

Graduation assignment at Philips Personal Health

Audio guidance



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Introduction

At Research & Development dept. of Beauty, located in Eindhoven, we are constantly looking for opportunities to improve the user experience of our product. Therefore, we need a solid understanding on how our products are used. This includes details on usability, routines and their perception. With different kinds of studies, we have gathered many insights in conversions and barriers for new users of IPL.

Background

People love our products (on average we have a 4.6 star rating on Amazon) and also the Lumea app gets a very high star rated by our users. Nevertheless, we always strive for improvements on user experience.

IPL stands for long lasting hair removal, the claim that we make is “up to 92% hair removal within 3 treatmentsⁱ” which is often combined with the promise on the long lasting part: “Enjoy up to 6 months of a hair free skin”. These claims are based on extensive clinical study data, in which we know for sure that the treatment is applied in the right way. There is no doubt that using the attachment, setting or coverage wrongly could result in lacking of results.

Whenever we try to come up with ‘easy’ solutions on how to improve the user experience we come up with ideas that help people on how to use the device correctly. If we can teach new users how to use their device in the most optimal way, we feel that we can help them achieving the most optimal results as been promised with our claims. One other element is the engagement of interacting with the app. What we typically see is that the usage of the Lumea app tend to drop over time, when people seem to be less engaged with the app.

Description assignment

In order to address these two topics, we would like to invite you to explore how audio assistance in the Lumea app can improve the user experience. Eventually, we hope that this new feature might lead to better results and it makes the app usage more engaging (e.g. we could tell her nice “random” facts on Lumea while she is doing her treatment).

Next to this exploration, we expect you to come up with an integrated UX design with the current Lumea app, create audio files, development of a prototype and execute user tests to validate on usability, collect insights on how this feature is used and whether it serves the user needs.

Interested? Contact: tess.speelpenning@philips.com

ⁱ When following the treatment schedule, measured on legs, individual results may vary.