ROUGH OUTLINE OF PRESENTATION

RESEARCH

marketing, target group, initial brainstorming, conference, focus group interviews, input from business students, imput from comp science, museum, people watching

SOLUTION/DEMO

tech: initial plan, ui/ux, use of interfaces, touch design, webbase service, delivery model, wire frames,

design: characters, gifs, influence, logo, branding, research name, colours,

FUTURE

where we see this going, how it could be rolled out, we can change fish, it can be any animal, it can any product, any target market, who will want this?

IN SITUATION IMAGES

airport, school, museum, outside, businesses to partner with