

Dynamic Interactive

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MM1701-1

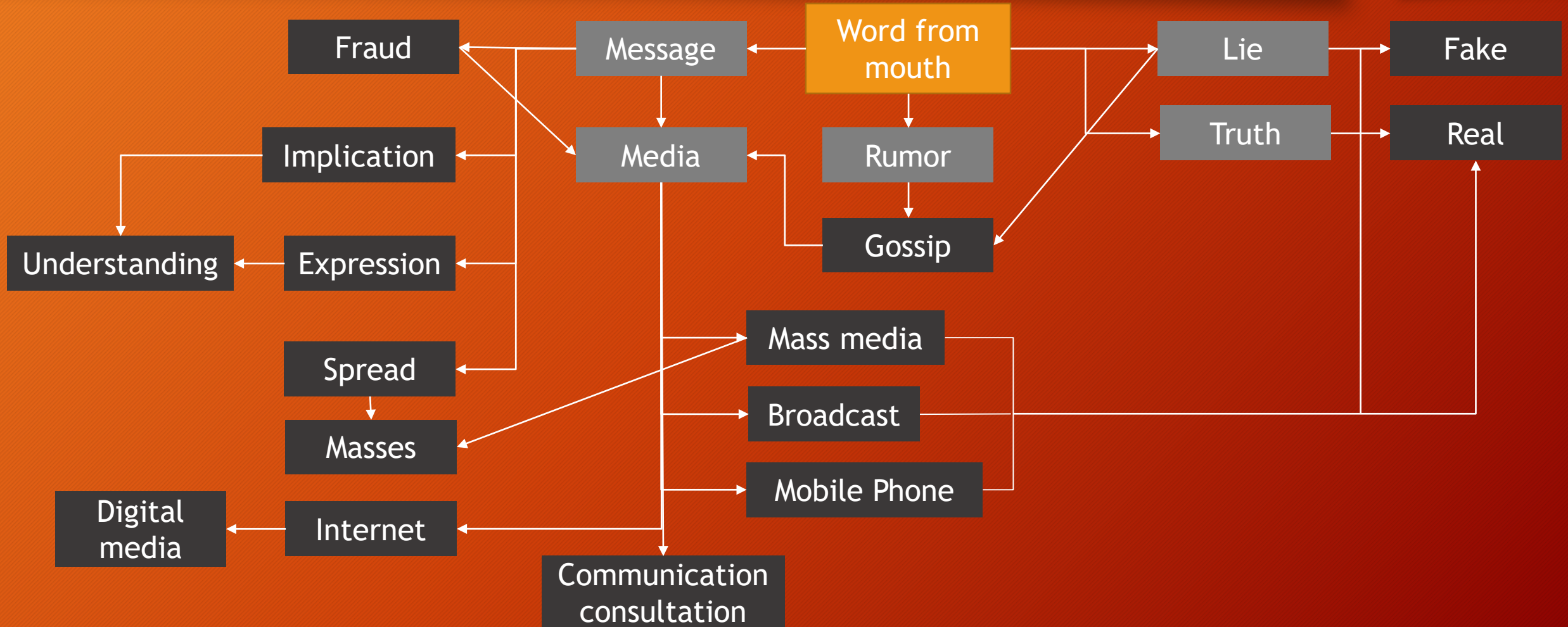
Story

- Word from mouth is a very terrifying phenomenon for everyone, it also giving us communication or conveying message, sometimes wrong message can mislead and harm victims people. I also have this experience before, it's very terror for me.

Insight/Problems:

- Almost everyone can know the message.
- Whether the message is true or not, everyone can get the message.

Mind map



Response / Objective:

- How if let the people have experience the terror of word from mouth?

Concept

- Concept offer to the communicating, through the reason and impact of communication.

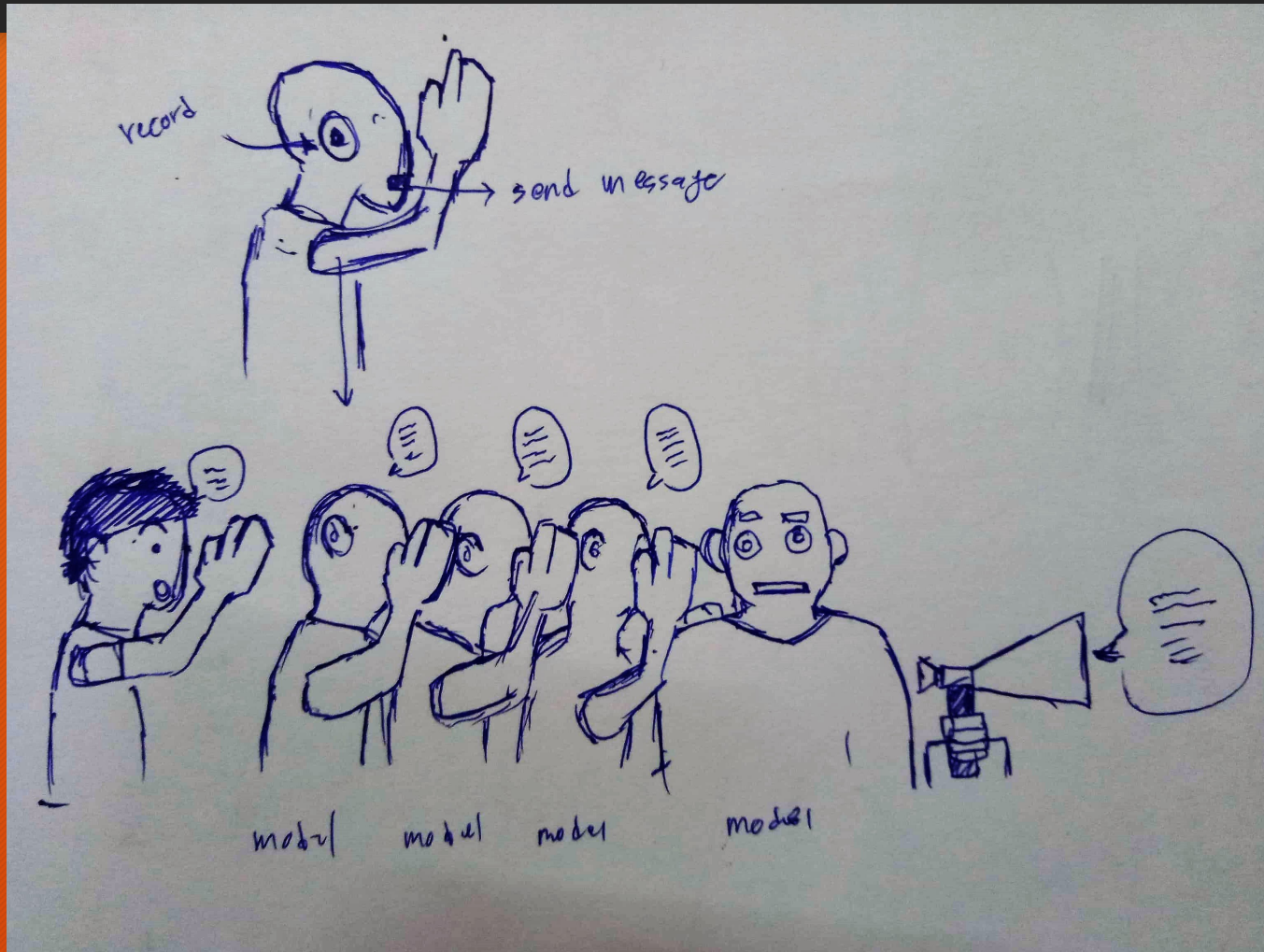
Target Audience

- Younger people (18-35 years old).
- Masses.

Big Idea #1

- Create a model like whisper movement.
- The model will pass the message ear by ear.
- Last of the model will speak up loud the message.

Sketch & How it work



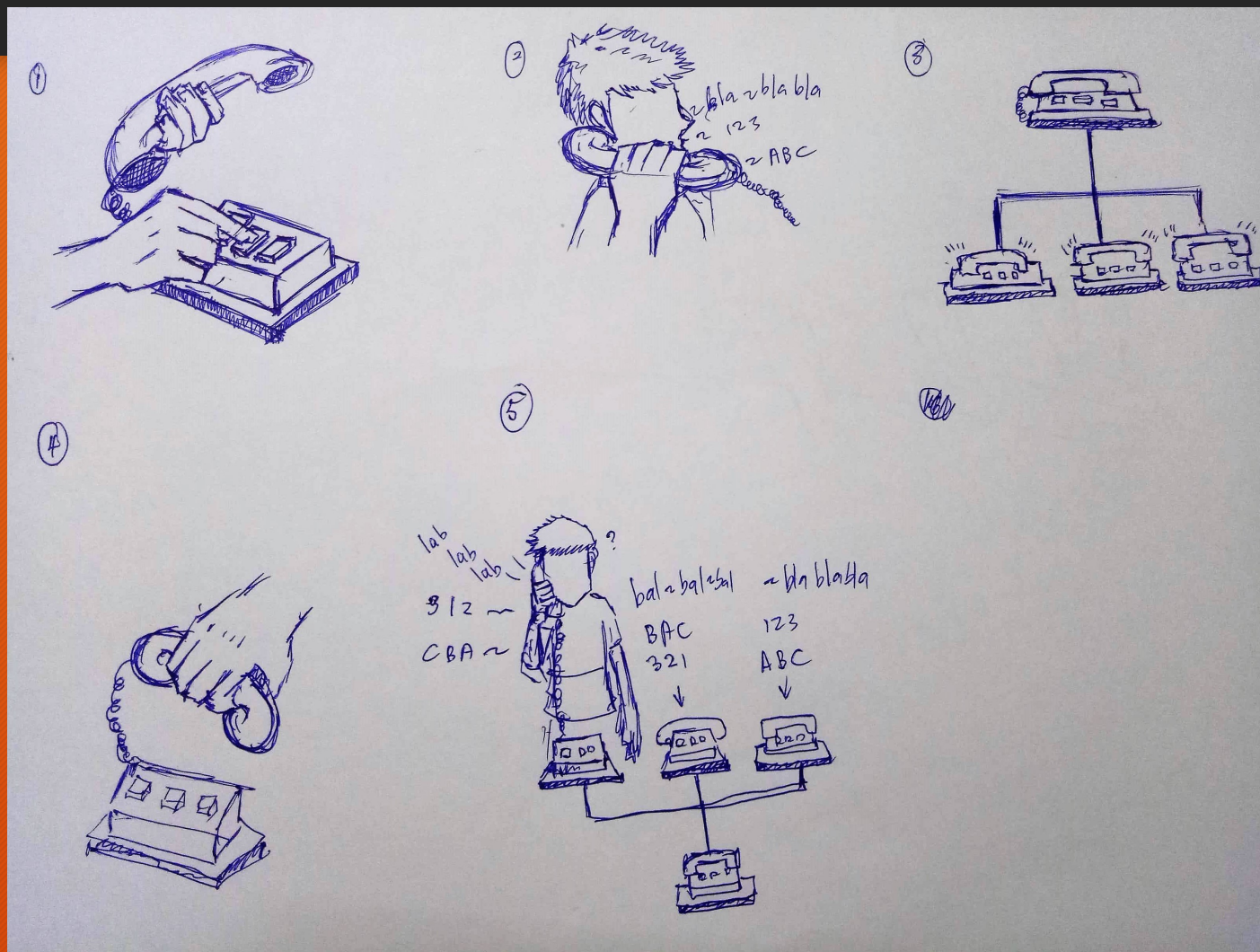
Platform/Channel

- Model (3d print)
- Speaker X5
- Sound recorder X5

Big Idea #2

- Create a telephone with box and connect will other 3 telephone, the telephone only have button to press.
- Microphone can record the message and send to other 3 telephone.
- The 3 telephone will tell the message but the message will be changed.

Sketch & How it work



Platform/Channel

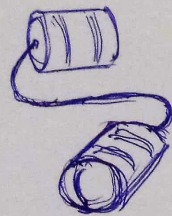
- Box
- Wire
- Telephone
- Sound recorder

Big Idea #3

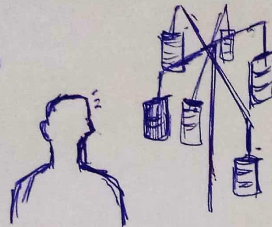
- Use some tin to create the earpiece & mic, to record the message or hear the message.
- People can randomly try every tin it will automatic record the message, and change the content.

Sketch & How it work

Concept:



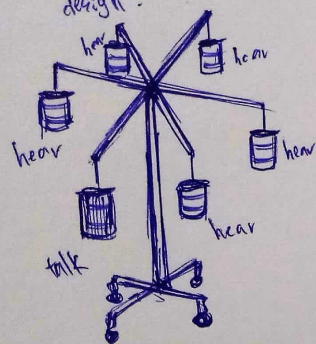
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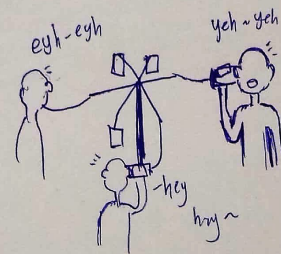
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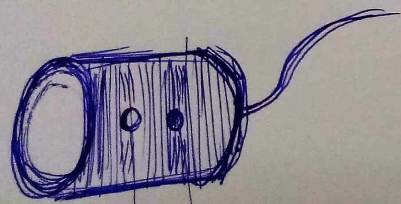
design:



③



function:



Platform/Channel

- Tin
- Wire

Key message

- Word of mouth not only giving people communication and conveying message, it has multiple influences on people, and sometimes wrong message can mislead or harm victims people.

Goal

- People can experience the terror of word from mouth and how it work.

END