

A photograph of two women outdoors in winter clothing. The woman on the left, wearing a red jacket and a brown beanie with a tassel, is smiling and holding a silver laptop. The laptop screen shows a video call with a woman who is waving. The woman on the right, wearing a blue beanie and a dark jacket, is looking at the laptop and has her hand raised as if gesturing. The background is a blurred outdoor setting with buildings and a car.

Connecting Distractions

By Anna Palmér

Users?



Users?

People waiting at traffic lights



What did
the users say?



DC and IV

DC and IV

“Increase flow when
bicycling in Delft”

~~“Increase flow when
bicycling in Delft”~~

DC and IV

~~“Increase flow when
bicycling in Delft”~~

DCG and IV

Design Goal

“Create a curious experience for
people waiting at traffic lights”

~~“Increase flow when
bicycling in Delft”~~

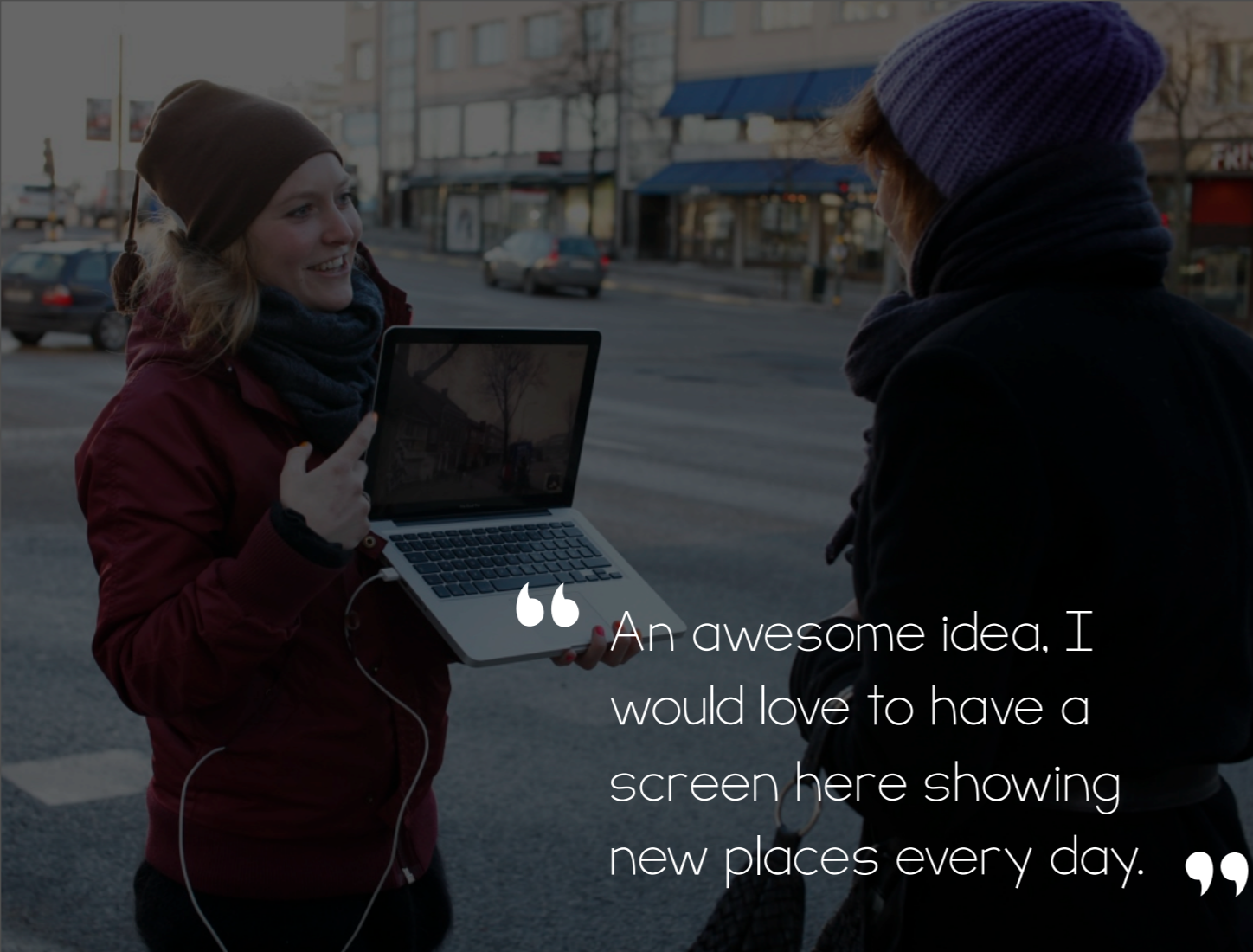
DCG and IV

Design Goal

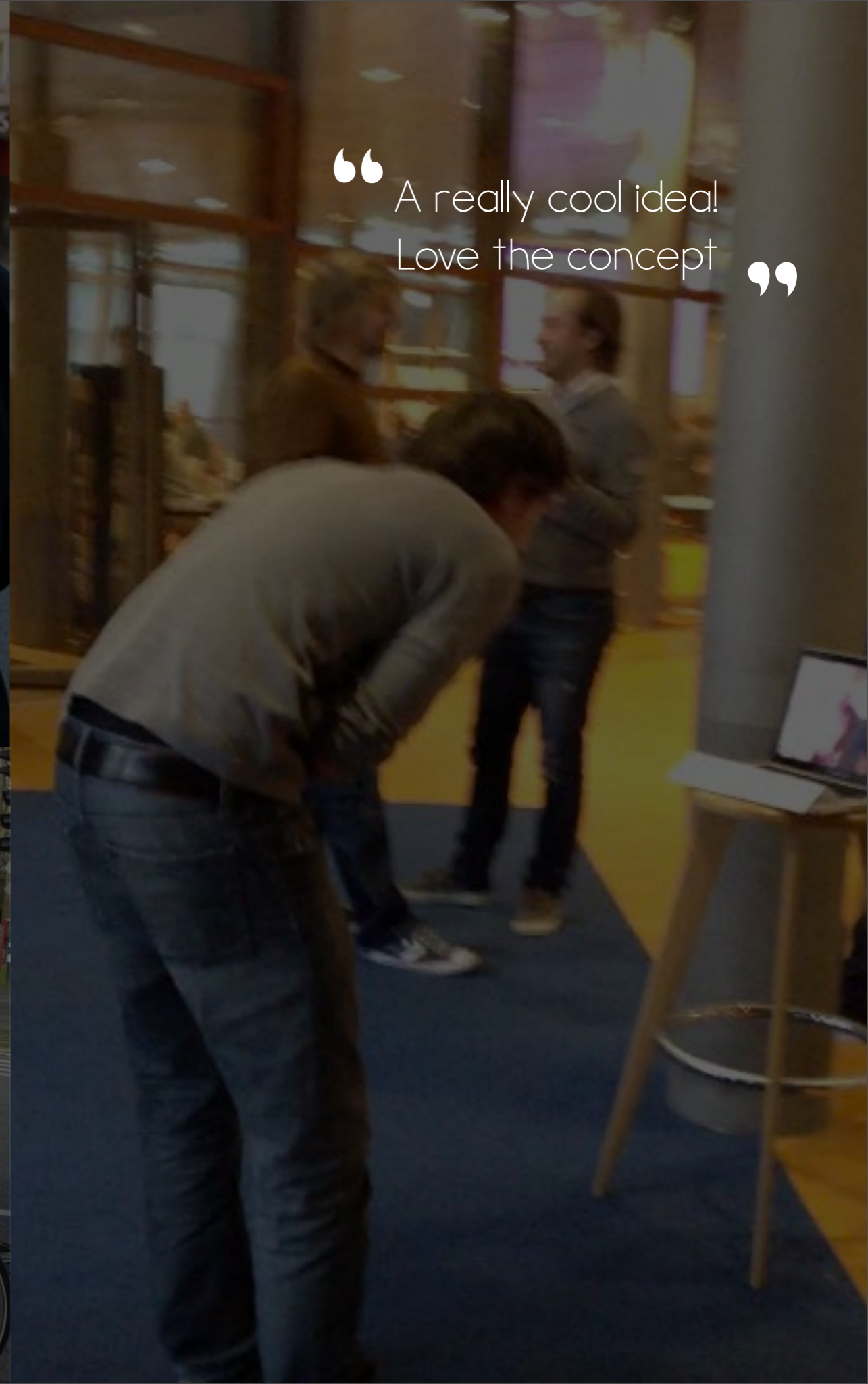
“Create a curious experience for
people waiting at traffic lights”

Interaction Vision

“Curious Distraction”



“ An awesome idea, I would love to have a screen here showing new places every day. ”



“ A really cool idea! Love the concept ”



“ This was so much fun. I think you have a great concept going on here. ”

A woman in a black coat stands on a sidewalk, holding a laptop and talking to a man on a bicycle. The man is wearing a brown jacket and is smiling. They are at a city intersection with traffic lights and cars in the background.

Project Conclusions

Learned a lot.

Dared to “just do it”.

Real working interaction built on user feedback.



Thank you!