

A hand holding a wooden gavel over a gavel rest on a desk with papers.

7 Seconds

Interactive installation about judgment

WHY

We all judge others by our own standards, taking, on average, **7 seconds** to have a solid first impression of the other person.

Confront users with their **judgments vs reality**.



WHO

Strangers with strong ideas and beliefs.

Ages between **20 and 60**.

HOW

The product

Interactive Installation

The interface

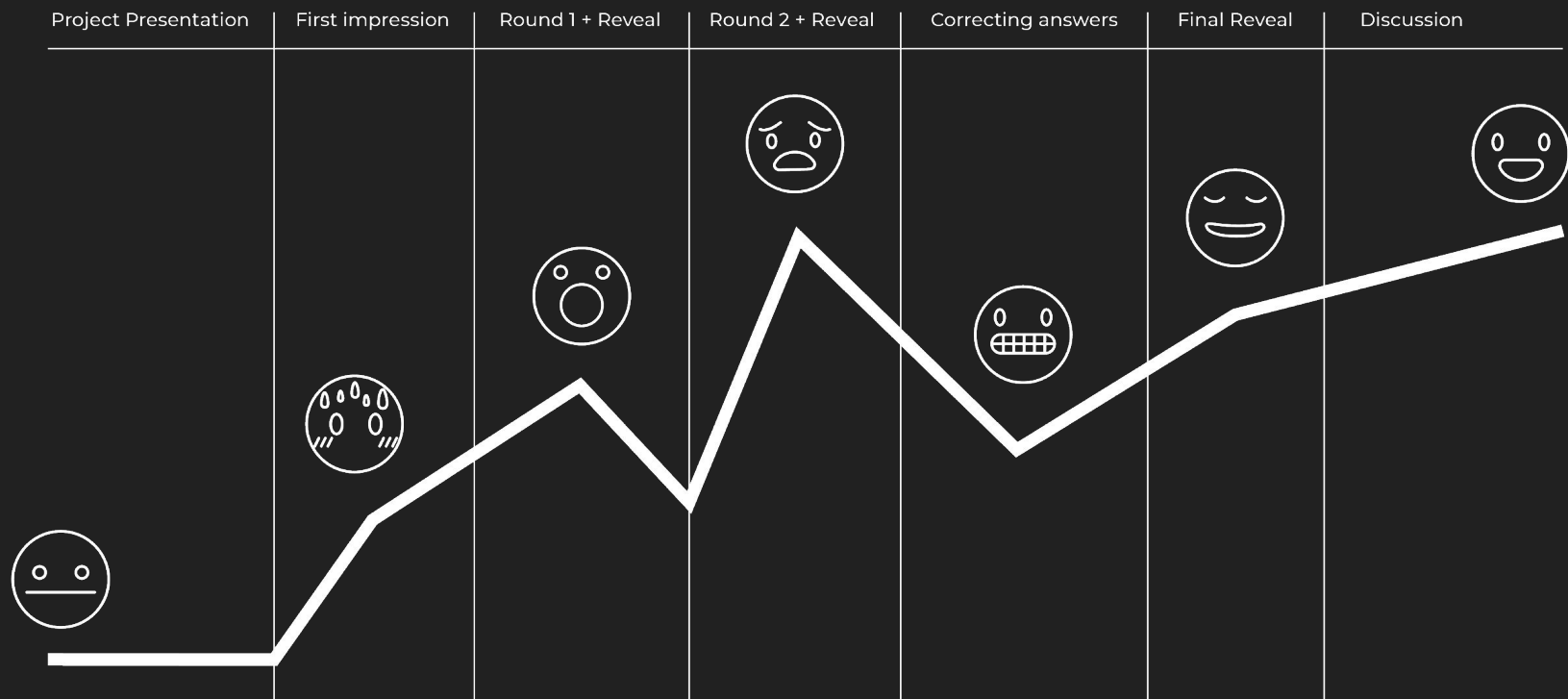
Room + 2 chairs + Projection + Arduino microcontroller

The communication

Project advertising (Flyers / Posters / Teaser / Merch)

Experience Itself

Discussion of the experience



UX