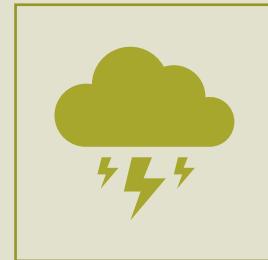


# Design Challenge



DECLINE IN BEE POPULATION DUE  
TO URBAN DEVELOPMENT.



NO ACTION BEING TAKEN TO  
RECUPERATE THE HABITATS.



WE WANT TO IMPOSE A  
PROTOTYPE THAT RAISES  
AWARENESS OF THE SITUATION.

# **Current Situation**

- Urbanisation is destroying habitats
- Deforestation is forcing bees to relocate
- Not enough greenery in urban areas for bees to be sustained

# Audience

Young adults

Kids

Environmental Charities

# Impact

Education

Future in Sustainability

Awareness of Pollution

# Constraints

- How to spread awareness to a demographic that doesn't perhaps want to listen.
- How can you fully engage people.
- How to make a niche topic more of a forefront issue.

# Prototype Form

- Unity
- Maya
- Physical Models
- Videos
- Graphics
- MAX msp



# Prototype Schedule

- Week 1 – Think of problems
- Week 2 – Design Personas and User Needs
- Week 3 – Create design brief
- Week 4 – Research into interactions and problem
- Week 5 – TBD