

//DESIGN BRIEF

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PROJECT NAME: Clifton Suspension Bridge Visitor Centre

DESIGN CHALLENGE SUMMARY: (A brief overview of you design challenge)

The Clifton Bridge Visitor Centre is hidden away on the west wing of the bridge.

With its out-of-date interactions, it lacks entertainment and engagement for tourists. In turn, there is a deficiency in strong pull factors, leading to short term visits.

We want to increase the overall outcome of visitors' experiences by creating a fun interactive artifact that mitigates the current issues.

This can be accomplished with a variety of visual and/or audio methods.

CURRENT SITUATION: (Of the location and drawing on your other research. What will the project bring to the current situation?)

- Informing people of the centre's existence
- Missing entertainment
- Keep tourists at bridge longer.
- Want to engage with target audience from 8-16
- Out of date interactions at visitor centre

WHAT ARE YOU TRYING TO EXPLORE?

- The demographic of tourists and how we can keep them engaged.
- Improved interactivity in the Visitor Centre

WHAT PROBLEM ARE YOU TRYING TO SOLVE?

- How to change the stigma of the bridge
- How to entertain the youth

WHAT IS YOUR DESIGN CHALLENGE?

(What question are you asking? what would you like to achieve?)

- Encourage tourism for the Visitor Centre
- Educate people about the bridge.
- Educate youth on the bridge's history and increase their engagement in an entertaining way

WHO IS THIS FOR?

- The interactive project will be designed for all ages; however, it is focused on children aged 12-16.
- Visitor Centre

WHO WILL IT IMPACT ON?

- The youth will be educated and entertained by the interaction.
- The Visitor Centre will gain more foot traffic potentially resulting in more funding

WHAT ARE YOUR CONSTRAINTS? (These might include ethics, specific factors relating to your location or users)

- The project will not be limited to indoors or outdoors, however if built outdoors, the weather will have an impact. (Wind)
 - Indoors: there are separate rooms in the Visitor Centre where there is a large amount of space to put this project (upstairs).
 - Have to get tourists to actually go into the Centre to begin with and then travel upstairs.
 - Accessibility issue with stairs
 - Outdoors: near the road, high up, hard to access if there is no car. Can implement on Clifton Downs near the bridge.

WHAT FORM MIGHT THE FINAL PROTOTYPE TAKE? (What form will your prototype take and why? ...Optional, you may not know yet)

- Unity
- Maya
- Physical Models
- Videos
- Graphics
- MAX msp

WHAT IS YOUR SCHEDULE FOR THE PROJECT?

- Week 1 - Introduction to Interaction Design
- Week 2 - Embodied Interactions (Field-work Preparation)
- Week 3 - Field Work
- Week 4 - Creating Design Brief and The Problem Space
- Week 5 - Design Brief Presentation
- Week 6 Onward - TBA