

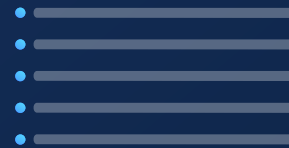


JAMAIS VU

Group 1

WHAT

A social interaction experience based on first impressions where people will be confronted with the first impression of others regarding themselves at the same time as they have to make assumptions about the person in front of them. An experience where the word loses its strength for a moment, and only the appearance counts.



WHY

As people live in the information age, it is easy to create stereotypes and prejudices based on appearances. Every day we meet many people on the street, in bars, on the bus, on social networks, and we inevitably make judgments based on our first impressions. It is essential to take a step back and understand what is right and wrong in these judgments, understand how we perceive others, and deal with what others think of us.



WHO

Everyone who wants a different experience about how we see the people around us and how they see us, or simply someone who wants to leave their comfort zone and be put to the test. It is an invaluable lesson.



HOW

The product
(economy vs technology)

A social interaction experience that aims to shake mentalities by comparing first impressions with real characteristics of the individual

The interface
(technology vs design)

Web application based on javascript and HTML that is connected to a SQL database by a local server.

The communication
(economy vs design)

- Visual Identity of the Project
- Posters
- Website where the application is hosted
- Graphs comparing data
- Twitter comparing first impression and reality and polls
- Teaser

UX

	PHASE 1	PHASE 2	PHASE 3	PHASE 4
	Introduction	Interaction	Confrontation	Reflection and change
DO	See posters	Take part of Jamais Vu	See results and confront the other participant.	Visit the website and Twitter, share the experience
FEEL	Curiosity	Anxious	Surprised	Changed
THINK	Discover how the world sees them	Afraid of being judged or afraid to be misunderstood	Rethink how preconceived notions may be wrong and harmful	We should be fairer and avoid judging people