

Elevator awkwardness

By Maartje van Proosdij



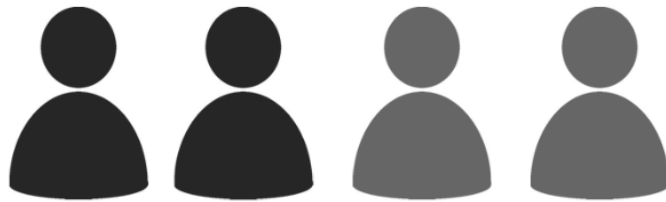
A group of five business professionals (three men and two women) are standing in an elevator. They are dressed in formal business attire. The man on the left is wearing a dark suit and tie. The woman in the center is wearing a light-colored suit and holding a dark folder. The man on the right is wearing a grey suit and tie. The background is the interior of an elevator with glass walls and a metallic floor.

Design goal

- I want to reduce the awkwardness between strangers riding the elevator in order to make the ride more enjoyable -



Context
The elevator



Target group
Strangers



Duration of interaction
20 seconds

The seven elements of awkwardness



Talking



Social conventions



Looks



Self-awareness



Personal space



Comfort



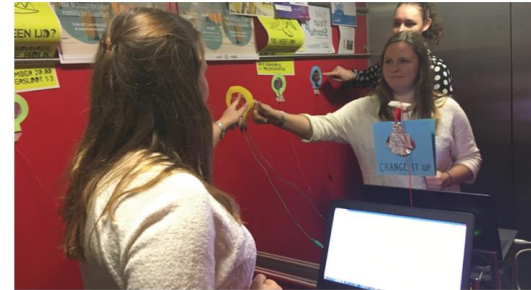
Body language



Interaction vision

Inviting
Better together
Shared
Uplifting

Testing



Don't make is subtitle

Music can change the ambiance quickly

A game like element keeps it interesting

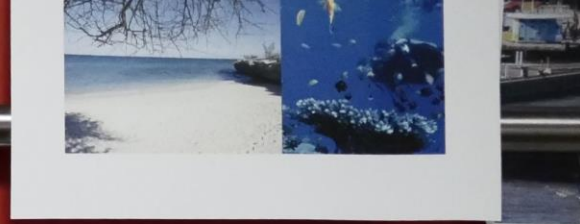
A woman with dark hair, wearing a grey and black patterned sweater, is looking upwards and to the left. She is standing in front of a red wall. On the wall, there is a large white graphic of a house with a black roof. Above the roof, there is a black silhouette of a cloud. From the cloud, many thin black lines representing rain are falling. The text "The design" is written in white, underlined, sans-serif font across the middle of the image, overlapping the white house graphic. In the background, there are several framed informational posters on the red wall. One poster on the right has the number "3" and another further right has the number "4".

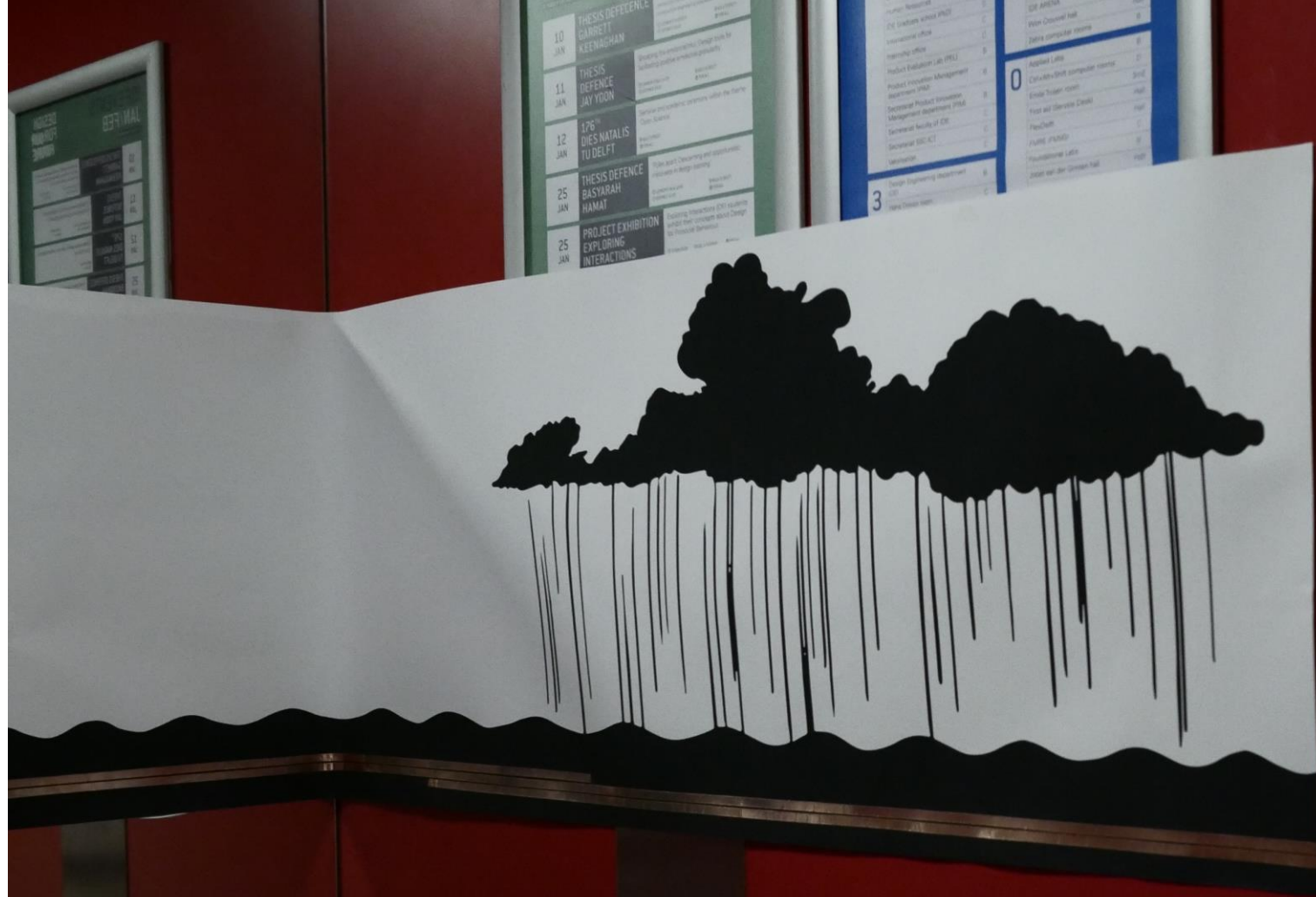
The design



<https://vimeo.com/252606622>

and even trips abroad. That's
water starts! Sounds fun? Send





10 JAN 11 JAN 12 JAN 25 JAN 25 JAN

THESES DEFENCE GARRETT KEENAGHAN

THESES DEFENCE JAY YOUN

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PROJECT EXHIBITION EXPLORING INTERACTIONS

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Questions?

