



EnRoot

Interactive Campus Exploration

B Des - 3rd Year
DD 301 - Introduction to Interaction Design



***enroot* (v.)**

*establish by fixing roots firmly;
to attach or place securely;*



Study Phase

User Research
Ethnographic Study
Activity Mapping
Problem Identification



Brainstorming



Design Phase



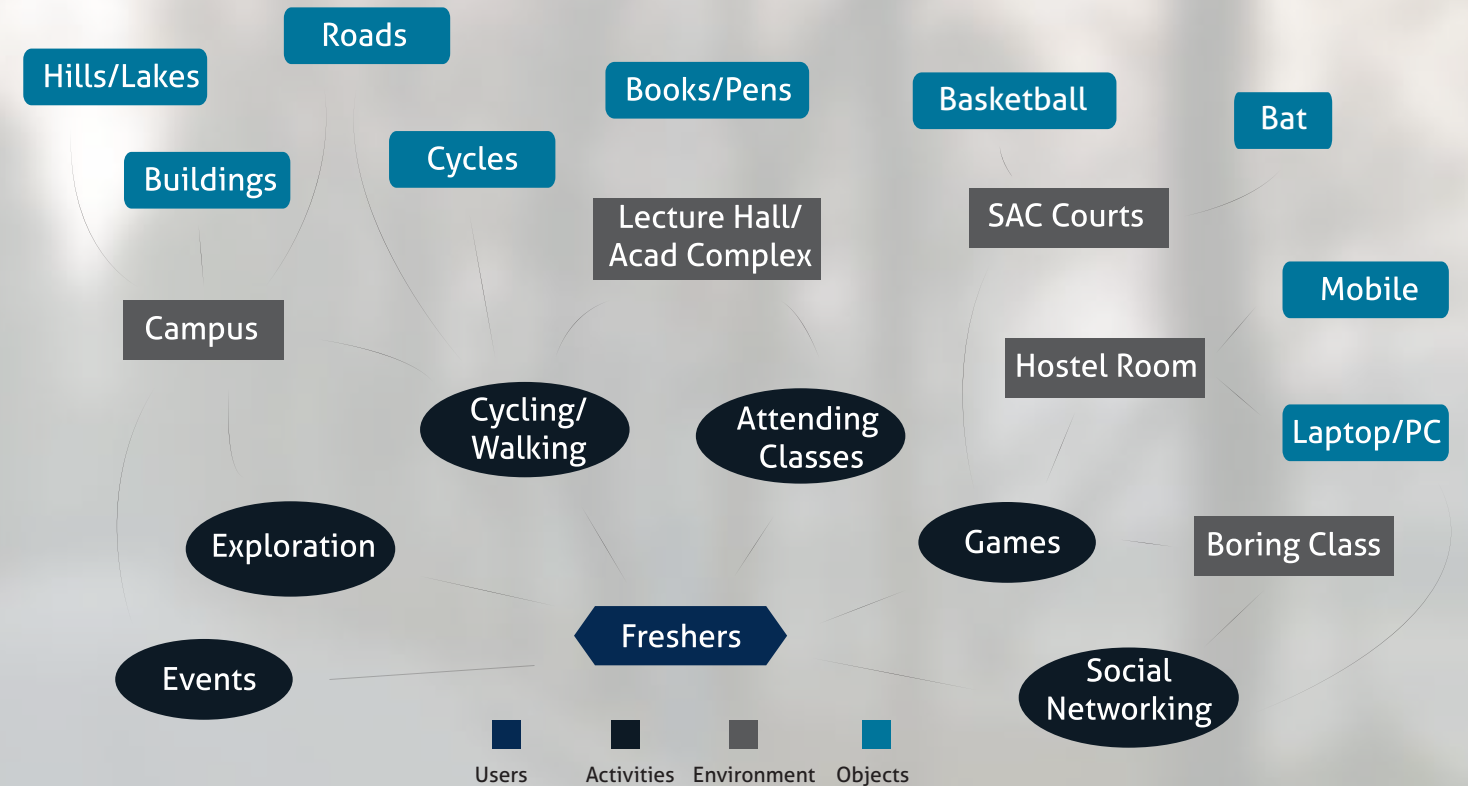
Celebration Phase



Study Phase

AEIOU Technique

Mapping Activities, Environments, Objects and Interaction of Users





Study Phase

Creating User Focus

Understanding people and environments to which the user is connected directly, is affected and influenced

Outside the boundary





Study Phase

Ethnographic Study

Understanding users, their experiences
and 'explorations'

Understanding users needs, their goals
and expectations

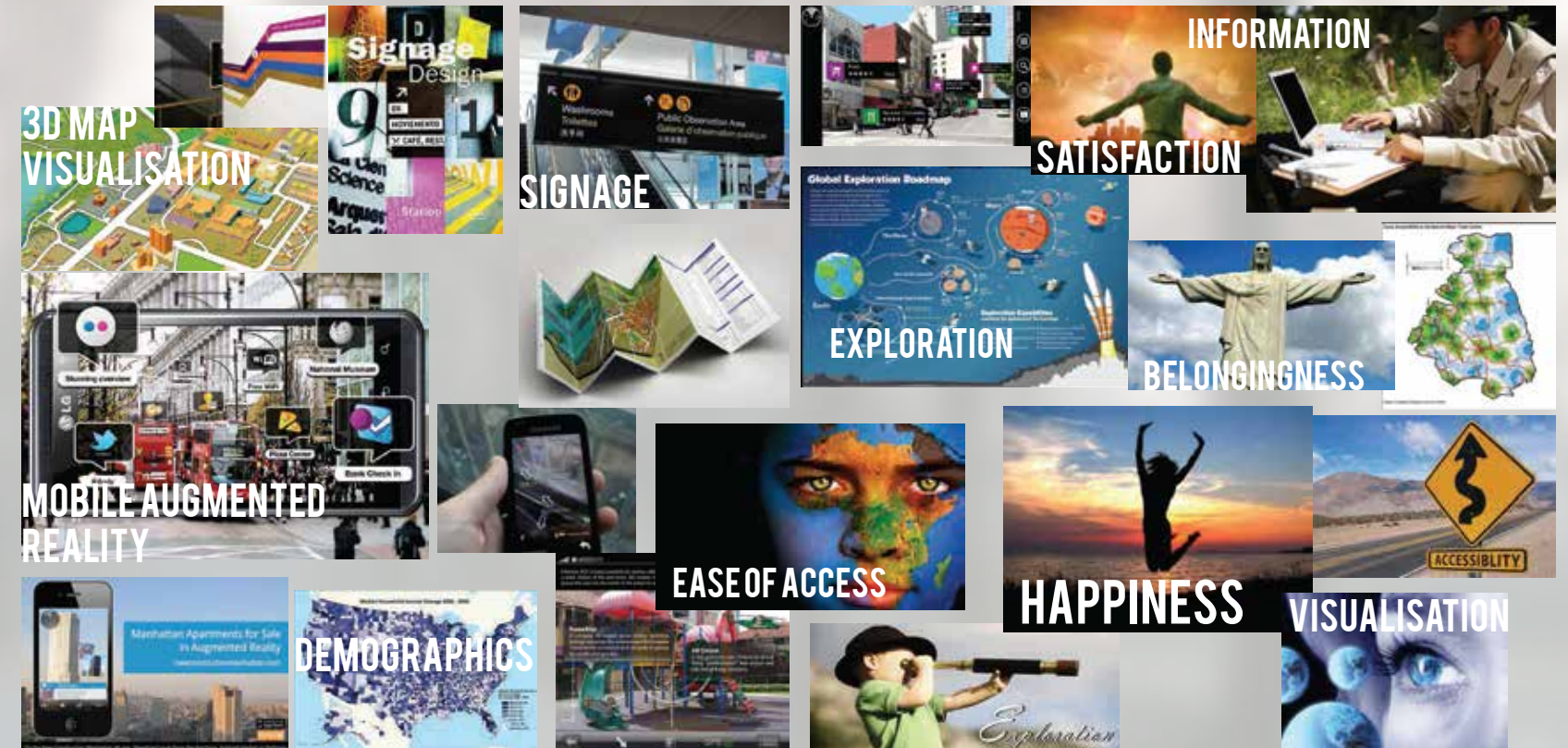




Study Phase

Moodboard

Visualising several possibilities and attributes through a moodboard





Study Phase

Modes of Exploration

Categorised based on intent of exploration

Active Exploration

When the motive is only exploration, irrespective of the location

Ex: Finding new places, exploring campus

Passive Exploration

When the motive is exploration, but the location is fixed

Ex: Visiting Serpentine Lake, View Point, Brahmaputra Banks

Forced Exploration

When the motive is not exploration, but location is fixed

Ex: Attending Classes, Events



Study Phase

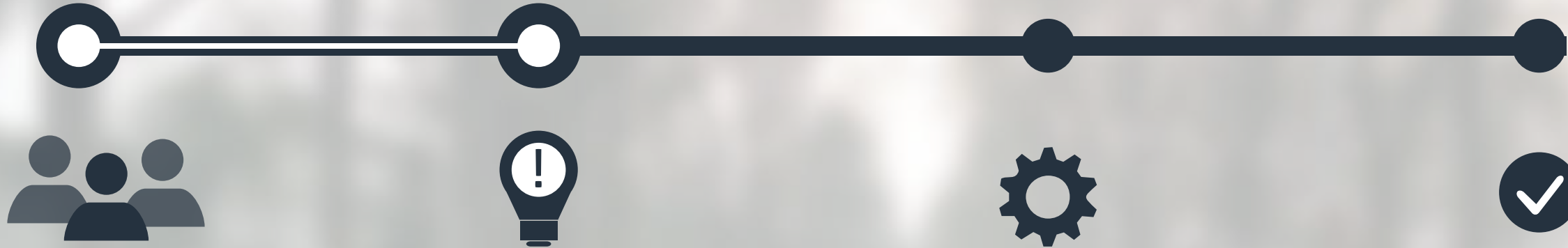
Problem Identification

Analysing information from the earlier studies, we defined the goal that we needed to achieve

“

To create an interactive platform to motivate users to come out of their rooms, explore the campus and interact with the environment in an intuitive way

”



Study Phase

User Research
Ethnographic Study
Activity Mapping
Problem Identification

Brainstorming

Ideation
Concept Generation
Features
Inclusions / Exclusions

Design Phase

Celebration Phase



Brainstorming

Motivational Factors

What will motivate our users to
'come out of their rooms'?

Curiosity of Location

Curiosity of Information

Different from Existing Platforms

Refreshing, Lively, Dynamic, Different





Brainstorming

Motivational Factors

What will motivate our users to 'come out of their rooms'?

**Enhancing Interaction and Relation
with the Environment**

**Relating Communication through
past memories**

Relating the Real and Virtual World





Brainstorming

Motivational Factors

What will motivate our users to
'come out of their rooms'?

Public Messaging - Location Specific

Storing/Archiving posts

Relating technical terms to nature

Fun Intended Messages





Brainstorming

Concept Design

Defining the interaction method
and features

'Plant' Messages in real locations

Relating interactions to the environment
Relating technical terms to nature

View plants in the real environment using augmented reality

Different from Existing Platforms
Relating the Real and Virtual World





Brainstorming

Concept Design

Defining the interaction method
and features

**Message intended to someone can be read
only when he goes to the particular location**

Motivating Users to come out of their rooms - Curiosity

**Notifications show where the message has been
planted along with distance from current location**

Curiosity of Information
Curiosity of Location





Brainstorming

Concept Design

Defining the interaction method
and features

Trending Topics / Hotspots - Public Messages

Motivating Users to come out of their rooms - Curiosity
Location Specific Interactions/Communication

Live Map to show high density of 'plantings'

Curiosity of Information
Curiosity of Location
Relating Real and Virtual World





Brainstorming

Mission and Purpose

- 1) To encourage people to come out of their rooms
- 2) To make people interact with the natural campus environment
- 3) To promote fitness and social interactions
- 4) To change the trend of virtual communication , by relating it to the real world



Brainstorming

How do we achieve it?

Intended audiences:

Smartphone Users

People living on campus

Requirement Analysis:

Communication platform

Mobile App

Location information

Message Log

Live messages

Notifications

Trends

New Plants

Leaderboards



Brainstorming

Components of our Product



Users

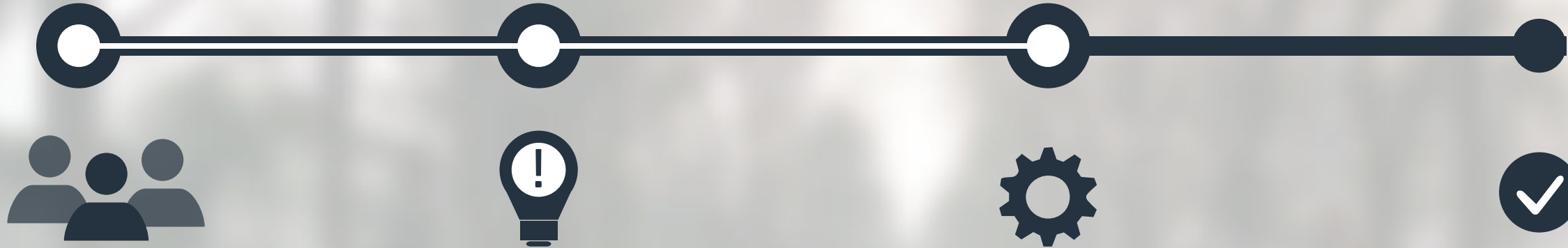


Information



Location

Our Idea!



Study Phase

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Design Phase

Information Architecture
Wireframing
Style Guides
Visual Design

Celebration Phase



Design Phase

Information Architecture

Deciding what goes where;
Deciding navigation and screen layouts

First Time login			
Enter your number	Update Profile1. Profile Description		
Home	Reading Message Notification tab Message location Planting Message a.Textual Message b.Image c.Video Profile / Conversation tab Filter (public / private)	Mini Map (Filter) Message news feed Trending topics Trending spots Keypad Tagging Live camera background Live capture Gallery Live capture Gallery Embed private plants public plants leader board	conversations (chronological order) saved public messages social quotient, health quotient, stats leader
menu	settings profile unread messegas contact	Help Account Reset	



Live Feed

Messages appear in the real environment
Interact with the environment as you
communicate and socialise.

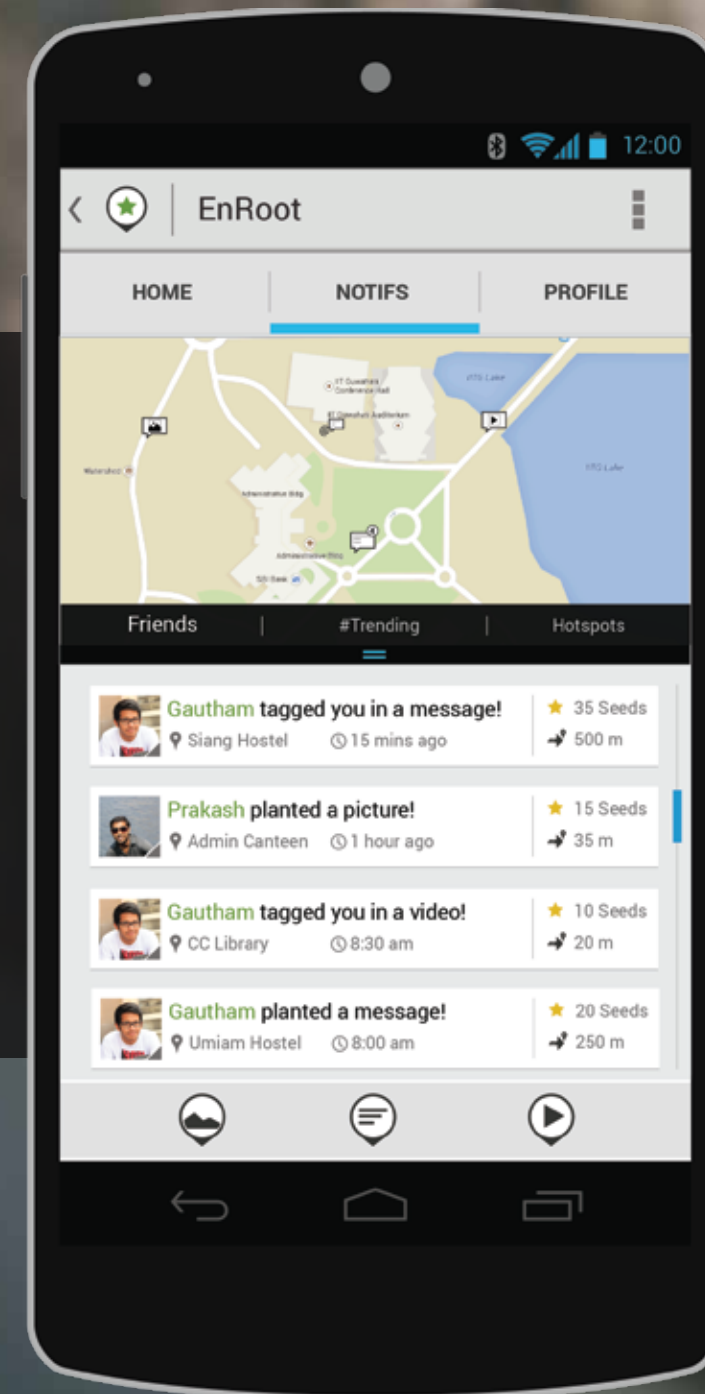


Live Feed

Plant location specific memories - photos and videos - as you explore
Relive memories where they were created

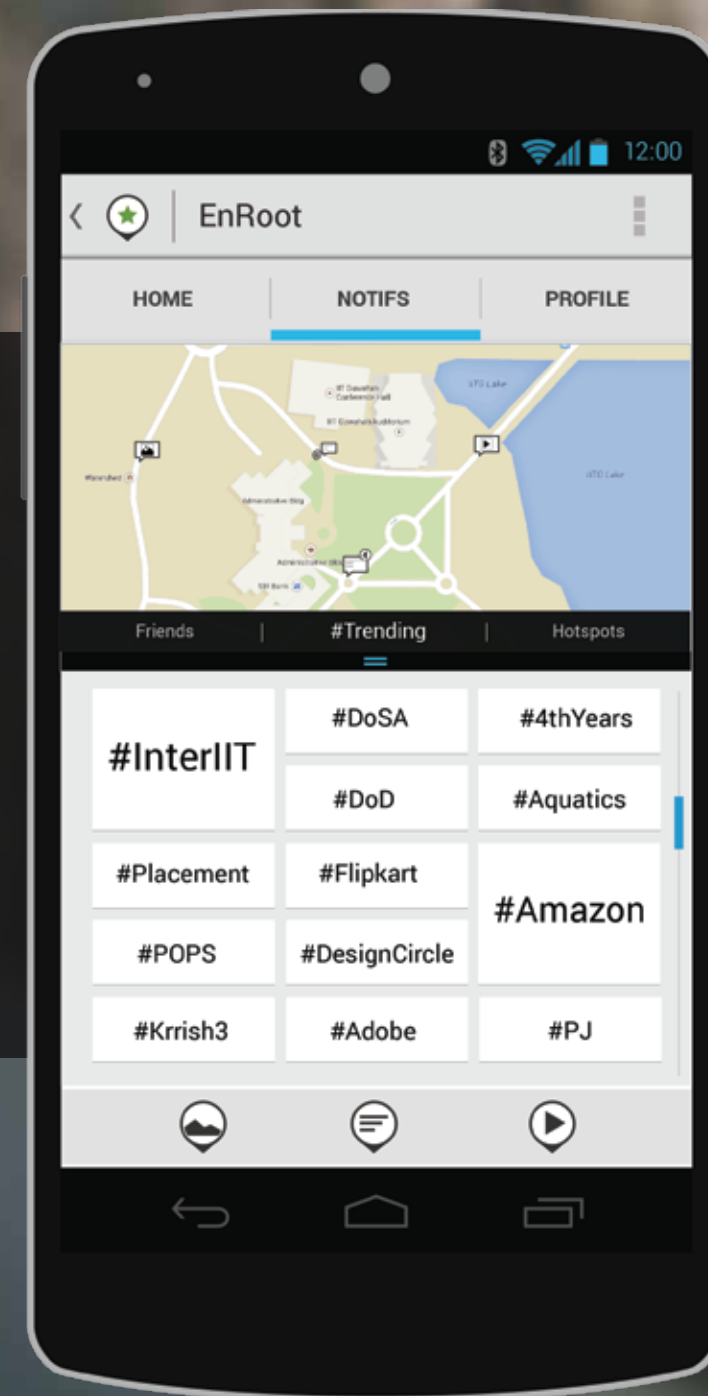
Notifications - Friends

View who planted a message for you,
distance from your current location and
corresponding social quotient
Scroll between live map and notifications



Notifications - Trending

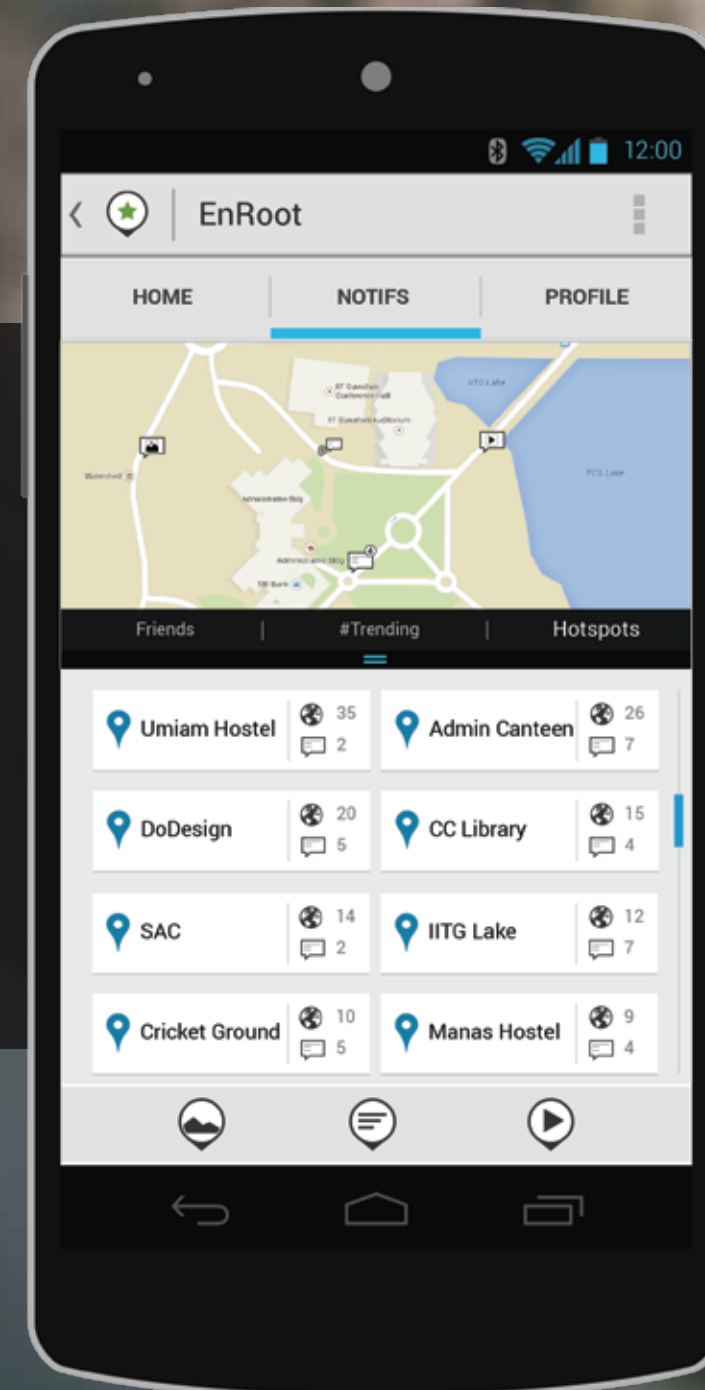
See what's trending in places around you
Selecting a topic will show where it is
trending in the live map

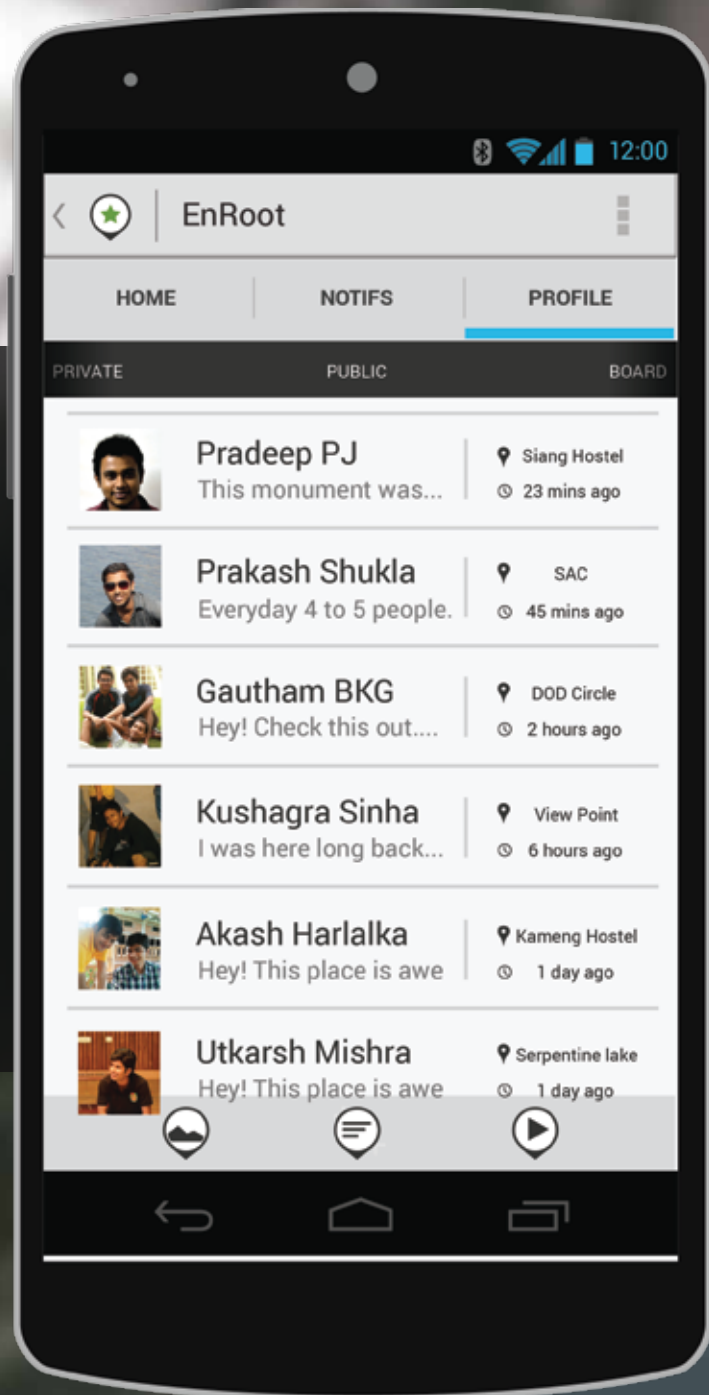


Notifications - Hotspots

See which location around you has high density planting!

View location based information for number of public and private messages

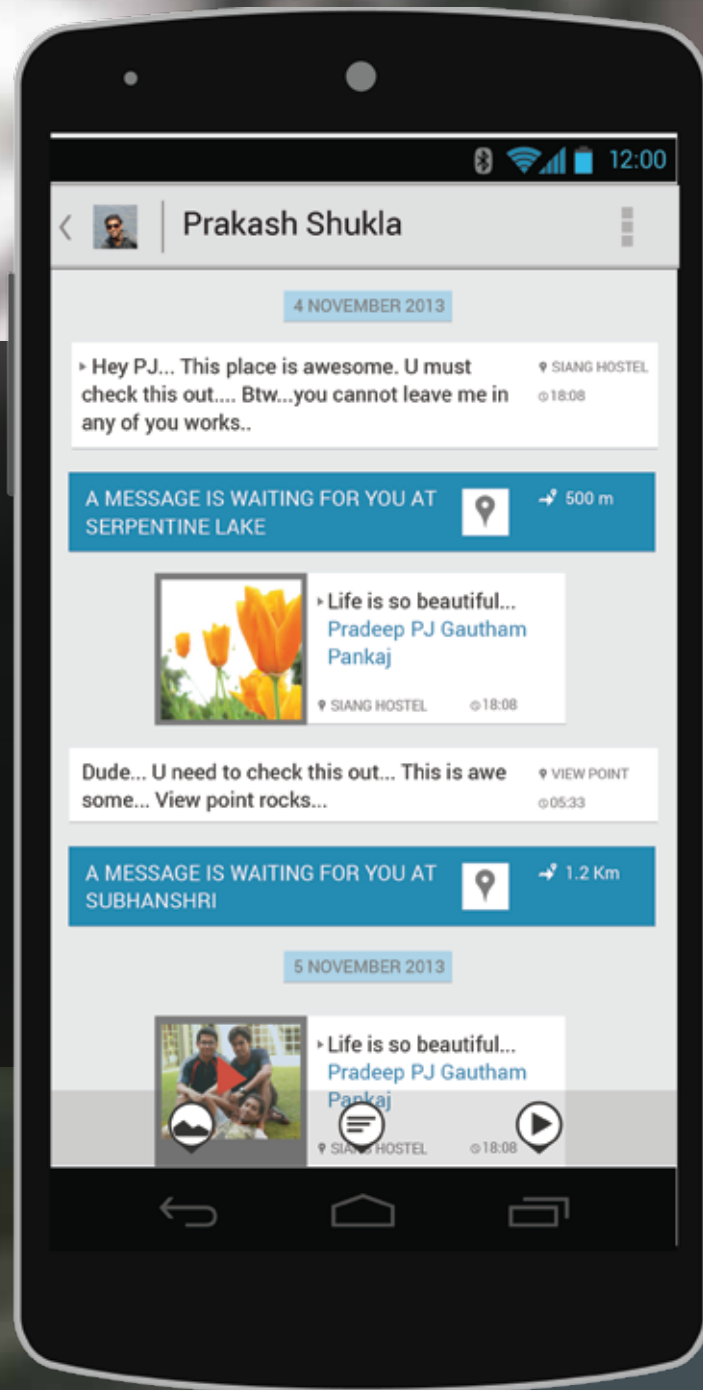




Profile - Plants

View Saved Plants - Public and Private and access them from anywhere

Shift between Private, Public Plants and Social Quotient Leaderboards



Profile - Friends/Plants

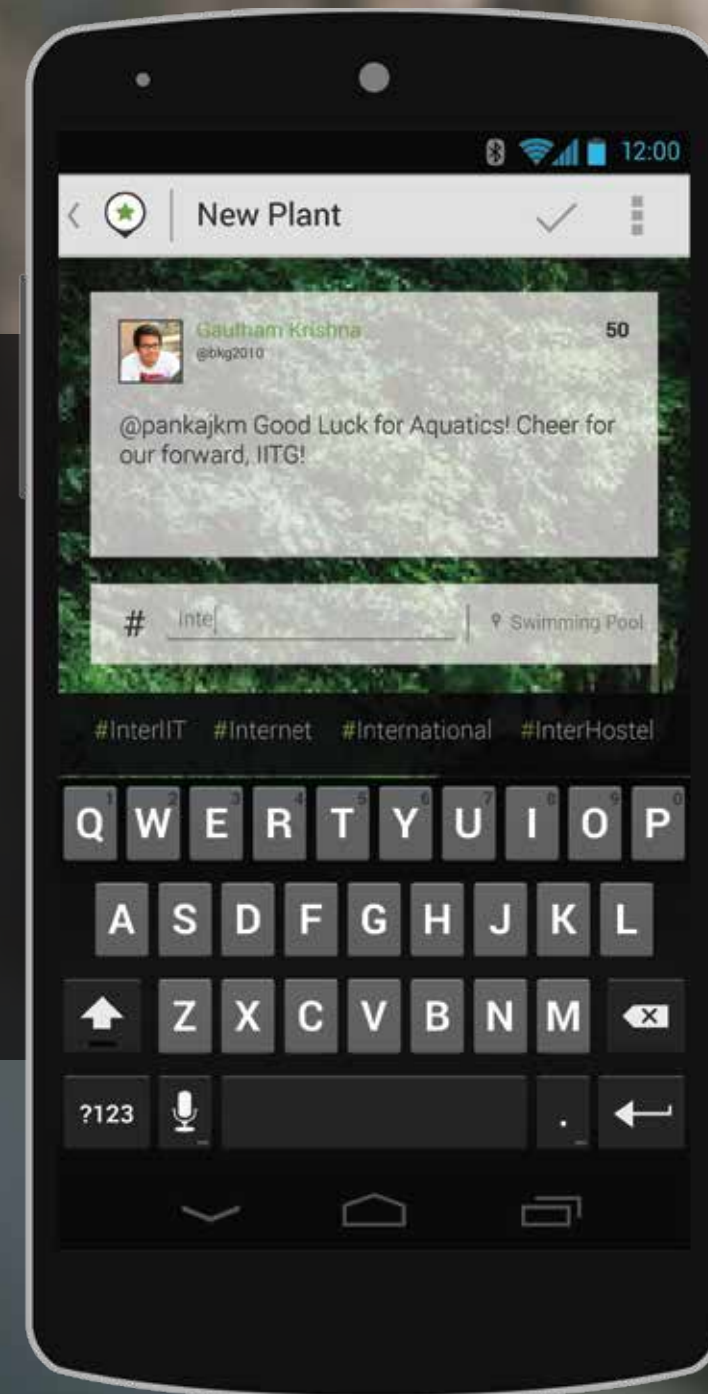
View past messages and multimedia

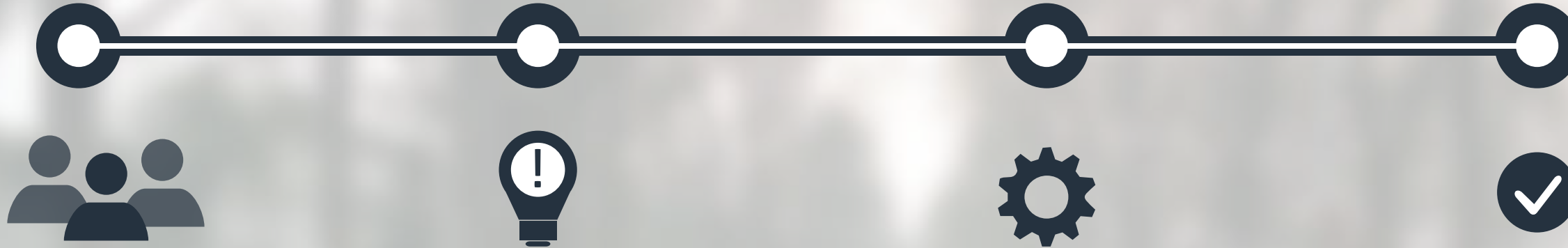
Unread messages are highlighted with a mention of distance from current location

New Plant Screen

Intuitive screen with a live background for planting new messages at current location

Add/tag persons and topics





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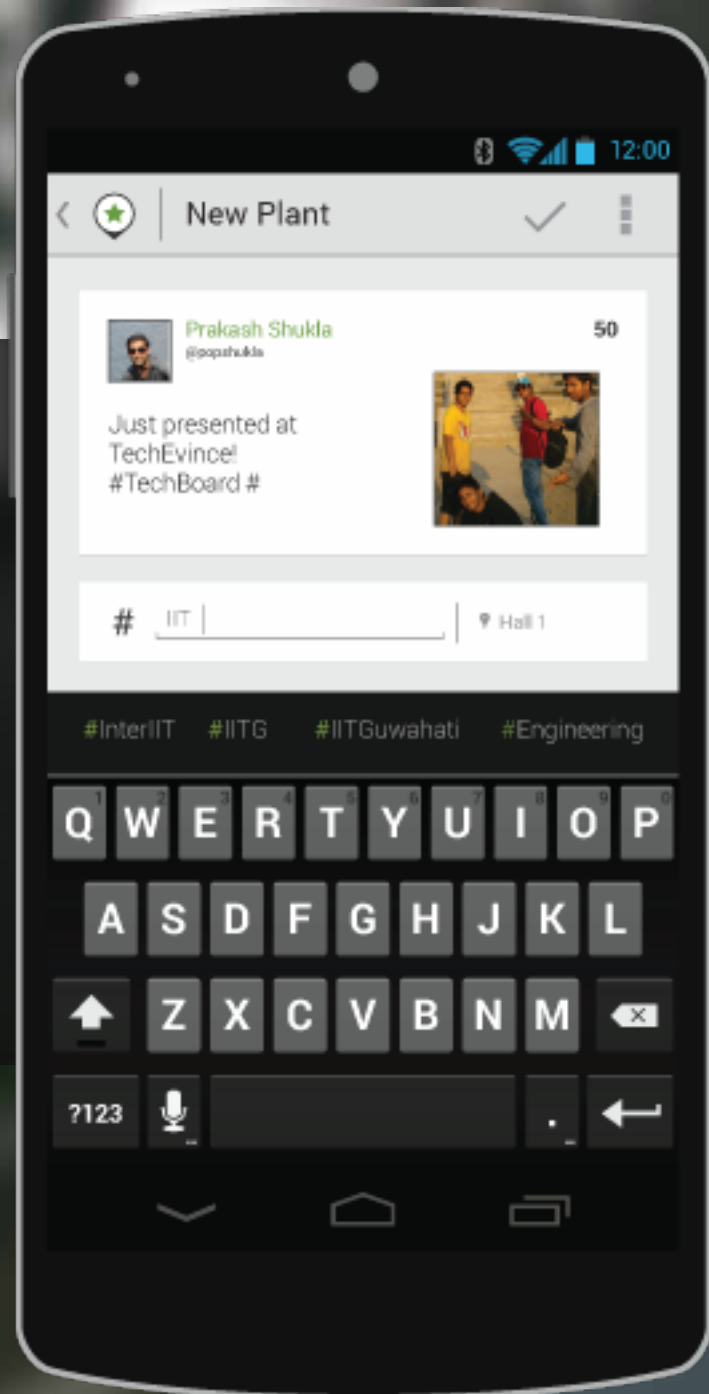
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Concept Generation
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Design Phase

Information Architecture
Wireframing
Style Guides
Visual Design

Celebration Phase

Present in TechEvince 1.0!
Party!



EnRoot!

Here goes our first plant!



★ 23 ⚡ 23

Prakash Shukla

5 mins



@kushagra, @popshukla, @pradeepj92, @bkg2010

Just presented at TechEvince!

★ 35 💬 10

Thank You!