

Design with a  
*heartbeat*



Portfolio by Laura Holtkamp



# Hi, my name is Laura!

*I am a caring Interaction Designer with leading skills in **design for healthcare, emotional wellbeing and gamification**. I am enthusiastic, imaginative, organized and caring.*

My path of designing started when I first came in contact with my biggest hobby, making art and doing handicrafts. This interest grew from simple drawings to creating whole new products and gave me a critical eye as well as attention to detail.

In 2008 I came to the Netherlands in order to study Industrial Design Engineering at TU Delft. Growing up in Germany and being raised bilingually gave me a different point of view on many design problems. In combination with my Dutch fellow students this has often resulted in new and diverse design ideas.

In 2011 I finished my Bachelor with a minor in medicine, which I followed at Erasmus University Rotterdam. My minor inspired me to do more design work in healthcare.

During my Master *Design for Interaction* I also did a number of projects in the gamification domain. My graduation project gave me the chance to combine my two favourite design topics by creating a serious smartphone game for weight loss.

Until my graduation in January 2014, I also worked as a product designer for Vintola, a toy design company that I initiated together with a group of three other design students. The designs made for Vintola include the board game *Monsterfabriek* (see projects).

When I am not busy with design projects I like to bake and have cosy evenings with my friends.

I like...



making  
people happy



studying  
humans



surprising  
people

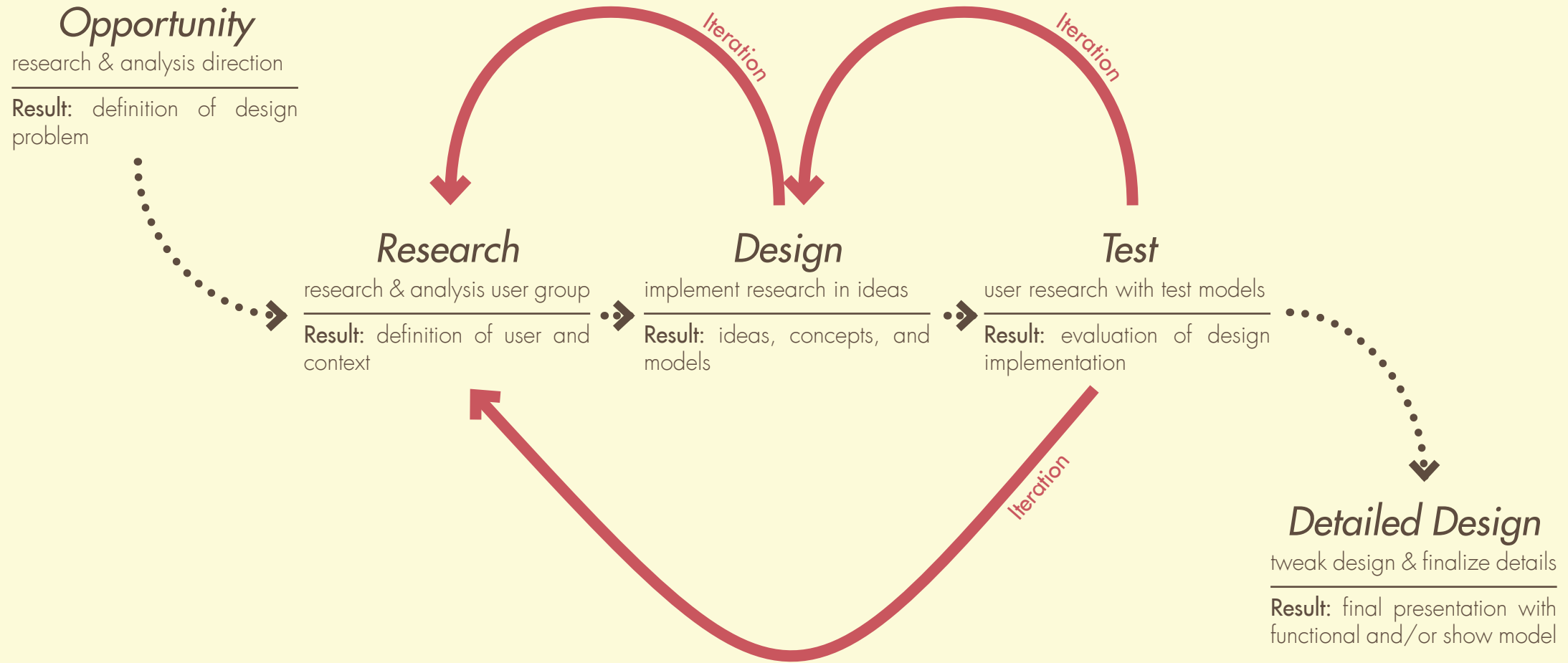


learning new  
creative tools



making things  
beautiful

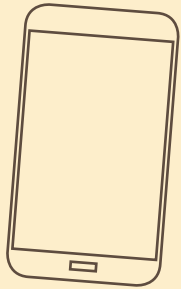
# My Design Process





# Carrot Runner

## Smartphone Game



Secondary vocational education students are gaining more and more weight. Having problems with making and meeting plans in the long term, the students need a constant motivation to regulate their own health.

"Carrot Runner" is a smartphone game, which encourages the target group to pay more attention to their dietary intake and physical activity. The final design consists of a motivating game and a framework, which teaches how to set long-term goals. For every healthy goal reached in real life, the player receives in-game rewards.

### Learning experiences:

- Design for motivation
- Focus groups
- Gamification
- Psychological research

**Client:** TNO

**Year:** 2013-2014



### Onderzoek naar smartphone-gebruik

\*Verstelt

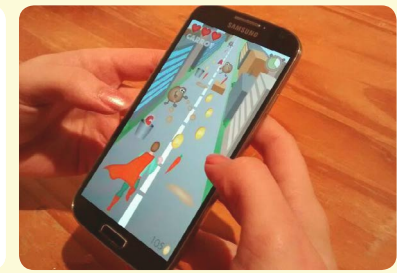
Welke smartphone bezit jij? \*  
Denk hierbij aan het merk en/of model

Welk besturingssysteem draait op jouw smartphone? \*

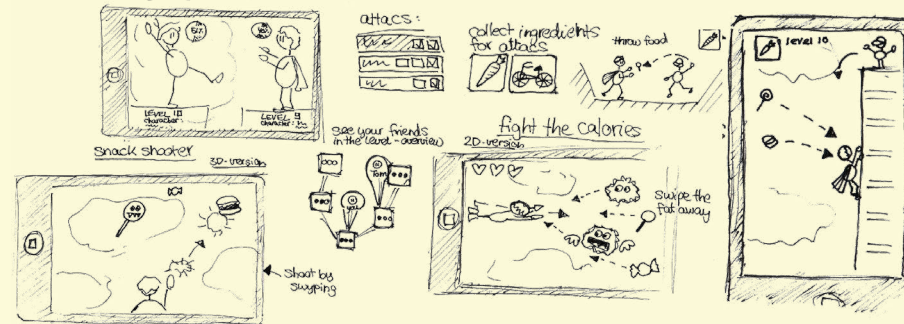
- ☐ Android
- ☐ iOS (iPhone)
- ☐ Blackberry
- ☐ Windows Phone
- ☐ Symbian
- ☐ weet ik niet
- Anders:

Hoe vaak maak jij in het algemeen gebruik van een smartphone? \*

- ☐ 1 keer per dag

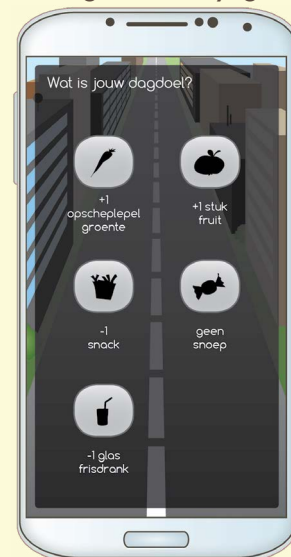


focus group methods



first game ideas

### setting a healthy goal

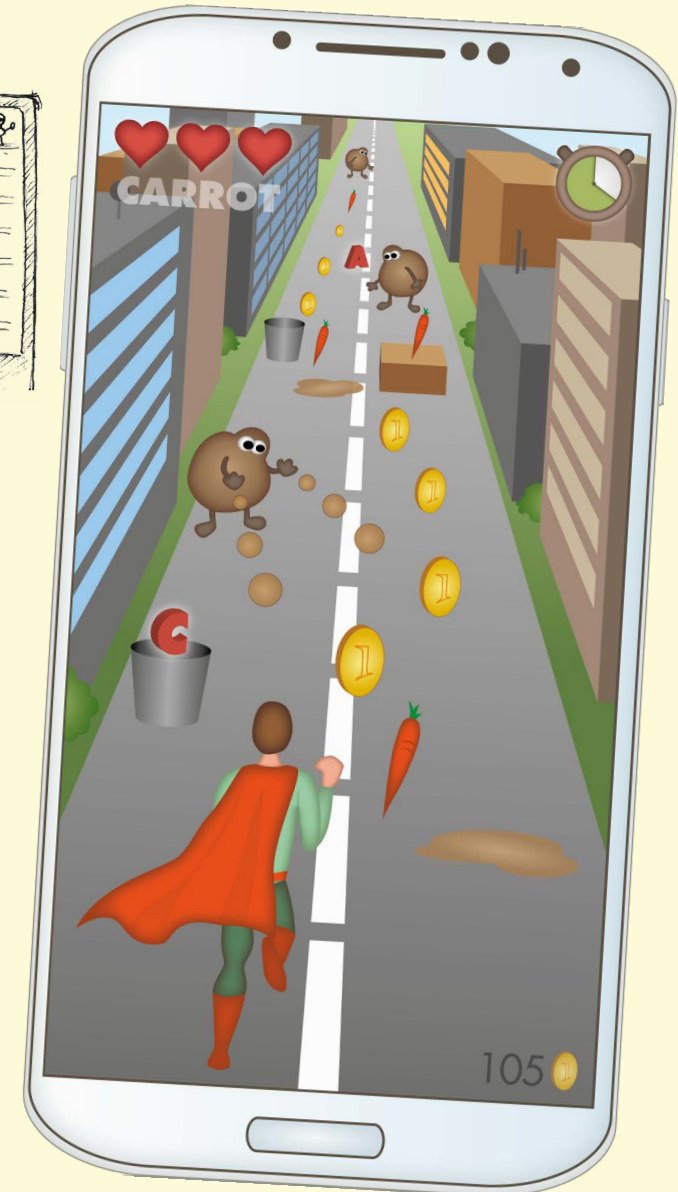


app checks  
behaviour

### receiving reward

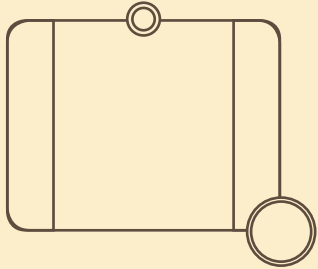


reward system of the app



# Amido 2.0

## Home Gateway



The "Amido" by Ascom helps elderly people to do their daily routine and live independently as long as possible. The features include alarming caretakers, communicating with family, friends, and caretakers, and ordering food and medicine. Various studies showed, however, that the device is outdated and has many usability flaws.

"Amido 2.0" is a redesign of the original home gateway. It enhances the existing daily functions, has an improved safety system and fits the home context.

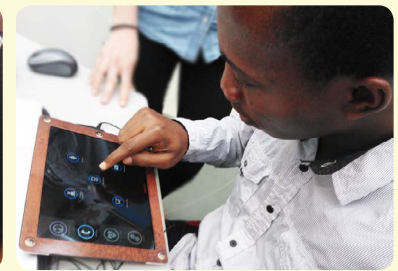
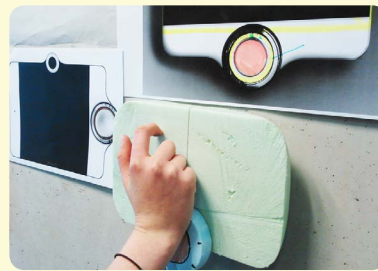
**This project is a team effort**, created together with four interaction designers.

### Learning experiences:

- Usability study
- Design for healthcare
- Design for usability
- User interface design

**Client:** Ascom

**Year:** 2012

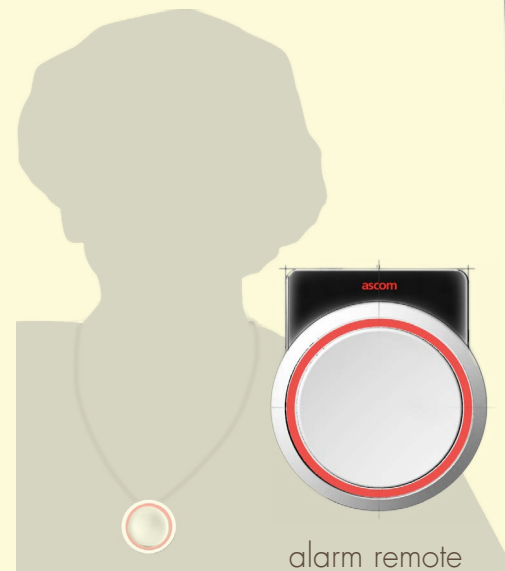
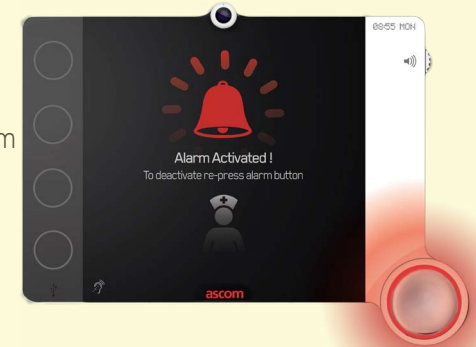


usability study with shape models and working GUI prototypes



concept sketches

activated alarm



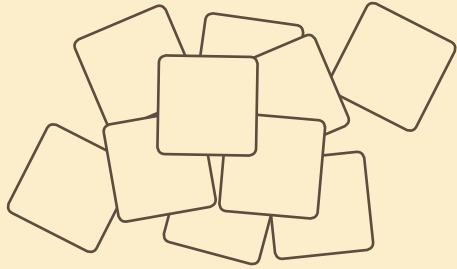
alarm remote





# Monsterfabriek

## Board Game



The current toy market consists of many games parents do not have a connection with. Research shows, however, that children enjoy the involvement of their parents when playing.

"Monsterfabriek" is a board game which can be played by all generations. The game mechanics are inspired by classical board games, which parents know from their own childhood. The monster themed visuals and the possibility to create an own monster are especially enjoyable to children.

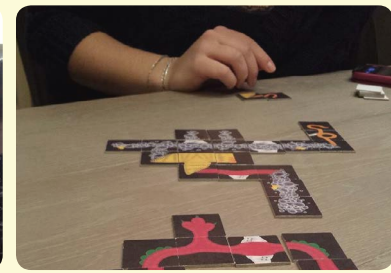
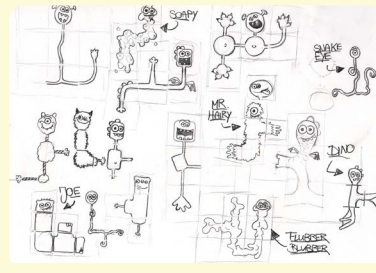
This project is a team effort, created together with two other designers.

### Learning experiences:

- Design for children
- Product testing with children
- Game design
- Graphical design

**Client:** Vintola

**Year:** 2013



testing the game mechanics and visualisations



packaging and instructions



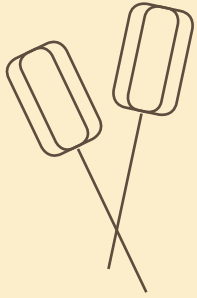
combining different monsters





# SweetiePie

## Child friendly Mixer



A fun way of having quality time with your kids is cooking or baking together. Many kitchen devices, however, are not easy to handle or even dangerous for young children.

The "SweetiePie" helps to create more family time in the kitchen. It is a mixer and a digital scale especially designed to suit the needs of parents as well as their children. It is safe and fun to use because of its unique interface and playful interaction.

**This project is a team effort.** The "SweetiePie" was created together with five designers from other IDE Masters.

### Learning experiences:

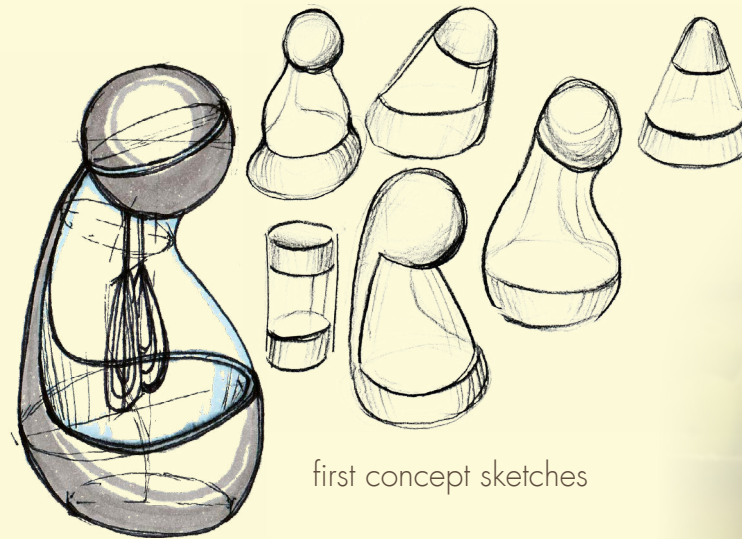
- Interaction research
- Experience driven design
- Design for positive emotion
- Product testing

**Client:** Trebs

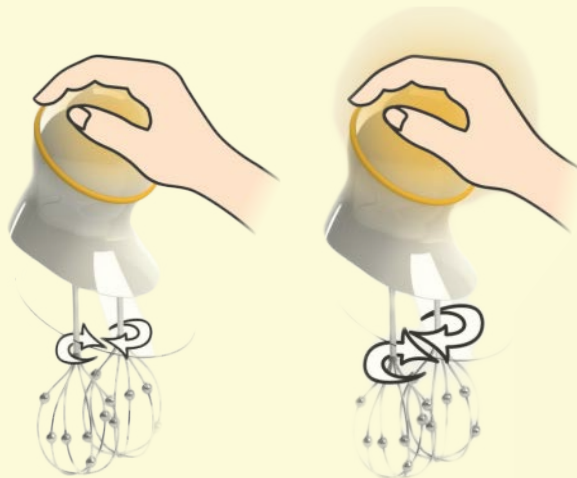
**Year:** 2012-2013



interaction research with prototypes



first concept sketches



more feedback with higher pressure



# Infectiegekte Card Game



The terms and conditions of a health insurance policy are a big question to many Dutch citizens. This often causes misunderstandings and irritations with the insurance.

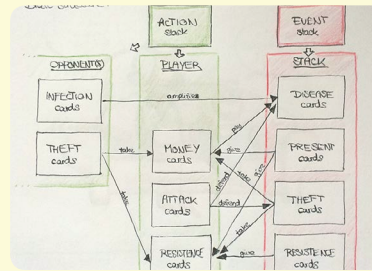
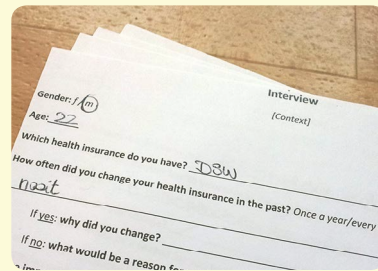
"Infectiegekte" helps people get to know their own health insurance policy in a playful way. During the game the players have to fight funny health problems with parts of the health insurance policy or their own money. The thrill of the game lies in the different action cards that either help the player or tease the opponent.

## Learning experiences:

- Research in medical context
- Visual communication
- Experience driven design
- Product testing

**Client:** DSW Zorgverzekeraar

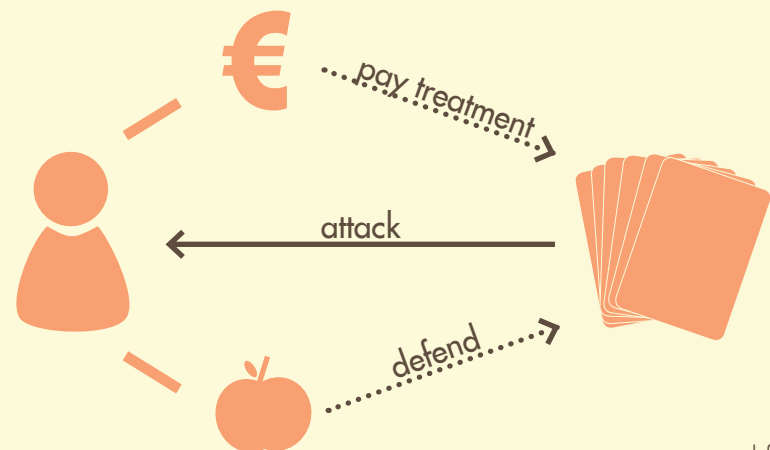
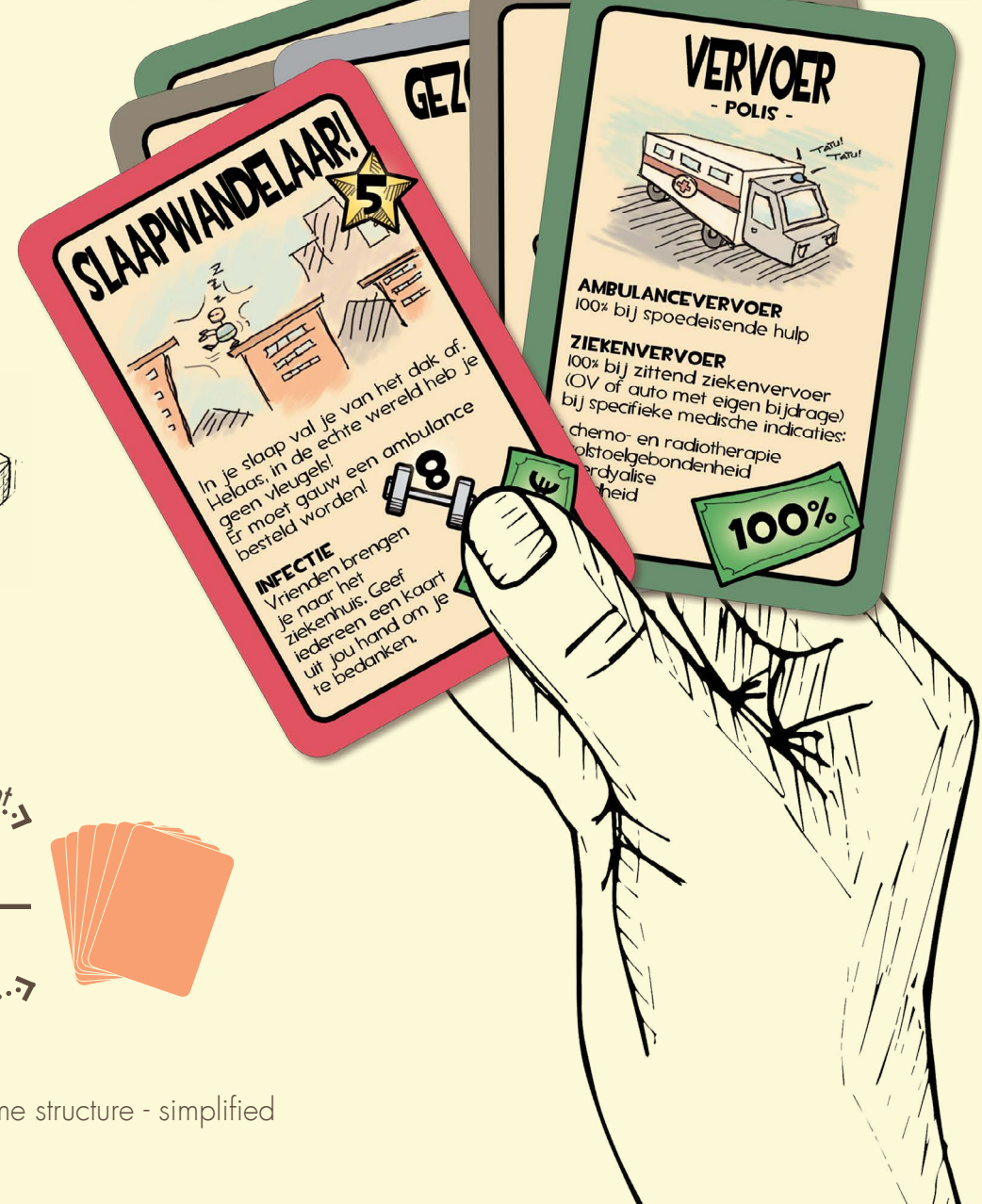
**Year:** 2011



from user research to user test



early sketches

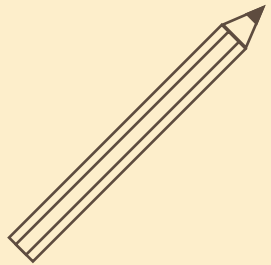


game structure - simplified



# Fluente

## Pen for Rheumatism



Holding a pen and writing can be a very painful experience for people with rheumatoid arthritis. The decreasing mobility of the hands might make it impossible to even hold a pen.

"Fluente" aims to offer an elegant and beautiful writing solution for people with rheumatism. The sweeping shape is adapted to fit the limited mobility of rheumatic hands. The cap allows easy removal through efficient force placement.

**This project is a team effort.** "Fluente" was created together with one other interaction designer.

### Learning experiences:

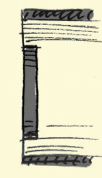
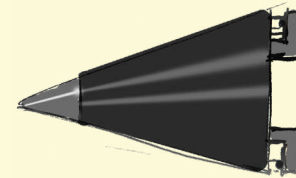
- Research in medical context
- Designing by simulating
- Design for usability
- Product testing

**Client:** Erasmus MC

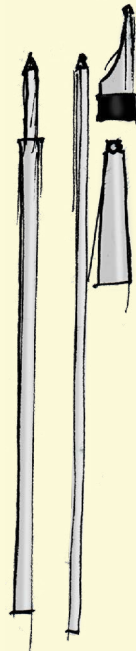
**Year:** 2013



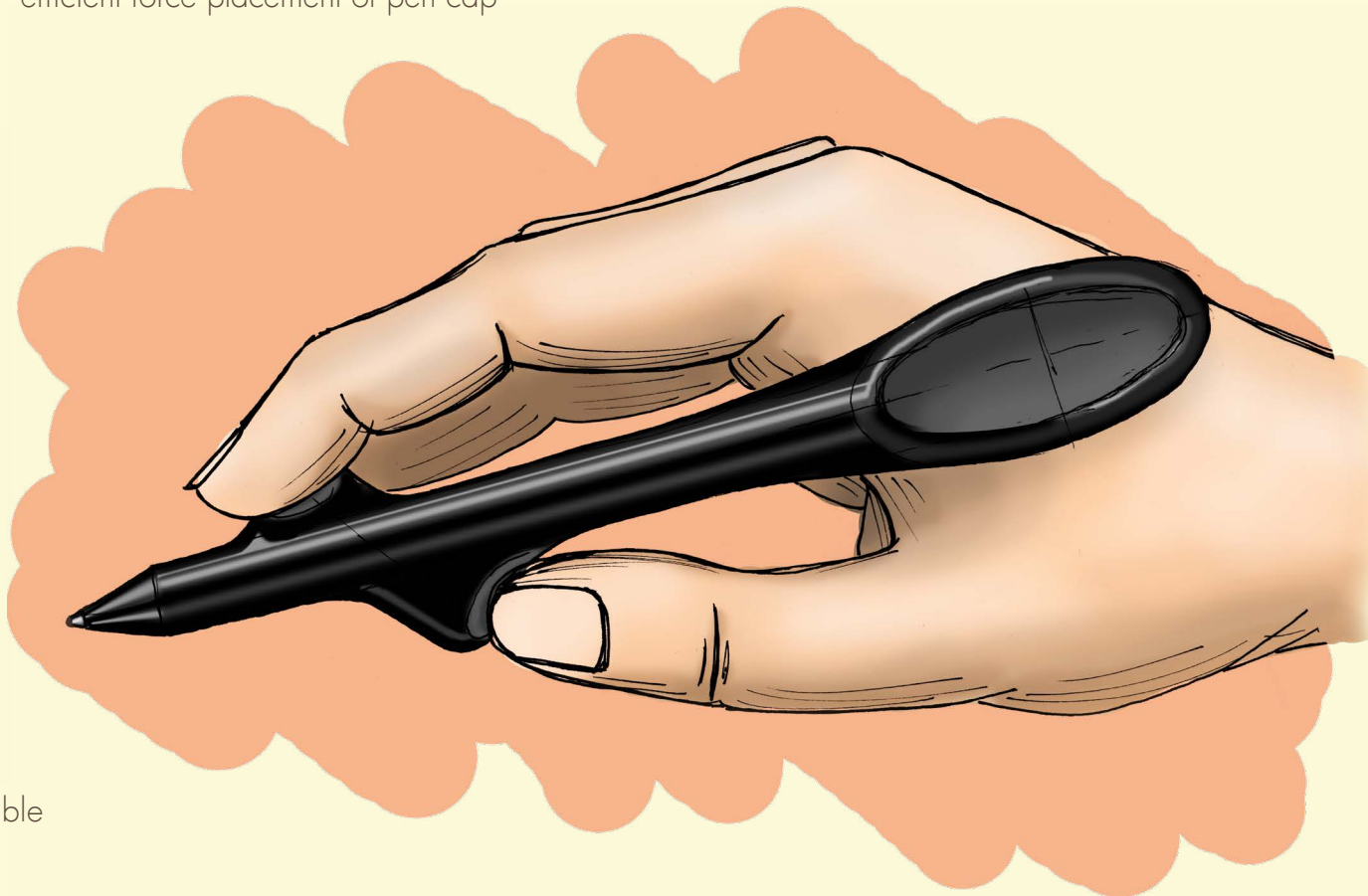
designing by simulating limited mobility



efficient force placement of pen cap



interchangeable pen tips



# John

## Kind Cash Machine



The ATM of the future makes it possible to withdraw money by simply holding up your smartphone. This new kind of interaction gives many opportunities to make an ATM more personal.

"John" is designed to express kindness in a serving way. The metaphor of a waiter is translated into the ATM that now truly 'cares about your money'. While you interact with it, it will give you feedback in the form of sound, light and movement.

**This project is a team effort.** "John" was created together with four other interaction designers.

### Learning experiences:

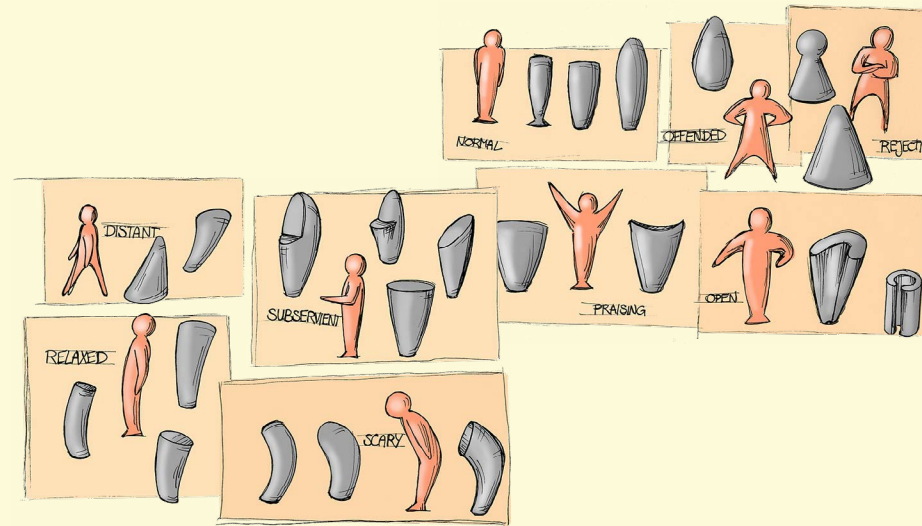
- Interaction research
- Experience driven design
- Prototyping
- Product testing

**Client:** NCR

**Year:** 2012



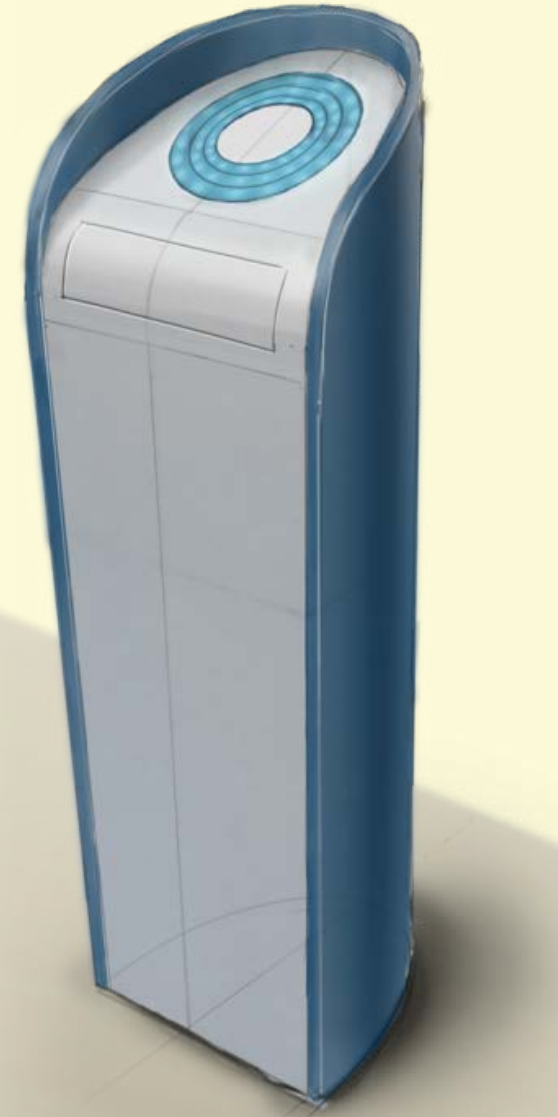
storyboard for withdrawing money



body language formstudy



testing the working prototype





# Peanuts!

## Card Game



For a new European peanut-line of Matutano/Duyvis/Benenuts, PepsiCo wanted to address the consumers in a meaningful way. The project is based on an in-depth emotional research on an elderly consumer.

"Peanuts!" assists the analysed participant in having quality time with his grandchildren while teaching them about rules. The goal of the game is to grow as many peanuts as possible. "Peanuts!" is easy to understand for young children and requires tactics at the same time. The small game can be added to a bag of nuts.

### Learning experiences:

- Emotional research
- Experience driven design
- Design for positive emotion

**Client:** PepsiCo Nederland

**Year:** 2012



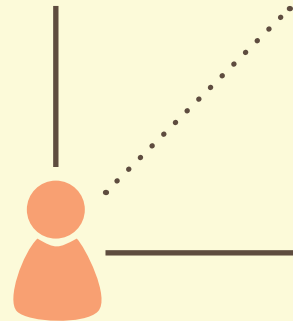
emotional research



playing a match



*"I like to argue with people"*



solution space

*"I want to be nice to my family"*



packaging



dice actions



rain (2x)



seed/harvest



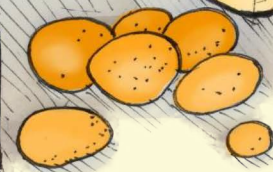
bugs/sunshine



harvest/bugs



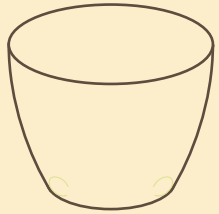
sunshine/seed





# CityBeads

## Sitting Spots



Europe's largest supplier of tow bars was looking for a new industry to enter with its current experience in sheet metal processing.

"CityBeads" is an individual, yet social product for public spaces. It consists of a number of seats (beads), placed on a rail. This enables the user to create an individual or social space. "CityBeads" can be used to relax, have lunch, play a game of chess and much more.

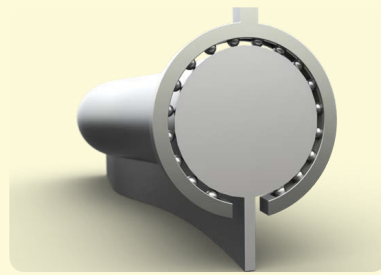
**This project is a team effort.** "CityBeads" was created together with four other industrial designers.

### Learning experiences:

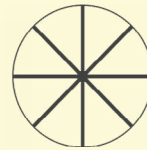
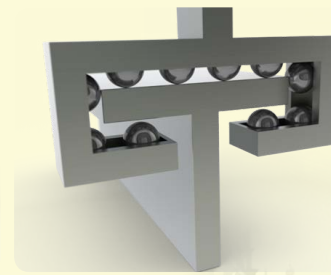
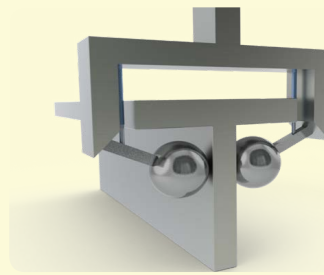
- Design for Interaction
- Business strategy
- Experience driven design
- Production engineering

**Client:** Bosal Tobo

**Year:** 2009-2010



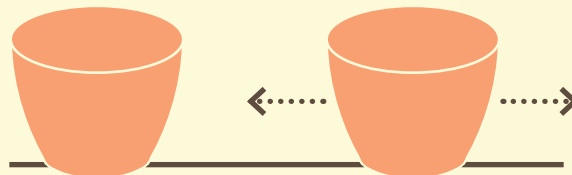
options for the rail



ribbed internal structure  
against vandalism



*"We want people to  
move to a different  
way of thinking, living,  
and enjoying, without  
feeling forced."*



stimulating to interact by moving seats





Interested?  
Contact me!

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