

REPORT 3RD ITERATION

This iteration was an important turning point in our design process. Thanks to the suggestions of professors Antonio Camurri and Alberto Massari we found two important companies: Ars Electronica and Studio Azzurro, from which we drew inspiration for our exhibition.

Studying the data of our questionnaire we decided to plan the experience in 4 steps:

1. An initial phase without plastic all around the user with some elements to increase the emotional engagement quickly
2. Plastic all around the user, start of the claustrophobic experience. In this phase we thought to create two different levels of claustrophobia, in order to reach as many people as possible, also those more sensible, avoiding any traumas
3. Interactive games mixed with solid actions to solve the problem decreasing plastic
4. Enjoying the rest of the trip without plastic and showing the results of good actions

Those phases were the outcomes of previous feedback from our colleagues. We wanted to have an interface that was able to convey a full spectrum of emotions instead of just the claustrophobia as we had thought in the first iteration.

An important aspect was the gamification technique to create both an enjoyable experience and to teach a virtuous behaviour to the user.