

phase 3-one health

Presented by: ivan,weijia

Agenda

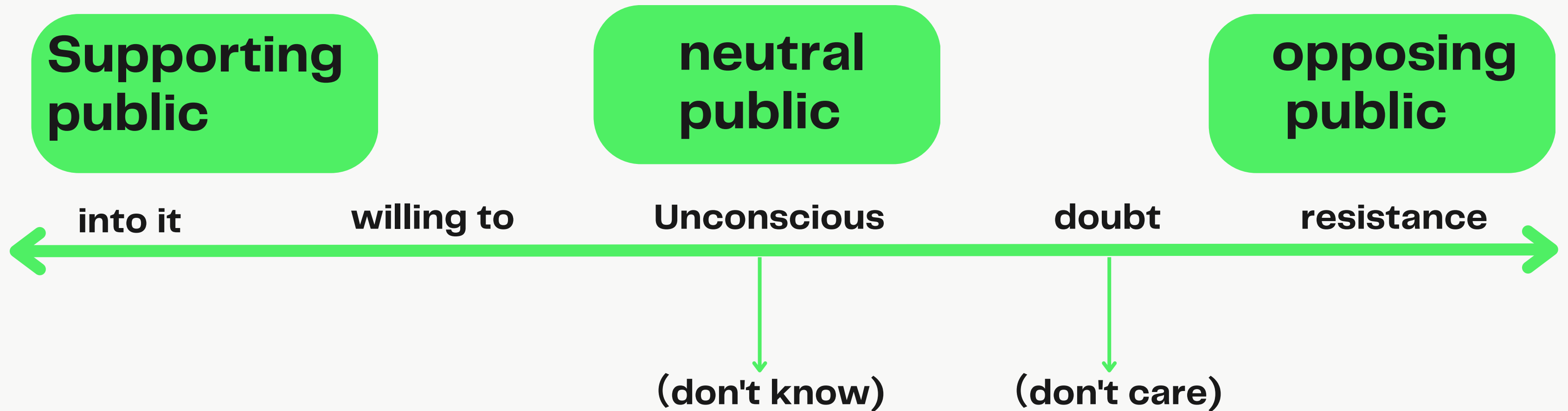


who

reoriented user

public type definition

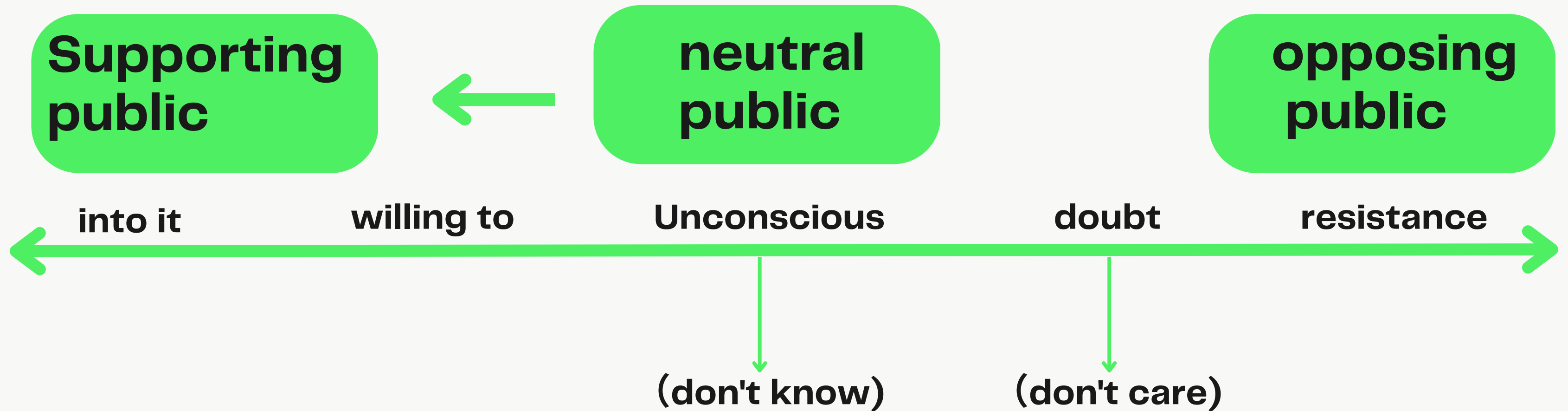
which kind of public we want to approach first



resource: 《The Psychology of Persuasion》

public type definition

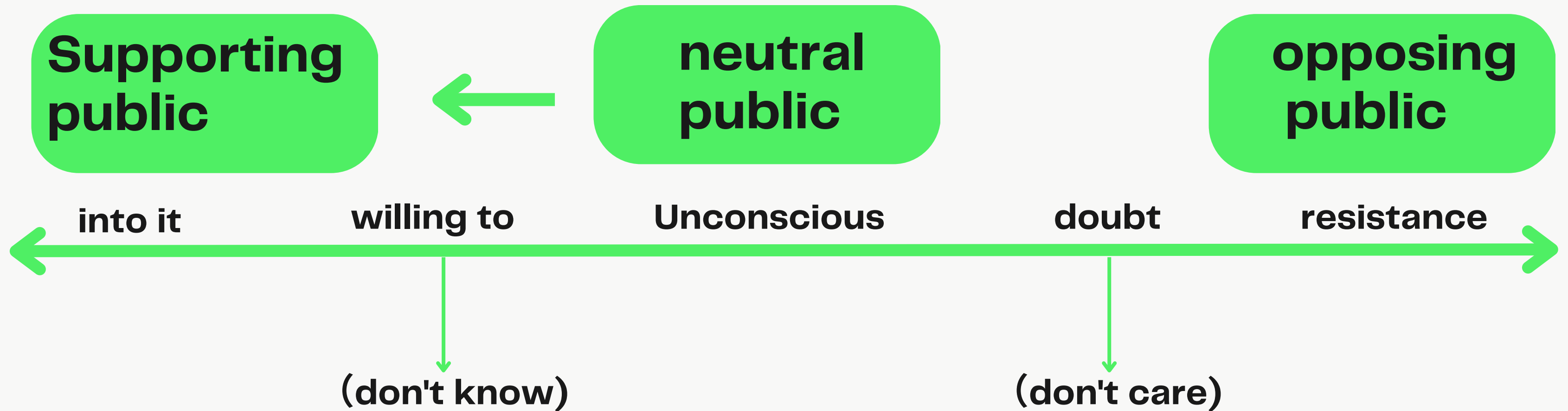
which kind of public we want to approach first



resource: 《The Psychology of Persuasion》

public type definition

which kind of public we want to approach first



resource: 《The Psychology of Persuasion》



Who they might be?

Journalists
Environmentalists
student

.....

Time and energy:

Students usually have more time and energy to engage in social movements than other groups. They are usually free from family responsibilities and professional pressures and can devote themselves more to social movements.

Sensitivity and awareness:

Students are usually more sensitive to social issues and have greater awareness and concern. They are usually exposed to a wide range of issues at school and in social activities and are able to better understand the impact and importance of social issues.

Enthusiasm and creativity:

Students are usually more enthusiastic and creative, they are usually younger, passionate and energetic and are able to bring new ideas and creativity to inject new momentum into social movements.

Media influence:

Students are often the subject of news media attention and they have a strong presence on social media, able to quickly spread information and generate public attention and support.

REMARKS:

DO NOT ONLY FOCUS ON STUDENTS

public type definition

which kind of public we want to approach first



resource: 《The Psychology of Persuasion》



NAME	PIERRE-ALAIN LEVÊQUE	DIEGO LANDIVAR	RONAN GROUSSIÉ
Description	Icam Engineer	Dr in economy of the development, CNRS	Part of HOP association for obsolescence scheduled.
Age	33 years old	35+ years old	30+ years old
Location	France, Concarneau	France, Clermont- Ferrand	France, Paris
Occupation	Head of the low tech lab	Speaker for Origens media lab	Manager of public affairs.
Their needs	Having new insights, curiosities and inspirations.	Take part in the debate with an interdisciplinary approach, elevate the awareness behind the ecological crisis.	Reenforce his influence, find a new projection to integrate in their projects, reports, create a bridge between one health and the obsolescence scheduled.

when

resource: 《The Psychology of Persuasion》

User Journey

1	Arriving at the conference venue.	Waiting for the meeting to start.	communicate with participants	Listening conference	Leaving the venue
Sentiments (Thought Bubbles)	Excited and looking forward to it	Bored and at a little loss.	Don't know how to start a conversation	focused	Satisfied and fulfilled, motivated and looking forward to the next opportunity
Emotions (Mood Meter)	<p style="text-align: center;">DELIGHTED</p> <p style="text-align: center;">NEUTRAL</p> <p style="text-align: center;">FRUSTRATED</p>				
Possible Solutions (Opportunities to improve the experience)	Through visual elements and representations, people can feel the unique atmosphere of the meeting.	3 Provide engaging waiting areas, such as interactive displays, mini-games, or social activities.	Provide social ice-breaking props, such as topic cards or group activities.	Provide a satisfying visual and auditory experience.	Provide conference summary materials. Provide information and feedback mechanisms to encourage participation in future activities.

User Journey

<p>1</p>	<p>Arriving at the conference venue.</p>	<p>Waiting for the meeting to start.</p>	<p>communicate with participants</p>	<p>Listening conference</p>	<p>Leaving the venue</p>
<p>Sentiments (Thought Bubbles)</p>	<p>Excited and looking forward to it</p>	<p>Bored and at a little loss.</p>	<p>Don't know how to start a conversation</p>	<p>focused</p>	<p>Satisfied and fulfilled, motivated and looking forward to the next opportunity</p>
<p>2</p> <p>Emotions (Mood Meter)</p>	<p>The mood meter shows a peak in excitement at the start, a sharp decline to frustration during the waiting period, and a steady recovery through communication and listening, ending in satisfaction.</p>				
<p>Possible Solutions (Opportunities to improve the experience)</p>	<p>Through visual elements and representations, people can feel the unique atmosphere of the meeting.</p>	<p>3</p> <p>Provide engaging waiting areas, such as interactive displays, mini-games, or social activities.</p>	<p>Provide social ice-breaking props, such as topic cards or group activities.</p>	<p>Provide a satisfying visual and auditory experience.</p>	<p>Provide conference summary materials. Provide information and feedback mechanisms to encourage participation in future activities.</p>

GOAL:

**How might we engage participants
during the waiting time
and facilitate meaningful conversations
about our vision of one health?**

AXIS

**Imagine the world in 2070
where One Health is the general approach**

what

resource: 《The Psychology of Persuasion》

concept summary

concept 1



Listen to the water

concept 2



Follow the animals

concept 3



Organic Democracy

ORGANIC DEMOCRACY

people will brith with species attributes

Birth Certificate

Name: zoe

Date of Birth: 17/05/2070

Gender: Female

Country: France

Species represented : Grass



ai generation

Four scenarios in 2070



Born with different species attributes



one health

Four scenarios in 2070



Observe and learn from other species.

Four scenarios in 2070



Participating in the organic Democracy Discussion

Four scenarios in 2070



Change lifestyle to a more sustainable one health way

Benefits of the 2070 world

Emphasis on overall well-being

pays more attention to overall well-being, not just individual physical health but also the health of society, the environment, and species.

Importance of community discussions

Through discussions and collective decision-making, people can better understand different perspectives and interests and seek consensus. This participatory decision-making model promotes inclusivity, democracy, and fairness in society.

Integration of wisdom

people from different social backgrounds learn from and draw upon the wisdom of each other's social attributes, incorporating them into their daily lives. This integration of wisdom brings new perspectives and problem-solving approaches, fostering innovation and collective progress.

Conservation of biodiversity

places greater importance on protecting biodiversity, recognizing the unique value of each species in the ecosystem

how

resource: 《The Psychology of Persuasion》

How to make people living in 2023 feel the changes of 2070?

How to make people living in 2023 feel the changes of 2070?



link to their daily life

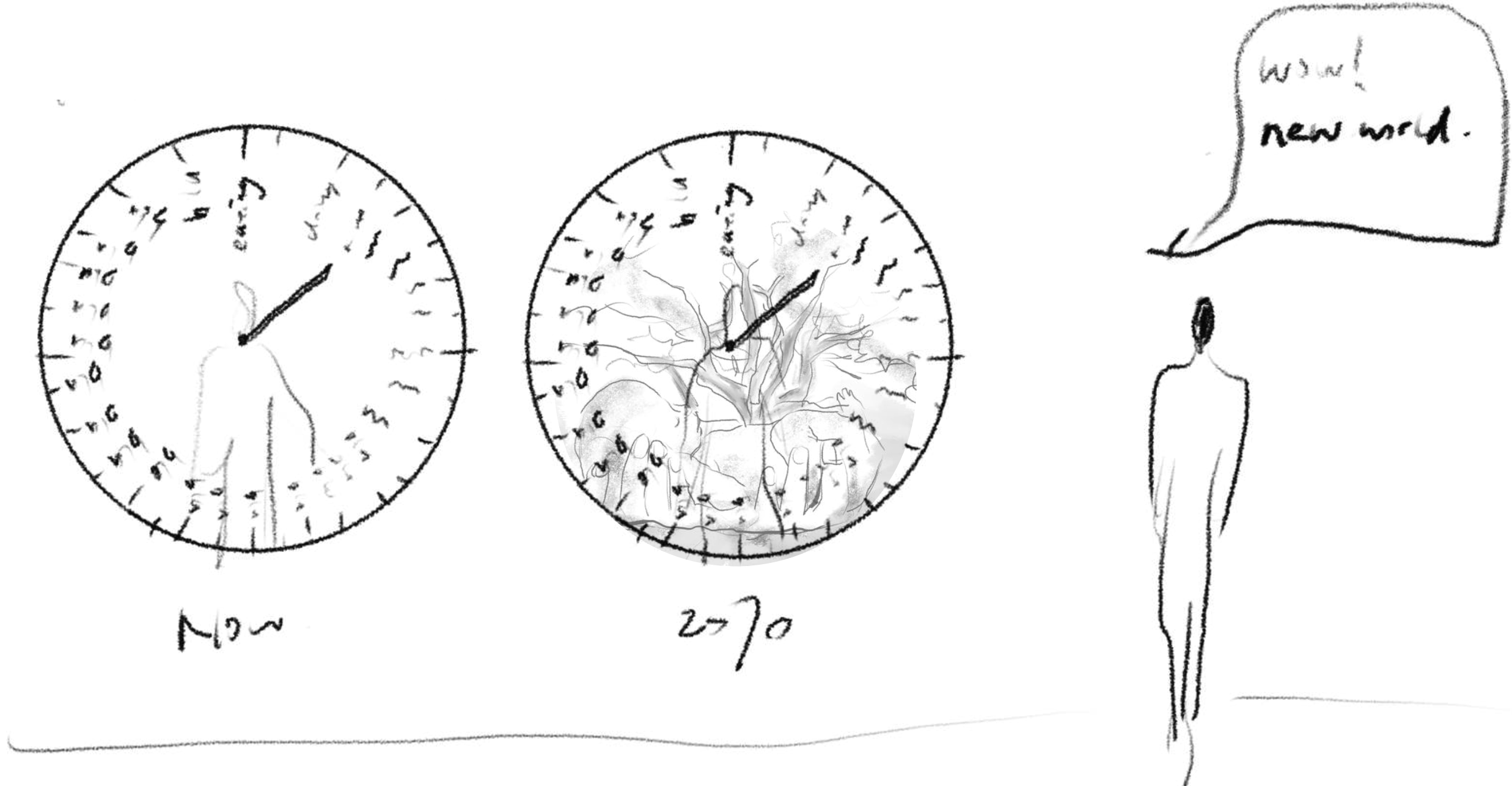
benchmark



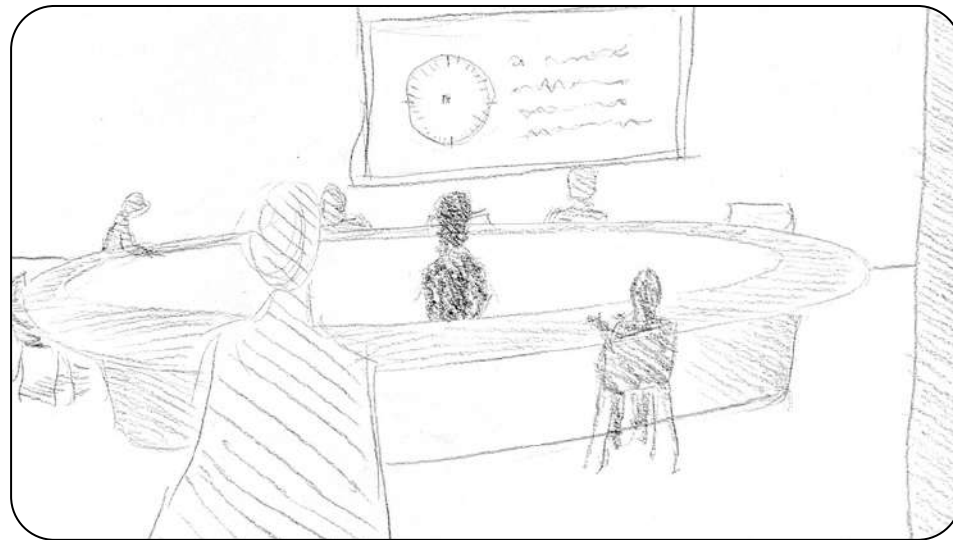
Mimétisme
Video 17', black & white, stereo, ed. of 5 & AP, 2011
Courtesy de l'artiste & Klamn's, Berlin
1/5 Private Collection

Draft design

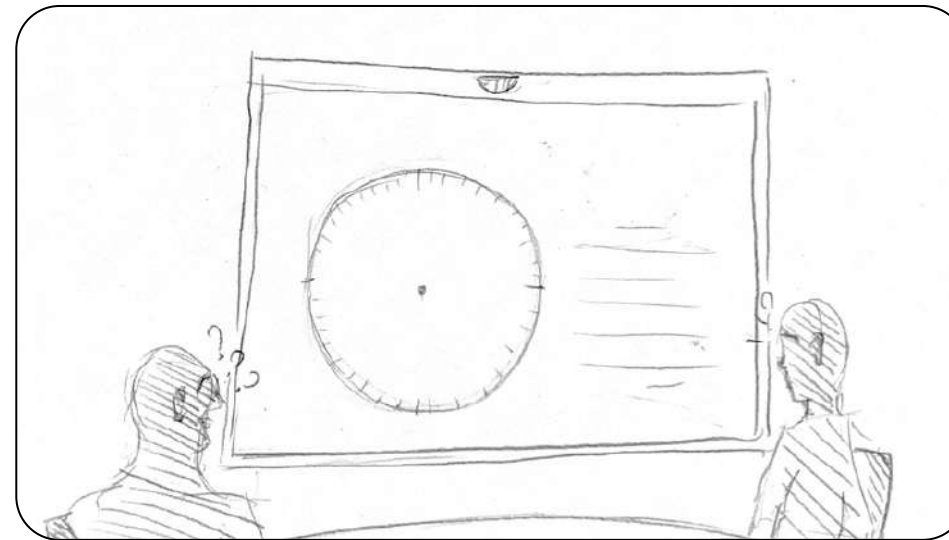
- Links to their daily habits- time
- Projecting themselves into the world of 2070



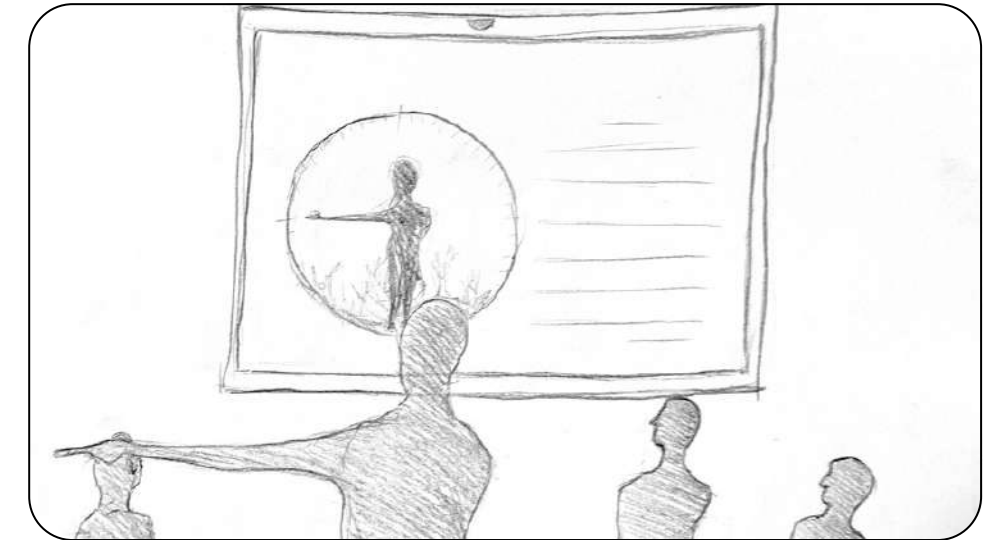
User scenarios



1. The target user enters the conference venue.



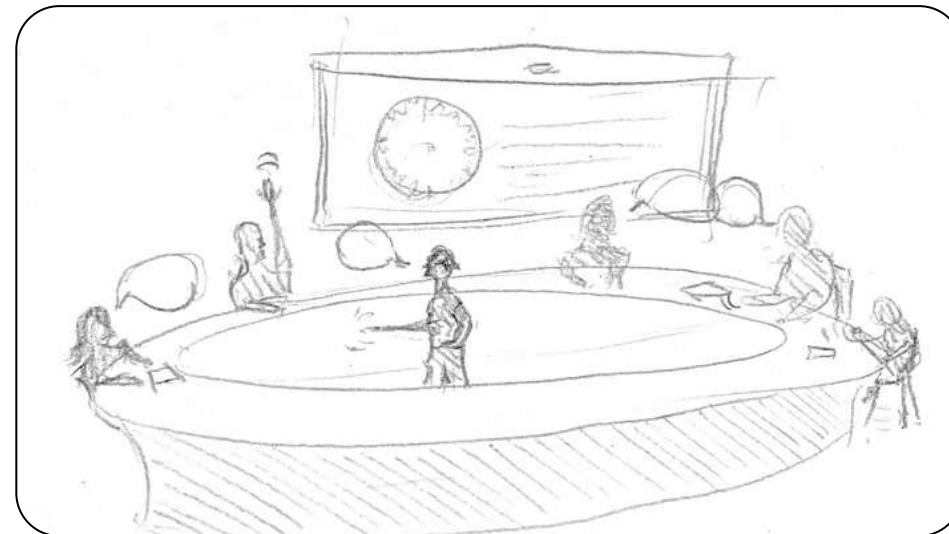
2. Seated and attracted by the screen.



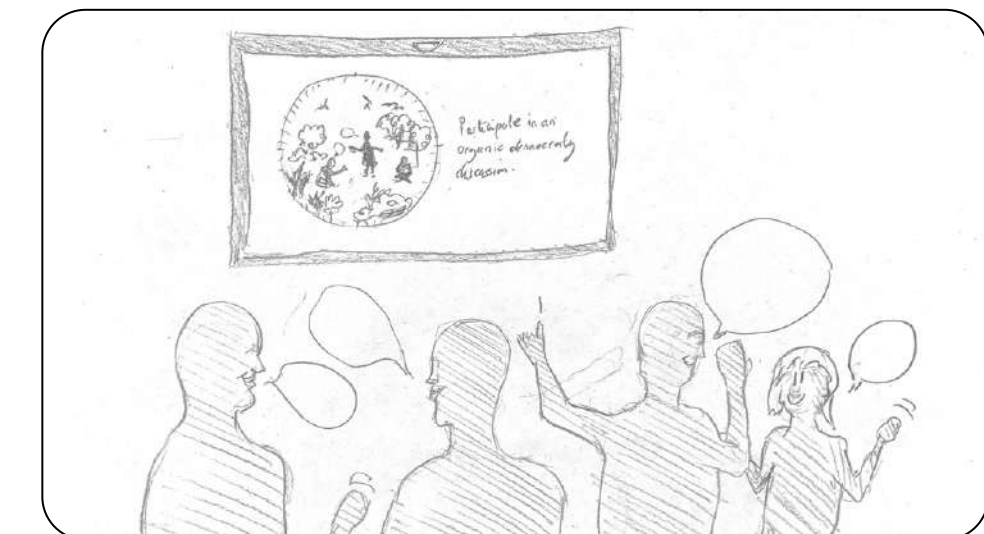
3. Comes to see for himself and compares the differences.



4. Read more about the possibilities in the new world.

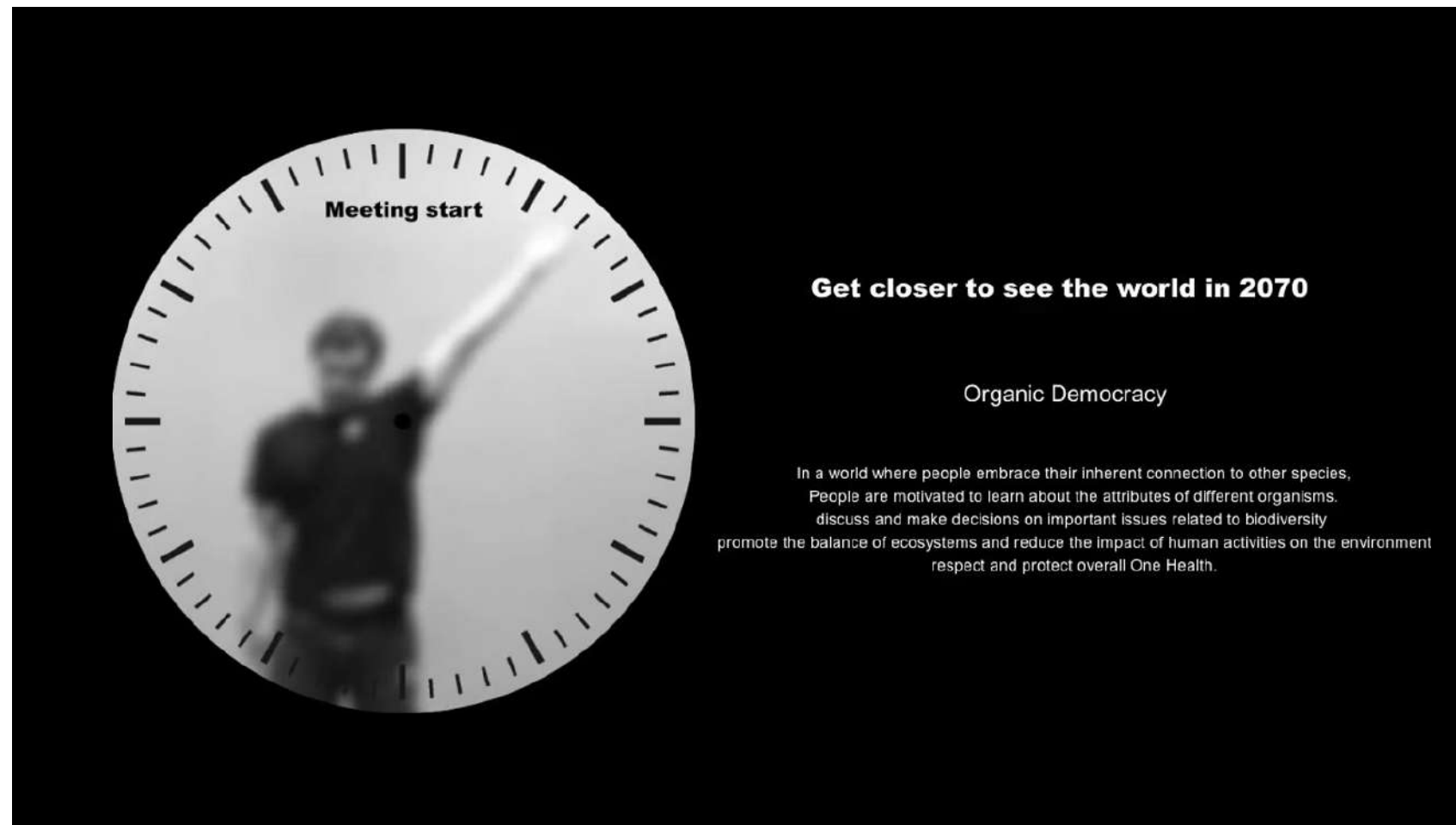


5. Trigger discussion.

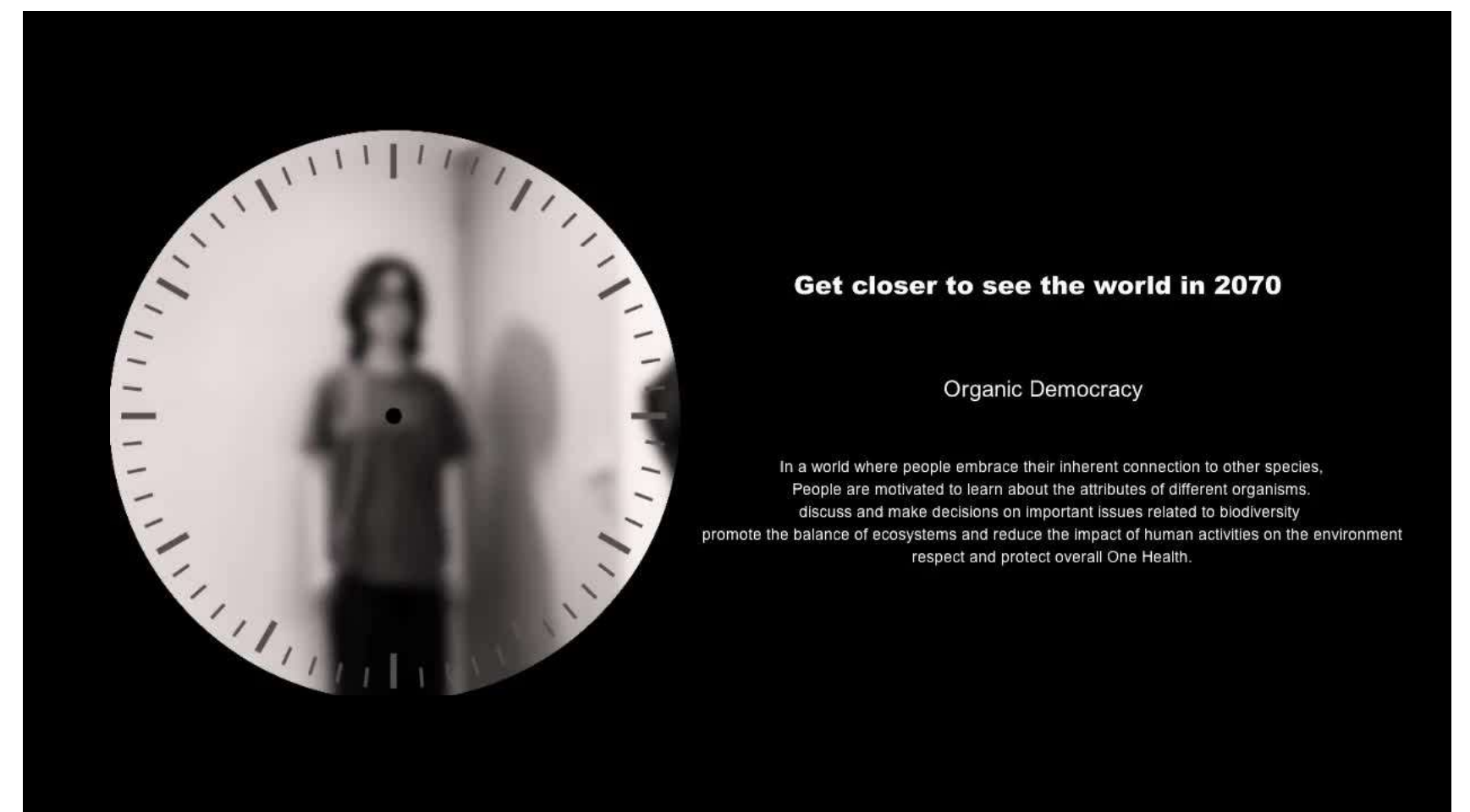


6. Exchange some new perspective before the meeting start.

prototype



before



after

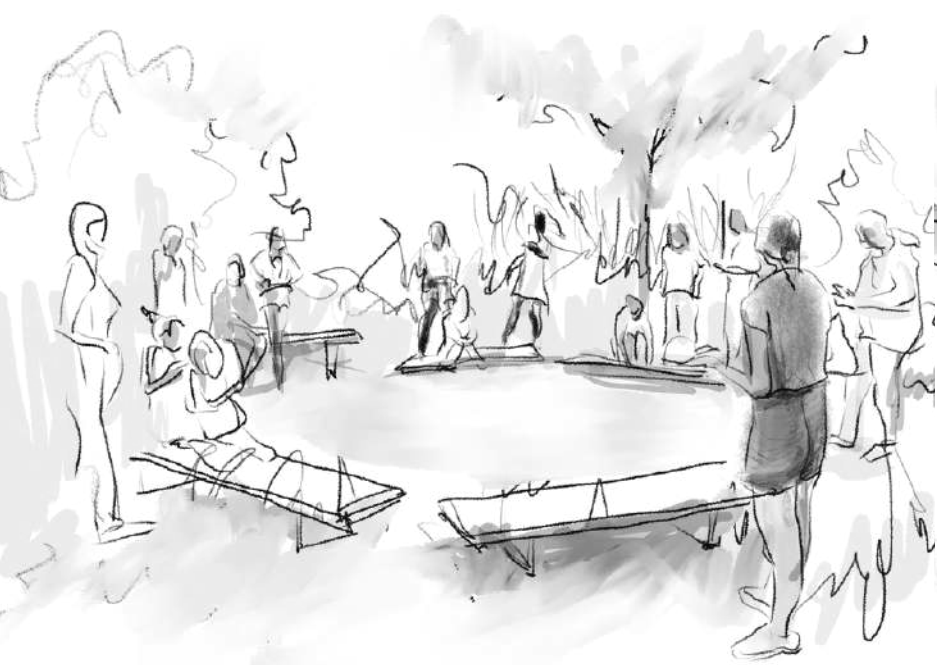
Four scenarios in 2070



Born with different species attributes



Observe and learn from other species.



Participating in the organic Democracy Discussion

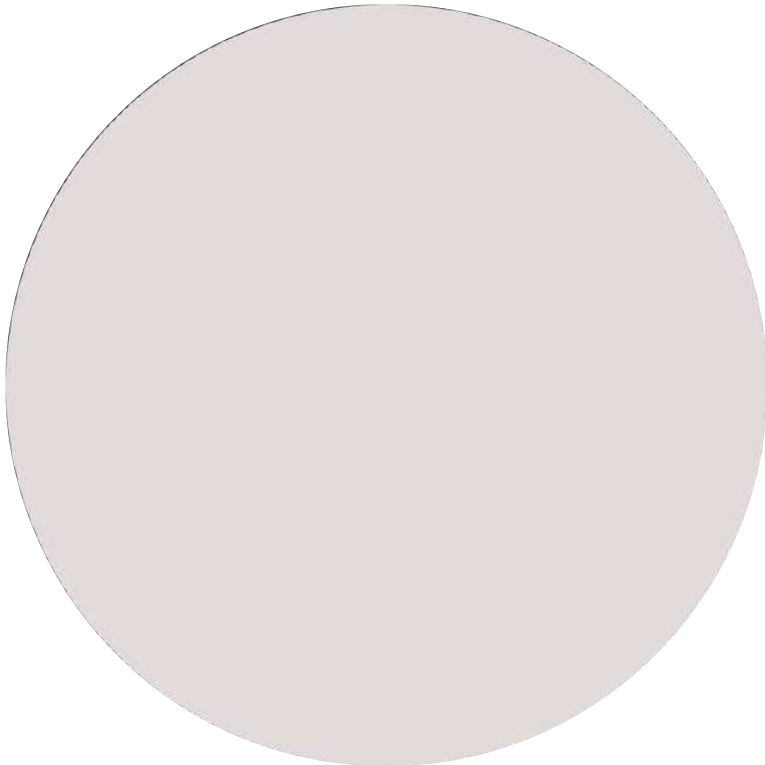


Change lifestyle to a more sustainable one health way

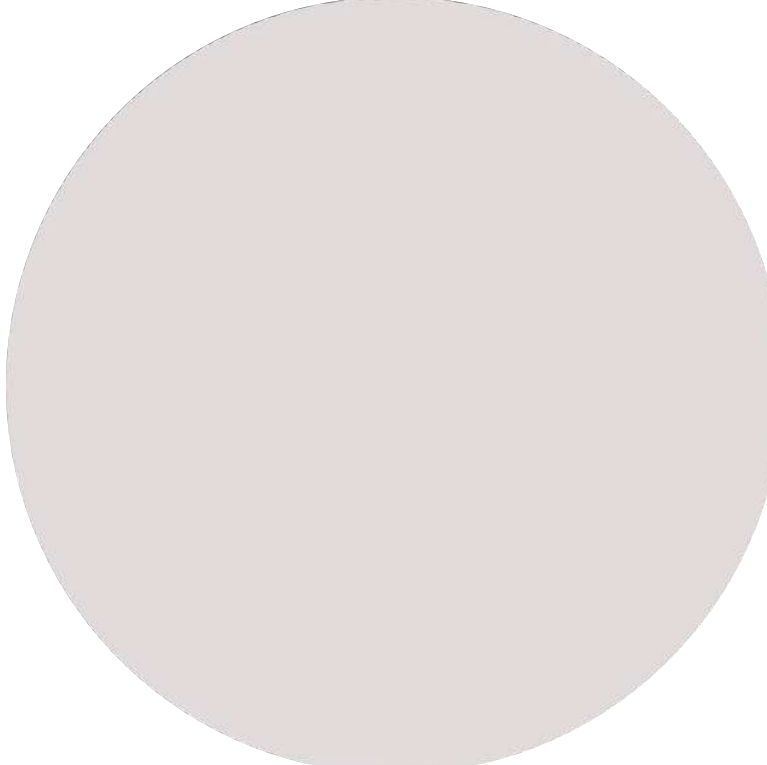
Four scenarios in 2070



Born with different species attributes



Observe and learn from other species.



Participating in the organic Democracy Discussion



Change lifestyle to a more sustainable one health way

why

resource: 《The Psychology of Persuasion》

economic aspects

1

cost assessment

no developer maintenance involved, ordinary computers can run it

2

upgradability

so we opted for an electronic version as it is easier to update, whereas with paper it might be necessary to print a lot at once but would be completely useless if it needed to be updated afterwards.

3

sustainability

the lower economic cost approach is usually closely linked to sustainability

4

adaptability

can be implemented in a variety of settings and environments.

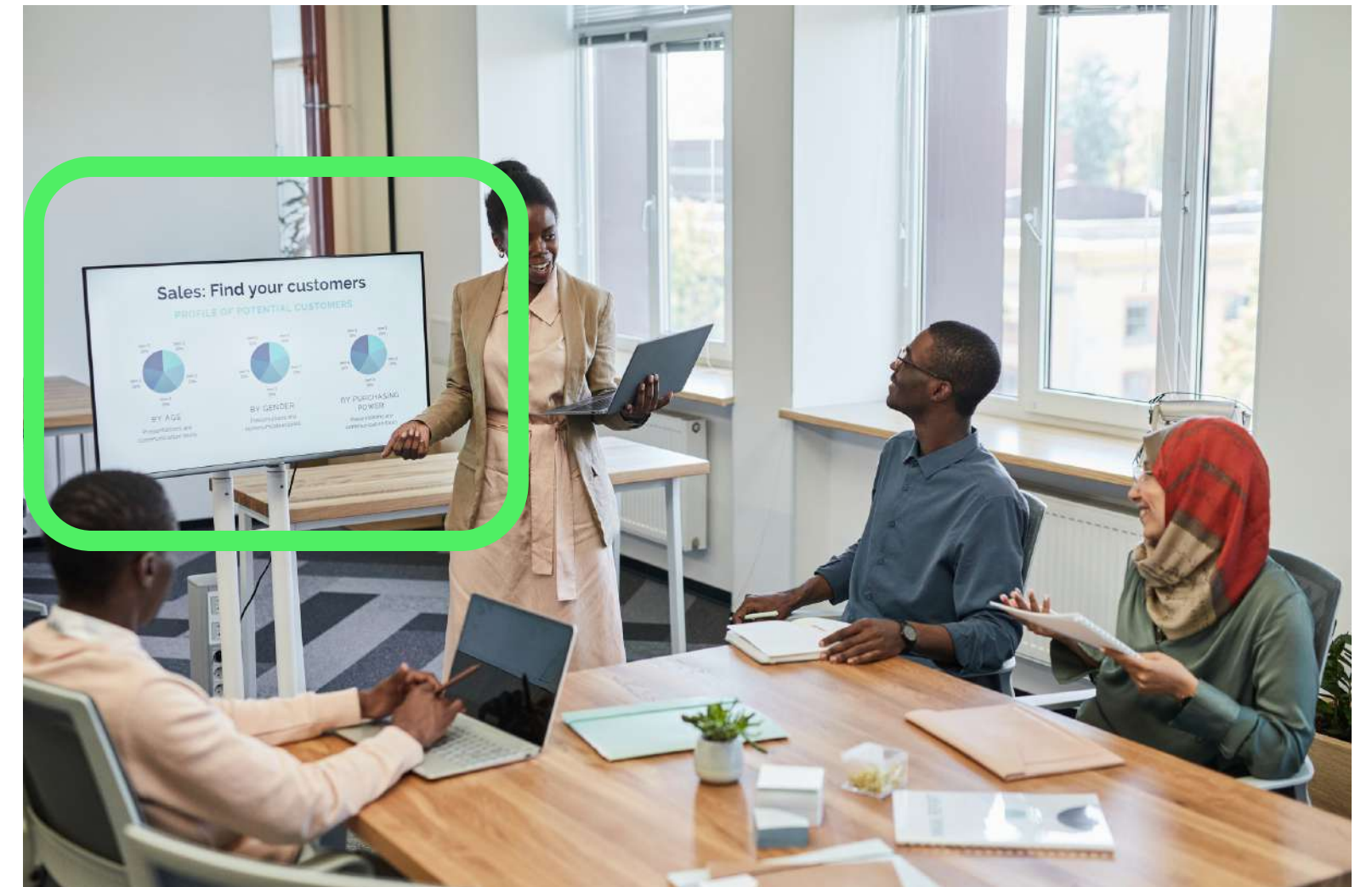
Technology selection



TV



Front camera



Technology selection



TV



Front camera

1

cost assessment

Generally, conferences have screens, so we use the computer screens available in the venue, and then the most common cameras

2

upgradability

Electronic things are more likely to be updated and iterated

3

sustainability

4

adaptability

The most common TVs and cameras are easy to adapt

Technology selection



TV



Front camera

1

cost assessment

Generally, conferences have screens, so we use the computer screens available in the venue, and then the most common cameras

2

upgradability

Electronic things are more likely to be updated and iterated

3

sustainability

When people see something moving that will draw their attention to it.
Visual displays will be quicker to understand
Interaction makes people more engaged and involved

4

adaptability

The most common TVs and cameras are easy to adapt

Attractive and immersive

Summary

WHO	person who will attend the meeting
WHEN	the waiting time before the meeting starts
WHERE	the meeting room
WHAT	organic democracy in 2070
WHY	cost assessment, upgradability, sustainability, adaptability
HOW	project themselves into 2070, link to their Daily

user tests



Marc



Emilie



Laura

user feedback

user flow

user feedback

user flow

**1 .noticeable
(is it attractive?)**

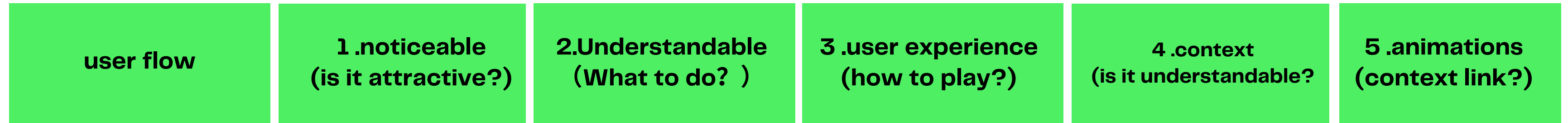
**2.Understandable
(What to do?)**

**3 .user experience
(how to play?)**

**4 .context
(is it understandable?)**

**5 .animations
(context link?)**

user feedback



Marc



Emilie



Laura

user feedback



Marc



Emilie



Laura



attractive by somebody is moving inside the clock, Curious

user feedback

user flow	1 .noticeable (is it attractive?)	2.Understandable (What to do?)	3 .user experience (how to play?)	4 .context (is it understandable?)	5 .animations (context link?)
-----------	--------------------------------------	------------------------------------	--------------------------------------	---------------------------------------	----------------------------------



Marc



Emilie






Laura



attractive by somebody is moving inside the clock, Curious




after seeing the text and image change, can guess what to do, but it's not very obvious

user feedback




user flow	1 .noticeable (is it attractive?)	2.Understandable (What to do?)	3 .user experience (how to play?)	4 .context (is it understandable?)	5 .animations (context link?)
 Marc	✓	✓	✓		
 Emilie	✓	?	?		
 Laura	✓	?	✓		

attractive by somebody is moving inside the clock, Curious	after seeing the text and image change, can guess what to do, but it's not very obvious	where to place their hand? it's difficult to read pictures and text at the same time
------------------------------------------------------------	-----------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------

user feedback

user flow	1 .noticeable (is it attractive?)	2.Understandable (What to do?)	3 .user experience (how to play?)	4 .context (is it understandable?)	5 .animations (context link?)
 Marc	✓	✓	✓	X	
 Emilie	✓	?	?	✓	
 Laura	✓	?	✓	?	
	attractive by somebody is moving inside the clock, Curious	after seeing the text and image change, can guess what to do, but it's not very obvious	where to place their hand? it's difficult to read pictures and text at the same time	The text is too small to read easily, but understandable	

user feedback

user flow	1 .noticeable (is it attractive?)	2.Understandable (What to do?)	3 .user experience (how to play?)	4 .context (is it understandable?)	5 .animations (context link?)
 Marc	✓	✓	✓	X	X
 Emilie	✓	?	?	✓	?
 Laura	✓	?	✓	?	✓
	attractive by somebody is moving inside the clock,Curious	after seeing the text and image change,can guess what to do, but it's not very obvious	where to place their hand? it's difficult to read pictures and text at the same time	The text is too small to read easily, but understandable	Sometimes it's hard to link some animation to a specific desirable scene because the interpretation is quite large.

Upgrade and improvements:



✓

?

?

X

?

attractive by somebody is moving inside the clock, Curious

after seeing the text and image change, can guess what to do, but it's not very obvious

where to place their hand? it's difficult to read pictures and text at the same time

The text is too small to read easily, but understandable

Sometimes it's hard to link some animation to a specific desirable scene because the interpretation is quite large.

Giving clearer guidance

Give a tutorial and to turn sentences into keywords easy to understand quickly

clarify the text parts to avoid misunderstandings

Make the animated scenes more in reality and easy to understand

Thank you

(feel free to try prototype)