



Animus.

The guidance from within

Team



Mildred Figueroa Carrera



Bianca Fratin



Nour Naim



Silvia Rossetti



Prathana Shah



Nina Zanarelli

Politecnico di Milano
Design School
Product service system design

Visualization & Prototyping 2021
Challenging the dark side

Professors

Francesca Piredda
Chiara Ligi
Gabriele Carbone

Index

1 Introduction		
1.1 abstract	6	68
2 Analysis		
2.1 Black mirror analysis	8	70
2.1.1 Service Storyline	8	72
2.1.2 Reference to the future	9	72
2.1.3 Black mirror analysis	10	74
2.2 Black mirror Vs light mirror	12	76
2.3 Light mirror service promise	14	78
	16	80
	18	82
3. Concept development		
3.1 Personas	18	82
3.2 Light mirror service concept	18	83
3.3 Storyboard	22	84
3.4 Summary	24	85
3.5 Research on happiness	29	86
3.6 The four steps	30	86
	31	88
4. Concept Visualization		
4.1 Moodboards	34	90
4.1.1 Metamorphosis	34	92
4.1.2 Immersion	35	94
4.1.3 Guidance	36	94
4.1.4 Final moodboard	37	95
	38	96
	40	98
5. Experience prototyping draft		
5.1 Introduction	40	100
5.2 Prototyping a service: Role Playing	42	100
5.3 Prototyping a service: Touchpoints	44	102
5.4 Prototyping Draft	46	104
5.4.1 Prototyping structure details	48	104
5.4.2 Timeline	50	106
5.4.3 Rough mockups	52	108
5.4.4 Role Playing resume	56	108
5.4.5 The dialogues	57	108
5.5 Role Playing	59	110
5.6 Multimedia testing	60	110
		111
6. Planning and designing prototype		
6.1 Introduction	62	111
6.2 Prototyping sheet final	62	112
6.3 Multimedia content	63	112
	66	112
	6.4 Final timeline	68
	6.5 Making a video for projecting	70
	6.6 Stage set-up	72
	6.6.1 Sketching the space	72
	6.6.2 Lights and cameras trial	74
	6.6.3 Experience props	76
	6.7 Character preparation	78
	6.7.1 Make-up design	78
	6.7.2 Choosing costumes	79
	6.7.3 Rehansals of dialogues	80
	6.8 Feedback preparation	82
	6.8.1 Research on techniques	82
	6.8.2 Choosing techniques	83
	6.8.3 Drafting questions	84
	6.8.4 Preparing materials	85
	7. Testing the experience	
	7.1 Backstage	86
	7.1.1 Makeup & Hair	86
	7.1.2 Stage set up	88
	7.2 Experience prototyping session	90
	7.3 Feedback from the user	92
	7.3.1 Description of the session	94
	7.3.2 Documentation of results	94
	7.3.3 Analysis and insights	95
	7.3.4 Team Reflection	96
		98
	8 The concept video	
	8.1 Planning	100
	8.2 Concept and storyboard	102
	8.3 Execution	104
	8.4 Post production	106
	9. The souvenir	
	9.1 The souvenir	108
	10. Conclusion	
	10.1 General reflections	110
	10.2 Considerations	111
	10.3 Presentation feedback: considerations	111
	10.4 Concluding section	112

1. Introduction

1.1

Abstract

Within this document, we will explain the process that led to the development of Animus, a futuristic service that uses Artificial Intelligence to help people re-discover their call to happiness.

We started by analyzing the implications of artificial intelligence applied for using personal data, to find a positive approach to it. We refined this approach by determining the possible users and the story of the interaction with the service. Paralelly, research was done on happiness to define the approach.

Afterwards, we explored visual reference to define the mood. Using these elements, we developed the service through several rounds of testing. A final experience prototype session was done with a set-up carefully curated for the particular user. Then, feedback was taken from the user, which was useful in the development of a souvenir and a concept video to promote the service.

This helped us learn from the process and define future development paths to this project.



2. Analysis

2.1

Black Mirror analysis

We started by analyzing the episode "Be right back" of the Black Mirror dystopian series. This episode showed the how a young woman loses her partner and it's introduced to service that "replicates" him with an artificial intelligence that makes use of his digital footprint. Throughout the episode she first becomes more and more dependant on the technology, until she reaches a turning point, as she realizes it will always lack the imperfection of humanity. This episode raises a lot of ethical questions about the limits of technology and pushes us to think what's the real meaning of being human.

2.1.1

Service storyline:

- Division: Three different parts of Ash's 'afterlife'. First, there are the e-mail conversations, then the phone conversations and finally the body.
- Turning point of the story: when she breaks the phone. We have the climax in the confrontation with Martha (when she wants him to beat her and not simply 'obey').
- Setting: the house and vast meadows, cliffs. Predominantly bucolic setting, with few characters.
- Time: We suppose 10 years, not for the development of such technologies but for the acceptability of the use of such services.

References to the future:

- AI, Generative synthetic skin/body
- Synthetic, adaptable bionic legs, cell tissue mapping (details are 2D images) cloning/robot using online information to recreate personalities
- curved and fully touch screens (Not so common currently) and the UI of it > 'zoom enhance' x es and gesture control of the screen.
- she signs with his thumb
- voice cloning
- safe driving
- contact recharge
- The aesthetics of the house and the clothes are not far from us, they actually look very classic and vintage.



2.1.3

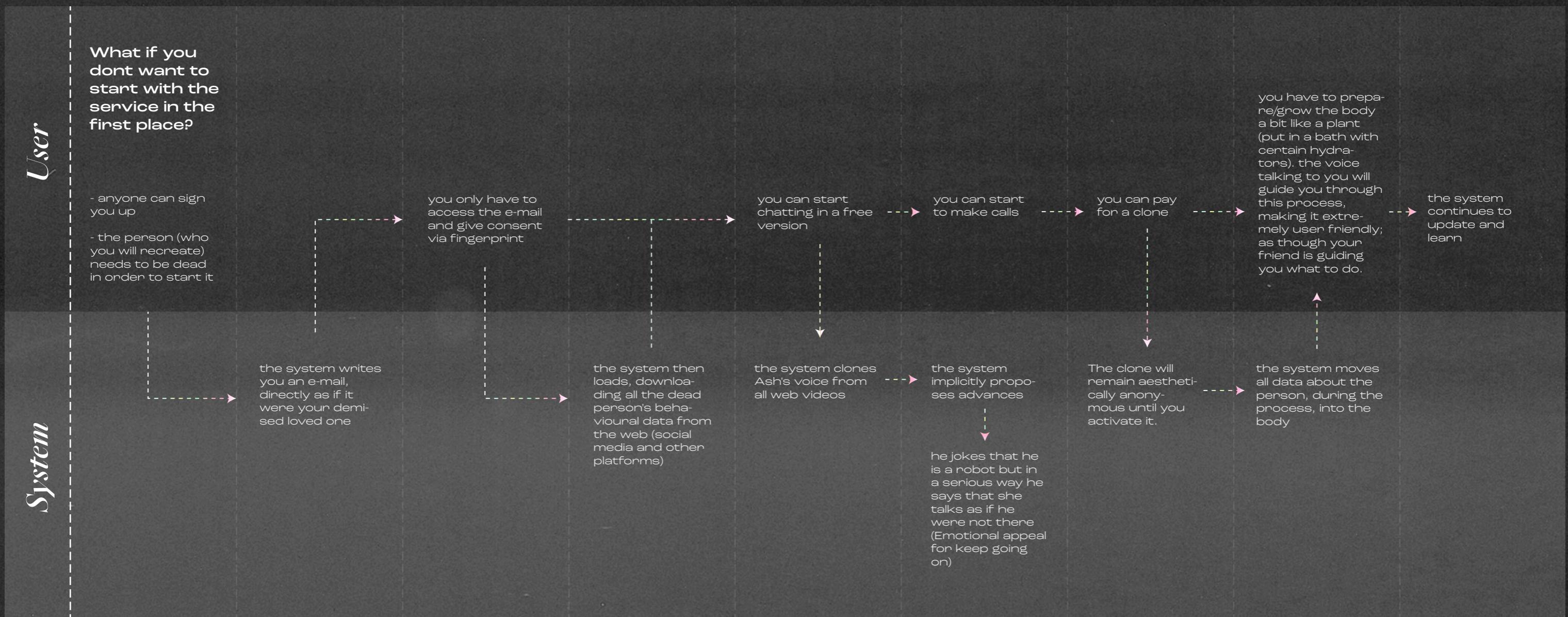
Black Mirror analysis

What didn't seem to work summary:

- Signing up when you are the most vulnerable
- Someone else signing up on your behalf even though that is something you didn't want
- Emotionally making you upgrade and stick with the service
- No ending period of the service
- Difficulty in differentiating between what is real and what isn't - no involvement of any other person.

What seemed to work summary:

- There's an almost instant recovery after using the service
- The service robot always put the wellbeing of the person first (would never do physical harm)
- There's a clear control of the user of the robot at all times
- The consciousness of the robot is incremental, it keeps learning to fill the memory gaps that are not provided by the deceased's digital footprint



2.2

Black mirror vs Light mirror

Technology can be amazing, and watching how it changes our lives with each new breakthrough and discovery is inspiring.

Humanity has gone a long way since the introduction of the 1st punch-card computer, and many things that we take for granted today belonged to the domain of sci-fi just a few decades ago. Technologies developed in order to make visions (utopia) come true. New tech can create new possibilities, though sometimes in unpredictable, and scary ways (dystopia).

A decade ago, social media were claimed as the digital agora, where people could “meet”, discuss and participate to the public debate. Could we even have imagined that someone could and would use social media platforms to attempt to influence elections? Sometimes the crazy stuff needs to happen before you can start to see the design space.

1) Make at least one example of use of a certain technology that couldn't be even imagined 10 years ago.

- Virtual Home Assistant (like Alexa): because it simulates a personal experience that takes the form a friendly human.
- Dating Apps: a service that matches people together and facilitates meeting people you click with.
- Contactless payments; tap payments through phones (applepay, googlepay) that is preparing the world for cashless transactions.
- NFC technology used for wireless charging, and transfer of data.
- OTT (over-the-top media service) is streaming media service offered directly to viewers via the Internet.
- Self checkout like Amazon go, a new shopping experience that eliminates checking out and automatically transacts the payment from your account.
- Augmented realities like instagram filters used by almost every social media platform now.

2) How close are we to fulfilling the scenario of your episode?

It is important to distinguish between the different parts of the service.

- The first two parts (chat and call) could happen quite soon, thanks to machine learning progress and data mining.
- The third part (including the physical model)could take longer, probably around 20 years because fields like synthetic prosthetics and robotics still need improvement. In addition to the fact that the concept of reviving wouldn't be normalized before 20 years of time.

3) Are you ready for this? Would you like to have access to such a service?

Like with every new invention, there comes a certain amount of responsibility and ethical constraints. Provided with the correct limitations and professional guidance (by therapists or experts for example) this technology has the potential to revolutionize the grieving process as we know it. We would like to have access to a version of such a service in a controlled environment.

4) What is the episode about? Describe the topic in a sentence.

An ethical dilemma presented by a communication service aimed at dealing with the grieving process through reviving the “idealized” part of someone.

5) Which needs does the service satisfy?

- Soothe the pain
- Missing someone
- Emotional support and sentimental value
- Social companion sharing daily moments
- Dealing with loss
- Physical contact to fulfill the experience

6) Is it a service for all, or is it for a special cluster of users? If the latter, which one(s)?

The service is intended for people who have a difficult time coping with the loss of a personal you were most close to. Especially those who experienced an unexpected death of a person they wanted to share their life with and had some kind of emotional trigger/attachment that was difficult to deal with.

7) Which are the benefits of the technology/service presented?

- Keep the memory of someone alive.
- Technology can be beneficial for health services (mental, therapy, memory loss) where it could aid the users into a better state.
- Giving an orphan the opportunity to meet a version of their parent
- Bridging the gap between machines and humans even more; having an extremely user-friendly approach.

8) Which are the risks of the technology/service presented?

- Slowly being isolated from the real world.
- Toxic dependency on the service and being in a state of denial rather than acceptance.
- Blurry lines between virtual and reality
- Realization at the end of the service could cause even more damage (like a second death)
- Ethical risks: a number of questions would open up concerning, for example, the cloning of several individuals from one.

9) Unveil the “Light Mirror”: which was the original idea at the basis of the service depicted in the episode?

Originally, the designers probably wanted to create an interface to ease the process of grieving of a deceased loved one. The intent was to give users a chance at saying goodbye, maybe avoid mental and emotional drawbacks like feeling empty and lost.

10) What would the terms of service look like?

What social norms this service would originate?

What kinds of ethical decisions would individual actors have to make?

Terms of service:

- Using the service within limits and controlled environments (with the assistance of a psychologist or a therapist's recommendation)
- Regulations that strictly allow close members of the family to use the service.
- The person said to be revived should consent beforehand
- Service should be slowly be downgraded instead of upgraded.

Social norms:

- Rebirth party
- Share the service with other relatives or friends
- Saying goodbye for the second time

11) What kinds of regulations would exist in a world that had this service? What current laws might regulate this practice, or what new ones would be created?

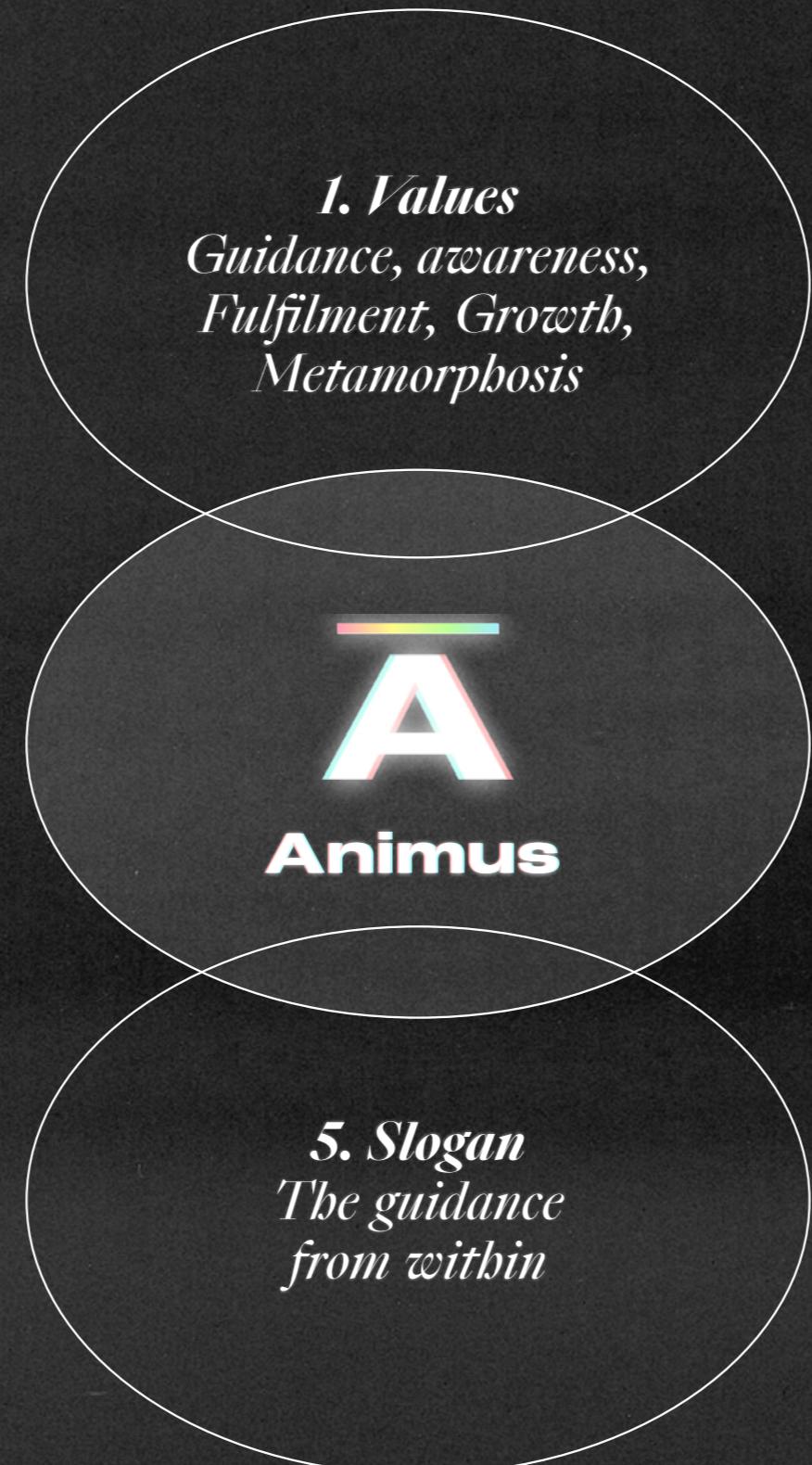
Regulations:

- one clone at a time
- Social norms would require a distinguishable marker (different eye colour, skin colour etc) between the humans and the artificials in order to avoid confusion and keep a clear barrier between the worlds.
- An expiration date for the service when you no longer need it. Maybe a Service for recollection when you no longer want it

2.3 Light mirror service promise

2. Needs

1. Need to re-discover yourself (may that be because of a external traumatic incident or situation in life).
2. Need for full closure after a traumatic experience of losing a loved one in an adequate time frame.
3. Need for guidance to process difficult experiences
4. Achieving peace of mind and awareness about your qualities



3. Offer

What?

With the help of a personalized service, you will be guided towards self-discovery within a given time frame.

How?

Using high end sensorial technology, the service is an immersive experience that enables the user to go through a transformational journey that makes the user realize that once they know what truly makes them happy they will always know where to go from there.

4. Benefits

- To have find yourself when you feel like you are lost and nothing makes sense anymore.
- You are only able To love others when you have mastered the art of loving yourself first

3. Concept development

3.1

Personas

Refers to
pag. 17,18,19

Our set of personas come under an umbrella category of anyone who feels lost at any point of time in their lives. May that be due to the loss of a loved one or because of mundane nature of their everyday life. This could also include individuals who have broken a long relationship or the ones who feel lost in a new country/ culture. Anyone who is emotionally vulnerable and is in the need of a life-changing journey, to break out of the regular and have a fresh, optimistic look at everything. We have defined three different personas with a diverse back story. It includes; Klaus who has recently lost his twin, Bridget who is trying to rehabilitate her alcoholism and Isabel who has just gotten out of a long relationship and needs to find herself again.



Klaus Double

Age: 34

Marital status: Widowed

Children: A little girl at the age of 5

Location: Aschaffenburg, Germany

Occupation: Automotive engineer

Economical status: Upper - middle class

Bio

"I don't know how people go through life without their constant companion, I would never wish it on anyone."

Klaus is a workaholic who has a confined social circle that he depends on. His wife passed away during childbirth. Afterwards, his twin brother became his sole pillar of support in his life. He dedicated his time to taking care of his daughter and his work at the automobile company. The only thing that matters to him the most is to be the best father figure for his little daughter and make up for the loss of her mother. Upon the tragic death of Hans, his twin, Klaus was completely distraught and fell into an emotionally dark space and didn't know how to get out of it.

Dimensions:

Social connections

Social media presence

Tech - Savvy

Emotional Availability

Adaptability

Ideal experience:

Be in control of his state of mind, and always be the best father figure for his daughter and provide her with the best care.

Goals:

- Ensure the best upbringing of his beloved daughter.
- Become CEO of the automobile company he works for.

Needs:

- He needs help to deal with the grief and take back control
- He requires guidance in order to make his way back to a healthier state of mind, rediscover himself and start a new chapter in his life post trauma.



Bridget Scotch

Age: 61
Marital status: Single
Children: None
Location: Edinburgh, Scotland
Occupation: Unemployed
Economical status: Low class

"I lost everything I had because I didn't fight, now it's enough, it's time to take my life back in my hands"

Bio

Bridget is a 61 year old Scottish lady, after losing her job as a worker in a textile factory at the age of 48, she could no longer find a stable job. From that moment on, her life took a turn for the worse; demoralized and no longer confident in her abilities, she began to frequent the pub in her neighborhood more and more often, thus finding herself with serious alcohol problems. Because of her addiction she lost the friendship of her closest friends and lived for years completely detached from society. In the last period, due to health problems, she decided to start a detoxification process to find herself and live better the last years of her life.

Dimensions:

Social connections

Social media presence

Tech - Savvy

Emotional Availability

Adaptability

Ideal experience:

Being the person she was before losing her job: joyful and with few but true friends who support her.

Goals:

- Follow her rehabilitation program
- Live life to the fullest without letting defeats get her down

Needs:

- She needs someone that helps and supports her in her rehabilitation
- She needs to rediscover herself and her passions



Isabel Corazon

Age: 23
Marital status: Single
Children: None
Location: Valencia, Spain
Occupation: Student
Economical status: Upper class

Bio

"I need to get to know myself! What I like? What I want? Who am I?"

Isabel is a young Spanish student who loves to travel and learn about new cultures. Together with her boyfriend Jose she has visited hundreds of cities and countries, documenting everything through vlogs and photographs, gaining considerable success. Unfortunately after 8 years of engagement Isabel is left by Jose and suddenly finds herself alone. Used since she was 15 to have her boyfriend as a support figure, she realizes that she doesn't know herself at all, she is no longer sure of her abilities and even of her passions, will she still enjoy traveling without Jose? She finds herself lost and confused and does not know what she can do to appreciate herself.

Dimensions:

Social connections

Social media presence

Tech - Savvy

Emotional Availability

Adaptability

Ideal experience:

Be the captain of her own life, enjoy all the pleasures that the life offers and don't be scared to do it alone.

Goals:

- Get to know her passions
- Don't be afraid to be alone

Needs:

- She needs someone that guides her and helps her to become more confident and independent
- She needs a way to remember who she was before she met her boyfriend

3.2

Light mirror service concept

Context

Set in the future, the world has technologically advanced and so have people's habits. Technology has always had control over almost every external circumstance, but never really could it achieve the depths of intimacy humans always longed for. Self rediscovery has acquired a whole new conception. People are more encouraged to take the time to re-evaluate their current states and know how to exactly find them again. In a world where your virtual avatar pretty much sums up the essence of who you are, technology takes a step forward and intervenes intimately to change the way people used to live their mundane lives and help them find happiness.

Service's story

When faced with the tragic death of his twin, Klaus felt completely lost, distraught, trying so hard to hold on to the little things that make him feel like his true self. Alas, nothing seemed to really work. At that point, a family member suggests Klaus a service that offers him the opportunity to detach from his negative thinking and discover how to re-incorporate aspects of himself back into his life, which he remembers having tried before during an event. What triggered him was the only thing that he cared about most, the wellbeing and upbringing of his only precious 5 year old daughter. Throughout this experience Klaus discovers that the secret is not lamenting the good times past, but rather to figure out why exactly he had been so happy pre - trauma and figures out where to go from there. Along with the guidance of his personal and friendly AI generated "hologram", the service offers him a more tailored way based on his needs relying on the data mining from his social media accounts on the web. In due course, the AI develops a souvenir as a sensory reminder that takes him back momentarily to better state whenever he loses his rite of passage and strengthens him until his next obstacle arises.

Key aspects that we are controlling/ changing from the black mirror service

We are ensuring that the main service has a defined time frame to it as opposed to the black mirror service wherein there wasn't any end determined.

At an emotionally vulnerable stage it is important to have someone who guides you through it and helps you to distinguish between reality v/s imagination. Hence, a major part of our light service promise includes a guide who will help the users to make sense of their emotions while indulging into a life-changing experience.

Our light mirror service scenario also has a possibility to include a wider set of target audience, wherein its not just death of a loved one, but any sort of situation that makes you want to rediscover yourself could work.

3.3 Storyboard

1. Equilibrium/Once upon a time...



Activities

Klaus goes to attend a 3 day AutoMotive conference, on behalf of his company.

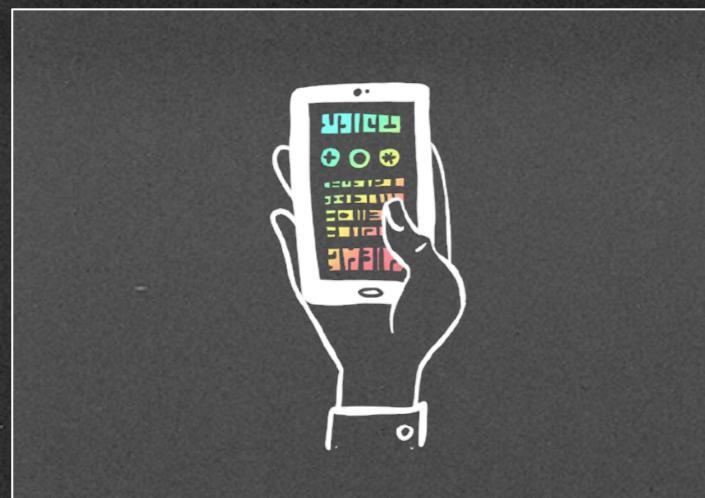


Activities

The conference ends with an executive party wherein he comes across 'Animus' who had set up an experience booth. He finds it extremely fascinating and decides to pass through it

Touchpoints

1. Physical experience setup/ space
2. Experience representative



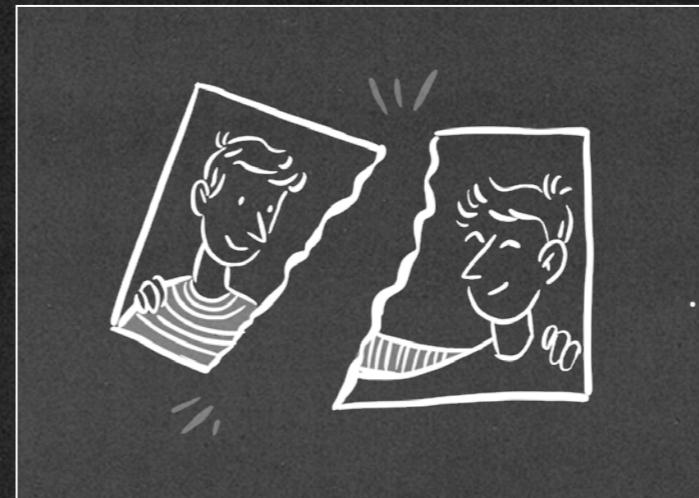
Activities

He is completely mesmerised with the 5 minute experience (that transports him to a different world) which leads him to read about the service in detail.

Touchpoints

1. Physical experience setup/ space
2. website (future variant of a website, more sensory information)

2. Disruption/Suddenly...



Activities

His twin brother, Hans, who was his closest companion, passes away suddenly from a tragic mountain climbing accident.



Activities

Klaus is completely distraught and struggles to deal with the grief. He feels lost and alone.



Activities

3 months later he has sort of come to terms with his brother's death, but he doesn't feel the same- the feelings of being lost and alone persevere. He realises he needs to address them, snap out of it and find himself again in order to be the best father figure for his daughter.

3. Resolution/But...



Activities

His uncle suggests 'Animus' to help re-discover himself and feel like a changed person. He recalls the experience booth from his business conference 1 year ago.

Touchpoints

website (future variant of a website, more sensory information)



Activities

He subscribes for the 4 day service through the app; he chooses the preferred days and centre location and makes the payment.

Touchpoints

website/ app (future variant of a website, more sensory information)

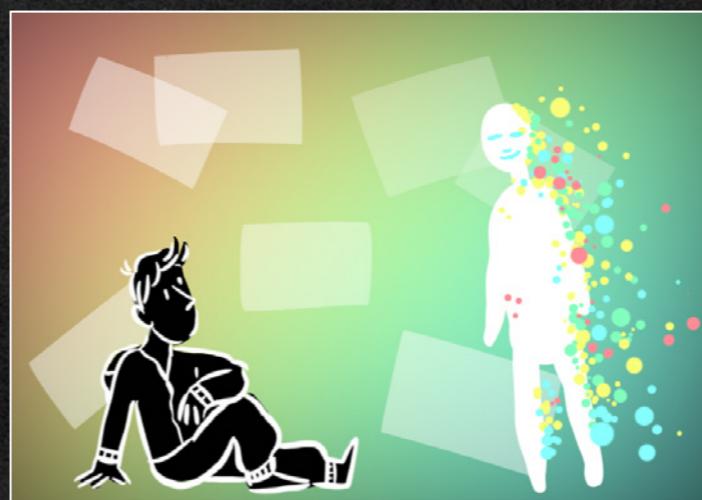


Activities

He is welcomed by the staff and guided to an individual experience room

Touchpoints

Experience centre, staff



Activities

The service takes his data to create an immersive synthetic environment to give a life changing experience wherein a holographic guide leads him through the 4 stages of happiness.

Touchpoints

1. all the tech equipment
2. the holographic guide

3. Re-equilibrium/In the end...



Activities

At the end he is given the souvenir, a mirror that reflects his accomplishment of achieving happiness. While the experience occurred, the person felt the best of themselves and when the sensory souvenir takes them back to the experience they feel the same emotion.

Touchpoints

The souvenir

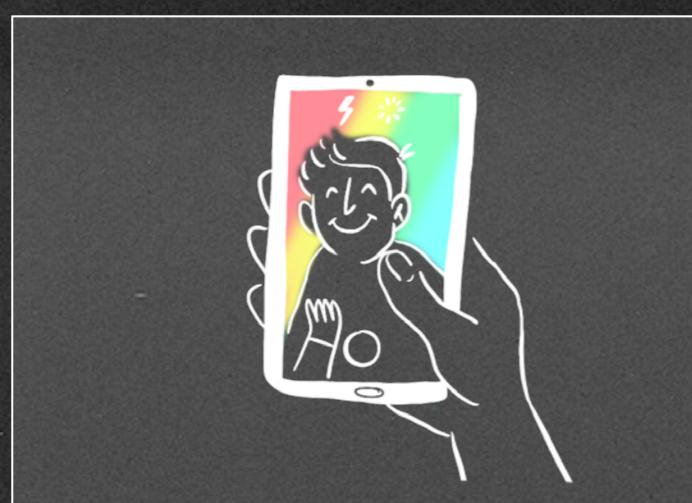


Activities

He comes out of the experience with a changed perspective. He is more aware about himself and looks at the world in a positive light. He also becomes more socially active and more involved and balanced father.

Touchpoints

The souvenir



Activities

He shares his experience with friends and shares it on social media.

Touchpoints

1. Website
2. social media profile.

Animus: Summary

Theme: Rediscover Yourself

Premise: You are all you need - find yourself again

Slogan: The guidance from within

Characters:

- Klaus
- Klaus' daughter
- AI guide
- Service staff

Genre:

- Adventure
- Comedy
- Science Fiction

Story:

Klaus tries the service in an experience booth set in a convention after a work conference, and he's completely mesmerized about it.

His twin passes away in a sudden accident and he feels lost. A family member suggests the service, and for the sake of his daughter, he subscribes for the 4 day experience.

He books a preferred slot in the experience centre, where he is given an individual experience space. There with the help of a holographic guide, he goes through a 4 stage life-changing journey. Now he sees the world in a new light, and has a sensorial souvenir to remember it.

Synopsis:

Klaus felt completely lost and out of himself after the unexpected death of his twin, nothing seemed to work to make him feel complete again. A relative suggests him to use an augmented reality service, which he remembers having tried during an event a year prior. He decides to try one more time, for the sake of his small daughter who only has him in the world. His life takes a radical turn, as, through his friendly hologram, he is able to get over lamenting about the past and instead figuring out what brought him happiness in the first place. The artificial intelligence analyzes his own data to bring him back to his happy place when he needs it, strengthening him to deal with his loss, and eventually move along with his life.

3.5*Research on happiness*

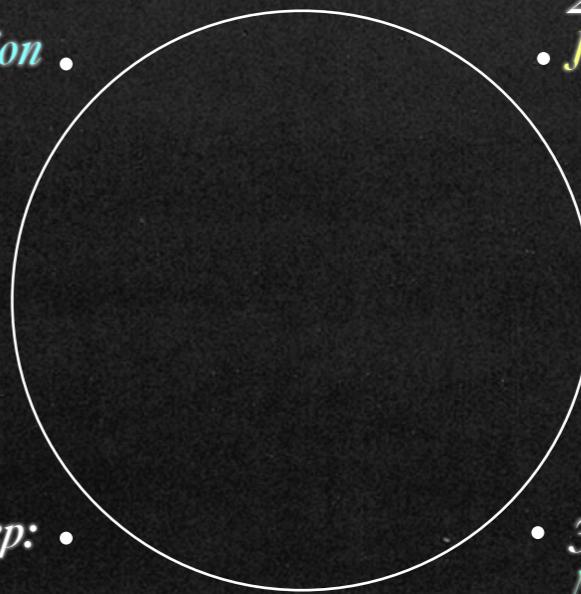
The research started by first identifying what would truly bring about a change in perspective, including different philosophies and self help literature. How can we give the users a dive into a life-changing experience that will help them shift the focus of their thinking and enable them to view the world in a different light? We wanted to ensure that it didn't turn too therapeutic, we wanted to keep a sense of adventure. In doing so we brainstormed on commonly known life-changing experiences and movies/ books that depict the same; like Eat Pray Love, Soul etc.

Upon researching we came across a pre-buddhist happiness framework which seemed to weave in all the common elements we found through brainstorming. Happiness in its purest form is what would truly enable individuals to embark upon a fresh start and help in the quest of self-rediscovery. We used it as a basis to develop our experience.

According to this framework there are 4 key stages/elements for attaining happiness which include; Passion, Compassion without attachment, simple joys and Equanimity. We then further researched into ways in which each could be attained, so as to include them in our experience accordingly.

*The four steps***3.6**

*1st step:
Compassion*



*2nd step:
• Joy*

*4th step:
• Love*

*• 3rd step:
Mindfulness*

4 Identify your passions

Sometimes we feel nothing is exciting, there is no passion, everything may just seem boring. The best way to beat this is to practice love, find something you are passionate about, something you love and generates excitement.

- Inventory your talents: What are you good at or have a natural aptitude for? Forget about what you're good at but don't really like doing much. I'm talking about the things you have a knack for that delight or happily occupy you.
- See your passion hunt as a fun, joyful adventure: In my coaching and speaking work I see people putting pressure on themselves to find their passion. I do believe it's critically important to discover and engage in things that light you up, but it's just as important to cultivate an un-serious child-like attitude of play, wonder and adventure.

1. Compassion without attachment

When you feel attached, practice compassion, remember the transient nature of everything, feel empathy and the emotions for the other person. Once you understand and feel each others suffering the attachment will disappear and positive empathy will arise.

- What are you clinging to? List the people, objects, situations, outcomes, beliefs, and feelings you are clinging to.
- What are you craving? List the people, objects, situations, outcomes, beliefs, and feelings you are craving.
- What benefits does each attachment provide you with? Describe the mental and emotional benefits every item on your list provides.

*Compassion / Attachment**Apathy / Love**Joy / Sentimentality***3. State of calm and relaxation**

When you are feeling of blindly euphoric remember to come back to state of calm and relaxation, where you can bring yourself out of situations and gain perspective on the world.

- Breathe: use the right breathing patterns
- Be mindful: Raising awareness of how you're feeling, and having absolute honesty about those feelings, is an important step. allowing yourself to be sad or angry and sharing it with people/journaling about it.
- Take physical health as a priority: sleep enough, have nutritious food, exercise

*Blind euphoria / Equanimity***2. Simple joys**

When feeling too sentimental and drowned in feelings of pain remember the constant simple joy's of life. Joy for yourself and others. See the beauty of the world in the simple things. Feel the heat of the sun, the breeze on your skin. Also seeing children play with bubbles is a perfect way to bring joy.

- Stop worrying and get in a positive state of mind (cue)
- What are the simple things that make you happy? Be aware of every thing around you, observe the nature: the sights, the smells, the textures the emotions etc.

4. Concept Visualization

4.1

Moodboards

After defining the guidelines for the service, we went on to perform a visual research to better define what the concept might look like once taken down to reality. The intention was to develop a service that was within a poetic and spiritual dimension, so we started by carefully selecting keywords that could emphasize this mood. This helped us filter our search into visual resources that could describe them. The aforementioned keywords were:

Refers to pg.33

Immersion: This word was chosen as the aim is for the user to dive into another world, one that seemed to exist in the realm of dreams.

Refers to pg.34

Guidance: this keyword emphasizes the presence of a spiritual being that can help the user navigate into the uncertainty.

Refers to pg.35

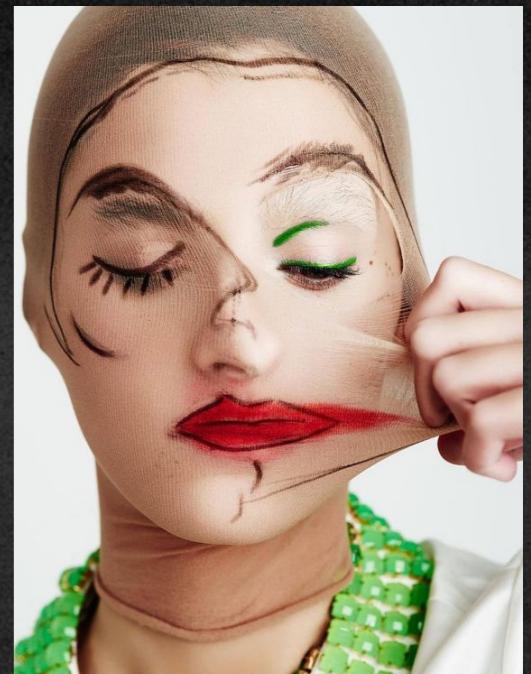
Metamorphosis: This word represents the overall aim of the experience, that is, to have the user have a change of heart in how to front the ups and downs in life, therefore becoming a better version of his or herself.

Metamorphosis

/met-uh-mawn-fuh-sis/
noun, plural

A profound change in form from one stage to the next in the life history of an organism, as from the caterpillar to the pupa and from the pupa to the adult butterfly.

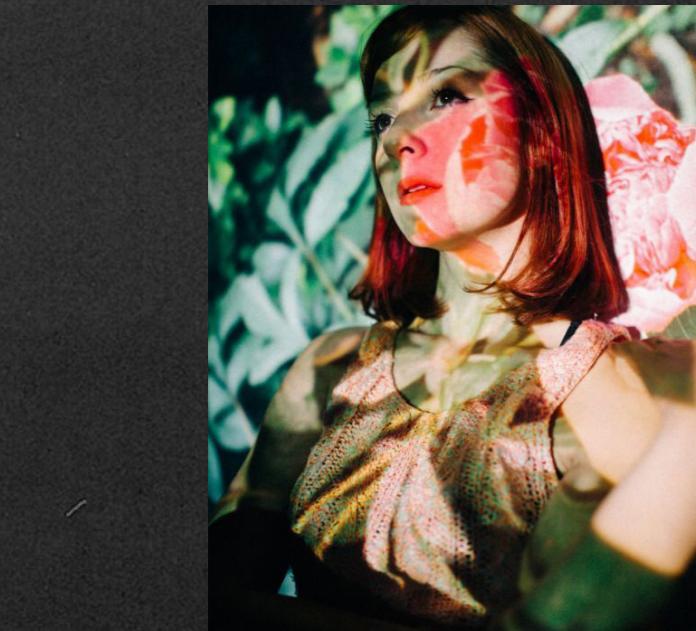
A complete change of form, structure, or substance, as transformation by magic or witchcraft.



Immersion

/ih-mur-zhuhn/
noun, singular

State of being deeply engaged or involved; absorption. Noting or relating to activity that occupies most of one's attention, time, or energy

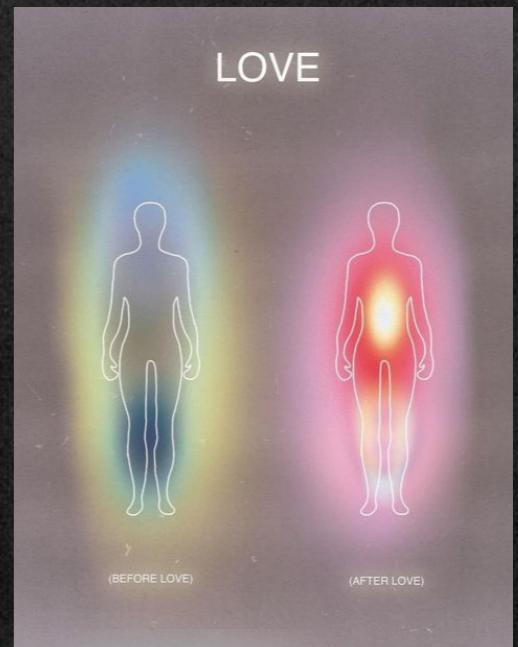
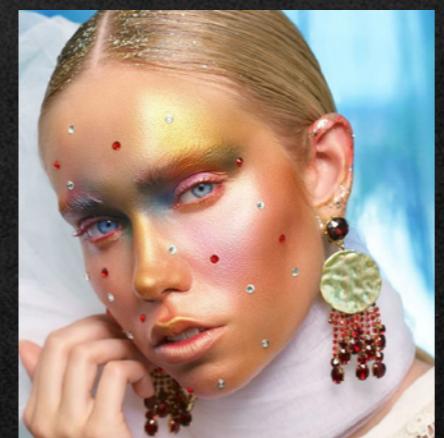


4.1.2

Guidance

/gahyd-ns/
noun, singular

The act or function of guiding; leadership; direction. Supervised care or assistance, especially therapeutic help in the treatment of minor emotional disturbances.



LOVE

4.1.3

Final moodboard

The final moodboard came as a synthesis of the three keywords (immersion, guidance, metamorphosis) into an evoking representation that stands between a memory and a dream

Immersion



Metamorphosis



Aura



Guidance

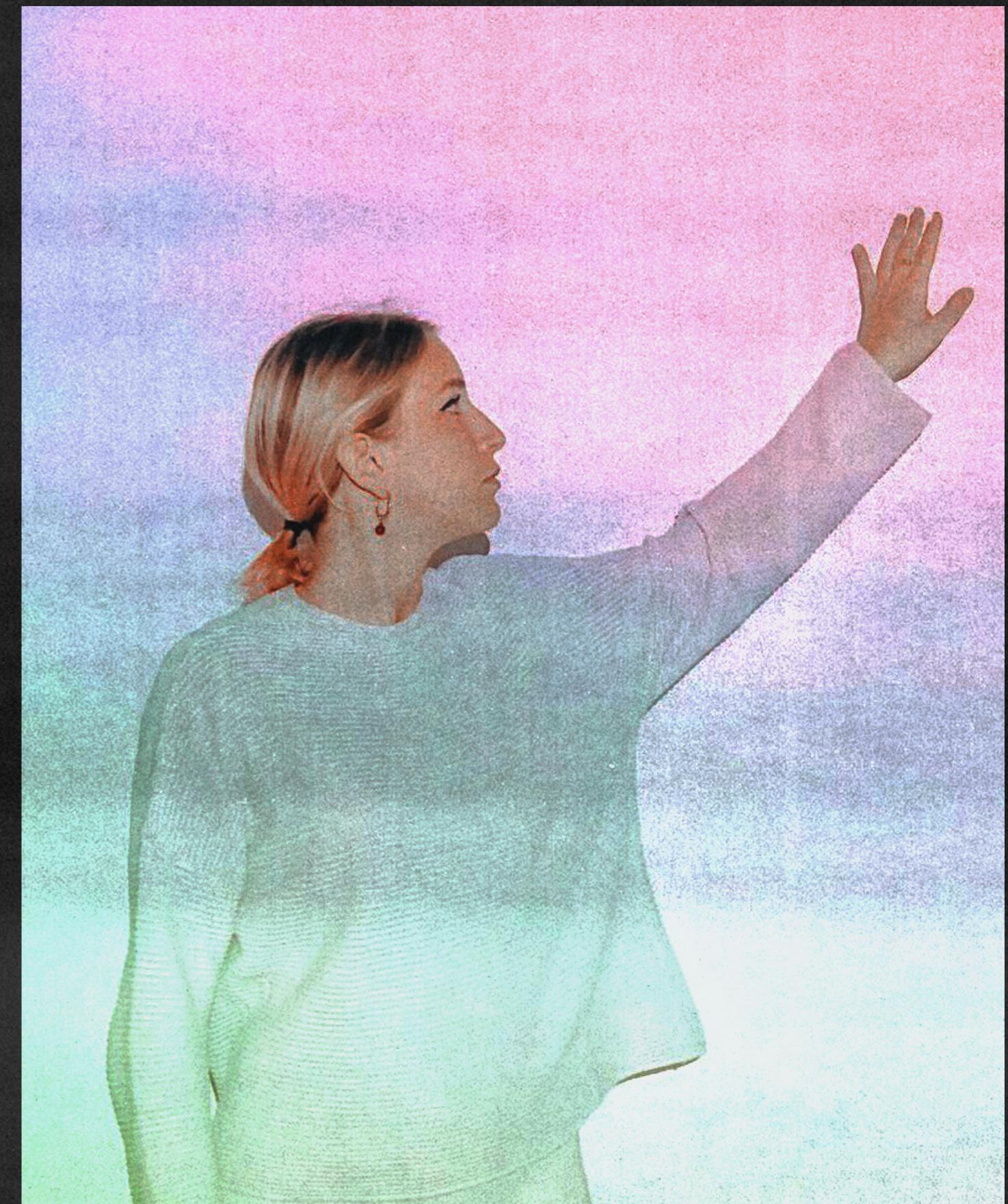
4.1.4

5. Experience prototyping draft

5.1

Introduction

The experience prototyping and role playing sheets enabled us to start planning and detail our experience prototyping draft. We first selected a part which we would like to prototype and then singled out the touchpoints that we would need to develop. Firstly, we charted out the aim of the testing session, which would help us in evaluating the user's experience and aid in formulating the feedback session. As the experience was divided into four parts we charted out what we wanted emotions we wanted to evoke in each and curated the elements of light, sounds, videos, dialogues and interaction accordingly. Based on these we created a preliminary timeline and charted out few pre-tests for seeing if the colours and projecting worked for immersion. Furthermore, the onroleplaying session helped us refine the dialogues and chart out possible interactions that the user might be able to carry out.



5.2

Prototyping a service: Role Playing

1. Express the value of an idea, gradually unvealing both functional and emotional layers.

What do you intend to prototype of your service system?

Idea: We intend to prototype a self discovery experience within the service system. It's a four phase immersive experience that brings the user a holistic journey through interactive steps with the assistance of a virtual guide. The four phases are: Compassion, simple joys, relaxation and love. Using audiovisual elements, like projected images and videos with sounds, we will simulate the experience of going through the previously mentioned phases.

Why your experience prototype is useful?

The prototype allows us to test out the experience before finalizing and take notes of what might be improved from the user's point of view. It is essential to understand its potential to evoke the user's senses and emotions. It tests out the tools and their ability to immerse the user into their self discovery journey. And it also helps with calibrating the level of subjectivity of the content shown in each phase.

2. User scenario

Set in the future, the world is technologically developed and so are people's habits. People are more encouraged to take the time to re-evaluate their current state of mind. Technology enabled retreat centers offer users the opportunity to regain strength.

In this context, Klaus, who has just lost his brother, decides to take the matter into his own hands and treat himself to some days off. Klaus books a 4 day self-discovery experience in a technology enabled retreat center. He is welcomed by the staff and is intro-

duced to the guidelines. Just as planned, the self discovery experience takes place in one of the center's sensory room. Throughout each day, the guide acts as Klaus's constant spiritual companion aiding him in every step of the way.

3. Role playing

Make a first round of role playing within the team in order to develop further the idea and the experience prototype session

Characters and actors: Klaus (played by Nina), Staff (Played by Mildred), Guide (Played by Silvia)

Context place: Sensory room in the retreat

Actions:

1. Klaus books the retreat
2. Klaus arrives and is given the introduction by the staff
3. Klaus goes into the room and is connected with his guide
4. Guide starts the journey in the given order using the 4 steps (mentioned on miro by silvia)
5. At the end of the experience he is given a personalised souvenir as a reminder of his self-discovery journey.

5.3

Prototyping a service: Touchpoints

1. Service prototype

Define characters and the part of the “story” upon which you will build the experience prototype

The part of the story chosen for the prototyping is the experience inside the sensory room:

- The guide takes the user through the 4 steps of rediscovery.
- The experience uses relevant evocative questions, images, videos and sounds

The characters in this part of the story are:

- The guide: is the spiritual companion throughout the experience
- The user: who is in need of self rediscovery

2. User Involvement

How do you plan to involve the user? What are the expected reactions?

- Within a controlled and simulated environment, the user gets to experience all kinds of sensorial and sentimental aspects. Following the questions of the virtual guide, the user will reflect upon his memories of the past and realize little by little the ingredients of happiness within himself.
- Expected reactions: what makes this service unique is that it engages the user completely. Immersive in all of the sense.
 - Confused and a bit lost in the beginning
 - Kind of awareness
 - A sense of hope and optimism

3. Touchpoints

Which touchpoint/s are involved in the prototype of your service system?

Why you chose it?

The room, which was chosen to get the user in an immersive space of reflection. It is composed by:

- reflective surfaces for projections
- lighting equipment
- 3D holographic projections.

The guide: inspired by a tribal leader character with makeup as a wise mentor throughout the spiritual and emotional journey.

4. Communication of your concept

Summarize the communication goals of your prototype. Define the target of your prototype and the useful elements to build it (media, images, videos, settings, etc).

The prototype consists of the simulation room booked by the user. It aims at transitioning the user from a state of fragmentation and confusion into self rediscovery and redirection into the right path. It allows the users to regain their strength and figure out what makes them happy.

5.4

Prototyping Draft

Description of the prototype:

We have chosen to prototype the part inside the experience center room from our service. This will entail glimpses of all four stages of attaining happiness. We plan on using immersive elements like sounds, projections, different lightings and specific multimedia content of the user, to evoke specific feelings. The guide would have particular thematic costume, makeup and dialogues to take the user through the brief experience.

Objective of the experience prototype testing:

To test whether the four steps self discovery experience is successful in helping the user become more mindful and evoke a sense of hope and positivity.

Brief explanation of structure:

The session begins with an introduction to orient the users and prepare them for the coming experience. The experience is divided into 4 steps:

In the first two steps the user is exposed to various triggers (both negative and positive things) to reflect on his life so far. This is done in a passive way where the guide has the task of putting the facts and questions in front of him. This is done so that he can become aware. In the second part, the user assumes a more active role, becoming aware of his life as it is now, processing the painful feelings and working to achieve a state of optimism and happiness. It ends with a conclusion to help users sum up what they have gained from the experience and the users are made aware that the guidance is within themselves. That the user is all that he/she needs.

Description of the guide:

The guide is a spiritual being but at the same time, warm and close presence for the user. For this reason, the guide is physically represented as a neutral, genderless being, with white garments to incarnate the idea of being a canvas through the self-discovery journey. The only ornated element in their appearance is their face, as to inspire wisdom and spirituality in the process. Its voice is soothing and calm, to convey the ideas behind the self-discovery experience as clear as possible. All of these elements make it inspire peace and wisdom, which can translate in an unobtrusive guidance during the experience.

Prospect user description:

The potential user for this service is someone who wants to find a deeper sense of self, and wants guidance in the process. This, with the final objective of discovering their own path in life, one which can lead them to happiness. Through life, the user might have found difficulties that made them feel lost and incomplete, so they want transform their current situation in order to re-gain strength and bring out their inner power to overcome them. The user is someone in need for a starting point for the journey of discovering their very own sources of happiness and balance: A shift in their point of view that can allow them to see life from a lens of optimism.

Selected user for testing: Antonia

Certain related content and information would be taken from her social media account and her brother, that we know as well.

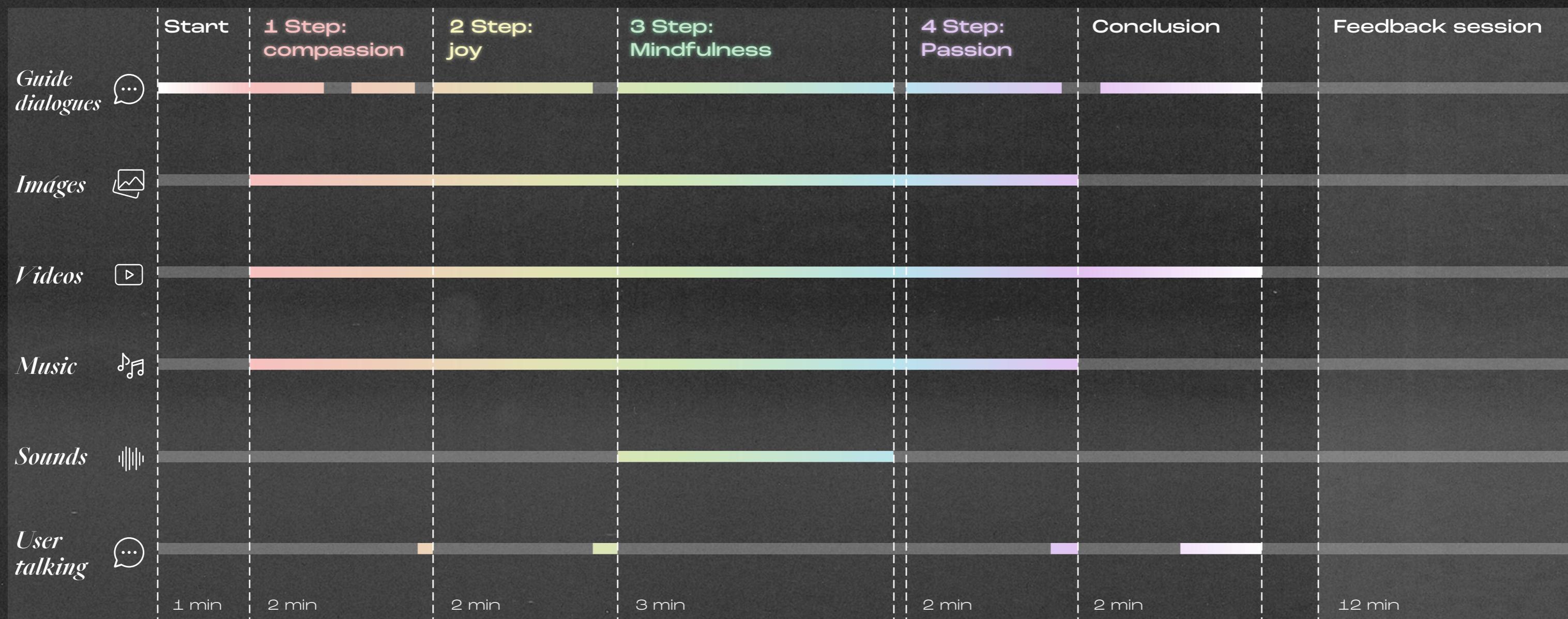
5.4.1 Prototyping structure details

The sections, their aims and feelings they should evoke, guide role and dialogues and the type of multi-media content needed accordingly

Section	Aim of the section	Description	Feelings	Guide role	Media type	Lights and colors
Introduction	The user have to understand the message: everything it's normal, you don't have to worry about anything, you are in a safe place, your feelings are normal in a situation like yours.	the user enters in a aseptic place, which she does not recognise. There is no one else in the room except a guiding voice.	a. calmness b. trust c. safety	making the user feel comfortable	No media, just dialogues 	no colors, lights on: we want to start with a blank slate, fresh start, then we slowly build on it
1 Step: compassion	The user realises what he is dragging from the past and the negative impact they have on him, and starts to detach himself from it.	The projection starts, the user is shown some images of her past alongside evocative clips and videos. The guide enters and continues the conversation with nudging questions.	a. At the beginning confusion and nostalgia (sad or happy) b. Conscious	show the memories and ask questions to the user to help her let go of them and find joy.	Videos and picture about the user past, thing that makes him suffer (contextual) 	light: red - orange according to aura rules, this color create confusion and heavy vibes projected Video color correction: the videos are with dark desaturated colors contribute to the creation of heavy vibes projected Video montage type: slow and climatic, growing intensity
2 Step: joy	The user becomes aware of the good things she has currently in her life, in spite of everything.	The projection shows random images and clips that show simple joy, based on user preferences (hot coco on a rainy day, beach, children playing, sunlight, flowers). The guide continues to nudge.	a. Happiness b. Optimism c. Joy	Show her clips, sounds and images of simple joys and help her identify hers	Videos images and sounds of the simple joys of life. 	light: yellow - green according to aura rules, this color is linked to strong positive emotions, such as joy and enthusiasm. projected Video color correction: bright saturated colors projected Video montage type: the rhythm is faster, upbeat and positive
3 Step: Mindfulness	The user can now learn techniques to be mindful, to enable her to live in the present moment and be aware	The projections shows images and videos for meditation that can help her to keep a focus. There's calming ambient music and the guide gives her instructions for the mindful techniques	a. peace b. tranquility c. awareness	Guides the user through breathing techniques that enables her to be mindful	Videos of outside places that makes her comfortable. Sounds of nature in a soft way 	light: green - ble according to aura rules, this color is linked to serenity and to be one with nature. projected Video color correction: the videos are with calm and light colors, to contribute to the creation of peaceful vibes projected Video montage type: the rhythm slows down, it should remind of a dream with fady cuts, overlaps.
4 Step: Passion	Make the user feel comforted by a concrete possibility of hope towards the future, towards her life, meeting herself in the future and reflecting on her own strengths and capabilities	The projections shows images of her passions, achievements and loved ones. There's upbeat music and the guide helps her identify her passions,	a. Excited b. Passionate c. Motivated	Guides helps the user identify her passions, and through affirmations enables her to feel her own strength	Videos and picture of the user passions and conquests. 	light: blue - purple according to aura rules, these colors are linked to confidence and self love. projected Video color correction: the videos have bright light colors to contribute to the creation of motivational vibe projected Video montage type: the rhythm fasten up like a empowering video
Conclusion	Make the user aware of his own capabilities. The user realises that she is all she needs because she can find guidance within herself.	The projection stops and there's positive and empowering background music. The guide brings a mirror in front of her, so she recites affirmations by looking at herself	a. Empower b. Self-confidence c. Excited	The guides makes the user close her eyes, when the user opens them, she is in front of a mirror. The guide makes her repeat affirmations.	Aura with all the colors achieved 	projected video: aura with all the colors achieved

5.4.2 Timeline

This preliminary timeline will be revised based on the roleplaying session and technical tests with the multi-media. Currently we have kept a total time of 12 minutes for the experience and another 12 minutes for the feedback session.



5.4.3

Rough Mockups

There are 2 main categories of touchpoints we will have to make prototypes of:

1. the experience room: space and props
2. The guide: makeup and dressing

• The experience room

The photos show the layout of the main elements in the immersive experience room.

The user is facing the wall so that they can see videos and images of themselves, the projector is placed at eye level for optimal viewing. The guide, on the other hand, faces the user and dialogues with him.

• Props



1. Projector
To project user's memories on the guide



2. Coloured LED lights
To change the color of the atmosphere



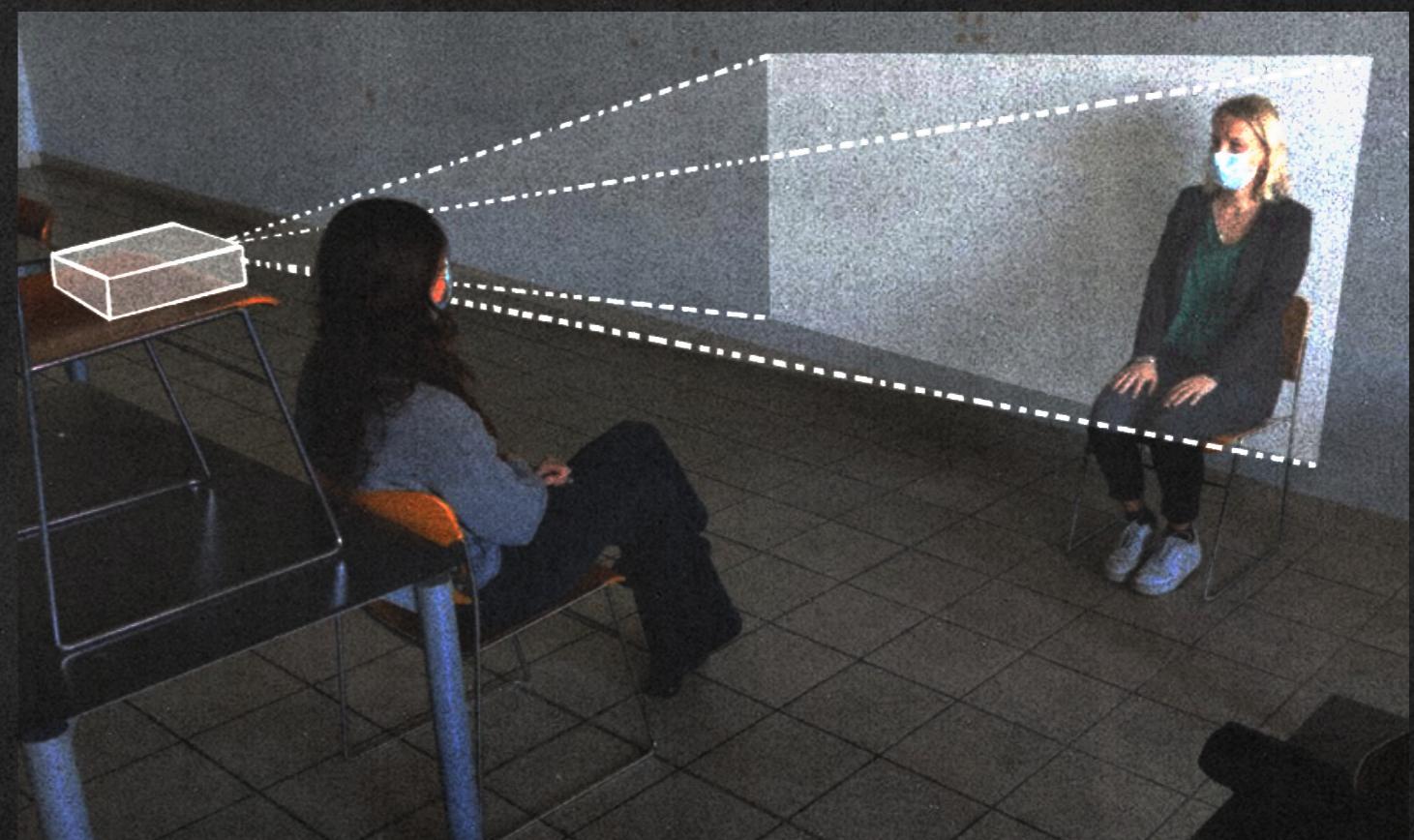
3. Light diffusers
To enlight the user too



4. Comfortable seats
For the user and the guide during the session



5. Speaker
For the sounds and music during the session



• The Guide/ Makeup and costume

This moodboard contains the key elements, both aesthetic (make-up and costumes) and mood-related, for the construction of the guide's character. The make-up should react to light and symbolise the role of the character, as it was used in ancient times. Clothes should be white to symbolise purity but also neutrality, no gender, no good or bad, but light, hope, advanced technology. The character will have the aim of opening the eyes of the user and showing him the power that resides within him, triggering a metamorphosis. He will have to use reassuring and normalised words as much as empowering and an extraterrestrial tone of voice, simulating an entity that wants to be abstract, but not robotic.



5.4.4

Roleplaying resume

This preliminary timeline will be revised based on the roleplaying session and technical tests with the multi-media. Currently we have kept a total time of 12 minutes for the experience and another 12 minutes for the feedback session.

Overall activity:

Roleplaying would be used to test the dialogues of the guide. We will be able to evaluate the possible kinds of responses based on the script: what works, what doesn't and what needs to be changed in order to achieve our objective.

What happens?

The user (Klaus) has entered the experience center room and is guided by the guide through the use of interactive dialogues. Both the guide and the user would be seated facing each other.

How long does it take?

12 minutes based on the initial dialogues and timeline

Who is involved?

The user and the guide

Who does what?

We plan on doing two rounds of roleplaying with different users to understand their reactions/ responses.

Guide: to be played by Nour

User: Prathana and Silvia

What do you need to do it?

2 chains

dialogue sheet (physical/ digital)

Microphone to record audio

Camera to record video/ images

The dialogues

Guide:

" Love me. Hold me. Complete me.

When we love something a lot we can become blinded and feel attached. This naturally leads to fear-of-loss, pain, and abandonment.

Yes. The first thought that crossed your mind is exactly what I am referring to.

Was it a past relationship that did not work as you expected? Or a career path that sparked passion within you? Take a moment. Think about it.

(the user just reflects and thinks)

I agree. The worst battle is between what you know and what you feel.

Tell me about the war the inner voices are waging within you. What do you hear?

(the user speaks their mind. unburden themselves)

Guide:

" What a relief! Sometimes all we need is to let it out. Now stop thinking about how stressed you are and start counting your blessings.

You know the little things, the small moments? The smile of someone you care about, the smell of freshly baked goods, a warm sunset, first rains. They aren't really little. They give us the biggest pleasures. And you? What little things bring you joy?

1st step: Compassion

2nd step: Joy

5.4.5

3rd step: Mindfulness

Guide:

Can you keep a secret? Do you promise?
 We don't always need a plan. Sometimes we just need
 to take a step back, breathe, let go, and see what
 happens.
 Now follow my lead.
 Breath in for 4 seconds.
 Hold it in for another 4
 Now exhale. Let it all out.
 Now inhale again. and repeat.
 Just keep breathing.
(the user cooperates)

4th step: Love

Guide:

The meaning of life is nothing but a quest to find what
 we're gifted at. Think about what truly inspires you.
 Expose yourself to it.
 Make it your personal driver, let it consume you and
 light the fire within you.
 Can you feel its power coursing through your veins?
 Are you ready?
 Let's take control.

(the user thinks and reflects)**Conclusion**

Guide:

Repeat after me:
 I am strong.
 I am healthy.
 I am worthy.
 I am capable.
 I am ME.

(the user repeats each line while looking at himself in the mirror)

Roleplaying

5.5

Aim: Define the time frame for the whole experience and have a first idea on when the media could be inserted. Testing the dialogues and the quality of interaction with the user.



Find the entire role-playing session here:
2_Roleplaying

What was good?

- The experience is valuable because it can be interiorized
- There's good timing in the breathing part
- There's a general good mood in the experience

What was bad?

- The confidence part is very short
- The sections are not clearly differentiated
- It's a bit therapist, and it should be more casual
- The user doesn't have time to reflect or answer

Ideas

- Audiovisual Pauses to differentiate between sections
- We must introduce the process at the beginning
- The guide could gradually become closer to you: from formal to casual

Actions

- Tell the user: when it's better to answer and when it's about reflection
- The dialogue should go smoother
- Breathing, maybe in a calmer mood
- Longer pauses to "think" and answers are needed
- Change the questions so that they actually prompt an answer in things we want them to remember

5.6

Multimedia testing

Aim: Find out if the lighting shifts bear a compelling experience, and how does the white sound and calming sounds help to engage the user inside the experience



What was good?

- There is an overall inspiring look
- The music along the color palette looks inspiring

What was bad?

- The lights from the projector are bothering for the guide
- Calmness its a bit bright
- Joy: seems more calm than joyful
- Confidence: it looks a bit confusing

Ideas

- In compassion, pink should dominate
- More green can be a calmer color
- maybe confidence and compassion can be switched?

Actions

- Joy: it needs more yellow
- All the colors should be more intense

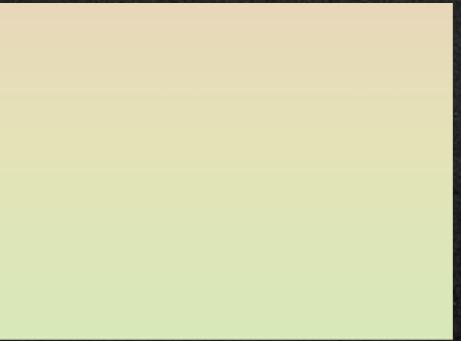
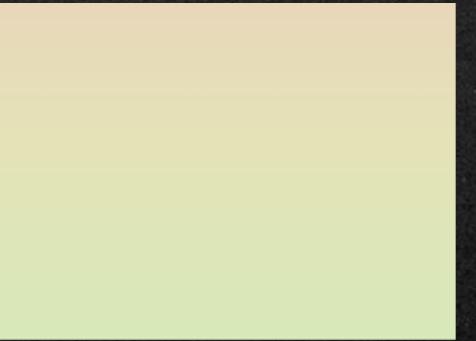
Before testing



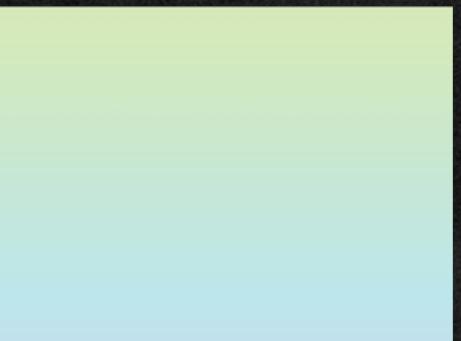
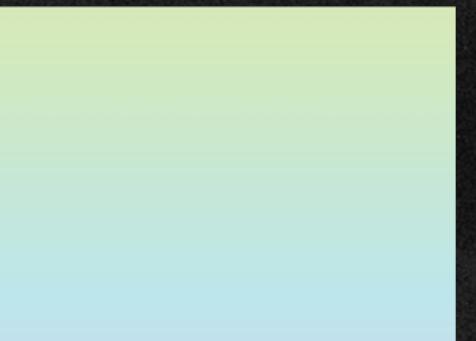
Final



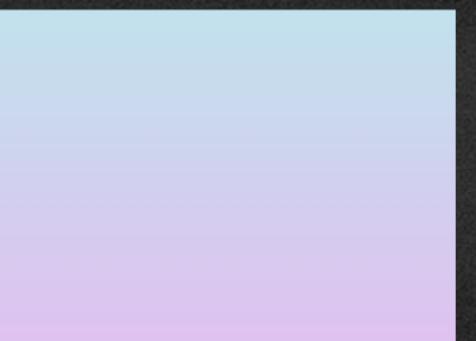
1 step: Compassion



2 step: Joy



3 step: Mindfulness



4 step: Love

6. Planning and designing prototype

6.1

Introduction

In this phase, attention to detail was the main driver of the work. We had to plan out everything included in the prototyping experience and make it resemble the real one as much as possible to get actually effective feedback from the user. That is because detail-oriented work is more likely to allow us to pinpoint flaws within the experience and avoid faults in the long run. From a detailed dialogue of the guide to multimedia collection, timeline illustration, and stage setup. All of this planning ahead was essential before we could test out the experience.

Prototyping Sheet Final

Following the draft of the prototyping sheet, a final version was made. This version included the complete and updated dialogue of the guide in the experience. As well as the necessary pauses needed during the speech that allow the user to contemplate and let it sink in before proceeding.

Moreover, this version also possesses the updated the color theme coordination used in each step of the experience where blue became the color associated with step 1 (nostalgia), green associated with step 3 (mindfulness), and red associated with step 4 (self love). Meanwhile, the color yellow was still linked to step 2 (simple joys).

These changes were also made following a test to make sure that they aroused the emotions that had to come out at each step. In fact, for each step, we also added specific objectives and everything we prepared had to be aimed at these.

The objective of the final prototyping sheet was to organize the experience in one neat sheet. That is so that we could test whether the four steps self discovery experience is successful in helping the user become more mindful and with a sense of hope and positivity.

6.2

Section	Aim of the section	Description	Feelings	Guide role	Dialogues	Media type	Lights and colors
Introduction	The user have to understand the message: everything it's normal, you don't have to worry about anything, you are in a safe place, your feelings are normal in a situation like yours.	the user enters in a aseptic place, which she does not recognise. There is no one else in the room except a guiding voice.	a. calmness b. trust c. safety	making the user feel comfortable	Welcome Antonia. We will be going through a beautiful journey today. I'll be there for you in this quest for self-discovery. The most important thing is that you are comfortable. This is a safe space, you can speak your mind out or just reflect on your own.	No media, just dialogues	no colors, lights on: we want to start with a blank slate, fresh start, then we slowly build on it
1 Step: compassion	The user realises what he is dragging from the past and the negative impact they have on him, and starts to detach himself from it.	The projection starts, the user is shown some images of her past alongside evocative clips and videos. The guide enters and continues the conversation with nudging questions.	a. At the beginning confusion and nostalgia (sad or happy) b. Conscious	show the memories and ask questions to the user to help her let go of them and find joy.	Think about what you cannot live without; the people you love, your most dear possessions or your favourite places... Think about what makes them so important? When we love something a lot we can become blinded and feel attached. This naturally leads to fear of loss, pain, and abandonment. Imagine you are carrying a bag full of those things. You see a river in front of you. You walk up to it and let them go one by one. Let go of all your attachments. The worst battle is between what you know and what you feel. With less craving and clinging in your life, you create space. What do you want to invite into that space? (the user thinks/ speaks their mind. unburden themselves)	Videos and picture about the user past, thing that makes him suffer (contextual)	light: blue according to aura rules, this color create confusion and heavy vibes projected Video color correction: the videos are with dark desaturated colors contribute to the creation of heavy vibes projected Video montage type: slow and climatic, growing intensity
2 Step: joy	The user becomes aware of the good things she has currently in her life, in spite of everything.	The projection shows random images and clips that show simple joy, based on user preferences (hot coco on a rainy day, beach, children playing, sunlight, flowers). The guide continues to nudge.	a. Happiness b. Optimism c. Joy	Show her clips, sounds and images of simple joys and help her identify hers	Despite everything, there is always hope to cling on to in life. Now stop thinking about how stressed you are and start counting your blessings. You know the little things, the small moments? The smile of someone you care about, the smell of freshly baked goods, a warm sunset, first rains.. They aren't really little. They colour our lives with happiness. So tell me Antonia, what little things bring you joy?	Videos images and sounds of the simple joys of life.	light: yellow according to aura rules, this color is linked to strong positive emotions, such as joy and enthusiasm. projected Video color correction: bright saturated colors projected Video montage type: the rhythm is faster, upbeat and positive
3 Step: Mindfulness	The user can now learn techniques to be mindful, to enable her to live in the present moment and be aware	The projections shows images and videos for meditation that can help her to keep a focus. There's calming ambient music and the guide gives her instructions for the mindful techniques	a. peace b. tranquility c. awareness	Guides the user through breathing techniques that enables her to be mindful	Can you keep a secret? Do you promise? We don't always need a plan. Sometimes we just need to take a step back, breathe, let go, and see what happens. Now follow my lead. - Take a deep breath in, 4...3...2...1. - Hold it in 4...3...2...1 - Now exhale slowly. Let it all out. - Breath in again, 4...3...2...1. - Hold it in 4...3...2...1 - Release slowly.	Videos of outside places that makes her comfortable. Sounds of nature in a soft way	light: green according to aura rules, this color is linked to serenity and to be one with nature. projected Video color correction: the videos are with calm and light colors, to contribute to the creation of peaceful vibes projected Video montage type: the rhythm slows down, it should remind of a dream with fady cuts, overlaps.
4 Step: Passion	Make the user feel comforted by a concrete possibility of hope towards the future, towards her life, meeting herself in the future and reflecting on her own strengths and capabilities	The projections shows images of her passions, achievements and loved ones. There's upbeat music and the guide helps her identify her passions,	a. Excited b. Passionate c. Motivated	Guides helps the user identify her passions, and through affirmations enables her to feel her own strength	The meaning of life is nothing but a quest to find what we're gifted at and what we love doing. Think about what truly inspires you. What drives you to wake up in the morning, what's the thing you can spend hours doing without feeling the time pass? Expose yourself to it. Think about the person you become when you are doing what you love. Make it your personal driver, make it the fuel to the fire within you.	Videos and picture of the user passions and conquests.	light: red according to aura rules, these colors are linked to confidence and self love. projected Video color correction: the videos have bright light colors to contribute to the creation of motivational vibe projected Video montage type: the rhythm fasten up like a empowering video
Conclusion	Make the user aware of his own capabilities. The user realises that she is all she needs because she can find guidance within herself.	The projection stops and there's positive and empowering background music. The guide brings a mirror in front of her, so she recites affirmations by looking at herself	a. Empower b. Self-confidence c. Excited	The guides makes the user close her eyes, when the user opens them, she is in front of a mirror. The guide makes her repeat affirmations.	Now i want you to close your eyes.. Remember your inner power! The control of your life and what you want it to be is in your own hands. All the strength you need to get through the life is within you. Feel how strong you are. Now open your eyes and repeat after me: I am strong.	Aura with all the colors achieved	projected video: aura with all the colors achieved

6.3

Multimedia Contents

Research and collect Social Media content

The experience path is therefore based on the structure of the 4 steps of pre-Buddhist happiness, but what makes Animus's experience personal and unique is the projected multimedia that are embedded within it. These multimedia contents vary between photos and videos either posted by the user themselves on their social media accounts or derived from an individual close to them. It might also go as far as handpicking audio (music and songs) right from their spotify playlists to better immerse the user with their emotional self.

For this reason, we launched a complete investigation on the user's socials to attain enough content for the slide and video making to be projected in the experience.

Consequently, the data collected was sorted into the 4 steps of the experience according to relevance, theme, and impact on the user. It was important to ask ourselves: How would seeing this make the user feel? Does this provoke them enough? Is this too much? Might this be interpreted as something completely different? Indeed, trying to anticipate the emotional rollercoaster of the user was tricky.

Additional content was required when composing the multimedia for the third step of the experience. In the latter, mindfulness was the target state. Therefore some soothing music, relaxing imagery, and sensation-triggering videos were collected from copy right free resources.

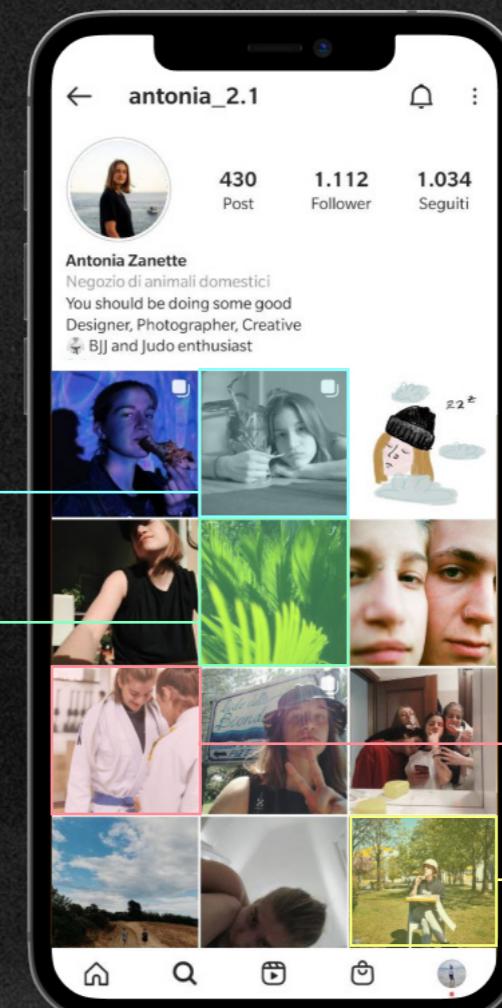
The purpose behind this is to evoke real emotion from the user participating in the prototyping experience and therefore get useful feedback that reflect on the quality and potential of the service.

1st step: Compassion

Video and pictures of antonia's past, things/people/places that make her feel sad and nostalgic (example video with her ex girlfriend, her grandfather birthday).

2nd step: Joy

Videos and pictures of normal things that makes her happy (examples: her dog, a trip/vacation, reading a book, playing guitar, visit a museum, eating...)



3rd step: Mindfulness

Videos that makes her calm and meditate. Instead of going for a abstract mandala video we choose something more natural, very calm places and sounds, based on her preferences.

4th step: Love

Videos and pictures that show her passions and achievements and her loved ones. These video should boost her confidence and self love.

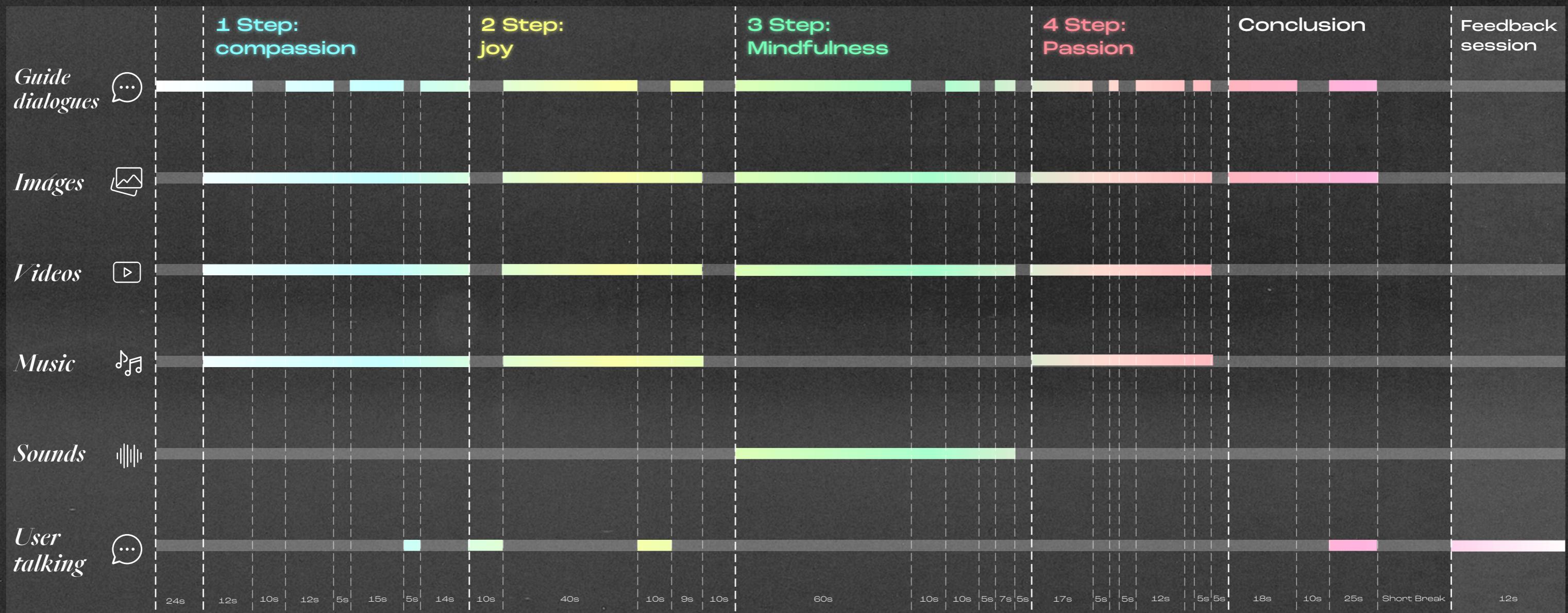
6.4

Final timeline

As with everything within the design development process, the timeline of the prototyping session evolved into a more detailed version. The final version followed all the steps of the experience with the introduction (in grey), step 1 signifying nostalgia (in blue), step 2 signifying joy (in yellow), step 3 signifying mindfulness (in green), step 4 signifying self love (in red), a concluding bit signifying all the achievements (in brown),

and most importantly the feedback session with the user, Antonia, afterwards (in purple).

Consequently, after revision, the timeline now has 7 minutes of the experience with 12 minutes of the feedback session. The duration of the experience decreased after optimization into an optimal version that ensures no time loss and more user engagement.



6.5

Making a video for projecting

Find the 4 projected video here:

[3_ProjectedVideos](#)

Once the material was collected we created 4 different videos, one for each step. We used a different editing and color correction in each, to evoke the desired feelings and emotions. A vhs effect was applied to all the videos to highlight the sense of old memories.

Additionally, we handpicked different songs/soundtracks for each step, taken from Antonia's Spotify

playlists to arouse different emotions. These were compiled using a keynote presentation that allows you to make all the steps seamless.

For the conclusion bit we curated a video that shows all the colors of each section to symbolise the achievement of each step of the journey.

The videos have been made to last more than the minutes of each step, so as not to stop until the step is actually finished. This also gave us the flexibility to improvise on the spot if something didn't go according to the plan. The individual sections were edited and compiled using After Effects.

Original picture

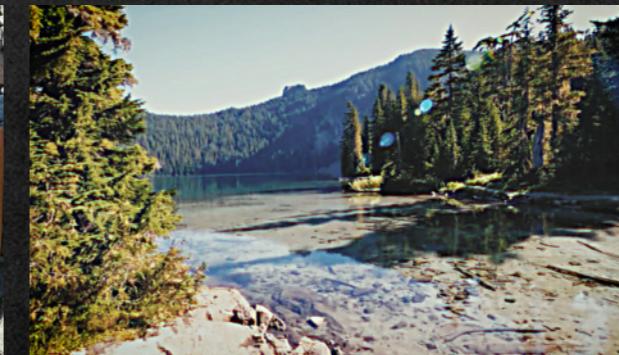
1st step: Compassion



2nd step: Joy



3rd step: Mindfulness



4th step: Love



Color correction + VHS



Coloured led light effect



6.6 Stage setup

6.6.1 Sketching the space

Before moving forward, we laid out a rough sketch of our vision of the prototyping experience basics and the space it will embody.

In the adjacent sketch we attempted to pinpoint the following:

- Cameras and their viewpoints
- Lighting equipment and projection props
- Actors involved and their seating positions

Cameras & their viewpoints:

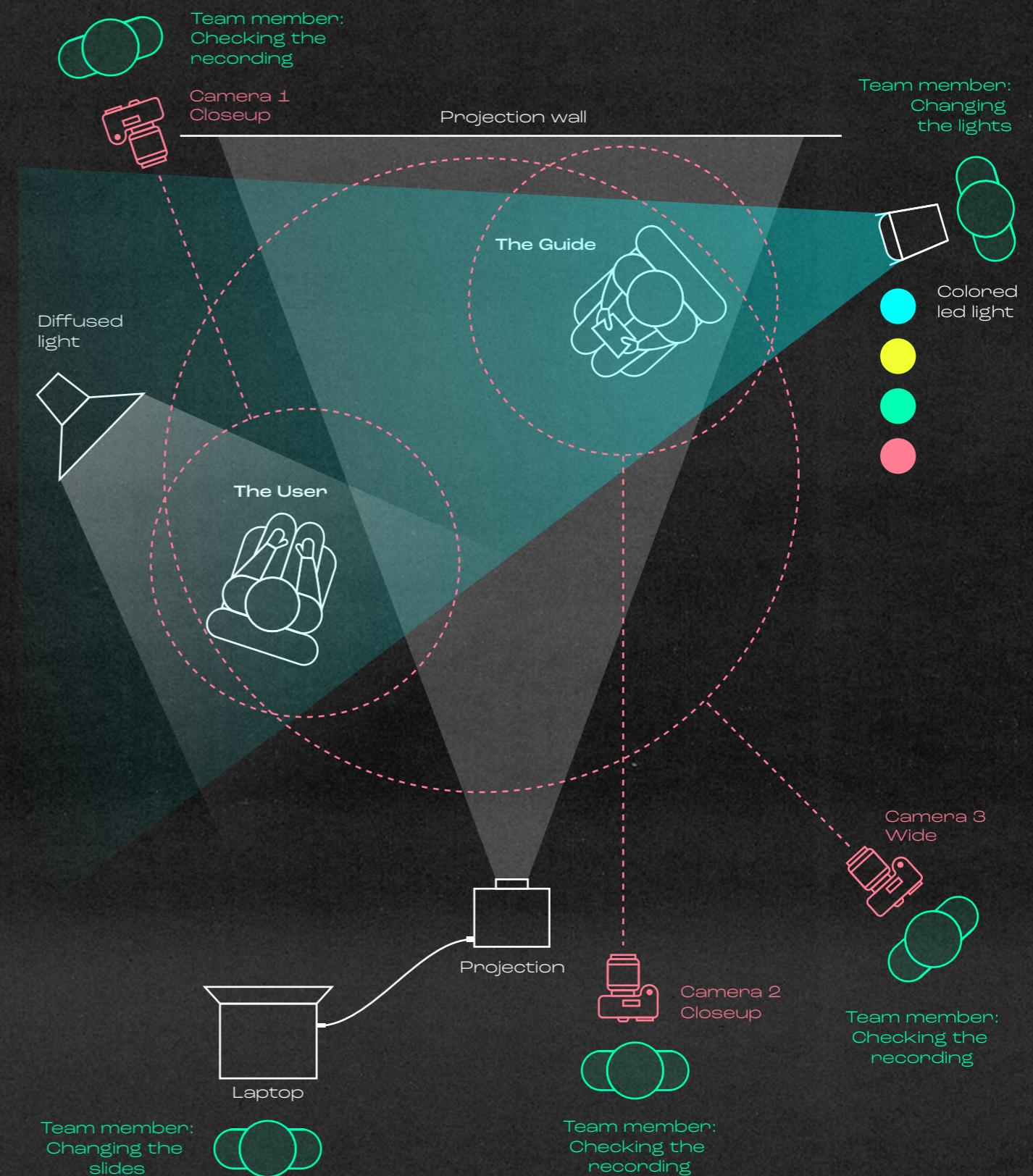
The camera angle marks the specific location video camera is placed to take a shot. In this case, our scenes were shot from several camera angles simultaneously. This provided the potential to display different experiences and emotions. More details on the viewpoints will be discussed later in the booklet.

Lighting equipment & Projection Props:

The light is known to possess the power of making or breaking a scene. For this reason, we assigned lighting filters associated with each step of the experience. In addition to that, a projector is place facing a reflective white background to act as a visual catalyst for the user's experience.

Actors involved and their seating positions:

The guide and the user are said to be seated facing each other. The user's line of vision would, in this manner, have the guide as the key aspect in the foreground. Meanwhile, the projected multimedia involved the guide, making it an integral part of the user's memories - as a voice from the depths that leads the experience - and visually enhancing the process.



6.6.2

Lights and Cameras Trial

To generate an experience that sets the appropriate mood and truly immerses the user, the stage setup included two main components; each of high importance.

- Lighting
- Camera Viewpoints

Lighting:

Lighting has the power to change everything. With the help of lighting we were able to:

- ensure visibility of all of the actions taking place throughout the experience.
 - set the mood and tone for each step to portray a different set of emotions. Artistically employed, each step was associated with a hue as follows:
1. Lights on --- In the introduction, to launch the experience
 2. Blue --- in the first step to convey nostalgia
 3. Yellow --- in the second step to reflect simple joys
 4. Green --- in the third step to portray mindfulness
 5. Red --- in the fourth and final step to envision a form of self love
 6. Mirror --- In the finale, a state of self rediscovery and reflectiveness

Camera Viewpoints:

We decided to shoot the same scene from 3 different angles simultaneously to document different emotions displayed by either the user, the guide and the interaction between the two of them.

In order to do that, two cameras were placed as close ups to portray the points of views of both the guide and the user respectively. A third camera with a wide angle shot to document, not only the interaction between them, but the whole immersive atmosphere and environment throughout the prototyping session.

Camera 1



Camera 2



Camera 3



6.6.3

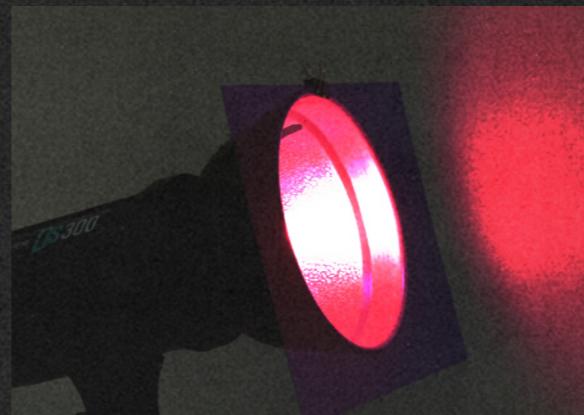
Experience Props



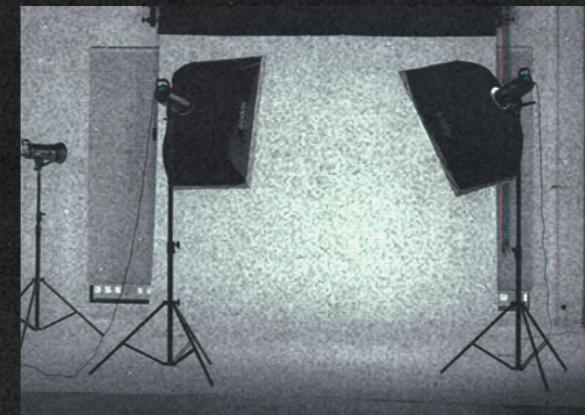
Mirror:
Frameless, full length mirror for reciting self affirmations and reflections



Softboxes:
Assigned to each step of the prototyping session is a dominating color hue.



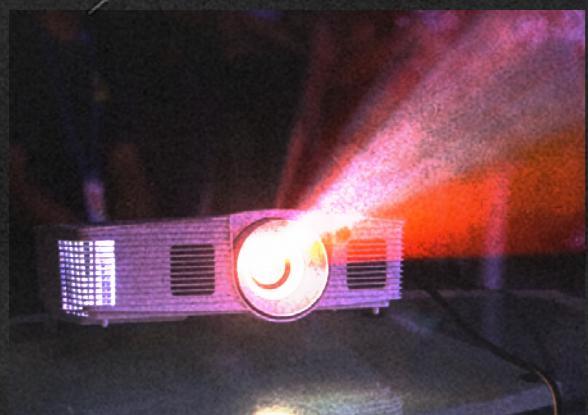
Photographic jellies
Convey different moods throughout the 4 parts of the experience



White studio background:
White background facilitates multi - media projection and conveys professionalism.



Seating:
The user sits facing the guide and the projection



Projector:
Projecting eye-catching multi - media that help set the mood and tone



Cameras & Lenses:
Three cameras in different viewpoints to better record the user's interaction through the experience



Feedback collection forms:
To get reactions about the service and pinpointing potential areas of improvement



Outfits:
All white outfit to associate purity, wisdom and higher power with the guide.



Speakers:
Enhancing the sound SFX of the experience

6.7

Character preparation

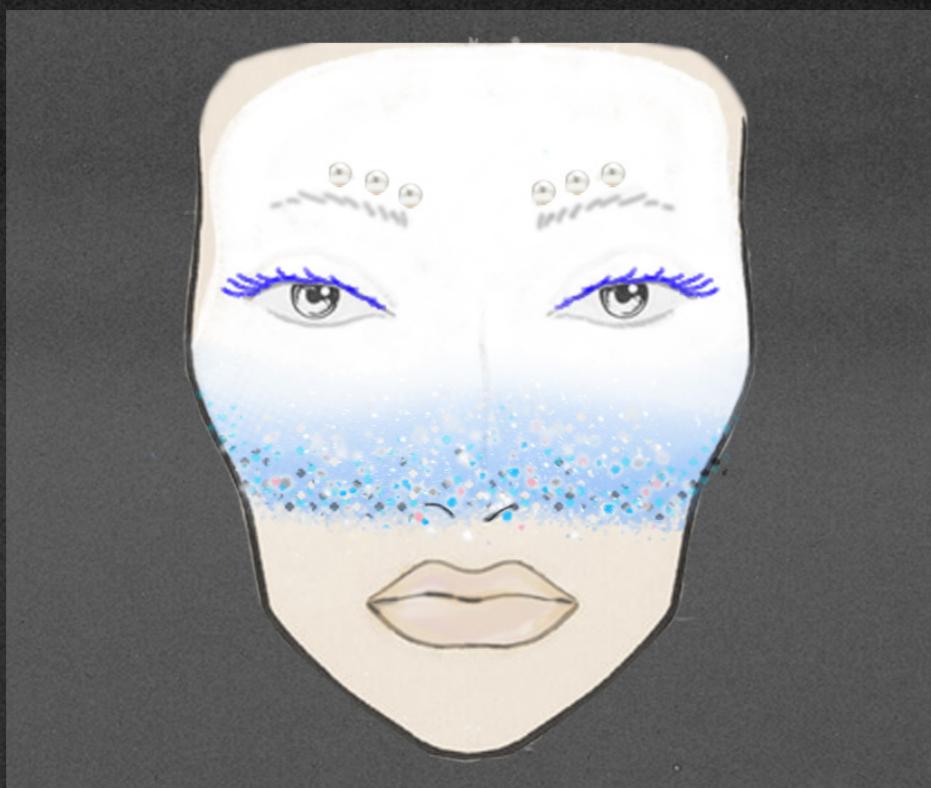
Building the guide character was a crucial part of our process, as it had to be between the realms and spirituality; it was also the user's touchpoint with the reality for any needs that might come up. In other words, it had to give a dreamy aura, but at the same time, feel like a close friend.

During the media-testing session, we tested the guide's costume. We found out that white garments served well for reflecting the image projected.

6.7.1

Make-up design

After cleansing the face and a base, a white grease colour was applied, a theatrical make-up colour, white was chosen to enhance the projections on the face. Then a blue shade was applied, made up of glitter and small sequins, blue mascara on the eyebrows and iridescent applications to outline the eyebrows, with the same beads the central line of the hair was marked; the hair was pulled to the sides with a wet effect.



6.7.2

Choosing Costumes

At an initial visual research, we thought about using loose clothes that were wrapped around the body (i.e. judo or other martial arts clothing). Then, during the test we discovered that loose clothes weren't good for both projection and video, as they did not help the clarity of the projected images. Instead, they were confusing and dispersive, giving a sense of annoyance. For the reason exposed previously, we decided to go into tight-fitting garments. As they almost "disappeared", there was room left for projecting images on the "naked" body shape. For instance, the user would perceive it as a part of the experience, well integrated into it.



6.7.3

Reversals of dialogue

The dialogues were rehearsed by the actress that was playing the guide several times on her own and on the day of the prototyping session.

Before the prototyping session, some general rehearsals were done in place, to ensure that all the elements worked well together.

First, it was just rehearsed in space with a member of the team acting as the "user". This, as Antonia, our real user, couldn't be exposed ahead of time to the experience to avoid the spoiling it. Still, it was necessary to try it before the real testing, to ensure that the space was set up right.

There were some final rehearsals with all the multimedia elements (lights, music, video and images), to verify it all blended well together.



6.8

Feedback preparation

6.8.1

Research on techniques

To verify the effectiveness of our experience, we planned to do a feedback session, which would take place after the prototyping session. We initiated by deciding some general directions and going deeper into the techniques.



Co-creation:

Co-creation focuses on making the user an active participant into the development, who as expert of his/her own experience, offers valuable contributions to the design process.



Eliciting:

Eliciting is a technique used in learning to prompt people to think and say what they know about a subject. Clues and questions are given instead of an explanation.



Interviews:

Interviews are a way to gain first hand information from a user. It helps to know their opinion and thoughts, and dig deeper into their reasoning process.

Choosing techniques

Technique

Open ended questions

Collage storyboard

Objective

Introduce the user to the workshop and get them into a creative state

Prompt the user to narrate the experience in their own words, while understanding their feelings regarding it.

Description

A set of non-biased questions that elicit descriptive answers, that can be followed with “why” questions to go in dept.

Pairing abstract phrases and images (giving by the users and facilitators) in a sequence to narrate an experience

Tools

Video/Audio recorder, notebooks

A wide selection of images and text, post-its, something to write (miro board)

6.8.2

6.8.3

Drafting questions

After the research and selection on techniques, we prepared the feedback session in more detail.

A draft of possible questions was brainstormed, and then ordered in a logical way. This was added an introduction, and afterwards, an expansion of the collage activity.

Script:

Hello Antonia. First of all, thank you for your time and for agreeing to this. We would like to ask you some questions about the experience you just had, and afterwards, we want you to do a small activity where you can share your ideas with us. There's no right or wrong answer, what we want to do from this is to evaluate the experience, not you. Do you have any questions before we start?

- The first question we would like to ask you is How do you feel right now?
- How do you feel at the end of the session?
- What did you feel during the experience? Can you tell me more about it?
- Why do you think it made you feel right now?
- How was the overall experience?
- Were there any differences from the beginning to the end? What did you think about the beginning of the experience? What did you think about the end of the experience?
- Which parts did you like the most? why?
- Which parts did you like less? Why?
- Would you change any part of the experience or would you keep it as it is? (Which and how?)

Now we'd like to introduce you to an activity that will help us get your ideas in a tangible way. We'd like you to do a collage about the experience. We put some images and text that you can use for it, but you can also add more images or text like this (show how to do it in Miro). You can do this in any way or format you like, for us the most important thing is to know your own insights about the experience. Do you have any questions before starting?

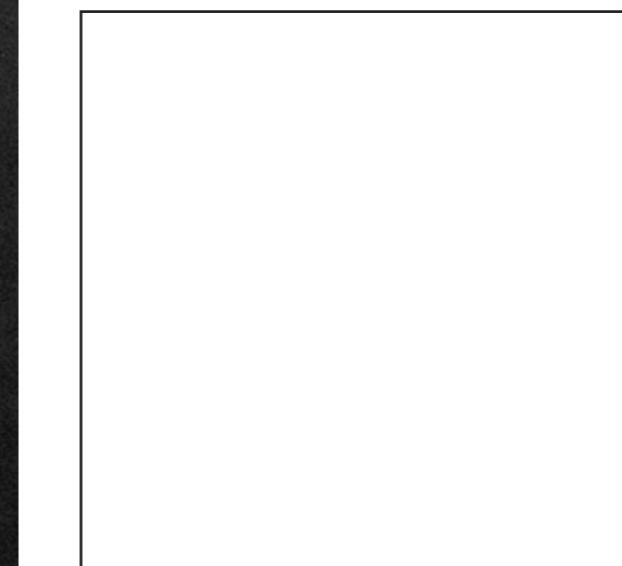
6.8.4

Preparing materials

Then, a wide selection of images, phrases and words was made (unorganized on purpose), and then taken into a miro board specially for the session, which had 3 pages to make a collage in each: beginning, during, after.

Miro was chosen because as it is a digital tool, it allows the user to look for further images and phrases online

Collage making



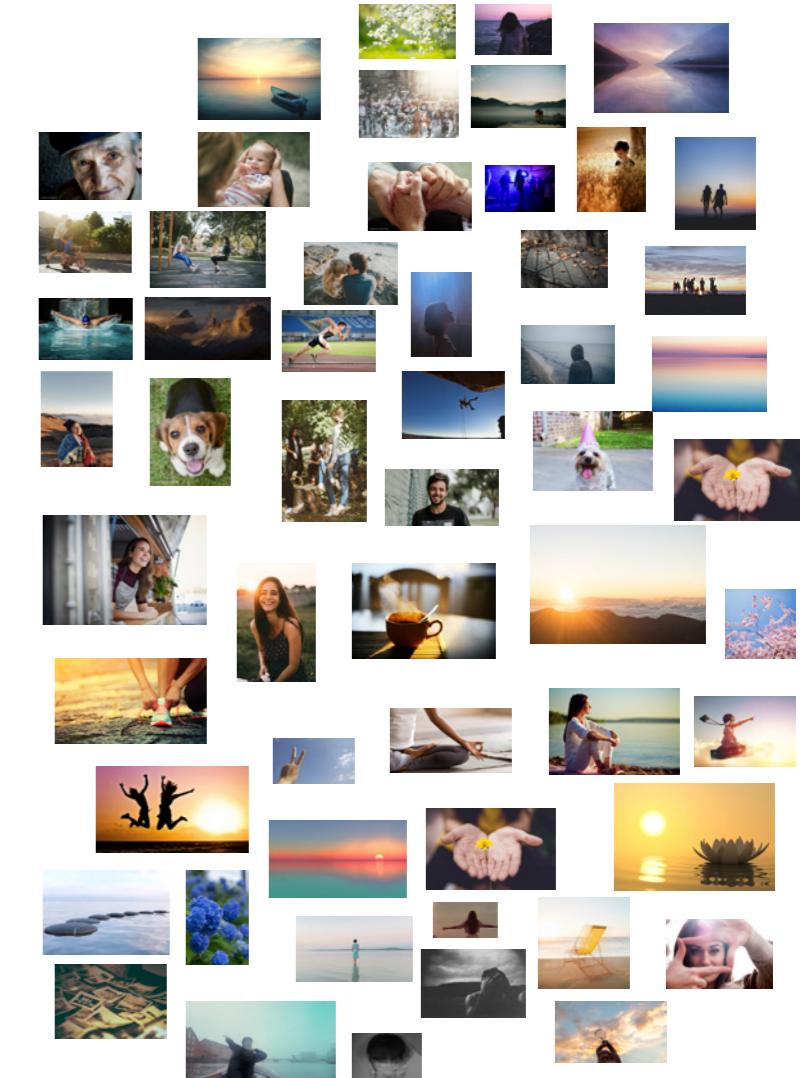
Text

what you cannot live without; the people you love, your most dear possessions or your favourite places
All the small things...
fear of loss, pain, and abandonment.
there is always hope to cling on to in life.
beauty of this life
The present is the most valuable moment we have, try to connect with it at all times.
Take a deep breath
Grass is always greener on the other side
Work hard, play harder
The power is within you
Notice what is around you, hear the sounds, smells and the air around you.
I love being myself because...
Getting immersed into
Be conscious of the moment
Do what you love and let it heal you
Loneliness
Nostalgia

Words

Blessing
journey
healing
sad
transformation
attach
pain
discovery
detach
Passion
inspiration
Joy
Optimism
burden
loss
breathing
mindful
calm
hope

Images



7. Testing the experience

7.1

Backstage

Prototyping of the experience required us to prepare the setup, the guide and documentation cameras. All of these things happened parallelly, so as to utilize the limited time available at the studio space effectively. Experience testing was followed by a brief feedback session to truly grasp the positive aspects and limitations of the service experience.

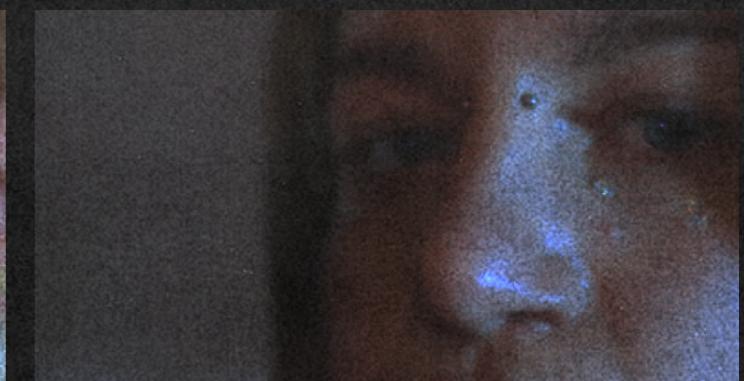


7.1.1

Makeup & Hair



The makeup and hairstyle session for the guide was carried out in parallel to setting the experience space. Martina Ginisi, a friend, who is a makeup artist agreed to help us achieve the look we had planned and curated. In addition to the makeup we used face paint, glitter and reflective sheets to produce reflective light effects of projection over it that made the guide less human and more an entity. The hair was kept open with defined gel setting and glitter panning through the center partition.



7.1.2

Find the backstage material here:

8_Backstage

Stage set up

The stage set up included set up of lights, projector, projection screen, chairs for the guide and the user and speakers as planned. One of the major difficulties we faced was covering up the windows as it was too bright for projections. Since we had 1 day as a limited time given for the studio space, we had to be quick on our feet and figure out solutions to best arrange the space according to the desired experience.



7.2

The experience prototyping session

Find the entire prototyping session here:

[5_PrototypingSession](#)

The experience prototyping session was practiced twice before we invited in the user. We tested out all the transitions and dialogues and ensured that they ran smoothly, best to our abilities and provisions. What worked well was that the user seemed to comprehend and react according to what we had expected. We weren't able to guess a lot from the facial and bodily gestures but she was able to follow the session. There were certain parts that didn't flow as well as planned (the last mirror section mainly) because of technical gaps, but we managed to improvise it.



7.3

Feedback from the user

7.3.1

Description of the session

After the prototyping session, we continued with a feedback session after a small break, in order to have the input of the user as fresh as possible, given that the experience had just taken place. The feedback was divided in three parts: first, an open ended interview about the experience; then, a co-creation activity; and lastly, a casual conversation about the results.



Documentation of results

It was crucial to document the results to analyze them later on and take out relevant insights that could support the development of the project.

To ensure that the focus was on the user, all the results were documented by an audio recording.

We decided to take some pictures instead of a video, to make the user feel comfortable instead of observed.

To keep it unobtrusive, we only took pictures in a first instance and when necessary.

7.3.2



7.3.3

Analysis and insights

Following the feedback session, we took some time and then analyzed the results of it with a renewed perspective. To capture relevant insights, we analyzed the type of feedback given and classified it into the positive aspect, the negative, ideas and actions. Subsequently, the most relevant insights of the last analysis were reviewed more thoroughly. This, in order to find ways to improve and change the experience for the better.

What was good?

- The user reflection was that both the good and bad memories brought her where she is
- There was a differentiation of the stages, that still blended nicely
- The happy moments had a positive intensity

What was bad?

- Seeing that many memories was weird at some extent.
- The ending was abrupt, went from this experience mode to normal in a second.

Ideas

- A token that can bring the experience into a normal environment
- An ending “ceremony” that can help the transition

Actions

- Make a smooth transition from the end to the “normal” initial environment
- Fix the quantity of memories to make the user comfortable
- Blend in more inspirational content (not necessary from the user media)

Insights

Both the good and bad memories brought her where she is.

The ending was abrupt, went from this experience mode to normal in a second

There was a differentiation of the stages, that still blended nicely

Implications

The experience created a space for self reflection.

There's the “normal” mood and the “experience” mood

There's a clear mood to each stage, that integrate into a general one.

Opportunities

Expanding the space of reflection in the post-service experience

Strategies to transition from “normal” to “experience” mood, that can also make the experience memorable

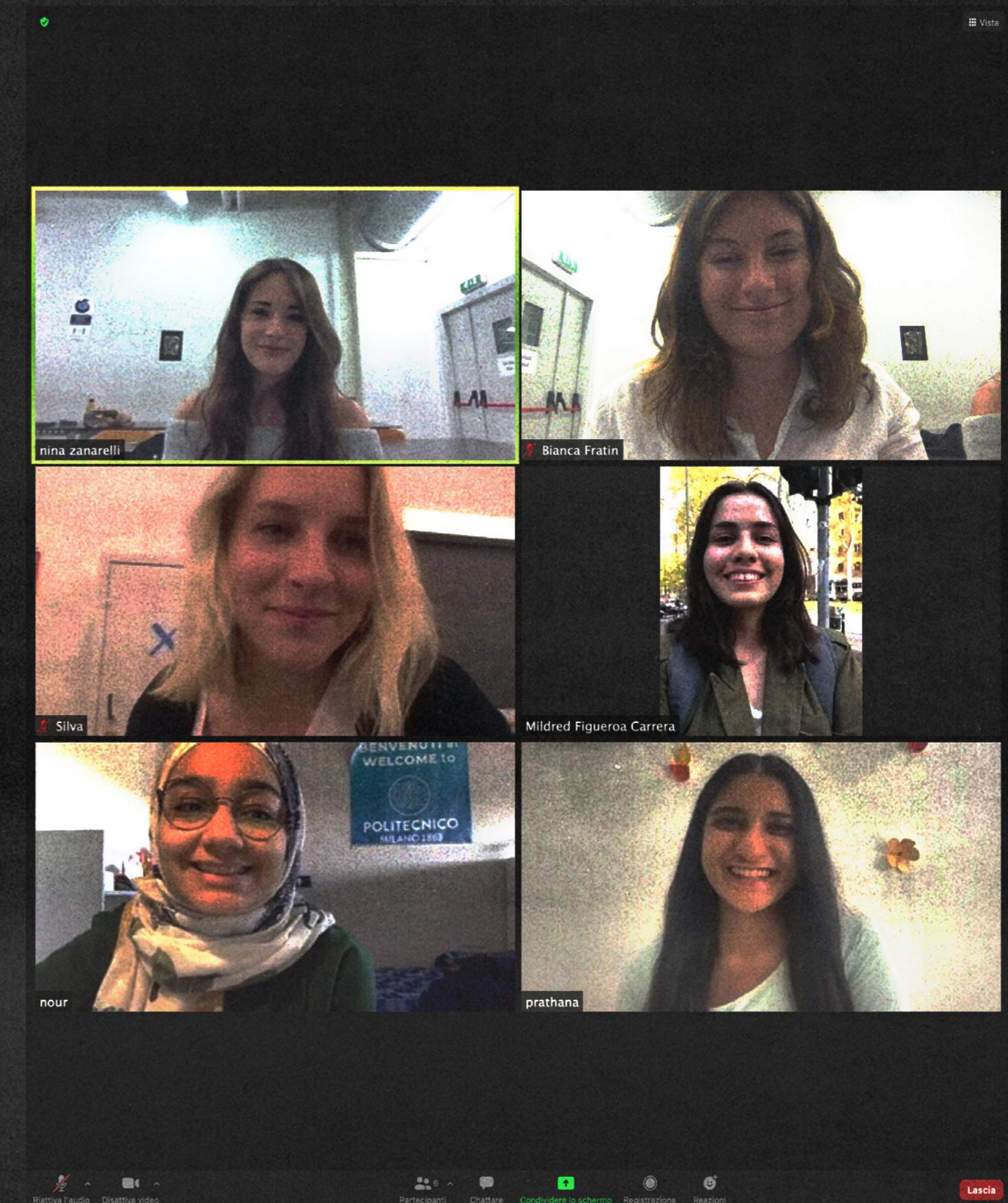
Expand the general mood into different stages, to give the experience a trademark.

7.3.4 Team reflection

Parallel to the analysis of the feedback results, we reflected as a team on the overall experience. This helped us look at processes in the backstage of our service that could be refined to offer a better experience.

Some of the points that came up at this stage were:

- The guide can evolve to a more intangible being that just aids with the voice.
- The integration of poetic elements inside the experience that can elope the imagination.
- A break barriers exercise that can help manage initial reservations towards the experience.
- The creation of a souvenir that can take elements of the experience into the users' lives after the service.



8. The Concept Video

8.1

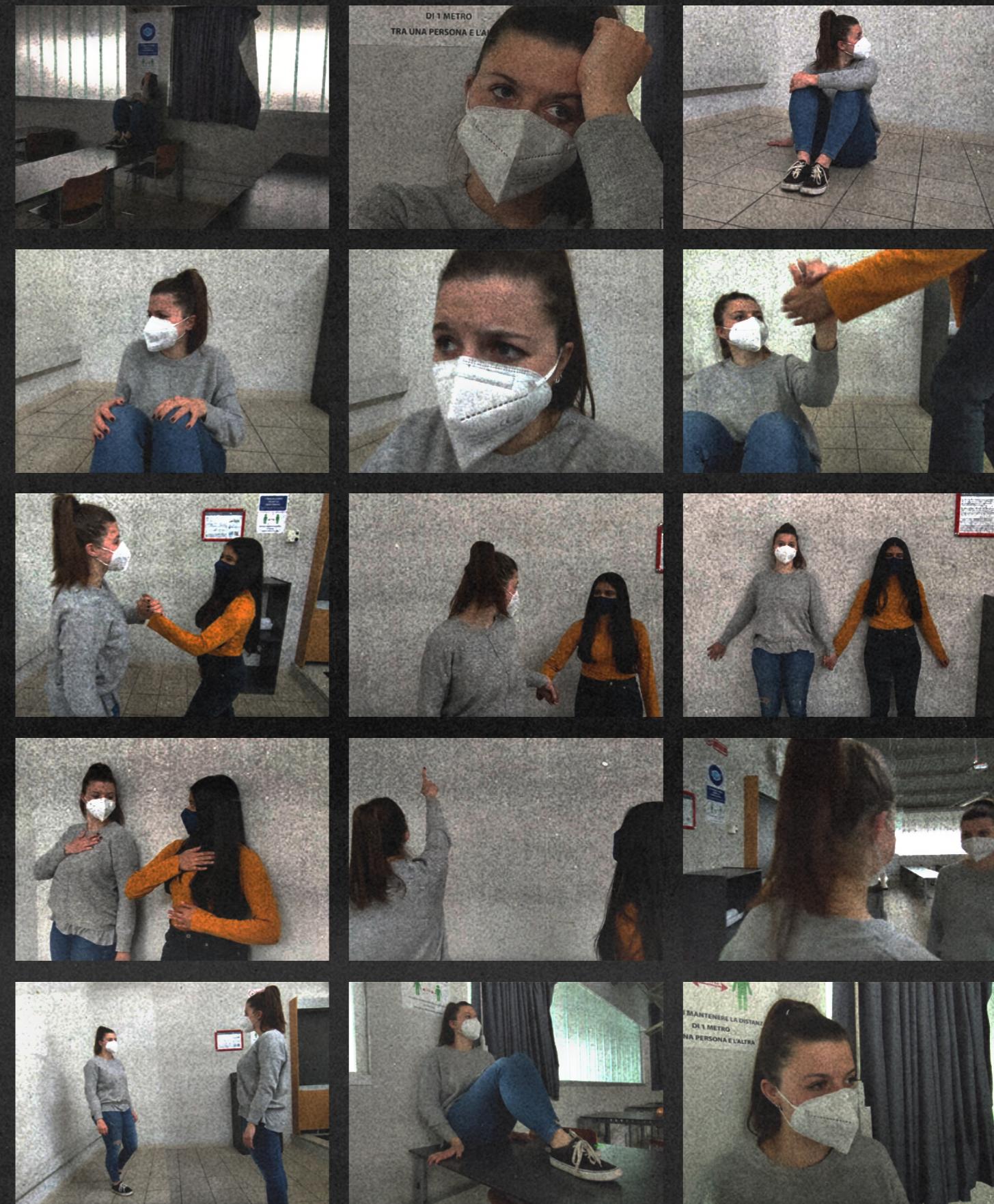
Planning

Find the entire concept video here:

[4_ConceptVideo](#)

The concept video was done as a way to represent the service into a more cinematic and poetic version. The main objective was to induce in the viewer a glimpse on how the experience might feel like from an emotional and sensorial point of view. Indeed we decided to create this feeling with evoking images instead of explanations

In the preparation stage, we created a storyboard and tested it out with video trials. This was to see how cuts and transitions turned out in the end. The end result worked but we realised it wasn't the best way to enhance the aesthetic quality of the experience. So we decided to make a video that had a less rigid narrative thread.



8.2

Concept & Storyboard

The main differences from the videos of the prototyping session were the fact that this scenes were a construction and a conceptual representation of the emotion within the user during the real experience. It was to bring them to light, and show the audience how Antonia felt inside at every stage of the experience.



1. Beginning

The guide is introduced to the user and they begin the experience.



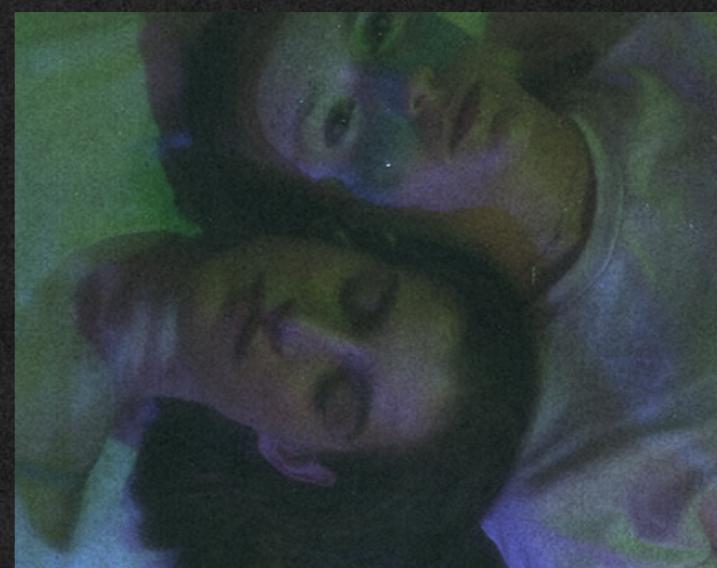
2. First step

The user sees emotional memories coming from his past and finds support in the guide.



3. Second step

The guide and the user watch joyful memories and dance together



4. Third step

The guide and the user find peace by meditating together.



5. Forth step

The user finds self-love and confidence with the help of the guide



6. Conclusion

The user sees himself as his own guide and they finish the experience.

8.3

Execution

The concept video was recorded after the prototyping session, as our user agreed to be our actress. During this, the shoots were done more freely and improvising, in order to catch the hype of the moment. We used music to bring everyone in the team into the specific mood, and collaborated in generating ideas about the type of takes.



8.4

Post production

The video was then edited with Adobe premiere. For each step was used a different color correction to enhance the colored light. At the end we used a white dreamy filter on all the video.

Original



Color correction



Dreamy effect



9. The Souvenir

9.1

Try the filter [here](#)

The souvenir

The user receives a digital mirror, that makes him pass through some glimpses of the 4 steps of the experience. When using it, the user understands that the experience was not only a moment of joy in the midst of pain but a lesson, a mindset that can be carried throughout life.

The objective of this is to provide a post service, a smoother transition out of the experience, while making the user aware of his own capabilities. The user realises that he or she is all that's needed, because the guidance can be found from within the self.

- a. Maintenance and support
- b. Self-confidence and empowerment
- c. Excitement and final satisfaction



10. Conclusion

10.1

General reflections

Although it was an untangible and subjective experience, it went better than expected. It was able to actually move the user and cause her to reflect on her life. Nevertheless, there are many things that can be improved in the future. Such as the transitions of memories and the exit of the service. In general, we believe this service is valuable and has the opportunity to improve the lives of the users.

Considerations

This service has several benefits for the potential users. It could help finding our calling in life, as it helps to reflect on our passions. Another key point is happiness: by learning self-reliance we can have a positive lens, independent of the outside. Perhaps the most valuable is the self-discovery: after detaching and reflecting on ourselves we can find our true voice.

However, it requires access to all kinds of data of the user, which can raise distrust. Furthermore, the experience has to be tested with more people, which without the resources for AI technology, can be a challenge as it entails analyzing large amounts of data.

Presentation feedback: considerations

"Maybe you can add some more details about the way the Guide operates in tailoring the service on the user's needs."

"The service seems very useful in this time of uncertainty. The explanation of the overall experience is very immersive and consistent."

"I really like how you use the role of the guide also as a guide of the presentation. The video was immersive. Although the video sometimes lack of connection with the storytelling."

"Very inspiring. Sometimes we don't even know how valuable each one of us is. I Think that for a generation of depressed people (sounds funny but is true) this could be very helpful."

"I liked the activities, but felt it was superficial. I live with a chronic disease so it doesn't matter how many times I repeat to myself I am strong, I am healthy, the fact is I am not and I can feel it. So it won't change the way I feel. It would in fact make me feel worse."

10.2

10.3

Based on the feedback we received, there are certain considerations and improvements that can be taken into account for future. These include the depth of research and immersion to ensure that these steps don't seem superficial but actually help the users. Also, a framework for evaluating the change caused by the experience would help understand the success of it on different kinds of users. Furthermore, as earlier realised we could work on forming better connections in our storytelling for the service.

10.4

Concluding section

We believe that technology is just as good or as bad as the use we give them. This project started by analyzing a negative use of technology, and we slowly broke it down to rescue the valuable points. Then, by empathizing with possible users and focusing the development on the benefits such technology could have in their lives, we came out with the service. At our final stage, the testing, the service proved to be positive experience, that differed drastically with the initial one.

The fast pace of digital innovation is making the future catch up with us faster than ever. We hope that this kind of concepts help people think on how we want the future to look like, and help us build a better world for tomorrow.



