Creative Therapy – Writing aid

The development of games and digital support of a writing aid. The idea is to mount a 3d printed part on an interactive writing pen (used in combination with tablet). In this challenge the students will work on creating games and digital development of the supporting software.

# Company

Creative Therapy

Creative therapy makes interactive physiotherapy equipment used for measuring motion and balance. Currently we sell two products: Squeezi (upper limb rehabilitation) and Matti (balance control floor mat).

# Contact person

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# Project brief description

**Digital Design aspects**

The design of the app and the corresponding games is free to be decided by the students. Beautiful Figma prototypes are also seen as valuable deliverables for user testing and pitching of the concept. As a reference, the team can download the Squeezi app from the app store.

**Marketing of interactive pen project or other CT products**

The marketing within this project can be done on the case of the interactive pen, but can also be geared towards the marketing of the products that are already developed by creative therapy (see: [creativetherapy.be](https://eur02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fcreativetherapy.be%2F&data=05%7C01%7Ckristien.vanassche%40odisee.be%7Cbc99ed8f33614a8a37ee08dbe1f573fc%7C5e74901d334f46e396d147d842585abd%7C0%7C0%7C638352216574255776%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=voCPp2uNCK3QNCe4Dj9DFZ0ZVHQs%2Bb7U7aPe4%2B5wwew%3D&reserved=0) ). In this way the marketing students can be inspired or challenge the current marketing done by Creative Therapy and finetune the promotion of the interactive pen, Squeezi or Matti.

**Web based, Android or Unity**

The development of the application for the pen and its corresponding game(s) can be done in unity. This is the current practise within the company. However, when good reasons or alternatives are provided, the team is free to deviate from Unity and use other platform or applications for building the interactive pen project.

# Support by our team

The team that picks this challenge can rely on the support of the founders of creative therapy as well as a dedicated product developer and a therapist who are working at the company. This facilitates multi domain insights (physiotherapy, product and business) and allows the teams to reach their scrum goals with adequate feedback.