



Group 2: Experience Prototype

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1.

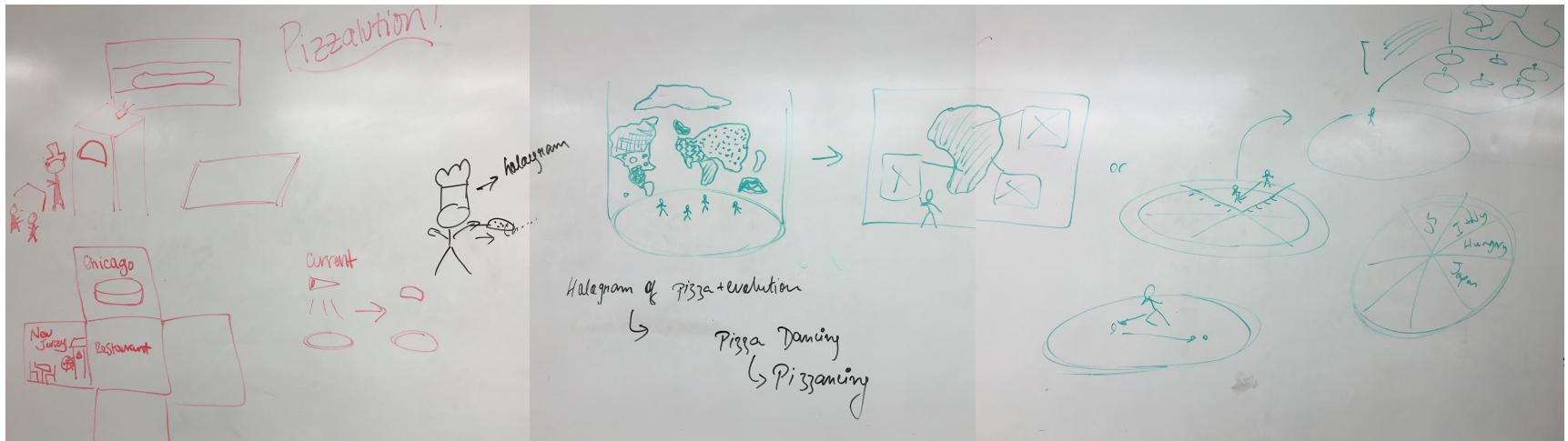
PROCESS AND DESIGN

Through wrestling with construction paper, poster board and glue, we created our life size experience prototype.

Sketches

Process
Design Rationale
What We Learned

- As soon as we were in studio time for class, we began to sketch. We developed a variety of ideas after choosing pizza but the problem was they were all backed by different core concepts. We had to agree on why we wanted to pursue pizza before we continued.
- After debating what brought us to pizza, we realized it was for fun. We asked Nancy if this was a justifiable impact to make on users and she said there was heavy importance in “play” that we could explore.



More Sketches

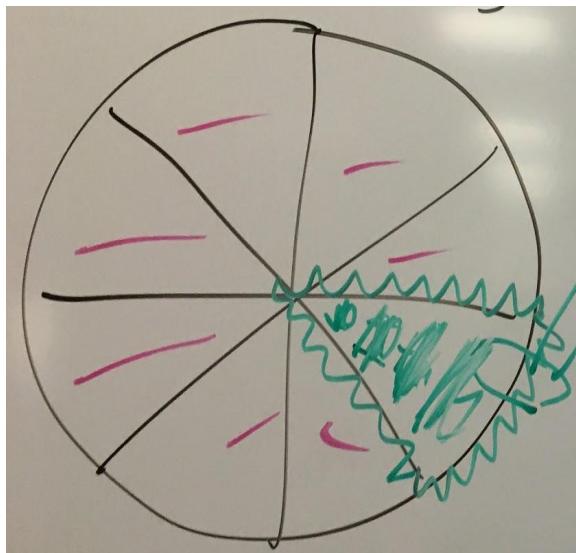
Process

Design Rationale

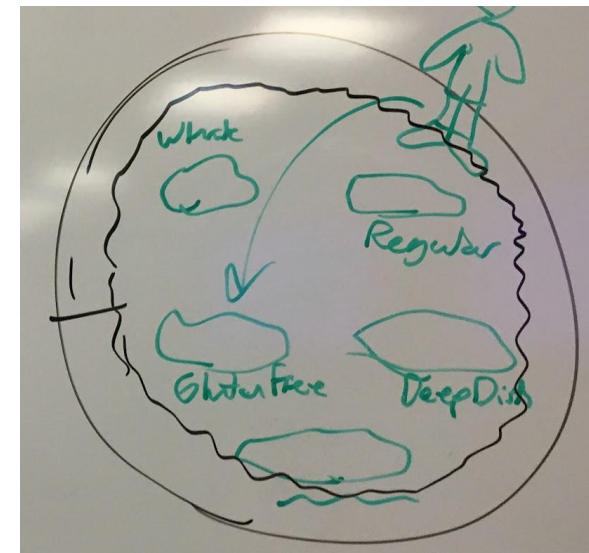
What We Learned

- Once choosing an experience route to explore (again based on fun/gamification), we sketched each and every experience one could have making a pizza. However, we did this using our feet and animatedly plotted out each step ... literally.

Choose a Country



Choose a Dough

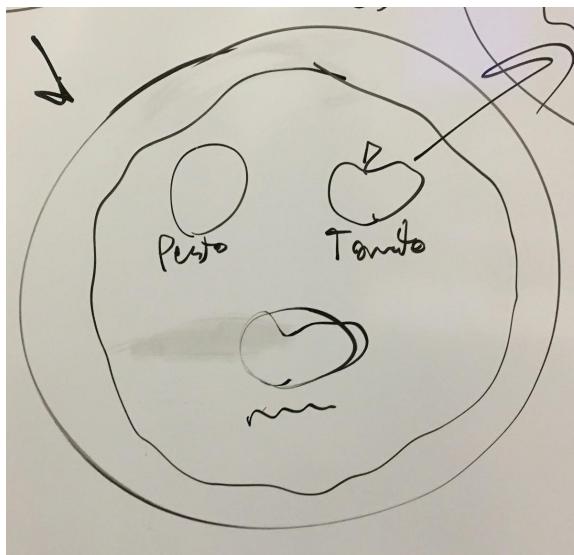


More Sketches

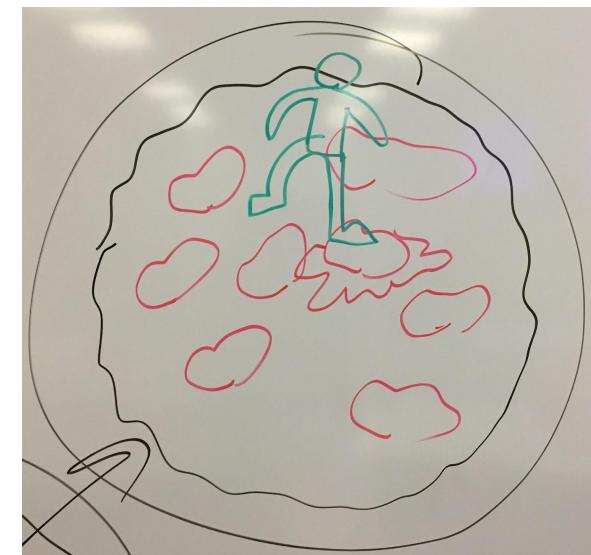
Process

Design Rationale
What We Learned

Choose a Sauce



Smash the Tomatoes

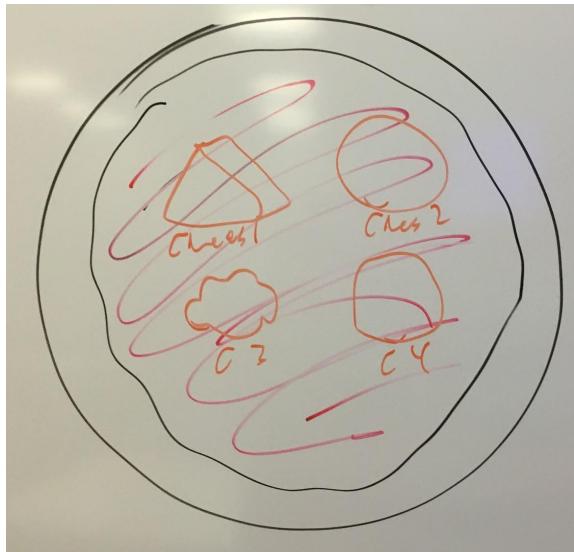


More Sketches

Process

Design Rationale
What We Learned

Choose a Cheese



Grate the Cheese

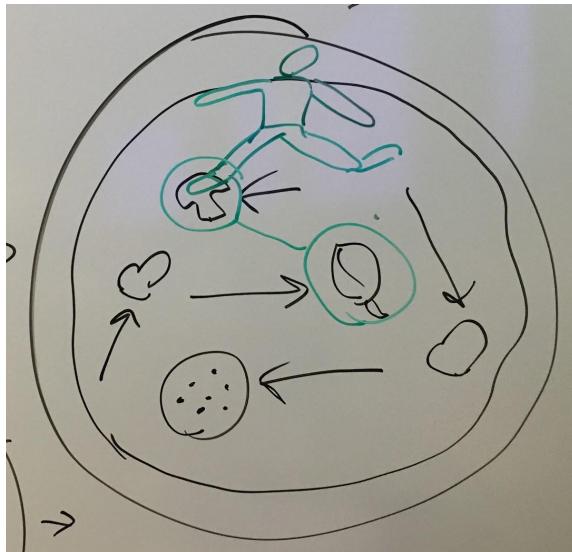


More Sketches

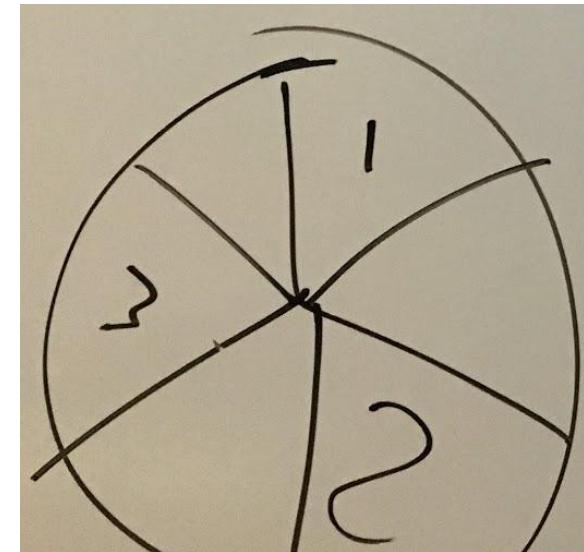
Process

Design Rationale
What We Learned

V1: Choose Ingredients



V2: Choose Ingredients



Arts and Crafts

Process
Design Rationale
What We Learned

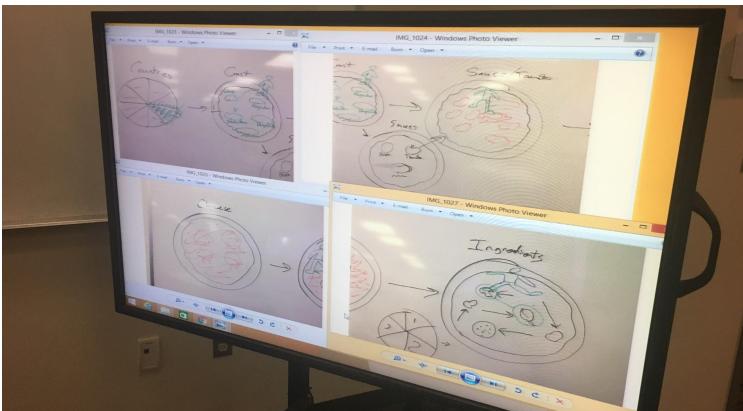
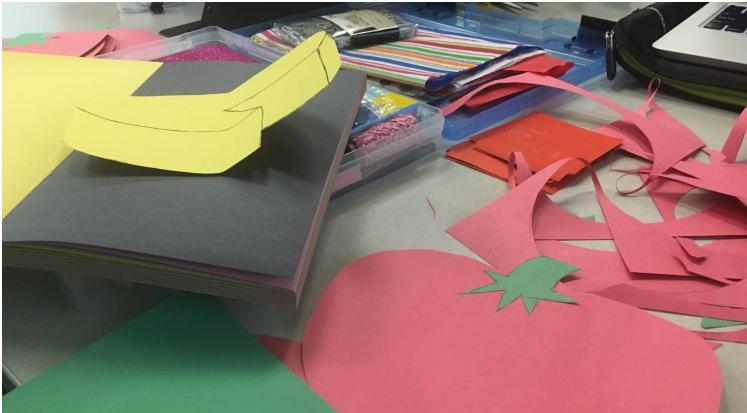
- From there, we made a few iterations via Slack chat and made the plan to start building. Maggie was smart enough to post big images on the projector screens of what we were going to create. Hannah drafted the interactive surface while Maggie and Rishabh began crafting the ingredients and interactive pieces.



Arts and Crafts

Process

Design Rationale
What We Learned



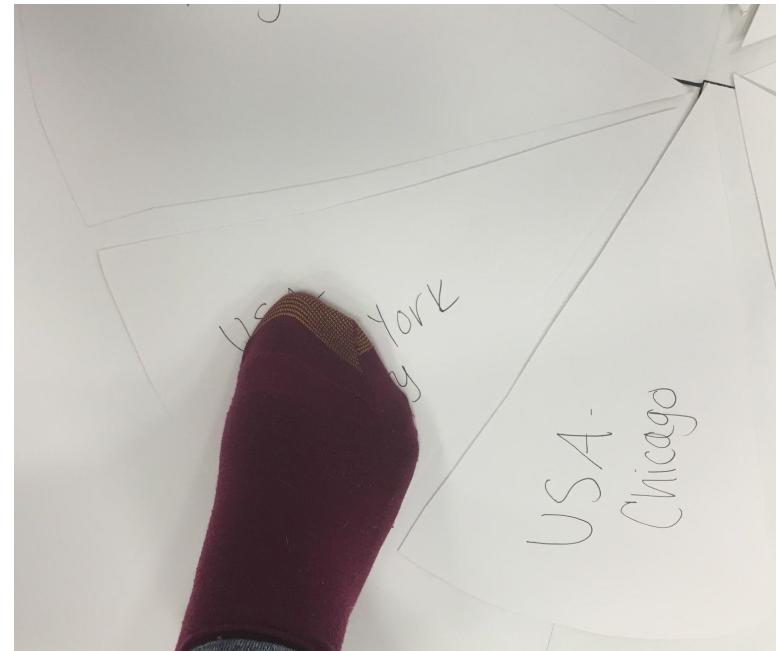
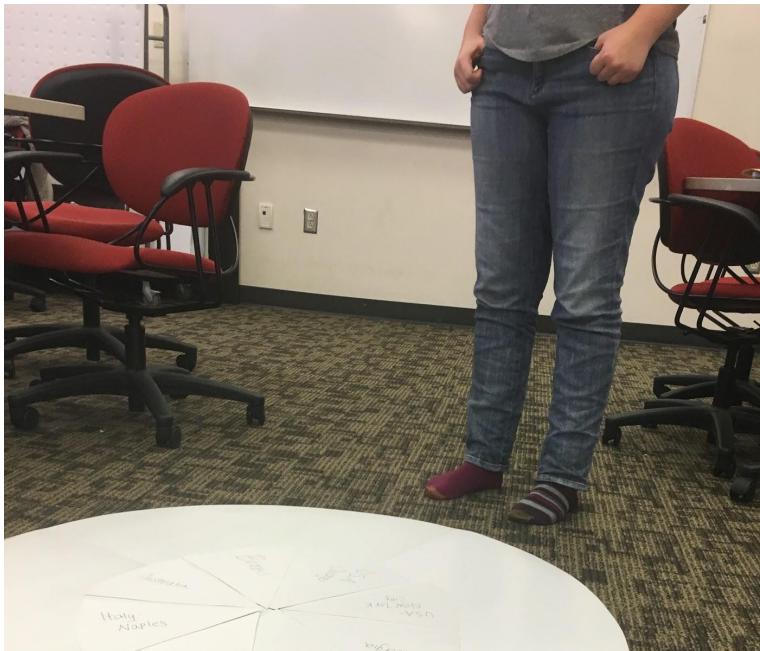
Walk it Out

Process

Design Rationale

What We Learned

- After all the pieces were ready, we ran through the experience prototype one “step” at a time.



Walk it Out

Process

Design Rationale
What We Learned



Walk it Out

Process

Design Rationale
What We Learned



Walk it Out

Process

Design Rationale
What We Learned



Walk it Out

Process
Design Rationale
What We Learned



Walk it Out

Process

Design Rationale
What We Learned



2. DESIGN RATIONALE

Exploring experiential qualities of one of our early
design concepts.

The Concept

We wanted to use fun and play to enhance the (co) experience of visiting a pizza museum. Hence, for our concept, we decided to have the visitors make their own pizza in a series of steps. The visitor will make use of an interactive display installed in the floor of the museum to do that.

The idea here is to the visitor's senses and emotions to keep him/her engaged. Almost everyone likes pizza. Therefore, our concept uses the visitor's curiosity (about pizza from different parts of the world) to reel him/her in and then keep him/her engaged by providing an experience that leverages McCarthy and Wright's four threads of experience.

Process
Design Rationale
What We Learned



Experience Prototype

Process
Design Rationale
What We Learned

With our experience prototype, we mainly wanted to evaluate our design idea. In order to get a taste of what such an experience will feel and look like, we decided to create a prototype that will be as close to the real thing as possible. In our concept, we intend to leverage McCarthy and Wright's four threads of experience to achieve the desired result. The only way to examine if we are doing that correctly, it was imperative for us to simulate our concept step-by-step with large paper prototypes and evaluate if it would be fun to do that with an 'interactive floor'.

Hence, we used poster boards and construction paper to create our prototype and went about simulating the entire experience. This gave us tremendous insights into how we can better leverage sensual, emotional and spatio-temporal thread at each step. Our prototype highlighted the best aspect our concept while also exposing some chinks in it.

3. WHAT WE LEARNED

Through this prototype, we learned many insights about how the design works and how it creates an experience.

Actual Design: Text

Process
Design Rationale
What We Learned

- We need text to prompt the user to act. Because we made the prototype we knew what to do, but in experiencing our concept, we could see how it would be confusing for those interacting with it for the first time.
- We also need to make sure that the text is facing the user. In our design, the user is jumping around the interface. When there is text, we need to make sure the text adapts to the user, not the other way around.

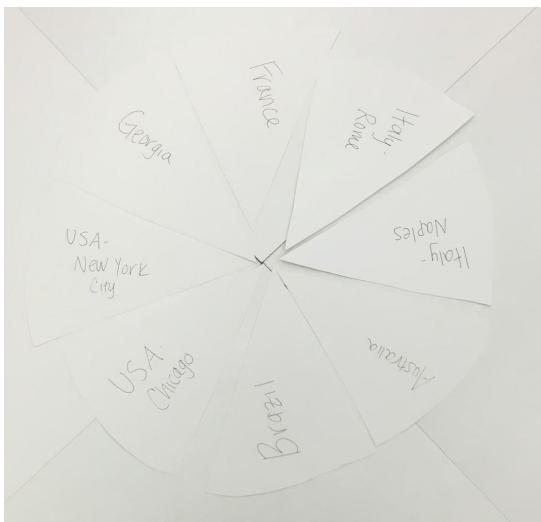


Here, the user is standing sideways on her dough choice. We need to adapt the countdown screen accordingly. We would only know this through creating an experience prototype.

Actual Design: Components

Process
Design Rationale
What We Learned

- When the user selects the country from which she wants her pizza, she is currently just looking at text. It would make it more visually engaging if we included the flags in the background of each tile from that country.



- We originally imagined that when the user makes the pizza sauce, she would squash on the tomatoes. Through our prototype, we found it could be more fun and more of a game if the sauce is “lava” and the user has to jump from tomato to tomato, removing them.



Actual Design: Components

Process
Design Rationale
What We Learned

- We need to make all of the sizes, shapes and colors of our components uniform. This would be easier creating in a digital format, but something that we learned is very important to remember through this process.



Inconsistency in the size of our shapes.

Experience Insights

Process
Design Rationale
What We Learned

- The goal of our exhibit is to have fun and encourage play among both children and adults. This prototype confirmed that this exhibit is fun because it was both fun for us to create and fun to interact with.
- Originally we had this idea of play within our exhibit and through seeing our prototype in action, we realized that we're gamifying pizza making. In each step the user has some activity to complete in order to make her pizza.



Grating the cheese is an element of fun in our design.

Experience Insights

Process
Design Rationale
What We Learned

We know we need to narrow in on the point of our exhibit to facilitate the creation of a museum exhibit that effectively meets our goal. This prototype helped us do just that. During our debrief we began to discuss why fun and pizza go hand in hand. We realized that in America, pizza brings families together. It's usually a large quantity of food, requiring multiple family members to eat. Additionally in America, there has been a push away from families eating separately or in front of the TV

but together at the table. Our prototype and larger museum exhibit hopes to echo this sentiment. We want to bring families together, but show them that food doesn't have to be boring. Additionally, play is also something that brings families together, so our design seeks to strengthen bonds with family members through food and play.

