

Hello

we are going to  
introduce you to

Madeleine



# Hypothesis #1

Imagine a world in which Americas were not discovered in 1492.  
Imagine that Venice is still the most important gateway  
to the East, and the crucial point of international trading.

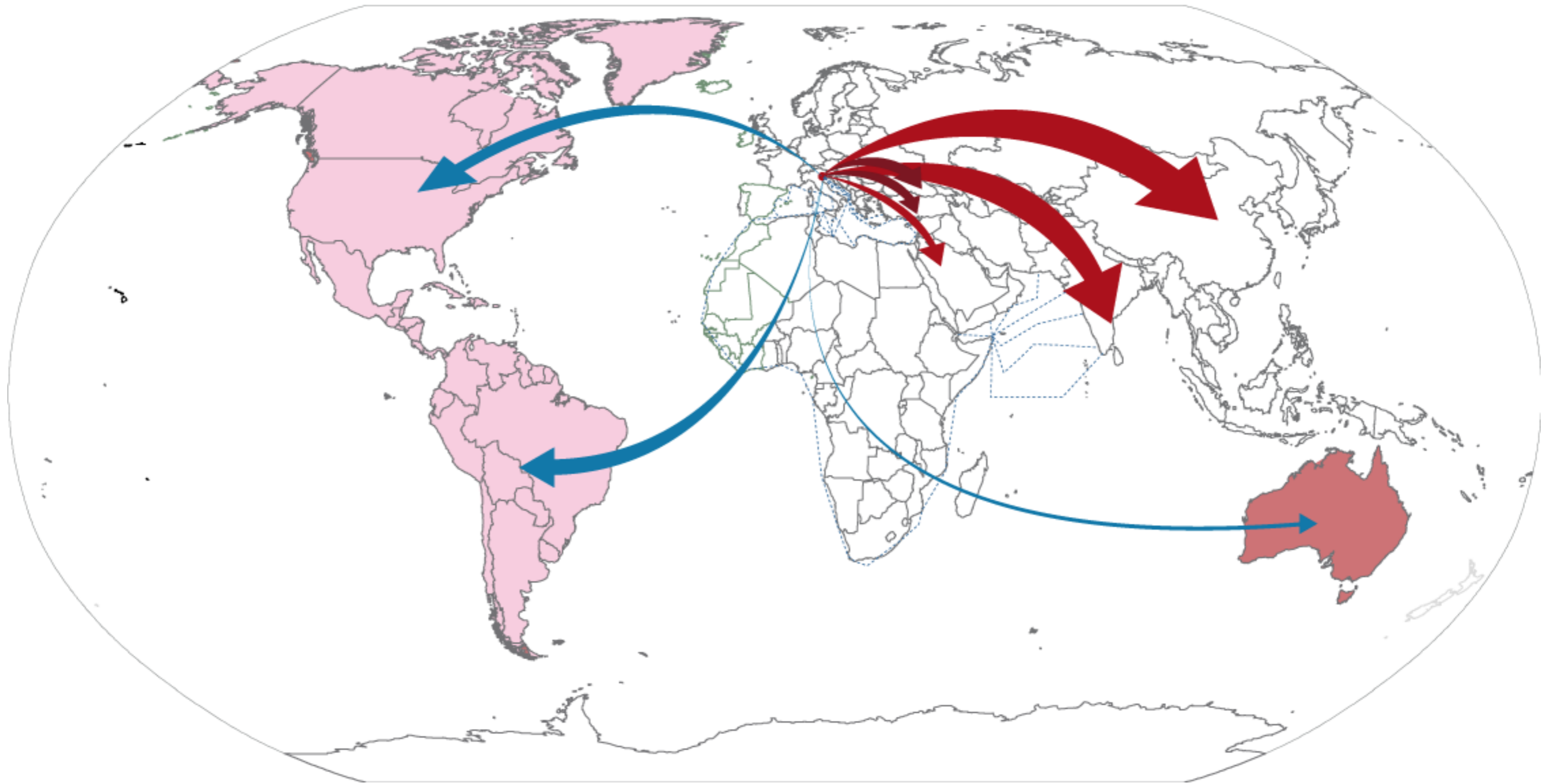


I492



I492





2010

Scenario

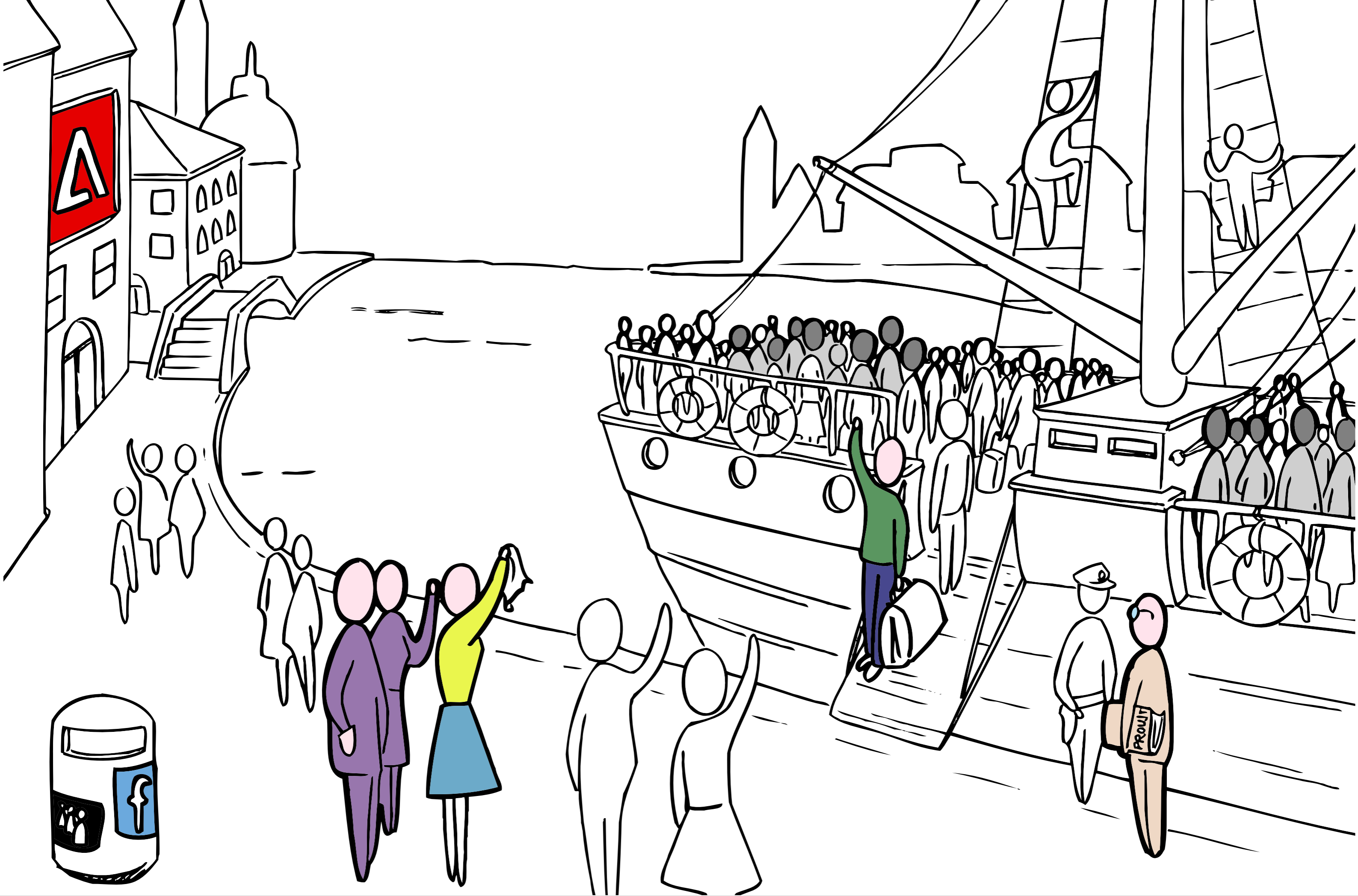
## Hypothesis #2

Imagine that Napoleon not only conquered Venice, but instead of pauperizing the city, he set it as a cultural capital, and the French gateway to the East.











SOPHIE MOREAU

25 years old

Anthony best friends

She's studying philosophy and miss Anthony. She likes to go out with her friends and to organize picnic at the Giardini



ANTHONY APLEYARD

32 years old

He works for a oil company so he goes often to Qatar for a few months.

He loves to keep in touch with friends and family while his far away.



VALERIA ORLANDI

45 years old

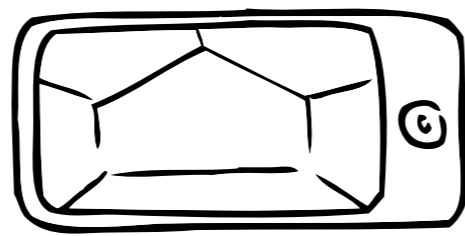
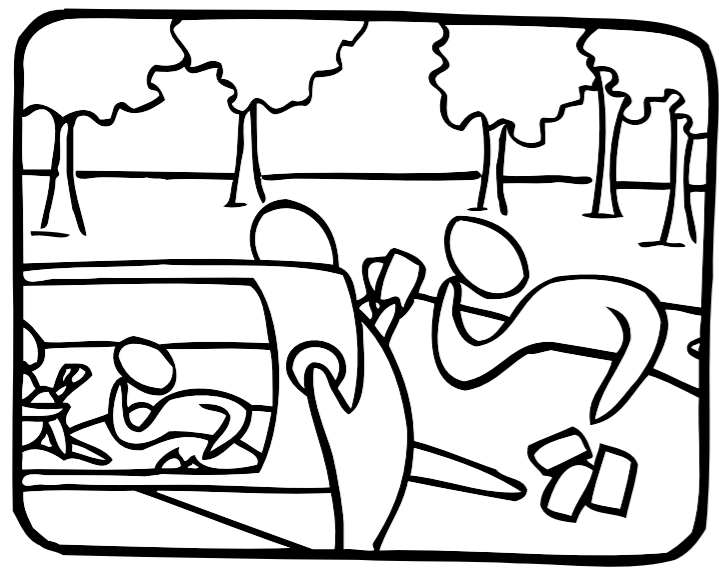
Mum of Anthony  
Housewife

She doesn't like technology, but miss Anthony so much that she will do every thing to contact him regularly.









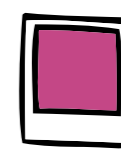
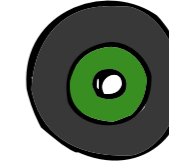
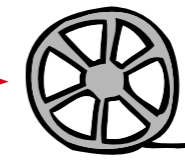
upload a  
new media



from mobile  
phone library



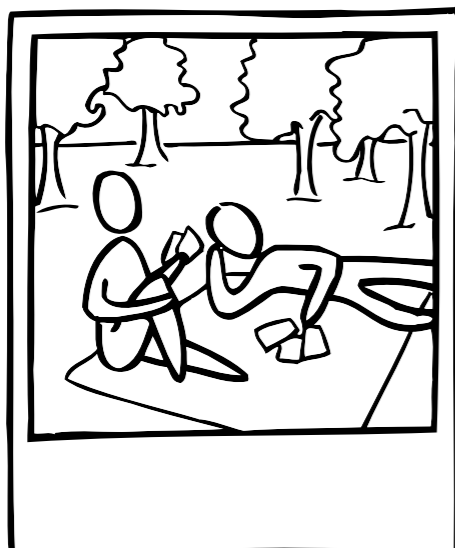
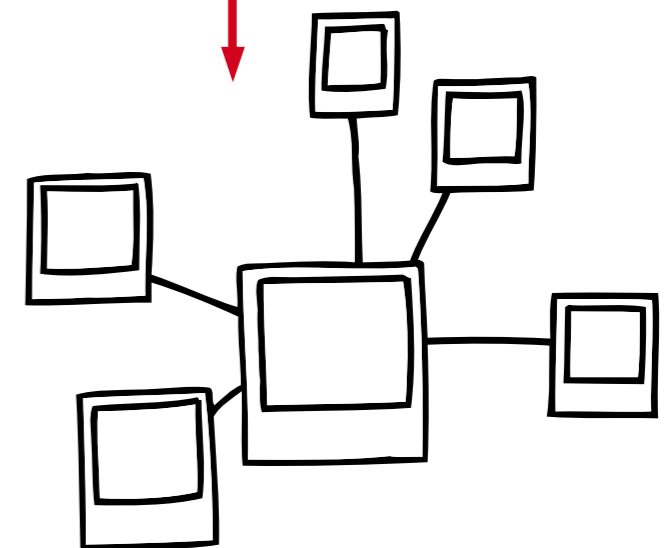
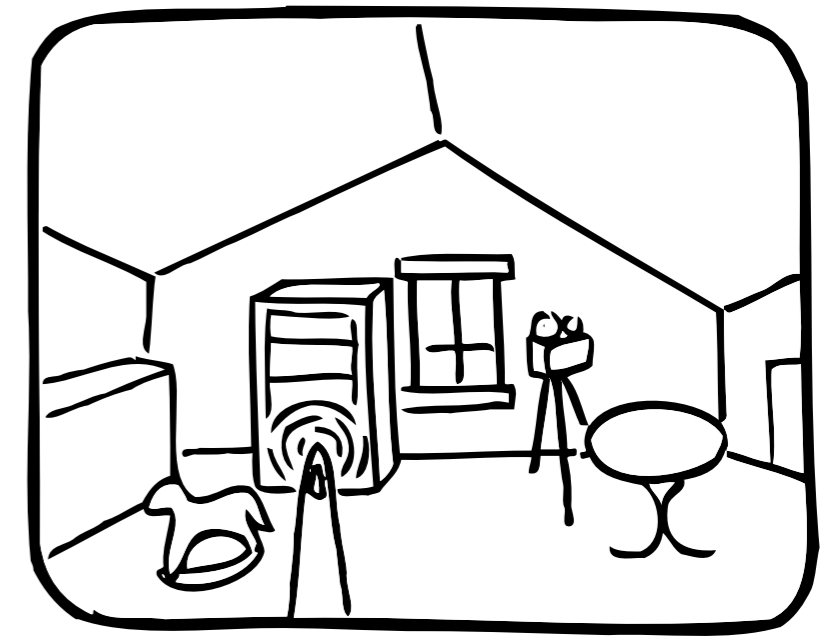
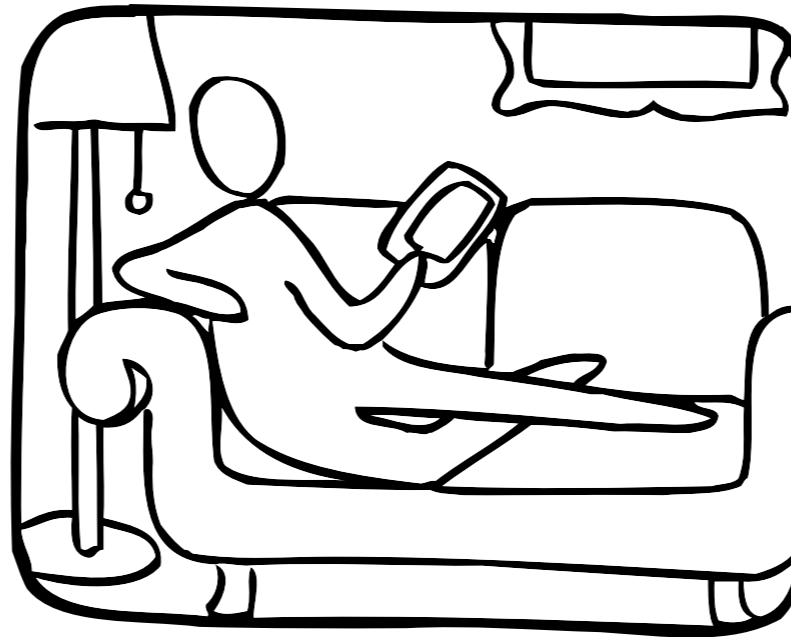
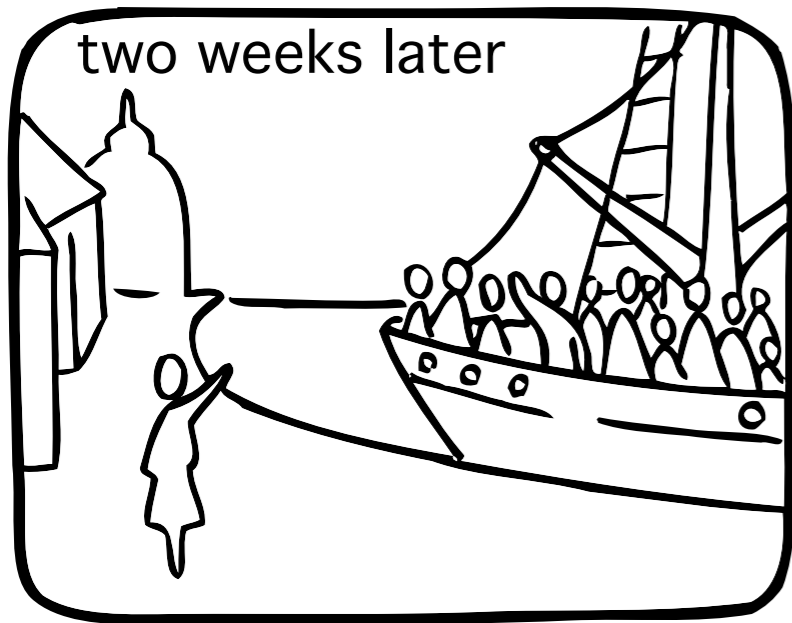
from other  
devices



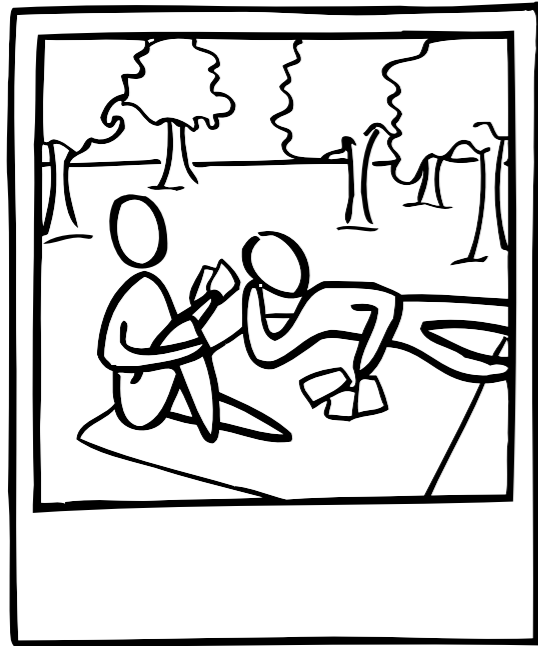
video | audio | picture | text



secret memory

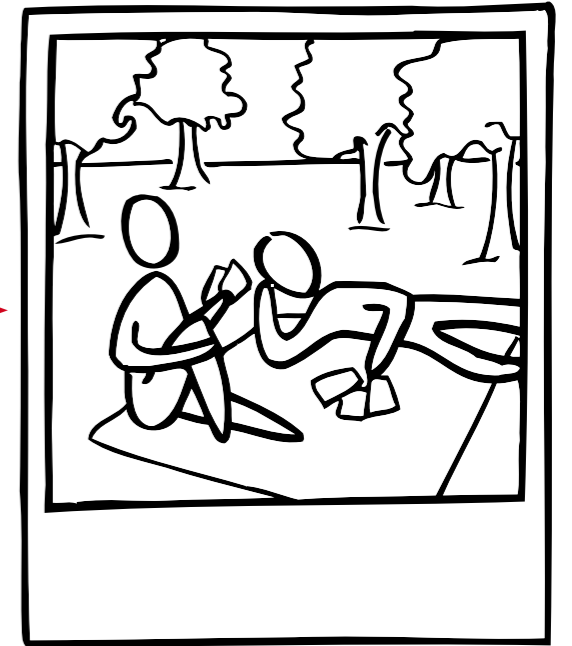
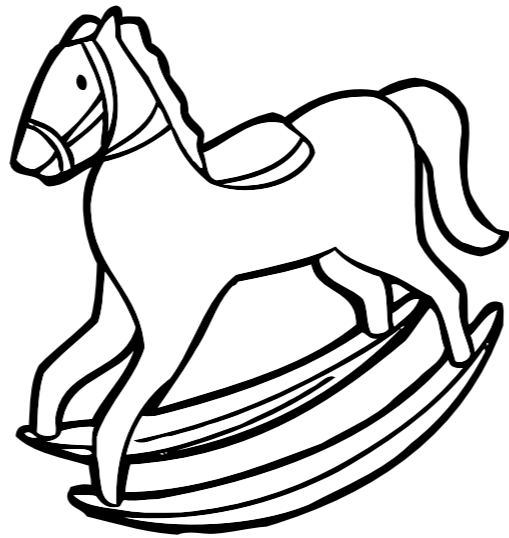


Sophie's phone



[invisibility?]

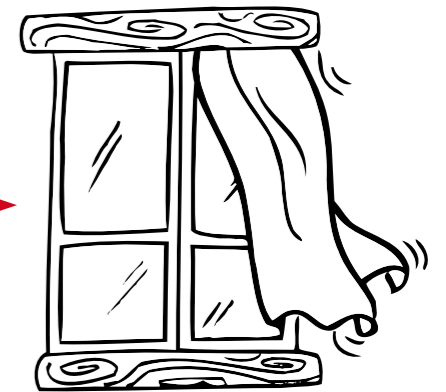
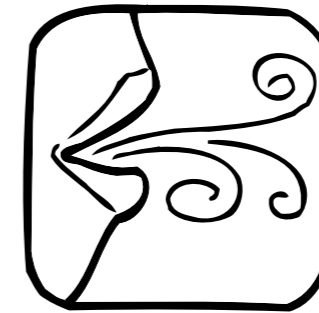
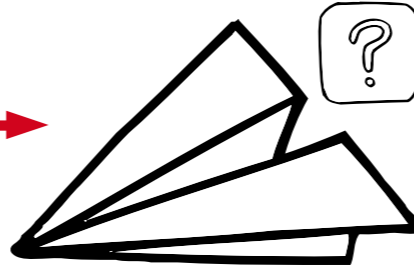
Anthony's phone



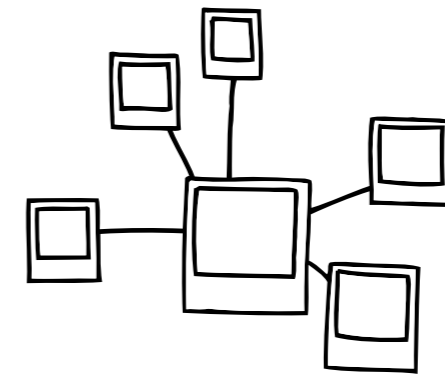
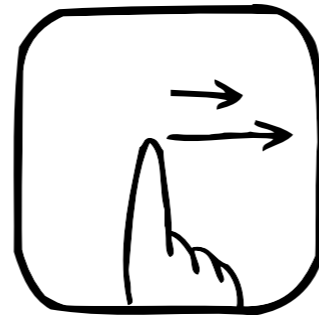
WHAT HAPPENS?

WHAT CAN SHE DO?

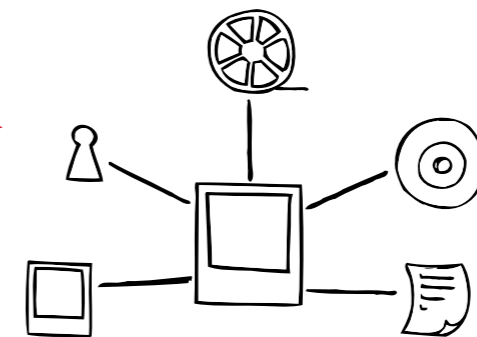
SHARE THE MEMORY



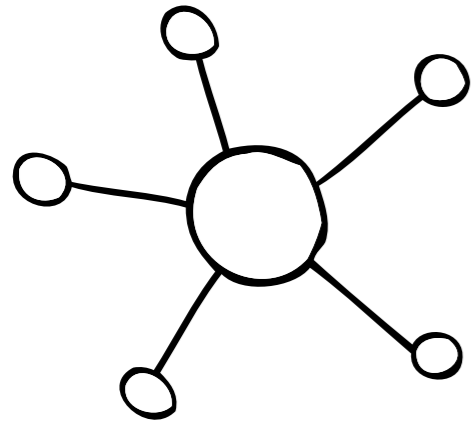
SEE OTHER PICTURES



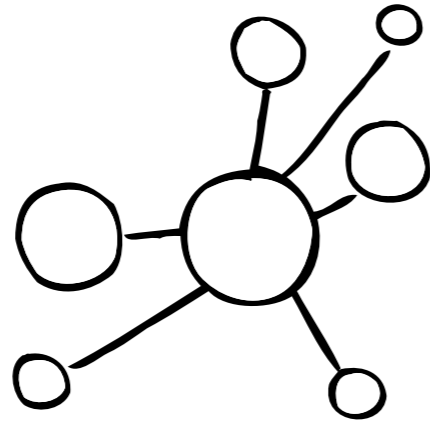
SEE OTHER MEDIAS OF THAT MEMORY



# MEDIAS VISUALIZATION



tyde



messy

# TIME VISUALIZATION

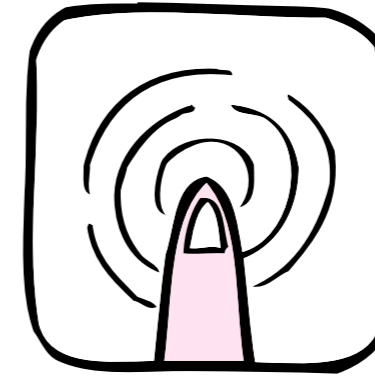


this is a recent memory

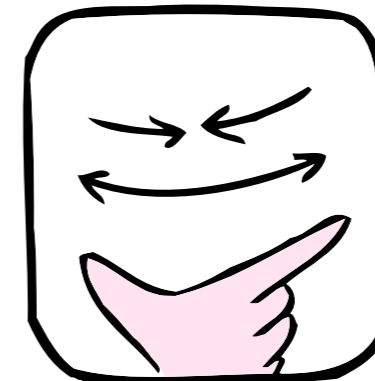
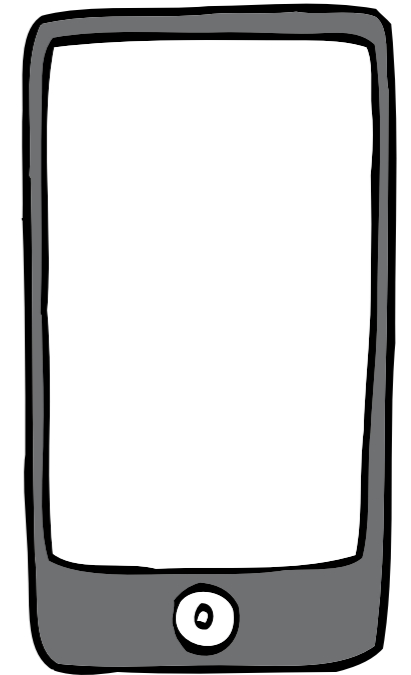


this is an old memory

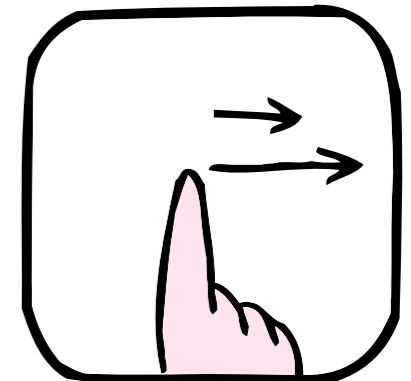
# DEVICE & TECHNOLOGY



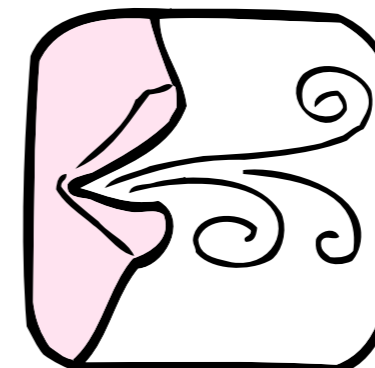
select



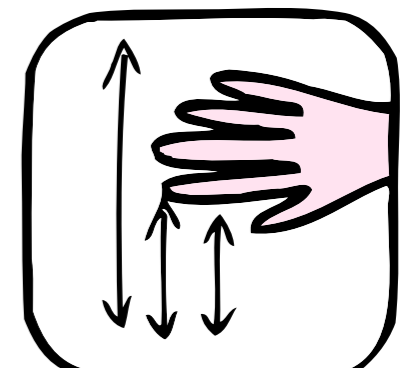
zoom in/out



go back



send message



dust

# Implementation

It's important to figure out the whole interaction flow of the user with the service. We need to enhance the metaphor and make it more consistent.



## Areas of Ignorance

We need a deeper research on users' mentality and associative thinking. We don't know how multitouch technologies work.

## Criteria for success

The most important thing is to realize an application that allow the user to feel more connected with his/her memories, and the people with whom they are shared, in a intimate way.

Thank you