REPORT 4TH ITERATION

Thanks to the gentle hint of professor Antonio Camurri, we found out how to deal with the enjoyable and practical part of the experience that we wanted to offer. Our problem was that we really wanted to do something useful for the planet, not just sensibilize the user, but also involve them in the solution and create an enjoyable interface. The solution was to completely split the experience in two different but interconnected interfaces.

1. Emotional interface: an experience in augmented reality during an exhibition in a cultural place
2. Social interface: an app to perform a challenge of 21 days to collect plastic around in the city

- The idea behind the exhibition: An installation where 10 people could enter one each time in the room, for each person the quantity of plastic in the room increased. In this interaction we still had the two different levels of claustrophobia. This interface was able to create a 4D experience to involve touch, sight, hearing and smell. For the visual part of our interface, we prepared a video at the end of that people in the room were invited to download an app to take part in 21 days of challenge to collect plastic around the city
- The idea behind the app: The app was a social interface to allow a team collection during the challenge. We thought to have the possibility of chatting between users to organize meetings for collection. At the end of the challenge the user could experience how much useful their actions had been.

We analysed which good reasons we had to create the two interconnected interfaces. We believed that the exhibition is a good way to also reach those people who were not interested in the problem and the app was a practical way to act in the problem, moreover its gamification aspect is an enjoyable and smart approach. Our idea was to provide a dynamic experience that involves different aspects.

About the app we prepared some sketches to define our screens and what kind of interface we wanted to create. We focused on simplicity, learnability and memorability standards.

About the exhibition's video we needed some hints from professors to help us to find a valid technique to create demo.