



GOAL: Envision scenarios of future mobility

DELIVERABLE: 5 video scenarios or animated story-boards telling stories about how mobility could change our everyday life in the near or long future.

TODAYS NOTES: 10.00 Scenario development. By now each team has an idea of what to design in this workshop. Now it's time to create a story about that idea. Each group is asked to build a scenario to explain how their idea for a new product or a new service would work in real life. In building scenarios, each team answers the following questions:

- 1) What is your overall mission? What's the value proposition of your project?
- 2) What is your idea? What is the concept? Is it a new service? Is it a new product?
- 3) Who is it for? Who are you designing for? Who will benefit from this idea?
- 4) Who are the key stakeholders for your idea?
- 5) Tell us the story of what happens and how it works as a movie or an animated storyboard that describes the user experience.

14.00 All 5 groups present their scenarios. The afternoon went well and we got good feedback from our guests Patrizia Venturelli and Brett Patching.



Good ideas are not enough!
You now to shape strategies as well!



The following 5 pockets contain booklets that describe each project in detail

SQUEEZY How might we let our children travel on public transit in a safe and secure manner? This team has developed a small device for children to be independent from their parents when moving about in the city, going to school or meeting their friends.

ARRIVA RECHARGE Urban areas are full of activity and motion. The opportunities presented by the capture these small but plentiful bursts of kinetic energy are not taken advantage of. If we could capture the kinetic energy associated with simple activities, such as walking to work or exercising at the gym, we could work together to provide energy for the community.

SOUND JOURNEY When we are on a bus, we often want to relax and take a break. This project is about sound bubbles for personal audio experiences while traveling. From listening to music or a story read for you, these new experiences make bus travel more enjoyable.

"HAVE A SEAT" Feeling uncomfortable to sit next to strangers, people tend to isolate themselves on the bus. If open seats are more welcoming, perhaps conversations and friendships can be formed. This project is about a new information system that notifies free and busy seats on the bus.

FLOW Feeling lost in a new city? Or want to seek out the best deals in your own city? This project explores new way-finders for people using public transportation in the city and new ways of facilitating local merchants to place focused micro advertisements to bus users.

Thanks to:

>>> Jorgen Rasmussen and Birgitte Geert Jensen for having inspired and supported the idea of a "MOVING FORWARD" workshop at the Institute for Design at the ARKITEKTSKOLEN AARHUS.

>>> the Velux foundation for sponsoring this project.

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FLOW
EASY ACCESS / MICRO TREAT

DAY 6 working out what concepts to use. Narrowing things down...

DAY 7 prototyping user interfaces.

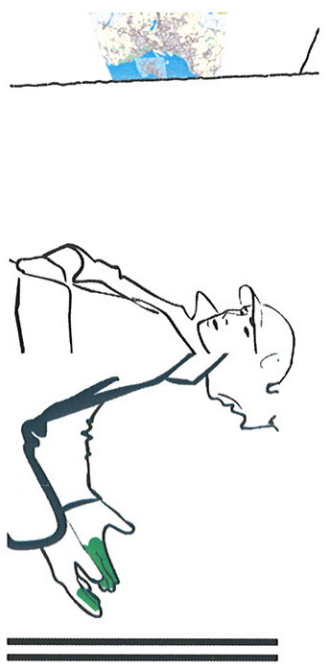
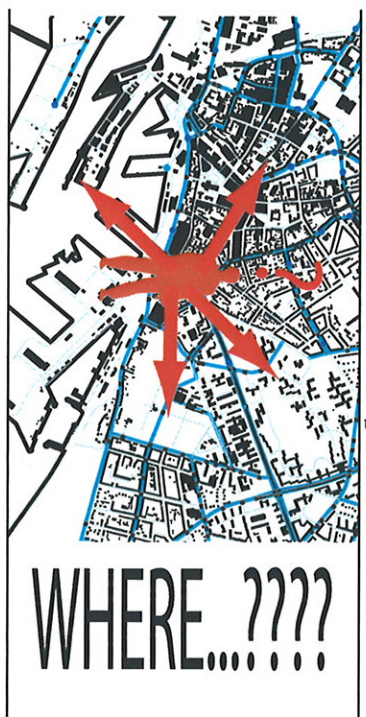
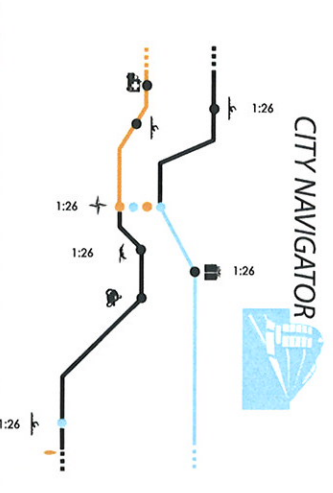
What to use. How to put it together.

DAY 8 All about mocking up.

DAY 9 Try out the prototype with people.

Prepare the final presentation.

DAY 10



<p>SUNSET BOULEVARD Køb en sandwichmenu med denne kupon og spar 20% SUNSET BOULEVARD</p>	<p>Kwickly FEM LUNE RUNDSTYKKER TIL EN 5. Kwickly</p>	<p>FA EN POSE ØKOLOGISK KÆFFE MED HEM TIL 12 PRIS barezzo</p>
<p>SUNSET BOULEVARD Køb en sandwichmenu med denne kupon og spar 20% SUNSET BOULEVARD</p>	<p>Kwickly FEM LUNE RUNDSTYKKER TIL EN 5. Kwickly</p>	<p>FA EN POSE ØKOLOGISK KÆFFE MED HEM TIL 12 PRIS barezzo</p>
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Moving Forward>>>

Comment / Reflection: Our main focus of the first week has been put aside by the development of prototypes in the second week. This means that the prototype is stronger than the idea. The mission statement being just do it...

Next Steps: Go back exploring the main topic further, investigating. Integrating the ideas deeper into the context of the bus and the city ... then sell the whole package to Arriva and live of the profit on a Caribbean island. Drugs sex and rock'n roll baby.

Mission: We want to smoothen the small moments of irritation during a short bus ride in context of the centre of Aarhus. The goal is to apply subtle changes to the system in relation to two specific problems. It's our mission to simplify payment while adding a treat value to the ticket.

Context: The target users are basically everyone who uses the bus system, though focusing one locals and tourist who use the bus for short commuting purposes in the centre of Aarhus. The intention being improving the flow for everyone that comes in touch with the system, being locals in Aarhus, tourists and in general people passing through the system.

Concept: The concepts are based on the future development of the ticketing system to a RFID embedded paying system being a form of credit card. The confirmation system, or feedback is a paper ticket with a micro-advertisement.

The other concept is a personal paper based tourist navigator. Basically it connects landmarks to a selection of bigger bus stops throughout the city. The idea is you know where you are and you know where you want to go and the navigator guides you through the bus infrastructure.

Prototype: Two concepts have been prototyped: One smart device for tourists and a ticketing system for micro-advertisement. The goal of the prototypes is to establish the value of the idea.

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SQUEEZY
MOBILITY DEVICE FOR CHILDREN

DAY 6 Develop our start-outconcept: the childrenbus - rethink and specify the situation. This was now to be developed into a device for the child. What can help the child to be independent in an early age when using the public transport?

DAY 7 We try to put illustrations to our ideas and to develop the form of the device. The challenge of the design, is how to communicate information from the device to the child, in the most simple way and at the same time keep the playfulness.

DAY 8 A physical prototype is to be developed. We use silicone to form a model to demonstrate the function of the device through a connection to the computer. We work with animating different face expressions in illustrator and flash.

DAY 9 Putting the scenario together in Flash. Building the prototype. Finding a name...

DAY 10



Moving Forward>>>

Comment / Reflection: Our process has been like a roller-coaster, going from one idea to another. In the first week, we were insecure on whether to develop the ideas on moving with the bus system, or go deeper on the idea to simplify the transportation for the child. This was a longer process and we ended up with putting a lot of energy researching on both of them. This wasn't very effective, because we finally wanted to solve it all.

After deciding the complex of the problem, our process has been more focused. There has still been a lot of discussions, but only constructive ones. We now imagine one situation and make the design more specific for that.

Next Steps: If we've had more time, we would probably work more on the direct communication between the child and the device. We would also had wanted to involve the children more in our project. They could have helped us to develop the device from their point-of-view and to inspire us when shaping the device.

Mission: To give children a feeling of safety when travelling on their own in their everyday life. Helping them finding their way through confirming their choices when using public transport.

By helping the child using the already existing transport system, we give the parents more freedom and flexibility because the child becomes more mobile and independent.

Context: For children in the age between 5-10 years old who lives in the city and can use the bus as a way to get to school and after-school activities. The system is based on a network which organises activities that is part of the child's routine and repeats every week, like going to school every morning at 8.00 AM or playing football every Tuesday at 6.00 PM in the local club.

Concept: A device for children in the city as a help for using the public transport. In combination with a GPS-system, a RFID-tracking device in the buses guides and alerts the child so he/she arrives safely. The product is more like a pet/toy that reacts on the child and the surroundings. It is not like a teacher or a parent, but more a friend on the way navigating the child in confusing situations. It can be attached to both clothes, bags and also be used as a necklace.

Prototype: By combining a physical prototype with an animated prototype, we try to demonstrate how the device mediates information in specific situations. The physical prototype is a shell made of half transparent silicone that contains a motor for producing vibrations and LEDs for generating lights. The animated prototype shows how a display combined with the physical prototype operates when activated.