INTERACTIVE
PRODUCT
DESIGN
STUDIO

Project passionfruit

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PROBLEM STATEMENT

Environmental Impact

Data Visualisation

Urban Public Spaces

CONCEPTS

CONCEPT 1

The Dogital

Dog Waste Awareness and Reduction

CONCEPT 2

The Issue Wall

Current Affairs Visualisation

CONCEPT 3

The Breathing Tree

Air Pollution Ambient Display
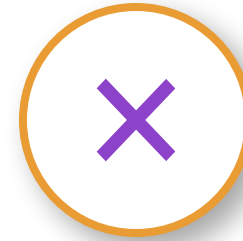
METHODS

THINK ALOUD
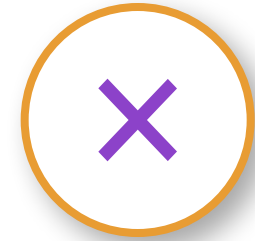
INTERVIEW/SURVEY

DECISION MATRIX

The Dogital

GOOD FEEDBACK SYSTEMS ✓

IRRELEVANT TO PURPOSE ✗

MAP IS NOT USEFUL ✗

The Issue Wall

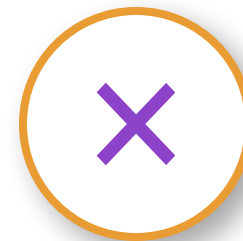ENJOYABLE EXPERIENCE ✓

LIMITED INTERACTION ✗

LIKED THE INFO DISPLAYED ✓

The Breathing Tree

CHANGED PERSPECTIVE ✓

VISUALISATION NOT CLEAR ✗

LIKE USE OF A PLANT ✓

DECISION MATRIX

EVALUATION

ISSUE WALL

Factor	1	2	3	4	5	6
Fit with Design Brief	●	●	●	●	●	○
Fit with the problem area	●	●	●	●	●	●
Quality of Data	●	●	●	○	○	○
Interactiveness	●	●	●	●	○	○
isual aesthetics	●	●	●	●	●	○
Creativeness	●	●	●	●	○	○
Functionality	●	●	●	○	○	○
Feasibility	●	●	●	●	●	○
Cost	●	●	●	●	●	○

BREATHING TREE

Factor	1	2	3	4	5	6
Fit with Design Brief	●	●	●	●	●	○
Fit with the problem area	●	●	●	●	●	●
Quality of Data	●	●	●	●	○	○
Interactiveness	●	●	●	●	○	○
isual aesthetics	●	●	●	●	●	●
Creativeness	●	●	●	●	●	○
Functionality	●	●	●	●	●	○
Feasibility	●	●	●	●	●	○
Cost	●	●	●	●	●	○

THE BREATHING TREE

CHOSEN CONCEPT

IMPLEMENTATION PLAN

Gather Sensor Data and calibrate
6 OCT

Design on Tree Display
9 OCT

Test lights in Environments
13 OCT

Develop Web UI
18th OCT

Finish Prototype
20th OCT

Develop Web UI
18th OCT

Finish Prototyoe
20th OCT

Environment Testing
24th OCT

week 12

Now

Week 8

Break

Week 9

week 10

Week 11

Week 13

Finish

**Shoot Video
28th OCT**

**Video Storyboard
24th OCT**