









MATT POPPELAARS

PORTFOLIO

# TABLE OF CONTENTS

	SPROUT	3
	COOKING BOARD	8
	PROXBY	11
	SCRIMMAGE	14
	CMYK_AUDIO	17
	SKETCHES	20

# SPROUT

The Sprout is a two way radio for children between the ages of 7 and 13. The main purpose of Sprout is to create a line of communication between a child and their parent. Sprout is a great tool for justifying if your child is responsible enough for a cell phone. The Sprout's low price point makes it an easy investment. The phone like design of Sprout creates a perfect transition to a real phone when your child is responsible enough.



the **Sprout**

# SPROUT

## CONCEPT DIRECTION



You can purchase the Sprout two way radio for a fraction of the cost of cellphones and other communication devices.



Children can be away from their parents with the ability to communicate up to a 16 mile range.



Parents can call their children when needed without worry.



The four lights on top of the charger indicate how charged the Sprout two way radio is. When all four lights are green the battery is fully charged.



# SPROUT

## RESEARCH INSIGHTS

Young children do not typically travel more than 5 ½ miles away from their homes without their parents.

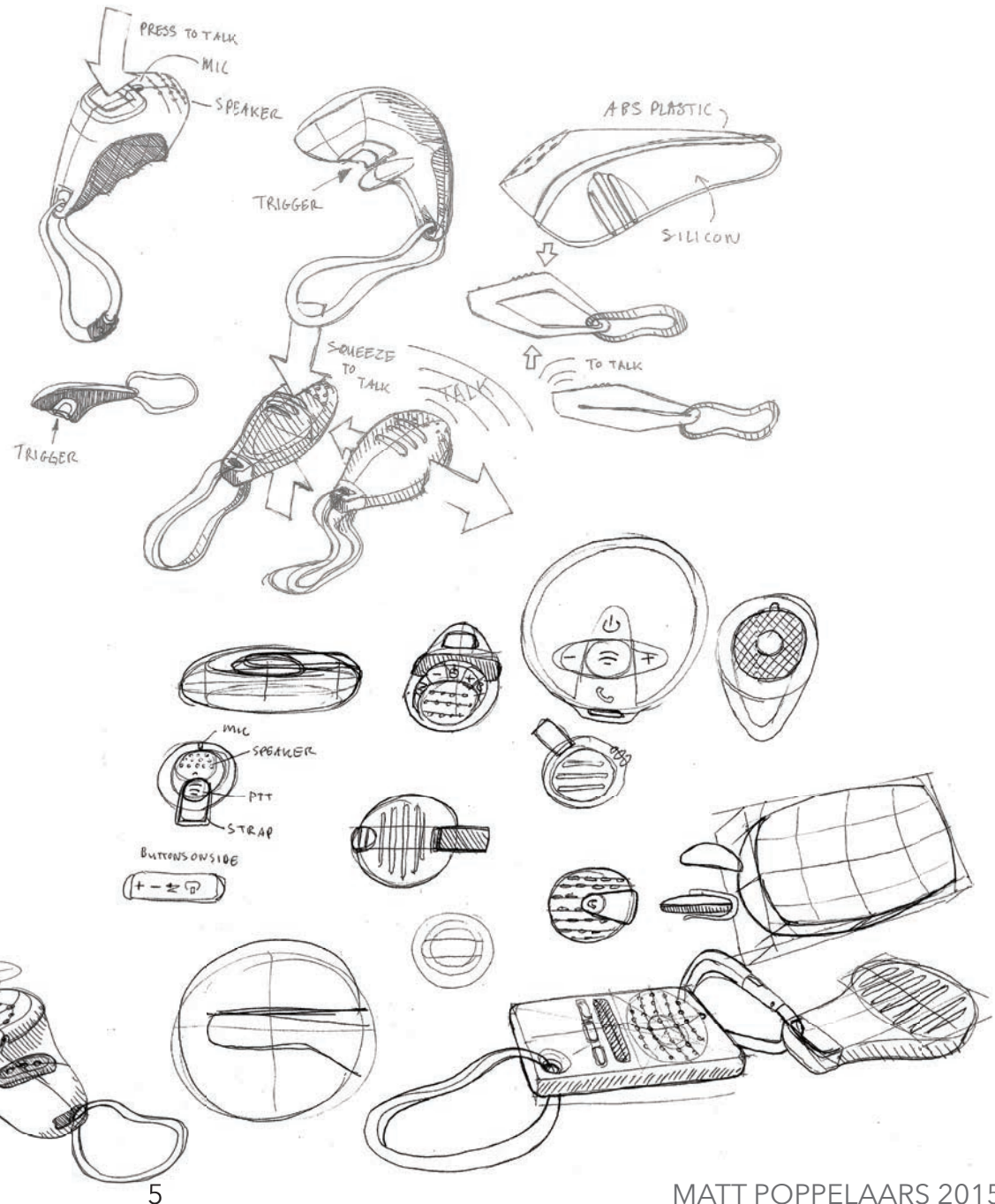
Children are starting to use electronic devices at approximately 7 years of age.

The right age to buy a child a cell phone is less a matter of chronological age, and more about whether children have demonstrated that they are responsible enough.

A mode of simple communication provides safety and gives children a means to prove how responsible they are.

There are very few communication products on the market that are designed for children at low price points.

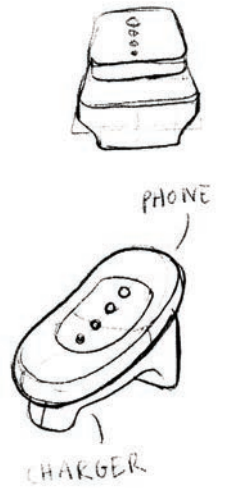
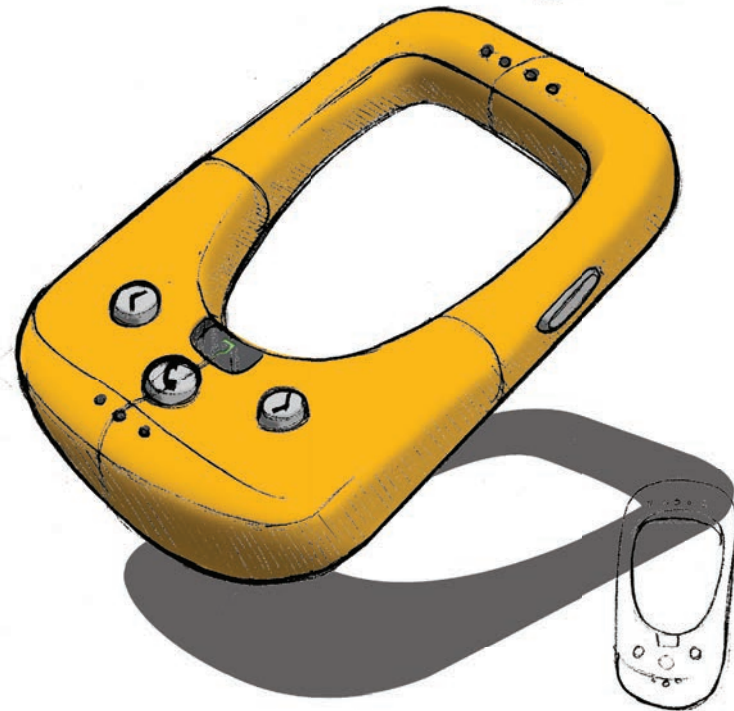
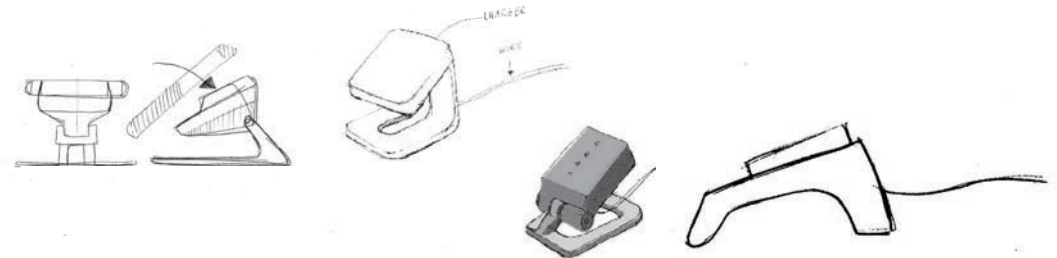
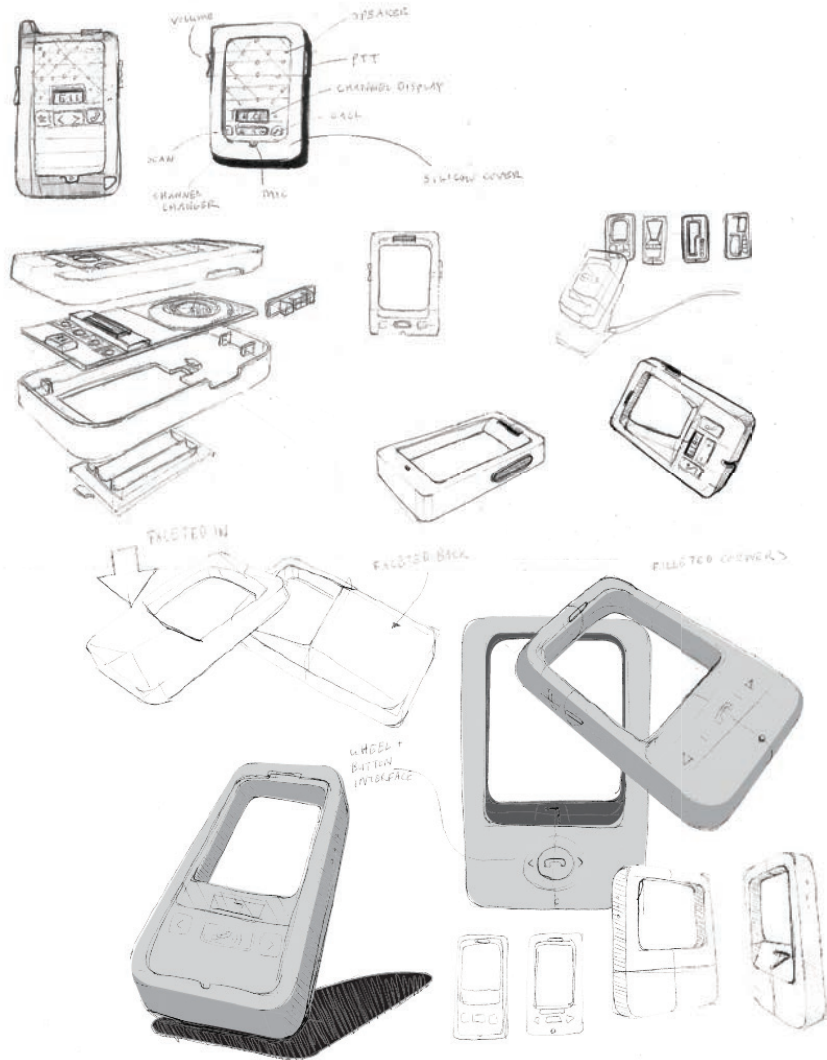
Consumer two-way radios are a proven technology that is affordable and boasts over a 16 mile range.





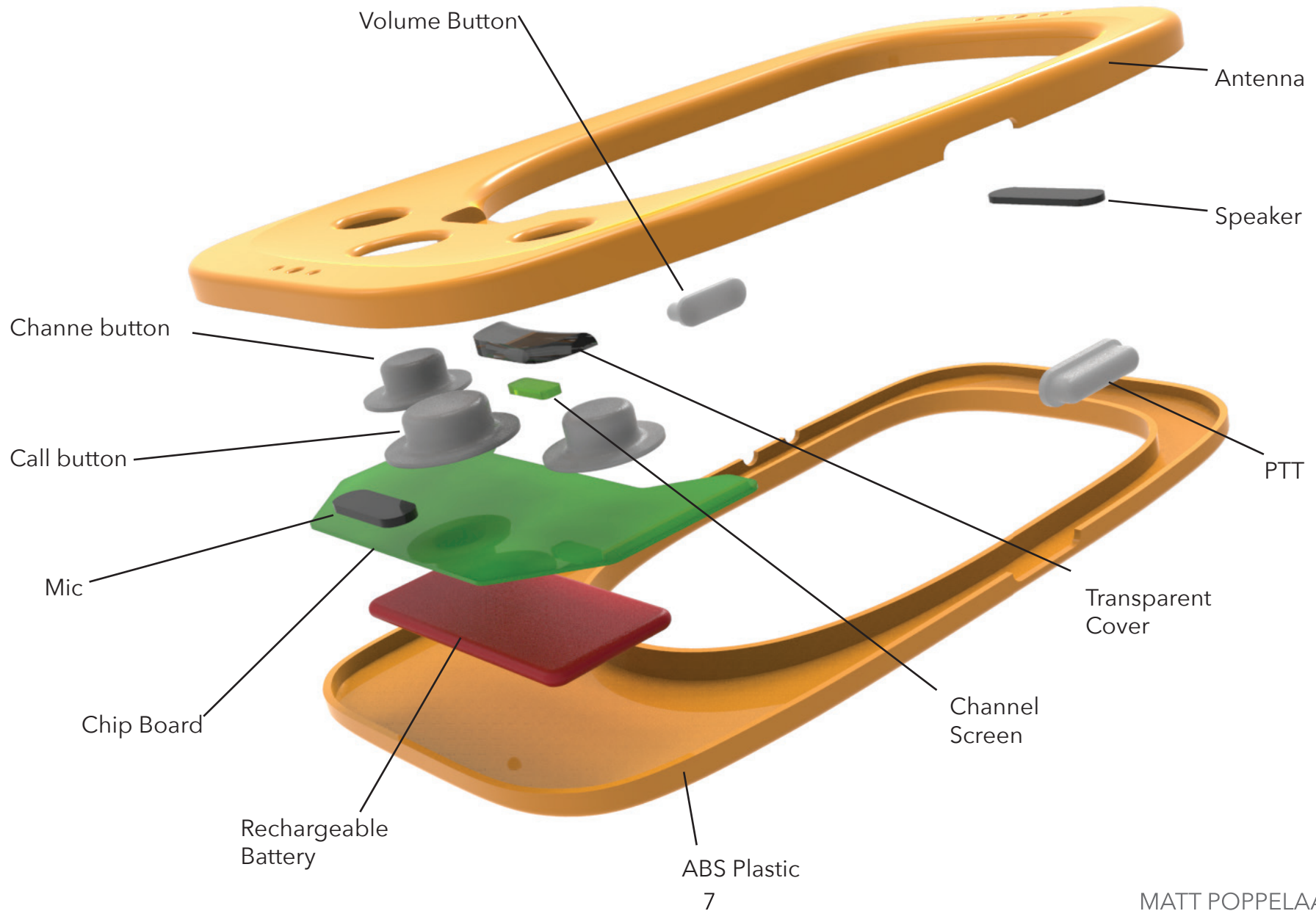
# SPROUT

## CONCEPT DIRECTION



# SPROUT

## EXPLODED VIEW



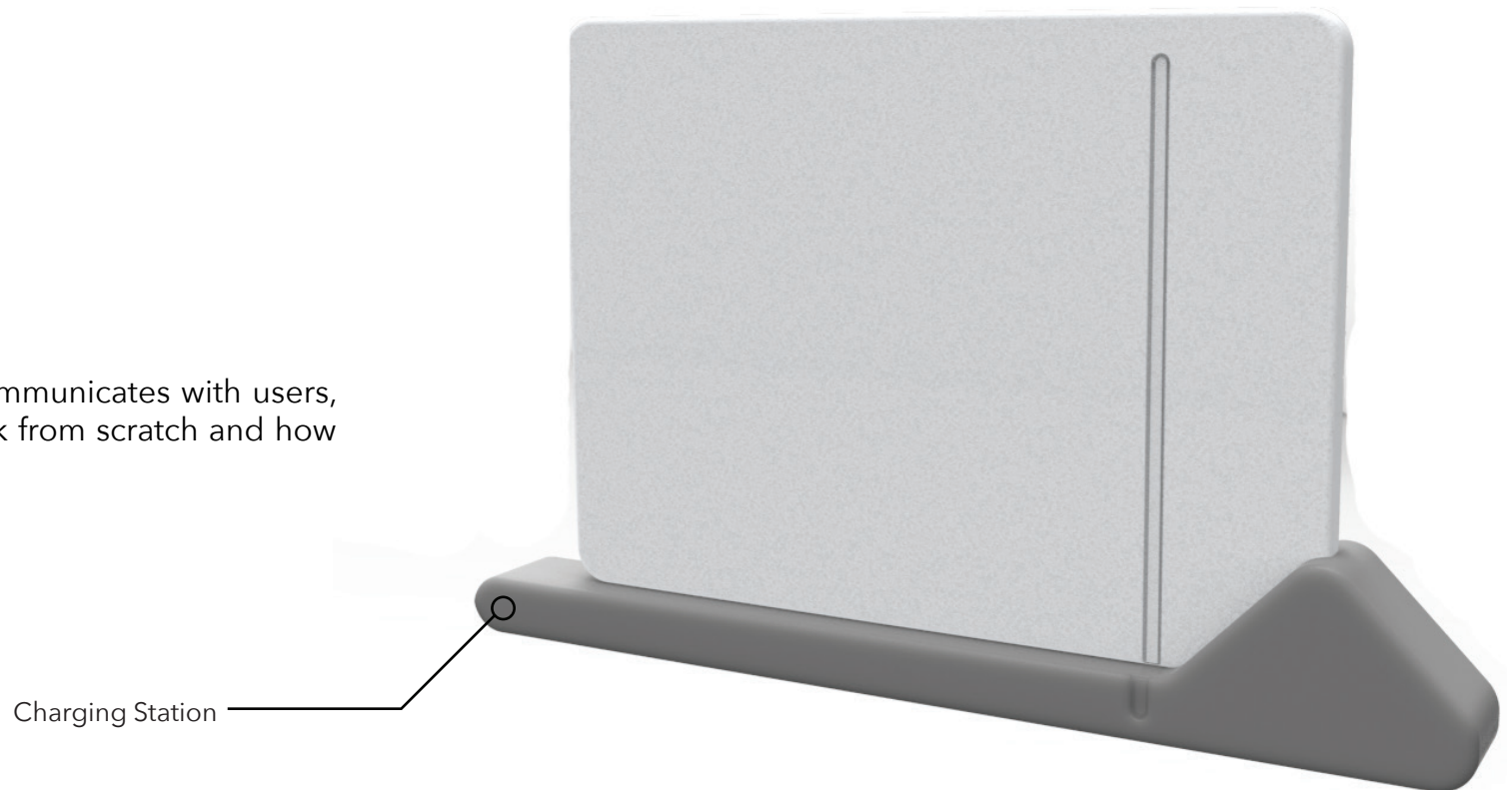
# COOKING BOARD

## PROBLEM

A large majority of people do not know how to cook or when to clean kitchen surfaces.

## SOLUTION

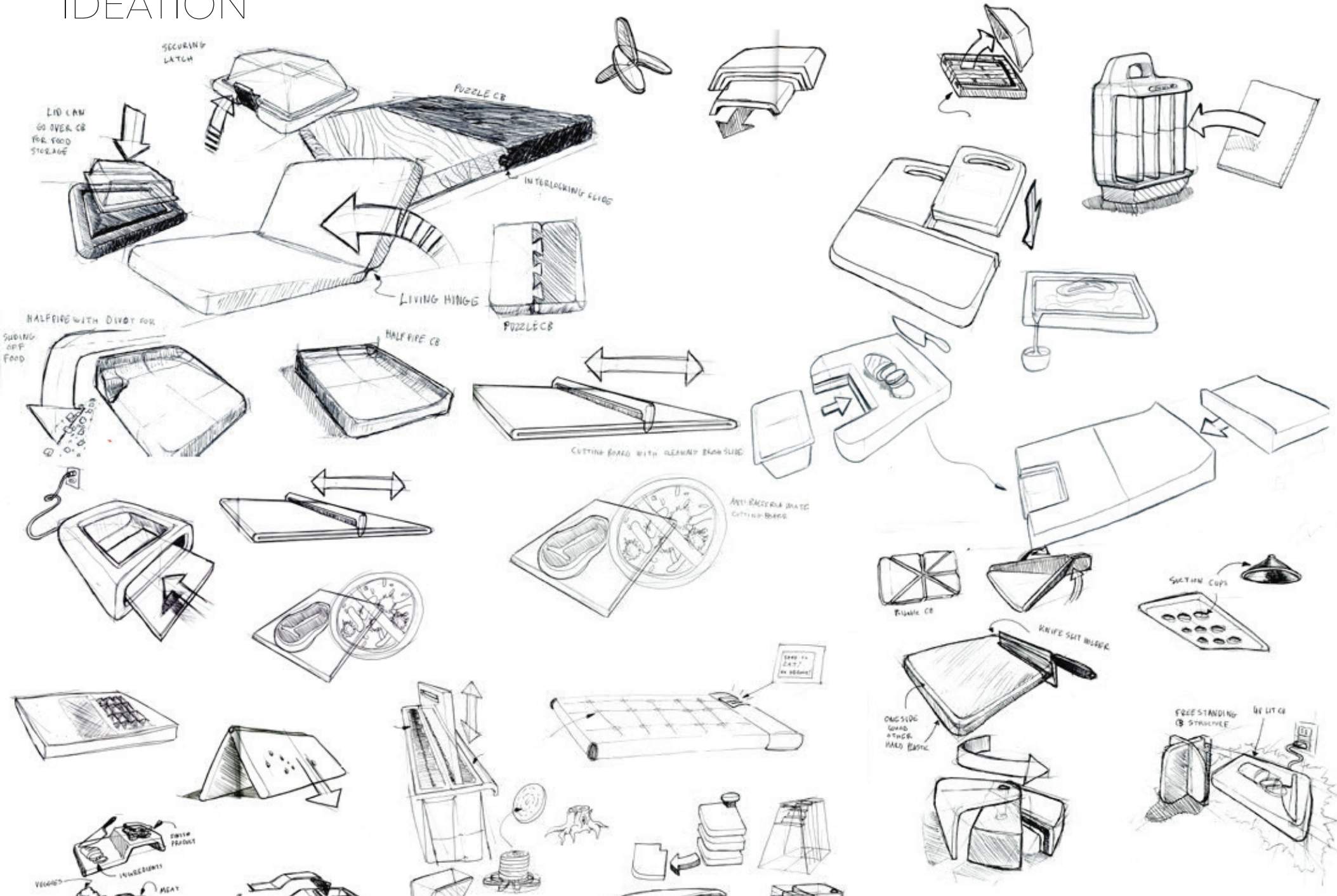
A kitchen appliance that communicates with users, informing them how to cook from scratch and how to keep the kitchen sanitary.





# COOKING BOARD

## IDEATION



# COOKING BOARD

## PROTOTYPES



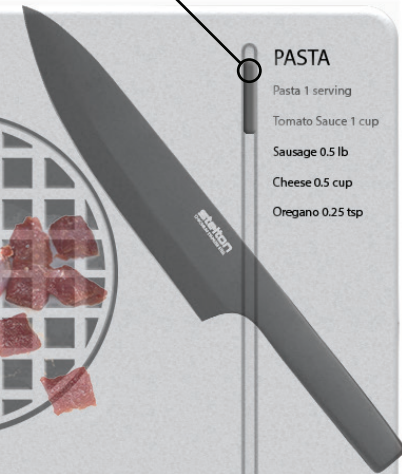
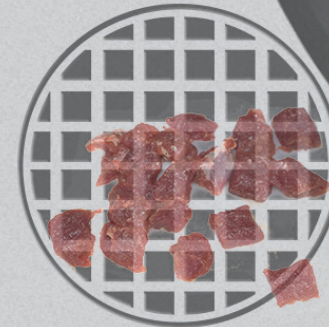
## THE COOKING BOARD

The Cooking Board is designed for the user who cannot seem to cook anything correctly. The E-ink display inside of the translucent cutting board housing takes you step by step through the cooking process. It notifies the user to wash their hands or the board after using raw meat. The Cooking Board is dishwasher safe.



Toggle Button

Sausage 0.5 lb



PASTA

- Pasta 1 serving
- Tomato Sauce 1 cup
- Sausage 0.5 lb
- Cheese 0.5 cup
- Oregano 0.25 tsp



# PROXBY

## PROBLEM

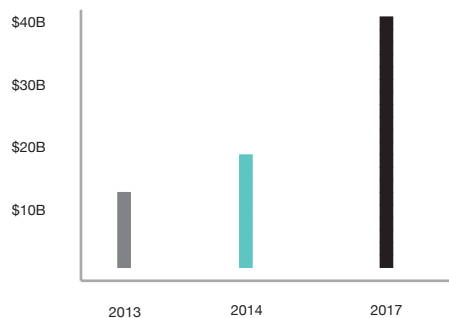
Smart device users are getting targeted with mobile advertisements that do not pertain to them because current location technology used for determining mobile coordinates (network positioning, GPS, and bluetooth) are either inaccurate, battery draining, or both.



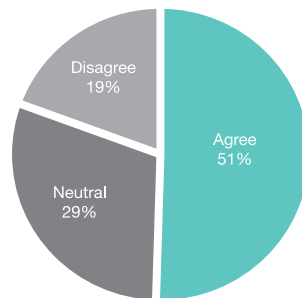
## SOLUTION

The concept of Proxby is to create a reactive experience with the user's environment opposed to proactively searching. This proximity-advertising mobile application connects with geo-local beacon technology to send users extremely hyper local advertisements tailored to them.

This year, mobile advertising market spending will reach \$18 billion. By 2017, the market is projected to be worth \$41.9 billion.

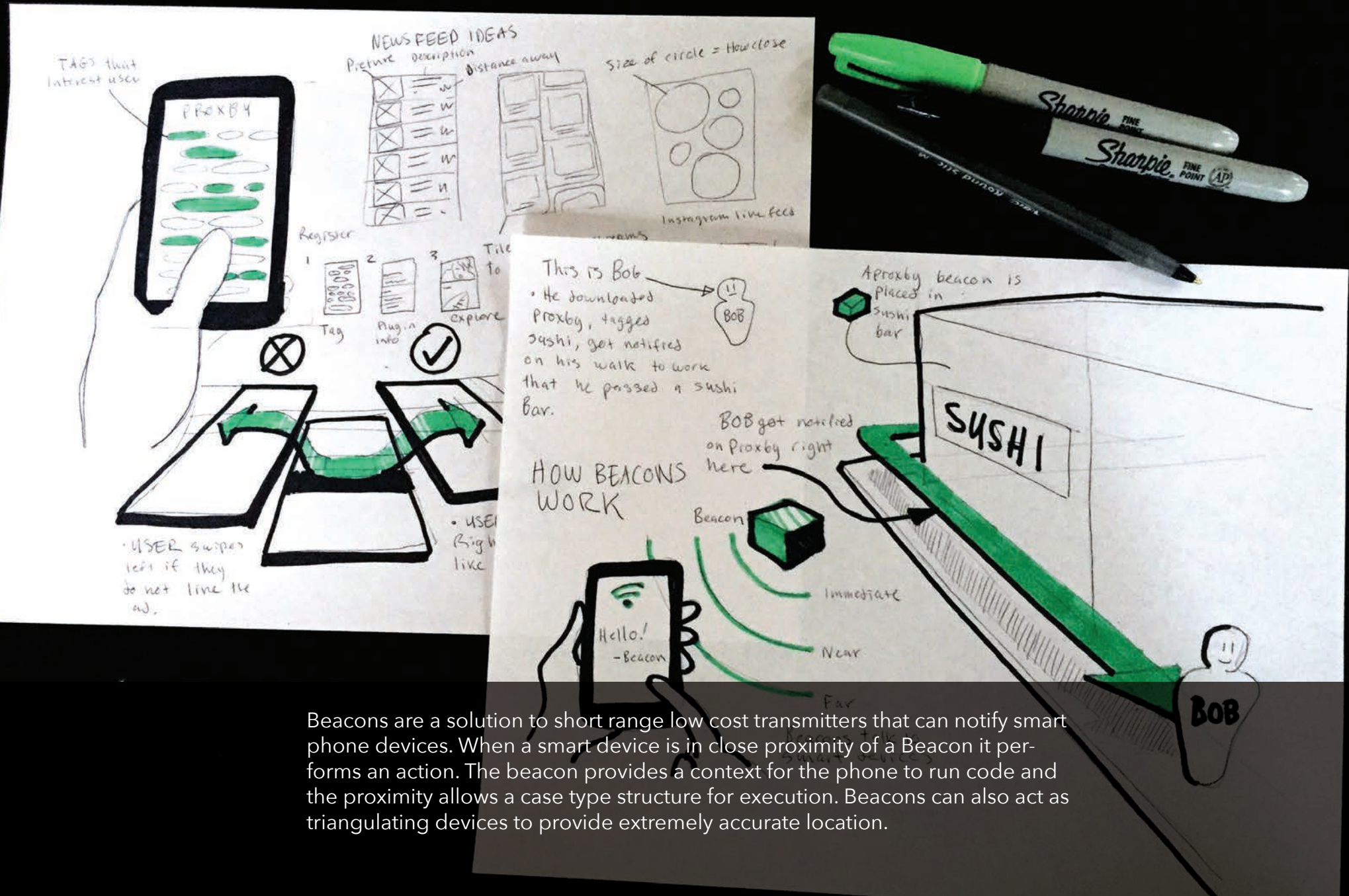


US mobile device users like mobile ads with geographically relevant info.



# PROXBY

## IDEATION

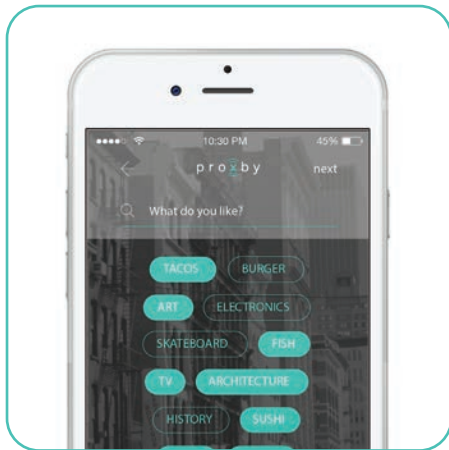


Beacons are a solution to short range low cost transmitters that can notify smart phone devices. When a smart device is in close proximity of a Beacon it performs an action. The beacon provides a context for the phone to run code and the proximity allows a case type structure for execution. Beacons can also act as triangulating devices to provide extremely accurate location.

# PROXBY

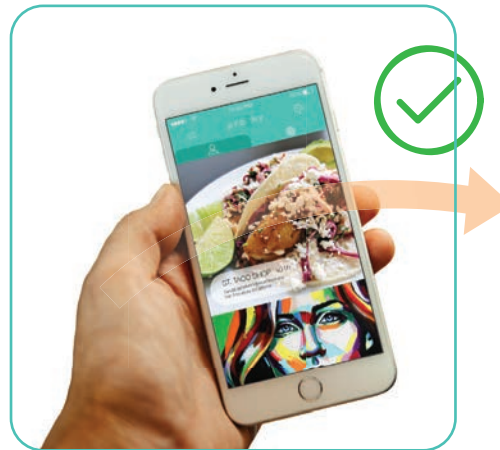
## HOW IT WORKS

Proxby makes advertisements enjoyable, useful, and effortless



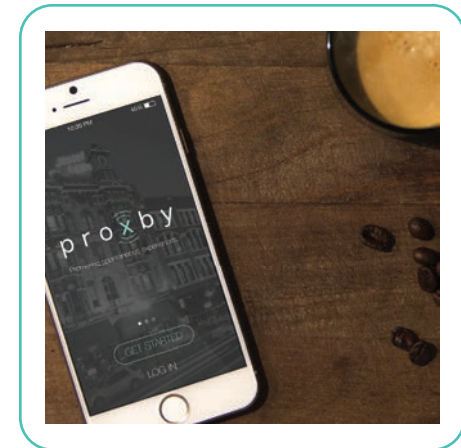
Tag

Tags are a collection of key words that personally interest you. Anything can be a tag.



Swipe

Swipe to the right if you like it, to the left if you don't. Swiping ads help Proxby better define your likes and dislikes.



Explore

Go about your daily business and see what new things you discover.



# SCRIMMAGE

## PROBLEM

Organizing pick-up games can be difficult due to individual's differing interests in sports and their conflicting schedules.

## SOLUTION

A mobile application that enables users to create and join organized games spontaneously. This interaction promotes connectivity between people in the user's community and creates a positive environment to learn new sports.



# SCRIMMAGE

## USER PERSONA



### SPORTS ENTHUSIAST

#### User Case Description:

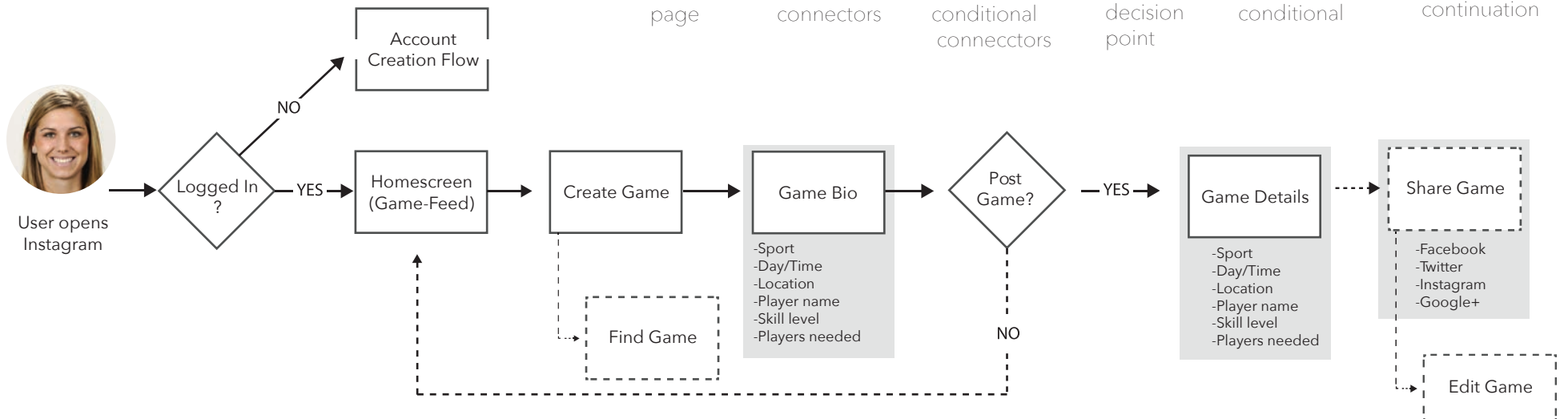
User wants to form a soccer game for the next day. She already has a group of friends committed but needs a couple more players.

#### Basic Flow:

- 1) Goes to the SCRIMMAGE app
- 2) Clicks 'Create Game' on homepage
- 3) Fills out game bio
- 4) Posts game
- 5) Checks game details
- 6) Shares game on her Facebook and Google+ network
- 7) Recieves notifications when players join game

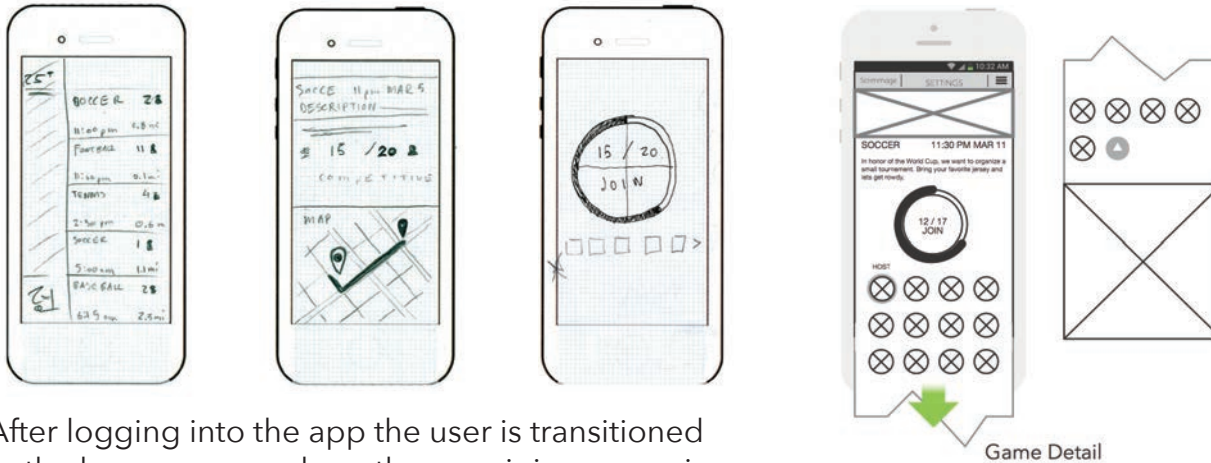
## USER FLOW

### SPORTS ENTHUSIAST



# SCRIMMAGE

## WIREFRAMES



After logging into the app the user is transitioned to the home screen where they can join a game in two clicks. This makes signing up for games easy and eliminates useless steps.



# Scrimmage

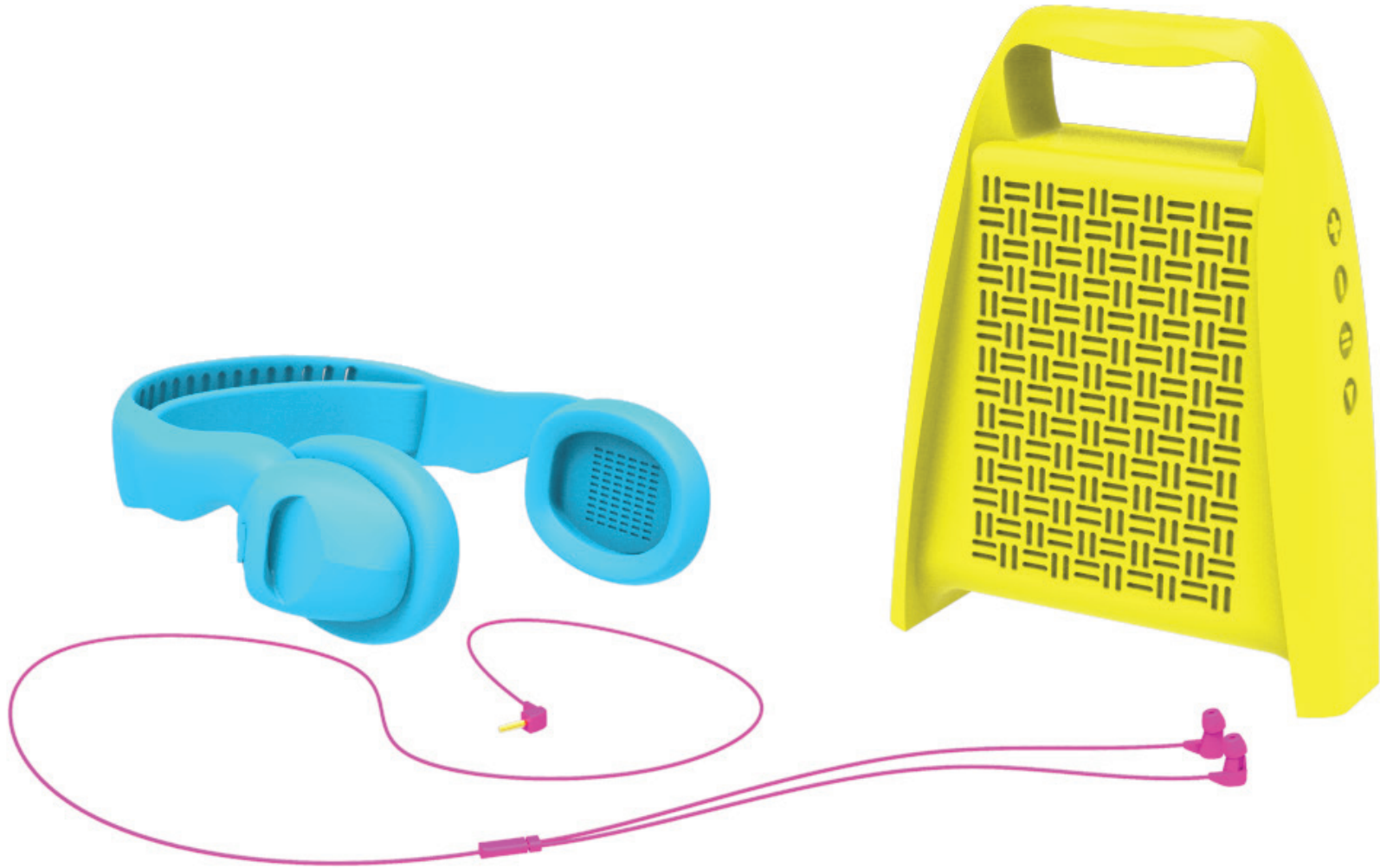
Scrimmage is a mobile application that connects users with people in their proximity. Users can create games or join preexisting ones. They can message friends and rate experiences with people they have played games with. It is a great way to play a game or try a new sport.



# CMYK\_AUDIO

## CMYK\_AUDIO SERIES

The CMYK\_AUDIO PRODUCT LINE was designed to combine quality with fun aesthetics. The bright colors were inspired by the CMYK color model used in printing. The color scheme and style is unisex and goes well with any fashion style



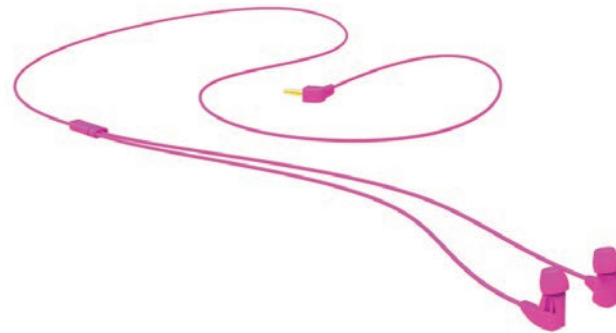


# CMYK\_AUDIO

## EARBUDS

### CMYK\_EAR BUDS

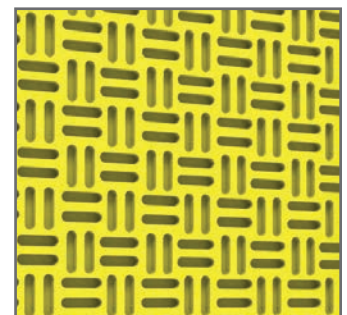
These ear buds are ergonomically shaped to comfortably fit in your ears. The headphones are perfect for physical activities like running or playing sports. They utilize an external vent to create the ideal level of noise isolation.



## BLUETOOTH SPEAKER

### CMYK\_BLUETOOTH SPEAKER

This speaker is constructed of tough ABS plastic with a water resistant external protective layer. Parties, picnics, or conference calls, The CMYK\_ BLUETOOTH SPEAKER can do it all. It can connect with a cell phone up to 50 feet and has a battery life of 12 hours.

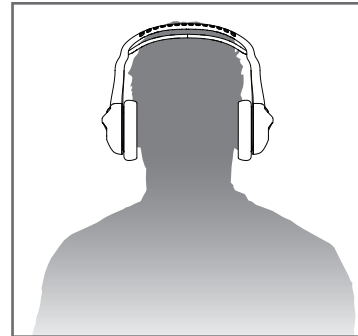
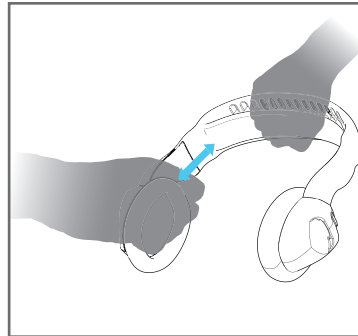
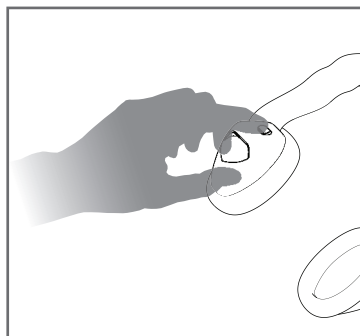




# CMYK\_AUDIO

## HEADPHONES

Headphone\_CMYK is an audio product for everyone. The body of the headphone is composed of an impact resistant ABS plastic. Whether it be for work, exercise or simply to enjoy your favorite song, these bluetooth headphones will get the job done.



# SKETCHES

