

Gamified version of learning words for domestic workers

Why

Domestic workers are a vulnerable group of people who work in their own homes and are often in a situation of social and economic inequality. They are often women and are responsible for the care of their employers' families. They are often in a situation of social and economic inequality. They are often women and are responsible for the care of their employers' families. They are often in a situation of social and economic inequality. They are often women and are responsible for the care of their employers' families.



Empathize

Small User
 Name: [Avatar]
 Age: 25
 Gender: Female
 Occupation: Domestic worker
 Location: [Avatar]
 Interests: [Avatar]
 Skills: [Avatar]

Persona

Empathy Mapping

Scenario: Buying Product

Thoughts	Feelings	Actions	Needs
What is this product for? Is it really what I need? Is it worth the price?	Confused Worried Overwhelmed	Looking at the product Reading the instructions Asking for help	Easy to use Affordable Reliable

Life in a day

Waking up, Getting ready, Commuting, Working, Eating, Sleeping, Waking up.

Keynote: The design should be able to help people without affecting his work.

Define

Problem Statement

Interact

Traveling **Shopping** **Working in the house**

Ideate

Brain Storming

- Generate ideas
- Encourage wild ideas
- Quantity ideas
- Don't critique
- Stay focused on the topic
- One idea each
- Build on other ideas
- Keep the best ideas
- Steer clear of "false bottoms"
- Don't force it
- Don't settle for "good" ideas. Go for "great" ideas.

Analyzing idea

Concept

- The design will aim to support the knowledge of foreign words and to be used in different situations.
- It will be a simple and easy-to-use application that can be used by domestic workers.
- It will be a mobile application that can be used on a smartphone.
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Design

Prototype

Printed version of the prototype.

Final prototype

Stamps

Inside Packaging

How it works

- Domestic worker will use the product. We will bring a stamp - 100 stamps for 100 stamps.
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Thank you for watching