# **//DESIGN BRIEF**

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| PROJECT NAME: *Sustainable Habitats: Combating Human-Induced Decline* |

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| **DESIGN CHALLENGE SUMMARY: (A brief overview of you design challenge)**  There has been a decline in sustainable habitats for bees across the UK due to urban development.  With no action being taken to recuperate the habitats there has been a decline in various natural phenomenon’s, i.e. Pollination.  We want to impose a prototype that raises awareness of the situation and improves bee habitats and overall improves the natural world.  This can be accomplished with different methods of technological appliances. |
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| **CURRENT SITUATION: (Of the location and drawing on your other research. What will the project bring to the current situation?)**   * Urbanisation is destroying habitats * Deforestation is forcing bees to relocate * Not enough greenery in urban areas for bees to be sustained |

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| |  | | --- | | WHAT ARE YOU TRYING TO EXPLORE?   * Ways to improve bee life * How to raise awareness for the declining bee population   WHAT PROBLEM ARE YOU TRYING TO SOLVE?   * Bee population * Pollination decline * The lack of awareness   WHAT IS YOUR DESIGN CHALLENGE?  (What question are you asking? what would you like to achieve?)   * How can we raise awareness on the topic in an interactive way * A sustainable solution | |

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| WHO IS THIS FOR?   * Young adults * Kids * Environmental Charities   WHO WILL IT IMPACT ON?   * Everyone – to raise awareness outside of the already aware |

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| WHAT ARE YOUR CONSTRAINTS? (These might include ethics, specific factors relating to your location or users)   * How to spread awareness to a demographic that doesn’t perhaps want to listen * How can you fully engage people * How to make a niche topic more of a forefront issue |

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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 – Think of problems * Week 2 – Design Personas and User Needs * Week 3 – Create design brief * Week 4 – Research into interactions and problem * Week 5 – TBD |