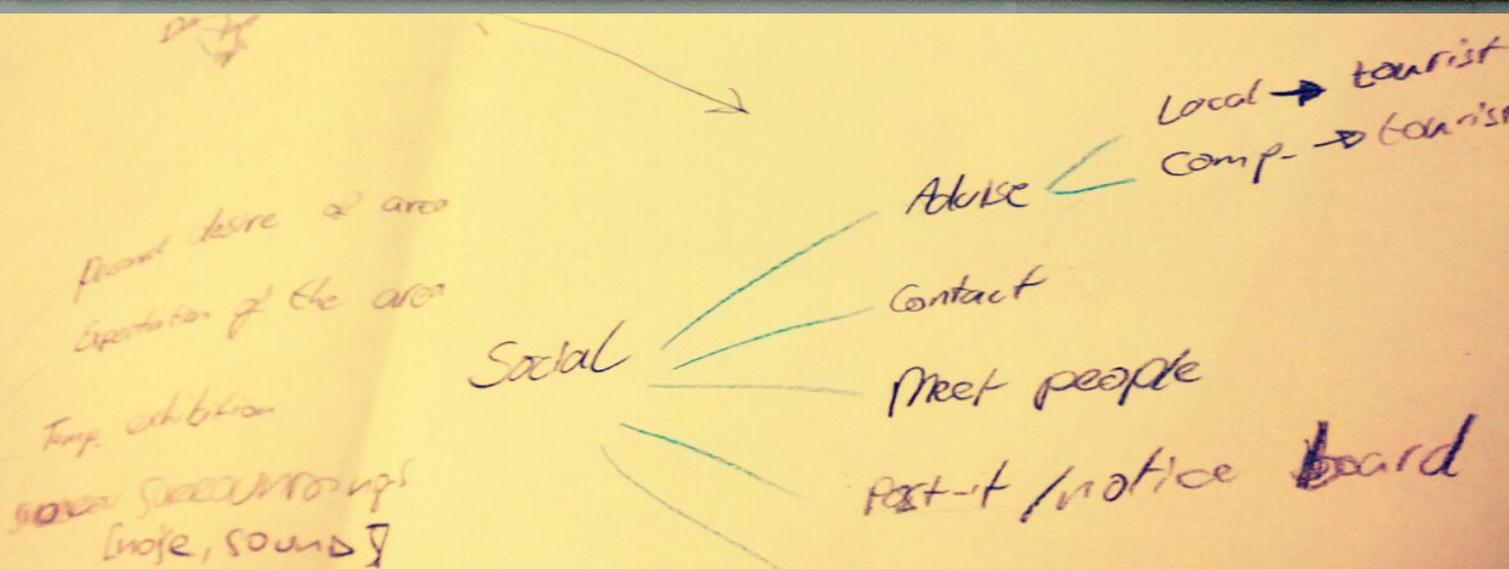


CITY THEATER

INTERACTIVE URBAN SCREENS

CONCEPT DOCUMENT



Interactive Urban Screens

MediaLAB Amsterdam
Create-IT Applied Research

Concept Document

Assigners

Ngage Media | *Partner in Digital out of Home screens*
Stan Thijssen | *Founder of Ngage Media*

SpaceSee | *Research on Urban Screens*
Mettina Veenstra | *Principal researcher at Novay*

Students

Chiara Valerio
Student Eco Design | Polytechnical University of Turin

Daan Krijnen
Student New Media | University of Amsterdam

Project Manager

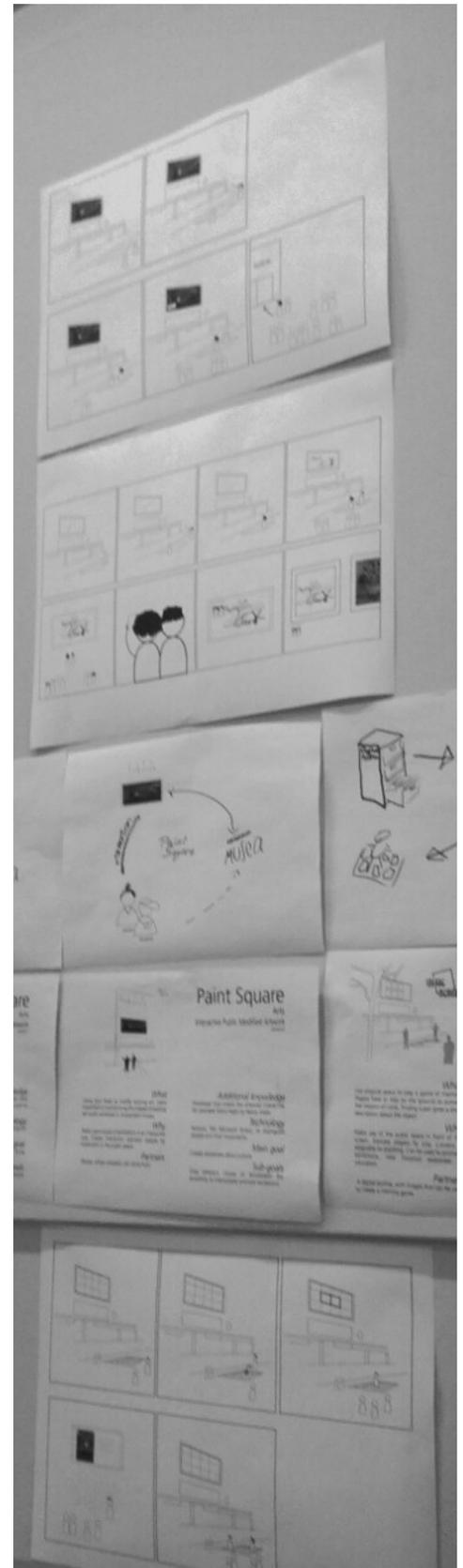
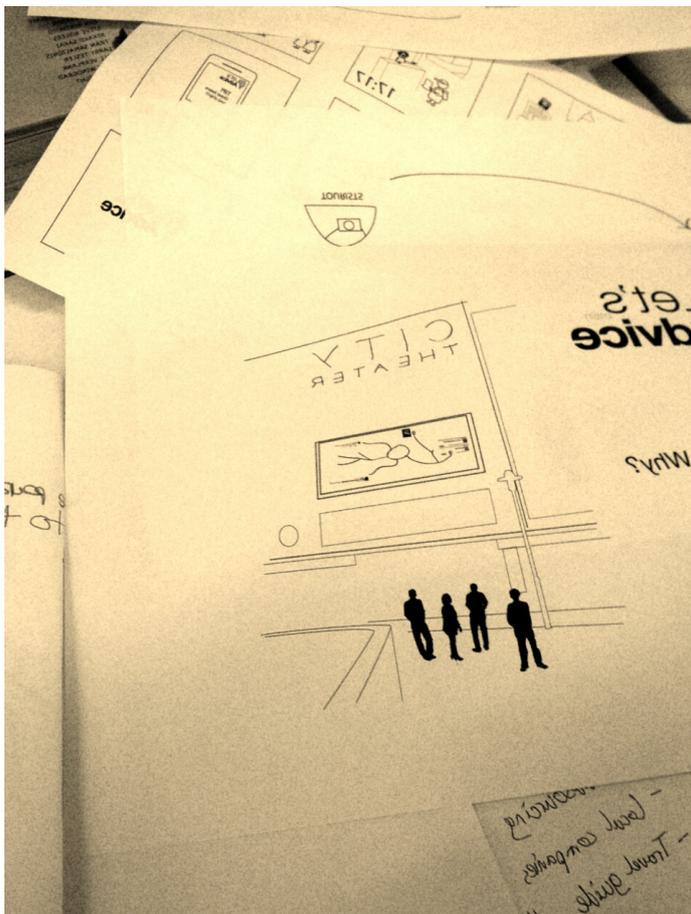
Matthijs ten Berge | Illuminate

18th of April, 2012
e. interactivescreeen@gmail.com
w. medialab.hva.nl/interactivescreeens
p. 06-20247203

Concept phase	4
Introduction	4
Method & Results	5
Mindmap	5
Creativity	6
Concept 1: Let's Advice	7
Concept 2: Paint Square v1	11
Concept 3: Paint Square v2	14
Concept 4: Memory Square	16
Concept Presentation	18
Results meeting Ngage	18
Next steps	18

Concept Phase

After the research presentation and the conclusions that flowed from that we continued with the concept phase. During the concept phase the idea is to go from many ideas to just three concepts, from which one will be chosen by the assigner. The chosen concept will then enter the design phase, which the next document will cover. In this document we will explain shortly the methods used, with the visual results on the opposite side of this column. The large visualisations can be found in the appendix. In this way the process we went through becomes clear for the reader. In the last part we will discuss the results from the concept presentation and the next steps that have to be taken.



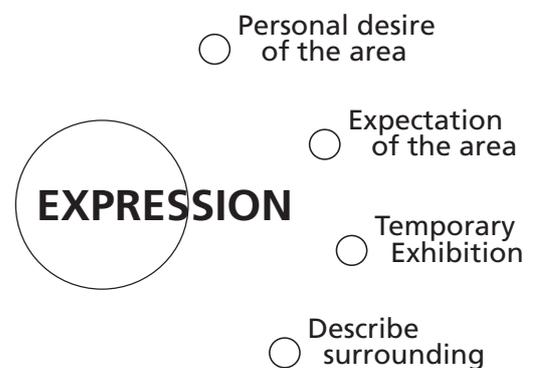
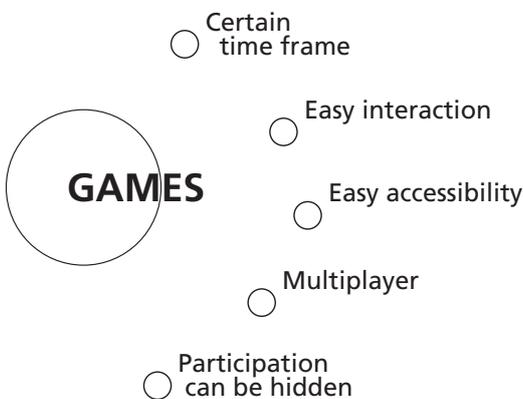
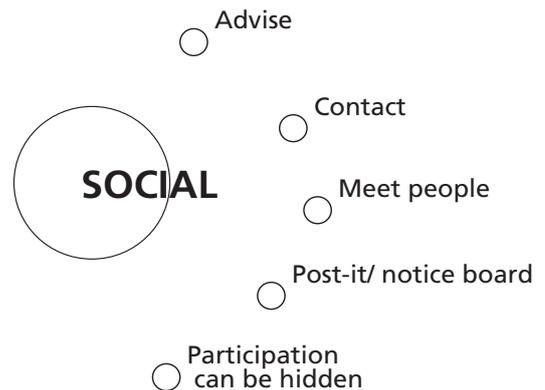
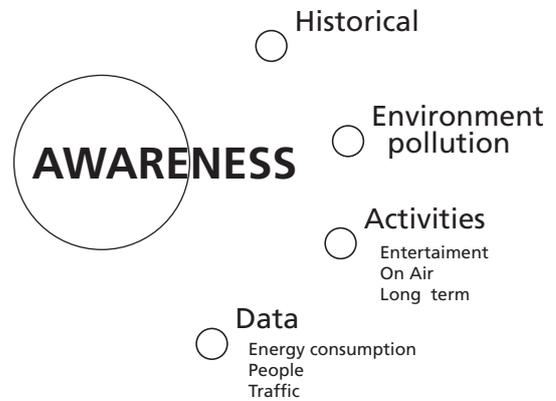
Method & Results

Contrary to what the research phase was, this phase is very creative, and thus requires different techniques to complete. The results of the research phase meant that we had four basic areas to base our concepts on: problem oriented, user-generated-content oriented, infotainment oriented and lastly a playful commercial oriented concept. This we refrased as awareness, expression, games and social.

Mindmap

By creating a mindmap we specified the four directions, defining what each could consist of. This mindmap was not based on any of the personas or scenarios we had created, neither did we actively check wether they fitted with all the requirements. We only had the four basic areas in mind. Using the mindmap not only helped us creating ideas, but it also gave us a better understanding of the information we have.

The next step we took was go back to our research document and check how the mindmap fitted the personas and scenarios that we created. By comparing the already defined requirements to the mindmap we could confirm that we were on the right track. From this comparison we have created a second mindmap, as seen below. In this particular mindmap we divided the areas in a different way from the first mindmap, giving us a different point of view on the possible concepts.



Creativity

Having defined and confirmed the areas of interest, we started to write down possible concepts. Keeping in mind the previous mindmaps we thought of three concepts that covered all these areas.

Concept one

At first we thought of an User Generated Content concept. Based on existing social/local media services such as LocalMind, FourSquare, Twitter and others the screen will provide an alternative experience of the Leidseplein. Local knowledge would be provided at the physical space in front of the screen, claiming it as a meeting point. This concept will involve local users, and build on a community of local knowledge.

Concept two

For this concept we wanted to implement the game concept. A clear concept did not come to mind, but a few guidelines were created. A game should use the open area in front of the screen. It brings together people, and create an audience for the screen. Also, accessibility is important, people should not need any technology to participate. The body should be the interface. The game can be social, raise awareness or potentially give user the possibility to express themselves, or a combination of any of these.

AWARENESS

Historical (history of the square):

- event
- architecture
- fun fact

Activities/Entertainment:

- cultural
- live happening
- long-term happening

Advice from locals:

- crowdsourcing
- local companies
- travel guide alternative

EXPRESSION

Pre-created content by locals

- modified/played with by people at screen
- show your work, get ratings
- through pictures (passive/locative)
- express the surrounding

CONCEPTS

① Square Advisor

- Free data feeds
- use local knowledge and commerce
- involve people, community
- claim the physical space in front of the screen as the meeting point

- why
- for whom
- how + criteria
- possible position
- what add. knowledge is necessary
- goal!

② Point Square

- Hourly event
- Create a painting through your body / with your body as an interface
- drawing attention to the location
- modifying existing works OR create unique works

③ Memory Square (square memory)

- Memory game using digital archives with content related to the square
- Either through mobile or physical interaction

Concept three

This concept was also not clearly defined from the beginning, but it was focussed on awareness. Awareness could be in multiple ways. For instance make people aware of local food markets, or make people aware of energy consumption and create a competition between bars. Another potential concept could be making people aware of the history of the area, or exhibitions in musea nearby.

Refining session

Because the concepts were not defined well, we had another session to refine and define the concepts. The first results can be seen in the scan of the flipover on the left. Out of this, we created, with the persona's in our mind, scenarios of the various concept. As well as short, clear documents that stated the most necessary things. Also we created a schema about the connection between the parties involved. The results of this can be found in the following pages.



Let's Advice

Social
Local Knowledge Visualisation

What

Using the screen as a portal to an alternative experience of the Leidseplein. By visualising local knowledge, tourists are given an alternative to the big commercial venues. Building upon different kind of existing services (e.g. Foursquare, LocalMind), the screen visualises, through for example a map, real-time tips and questions.

Why

Give tourists the opportunity to experience 'the real' Amsterdam. In this way the local companies are supported through their users, and are given a medium (the screen) to reach the tourists.

Main goal

Create an alternative experience for users of the Leidseplein.

Sub-goals

Help the local communities by offering them a medium to attract new customers.

Locals can be rewarded to help these companies, for example, they receive a beer by becoming a local expert.

Partners

Possible partners are I Amsterdam, Foursquare, LocalMind, SpottedByLocals and Local venues.

Additional knowledge

Developer that can bring together all the different data streams through APIs and other means. Designer that can visualize these data on an interactive map or other way.

Technology

No special technology is required, as this service builds on top of existing projects, mashing them to be visualized on an urban screen.

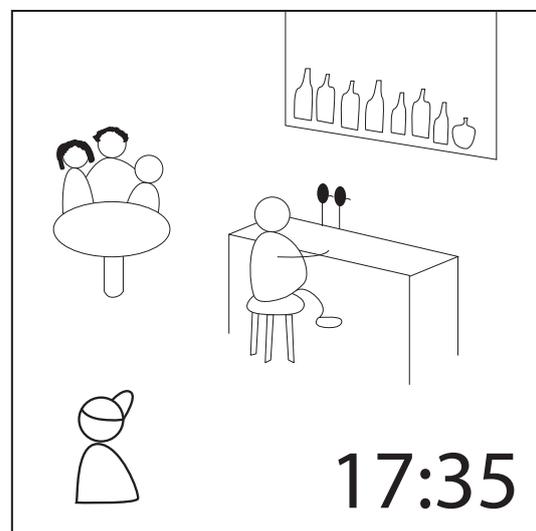
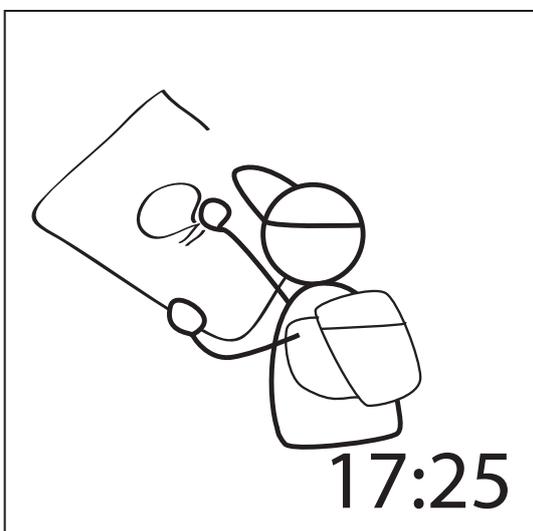
I amsterdam.



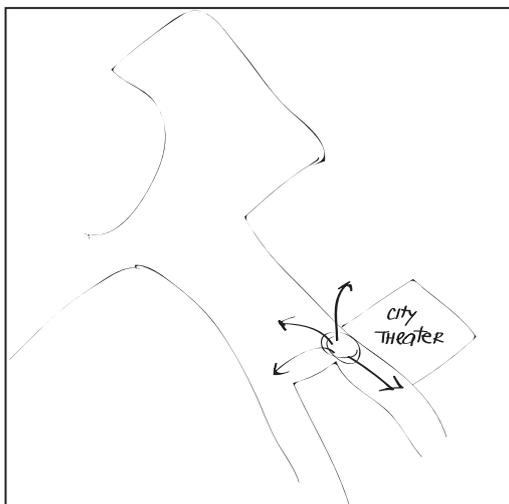
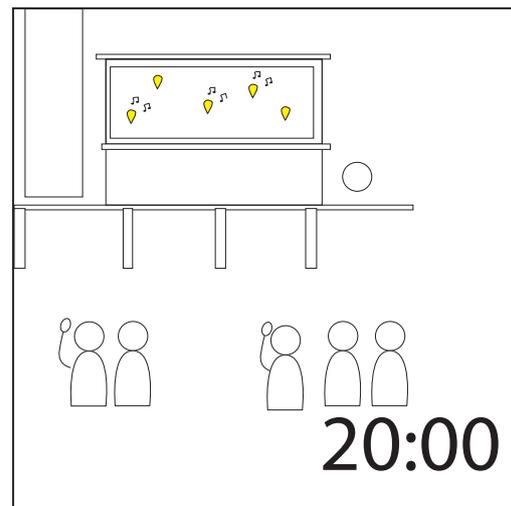
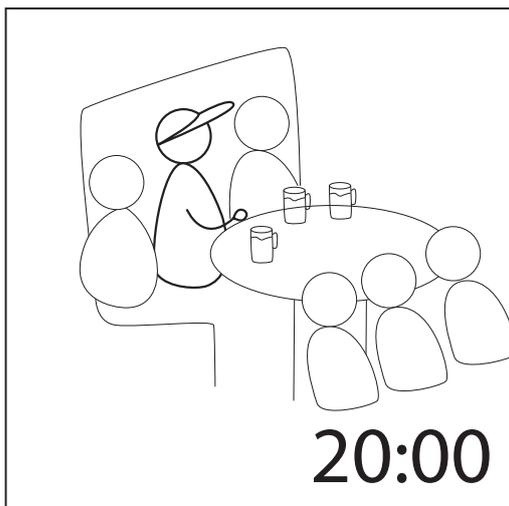
Concept 1: Let's Advice Schema

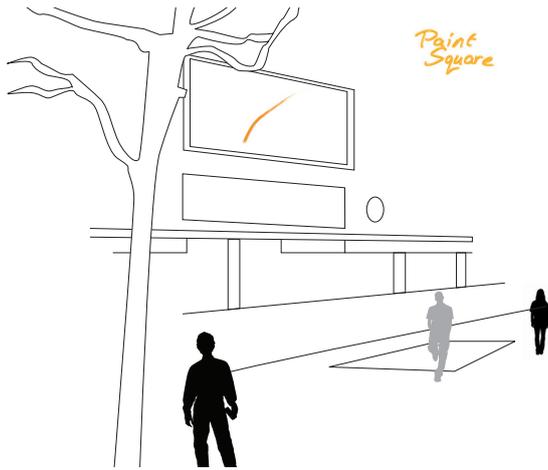


Concept 1: Let's Advice Storyboard



Concept 1: Let's Advice Storyboard





Paint Square

Arts

Interactive Public Created Artwork

version1

What

Using your body to create art. Users movement is transformed to brush strokes. Speed and direction change color etc.

Why

Make use of the public space, create interaction and bring people in contact through art. Use daily movement to create art.

Partners

Museum, where the created art can exhibited.

Additional knowledge

Graphic designer for brush strokes and color palette. An interaction designer can be used to develop movement.

Technology

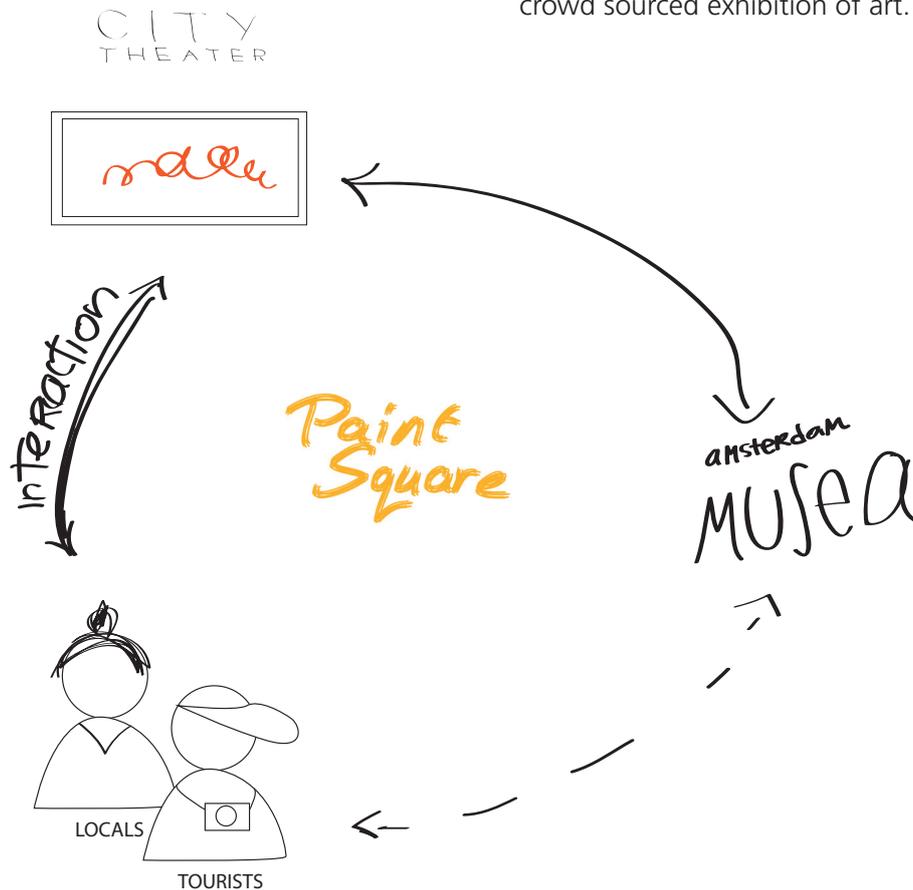
Sensors, like Microsoft Kinect, to distinguish people and their movements.

Main goal

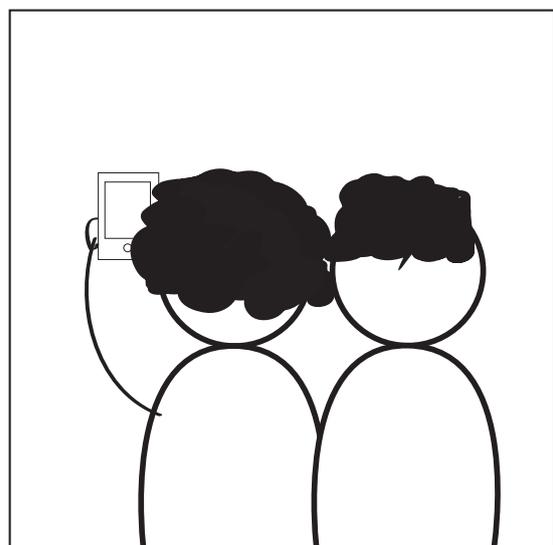
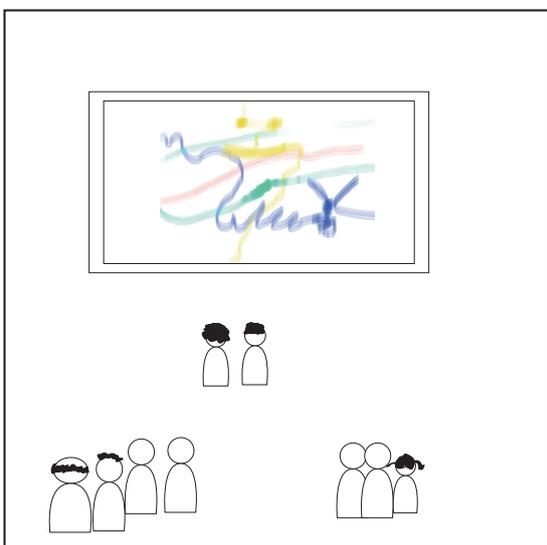
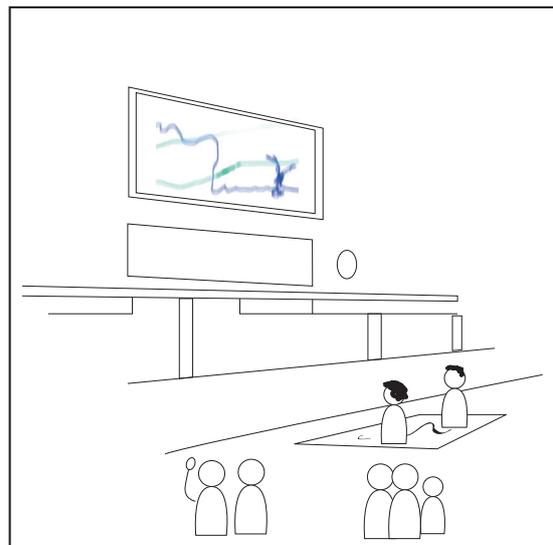
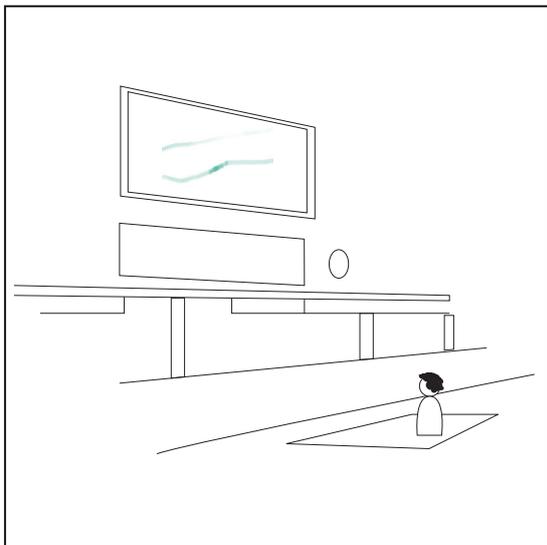
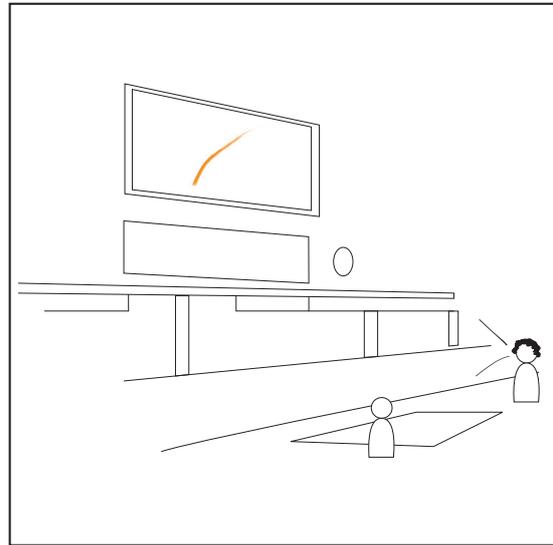
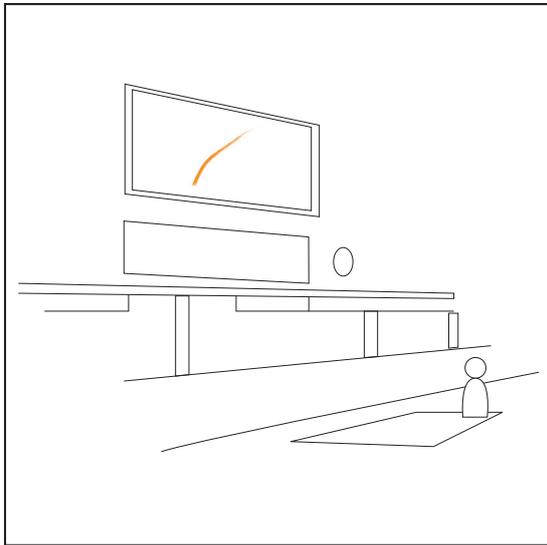
Make creative use of the public space, bring people together through interaction.

Sub-goals

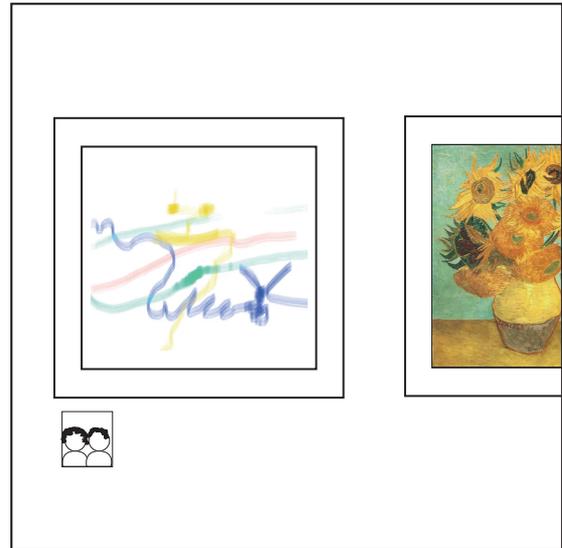
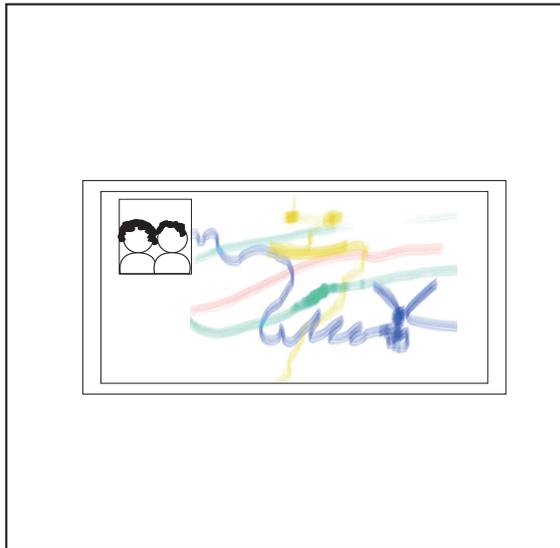
Get people creative. Create an experimental crowd sourced exhibition of art.



Concept 2: Paint Square v1 Storyboard



Concept 2: Paint Square v1 Storyboard





Paint Square

Arts

Interactive Public Modified Artwork

version2

What

Using your body to modify existing art. Users movement is transforming the shapes of existing art works exhibited in Amsterdam musea.

Why

Make users aware of exhibitions in an interactive way. Create interaction between people by movement in the public space.

Partners

Musea, where artworks can come from.

Additional knowledge

Developer that makes the artworks interactive, for example Starry Night by Petros Vrellis.

Technology

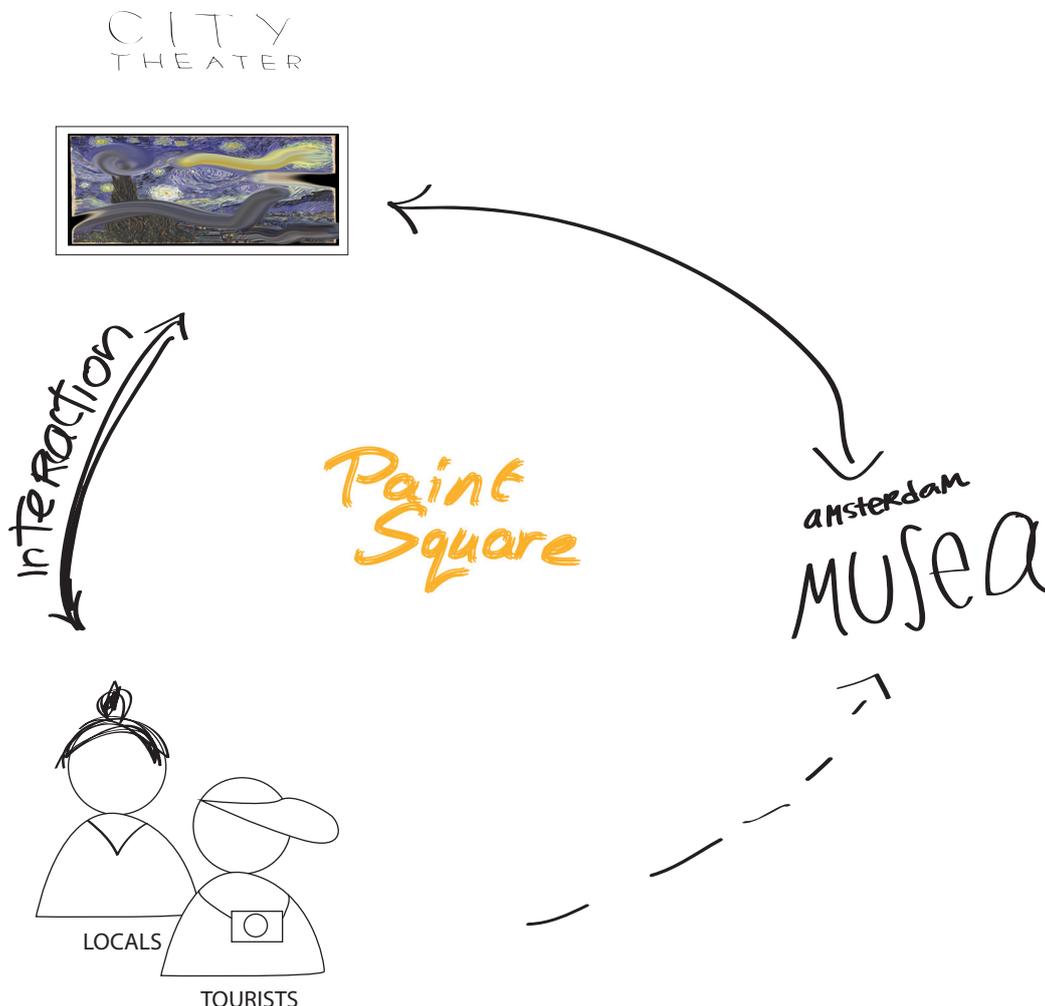
Sensors, like Microsoft Kinect, to distinguish people and their movements.

Main goal

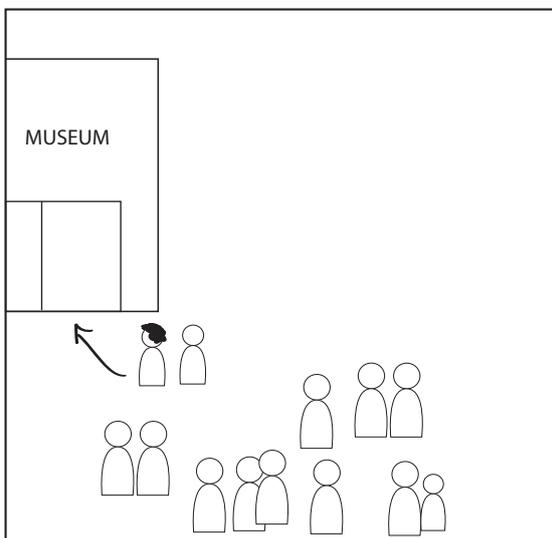
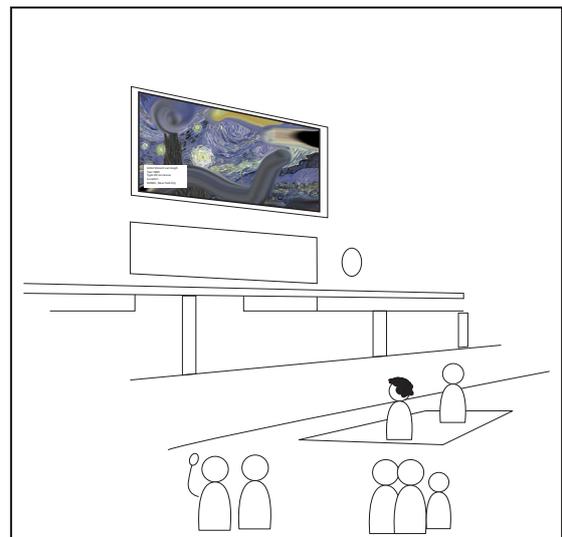
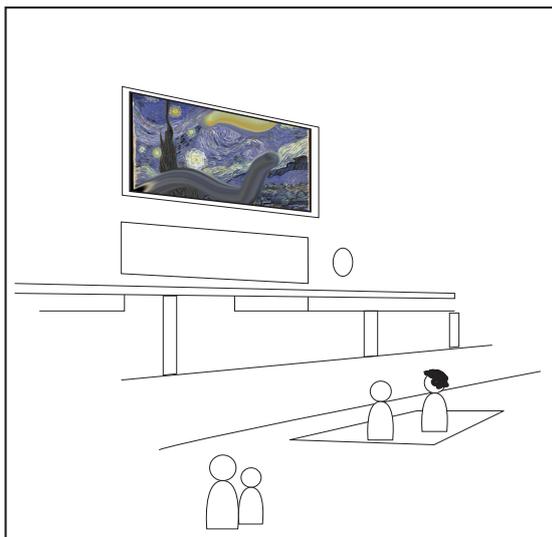
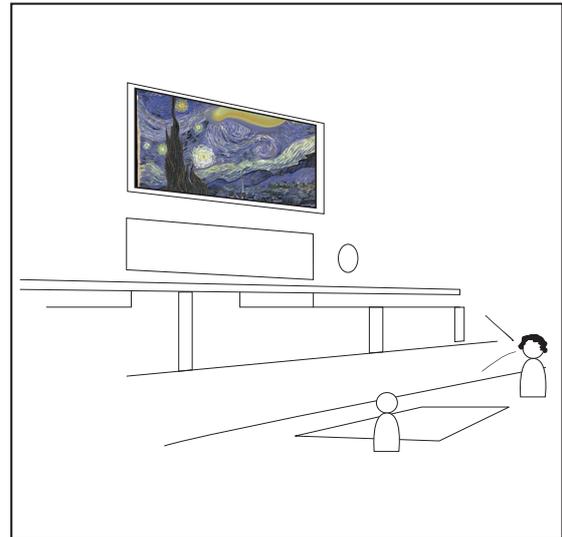
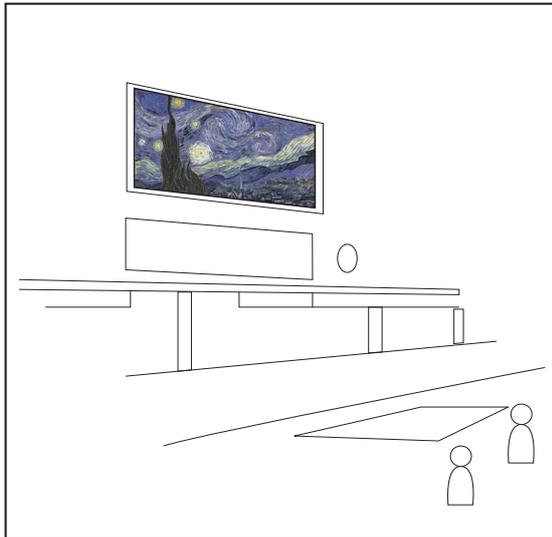
Create awareness about culture.

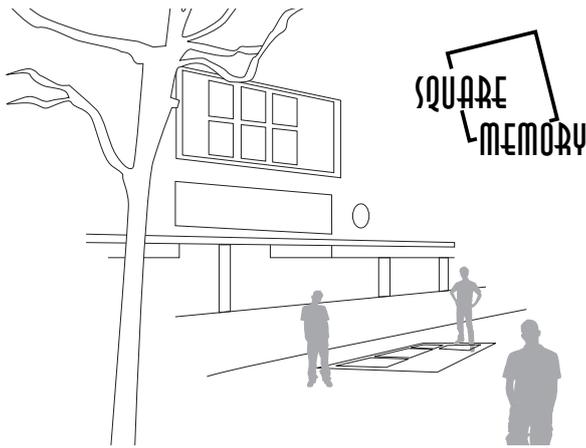
Sub-goals

Give different musea of Amsterdam the possibility to interactively promote exhibitions.



Concept 2.1: Paint square v2 Storyboard





Memory Square

Game

Interactive Educational Game

What

Use physical space to play a game of memory. Players have to step on the ground to activate the rotation of cards. Finding a pair gives a short description about the object.

Why

Make use of the public space in front of the screen. Educate players by play. Content is adaptable to anything. Can be used to promote exhibitions, raise historical awareness or education.

Partners

A digital archive, with images that can be used to create a memory game.

Additional knowledge

For the game itself a developer and possibly a graphic designer is needed.

Technology

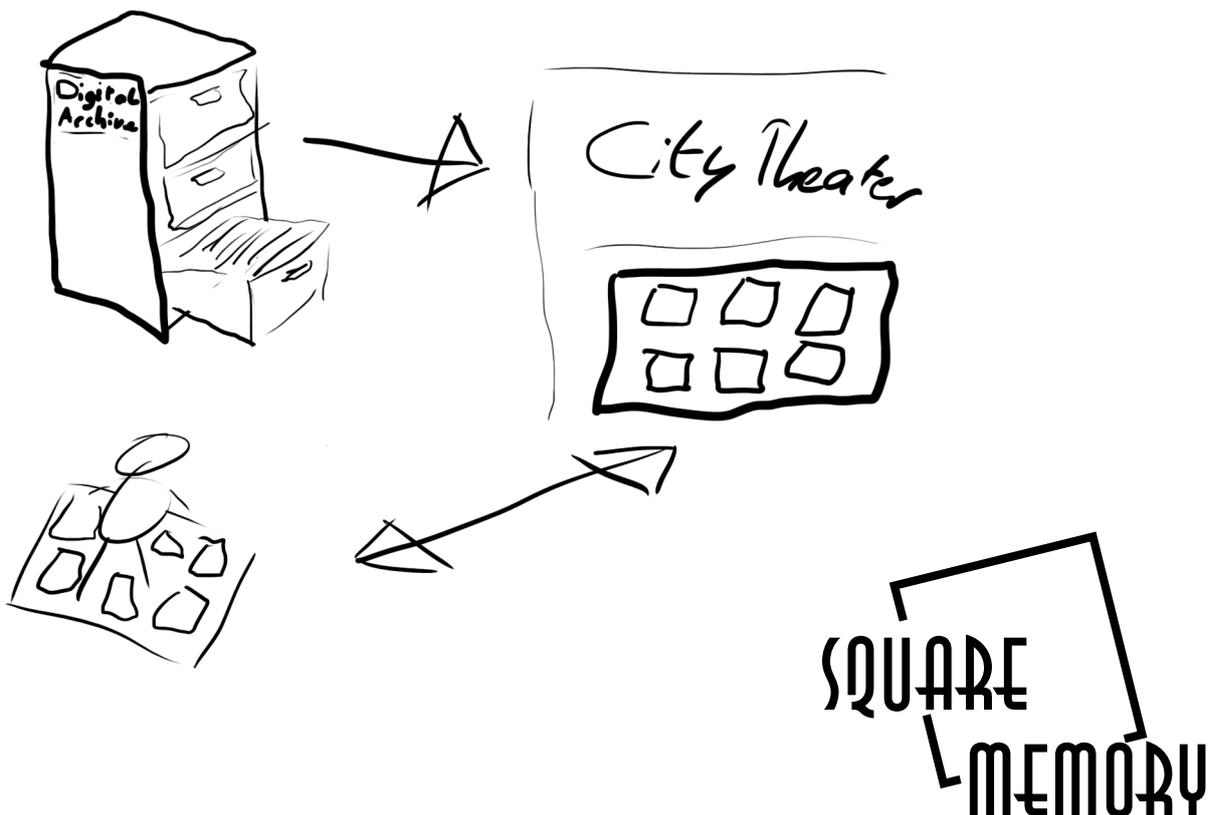
Sensors, either in the floor, pressure sensitive, or Kinect that can recognise people standing on a certain location.

Main goal

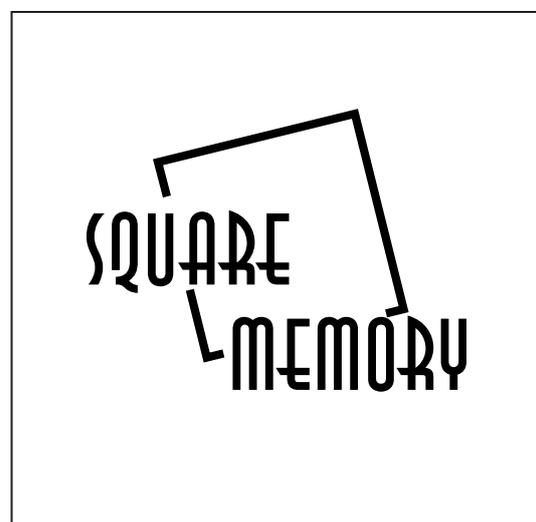
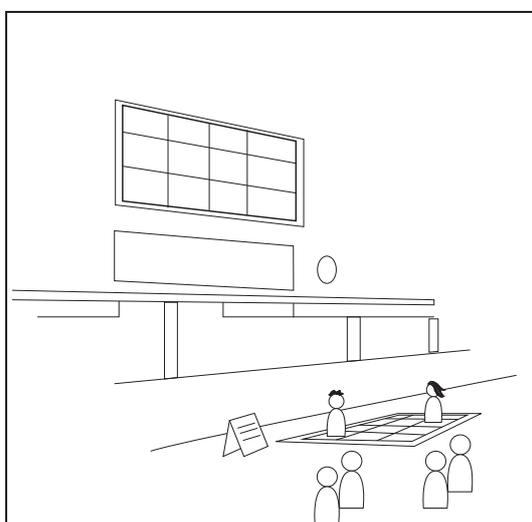
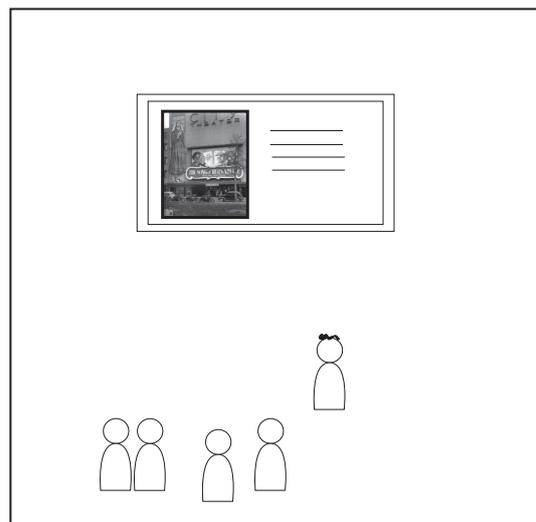
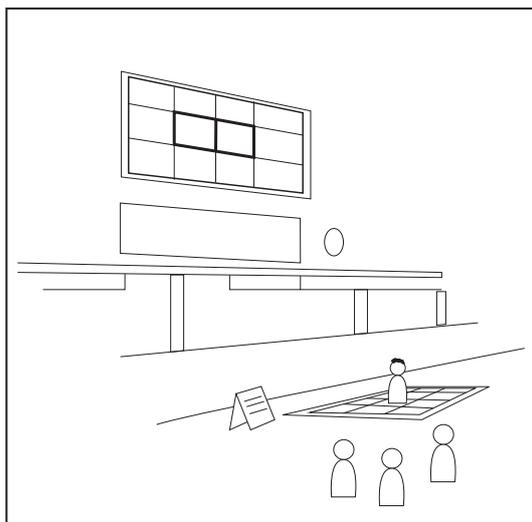
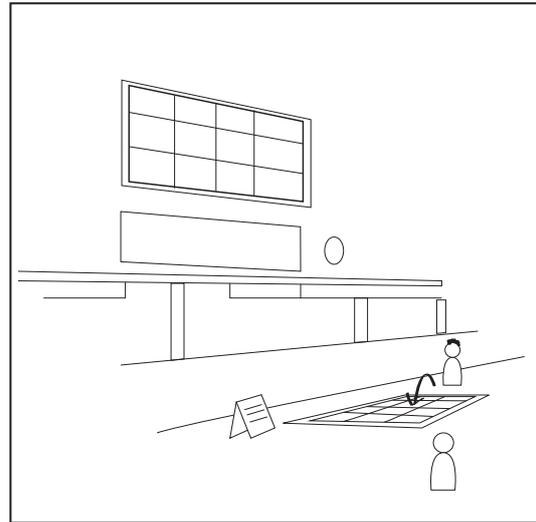
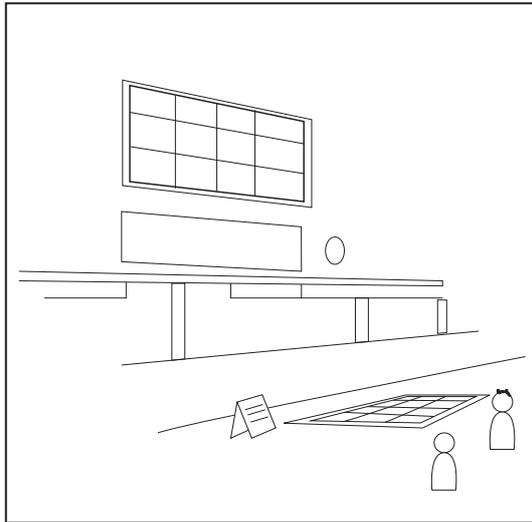
Educate users about content.

Sub-goals

Make use of the public space and bringing people together through gameplay.



Concept 3: Square Memory Storyboard



Results meeting Ngage



On the 23rd of March the concepts were presented to Stan Thijssen of Ngage Media. While discussing the concepts with Stan, it became clear that we all agreed on the fact that the Local Advice concept provided the best possible project. This was for the following reasons. First, it would create a crowd in front of the screen by creating a meetingpoint. Second the promotion of local venues through the users of that venue, providing an alternative experience, can be very useful in real life. Third, this concept provides Ngage with a possible white label application that, in the future, can be applied to different locations. Also the framework will be future proof, as different new services can be added in a later stadium, and even new services explicitly for urban screen could potentially be created.

Next steps

In the next phase, the design phase, the chosen concept needs to be defined and developed. This means we first need to define the structure of the concept, choose what aspects are to be developed for this concept to work. Furthermore we need to analyse the different services that we could potentially use, in order to define whether they are usable or not. Apart from the backend system that should acquire all the data, the visualisation should be designed and tested. This is a vital aspect of the concept, as this is what the users will see. Ngage will investigate the possibility to provide a WiFi zone in front of the screen, so that users are encouraged to engage with our project.

