

# Ice Breaker

## the Aarhus Pride support glass

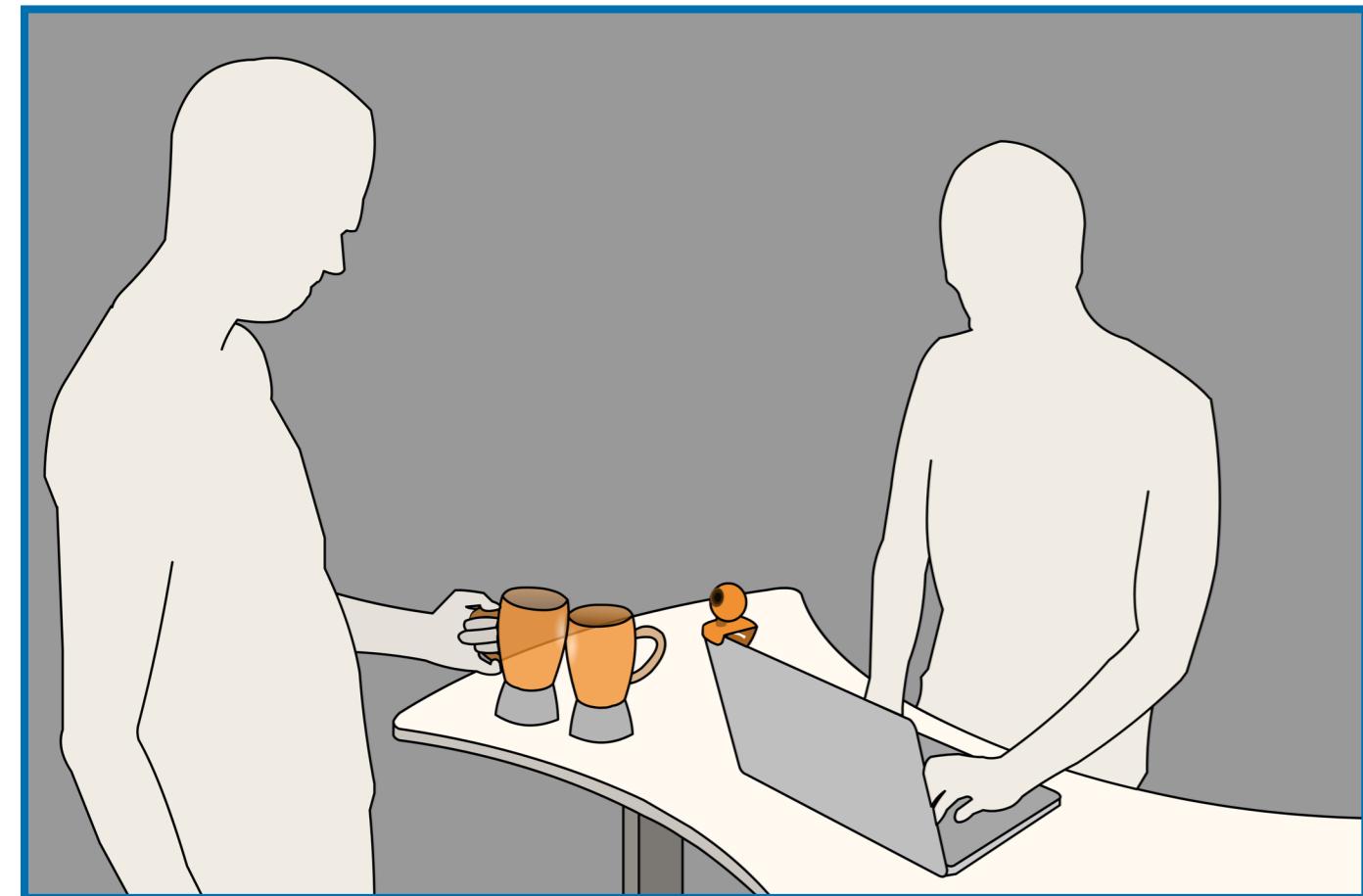
### concept

The Ice Breaker is based upon the need to create a friendly and social atmosphere at the Aarhus Pride event at Officerspladsen. Ice Breaker is also aimed towards creating a seamless way for people to expand their circle of friends within the community.

This is done by initiating social interactions through an augmented glass. The glass lights up when activated, however, to avoid the light from fading away you have to cheer. When cheering you're also exchanging information, which can be found on the events website where you can see who you cheered with and when.



### registration



Upon arriving at Officerspladsen participants can purchase the Ice Breaker at a booth at the event. Here they will set up a personal profile.

Participants will be met by banners saying "Buy the Aarhus Pride glass and support the community". The glass will be sold at a price around 100-150 kroners, and a handful of the money will go to support the event.

When arriving at the booth participants will be met by a bunch of volunteers selling the product. After purchasing the glass they will be required to make an online profile for their cheering stats by giving their full name and

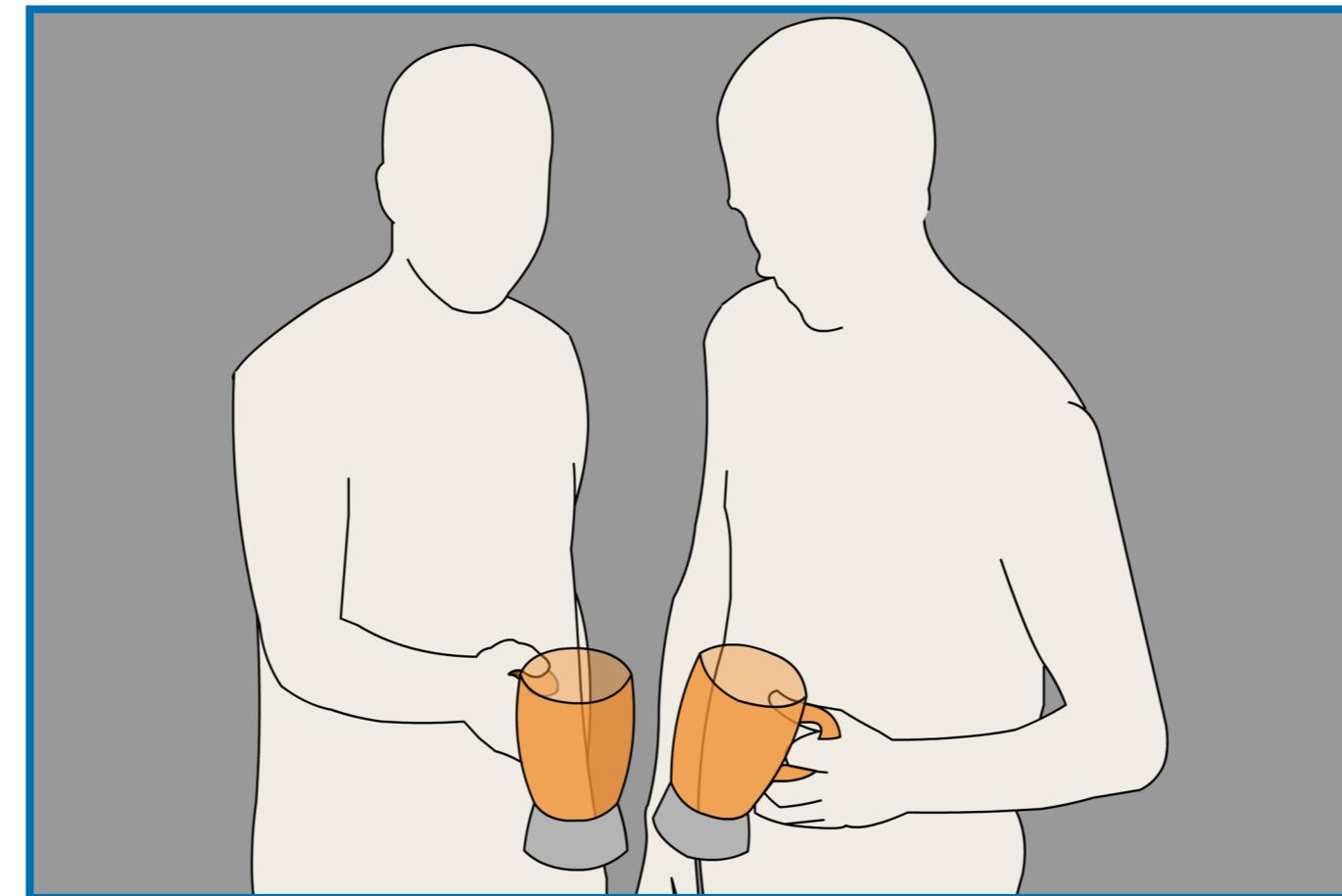
taking a profile picture using a webcam.

When receiving the glass in order to convey the fact that cheering will light up the glass, participants are being told to cheer with the volunteer in front of them. Doing so will register the user as well as making the glass light up for the first time.

Now the participant has an idea of how the Ice Breaker works and is ready to have a blast using the product at the event.

The idea of buying the glass to support the event is based upon the support bracelet from earlier events. For 75 kroners they would get a simple bracelet that gives certain discounts at places such as Tivoli Friheden.

### glass



At the event the participants can engage in social interaction with each other and cheer to light up their glasses. As the light fades the participants want to relight it and will cheer even more.

After his or her first cheer the participant will realize that the light in their glass fades away and he or she can relight it by quickly cheering with their buddy. The participant notices that their glass fades faster and faster when cheering with their friend and tries cheering with another person, this makes the light stay on for a longer while.

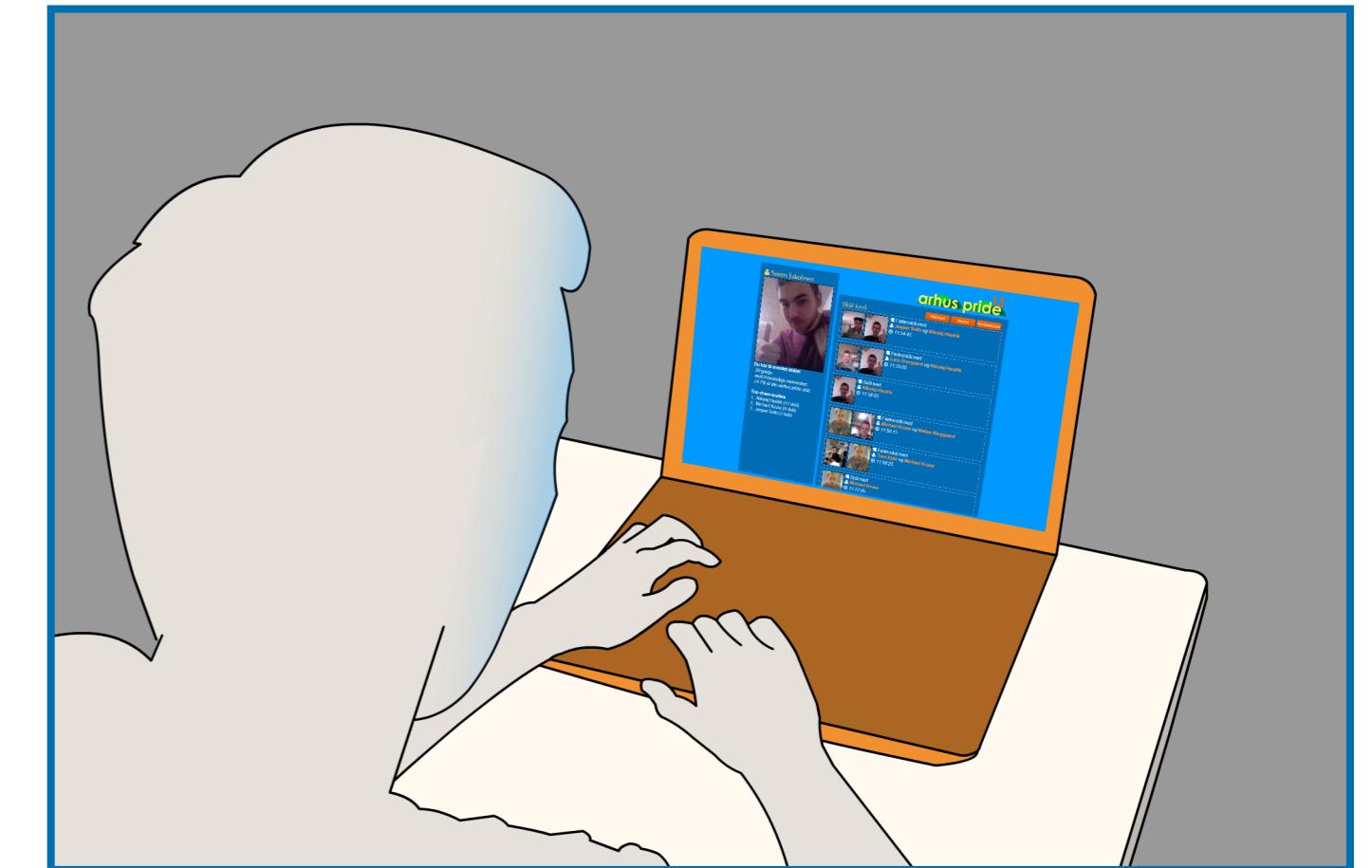
By utilizing the natural action of cheering

and drinking beer as well as adding the additional feedback in form of light turning on, the Ice Breaker becomes easy and fun to use.

Since the light of the glass fades faster when cheering with the same person multiple times, the participant will need to cheer and meet new people, in order to keep their glass lit up.

Some of the attendees at the event tend to divide themselves into groups, we are designing our glass and its cheering properties to help break this initial wall down and make people engage into conversation, because often all you need to meet new people is just a good reason.

### website



After the event participants can check their personal page on the events website. Here they can access different information such as who they have cheered with and how many times.

Within seconds of cheering with another person, the information is processed and uploaded to Aarhus Pride's event webpage, making it accessible on a smartphone during the event or on your computer when you get home.

Finding ones personal page is done by typing the name of the person in the search field placed on the front page, afterwards they will

automatically be directed to the personal page.

At the personal page participants can navigate the page. They can see a list of all their cheers, the individual people they have cheered with at the event, or access their comment page. By using Facebook they are able to leave a message or their contact information if they need to get in contact with a person they've conversed with at the event.

The website is easily accesable as it does not require the user to remember any superficial login-information. It is not meant to replace facebook, but rather be a device for fun and social interactions which later can be continued via Facebook or in real life.