



Team members:

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# Newsletter: Week of Oct. 8st, 2012

## OVERVIEW

This week we began exploring the particulars of our combination app and mobile installation. After learning about the file formats that our data would arrive in, and debating about the value of whether an interactive installation would even be 'worth it', if it was intended only as a temporary proof of concept rather than a permanent installation (which would require a more extensive partnership with a hotel and plans for maintenance), we decided to instead focus entirely on the mobile app.

Our plans for the mobile app revolve around exploring the power of avatars to contextualize the weather. What does 20 degrees mean? Visitors to the island do not know how the weather will impact their experiences, and so our app will present them with an avatar who makes choices based on the weather. For instance, when it is sunny, the avatar will go on a walk; if it is rainy, the avatar might refuse to go on a walk. Our goal is to create an immersive, interactive, media-rich and gratifying experience that targets the curiosity of our users; tourists to the island come for such a short duration at a time, that we can present them with a limited amount of content without being concerned that they will exhaust it and grow bored. Meanwhile, if it is easy to learn valuable information from the app, locals will continue to use it.



Some sample concept art- these simple, 2D virtual worlds represent Funchal, the capital of Madeira, under different weather conditions. The weather is virtually manifested in clouds and rain (whatever fits the condition). The user might click on places in the background to get the avatar to interact with them. When it is cloudy, the avatar might refuse to go to the gardens, for instance.

Duarte and Carlos are evaluating the technical challenges of integrating the Wakes.Uma.Pt data, and Mara is exploring possibilities for the avatar, the places, and the art style.

**Plans:** Later today we'll meet with Monchu and discuss and present these more specific concepts. With his feedback, we'll progress and begin our first iteration test. Our first test will be a limited iteration in which we take test data from 1 city, for 1 day, and try to sync it with animations. This weekend and coming week, we will complete this basic iteration, finish wireframing, and then proceed to iterating toward the final product.

**Progress:** No more interactive installation. We're all very excited about the mobile app concept. Most importantly, we have outlined our first iteration milestone- a limited implementation with weather data from 1 day and sample weather and avatar animations.

Alexander Goldman