

Welcome again to weTheme's newsletter. We are currently finishing up our third week and slowly getting prepared for 1/4s. This week we developed more ideas for the cave, figured out what is needed for quarters as well as finalize our branding. However, Monday was dedicated to settling into our new project room and after talking around, our Producer managed to procure some much needed office supplies!

**Brainstorming Concepts**

On Tuesday, we broke off into two teams to conceptualize potential content for our CAVE at the theme park. After about one hour of brainstorming, we came together and discussed all our ideas, finding the commonalities between them as well as narrowing down to six ideas: two static and four interactive.

Some of the commonalities between all of our ideas were the target audience of children between the ages of 12-14. We also have a secondary audience of children between the ages of 9-12. We chose these two groups because these are the ages of many school children that would attend the park in larger groups. Also, here in Portugal, it is more likely that if families bring their children to the park, they would fall into this age range. Lastly, we potentially have a large prototyping group by targeting children that live in Madeira versus tourist that are constantly changing.



While coming up with these ideas we also thought about the potential technology that could also be implemented within the CAVE such as Wii motes or IR light tracking. We then created a list of pros and cons about each technology and organized our concepts accordingly.

**Our focus**

This week we faced many challenges the first is getting into contact with our client. It's very important for us to have the correct information on the people that visit the park, the technology behind it and the client's vision for the project. However, no one has responded to our emails or phone calls.

Secondly, there was some confusion on what and how were supposed to present at the end of the semester. For example we were unsure if we were going to have a BVW style show at the Madeira Theme Park or if we would just be presenting in a conference room here in Uma? However, after meeting with our advisors they clarified some of our misconceptions.

Lastly our biggest challenge is not having the proper equipment. Because we will be working in a CAVE, we need to create a smaller version in our project room. However, we do not have any projections, screens, monitors or framing to reconstruct one. We also don't computers powerful enough to handle four monitors at one time. In order to get some form of work done, we have been bringing in our own personal equipment and working from there. Nevertheless this doesn't fulfill the demands of our project requirements.



**Next Week**

For next week we will solidify our schedule, finalize our poster and 1/2 sheets and further define out six concepts for 1/4 presentations.

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