REPORT 5TH ITERATION

This iteration was pretty useful to better sketch our two interfaces. We changed some details in respect to the previous one.

First of all, we decided to not have an exhibition in augmented reality, but using video-mapping with projectors in a room, and we focused on the sonification aspect of the experience, using speakers instead of headphones in order to have a collective experience and to bond with others people of the forthcoming team for the app. To clarify how we imagine the room, we proposed a sketch of It in the presentation.

Moreover, we provided a disturbing video of the exhibition where it was possible to understand how we would like to modulate the feelings of the users and the quantity of plastic all around. About the sonification, we played "The Mole" by Hans Zimmer, who used the sound illusion Shepard Scale, in order to increase the uncomfortable feeling of anxiety and rise, in an illusory way, the perceived plastic. At the end we displayed a message that invited people to take part of the 21 challenge downloading our app.

We started to implement some different screen for our app, in particular, we showed: leader-board, profile, maps and object recognition. We chose the blue and the green colours to recall ocean and ecology for the whole app and used some different icons as buttons to link the different screenshots and to make the app simple and intuitive.

More details about the concept behind the app can be found in the presentation.

We received precious feedbacks during our presentation:

1. Creating a relaxing phase at the starting point of the exhibition using sounds and pictures in order to have more impact during the plastic phase
2. Making the exhibition interactive for the users to involve more the users and to convey the message that trying to collect plastic when it arrives into the ocean is too late.

The first suggestion was improved in our last iteration, the second one will be a gold starting point for future developments, we already have some good ideas about that.