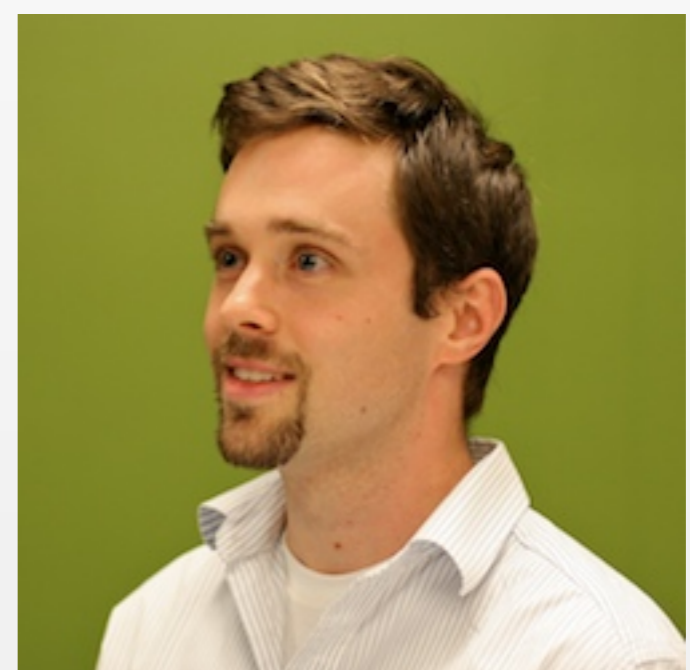
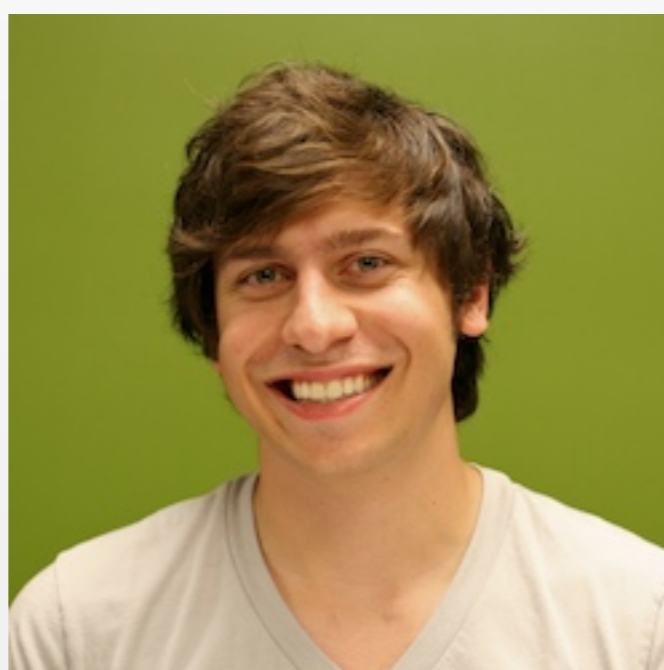


Shadow Play

BID A4

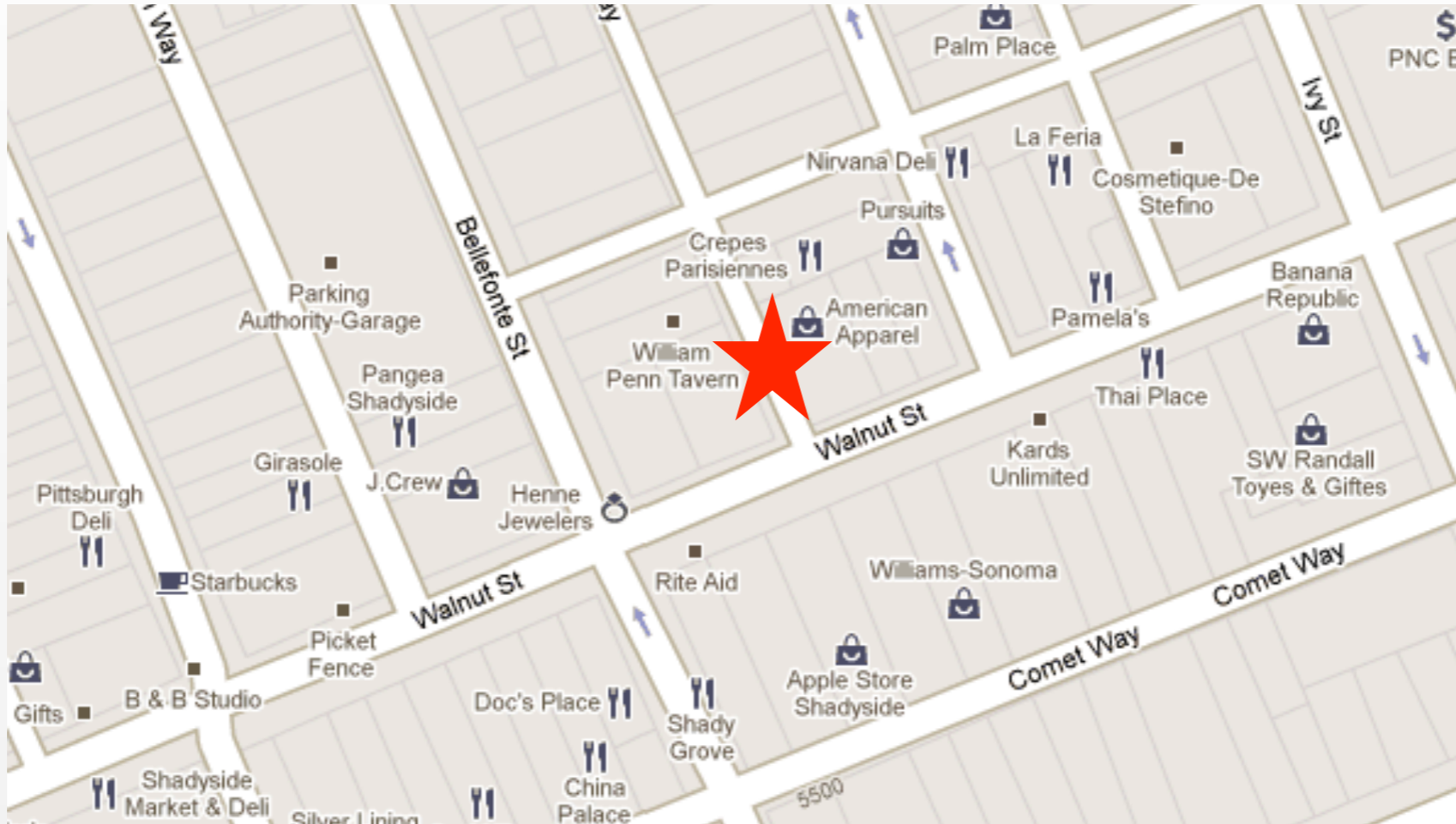


Our Team

Our Space



Will and Jane Sell Parklet



Shadyside

Observations & Interviews



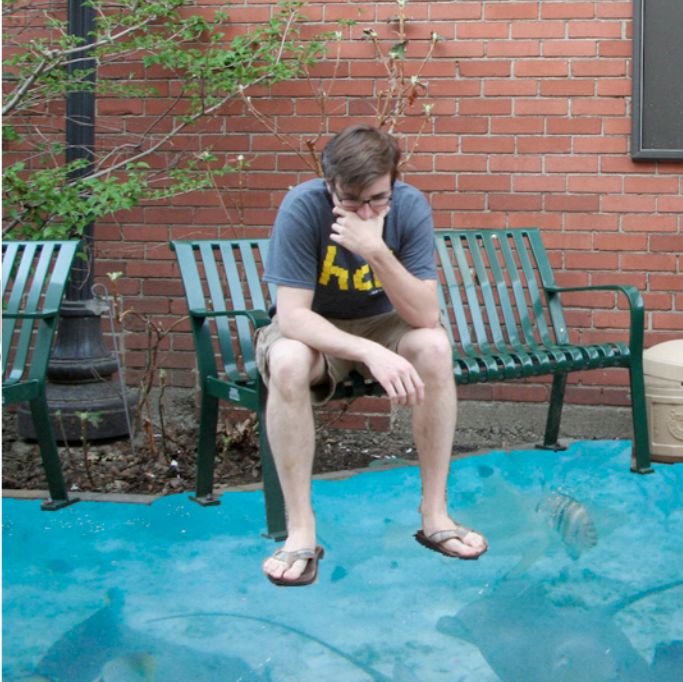
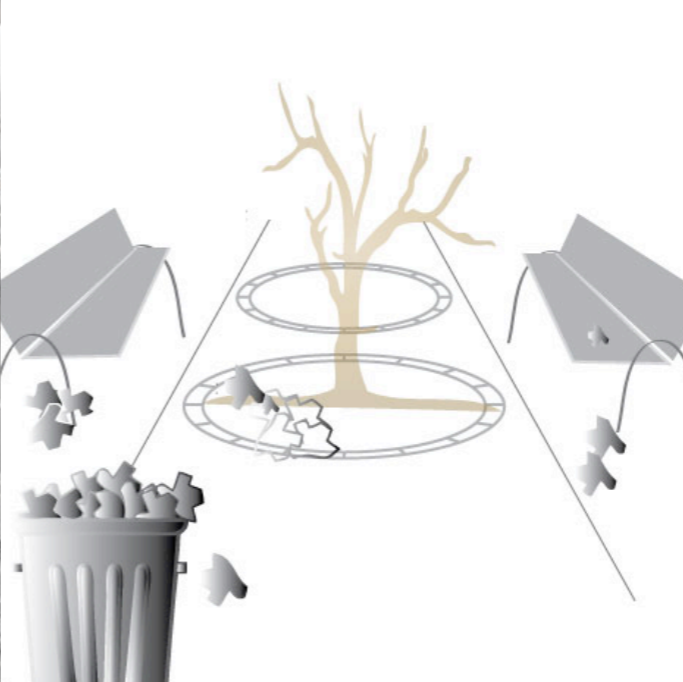
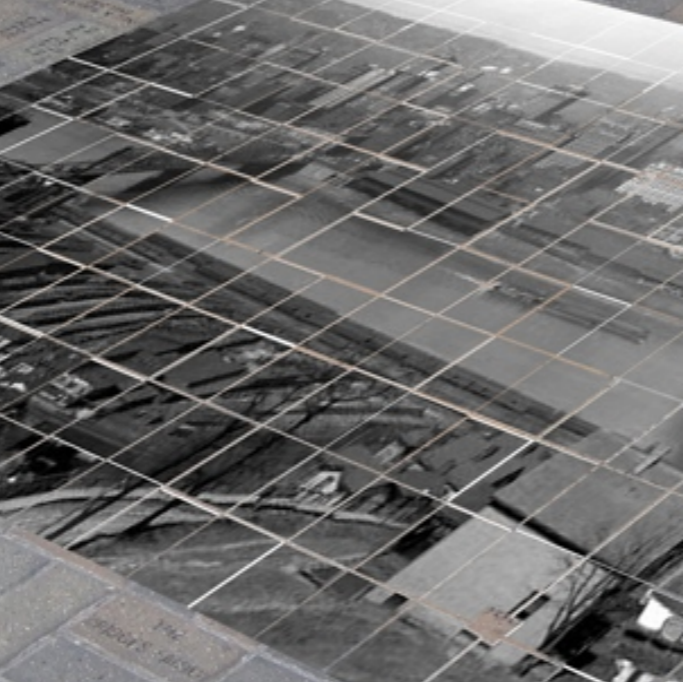
About Our Space

- Primarily a place to relax, read and smoke cigarettes
- People use it as a cut-through to get to Walnut St
- Defined dimensions (closed on two sides)

Sunday Afternoon



Concept Generation



Preliminary Concepts

- Two dozen initial concepts
- Discussed, reviewed with class
- Narrowed down to 6

Speed Dating

Refining Concepts

- Speed-dated to get user feedback
- Observed our space for the best fit

JAZZ BENCHES



Eric decides to study outside and enjoys the light bass sounds being controlled by the first jazz bench the girls are sitting on.



Not many people are in the parklet today, so Eric can choose any bench he wants to play.



Eric sits on the piano bench and plays around with the beat by moving around every so often to see how it will change.

Audience:

General Public
Foot traffic through the alley
Can attract people on Walnut
People waiting on friends who are shopping

Concept Validation:

Peaceful
Intrigued

Speed Dating Results:

Most users picked this at their first or second choice; 2 were "musicians"
Concern for Walnut Street musicians
One user said they disliked it.

WINDOW ON A SISTER CITY



Ambient city noise draws a family's attention to the parklet off Walnut Street. The city noise is atypical for Shadyside on a Sunday morning.



They look down the alley and notice other people watching a screen mounted on one of the alley's brick walls.



The screen provides a realtime look into another shopping district in Sheffield England. Street noise is also broadcast out. Passersby are blocked out in order to preserve privacy and prevent any malicious activity.

Audience:

General Public
Foot traffic through the alley
Can attract people on Walnut
People waiting on friends shopping
Tourists

Concept Validation:

Connected
Inspired
Cultured
Excited

Speed Dating Results:

Most users picked this at their first or second choice; One claimed she "like none of the ideas except this one."
One user said they disliked it

LASER GRID



Rick's wife wants to stop in to Victoria's Secret, prompting Rick to quickly respond that he'll stay outside and wait for her to return.



Rick heads over to some benches nearby, and notices some sort of laser grid on the way. He thinks it could be a fun way to pass the time and tries to maneuver through the grid.



Drat! A small misstep and the laser hits him, triggering an alarm. He goes back to the beginning to reset the lasers, determined to get through this time.

Audience:

Drunk people
Adventurers
People waiting on friends shopping

Concept Validation:

Fun
Exciting

Speed Dating Results:

Only one user said they liked it.
"Of all the ideas, it's probably the least interesting."

GAZE DETECTION



Eric is walking in between the parking lot and walnut through a local parklet. He's not really paying attention to much.



Something on the wall catches his eye and he notices the shadow of a person who appears to be talking to someone out of view. It's clear it's a project, but he watches for a few seconds.



Then all of a sudden the shadow of the character he was watching turns to him and points right at him.

Audience:

Foot traffic through the alley
Can attract people on Walnut

Concept Validation:

Unnerved
Guilty
Intrigued

Speed Dating Results:

"Oh, That's creepy..."

Most users claimed this made them feel "uncomfortable"

One user liked it...

INTERACTIVE FLOOR



Paul stands at the edge of the alley and is interested by the new electronic ground display. He sees that it looks like a beach and it reminds him of a fun vacation he went on with his girlfriend a few months ago.



Paul continues to watch and sees that the floor actually changes—he sees waves crashing down in front of him.



Excited and interested by this new display, Paul walks across to see that the floor is in fact interactive and leaves his footsteps in the sand with each step.

Audience:

Foot traffic through the alley
Can attract people on Walnut
People waiting on friends shopping

Concept Validation:

Stimulated
Peaceful

Speed Dating Results:

Generally in people's top 3 -
"Oh that's awesome"

One user disliked it -
"It's been done..."

AMBIENT SOUND BENCHES



Eric decides to study outside and notices the soothing rainforest sounds playing from the first ambient bench the girls are sitting on.



Eric has been missing his parent's house on the water, so he decides to sit on his favorite "Beach" bench before he starts working.



Not long after, John sits on the neighboring bench while he waits for his girlfriend to finish shopping. The "Summer Night" bench he sits on compliments Eric's "Beach" experience.

Audience:

General Public
Foot traffic through the alley
Can attract people on Walnut
People waiting on friends who are shopping

Concept Validation:

Peaceful
Intrigued

Speed Dating Results:

Overlooked; People prefer Jazz

Speed Dating Results

- People liked:
 - Sister Cities
 - Jazz Benches
 - Interactive Floor
- People felt uncomfortable by Gaze Detection



Therefore... Gaze Detection

- Wanted to try something different
- Not everything needs to be “Disney-fied”
- Didn't want to disturb readers, musicians

Target Audience

- People passing through the space
- People watchers

Needs We're Meeting

- Stimulating people watchers
- Preserving aesthetics of space for regulars

Features

- Shadow figures will track people passing by
- The figures interact with each other
- The interaction can change over time

Video

Thanks!