



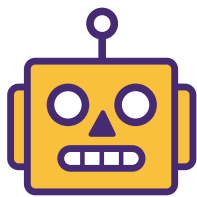
project
passionfruit.

DECO3200 DESIGN PORTFOLIO

Video Editor/Assistant
Maya Okada-Zalewski
moka3754

our roles

**Lead Product
Designer**



**Documentation/
Brand Assets**



**Lead Interaction
Designer**



**Video Lead/
Assistant**



me



THE TEAM

Project Passionfruit comprised of a diverse and dynamic team who has a great range of skills and strengths. We had divided roles according to our strengths and assisted each other when needed.

MY ROLE

In the beginning concept generating, we had each come up with concepts surrounding the area of environmental awareness and each lead our own user testing sessions with the assistance of the members of each group.. As my strengths lie mostly in video, my main responsibilities were only needed once the product was created so I took the time to help the members when needed..

our problem area

ENVIRONMENTAL AWARENESS

Environmental concerns are a hot topic today and to properly understand how people perceive them and know about them we generated ideas to bring awareness on various issues.

I had come up with two main concepts, a charging station which is centred around an Australian native plant which lights up as a phone has been plugged in and a digitised version of a dog bin which helps users locate empty bin within their area.

After going through our concepts as a group, we went along with the dog bin concept as it fit in the criteria of helping people understand the area and encourages safe dog waste disposal methods to reduce organic littering which is a problem .



prototyping



I was in charge of creating the low fidelity prototyping for the dog bin concept. I wanted to explore the practical elements of the bin as that was the selling point of the product.

I wanted to know if this concept was convenient and effective.

After testing on dog owners we found that the concept was not hitting the brief. Trying to solve issues around people's lack of motivation to properly dispose of waste was not met and we hit a dead end.

We collectively decided to then focus on the other two concepts to further test.



final concept



After we all tested each concept, we decided to pursue the breathing tree concept. User feedback saw the most interest in terms of visualising the data and evoked peoples curiosity.

process and changes

As seen in the image of my sketches on the right, we had gone through quite a few iterations of our concept before leading to our final on of the display being mounted on a vertical wall plant.

We, as a team had made these changes according to small issues we encountered and also putting in the priority of creating a marketable product.



final prototype



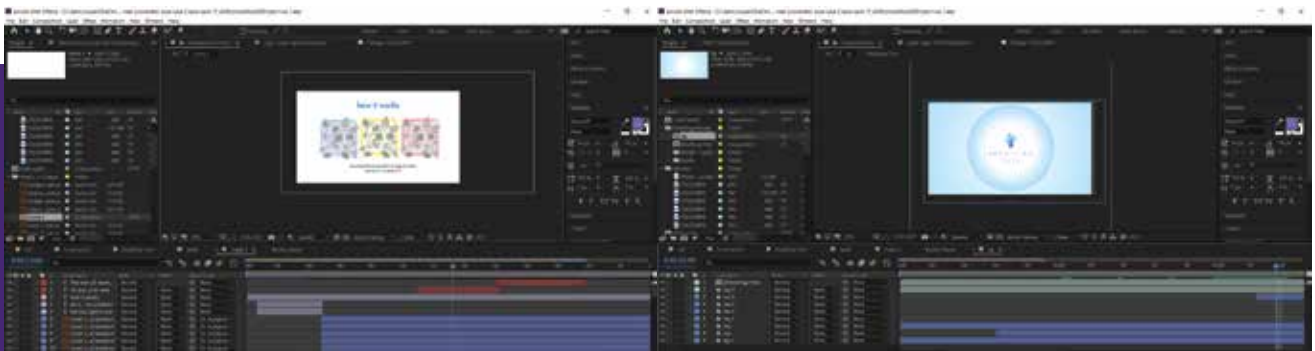
Final prototype involved lights, the plant and an ipad interface for users to interact with the product.



With having a member of our group being dedicated to building i didn't contribute to the making of the prototype but we openly discussed any issues or problems that was faced and as a group made decisions to continue.

video

I created the 2 minute video which advertises our final product. I used after effects to compile the videos and animate assets created by Hamish.



I also animated our logo which goes along our branding. I made a pulsing effect in aftereffects to emulate breathing which ties in with the entire purpose of our product.

I edited the video to capture the serious mood and topic of air quality to the audience. This was done through the background music, slow pacing and filmography.

