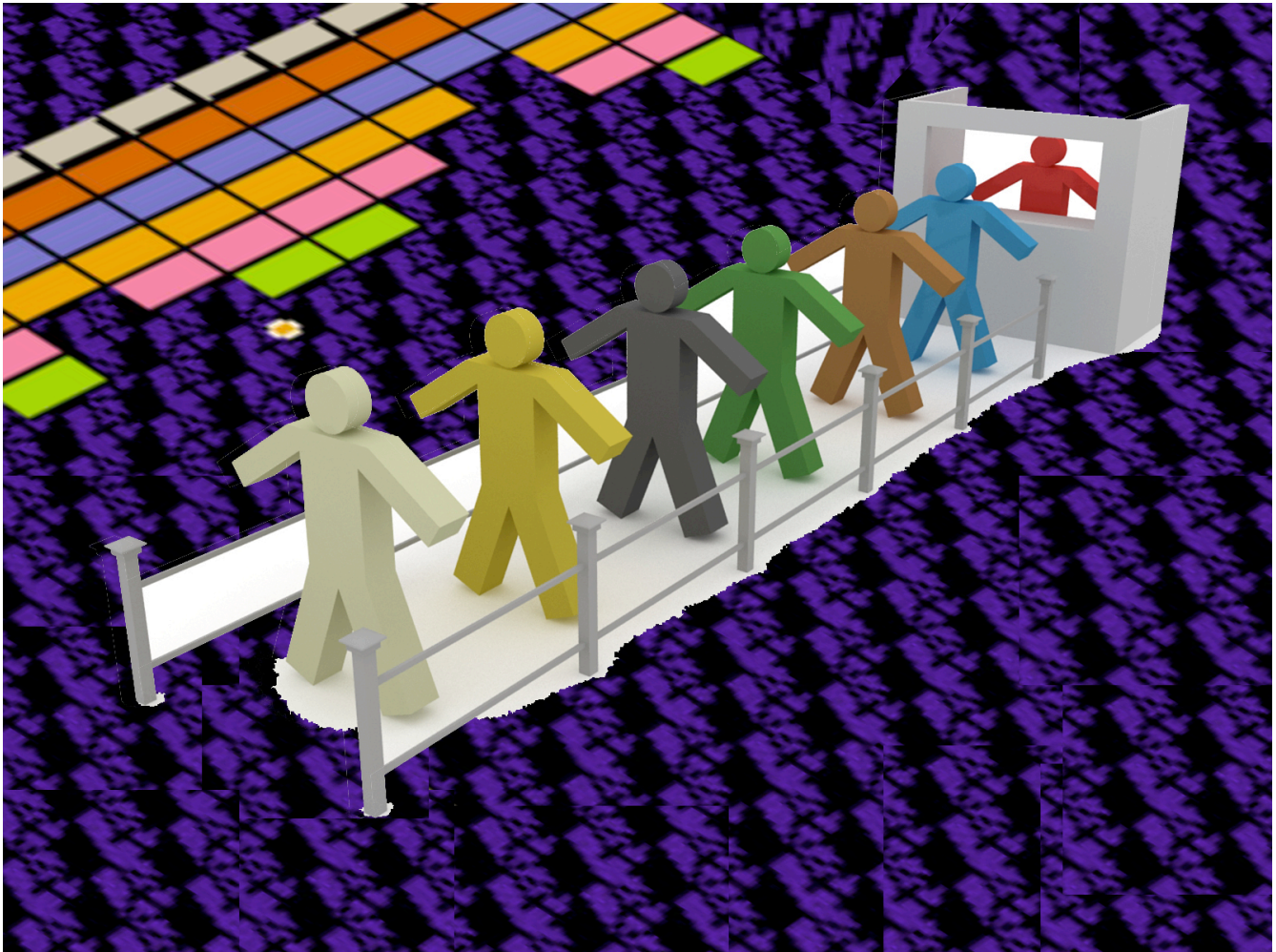


The Waiting Game

by Mark Kleback and Ali Sajjadi



Context

Waiting in lines is one of the more frustrating parts of everyday life. Whether it is the post office, the DMV, or even the supermarket, a long queue can cause delays, anxiety, and increased dissatisfaction with the business.

Content

Providing a distraction for those waiting customers can relieve some of the tension caused by the delay. Televisions and music have helped to relieve tensions in some businesses, but it still does not facilitate interaction between the patrons waiting together.

Concept

One of the best methods of bringing strangers together is a competitive environment. If a game were projected on the floor around the line, which required all of those involved in the line to play, it could help to provide both a distraction, as well as method of interaction between people that would have otherwise remained silent.