

# Public summary

Personal health is a topic that concerns everybody. Philips Consumer Lifestyle has been one of the largest providers of products that help people with personal health tasks. Think of shaving, grooming, dental care, and beauty products. Besides the quality of the product itself, the use of the product also influences the results. Philips has perfected blade quality and sharpness, but if the users' technique is wrong the shaving can still cause skin irritation. The same principle holds for their electric toothbrushes and IPL hair removal devices.

Philips solves this with their newest generation of connected personal health devices. They offer feedback on the usage of the device, keep track of blade or brush quality, and guide the user towards habits that improve their long-term results. This feedback can be found in apps connected to the personal health device. Simultaneously, the tracking data can be used for research and development of future devices. Some of these feedback functions, specifically instant feedback, are currently used less than Philips would like, presumably due to an obstructed user interaction. Examples of these instant feedback features are guided shaving for OneBlade devices, where the app guides the user through new styles or achieving a perfectly symmetrical beard. For Sonicare products, it tracks how long and well the user has been brushing their teeth.



This thesis describes the design process of a device that supports the interaction between these Philips services and corresponding connected products. The research included market investigation, context analysis and a lot of internal research. Requirements were derived from the research, and with ideation and conceptualization the process resulted in two prototypes. One of these prototypes is a standalone product, while the other comes with a product kit.