Fontys

Health Innovation Minor

Semester-2
Class-01
Group-02

Alex
Andrey
Mila
Yurick
Okan
Sem

Current situation

Target Group

- Students looking for minor study
- Interview + Survey
- Students who already did a minor study

How did you look for your minor study and what were some of the factors you looked for in the study.

“I looked on Keesopminior.nl to look at all the minors available to me within the Netherlands. My top priority was finding a minor that allowed me to showcase my creativity and was advertised as a creative minor.”

“I looked on Keesopminor.nl initially to make a list of different minors that were offered. After I had this list, I looked them up on social media platforms like Instagram and YouTube in order to see what I could expect from these minors. I think social media gives me a firsthand look into a typical ‘day in life’ of a student in this minor through fun videos and showcasing projects, and ultimately was a major factor in making my decision. “

Based on this webpage, do you understand what this minor entails?

“Yes, I think the webpage explains what the minor entails pretty well as the text goes in depth. There is just a lot of text to read.”

“I can get a clear idea as to what I would do in this minor, however I am missing some visuals on the webpage as this is an important factor for me and I think it would help me visualize it more clearly.”

What would you say are the strengths about the current branding of this minor (color, font, logo, name, etc.)

"I do not think there is anything exciting about it. I find the logo quite generic, and the colors are just the Fontys one. It could be nicer to make it more unique."

"I think the logo is cool as it combines healthcare and innovation clearly using cross and circuit lines. The colors do not remind me of healthcare or innovation though."

Vera Smits

AGE	22
EDUCATION	Bachelors in Nursing
OCCUPATION	Student
LOCATION	Amsterdam
TECH LITERATE	Intermediate

> I am a very creative person and I love to think of new and unique ways to improve Healthcare.

Personality

Introvert · Thinker · Hard Working · Compassionate

Bio

Vera is a nursing student living in Amsterdam. She has grown up in the Netherlands and has a desire to improve the healthcare i her country.

Core needs

- Vera needs to find an interesting minor that combines innovation with healthcare to align with her intrests.
- Vera wants a minor within the Netherlands so that she is not too far from home, but still wants to be in a different city as she has lived in Amsterdam all of her life.
- Vera would like a 'close' minor where the students and teachers have a family-feel as she enjoys making friends with people who have similar interests and passions.

Frustrations

- Vera finds social media very important and so she gets frustrated when she can not find information about a minor on platforms such as Instagram and Youtube.
- She does not like traditional Healthcare studies as she finds they are lacking in innovation and use of new technologies.
- Vera also gets frustrated when she is forced to only work with students within her study, and thus wants to explore working with students across varies different diciplines.

John Williams

AGE	20
EDUCATION	Bachelors in ICT
OCCUPATION	Student
LOCATION	Eindhoven
TECH LITERATE	High

> I have a passion for all things IT and Innovation.

Personality

Extrovert · Thinker · Hard Working · Coder

Bio

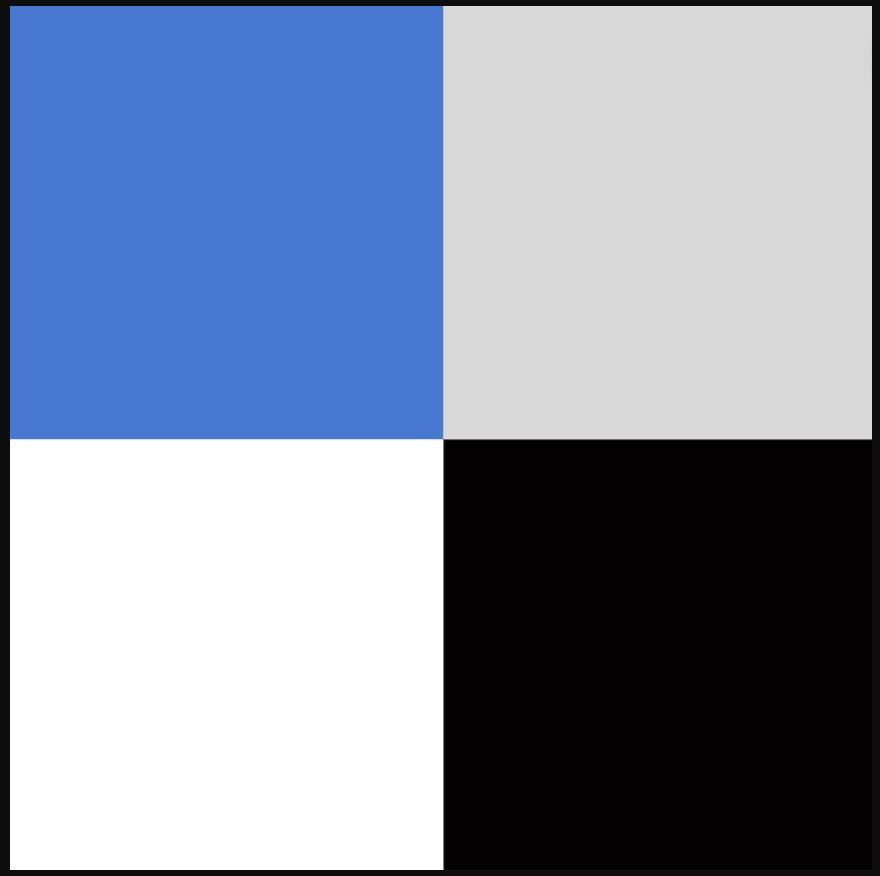
John is an ICT student at Fontys in Eindhoven. He was born and raised in England and moved to Eindhoven to peruse his studies in a tech-focused city. John loves ICT, however he is looking to try something new with his minor study in order to challenge himself.

Core needs

- As a tech enthusiast, John values creativity and innovation. He enjoys applying his ICT skills to solve real-world problems, and he's excited to see how technology can be used to address health challenges.
- Coming from a tech background, John values teamwork, especially in multidisciplinary settings. He is open to learning from others in the health field and combining different perspectives to create innovative solutions.
- John's decision to venture into Health Innovation reflects his growing interest in making a positive impact on people's lives. He is motivated by the potential to use his skills for the greater good, particularly in improving healthcare solutions.

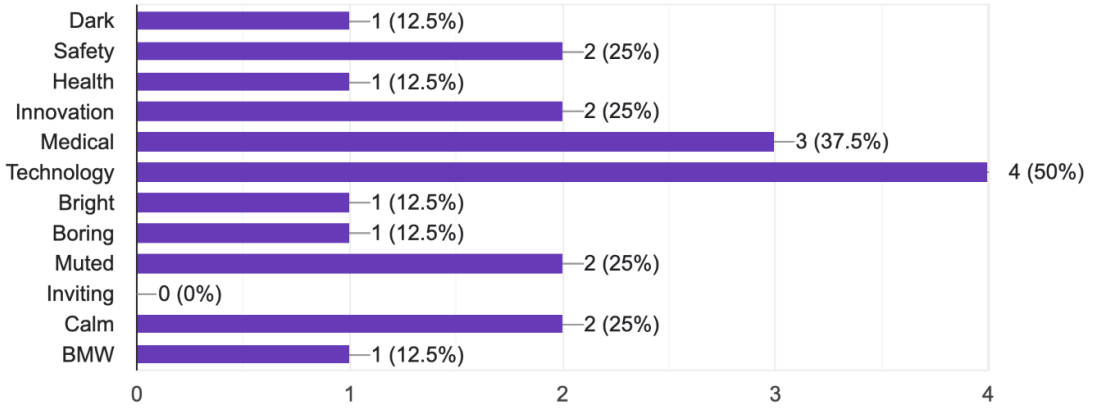
Frustrations

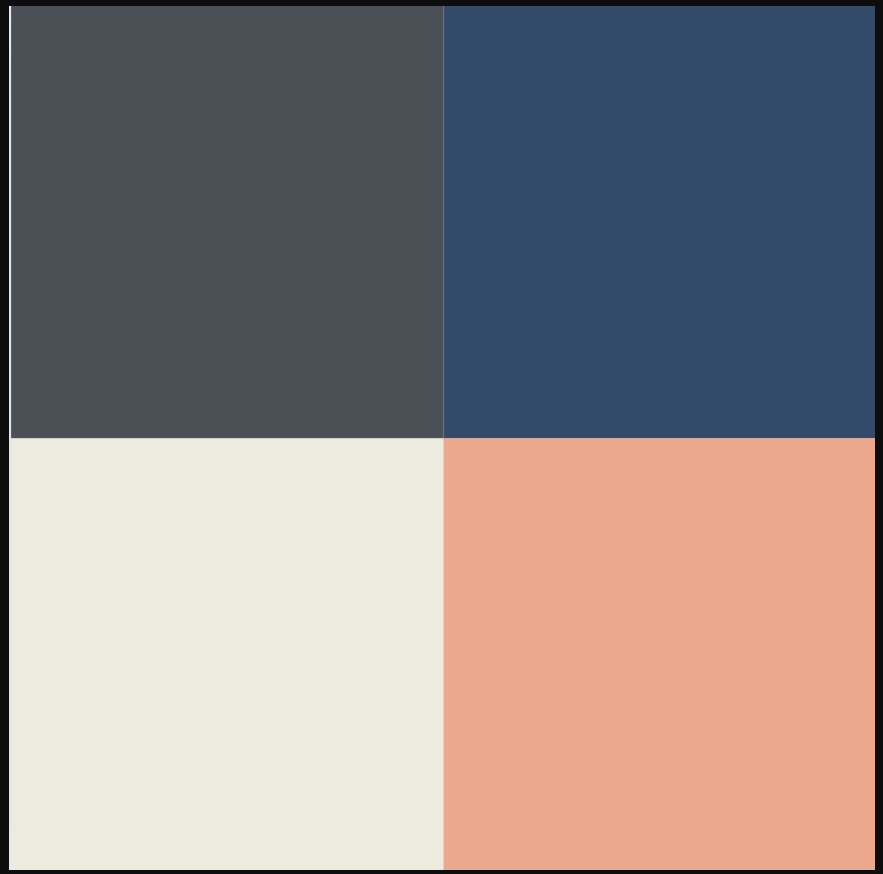
- While John has strong tech skills, he might struggle to see how his ICT knowledge directly applies to solving healthcare problems. Finding practical ways to merge his tech expertise with real-world health issues could be a source of frustration.
- As a tech-focused student, John might find it challenging to communicate or collaborate with peers from medical or health backgrounds who may not fully understand the tech side.
- John is used to the fast-paced nature of ICT projects, where results and feedback are often immediate. In health innovation, progress can be slower.



Which adjectives do you feel best describe the following colour palette?

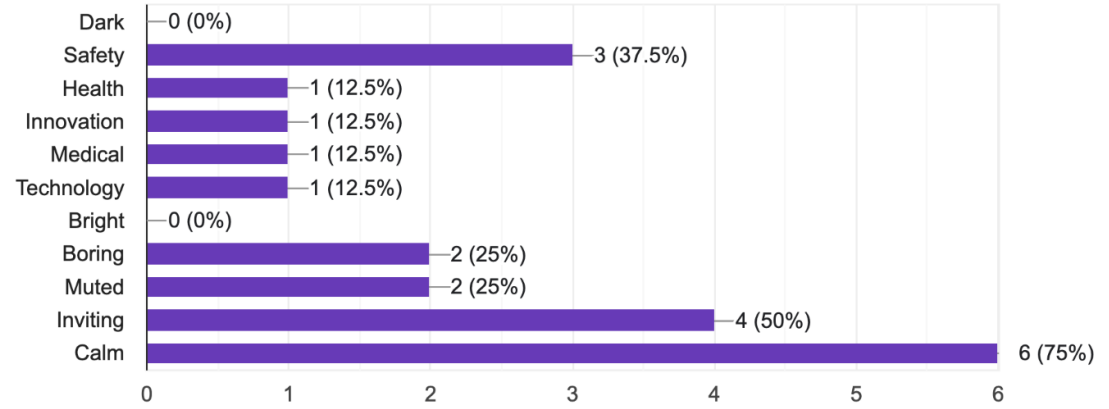
8 responses

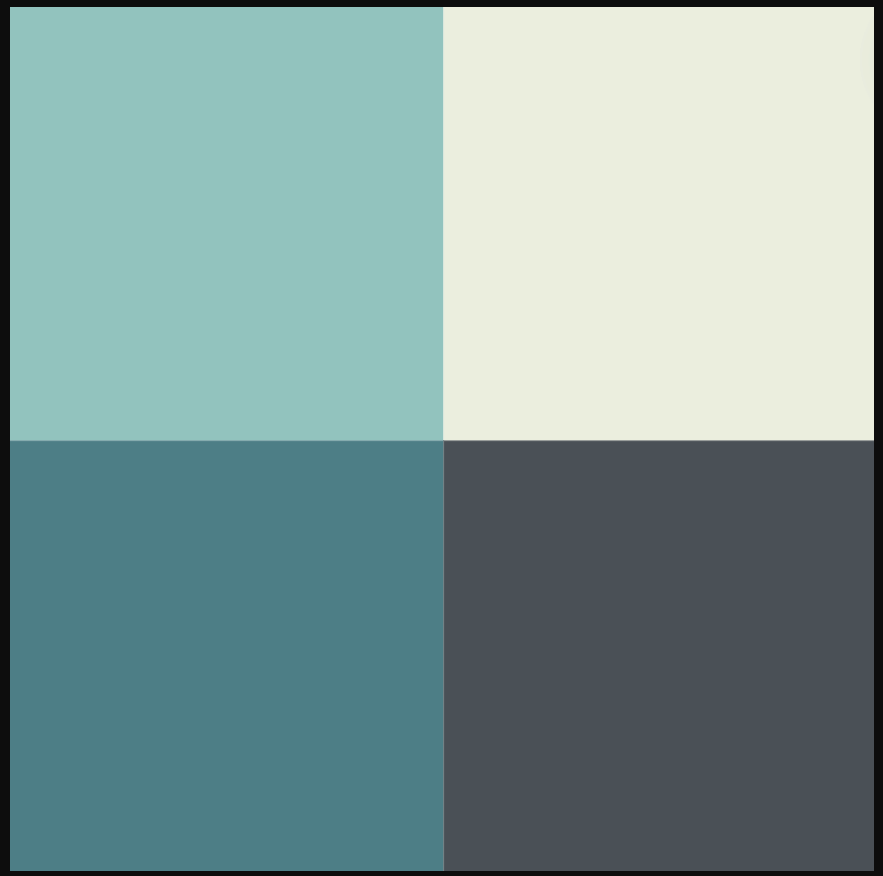


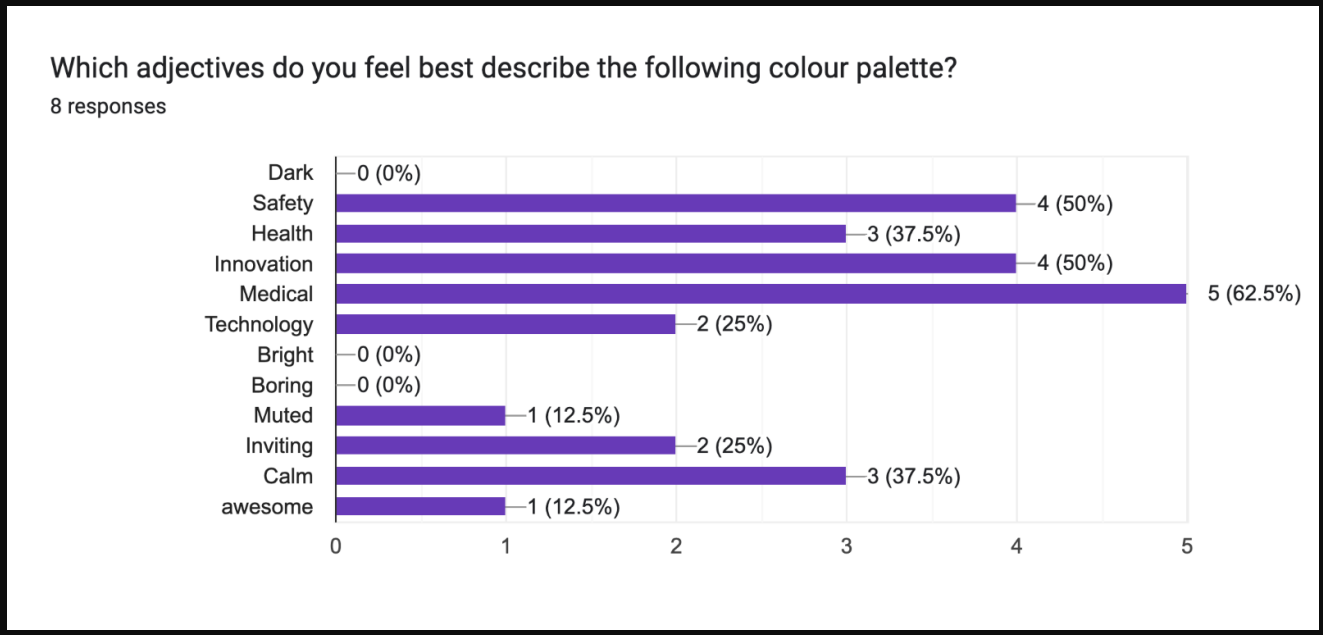


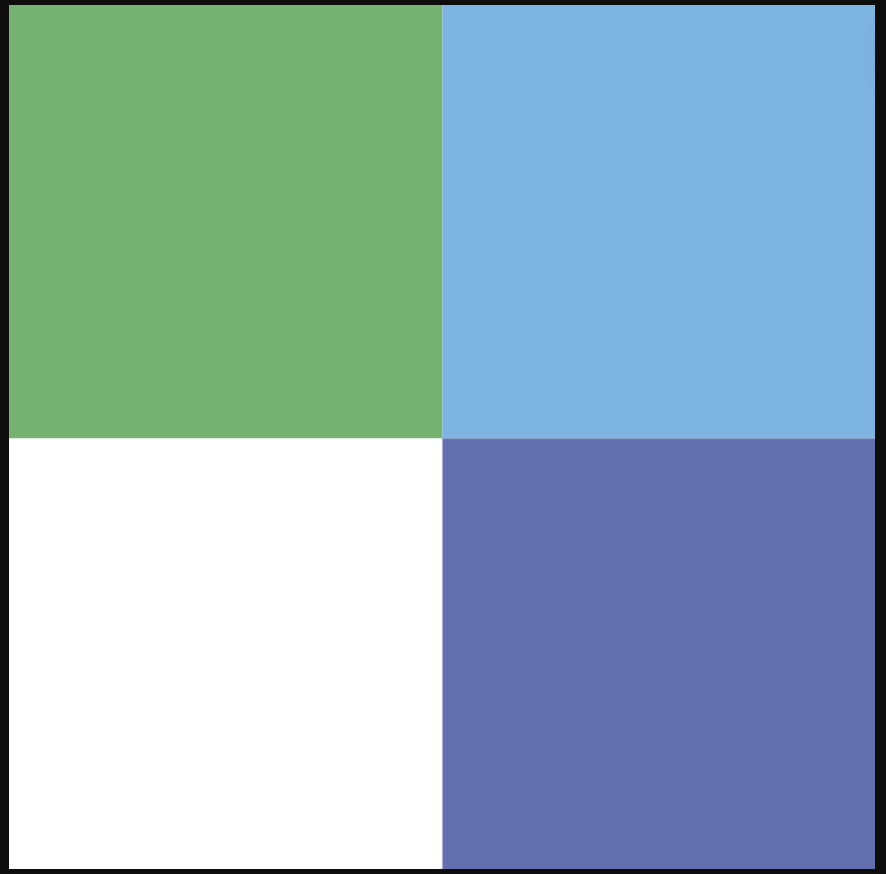
Which adjectives do you feel best describe the following colour palette?

8 responses



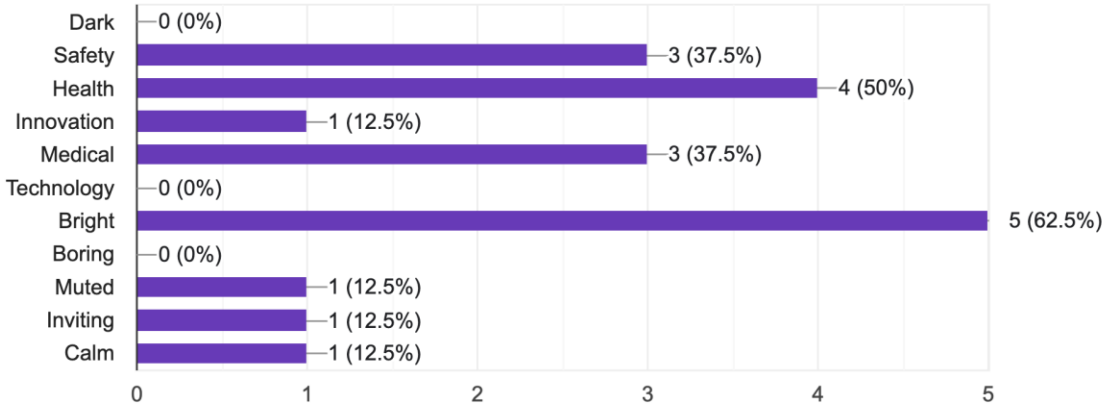



Which adjectives do you feel best describe the following colour palette?
8 responses
Dark
Safety
Health
Innovation
Medical
Technology
Bright
Boring
Muted
Inviting
Calm
awesome
0 (0%)
4 (50%)
3 (37.5%)
4 (50%)
5 (62.5%)
2 (25%)
0 (0%)
0 (0%)
1 (12.5%)
2 (25%)
3 (37.5%)
1 (12.5%)
0
1
2
3
4
5

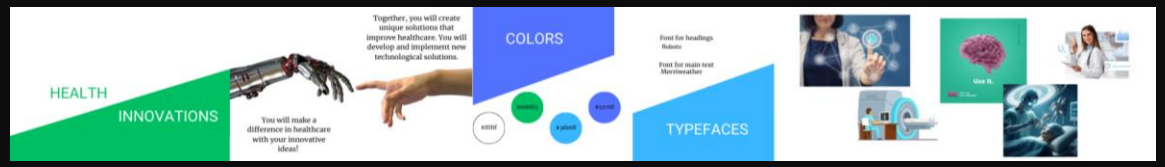


Which adjectives do you feel best describe the following colour palette?

8 responses



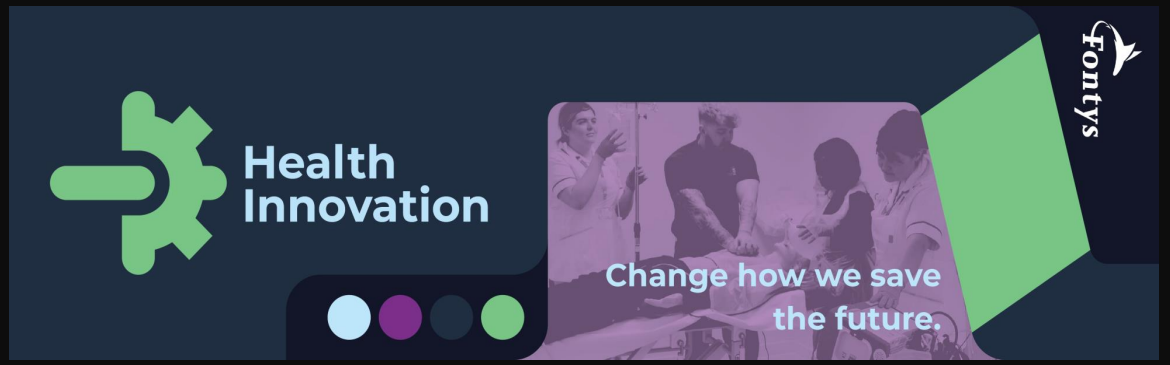
Fontys
Fontys
Health Innovation
"crushed"
aBCDeFGHIJKLMOPQrSTUVWXYZ


HEALTH
INNOVATIONS
You will make a difference in healthcare with your innovative ideas!
Together, you will create unique solutions that improve healthcare. You will develop and implement new technological solutions.
COLORS
TYPEFACES

Health Innovation
TOGETHER FOR THE FUTURE
Fontys

Health innovation

#495057
#2c4c6c
#eeebdc
#f8a488
You will make a difference in healthcare with your innovative ideas! In this minor, you will collaborate with fellow students from various disciplines to tackle complex challenges and develop innovative ideas for healthcare, always putting the end user at the center.
Health Innovation


Fontys
Health Innovation
Change how we save the future.

Fontys
Health Innovation
Formula Bold
-#5b77ff
-#89dee2
-#a059f9
-#5b77ff

Feedback

Hey Sem,

Thanks for the first draft, by the looks of it you guys have been hard at work.

Some aspects that I find strong:

(Mila) The alternation between photos and information in outline 1 (orange blue) In this, bite-sized bits of info seem to be interspersed with attractive images. In this outline, the combination of color is also appropriate. It does not deviate much from the Fontys house style, but it does deviate a bit deliberately. The addition of photographs also gives this set-up a personal character. The schematic lamp with care cross in the middle is a nice variation on the lamp we have.

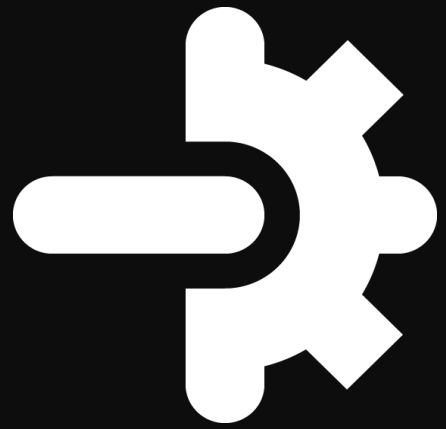
(Okan) The together for the future setup is a bit on the busy side but it is very nice that you have different drawn figures coming back, it makes it look like a whole. I can also imagine that this is easy to incorporate in different types of media to convey one image. Nice that the color purple returns in this so that we do not deviate too much from the Fontys shades.

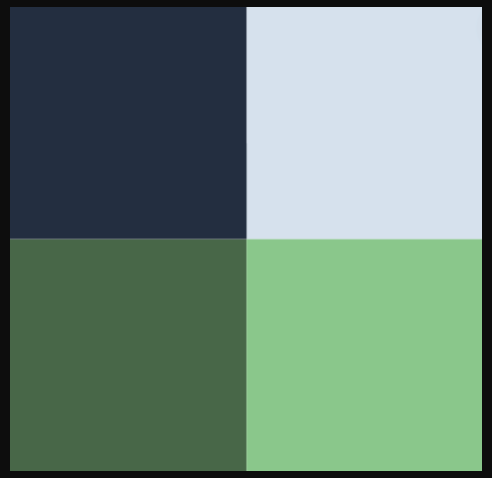
(Sem) The blue design is calm and clear. This one does seem a bit less catchy than the others. It seems to focus excessively on care and less on motivation. This fits well with some projects but not all of them. The heart shaped light bulb is a fun addition to the stylescape.

(Andrejs) The last setup (robot hand and human hand) is very clear and not too busy. I still miss a bit of cohesion here. It still seems like different parts put together. This makes it more difficult to communicate an image. Beautiful images though. In terms of colors, adding purple would be my preference.

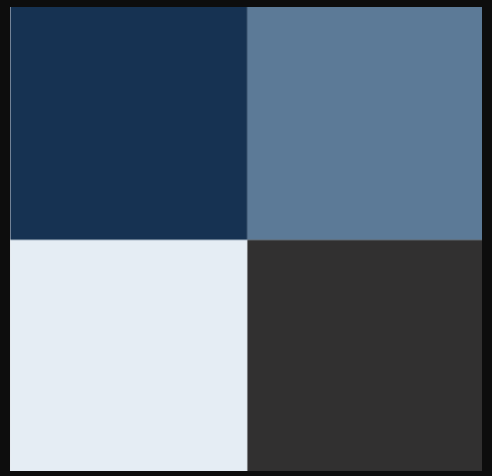
Hopefully it will help you! Success

Logo variations



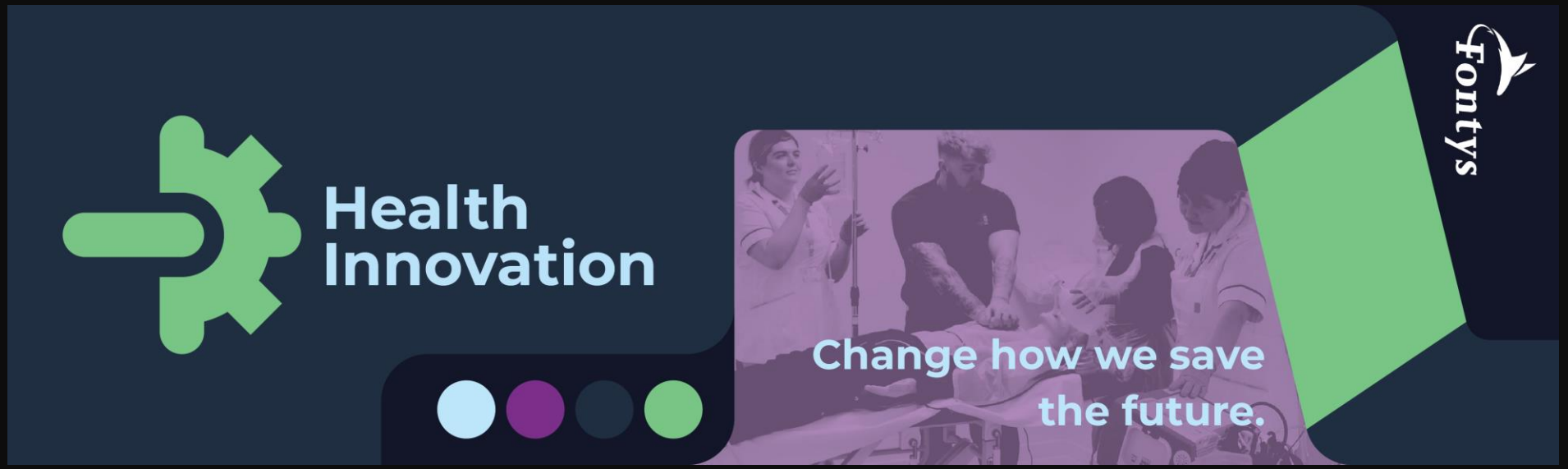


#77c985
#202e42
#d3e2ee
#3e6845
Health Innovation
You will make a difference in healthcare with your innovative ideas! In this minor, you will collaborate with fellow students from various disciplines to tackle complex challenges and develop innovative ideas for healthcare, always putting the end user at the center.



#547b9a
#083355
#37383a
#e3edf5
Health Innovation
You will make a difference in healthcare with your innovative ideas! In this minor, you will collaborate with fellow students from various disciplines to tackle complex challenges and develop innovative ideas for healthcare, always putting the end user at the center.

Use of purple



Future Plan

- Finalize logo and color palette.
- Create a full brand guide.
- Create a content strategy (including social media post ideas and posters.)

Thank you!