Anti-programming Programming Club

Project Brief

Problem

According to our research, pedestrians are always playing their mobile phones after pushing the countdown button. Some of them cannot immediately notice the traffic lights are changed.
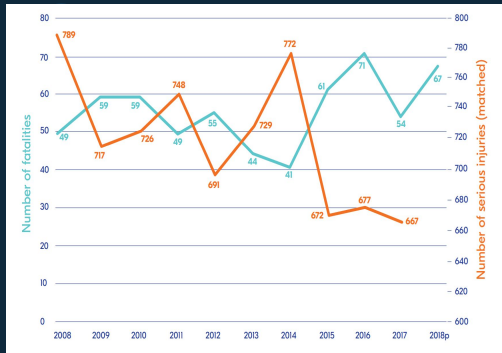
Moreover, some pedestrians are still playing their phones while crossing the road.

Therefore, we aim to replace the behaviour of playing phones when they are waiting for the traffic light.
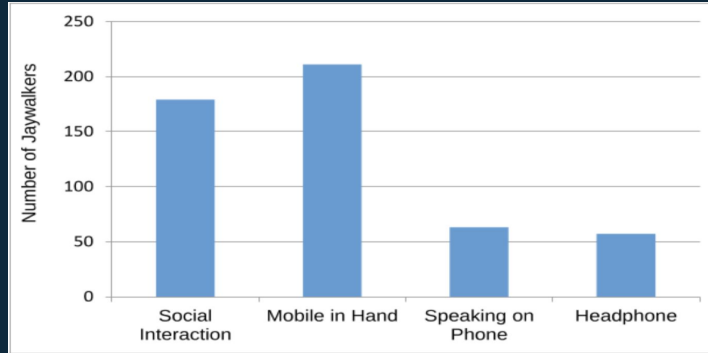
How to link to stream's brief

- To improve pedestrians' waiting experience.

- To avoid potential safety issues regarding playing phone while crossing the road.

- To make the way of pushing button more interactive.

Background Research

1. Pedestrian fatalities and matched serious injuries from 2008 to 2018 (as at 1 January 2019).
Source: Centre for Road Safety

2. Contributing factors observed at the crossing 1
Source: Exploring Jaywalking at Intersections (2017).

Consequence

Phone zombie has become a frequent topic of discussion.

According to existing research, in the Sydney CBD, 36% crossed the road while distracted by their smartphones.

Observation

Type of Infrastructure:

Traffic Lights

on-site location

City Road

Number of participants

30

What did people do at this infrastructure?

Eighteen of pedestrians walked alone, and 12 of them focused on their phones. The remaining 12 people walked in teams and talked with each other.
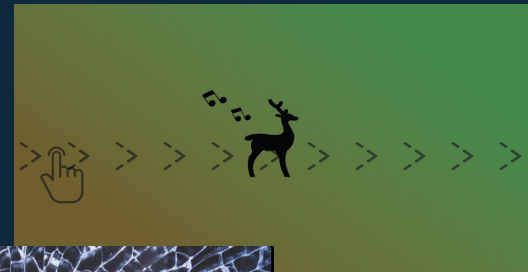
Concepts

Sound Simulator

◇ One touch

◇ A sound player(wild animal, weird sound)

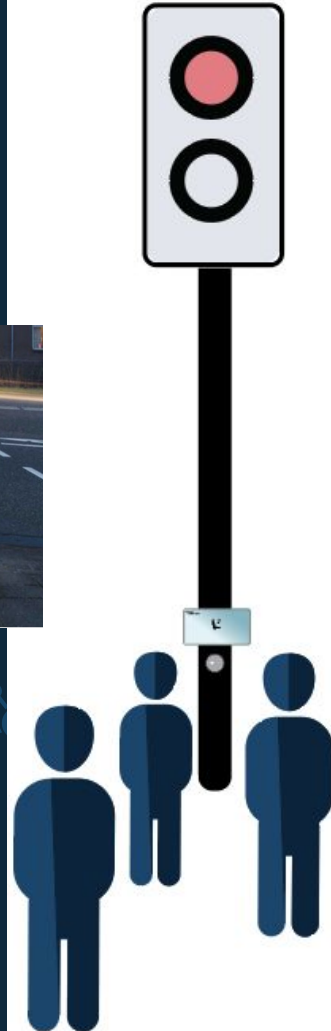◇ Response to pedestrians' action

\- Attracting and Encouraging   \-

Compare to existing product

◇ No similar existing product

◇ Comparing with Traffic Light Projection

- Simplification and Flexibility

- Limitation of space

Talking Crayon Shin-chan

- A talking toy
- Placed below the push button
- "Touch me please" after pressing the button
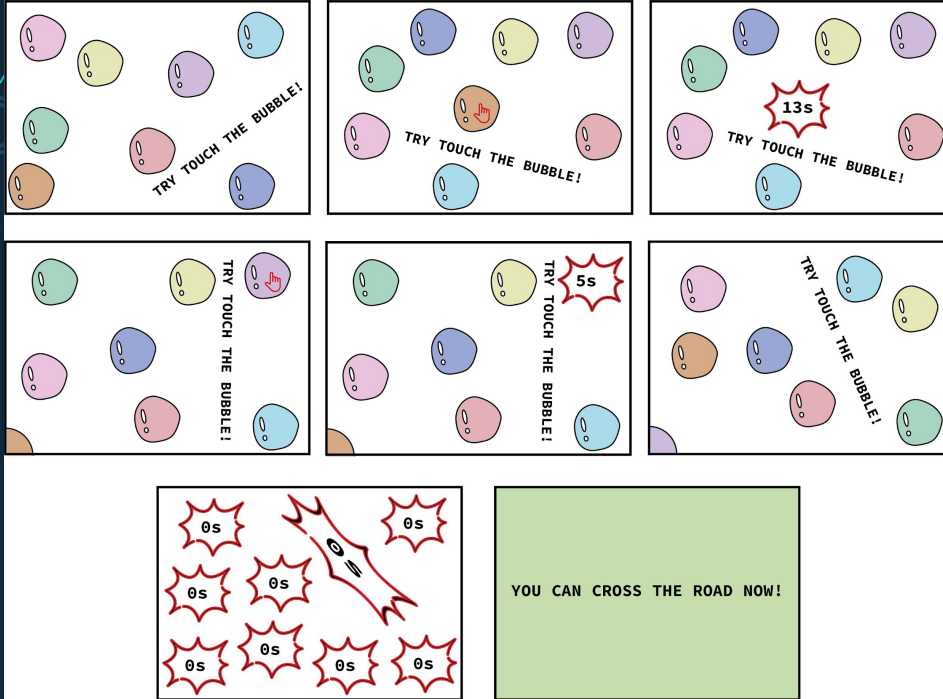- Function of time counting
- Function of reminding

Compare to existing product

◇ Attractive appearance
◇ The way of time counting is interesting
◇ Audio reminding is efficient to be noticed

Counting Bubble

Why moving signs? For telling pedestrians the **method** for playing the game and **encouraging** pedestrians to come and join the game.

Compare to existing products

Benefits:

◇ **Transfer** the timer to bubbles.
◇ **Motivate** the pedestrians attend the bubble games.
◇ **Attract** pedestrians' attention immediately by moving objects.

Limits:

◇ Touch screen does not work at **daytime**.

Thanks!