@josefnorlin

PEL/KID and beyond

Josef Norlin

1) PEL/KID to today
2) My why, how, what
3) Questions

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CareShare – Master thesis – Student Inc

1) PEL/KID to today

1) PEL/KID to today **- CareShare**

careshare

The Team

Camilla

Josef

Meng

Michael

Rakiv

Sandra

Xoz

careshare

Vision

“Improve the networking between patients and their relatives”

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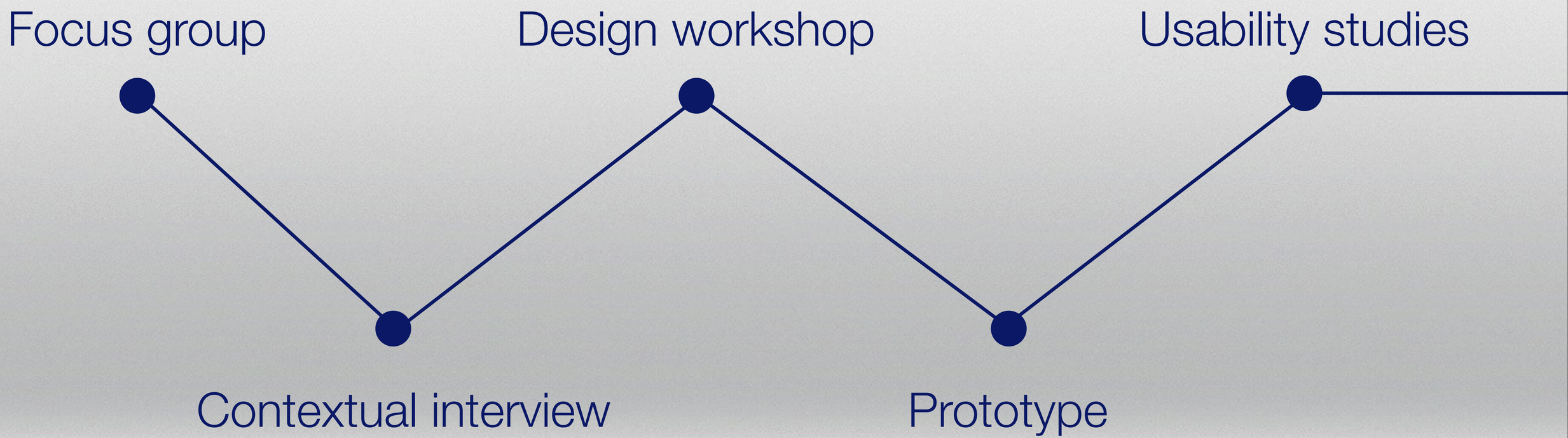
Design process



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Final prototype

Hospital

Subsidized

Relatives

19 kr / day

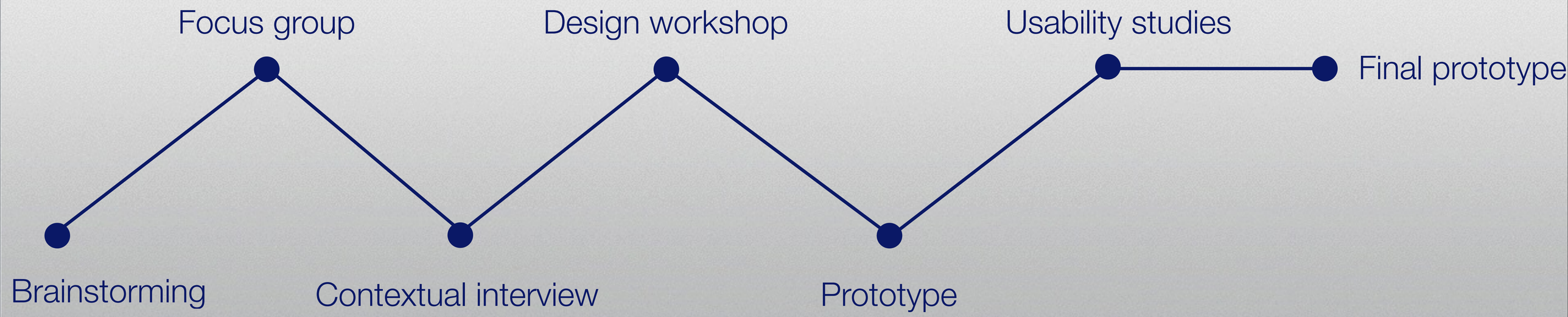
Max 299 kr / stay

careshare

Demo

careshare

My take-aways



1) Mixture is great
- team and target group

2) Learn from failure
- “Failure is experience”

3) Try to work in parallel
- But we ended up settling the design & program it the last two weeks

4) Have team passion
- We knew what we wanted, but fought it each other to get there

careshare

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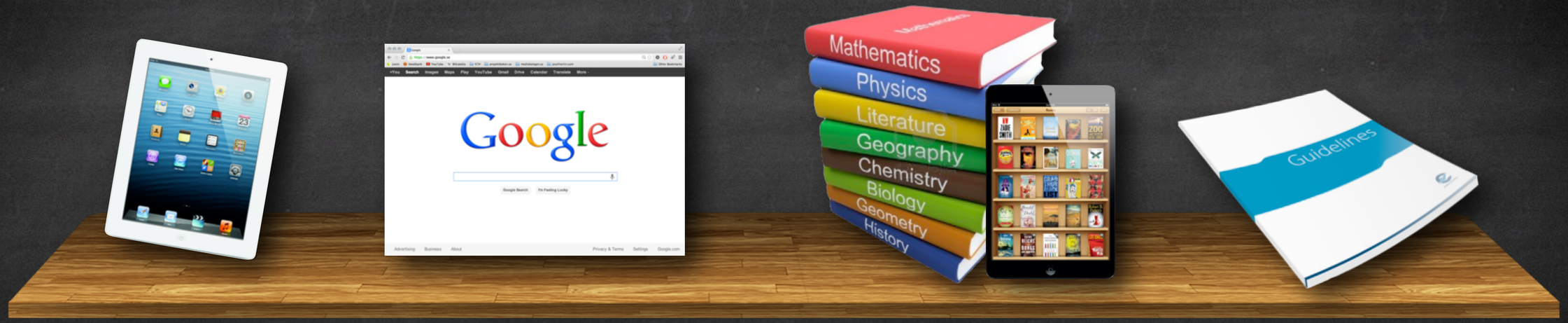
CareShare - **Master thesis - Student Inc**

1) PEL/KID to today **- Master thesis - Student Inc**



kiwied

KTH VETENSKAP OCH KONST

1) PEL/KID to today **- Master thesis - Student Inc**

Master thesis +

= TRUE

kiwied

1) PEL/KID to today **- Master thesis - Student Inc**

kiwied

Josef Norlin
Industrial Management

Jonas Aule
Computer Science

Henrik Blomgren
Associate Professor

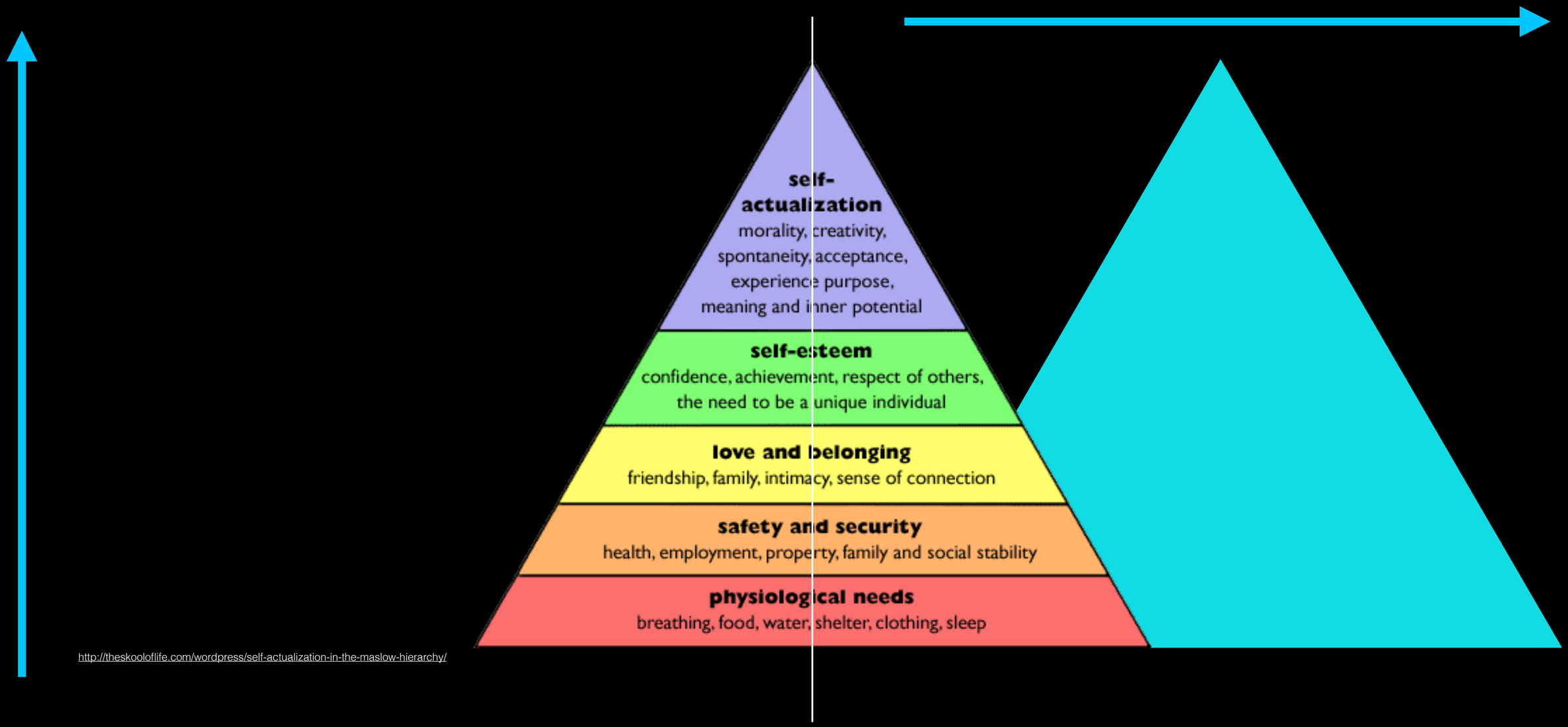
kiwied

2) My Why, How, What

TED/YouTube: Simon Sinek
http://startwithwhy.com

My Why

2) My Why, How, What **- My Why (Background)**



http://theskooloflife.com/wordpress/self-actualization-in-the-maslow-hierarchy/

2) My Why, How, What **- My Why (Examples)**

“Improve the networking between patients and their relatives”
- CareShare

“Out of the 30 biggest IT companies, 3 are from Europe”
- Why I’m here today

“Give teachers and students the best study toolkit there is”
- KiwiEd

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My How

2) My Why, How, What **- My How**

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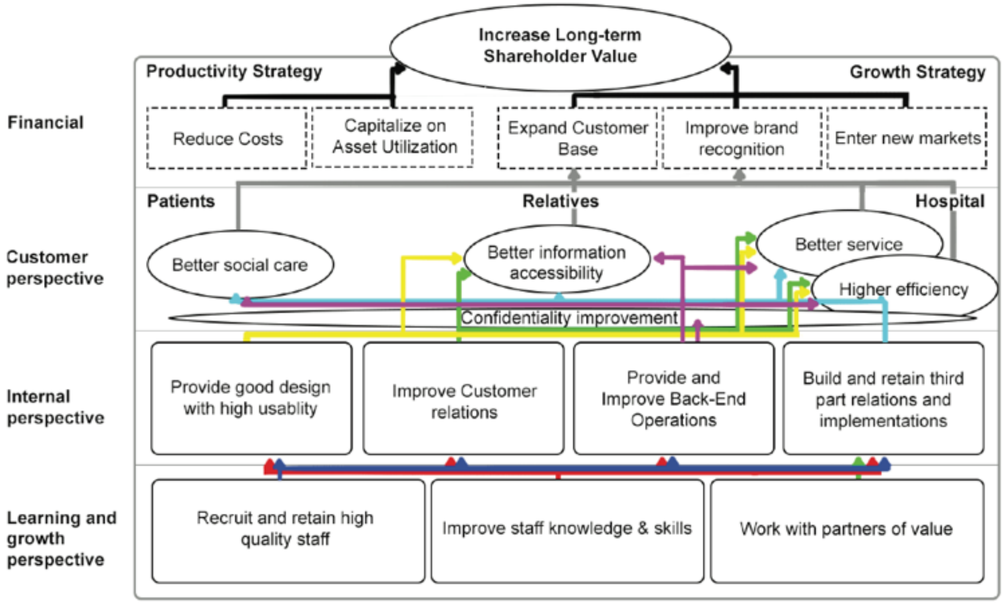

Figure 5.1: Strategy map

http://www.careshare.se/files/careshare_kid_report_2012.pdf

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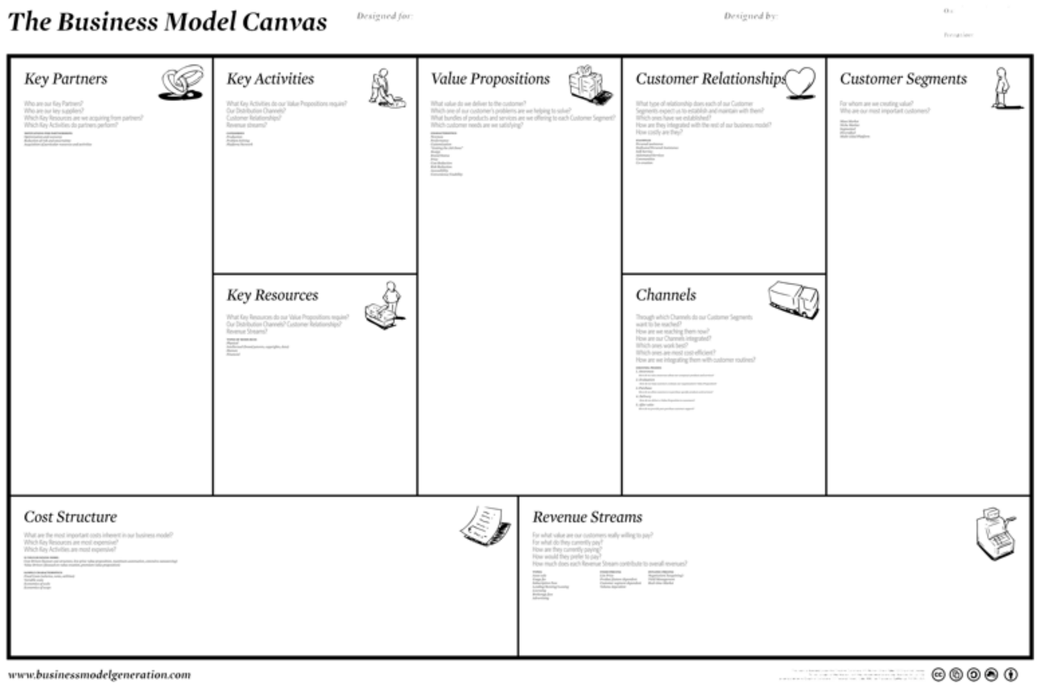

http://upload.wikimedia.org/wikipedia/commons/1/10/Business_Model_Canvas.png

\+

Lean Startup/Human-Computer Interaction

http://uxdesign.smashingmagazine.com/2012/10/10/lean-startup-is-great-ux-packaging/

My What

2) My Why, How, What **- My What (Examples)**

“Build a prototype to show how networking between patients and their relatives could work”
- CareShare

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- Why I’m here today

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3) Questions