



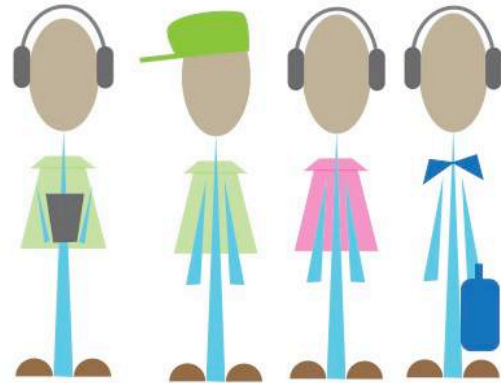
Below the city.

Exploring interactions

FINAL REPORT

Suzanne de Witte 1518585







Zombiemodus



Design Goal

IMPROVING THE AMBIANCE IN THE METRO BY BREAKING THROUGH THE 'ZOMBIEMODUS' OF THE ROUTINE TRAVELLERS AT THE WAITING PLATFORM OF THE ROTTERDAM METRO.

Interaction vision

FEELING LIKE SIMBA IN THE LION KING

Qualities

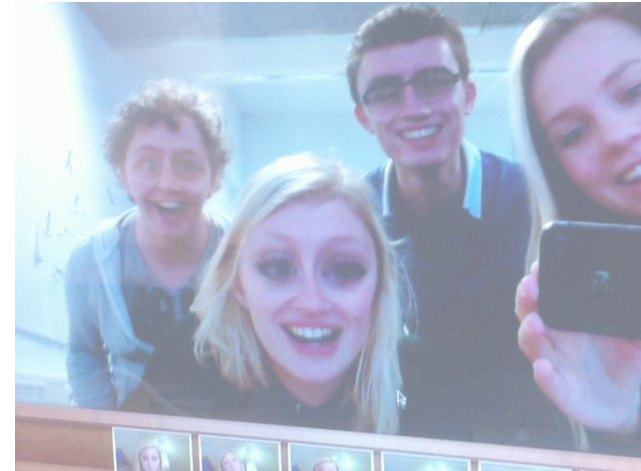
CURIOUS, POSITIVE & AWARE



Research



DEFORMED REFLECTION
SHADOW
PROTOTYPE

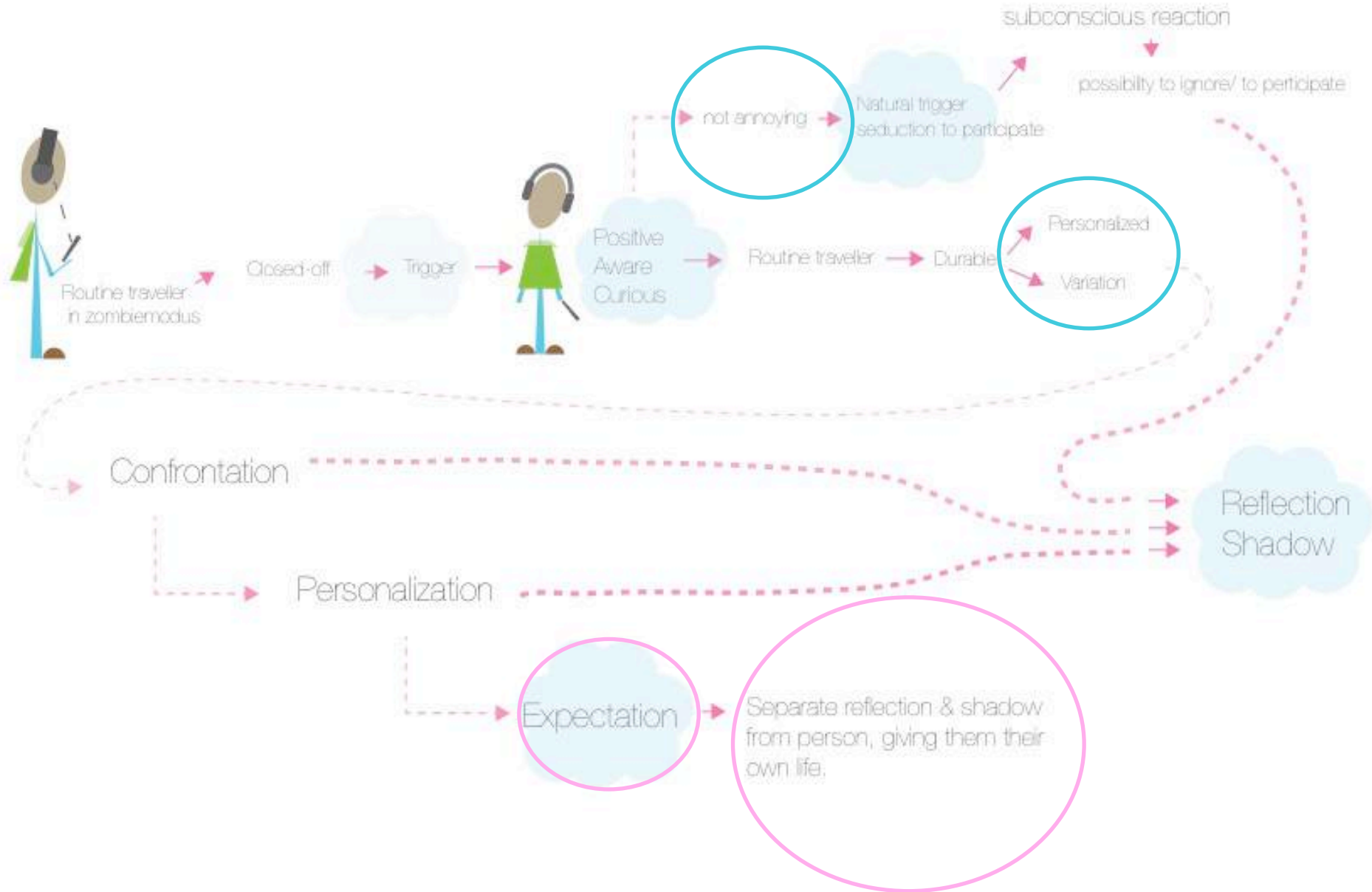


DEFORMED REFLECTION

POSITIVE & CURIOUS TRIGGER



SHADOW: NATURAL & FUN TRIGGER
EVEN FOR OLD PEOPLE

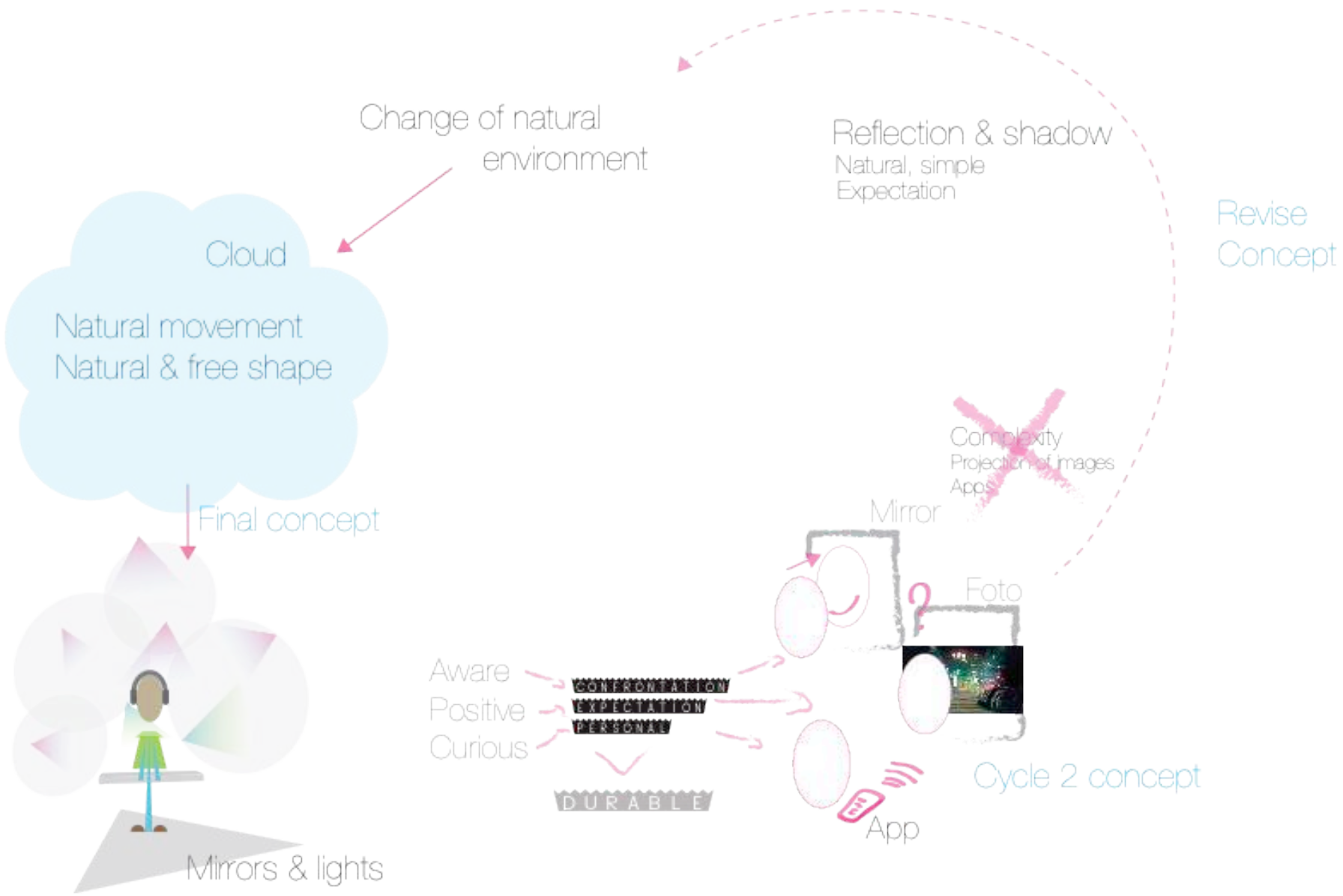


CHANGING A STATE OF MIND
REQUIRES A

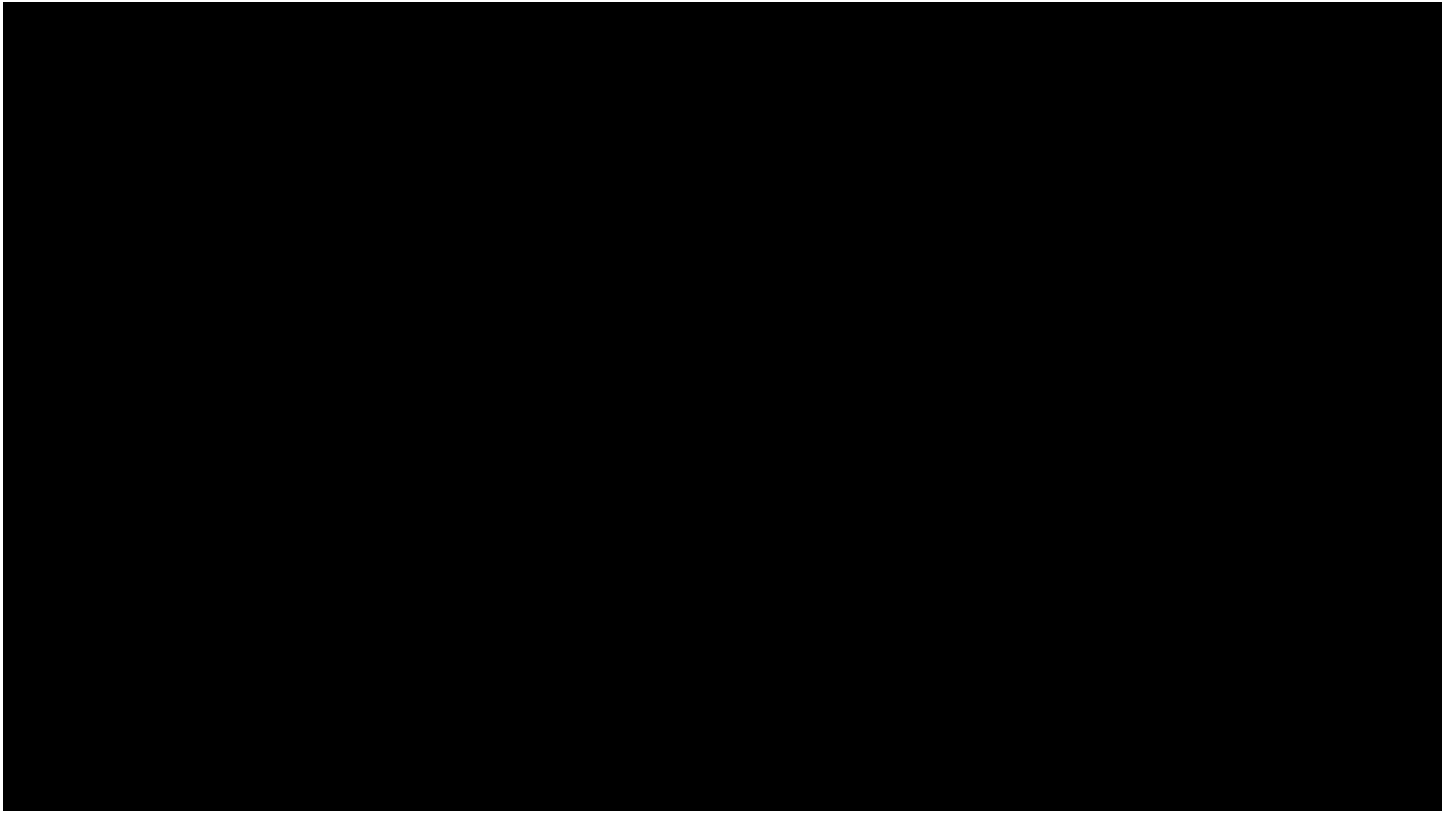
FULL EXPERIENCE

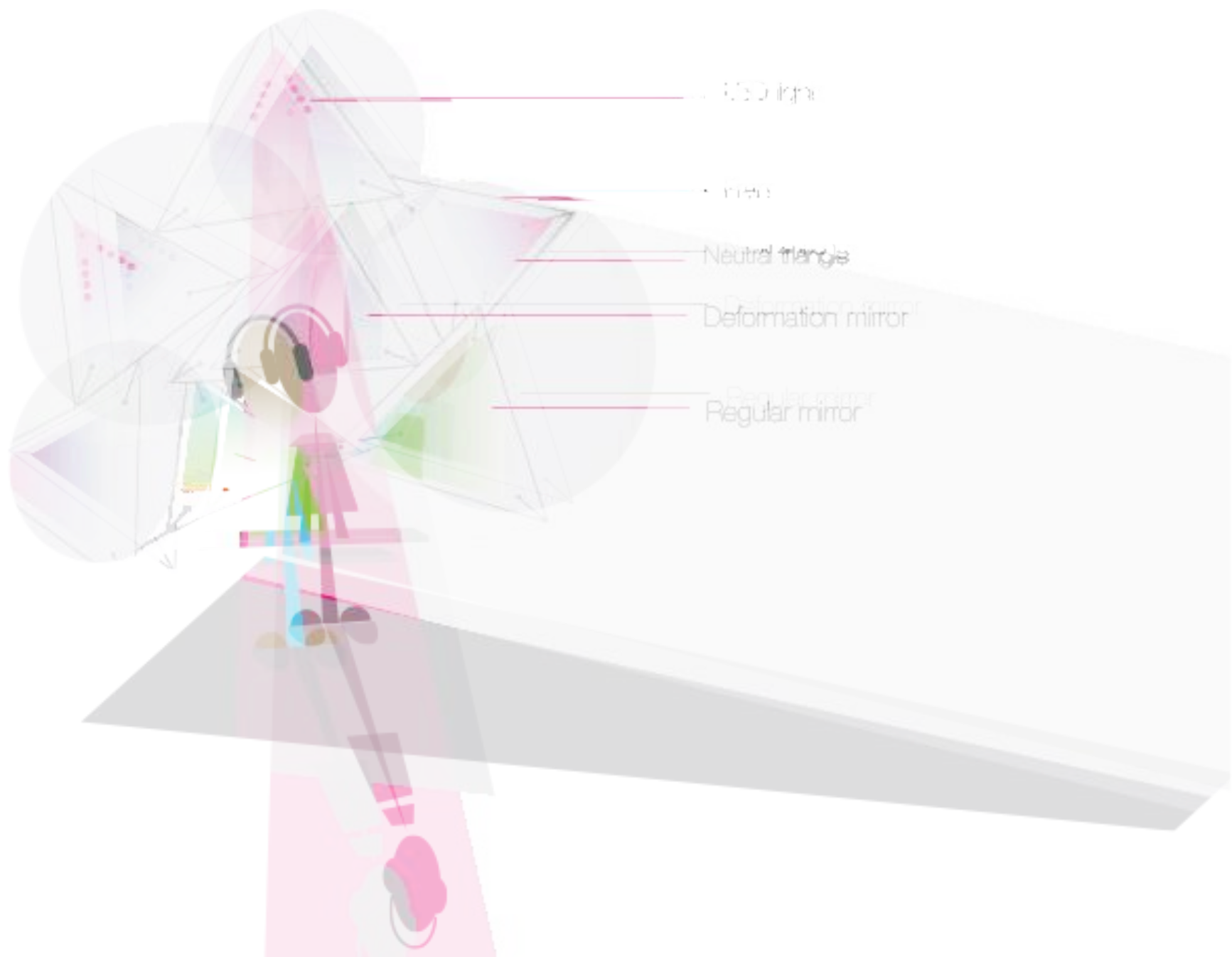
SIMPLE & FAMILIAR TRIGGERS

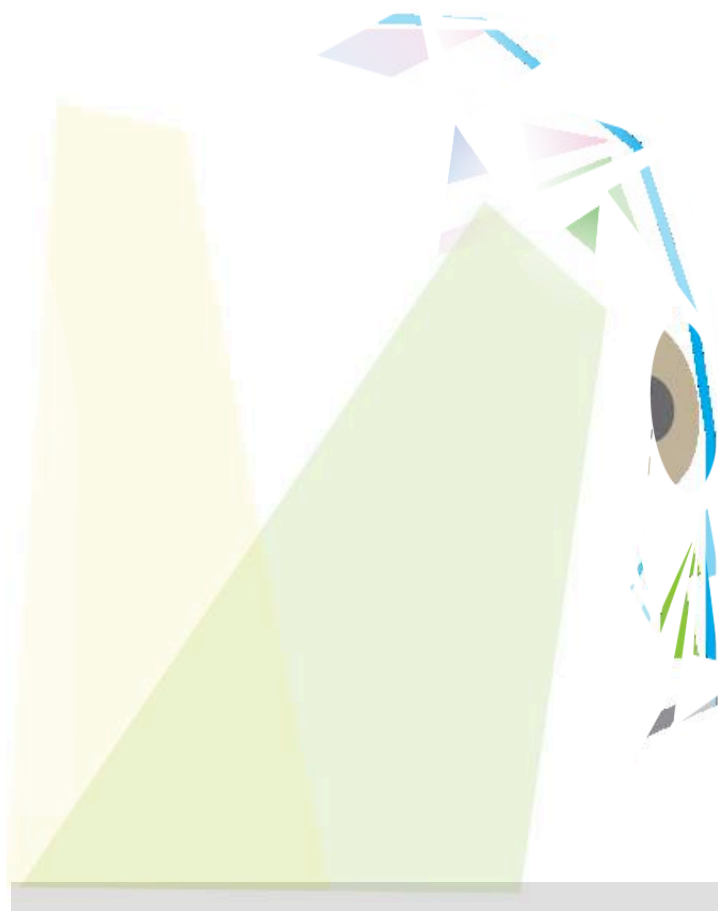
-> A LOW THRESHOLD.







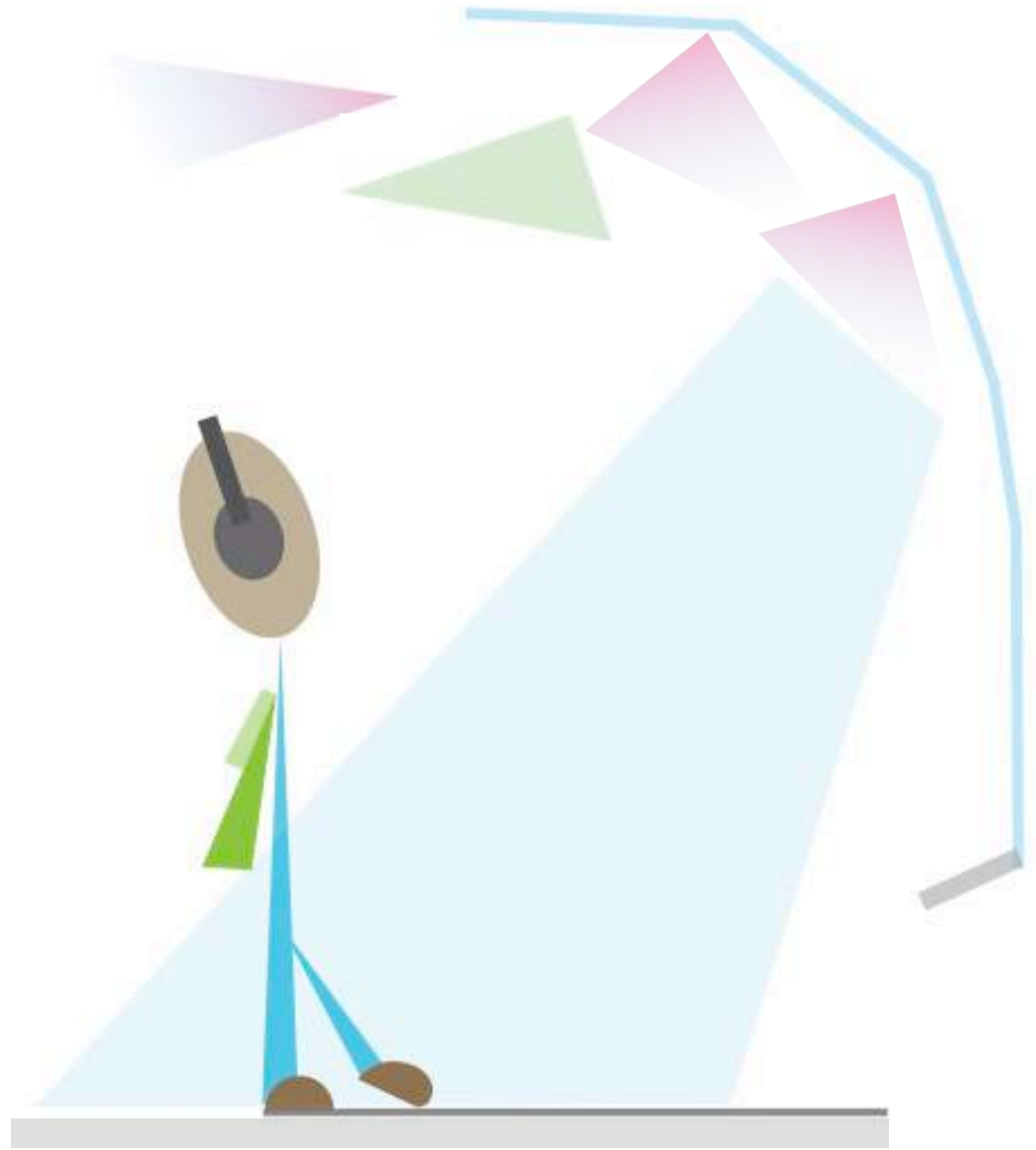




Sensor

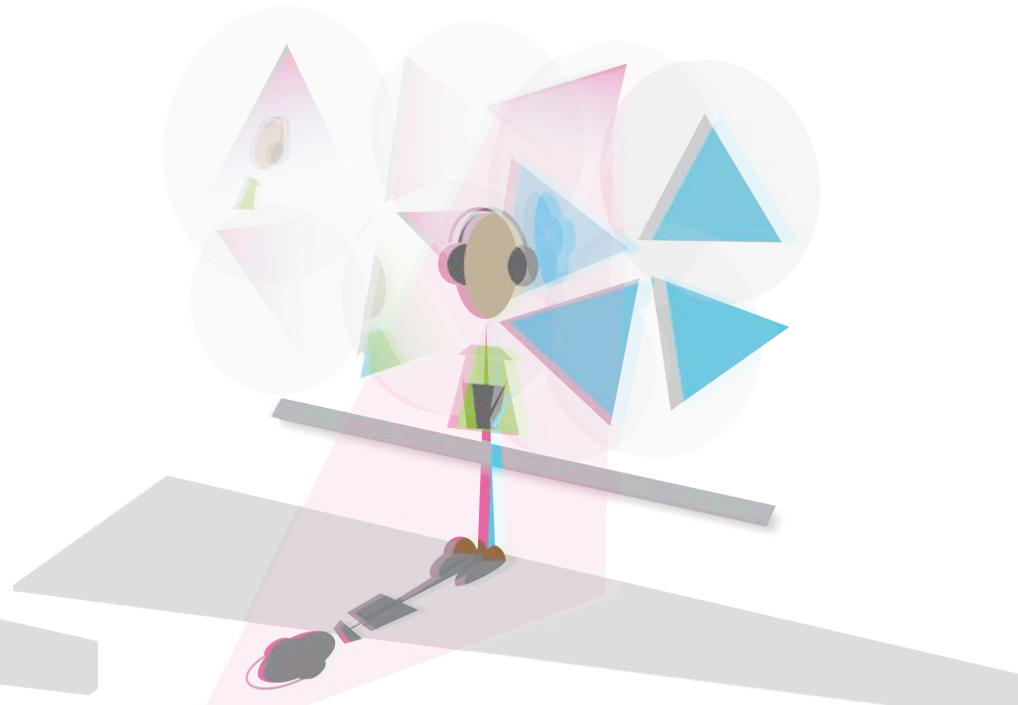
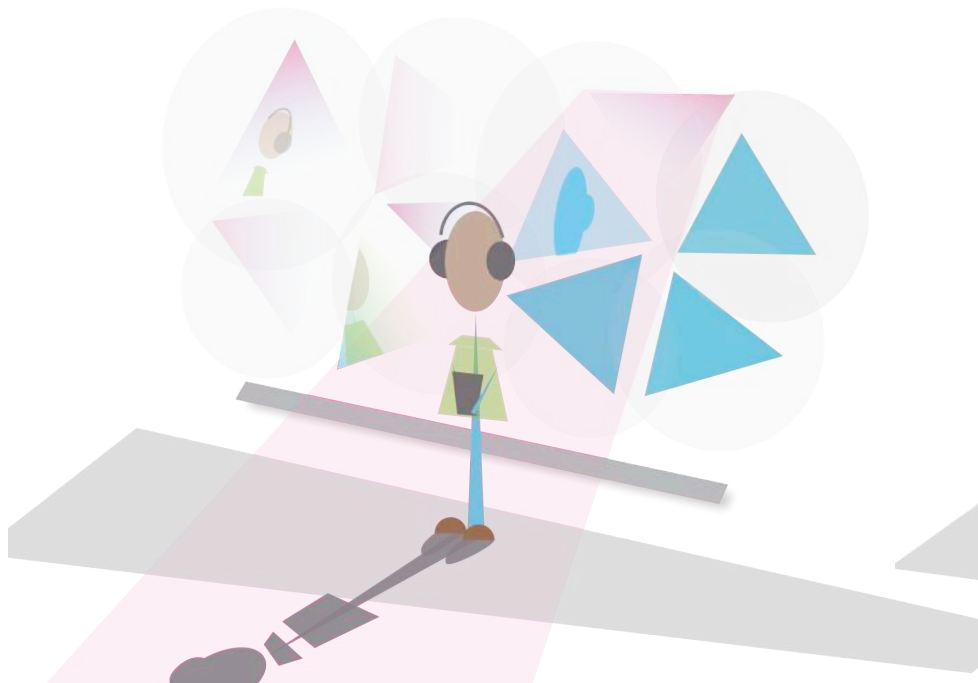


Light & color

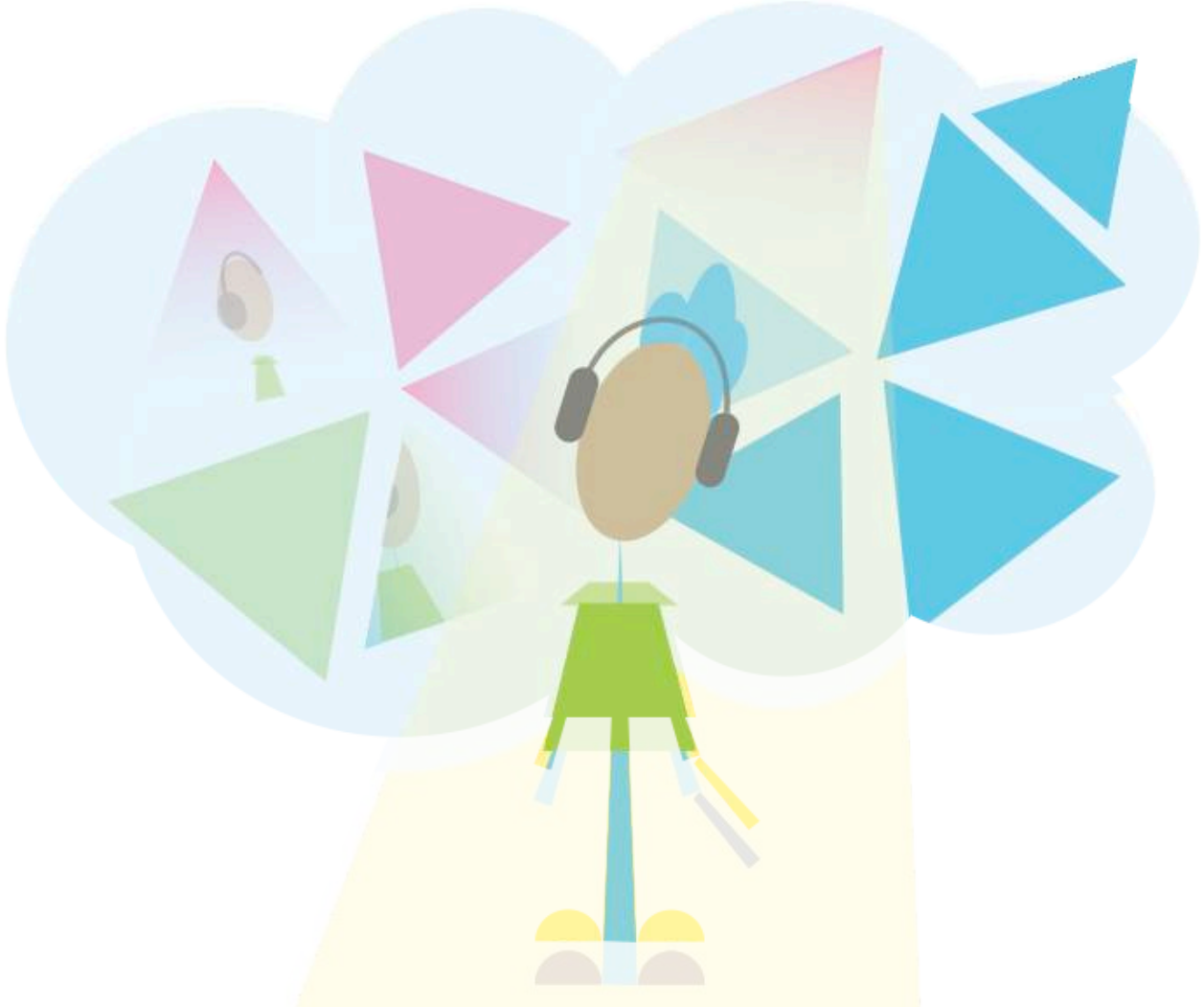


Movement

Shadow



Strategically hidden & (deformed) reflection

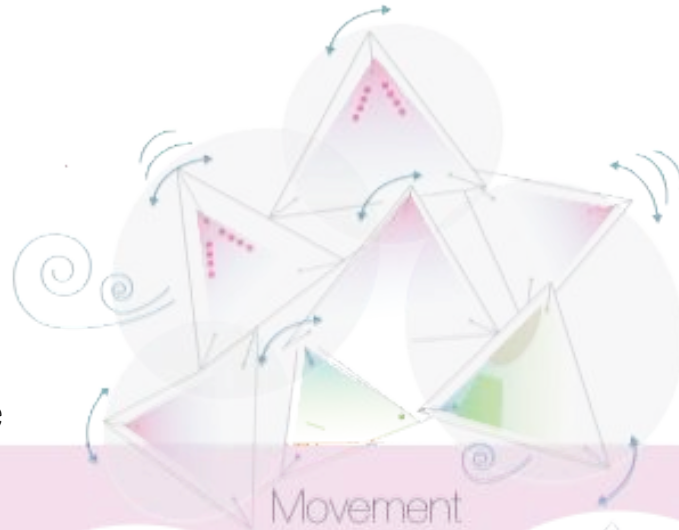


Aware

Positive

Curious

Durable



Lights in different colors



Shadow



Deformed & coloured
Reflection



Sensor

NATURAL LIGHTNESS





IREDESCENT PLEXIGLAS



THIS WAS ABOUT;

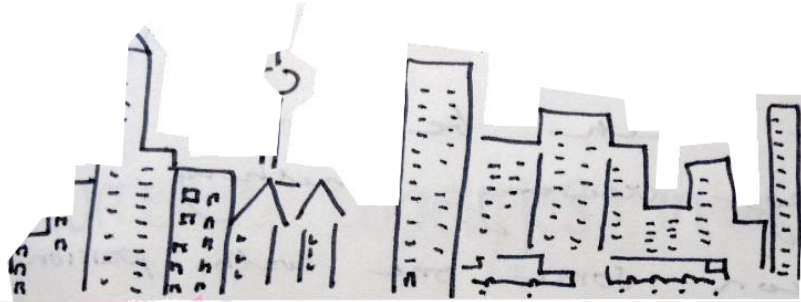
NATURAL TRIGGERS
THAT CONFRONT THE TRAVELLER WITH THEIR OWN TRACES

CHANGING ENVIRONMENT WITH COLOR, LIGHT & SHADOW
& ITS AFFECT ON OUR STATE OF MIND

SIMPLICITY FOR A LOW TRESHOLD & ROOM FOR OWN
INTERPRETATION

POSITIVITY
CURIOSITY
AWARENESS





below Rotterdam..

