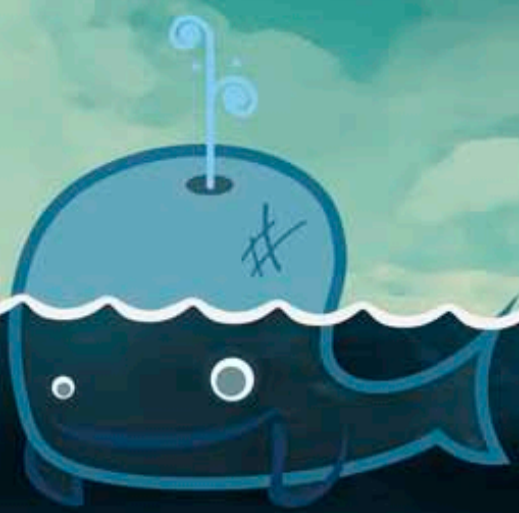# whale 'r' u

newsletter 06

THIS WEEK ONE OF US WAS AWAY FOR TEI CONFERENCE IN CANADA. THE TEAM FOCUSED ON DESIGNING THE EXPERIENCE. IN THE ISLAND WAS CARNAVAL WEEK SO THE MOOD WAS VERY CHEERFUL AND FESTIVE.

whale carved in whale tooth

DESIGNING THE EXPERIENCE

Experience requirements were defined after further talks with the client. "Litter" needs to be as fun and educational multiplayer experiences lasting between three and ten minutes. There are three significant messages that guests need to walk away with: the impact of litter on marine life, the guest's role in the ecosystem and their ability to affect the ecosystem. To reinforce these messages and create a positive feedback loop, the experience should include a point system.

We began the design process by suggesting guests clean the ocean using a basic hand movement to pick up and dispose of trash. Research of marine litter was conducted, looking at the different hazards that enter the ocean and their effects on marine life. Next, different ocean states were defined such as clean, messy and dirty. We also looked at different roles our guests could play as such as sea creatures or super heroes. However, after further discussion we concluded that these roles will require more explanation and will not show the guest's true role in the ecosystem nor will it show that they are agents for change.
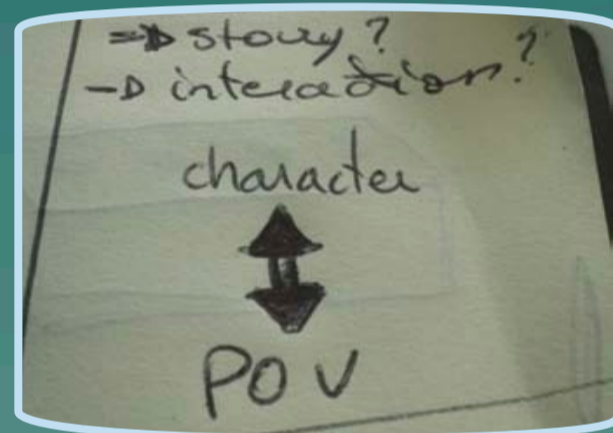

Feedback

FEEDBACK

From the advisors meeting in the middle of the week we retained some points to be taken in consideration, including: levels of interaction and the distance between guests and the screen and it's relation between position (height and angle) with scale; the experience length will also be key to fulfill the theme needs to convey the message and at the same time and avoiding bottlenecks in the museum space.

NEXT WEEK

Upon experience design, the team will work in narrowing down interaction/technology aspects and preparing different art proposals to the client.

Whale Museum

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