

Booth of Menace

Design Thinking: Ideation

Anusheh Nejat - 01307164

Ivana Bracun - 12038920

Lena Dolinek - 11808609



Agenda

01

Problem

Stating problems — Climate Change Awareness

02

Solution

4D-experience
Quiz
Suggestions

03

Methodology

Emotions, immersion, recycling

04

Outlook

How will we continue with this idea?



Problem

Avoiding topic

When people are confronted with environmental disasters, whether local or worldwide, they tend to cope with their fears by pretending not to care.

Understanding climate change

People have a hard time understanding scientific language.

Low sense of urgency

Most citizens do not seem to exhibit a strong sense of urgency related to the need for immediate climate change adaptations.

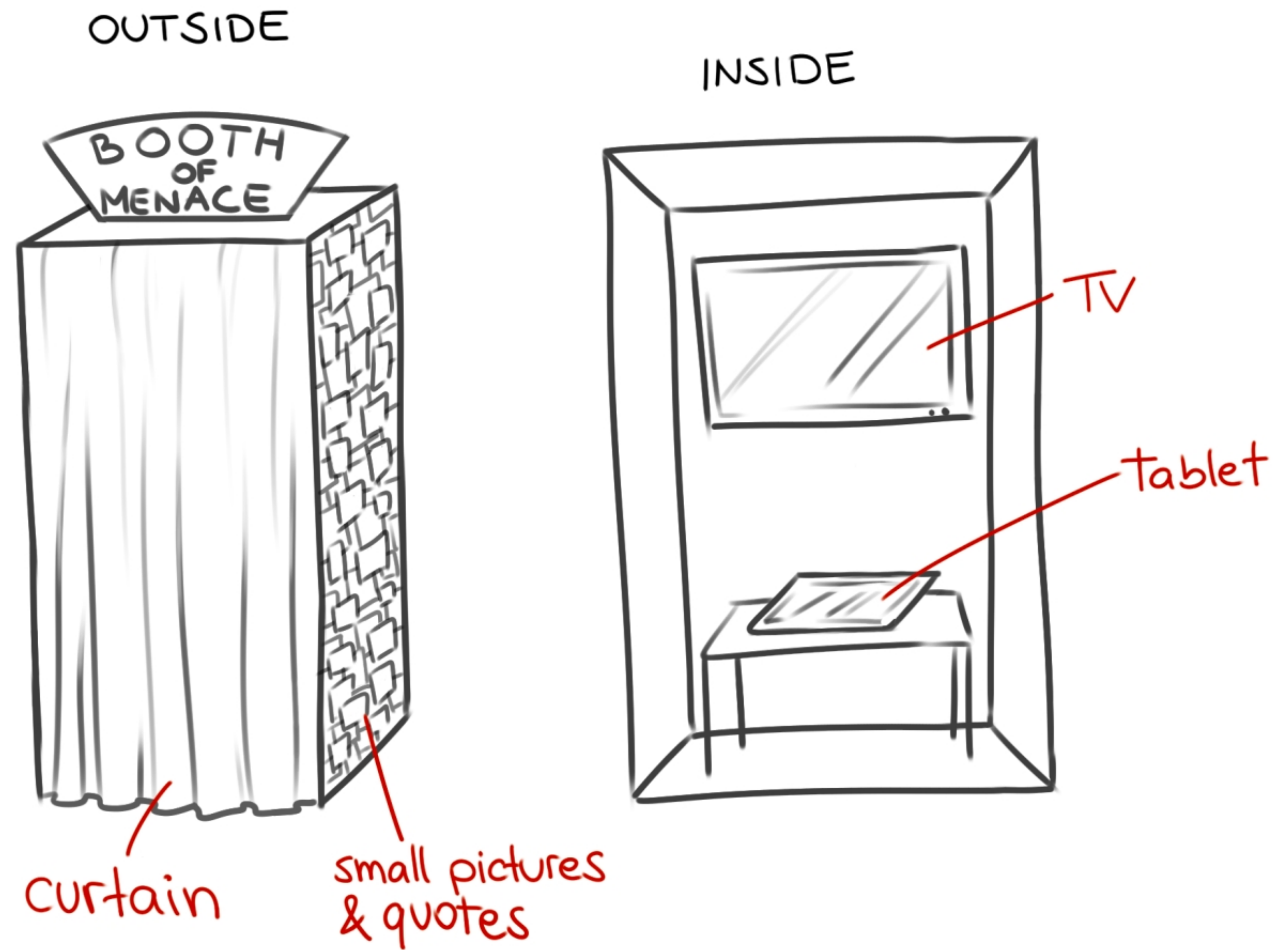
Information and sources

People are not sure which information and sources can be trusted.



Solution

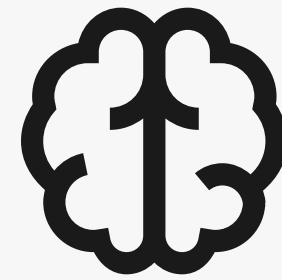
- 4D experience
- Quiz
- Suggestions
- Outside split into 2 halves
- Pictures of possible future scenarios



Booth of Menace



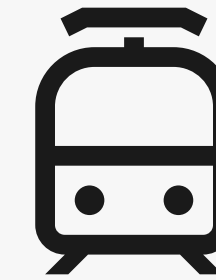
**Create experiences
on an emotional
basis**



**Immersion &
emotional closeness**



Young target group



**Booth should be
placed in a busy
place**



Outlook

- Working on UI
- Focus on 4D experience
- Plan realization
- Imitation of a blackout



Thank you.

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