

Problem Statement/Research Question - What problem or research question is your concept trying to address?

During my research, I found out that many interactive solutions are either extremely static or presented with extreme, playful approaches. With both approaches it is difficult to keep a clear focus on the topic or to dig deeper into the subject matter.

Concept - What experience, tool, or artifact are you trying to create? How will your concept address the problem or research question introduced in #1?

I can think of an web application which not only presents a catalogisation of the exhibitions and the shown art, but also offers a exciting way to experience the many art and the related artist/exhibition presented without losing focus. I could also imagine fields with which any viewer of the site can participate with and share/upload his own data such as pictures he took from a certain exhibiton or even share personal experiences/emotions/thoughts on a certain picture or spot at the exhibition. A evaluation of certain datasets would also be important and interesting to implement. Theoretically in the future there could be also a conept showing how this patform would be connected to an CMS like system with which the research team of this project could easily manage the whole platform and publish new stuff to the public - viewers would then see which data was last updated or added.

Enabling Technologies - What are some potential technologies you might use to implement your project?

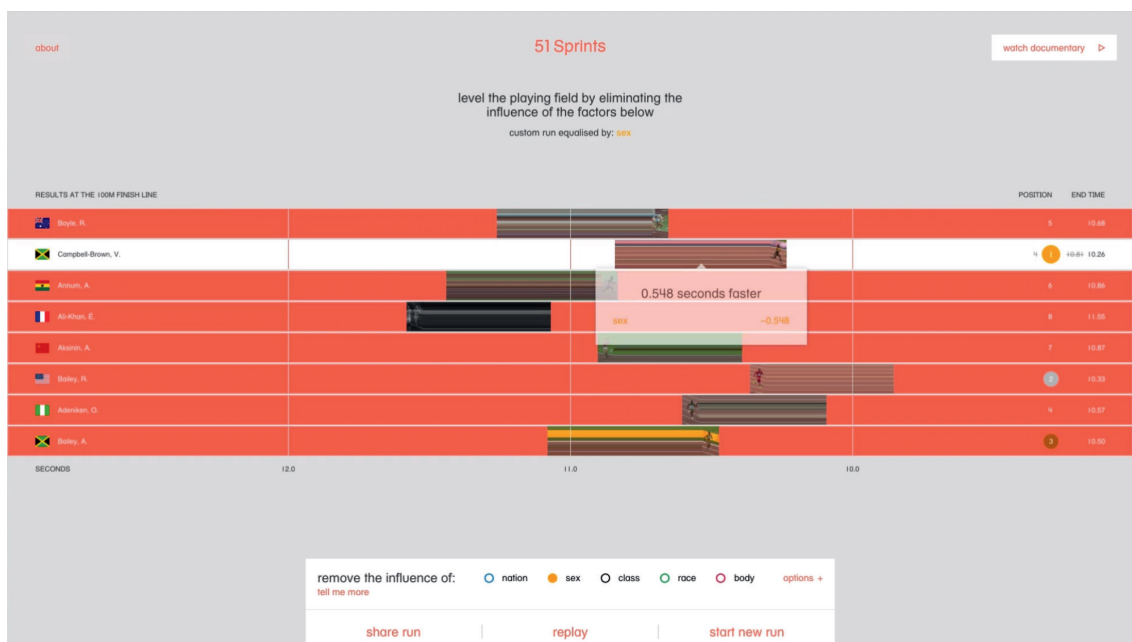
Software such as Sketch and Principle will be used to design & prototype the interface.

Personae - Who is your target audience(s)?

Overall people who are interested not only in the exhibition history of the MoMa, but also have a strong interest to experience an artist work/Œuvre and maybe crossconnections to other artists. Personae could be:

- art enthusiasts
- art historian
- art collectors
- etc.

Field Overview - What are three examples of precedents that inform your idea



<http://random.studio/projects/51sprints>

51 Sprints, a documentary and run simulator

51 Sprints uses the iconic 100-metre sprint as a starting point to visualise the complex web of narratives that lies behind the Olympic Games, through the individual athletes competing in it. By deconstructing the Games using media representation and data, Random reveals the untold stories embedded within.

Timeline - Produce a week-by-week timeline which lays out how you will bring your project to completion. You should also be clear about the division of labor by pointing out which team members will be completing each task.

CW10

05.03.18 - 11.03.18

take look at all that ideas and sketches I collected until today - find out what the key statement/idea of this all is so I actually can start bringing first ideas to life. Start Wireframing etc.

CW11 - CW14

12.03.18 - 08.04.18

Try to define a flow I want to show at the final presentation. Keep on wire framing. Main tools will be pen & paper.

CW15 - CW16

09.04.18 - 22.04.18

Start to develop a design direction for a first presentation of the idea at MIT. Start to develop the prototype/define interactions etc. (class is traveling down around 24.04. - 07.05.)

CW17 - CW19

23.04.18 - 08.05.18

at this time I plan to focus on the prototype and how I want to present it on May, 9th / design polishing