

REPORT 1ST ITERATION

During this first iteration, we focused on:

- The problem: we outlined the context where our project could be a valid solution. How we analysed during the presentation, our oceans are full of plastic. This is a real problem for animals, environment and humans.
- The State of the Art: We decided our project could be an installation to sensitize people around plastic pollution, for this reason we searched for other similar projects to bring our innovations out. The state of the art is composed by artistic installations most of them not digital, educational games online just for kids and awareness campaign spots.
- 1. The idea: Our first idea was an installation in virtual reality, where people could feel how is to be into an ocean full of plastic, like a fish or any other Ocean animal. What we wanted was to create a claustrophobic situation during an interactive installation, where people had to make good action to clear the virtual ocean.
- Purpose: Our purposes were: educational, increase awareness, try a unique experience
- Target: Environmental organization, aquarium, National governments

- Process of iteration design: During the presentation, some important aspects came up:
 1. The degree of claustrophobia of our experience.
 2. Which people could enjoy some kind of experience and how much we could push the limit.
 3. How useful could be a positive approach instead of a negative one to increase awareness around a problem.