

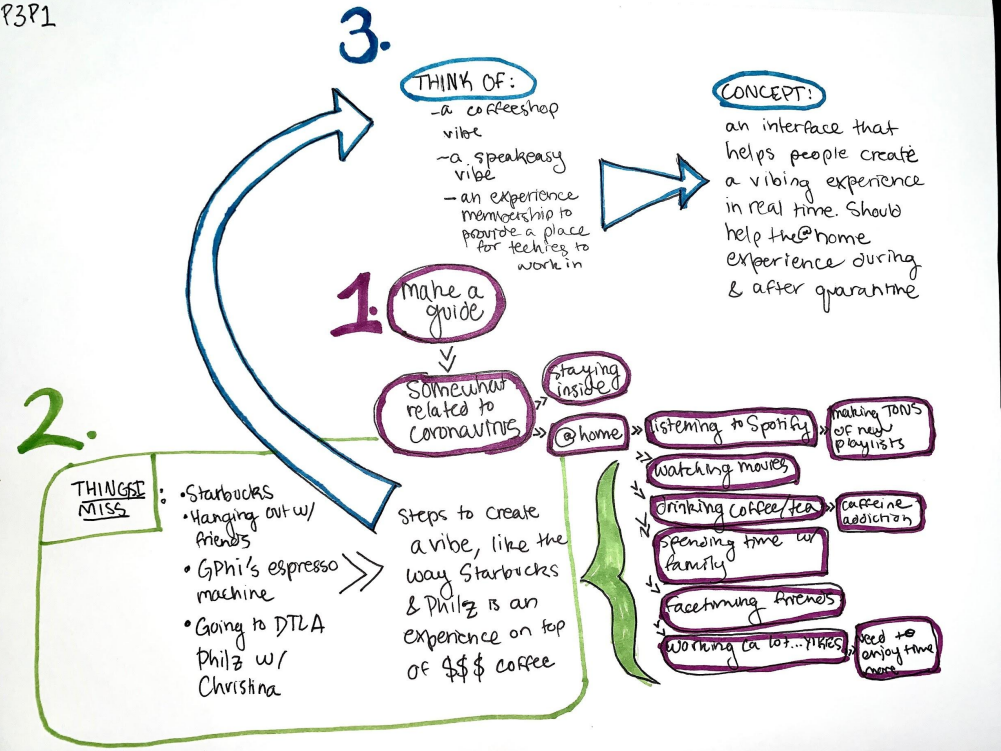
The background is a deep blue gradient filled with numerous overlapping circles and spheres of varying sizes. These shapes have a gradient from dark blue to a lighter, almost white, blue, giving them a 3D, glowing appearance. A white, rounded rectangular frame is centered on the image, containing the text.

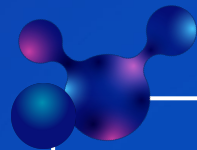
# IML 300 PROJECT 3

reimagining working spaces during  
quarantine

# IDEATION OF TOPIC

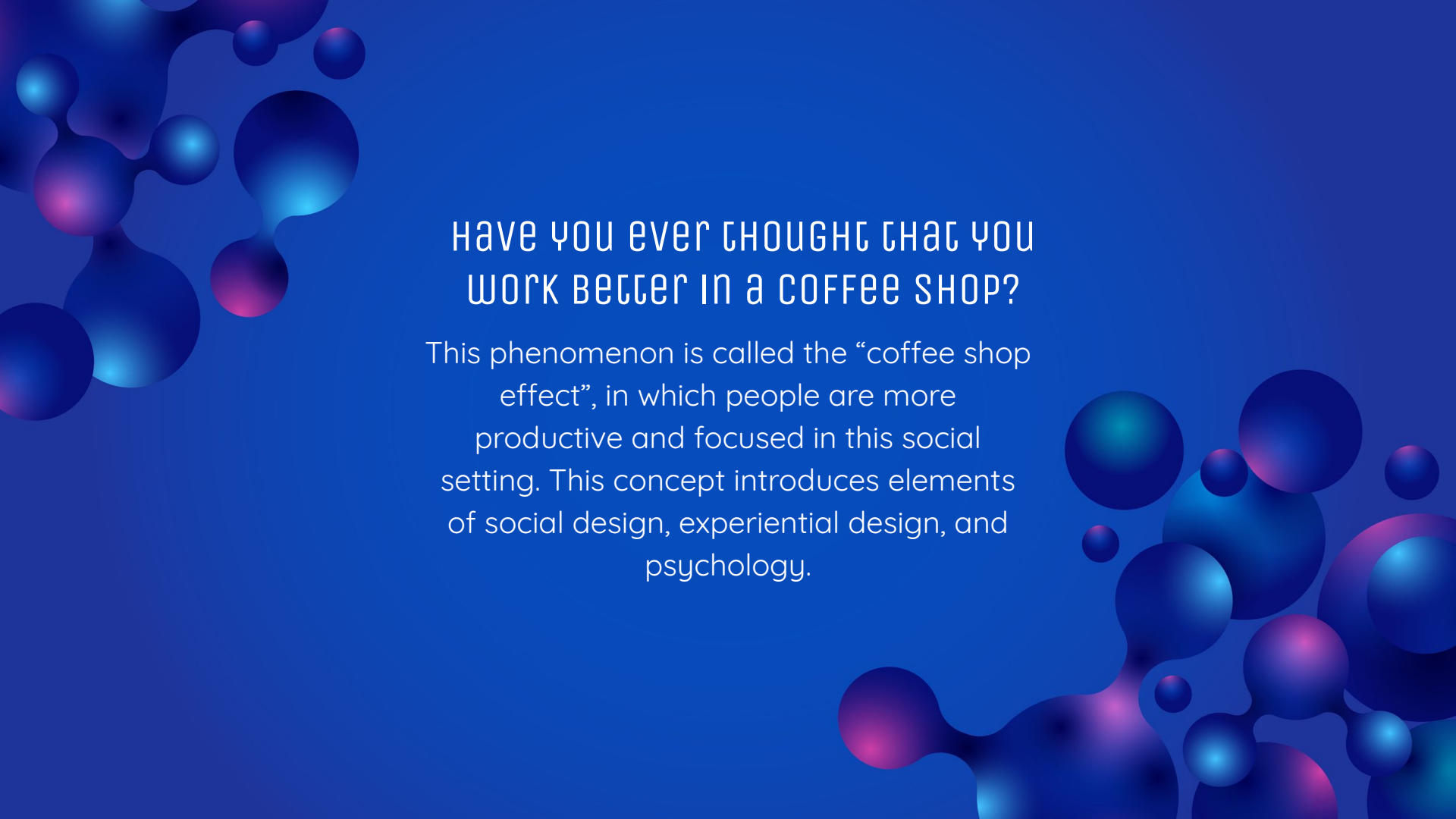
P3P1





## INTRODUCTION

During this time, it is vital to create a working space where we can garner a productive and entertaining experience. This will help people cope with quarantine, and keep being productive utilizing digital tools that are readily available in the twenty-first century.

The background of the slide is a solid dark blue. It is decorated with numerous abstract, overlapping circles and bubbles of various sizes. These shapes have a gradient from dark blue to a lighter, glowing cyan or magenta, giving them a 3D, ethereal appearance. They are primarily clustered in the top-left and bottom-right corners, with a few smaller ones scattered throughout.

## HAVE YOU EVER THOUGHT THAT YOU WORK BETTER IN A COFFEE SHOP?

This phenomenon is called the “coffee shop effect”, in which people are more productive and focused in this social setting. This concept introduces elements of social design, experiential design, and psychology.



DID YOU KNOW?

# Renaissance

Concepts similar to the coffee shop experience created the Enlightenment.

Great thinkers would congregate at cafes and debate one another on various academic subjects or theories.





## COFFEE SHOP

Creates a productive and social space that allows customers to engage with others or remain anonymous.

Students and working professionals are able to focus due to certain psychological elements that are implemented in the experiential design of the space.

## MY EXPERIENCE

Create a space where people can add multiple elements to create an experience that improves productivity and interactivity.

Preserve the idea that a vibe can be created, whether in a digital space or a physical one.



# IDEAS AS ELEMENTS

01

## INTRODUCTION

There should be an introduction, featuring an order of things the user should do to establish a connection between digital and physical worlds.

02

## SELECTION

Users will be able to select which vibe/ mood they would like to experience. This allows the user to have agency with interactivity.

03

## EXPERIENCE

Music, visuals, and other elements will be used in order to curate an experience for the user, creating a vibe. Interactivity among users should be considered.

04

## CUSTOMIZATION

Users will be able to create their own vibe or mood. This experience should be able to be shared with other users.

## USER GROUPS

# College students

Friends who are  
separated right now

academics

People who are  
stressed the F out

Working  
professionals

# Other students

People who are bored

Those who are confined to  
small spaces



The background of the slide is a solid dark blue. It is decorated with numerous abstract, overlapping circles and spheres of varying sizes. These shapes have a gradient from dark blue to a lighter, glowing cyan or magenta, giving them a 3D, bubble-like appearance. They are primarily located in the top-left and bottom-right corners, with a few smaller ones scattered throughout.

## OBJECTIVE

Create an experience that helps people stay productive and sane while in quarantine. Hopefully, this tool will be able to be implemented after this crisis, to benefit users and their daily activities.

The background is a solid dark blue. Overlaid on this are numerous spheres of varying sizes. Some spheres are a deep blue, while others have a gradient of blue and purple, giving them a 3D, glowing appearance. They are scattered across the frame, with some overlapping. A thin, white horizontal line is positioned below the text.

THANK YOU!