First 10 sketches

A close up of text on a white background

Description automatically generated

Criteria

* **Fast**: Considering the size of this building, it is safe to assume that a lot of people will be waiting for the elevator. Therefore, the user experience would not be optimal if it takes a long time for each user to enter their destination and get the information they need.
* **Durable**: As mentioned above, a lot of people will be using this product all day, every day. Thus, if it is not made of durable products, it is likely the product will break down during a rush and need continuous maintenance which will cause frustration to the user and increase costs for the owner. Minimizing moving parts is a good way to increase durability.
* **Accessible**: This building probably houses millions of people with different backgrounds. It is essential for the product to be inclusive accessible to everyone to provide a positive customer experience and to minimize waiting times. Common issues that may be impacted include smaller people who could not reach the panel or blind people who cannot see the display.
* **Simple**: People using an elevator are often in a rush and doing other things at the same time such as reading an email on their phone. They might also have their hands full. Therefore, the process needs to be as simple as possible to reduce waiting times.

Second 10 sketches

A close up of a door

Description automatically generated