# **//DESIGN BRIEF**

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| PROJECT NAME: Clifton Suspension Bridge Visitor Centre |

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| **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  With its out-of-date interactions, it lacks entertainment and engagement for tourists.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. |
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| **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 * Want to engage with target audience from 8-16 * Out of date interactions at visitor centre |

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| |  | | --- | | 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 | |

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| 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 |

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| 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. |

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| 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 |

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| 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 |