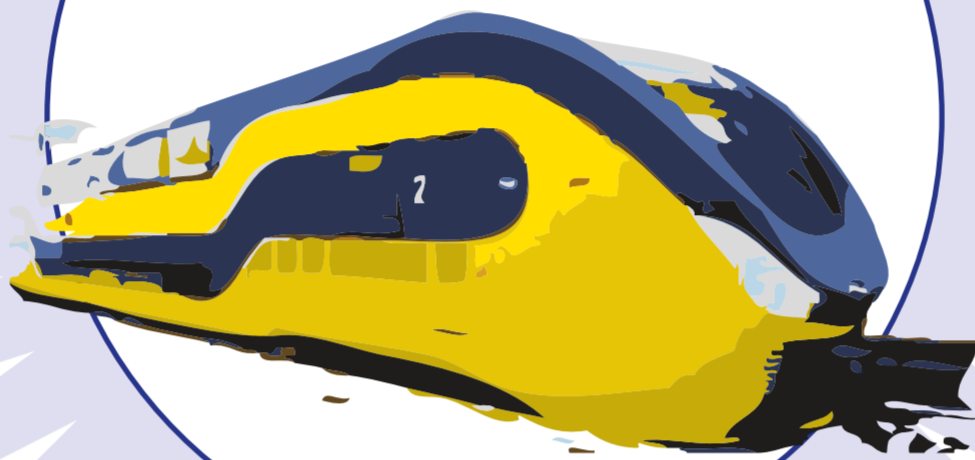# DID YOU KNOW ?

## DID YOU KNOW

That EVERYDAY there is someone working for you?

That it's easy to make them feel APPRECIATED with few actions?

That if you help them you can EXPERIENCE each travel in a better way?

They can just say

# THANKS IN ADVANCE !

— Now it's YOUR turn —

we are info-garbage, throw us in the trashcan

# Thanks in advance!

## design goal

I want passengers to give credit to cleaners' work, in order to help them to feel more confident and appreciated during their working time.

## interaction vision

PROACTIVE APPRECIATION. Passenger should react in advance, behaving in order to influence directly cleaners' work both on trains and in the stations.

## concept

**WHAT** • Impressive data on cleaners' work and suggestion on behaviours

**WHY** • Sensitize people about cleaners' work and give them advices on how to help
• Everybody speaks, reads and learns about cleaners' work in order to make them feel the hug of the environment and get the help of passengers

**HOW** • An awareness campaign on packaging of food sold in the shops at the station

## inspirations

triggering messages
shiny colors
simple graphics
funny details

Sandwich Boxes

Coffee Cups

Fries Cones
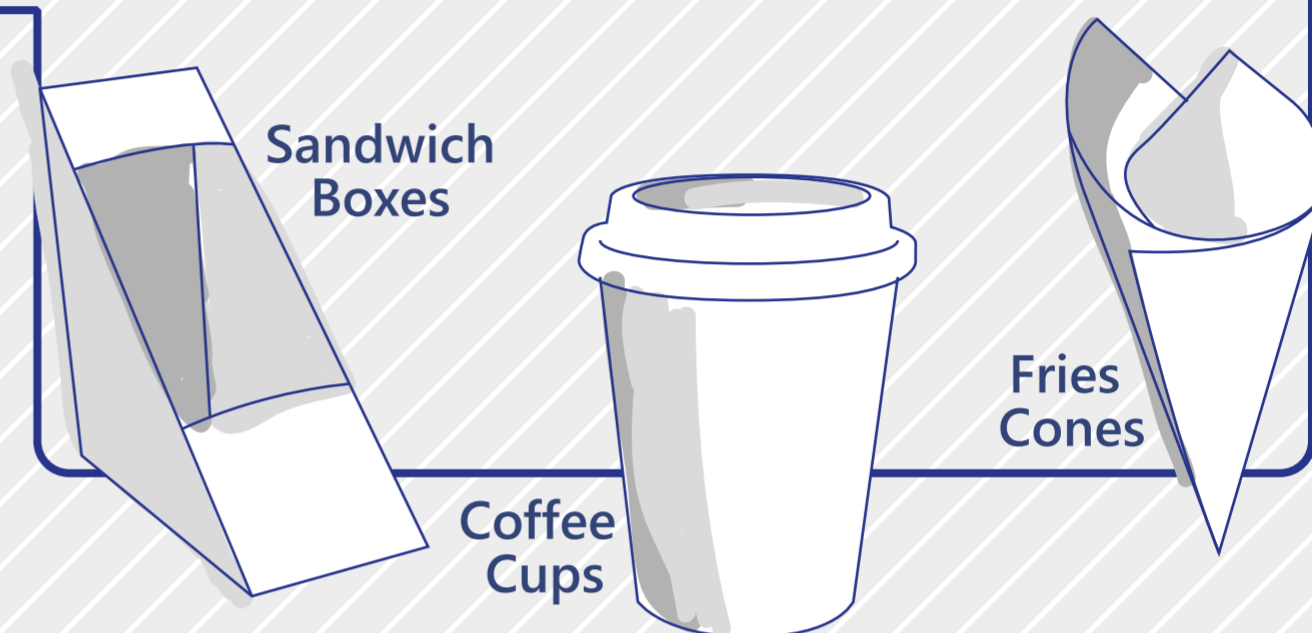
## design: Infogarbage

⇄ **colors**
visual
curiosity

**tear off**
discovery
tactility

**info**
surprise
awareness



## user test: IO, Delft Station, Den Haag Station

### test 1
**BE TRIGGERED BY THE OBJECT**

**design**
Bright colors
Images

**message**
Did you know?

**expectations**
Technical data
Train speed

### test 2
**MANAGE PROPERLY THE TEAR OFF**

**design**
Clear to see
Easy to open
Non detachable
Coherent

**experience**
Discovery
Playful
Unusual

### test 3
**UNDERSTAND THE MESSAGE**

**data-story**
Surprise
Awareness
Personal behaviour

**suggestions**
Easy doing
Not too effort

**long term effect**
Decontextualization
Natural gesture