BLOCK 57 SHOPS
SPACE AVAILABLE
User Research

Tourists

Suburbanites

Shoppers

Professionals/Students

Leisure

On a Mission
User Research

Leisure ————> On a Mission

Tourists
Suburbanites
Shoppers
Professionals/Students

FREQUENT NOMAD
How does the user see the window?
How do users relate?
How do users relate?
How does a *space* become a *place*?
How will we turn our **space** into a **place**?
Design Principles

Celebrate local community and culture
Design Principles

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Encourage play, fun and exchange between people
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Allow personal expression of ideas, thoughts and feelings
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Create a provocative experience that extends beyond the site
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Provide a place for social gathering and connection
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Create a provocative experience that extends beyond the site

Provide a place for social gathering and connection

Bring grandeur to State. Street
Concept: Connecting the community

Co-creation

Competition

Instant gratification & sense of ownership
Three levels of interaction

- **Interact**
  - Proximity: Close

- **Engage**
  - Proximity: Close to far

- **Observe**
  - Proximity: Far
Initial Prototyping (user response and behavior)

Assumptions
- People might not want to share where they live
- Stickers and texting will be easy to do
- People might participate repeatedly

What we wanted to learn
- Level of information that people share
- Method of input
- Enticing questions to people to interact

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Initial Prototyping (user response and behavior)

Mapping Prototype Result
- People like sharing their own info and contributing to the maps.
- People like seeing the layers of information come together in a compelling visual.
- People would like to share more information about themselves.

Texting Prototype Result
- People expect instant feedback.
- There are still barriers to entry.
- People like data visualizations.

Surprises
- Wrote on the maps and labeled their locations
- Put stickers off of the map
- Made it a competition of who’s been to the most places
- Conversation starter about places people have visited

Surprises
- Unexpected answers
- Sense of competition
Implementation Prototyping (usability and human factors)

Dimension
- Checking for dimensions
- Checking interactions, button placements, and font sizes

Photo studio of Institute of Design, IIT
Implementation Prototyping (usability and human factors)

Material

- Testing materials to use for projection
- Checking for colors and resolution
- Making adjustments in real time

Lobby of Institute of Design, IIT
Implementation Prototyping (usability and human factors)

Interface & Interactions

- Size measurements
- Checking button placements

Actual site, Block 37
Implementation Prototyping (technical components)

Interface & Interactions
- Testing Sensors
- Checking interactions

Main Campus, IIT
Implementation

Final Implementation

- Applying vinyl
- Wiring sensors, hardware
- Final film preparation
- Finalizing projection
Chocolate?

Caramel?

Caramel, a popular candy or flavor topping for ice cream and other treats, is made by heating up a variety of sugars.
Concept System

Data

Comments

More Info

Website

Display

Votes

Visualization

Info

User

Tweets

Updates

Feed

Twitter

System Generated

User Generated
Concept System Opportunities

- System Generated
- User Generated

**Display**
- Data
- Texts
- Votes
- Visualization Info

**User**
- Comments
- More Info
- Tweets
- Updates
- User Comments

**Website**
- Info

**In the mall**
- Data
- Stories

**Twitter**
- Feed
Business Implications

Display

- Stimulate
- Response

User

- Revenue

Funding Support

- Demographic Information
- Public Survey Results
- Public Attention
- Commercial Ads

Information Exposure Customers

CLA
Block 37
Other businesses
Appendix
Plan View

Hardware Specifications

- 2 Toshiba S5049B Netbooks
- 2 Epson EX 31 LCD Projectors
- 4 Infrared Proximity Sensors
- 2 Arduino kits
- 1 roll of 60" wide Goo film