

Sophie, Thomas, Jochem, Maarten & Levi

# IVM overhaul

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Team YoungDrive

# Agenda

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- Doelstelling
- De weg naar een oplossing
- Onze oplossing
- Prototype



# Doelstelling

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- **Duurzame omzet vergroten**
- **Help consument duurzamere keuzes maken**

# Proces

## Team YoungDrive X MARS/X-Ingredient IVM overhaul Proces



Empathize & Define  
Week 1-2

Persona's



Ontwerp vragen & onderzoeksvragen

Moodboard



Comparison chart

Op welke OOH gebruikers willen wij ons richten? - Overname OOH

	Person	Age	Gender	Income	Education	Occupation	Interests	Needs	Wants	Behaviors	Attitudes	Values
Demographics	Male	25-34	Male	€10,000 - €15,000	High School	Student	Music, Sports, Gaming	Low income	High energy	Active lifestyle	Positive attitude	Values: Fun, Creativity
Psychographics	Female	35-44	Female	€15,000 - €20,000	University	Marketing	Reading, Travel, Art	Medium income	Stable	Organized	Positive attitude	Values: Quality, Reliability
Behavioral	Male	45-54	Male	€20,000 - €25,000	University	Software Developer	Technology, Innovation	High income	Stable	Organized	Positive attitude	Values: Quality, Reliability
Attitudinal	Female	55-64	Female	€25,000 - €30,000	University	Teacher	Education, Family	High income	Stable	Organized	Positive attitude	Values: Quality, Reliability
Values	Male	65-74	Male	€30,000 - €35,000	University	Retired	History, Nature	High income	Stable	Organized	Positive attitude	Values: Quality, Reliability

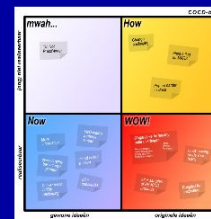


Ideate  
Week 3-4

Creatieve sessies

- Sketchstormen
- Personage bestorming
- Zes denkhoeden van De Bono

COCD-box



Concept: IVM QoL overhaul

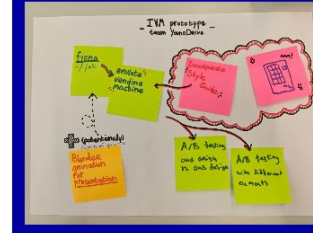
- slogan/joke
- substitution
- ranglijst on sleepscreen
- more information
- sprinkle of personality
- little labels



Prototyping  
Week 5

Bias analysis

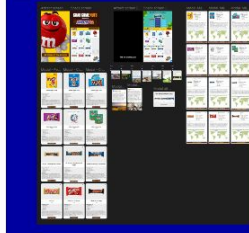
Prototype board



Customer journey



Figma prototype



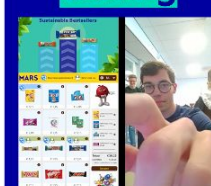
Testing & feedback  
Week 6

Testplan

USABILITY TEST PLAN DASHBOARD

Test Plan	Test Case	Test Data	Test Results	Test Feedback
Test Plan 1	Test Case 1	Test Data 1	Test Results 1	Test Feedback 1
Test Plan 2	Test Case 2	Test Data 2	Test Results 2	Test Feedback 2
Test Plan 3	Test Case 3	Test Data 3	Test Results 3	Test Feedback 3
Test Plan 4	Test Case 4	Test Data 4	Test Results 4	Test Feedback 4
Test Plan 5	Test Case 5	Test Data 5	Test Results 5	Test Feedback 5

Testing



Expert meeting

# Onze oplossing

- “Small changes, big impact”






# Onze oplossing

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# Onze oplossing





**Beter voor de wereld**✕


With the increasing impacts of climate change, the pandemic and social injustice, we are as committed as ever to the critical actions needed to tackle the environmental and societal threats we face through science-based actions and in support of the UN's Sustainable Development Goals. We are transforming the way we work – from how we source raw materials like palm oil and cocoa, to how we fish the oceans for our pet food ingredients – to ensure every part of our operations and extended supply chains help people and the planet thrive.



**Beter voor jou**✕

At Mars, we are committed to nourishing wellbeing by delivering products and services that are trusted and enjoyed, and in turn enabling people and their pets to live healthier, happier lives. By nourishing wellbeing today, we help build the world we want tomorrow: for our Associates in our workplaces, for our consumers across our marketplaces, and beyond into our supply chains across the world. We do this by helping our workforce to thrive, by enabling consumers to make informed choices for themselves, their families and their pets, and by working to make safe food available to all. And we do so, always, by encouraging a smile.




**BeKind Caramel & Seasalt**✕  
€ 5,15

**Nutrition Facts / 100g**


- Calories 494 kcal
- protein- 48
- Carbohydrate: 653 g
- Of which saturated 15 a g
- Fats. 232 g
- Salts. 036 g

**Ingredients**

Sugar, Cocoa Mass. Rice Flour (11%), Skimmed Milk Powder, Cocoa Butten, Palm Kernel Fat. Lactose. Palm Fat. Milk Fat Shea Fat. Salt Barley Matt Extra, Colours (E 100, Carmine, E 133, E160a, E160e, Et71)L Glucose Syrup. Starch, Emulsifier (Soya Lecithin). Dextrin. Dextrose. Glazing Agent (Camauba Wax), Flavourings, Palm Kernel Oil. Milk Chocolate contains Milk Solids 14% minimum, Milk Chocolate contains Vegetable Fats in addäion to Cocoa Butter

**Waar komt dit product vandaan? (klik voor meer info)**

Our goal is to source 100% of our almonds from farms leveraging regenerative agriculture practices on a mass balance basis by 2030.



**Toevoegen aan winkelwagen**

# Onze oplossing

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Ook iets gezonders erbij?



€ 1,85



€ 1,85



€ 1,85

Nee bedankt

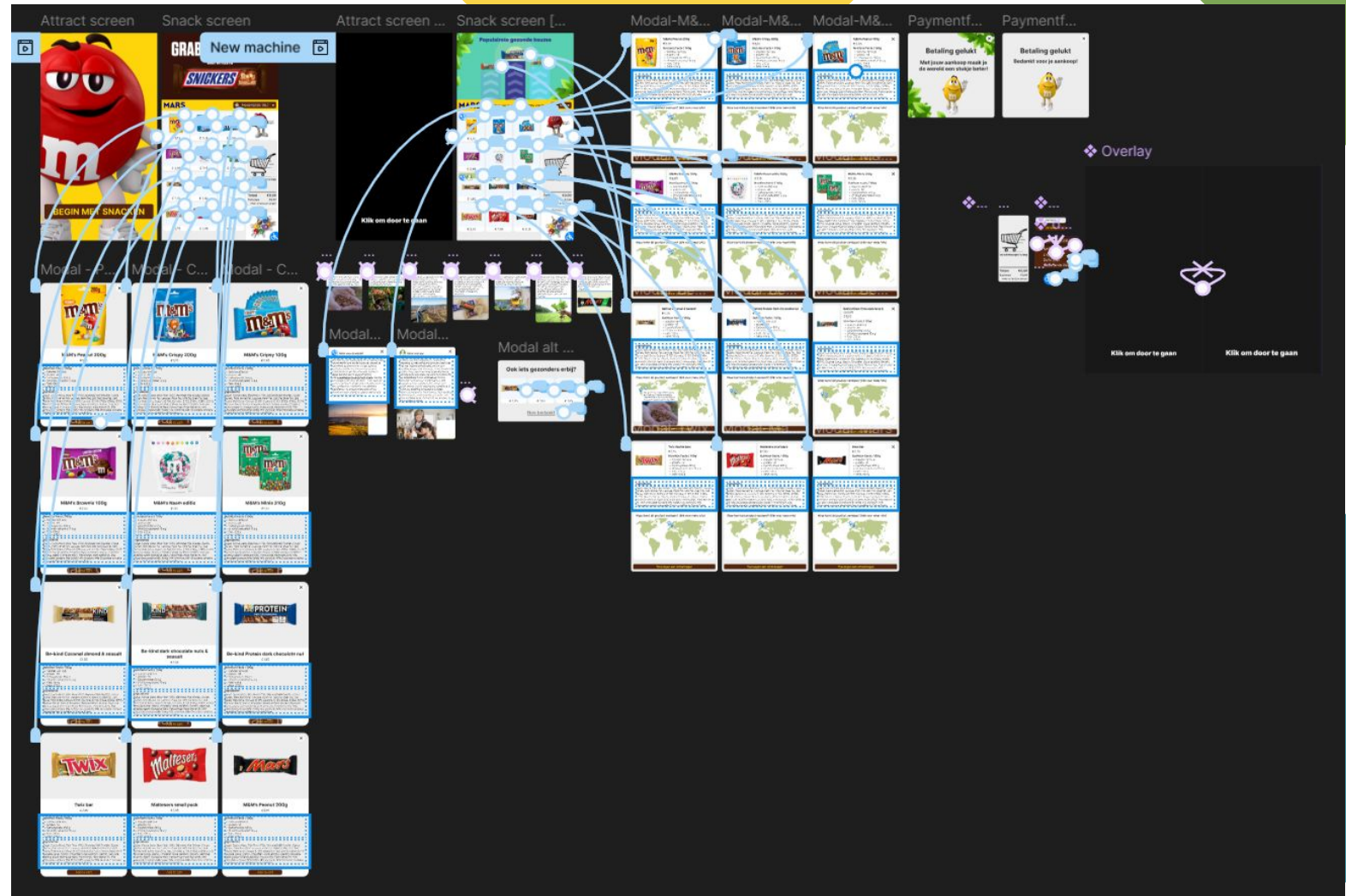
Betaling gelukt

Met jouw aankoop maak je  
de wereld een stukje beter!

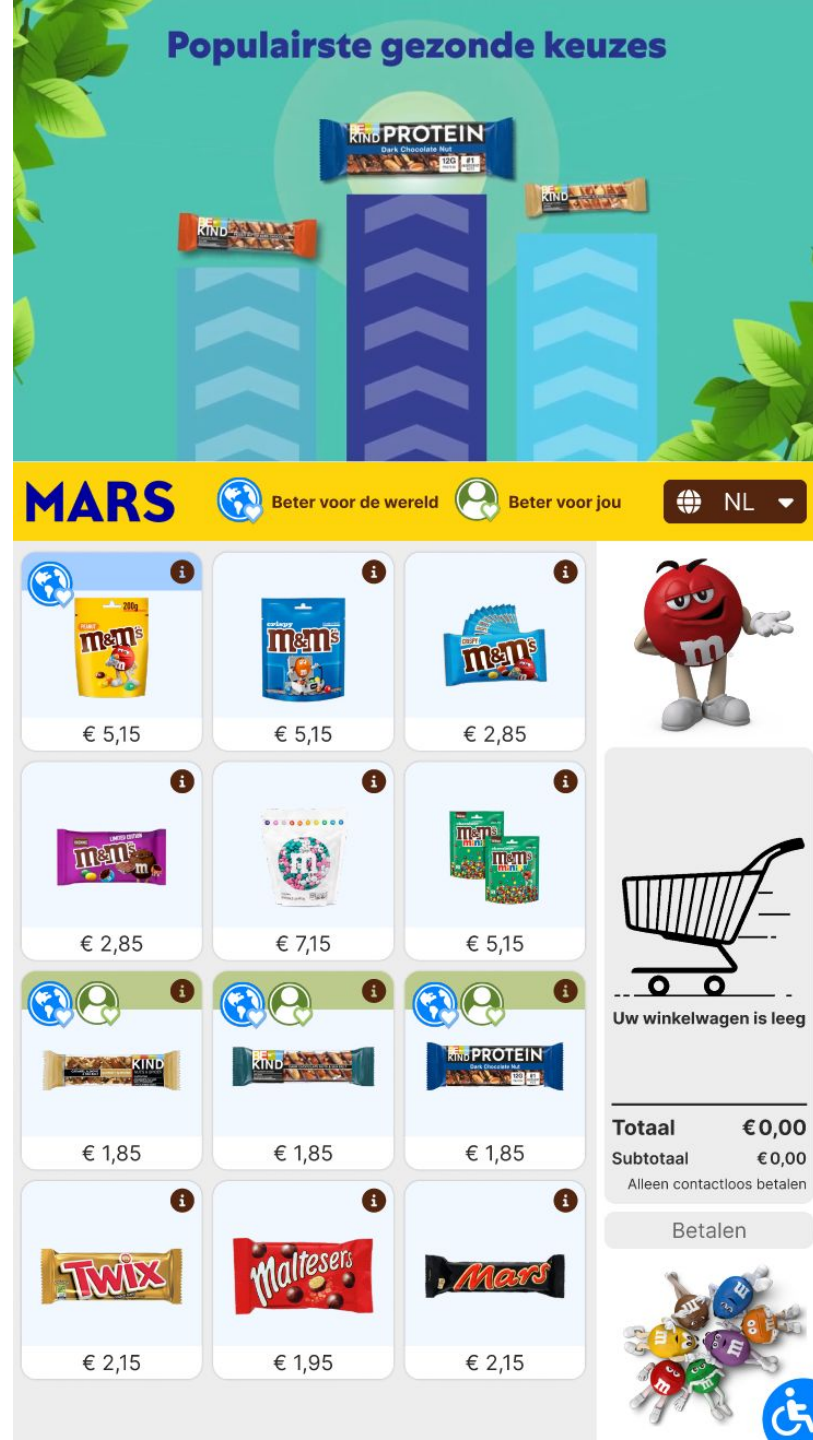




# Prototype



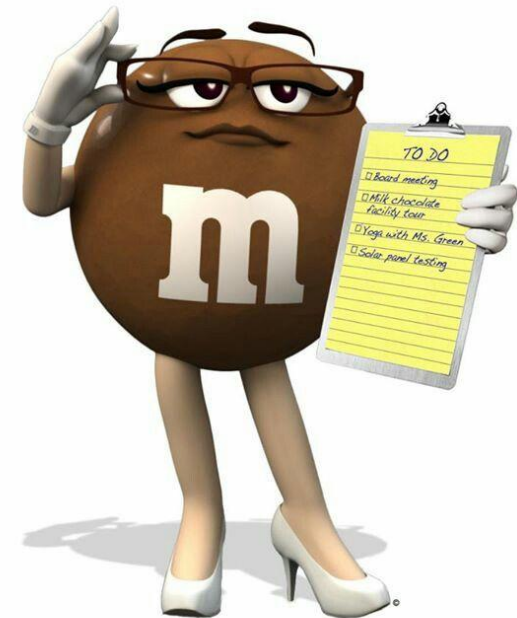
# Prototype testen

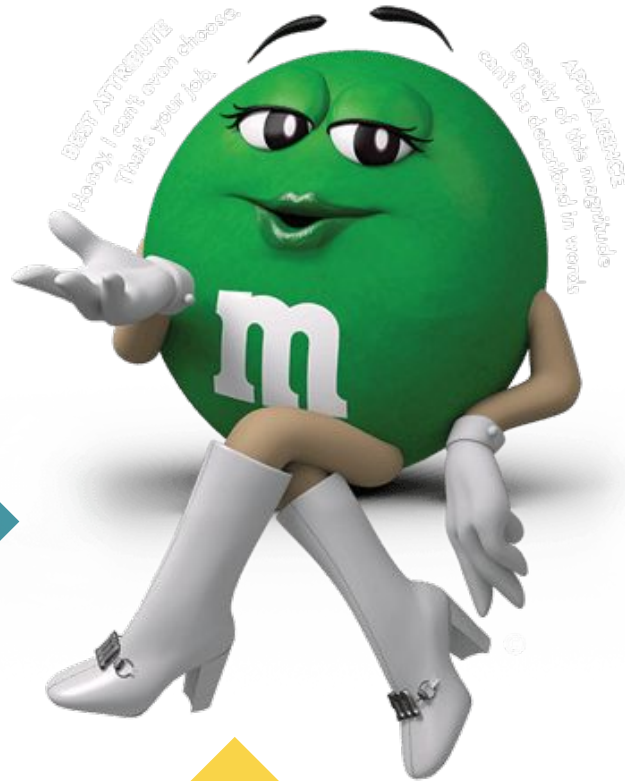


# De volgende stappen

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- Producten vervangen i.p.v. extra aanbieden
- Verschillende banners
- Extra betaalbevestigingen





# Bedankt voor uw aandacht

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Vragen/feedback?