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EXPLORING INTERACTIONS  
ID4250  
STUDIO FOOD  
MARGREET BEETS  
JORIK HEPWORTH  
FINAL PRESENTATION

**LET'S GO  
TO THE  
FOOD BANK!**

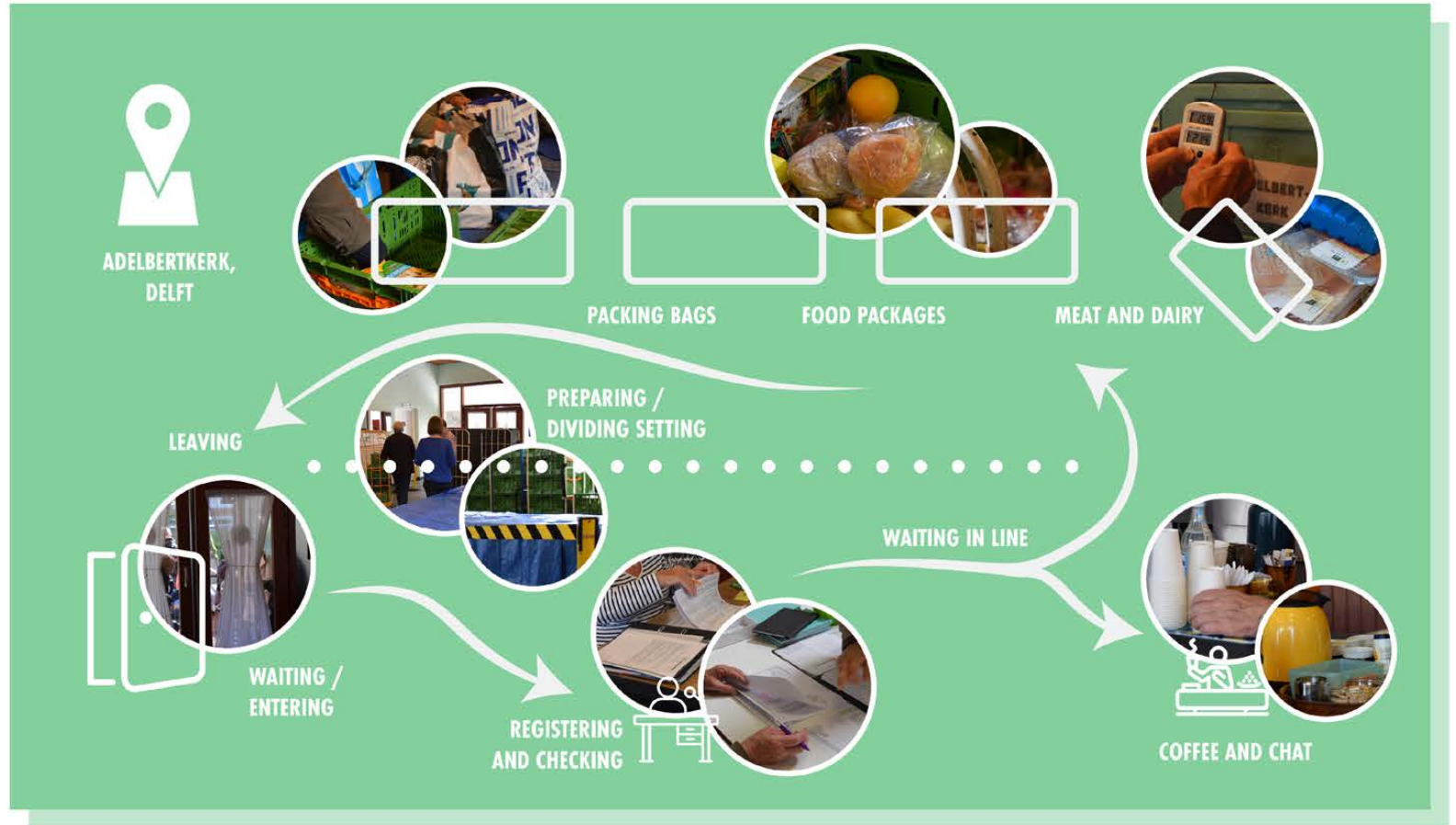


**DESIGN GOAL**

“  
Create a joyful experience  
for clients of the food  
bank in Delft,  
right before and after they  
receive their food package  
from the pick-up location  
”



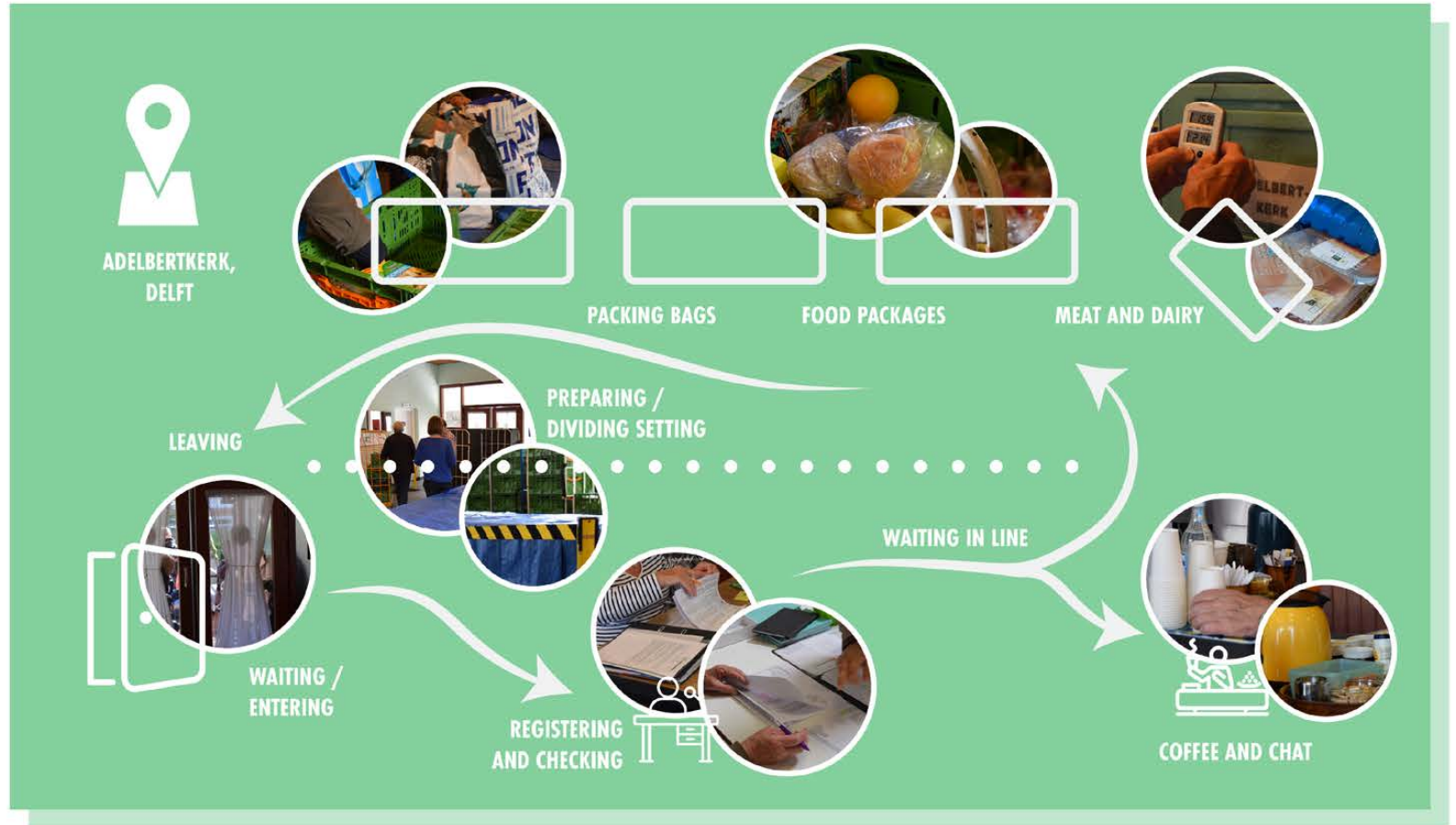
## CURRENT INTERACTIONS



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**DESIRED INTERACTION**

CURRENT	DESIRED
Passive	Dynamic
Uninvolved	Engaging
Practical	Social

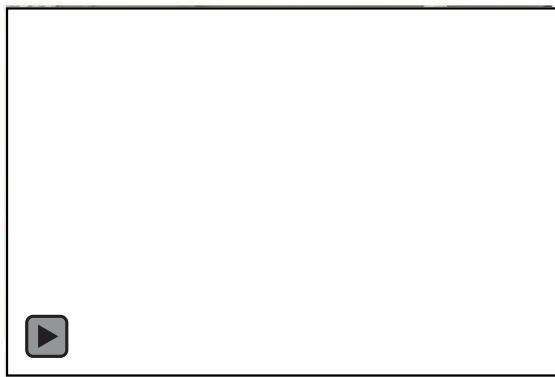


## INTERACTION VISION

“  
Watching  
the sun  
rise  
over the  
horizon on  
a cold day  
”



**KEY INSIGHTS  
RESEARCH  
AND DESIGN  
INTERVENTIONS**

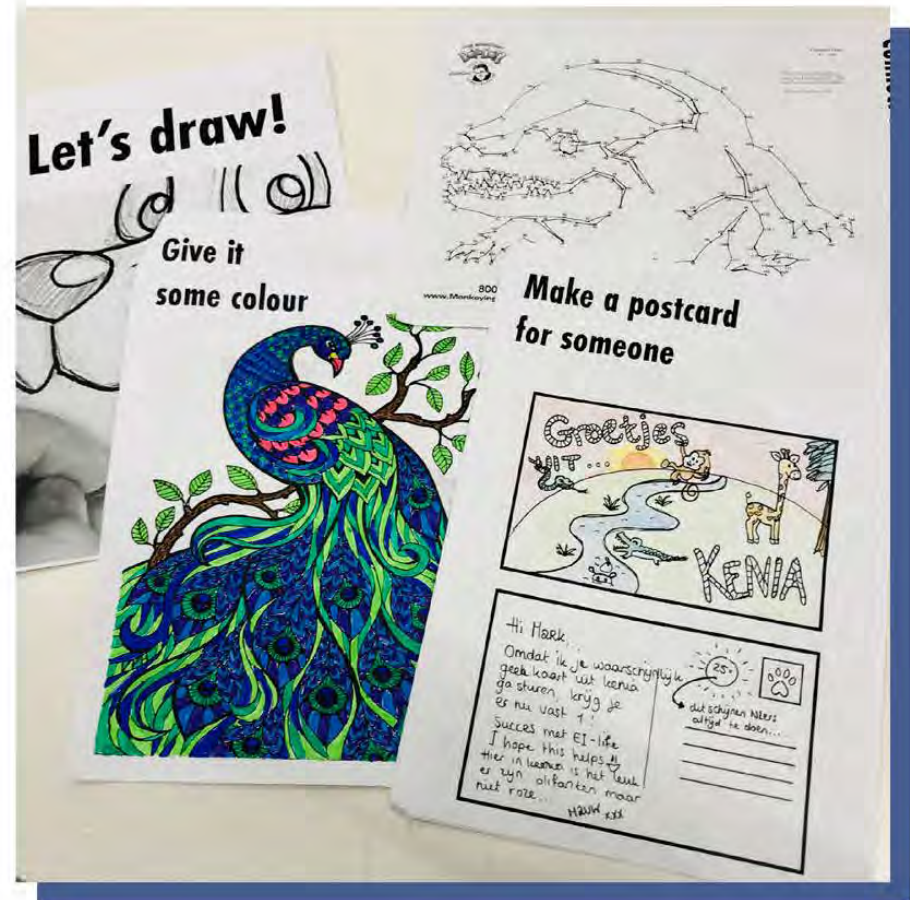


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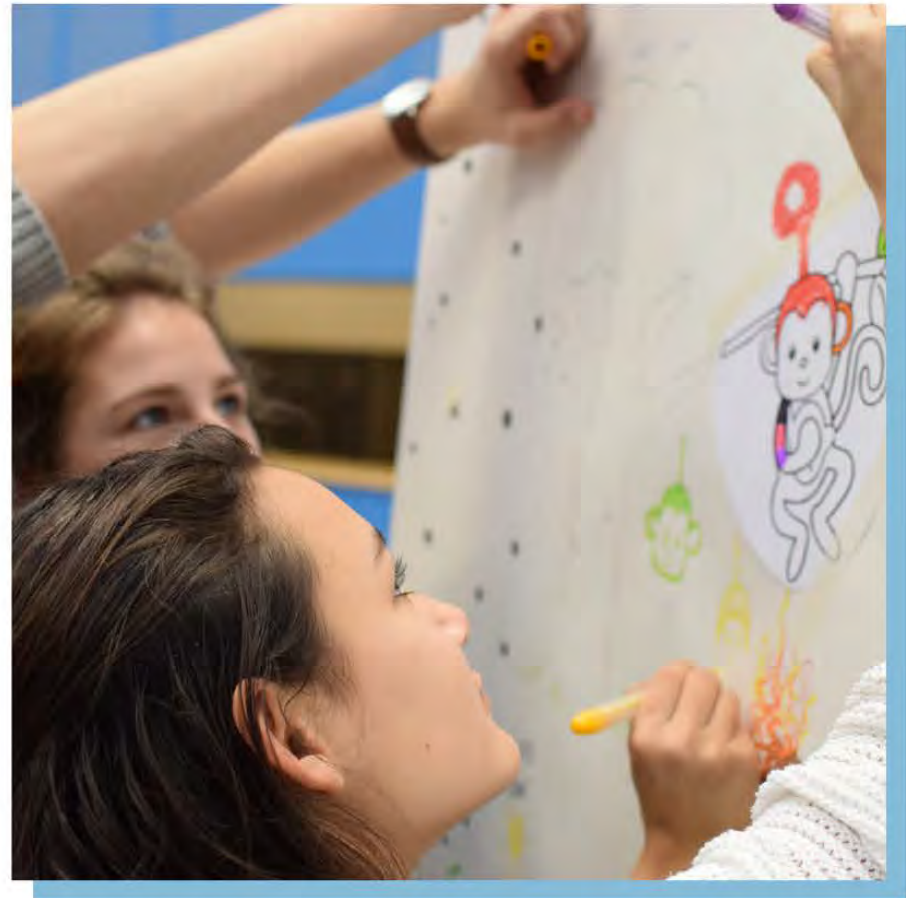




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**KEY INSIGHTS  
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# PROTOTYPING







## EVALUATION STUDY

### DYNAMIC

"The concept should be constantly changing and not be static.  
People should be able to jump in and out at any time. There is no beginning or end."

### SOCIAL

"The concept should give all surrounding people the opportunity to socially connect and act as an ice-breaker or conversation piece."

### ENGAGING

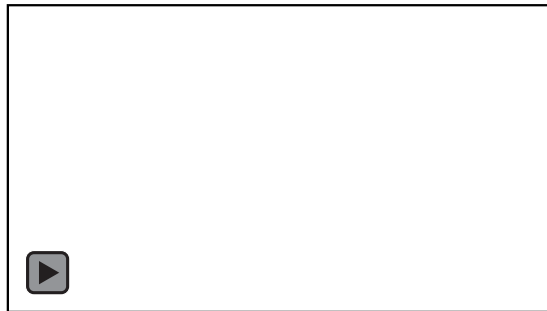
"The concept should provide its users with an engaging activity.  
The activity should stay interesting for people of all ages during a visit to the food bank."



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## EVALUATION STUDY

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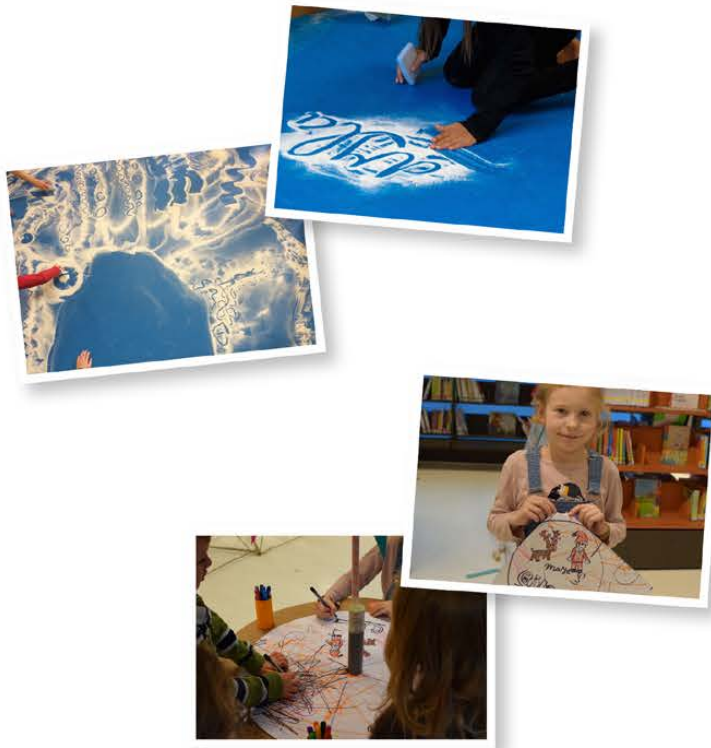
## EVALUATION STUDY

### ENGAGING

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The activity should stay interesting for people of all ages during a visit to the food bank."



## RECOMMENDATIONS





LET'S GO  
TO THE  
FOOD BANK!

**INTERACTION**



This block features a large orange circle with the word "INTERACTION" in white capital letters. Below the text is a white icon of a sun rising over a horizon next to a speech bubble. To the right of the circle are three smaller circular photographs showing children engaged in social activities, such as talking and reading together.

**APPEARANCE**



This block features a large orange circle with the word "APPEARANCE" in white capital letters. Below the text is a white icon of a key, a gear, and a wheel. To the right of the circle are three smaller circular photographs showing children focused on their work, possibly in a workshop or classroom.

**TECHNOLOGY**



This block features a large orange circle with the word "TECHNOLOGY" in white capital letters. Below the text is a white icon of a person holding a paintbrush. To the right of the circle are three smaller circular photographs showing children using various technological tools and equipment.

**EXPERIENCE**



This block features a large orange circle with the word "EXPERIENCE" in white capital letters. Below the text is a white icon of a megaphone and a paintbrush. To the left of the circle are three smaller circular photographs showing children in various experiential learning activities.

**AESTHETIC EXPRESSION**



This block features a large orange circle with the words "AESTHETIC EXPRESSION" in white capital letters. Below the text is a white icon of string lights and a person with arms raised. To the left of the circle are three smaller circular photographs showing children's creative and aesthetic projects.

**MATERIALS**



This block features a large orange circle with the word "MATERIALS" in white capital letters. Below the text is a white icon of a tree and a person holding a balloon. To the left of the circle are three smaller circular photographs showing various materials and children using them.