Idea Pitching

By : The Group 4

Idea 1 : Lights Out

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MESSAGE & AWARENESS

In Cities, Sighting starry sky was almost impossible. The amount of light pollutions during night will also affect our sleep.

By switching off unused lights will drastically reduce light pollution & people be able to experience the beauty of the starry sky in your front door.

1/3 angle view

FRONT VIEW

Stars

Trees

INTERIOR

Building with lights

Dim lights.

Interactive Area

Mirror

Downlight walkway

HOW IT WORKS

- Users will walk into the globe.(max 3-4 people/entry)
- At first, there will be buildings with lights on, and cities sounds.
- There will be a interactive area in the middle of the globe, users can interact by pressing buttons(windows) on 3D houses on the interactive board table.
- By pressing the buttons, the lights on the buildings and background will slowly dim down, while the stars on the top will slowly appears.
- The surrounding sound will be turning into more nature and peaceful sound.
- At the end, users will experience the starry sky without the light pollution in a natural and peaceful surrounding.

SKETCH

3 Idea II: The Fly Slapper
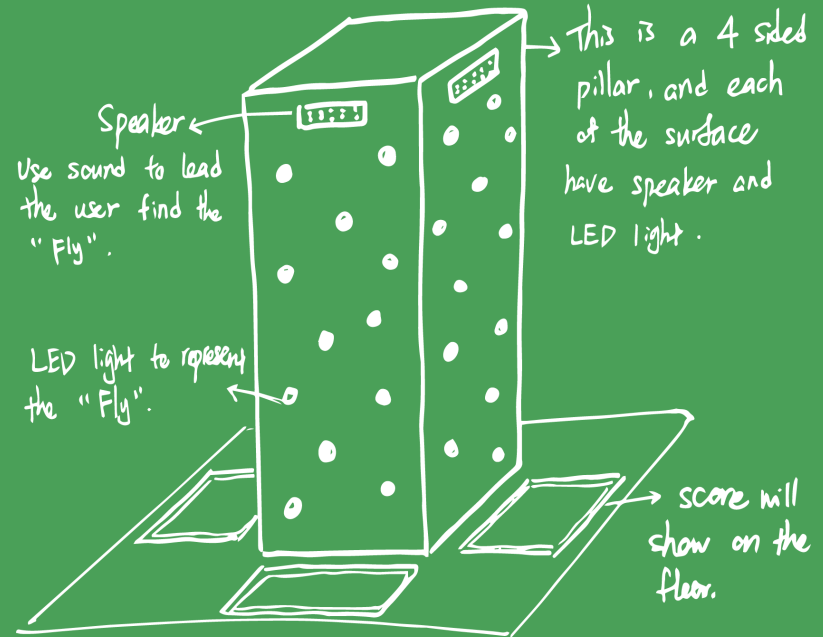
MESSAGE & AWARENESS

People nowadays are too lazy or think it's too inconvenient to exercise. This type of thinking can affect your health.

We should start doing exercise and move our body more.
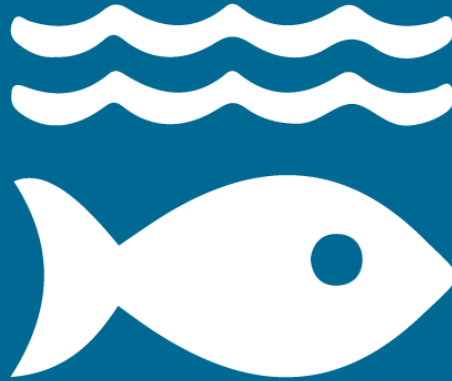
SKETCH

HOW IT WORKS?

- There will be a huge 4 sided pillars with many LED bulbs on it.

- There will be LED bulbs (1 or 2) lighting up for every 3 sec and then turned off.

- Users will be given a racket (2 if 2 users are playing), and user will have to run around to chase after the lighted LED bulb and hit it with the racket in order to play the game.

Speaker
Use sound to lead the user find the "Fly".

This is a 4 sided pillar, and each of the surface have speaker and LED light.

LED light to represent the "Fly".

score will show on the floor.

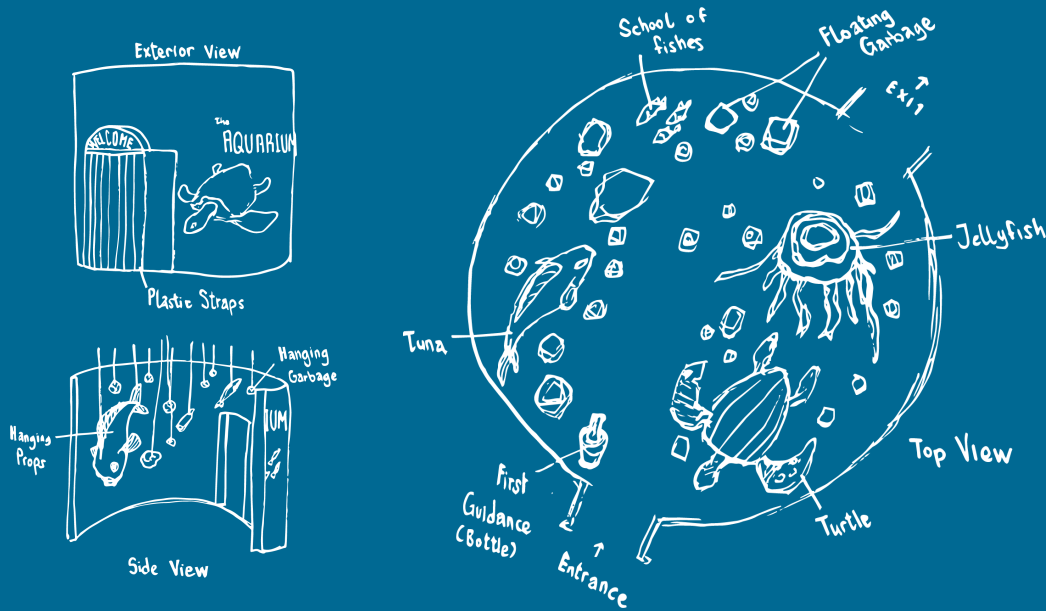flyswatter. How to interact

Idea III : A Different View

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MESSAGE & AWARENESS

The water pollution that cause by human activities, has brought bad effects towards the marine life.

We should stop polluting the water with rubbish which can be harmful towards marine ecosystem.

Exterior View

Welcome

The AQUARIUM

Plastic Straps

Side View

Hanging Props

Hanging Garbage

UM

School of fishes

Floating Garbage

Exit

Jellyfish

Tuna

First Guidance (Bottle)

Entrance

Turtle

Top View

HOW IT WORKS

- The users are requested to explore an aquarium room but when they enter the room it's full of rubbish.

- The users are then given a mission with voice over to find all the sea creatures (about 4-5) surrounded by rubbish like plastic bags, plastic bottles and more.

- When they find and touch a sea creature. The user will get information about the pollution situation.

- After completing the mission, users will get the message of humans polluting the sea and understand the harm towards the sea creatures.

SKETCH

Thank You