PROJECT AIM

Ultimately, *151Cuba* aims to shock users that access unsecure or open Connections and show them the extent that ISP's go to when sharing user's Personal Information.

"Per-Annum" aims to make us Humans aware of the data that's being sent unethically to Corporate Identities. The Data sourced from the site portrays the idea that data just doesn't disappear immediately and can be easily traced back to your peril.

“PER-ANNUM”

Inspired by the Yama-Ichi movement, “Per-Annum” allows everyday users to visually interpret annual data from the 151Cuba site.

Scan the QR Code for a ‘physical’ surprise.

INSPIRATION: DEAD-DROPS

151Cuba was also inspired by Aram Bartholl's 'DeadDrops' project which allows members of the public to connect to wall-fixed USB and share files offline. The public intervention aspect of this installation inspired the frameworks for *151Cuba* and supported the need for public awareness regarding this issue.

AUDIENCE

Here are two potential users who may interact with the *151Cuba* Installation.

User Connected to Installation

Public Bystanders of Installation

HOW IT WORKS

As mentioned earlier, *151Cuba* works and relies on the user's curiosity with seeing an open Wi-Fi network. Once they connect to the network on their device, the data collected from the device will be sent and displayed through a Data Projector which is connected wirelessly to the same modem. Data that may be presented on projector includes:

- Types of devices connected
- Number of devices
- Recently opened applications/sites
- Active times on Wi-Fi

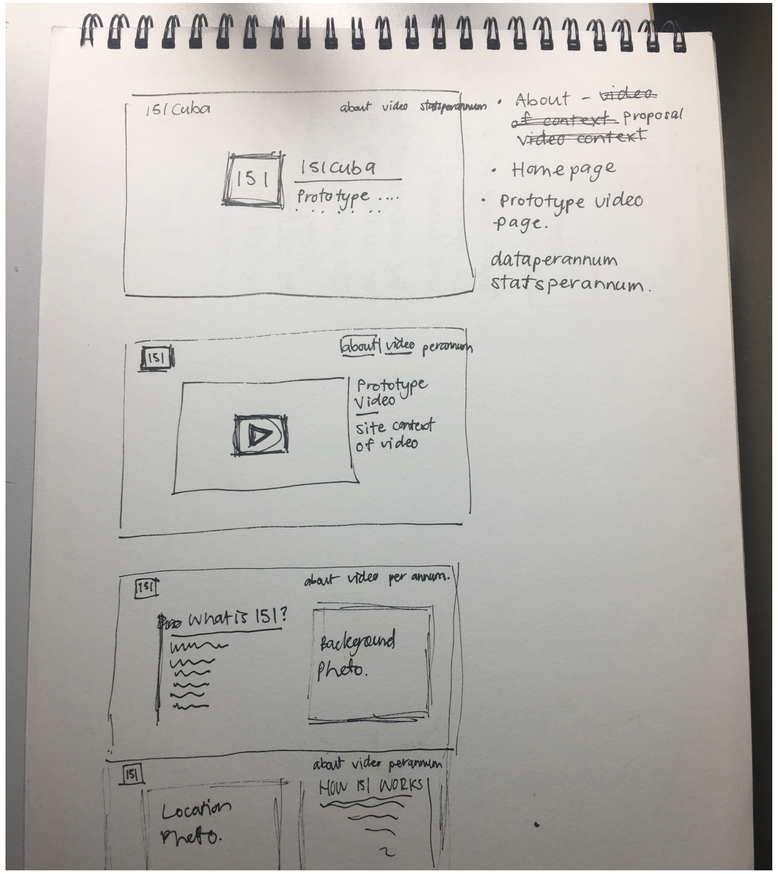
The data projector itself will be displayed on a large wall which allows the rest of the public to see what you're doing on your device without you actually knowing.

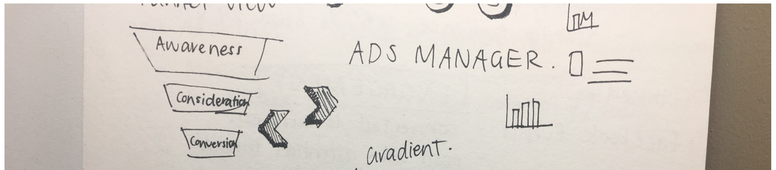
THANKS FOR VISITING!

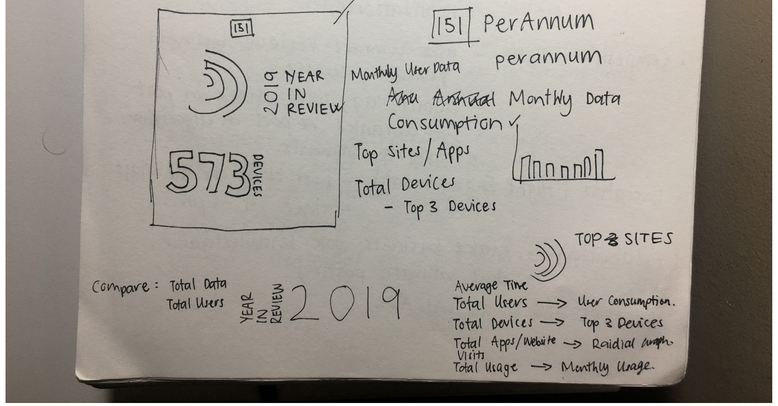
SCOTT JOWSEY
MDDN201 PROJECT 2
2019

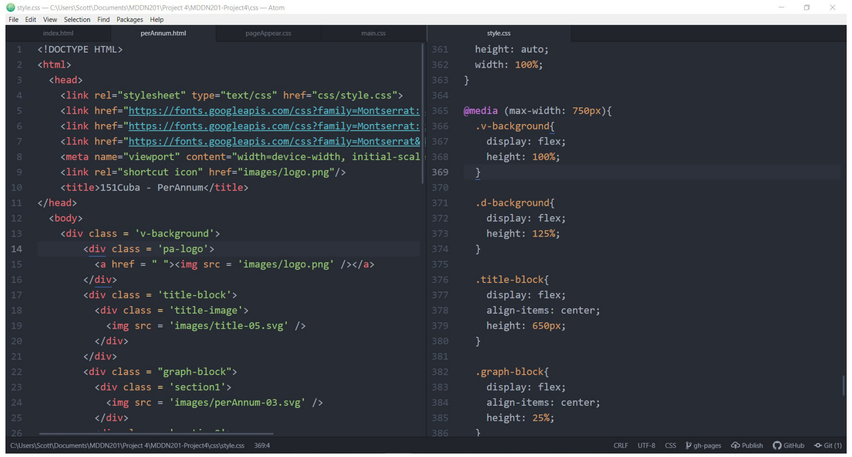
151Cuba

Public Intervention delving into the unethical practices of Data Privacy.


ISI Cuba
about video statsperannum
ISI
ISI cuba
Prototype ....
• About - ~~video of context video context~~ proposal
• Homepage
• Prototype video page.
dataperannum
statsperannum.
ISI
about video perannum
Prototype video
site context of video
ISI
about video per annum.
What is ISI?
background photo.
ISI
about video perannum
Location photo.
HOW ISI WORKS


Awareness
Consideration
Conversion
ADS MANAGER.
Gradient.


151
2019 YEAR IN REVIEW
573 DEVICES
151 PerAnnum
perannum
Monthly User Data
Monthly Data
Consumption
Top Sites / Apps
Total Devices
- Top 3 Devices
TOP 3 SITES
Compare : Total Data
Total Users
YEAR IN REVIEW 2019
Average Time
Total Users → User Consumption.
Total Devices → Top 3 Devices
Total Apps/Website Visits → Residial
Total Usage → Monthly Usage.

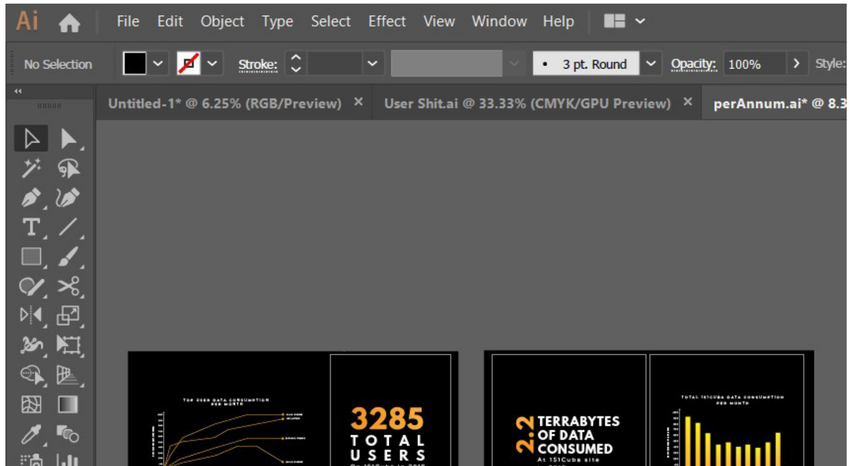

style.css — C:\Users\Scott\Documents\MDDN201\Project 4\MDDN201-Project4\css — Atom
File Edit View Selection Find Packages Help
index.html
perAnnum.html
pageAppear.css
main.css
style.css
<!DOCTYPE HTML>
<html>
<head>
<link rel="stylesheet" type="text/css" href="css/style.css">
<link href="https://fonts.googleapis.com/css?family=Montserrat:
<link href="https://fonts.googleapis.com/css?family=Montserrat:
<link href="https://fonts.googleapis.com/css?family=Montserrat&
<meta name="viewport" content="width=device-width, initial-scal
<link rel="shortcut icon" href="images/logo.png"/>
<title>151Cuba - PerAnnum</title>
</head>
<body>

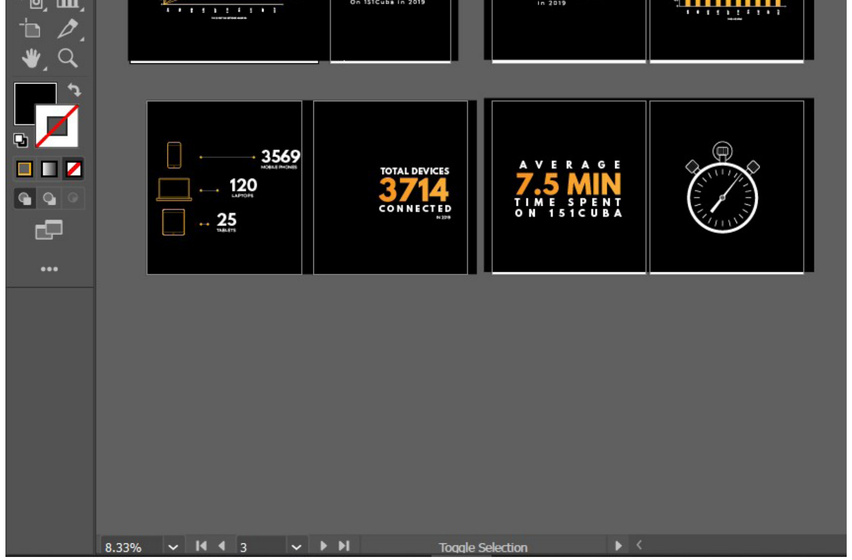
<a href = " "><img src = 'images/logo.png' /></a>

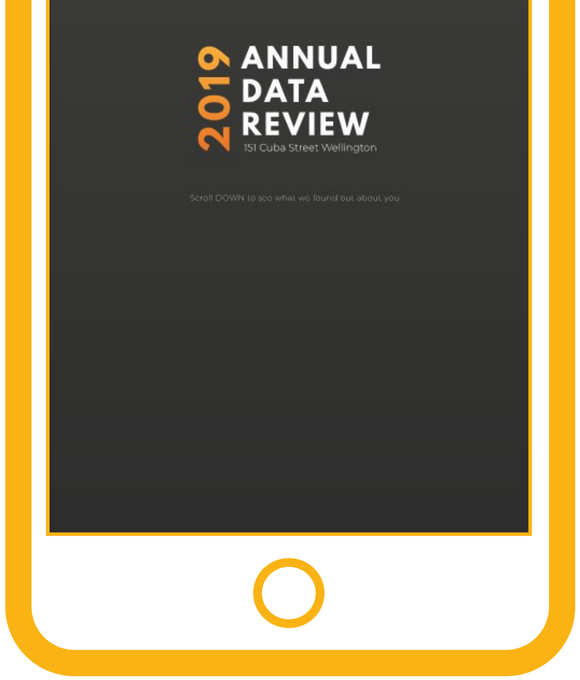
<img src = 'images/title-05.svg' />

<img src = 'images/perAnnum-03.svg' />

height: auto;
width: 100%;
}
@media (max-width: 750px){
.v-background{
display: flex;
height: 100%;
}
.d-background{
display: flex;
height: 125%;
}
.title-block{
display: flex;
align-items: center;
height: 650px;
}
.graph-block{
display: flex;
align-items: center;
height: 25%;
}
C:\Users\Scott\Documents\MDDN201\Project 4\MDDN201-Project4\css\style.css 369:4
CRLF UTF-8 CSS gh-pages Publish GitHub Git (1)


Ai
File Edit Object Type Select Effect View Window Help
No Selection
Stroke:
3 pt. Round
Opacity: 100%
Untitled-1* @ 6.25% (RGB/Preview)
User Shit.ai @ 33.33% (CMYK/GPU Preview)
perAnnum.ai* @ 8.3
3285
TOTAL
USERS
2.2
TERRABYTES
OF DATA
CONSUMED


3569
120
25
TOTAL DEVICES
3714
CONNECTED
AVERAGE
7.5 MIN
TIME SPENT
ON 151CUBA
8.33%
3
Toggle Selection


2019
ANNUAL
DATA
REVIEW
151 Cuba Street Wellington
Scroll DOWN to see what we found out about you