it also reminds them to do their exercises with the hourglass shaped light. if not exercised enough the light turns out and cannot be used anymore.



To see the whole service and app go to: <https://vimeo.com/118568128>



ISBJÖRN

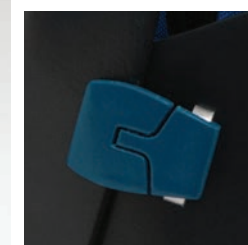
I designed Isbjörn in my 6th semester together with my fellow student Julius Graupner. It was the result of an extracurricular course. (2010/11)

Isbjörn combines backpack, transport slide and sleigh in one product. Its application areas are Arctic expeditions, snow shoeing and ski tours on flat as well as rough and uneven terrain. It consists of a supporting frame with integrated shoulder belts and lap belt, a soft transport

bag and the sleigh..The sleigh is hooked in at the supporting frame and fixed by buckles. Sleigh and supporting frame create a solid protection around the transport bag. The transport slide can be pulled with a rope fixed at the sleigh.

By fixing the soft part at the frame and not using the sleigh, Isbjörn can also be used as a normal travelling backpack. The supporting frame and fixed by buckles. Sleigh and supporting frame create a solid protection around the transport bag. The transport slide can be pulled with a rope fixed at the sleigh.

By fixing the soft part at the frame and not using the sleigh, Isbjörn can also be used as a normal travelling backpack.





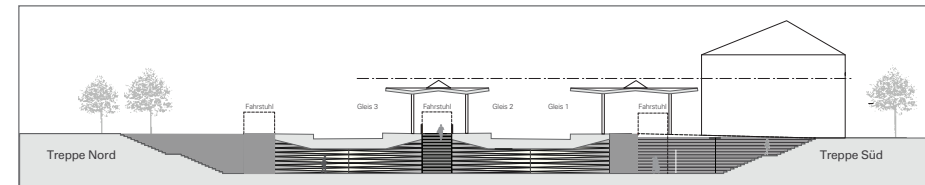
STREIFZUG

Streifzug is a concept for a pedestrian underpass in the city of Schwaebisch Gmuend. It was a group project for a competition, designed together with Jule Waibel and Dominik Witzke. (2010/11)

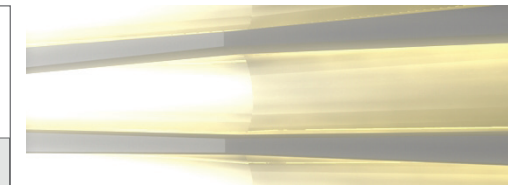
Through the horizontal light bands and LED-lettering the underpass creates a strong connection between the city centre and a new arising quarter on the other side of the underpass. The bright and warm white light

creates a pleasant feeling and takes away the usual discomfort of underpasses.

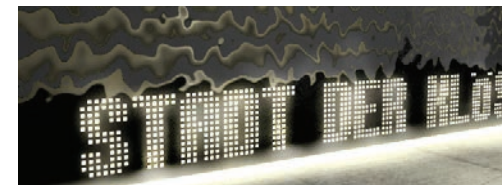
The slightly angled layout, the bevelled walls, stairs and ramps, as well as the three dimensional stainless steel profiles refer to the winding alleys of the old quarter of Schwaebisch Gmuend. On the contrary stands the modern interactive lighting concept. The underpass shall combine the old and the new parts of the city.



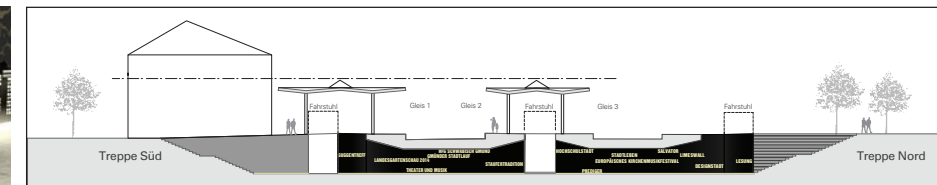
side-view west



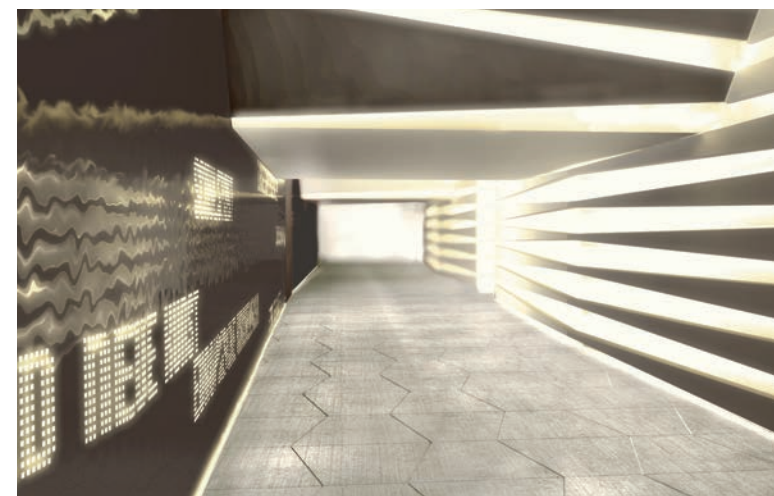
detail west wall



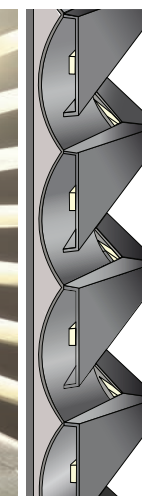
detail east wall



side-view east



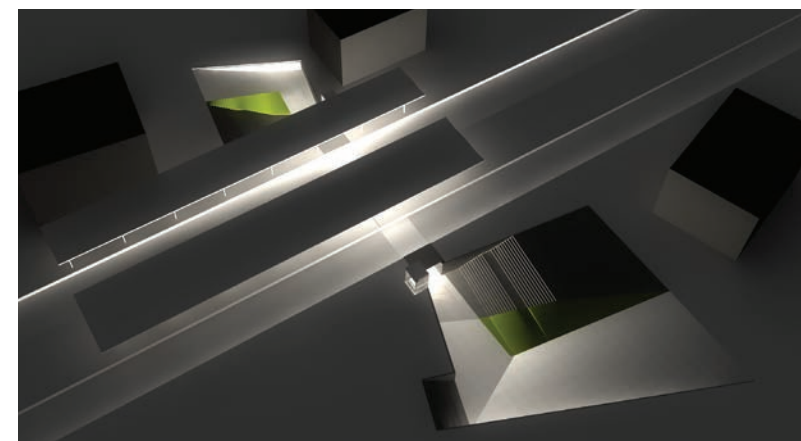
view from south side



detail pannels



top view in surroundings



top view



light testing model

WATERWISE

Waterwise is the final product of my bachelor thesis in which I dealt with the reduction of water consumption in the households of western countries. (2011)

Waterwise is a shower, shaped like a tree, which is a symbol for life. Waterwise illustrates the value of water by visualising the water use and therefore reducing it.

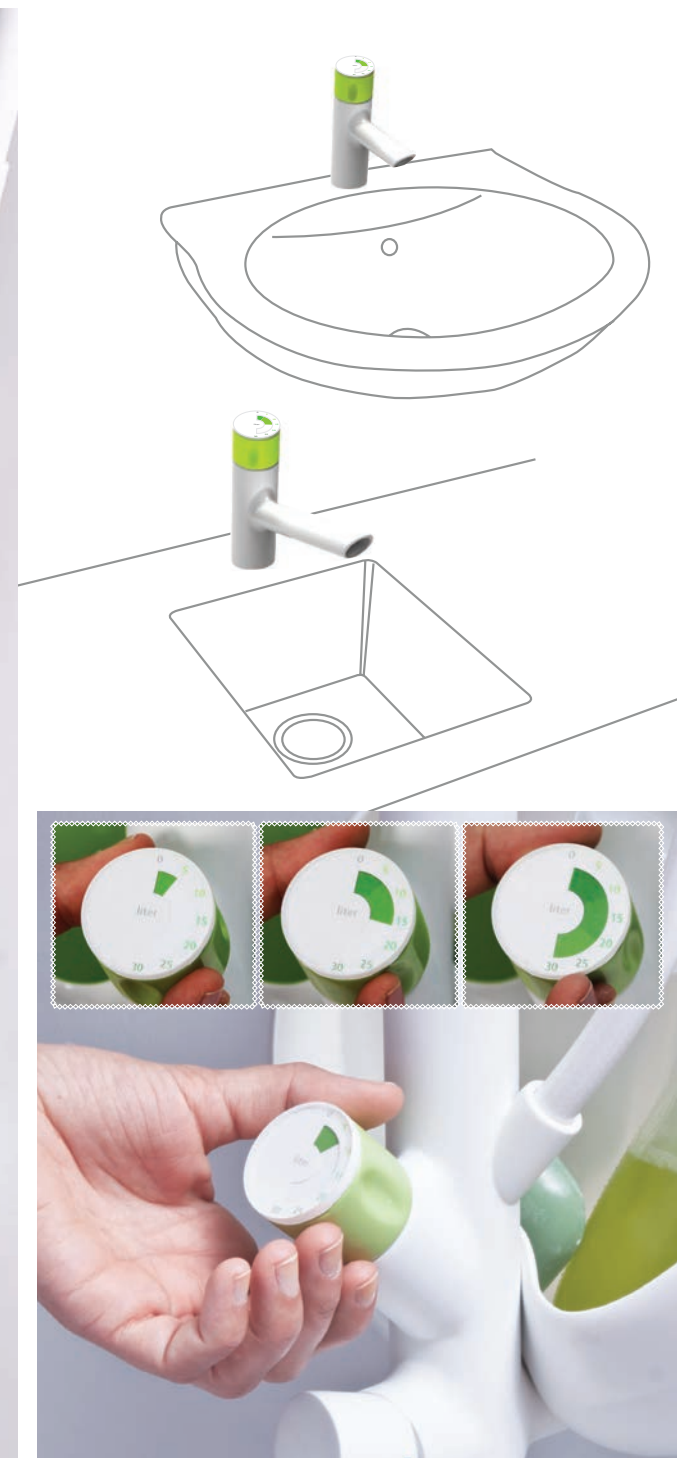
The reload button

Before showering the amount of water that will be used, has to be defined by turning the reload device. While water is running, the reload device turns back, showing how many litres are left. When the device has reached zero the water turns off. One full reload contains 30 litres, which equals 5 minutes with this shower. To continue showering, the reload device has to be turned again.

The user should not be forced to reduce his water consumption but he should become aware of how much water he is using and before turning the reload device a second or third time he will deliberate about whether this is really necessary.

With Waterwise the user will become aware of his own water use and learn in an nice and easy way to reduce it.

Moreover the shower uses a water-saving, air assisted technique, which uses only 6 litres per minute and softens the water jets. The shower can be installed easy and without professional assistance. Hence this product addresses not only house owners but also people who rent an apartment.



SOLIS

I designed Solis in my 3. semester (2008/09)

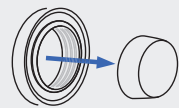
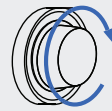
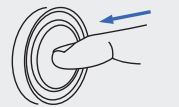
Solis is a coffee machine which can boil water by deflecting the sunlight, hence there is no need of gas or electricity which makes Solis ideal for camping or picnicking in the nature.

Water is filled in the glass cylinder, the foldable screen, which is mirrored inside, deflects the sunlight onto the cylinder and hence the water inside is heating up.

As soon as the water is boiling, it can be poured over coffee powder into the French Press. The French Press, the four cups and the cylinder can be interleaved while empty. The screen can be folded and closed with zippers.

While closed Solis measures a diameter of 15 centimetres and a height of 30 centimetres. It fits perfectly in a bag or rucksack. The shield is lower on one side which makes it possible to use Solis also in later hours when the angle of the sun-radiation is lower.





open



measuring the amount
of drunken water

MY TAP

This project is the result of group work in a three day workshop about sustainability. (2009)

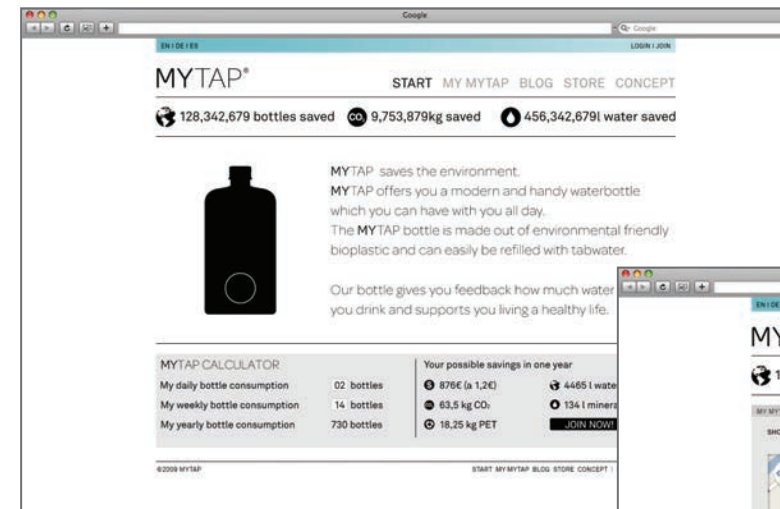
Mytap is a product service system that motivates people to drink tapwater instead of bottled water. Mytap includes not only the bottle but a whole service system which informs the user about the water quality in his region, and explains the advantages of tap water and the savings which are made by drinking it instead of bottled water.



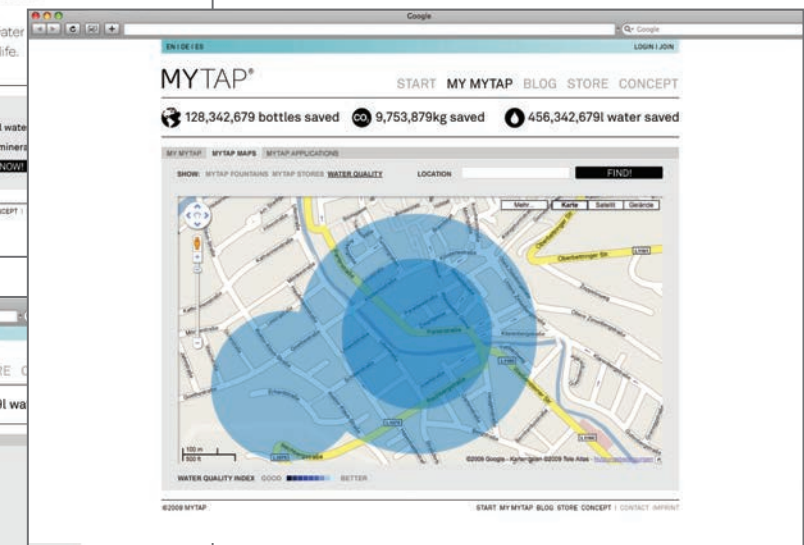
MYTAP®



easy to fill from the side



online service



ZIPART

Zipart is one of my earring collections created in 2012

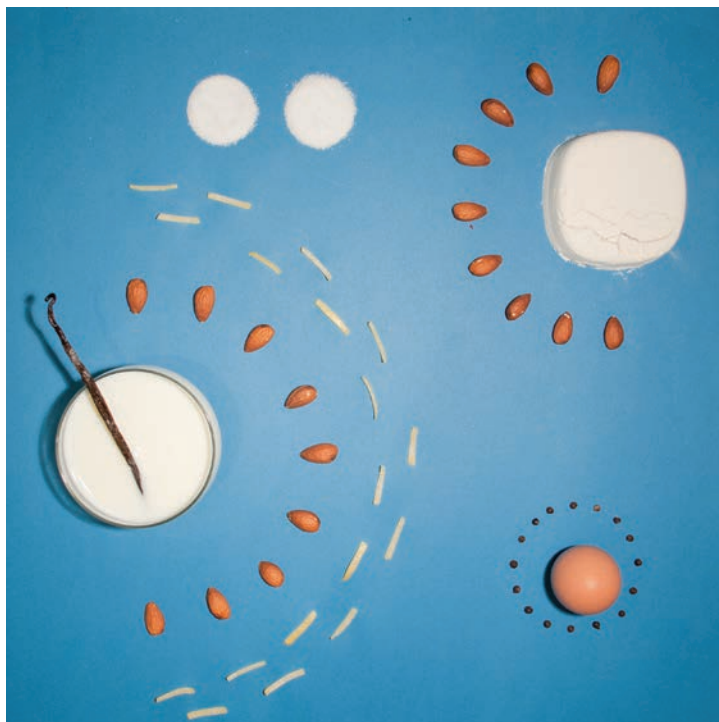
I combine things I find or which are not used anymore, e.g. pieces of fabric, gum, paper, wood, ect. with new elements and made jewellery out of it. For this collection I used old zippers.



PEPPER SERIES

This photos are part of a photo series of food stills. All photos represent a recipe for a dish or a cocktail and all recipes include pepper.

*This photos are part of a photo series of food stills.
All photos represent a recipe for a dish or a cocktail
and all recipes include pepper.*





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