



Through My Eyes

An immersive short film capable of sensitizing the public regarding the mistreatment of pets based on the 5 freedoms of animal welfare :

Freedom from hunger or thirst

Freedom from discomfort

Freedom from pain

Freedom to express normal behaviour

Freedom from fear and distress

Why?

We often talk about Human freedom, but what about animal freedom?

- . To confront participants with a cruel reality that some try to ignore.
- . To give a voice to pets.
- . To make users question themselves about Human freedom vs Animal freedom.

To shock to make a change...



Who?

- . Young adults who may come to fight against animal abuse.
- . People who have never considered the freedoms of animals.



How?

The product - Immersive audio-visual experience

The interface - 1 user at a time | Small, dark space | Video projection + Sound emission

The communication (Phases)

Project advertising (Facebook/ Flyer / Teaser/)

Experience | Reinterpretation of the experience

Sharing of the experience

Change

Project presentation

Narrative unfolds

Plot twist

Reflection

Share experience + Change



UX

Thank you

