

Aarhus School of Architecture
Department for Design

ARRIVA
RECHARGE

6 DAY The project moved from health to energy.

Discussing the targetgroup a lot

7 DAY Visual language

Physical model
A dummy
evidence

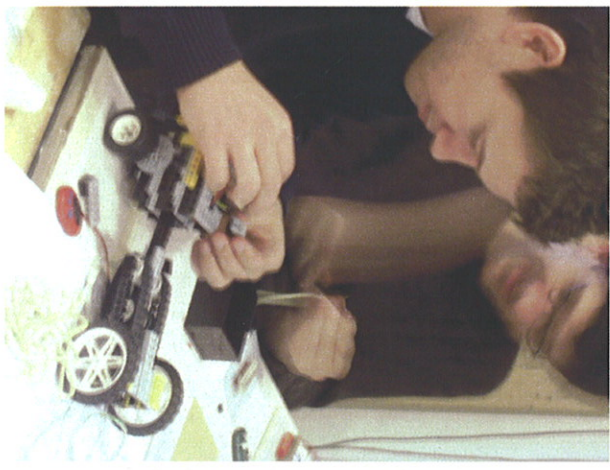
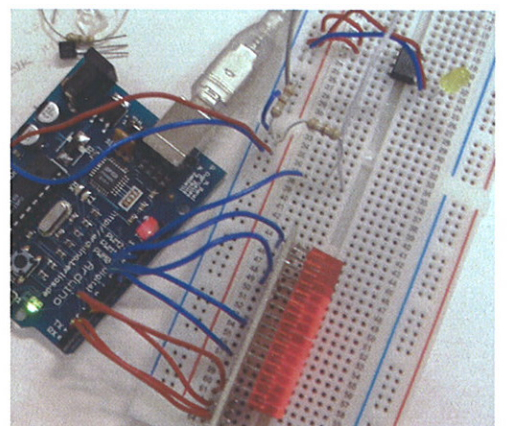
8 DAY Print ads
Video (story-board)

Physical LEGO model
Video Filming

9 DAY Final animations.

Building a model of a bus. Edit video.

10 DAY



Moving Forward>>>

Comment / Reflection: In the future, companies must involve themselves in people problems. This means that the journey from A to B must be as pleasant as possible and should make the users feel part of something, feel that they make a difference in the everyday life and that they are contributing to the society.

Next Steps: Next step would be to involve other companies in the service, so that people can exchange the energy to value in other companies than Arriva. The service would start a movement that increases environmental- and health awareness.

Mission: Promote Arriva by designing a new positive profile for the company. Make people combine using Arriva with good conscious.

Context: In a world with pollution and increasing health problems we try to combine the improvement of physical actions with the promotion of a company. The company is Arriva.

Concept: The Kinetec energy produced by people everyday activities are stored in a device. When buying a ticket you can exchange the amount of energy to a discount. The energy donated by all the passengers will be reused by the company. The passenger gets fit, helps the environment and saves money.

Prototype: A device that collects and stores Kinetec energy. The device is working together with another machine placed in Arriva vehicles which drains the device from energy and convert it into a discount on the ride.

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SOUND JOURNEY
A BUS TICKET WITH ENTERTAINMENT

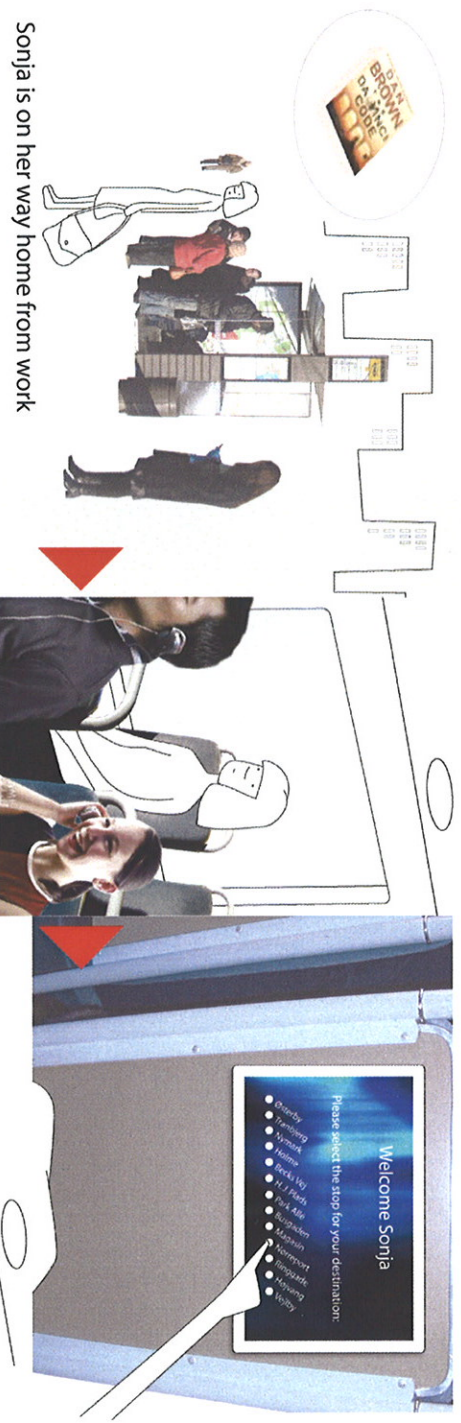
DAY 6 We decided to develop the book ticket concept.

DAY 7 Planning the rest of the week. Building a mock-up.

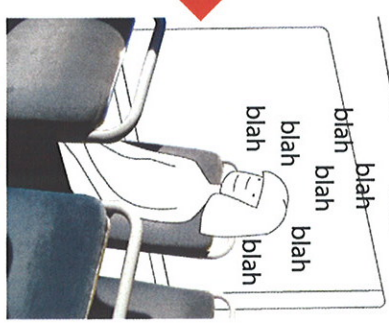
DAY 8 Testing the mock-up on bus passengers. Working on prototype 1 and 2.

DAY 9 Real world testing of the prototype. Prepare presentation.

DAY 10



Sonja is on her way home from work



other characters for the target group



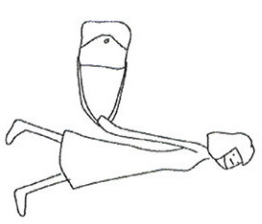
Mozart Mats



Active Anton



Fashion Fiona



Mission: Add more value to the experience. Personal quality time. Personalize the bus trip.

Context:
Problem: Uncomfortable bus trip. "A waste of time".

Who: All passengers

Concept:
Idea: A new service which creates a private relaxation sphere around the seats.

A bus ticket which consist of stories, music and debate.
Passengers buy a card with an illustration/theme they like without knowing exactly what it contains.

New Value: Gain more of the time. Personal sound space. Relaxation — gives the passengers extra energy for the rest of the day.

Prototype: Mock-up: A cardboard model of the docking station and three paper cards used for testing in busses, with computer simulation.
Prototype 1: A tangible model of the docking station and a selection of cards. The model illustrates the product and the experience is simulated by computer.
Prototype 2: Flash model illustrating the interface and sound experience.

Moving Forward>>>

Comment / Reflection: Very good and interesting workshop. The brainstorming process in the beginning of phase one was interesting but too far-reaching. There were too many concepts presented.

Next Steps: The workshop has created a good base for the rest of this terms project.

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“HAVE A SEAT”
DEALING WITH CROWDS IN CITY BUSES

DAY 6 Brainstormed new ideas.

Experiments
- low tech signs -
busride - people's
reaction.

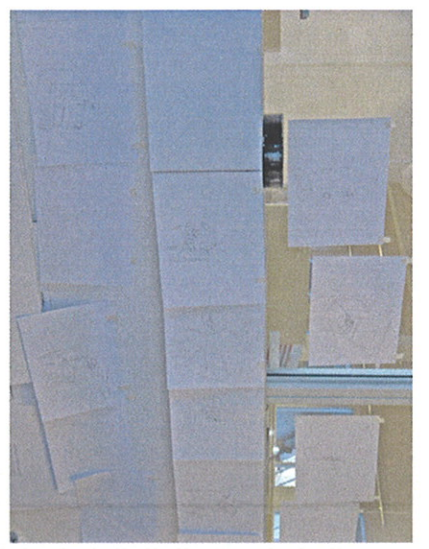
DAY 7 Talked about the reactions we got on the busride.

Got an idea for a prototype/device.

DAY 8 Made our prototype.

DAY 9 Tried our prototype in a bus on real people. Made our presentation.

DAY 10



Moving Forward>>>

Comment / Reflection: It has been fun using other work methods than we are used to and seeing devices/products that we are not used to making ourselves hear at our school.

But it's been hard going home at 5 or 6 o'clock every day - everything is closed and you are too tired to even go and see a movie.

Next Steps: Advanced electronics, motion sensors on every seat in the bus and touch screens. Displays at every bus stop and in every bus in Århus.

Mission: Making the travelling on citybuses in Århus a less stressful experience and a pleasant break in your everyday life. The idea is to give people the possibility to deal with the crowdedness in the bus by knowing how crowded the bus is before getting on it, and when entering the bus choosing a free seat.

Context: Public transport is overall a benefit for the environment and society, but many people feel it's uncomfortable sitting close to strangers and generally find the ride in a citybus stressful. Our core users are: Pregnant women, elderly, parents with small children, the walking-impaired and stressed and tired people.

Concept: Seating-system for the citybuses. Making people feel more comfortable taking a free seat beside a stranger. Considering the relationship between people and the barriers there are between us when we (don't know each other). Interaction between strangers. Making the bus ride less stressful. Encouraging common courtesy.

Prototype: A display, showing the seating in the bus, feels you which seats that are taken and which seats are free. This display will be placed at the bus stop and in the bus. On the display at the bus stop you can see how crowded the next bus is and how many free seats there are left. On the display in the bus (placed at the entrance by the ticket machine) you can decide which free seat you want to sit in.