

Idea Pitching

By : The Group 4

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Idea 1: The Fly Slapper

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**GOOD HEALTH
AND WELL-BEING**



PROBLEMS

LAZINESS



INCONVENIENCE



LACK OF TIME

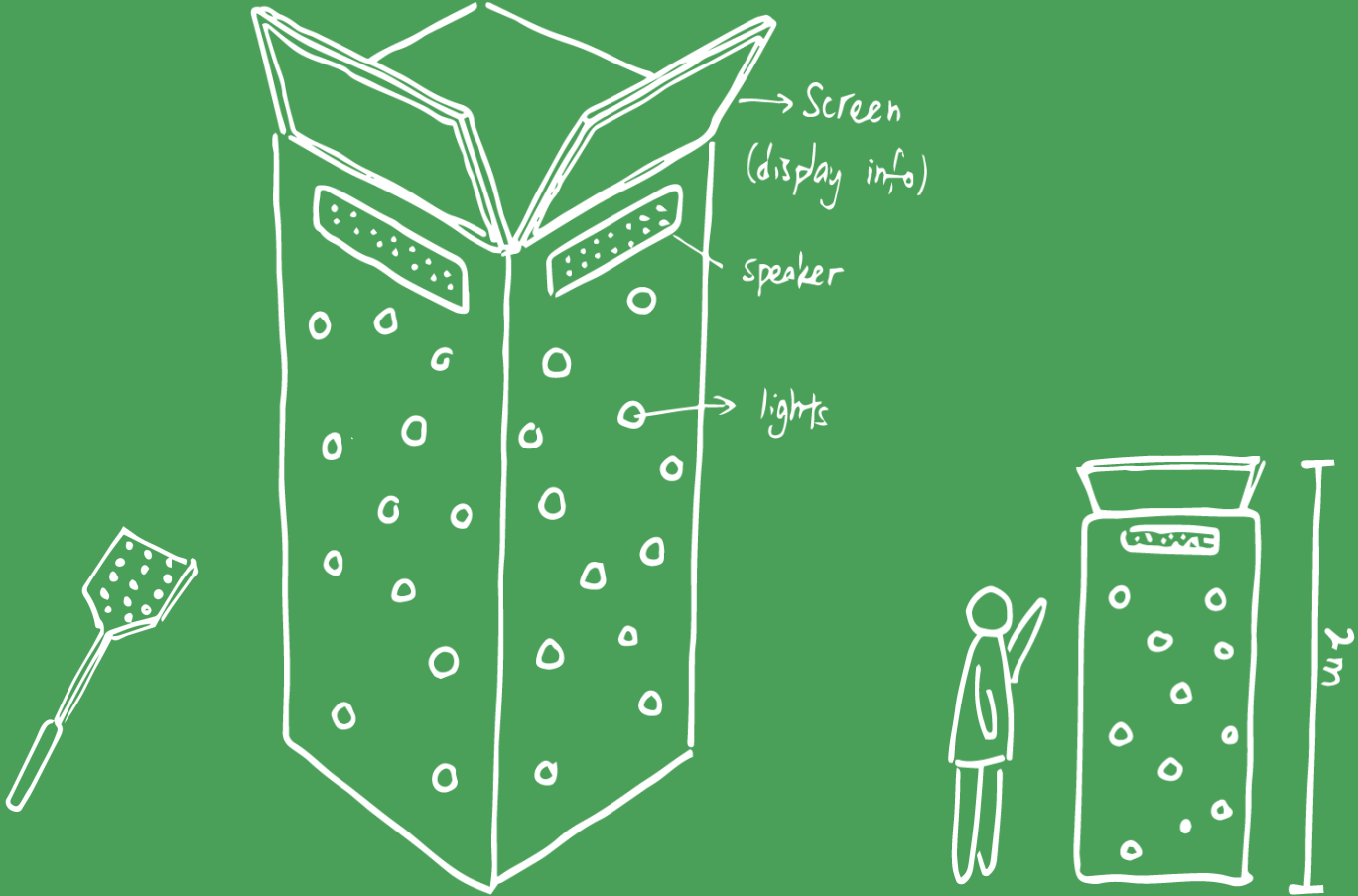




IDEA & CONCEPT

Encourage people to exercise with a fun way. Let them exercise without them knowing

SKETCHES



USER FLOW

FLOW CHART



I

Instructions are given with speakers



II

Play a game with a fly swatter



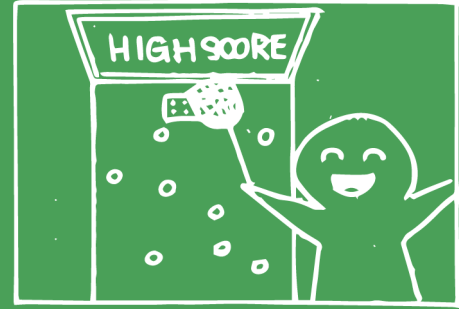
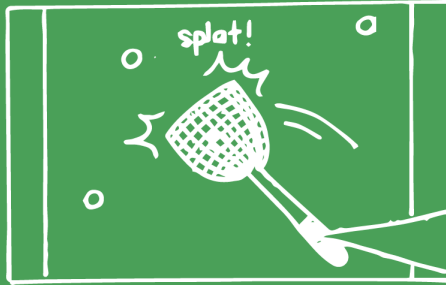
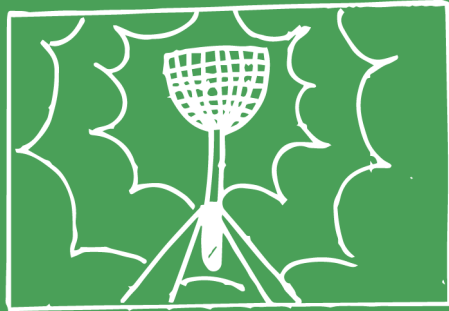
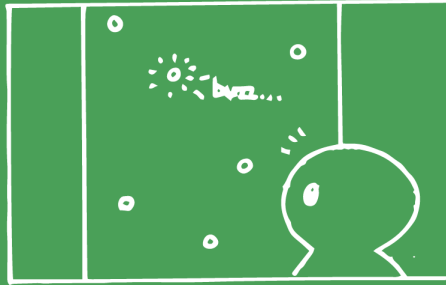
III

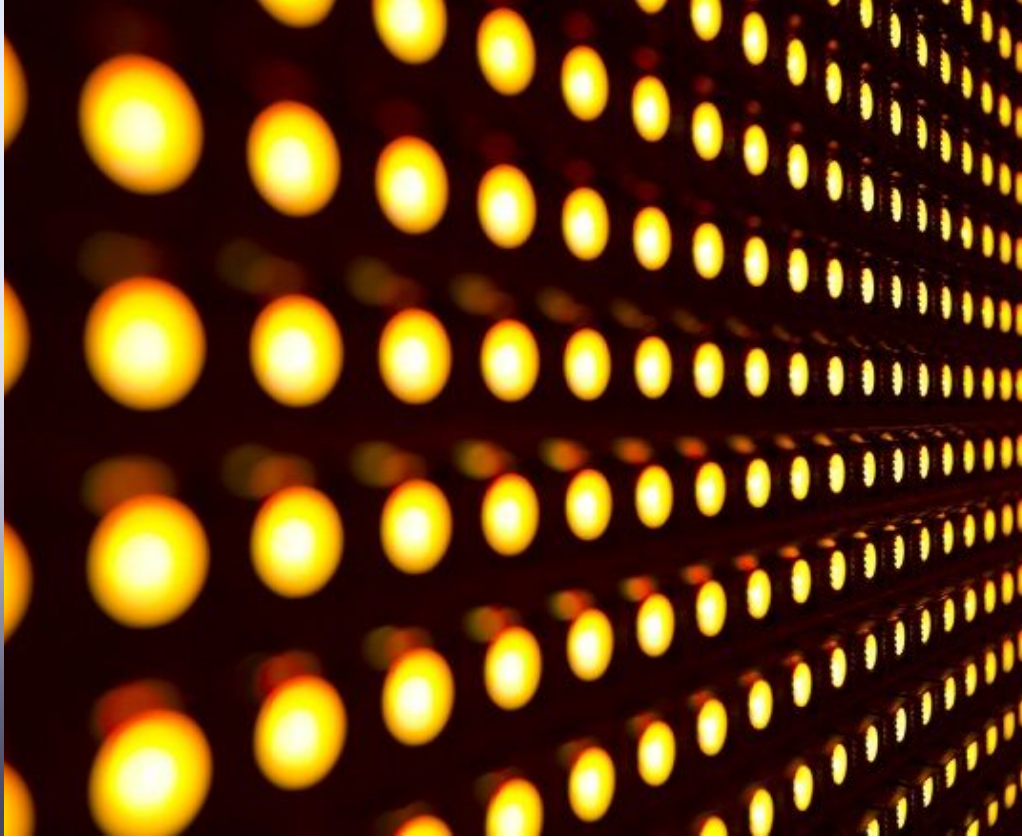
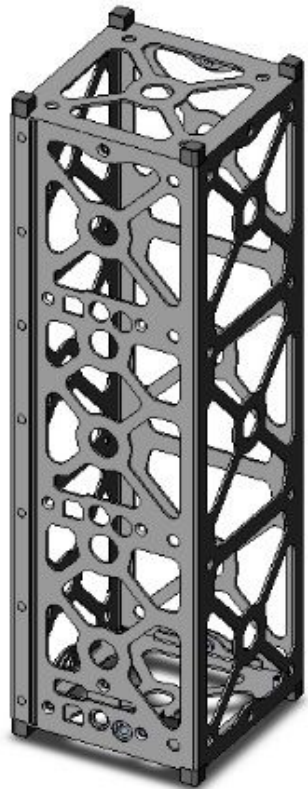
Interact by hitting the LED lights 'The Fly'



IV

The scores will be shown





How we build it?

Target Audiences



Young Families with kids



Working Adults

STATEMENT OF INTENT

GOAL

To encourage people to exercise, move their body and have fun doing it at the same time.

Idea II : A Different View

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14

**LIFE
BELOW WATER**

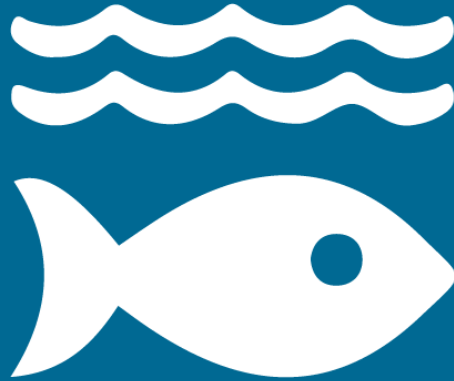
PROBLEMS



MARINE DEBRIS



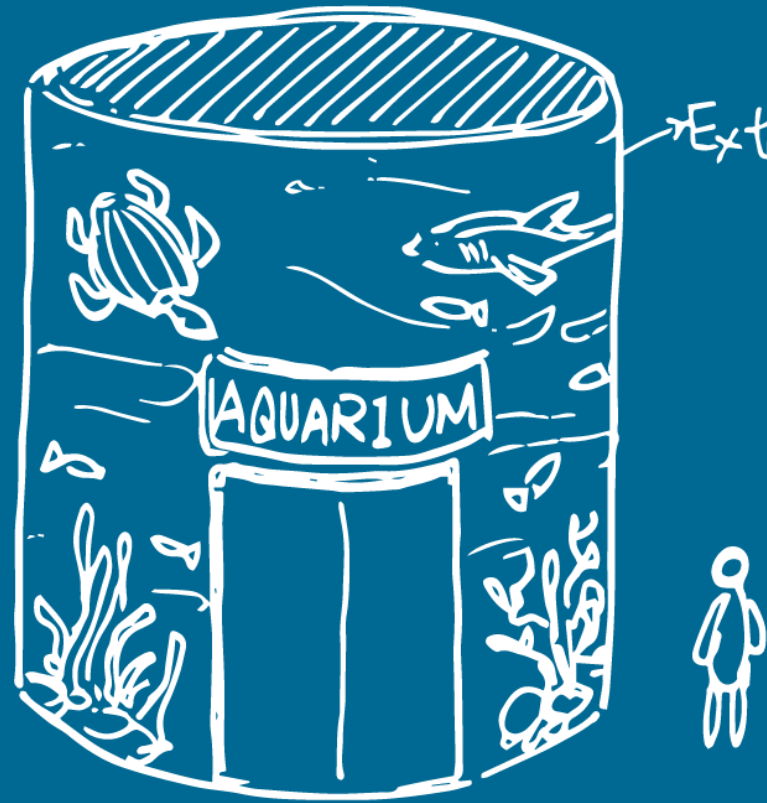
MARINE LIFE
DECLINE



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

main entrance

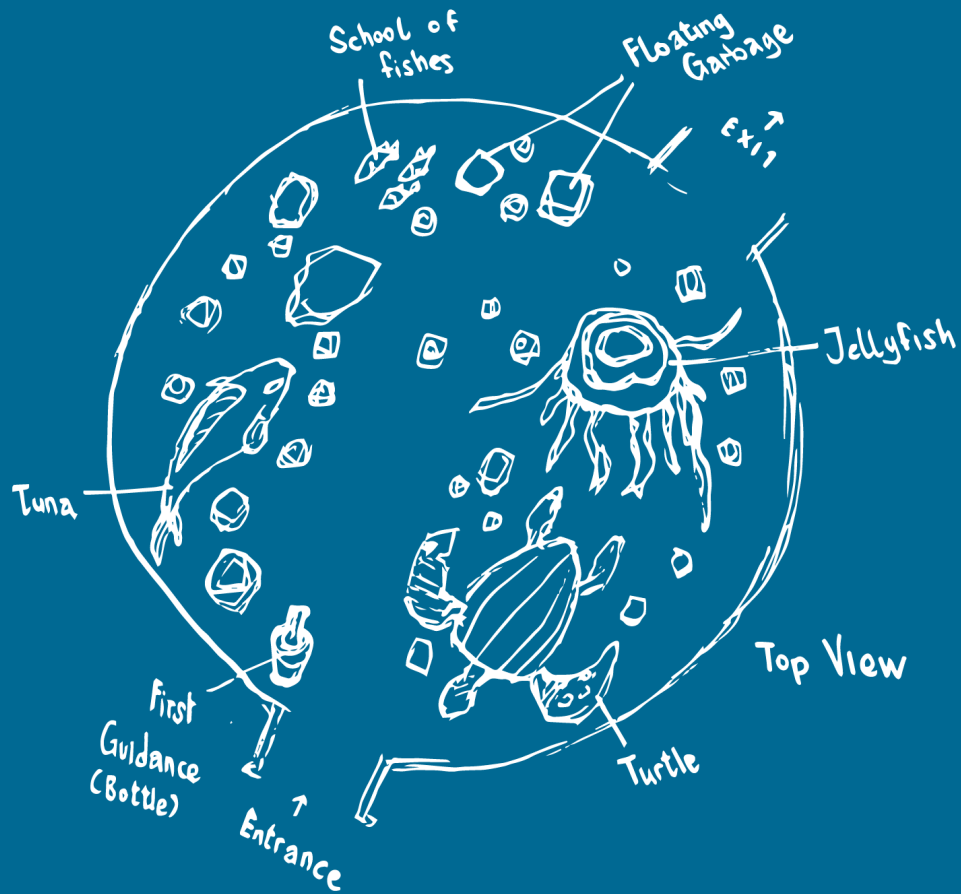
SKETCHES

All the rubbish
hanging inside

Side View
↖



SKETCH



SKETCHES



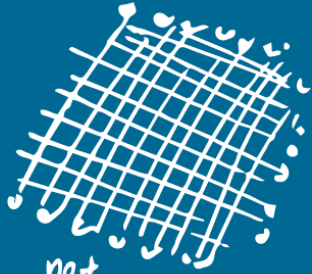
bottle



oil container.



plastiz.



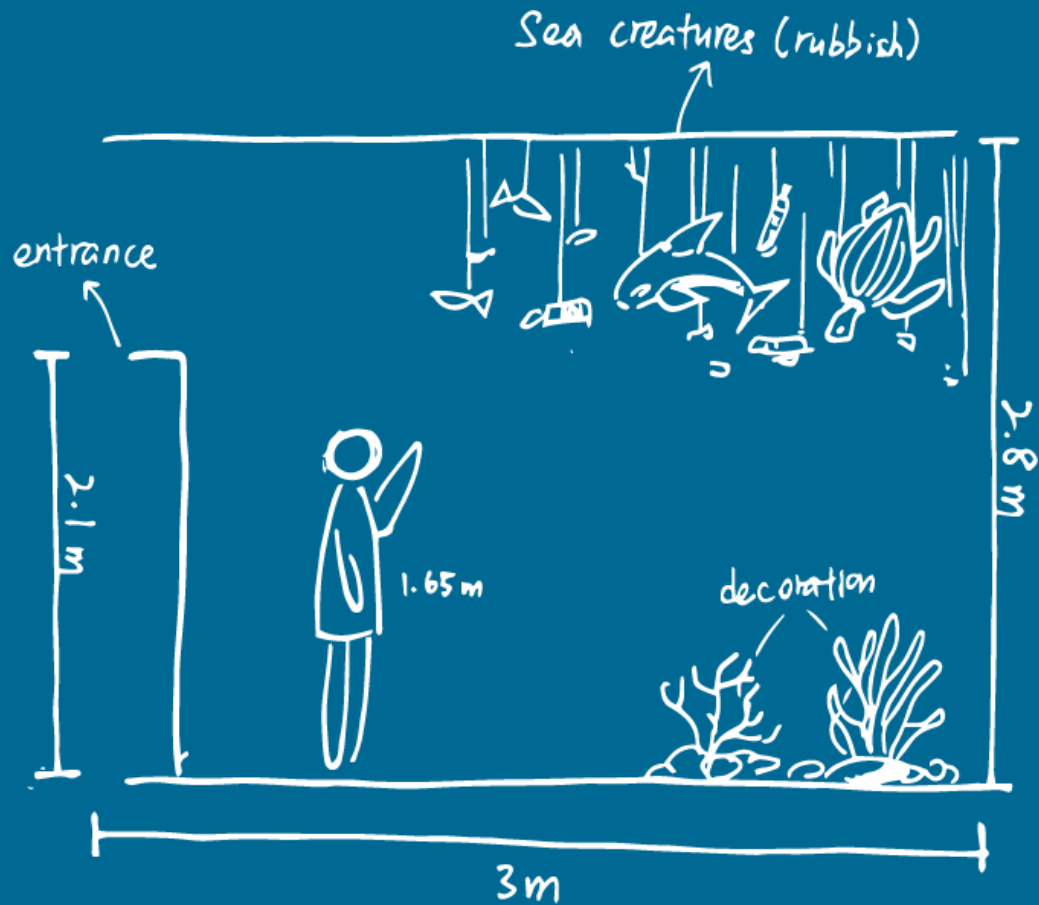
net



Form by plastic.
or
rubbish



SKETCHES



SKETCHES

USER FLOW

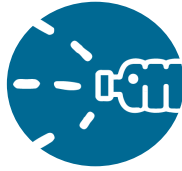
FLOW CHART



Walk into the aquarium
but full of rubbish



Given a mission to find
the sea creatures in the
sea of rubbish



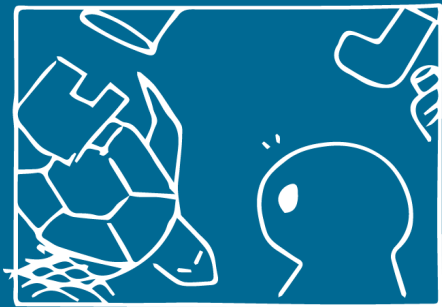
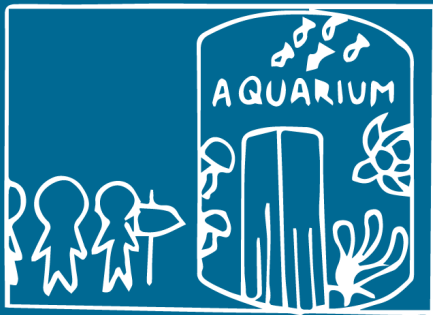
Press the button of the
sea creature



Find out about the
situation



Complete the mission &
the message



Visual Experiences



How we build it?



+



CT

Target Audiences



Kids



Tourist



Shoppers

STATEMENT OF INTENT

GOAL

To encourage people to stop throwing rubbish like plastic materials into the sea. The use of plastic can harm so stop using plastic bags and start using biodegradable bags.

Idea III : Lights Out

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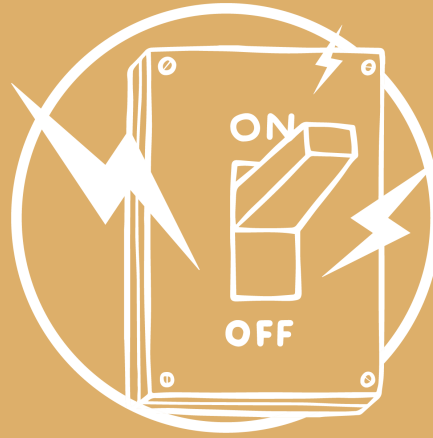


PROBLEMS

NO STARS



WASTE OF ENERGY



AFFECT SLEEP





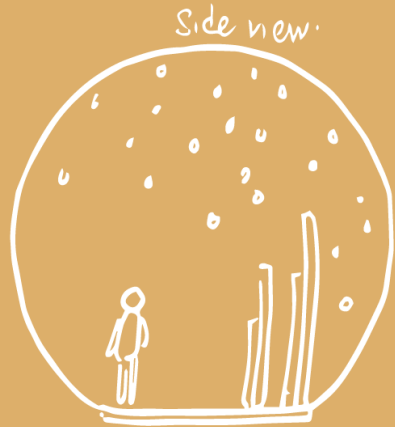
IDEA & CONCEPT

Light pollution can actually affect our ecosystem and sleep.

The idea is to encourage people to switch off unused lights to balance our ecosystem and at the same time to prevent energy waste.



front view



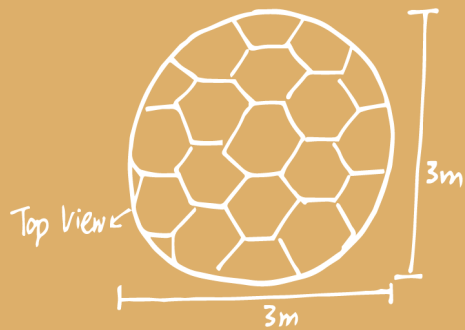
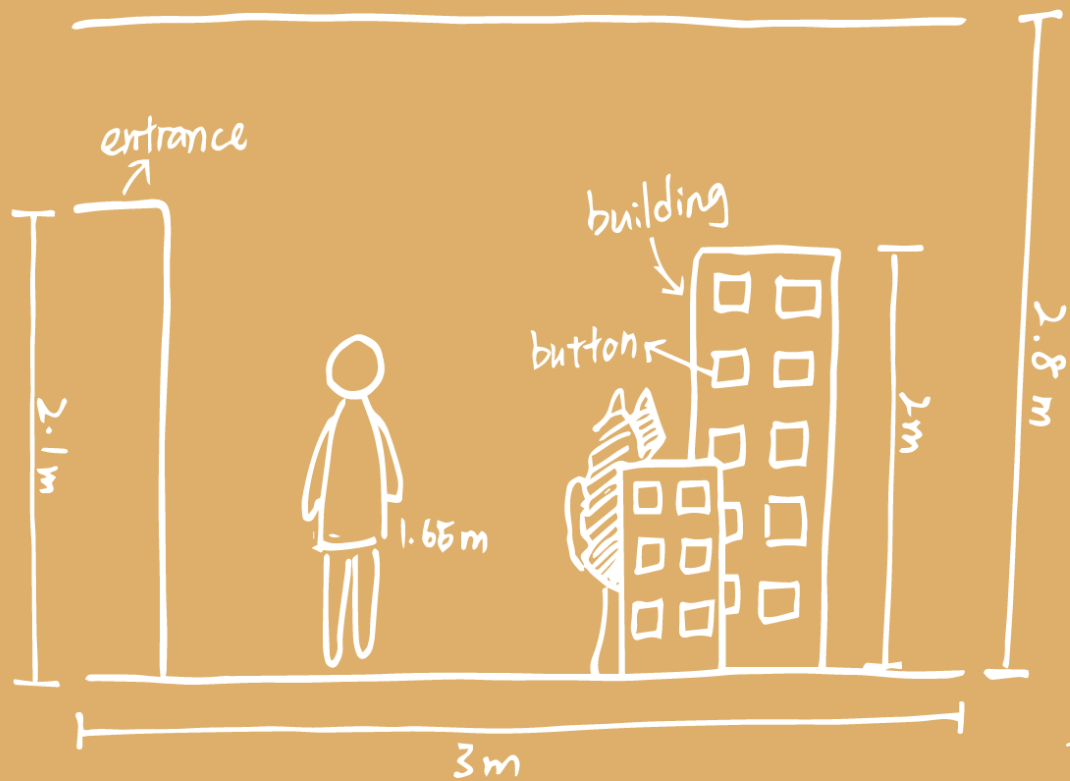
Side view.



SKETCH



SKETCH



SKETCH

USER FLOW

FLOW CHART



I

Walk in with lights on
& sounds of the city



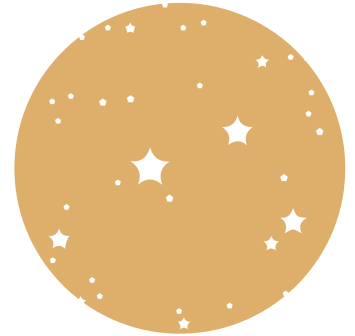
II

Interact by pressing the
buttons on building's
windows



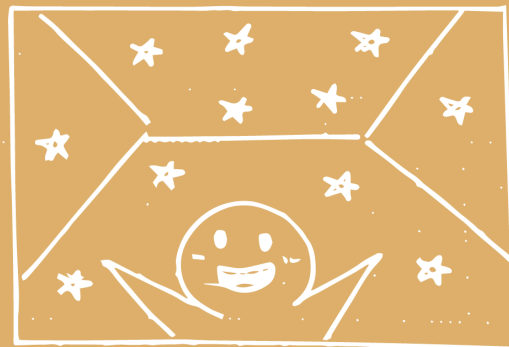
III

Slowly the stars start to
appear with the sound of
nature

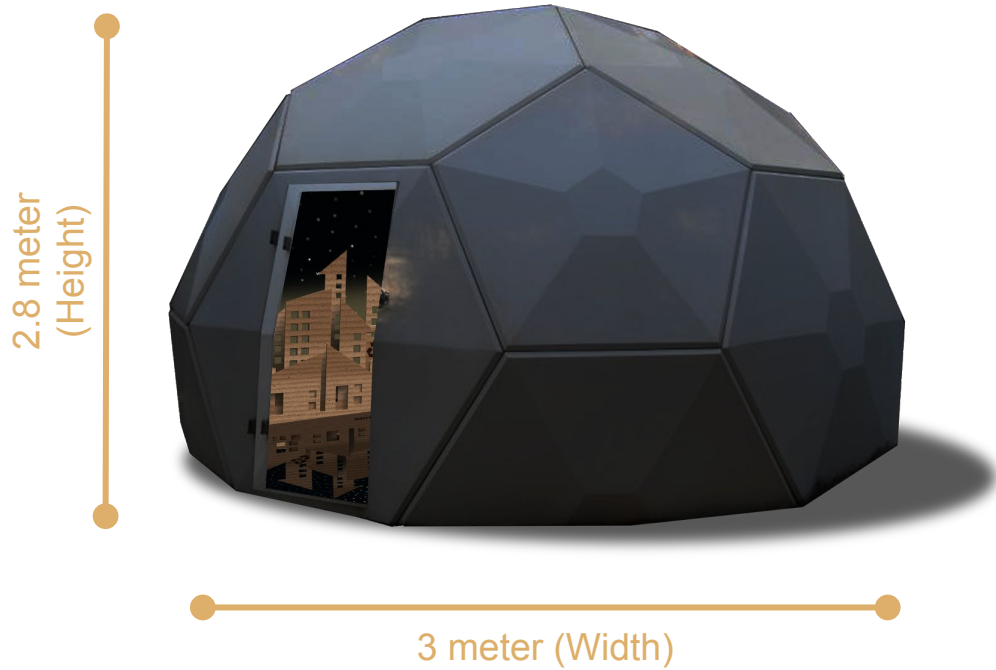


IV

Experience the starry
sky without light
pollutions



MOCK UP



- Dark Shade
- Geodesic dome
- Represent observatory dome



INTERIOR



VECTOR
CORDBOARD DESIGN

VECTOR
CORDBOARD DESIGN

VECTOR
CORDBOARD DESIGN

Visual Experiences



BEFORE

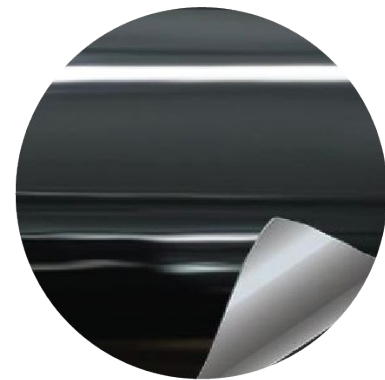
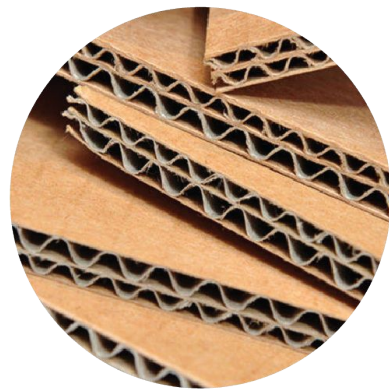


AFTER





How we build it?



MATERIALS

Target Audiences



Young Families with kids



Tourist



Shoppers

STATEMENT OF INTENT

GOAL

To encourage people to switch off unused lights to reduce the usage of light energy
and at the same time reduce light pollution.

Q & A

Thank You