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Interaction Design

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Project 3 Writeup

The idea for my speculative technology is called Nanobloc, the solution that contains all of your daily nutritional and dietary needs in one small block of engineered superfood. Nanobloc provides a long-awaited solution to world hunger as each Nanobloc costs just \$1 to produce! There is much controversy around the production of Nanobloc, as this technology will impact several communities and different key players such as lower income communities, grocery stores, and farmers. There is also much controversy around whether synthetic lab-produced food is healthy for people to consume, which the notorious Green Party also makes a point of in the simulation.

The original hope and vision for Nanobloc was to address nutritional food accessibility issues in lower income communities. CEO Kean So's hope was to leverage the latest advancements in food technology to produce this solution, in order to make nutrition affordable and accessible for all. But many key factors of Nanobloc remain up in the air, and only by going through the simulation will one be able to see how the different issues of sourcing, production, and unit cost all affect the final outcome of Nanobloc's future.

The project itself is a choose-your-own-adventure type game where the player will be able to enter a "startup pitch-like" simulation, and make important decisions that will affect the viability of Nanobloc. Every decision made will have a direct impact on each of the major players involved, with some decisions resulting in catastrophe. The goal is to have the simulation closely emulate the stress of a real business pitch, where the road to victory is extremely narrow and sometimes, may seem almost completely elusive.

I chose this aesthetic approach for my project because of the future and technology-esque vibe that the story is set in. I chose a clean, modern look for the backgrounds, and focused on creating assets and textures that were sharp, clean, and minimal while adding elements of technology and sleek modernism to capture the feeling of a futuristic tech startup. I am really happy with how the aesthetic and design turned out, as I think it successfully communicates my purpose in design.