

INSTRUCTION SETS FOR STRANGERS

Phase 3: Preliminary Prototype

Major Interface Studio
Fall 2011

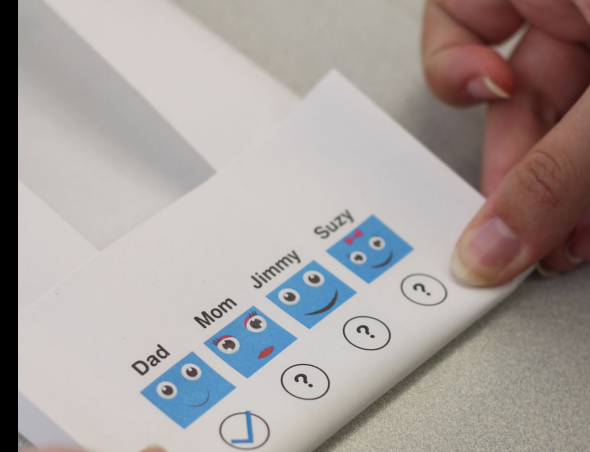
GROUP

Hazel M. Bala
Nicole Del Senno
Ashley Muller

Process: Branding



Process: Instructions

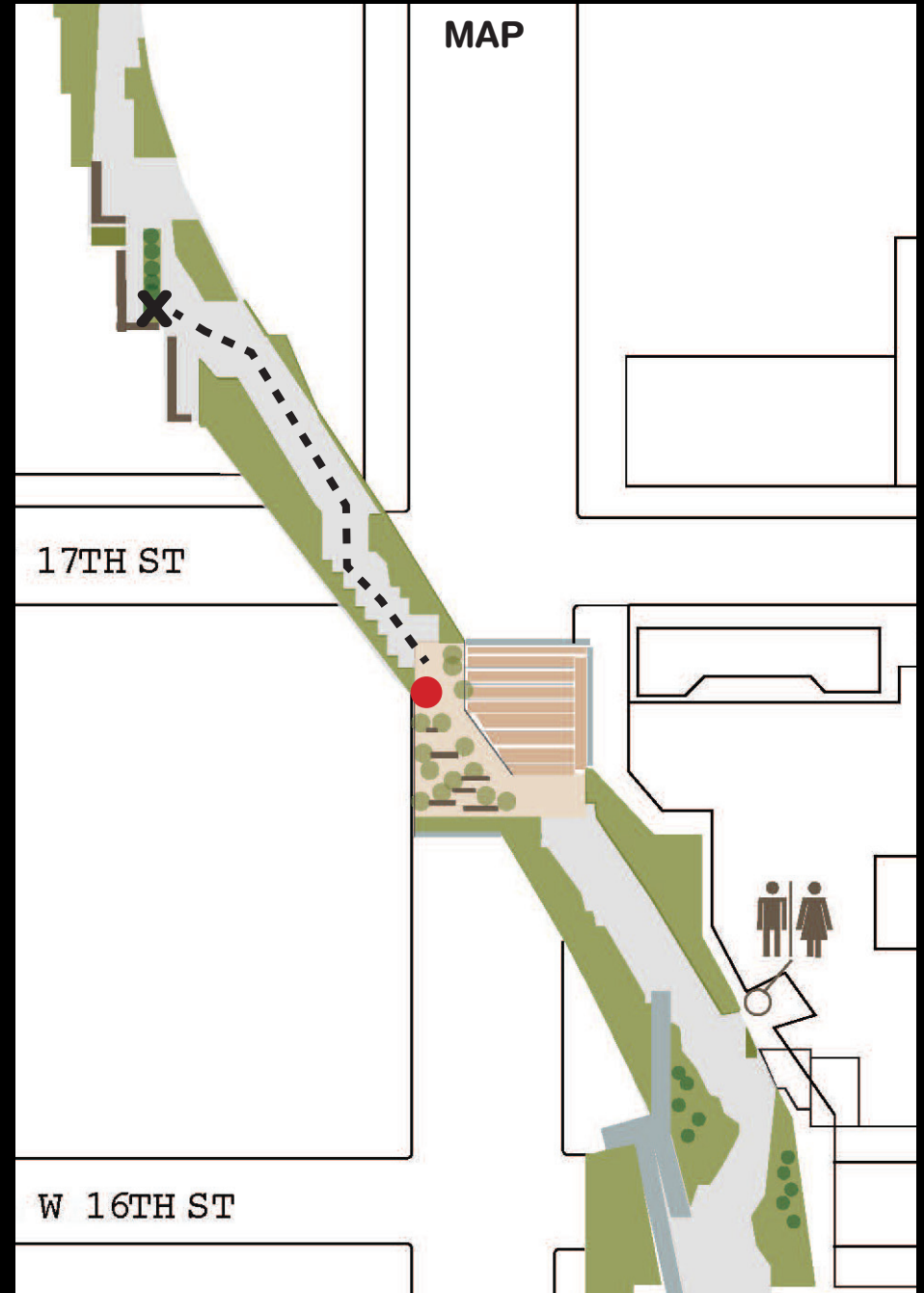


Process: Instructions

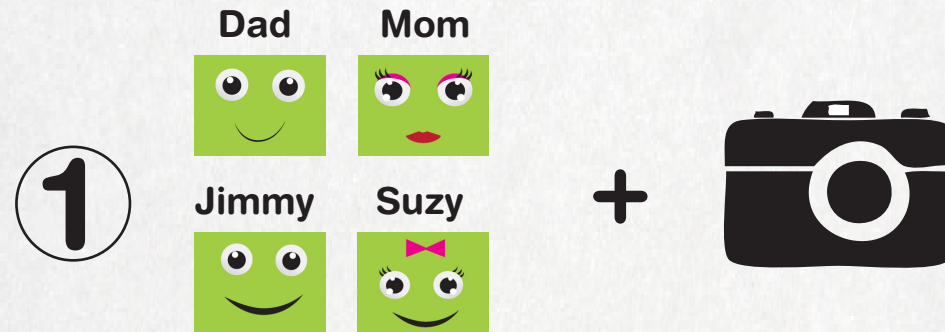
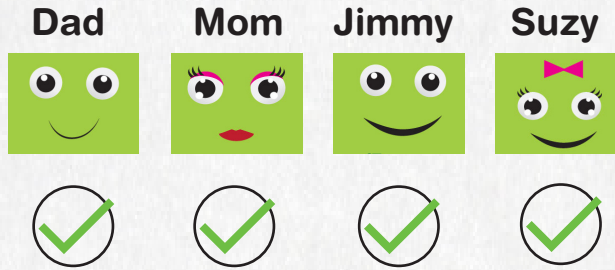
| Dad | Mom | Jimmy | Suzy |
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| Dad | Mom | Jimmy | Suzy |
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| Dad | Mom | Jimmy | Suzy |
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Process: Instructions



Execution



Execution



Conclusions

Findings:

- Our target crowd changed due to the date and time in which we initiated the project (Friday 4PM)
- There were not many children at this time
- Our objects were too small or looked too much like actual trash for people to notice
- Highline workers kept picking them up and throwing them out
- We lost a few members of the family due to this
- The workers didn't realize there was something more to these cups (i.e. a map on the back of them)

Improvements:

- Possibly go on a Saturday or Sunday next time in the hopes of more children being there
- Reinforce meaning and existence of our objects by using a "hook" (can be as simple as a giant sign with an arrow)
- Maybe put starting objects all in one very visible location near us (lined up on a bench with large sign)