HAI FEGATO?

VENEZIA MMX

IUAV 2010 | Interaction Studio 1 | Gillian Crampton Smith & Philip Tabor
03-12-2010: Final Crit | Isabella Balzano, Alice Mortaro, Nicholas Restivo

HAI FEGATO?

Concept

'HAI FEGATO?' IS AN APPLICATION FOR MOBILE DEVICES WHICH ALLOWS **PEOPLE** (WHO HAVE NEVER MET BEFORE) TO LIVE **OUT-OF-THE-ORDINARY EXPERIENCES**: THROUGH A SERIES OF **CHALLENGES** (WHICH RANGE FROM HARMLESS ACTIVITIES LIKE MEATBALL EATING CONTESTS TO MORE DANGEROUS ONES LIKE BREAKING INTO ABANDONED BUILDINGS...) THEY CAN PUSH THEMSELVES AND EACH OTHER TO THE LIMIT.

HAI FEGATO?

Concept

HAI FEGATO?

Concept

THIS APPLICATION IS FOR ALL THOSE PEOPLE WHO
FEEL THE NEED TO **BREAK FREE** FROM THE SHACKLES OF THE DAILY ROUTINE;
PEOPLE WHO NEED A RUSH OF **ADRENALINE**;
PEOLE WHO NEED TO LIVE **STRONG EMOTIONAL SITUATIONS**,
ON THE VERGE OF **LEGALITY**.

HERE **AMBITION**, **HONOUR, BRAVERY** AND **FEAR** TAKE CONTROL.

AND YOU? HAI FEGATO?

03: Mission

OUR MISSION IS TO CREATE A **COMMUNITY** OF **HARD CORE INDIVIDUALS**, WHO, THROUGH A SERIES OF CHALLENGES, **PUSH THEMSELVES AND EACH OTHER TO THE LIMIT**, TO SATISFY THEIR HUNGER FOR **ADRENALINE**.
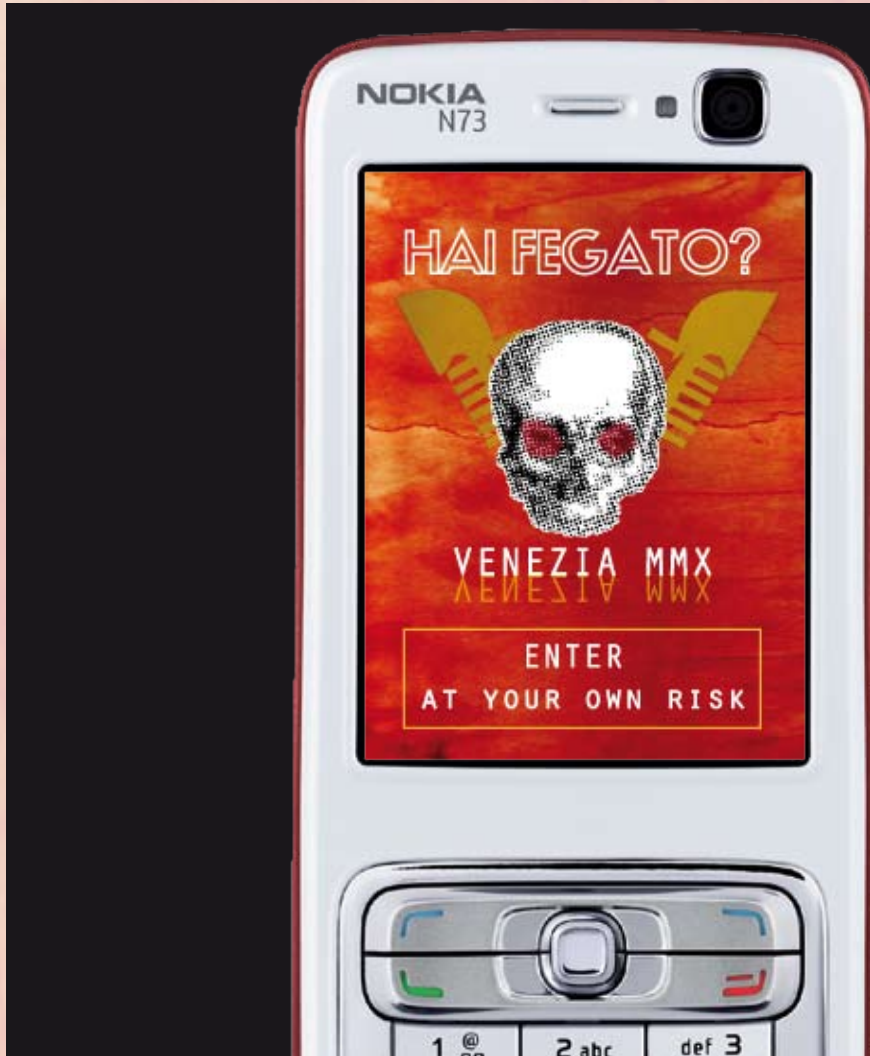
04: Goals

IT ALLOWS PEOPLE TO **UPLOAD** CHALLENGES, AND **PARTICIPATE IN CHALLENGES** UPLOADED BY OTHER USERS. FOR EVERY CHALLENGE THAT USERS SUCCESSFULLY PASS, HIS/HER **RANK** POSITION WILL ADVANCε; THEY'LL ALSO RECEIVE A 'VICTORY PATCH' TO PUT ON THEIR 'HAI FEGATO?' **T SHIRT** (WHICH SERVES AS A'MILITARY UNIFORM'). AFTER A CHALLENGE HAS TAKEN PLACE, USERS WILL BE ABLE TO CHECK THEIR RANK POSITION AND UPLOAD **PHOTOS/VIDEOS** TO THE CHALLENGE INFO PAGE.
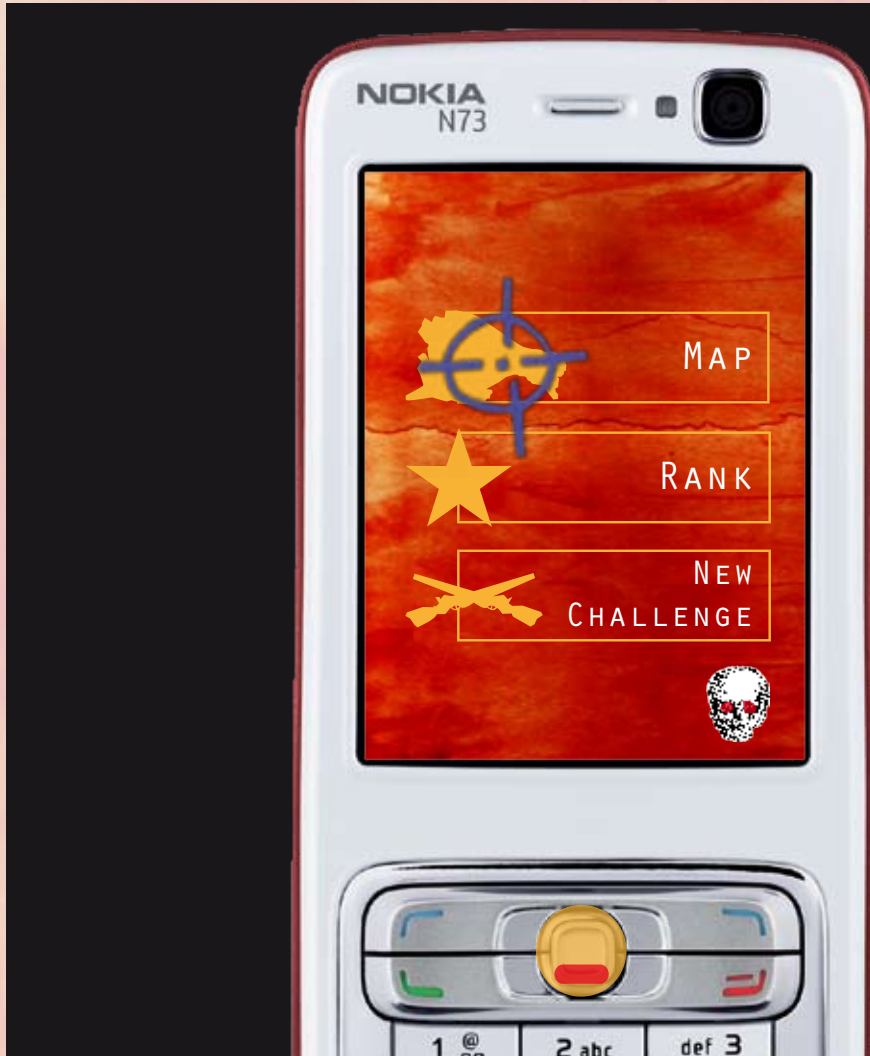
IUAV 2010 | Interaction Studio 1 | Gillian Crampton Smith & Philip Tabor
03-12-2010: Final Crit | Isabella Balzano, Alice Mortaro, Nicholas Restivo
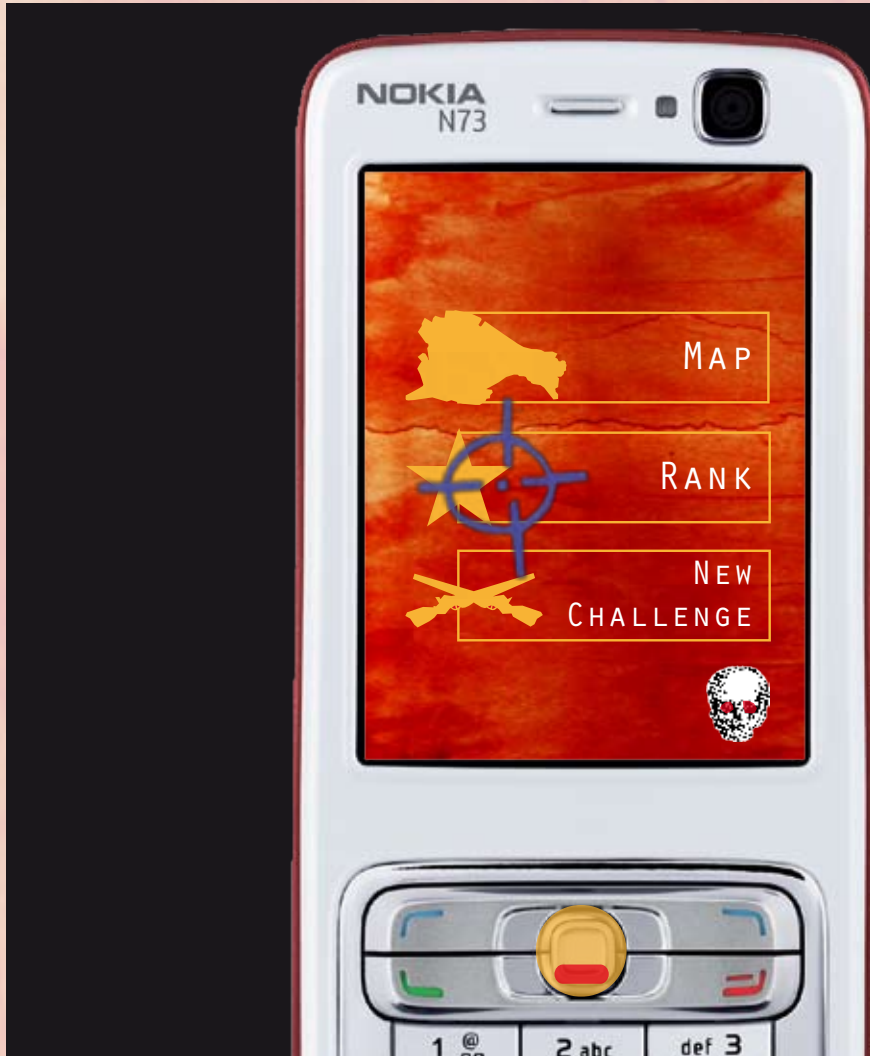
HAI FEGATO?

Design

NOKIA N 73 SMARTPHONE,
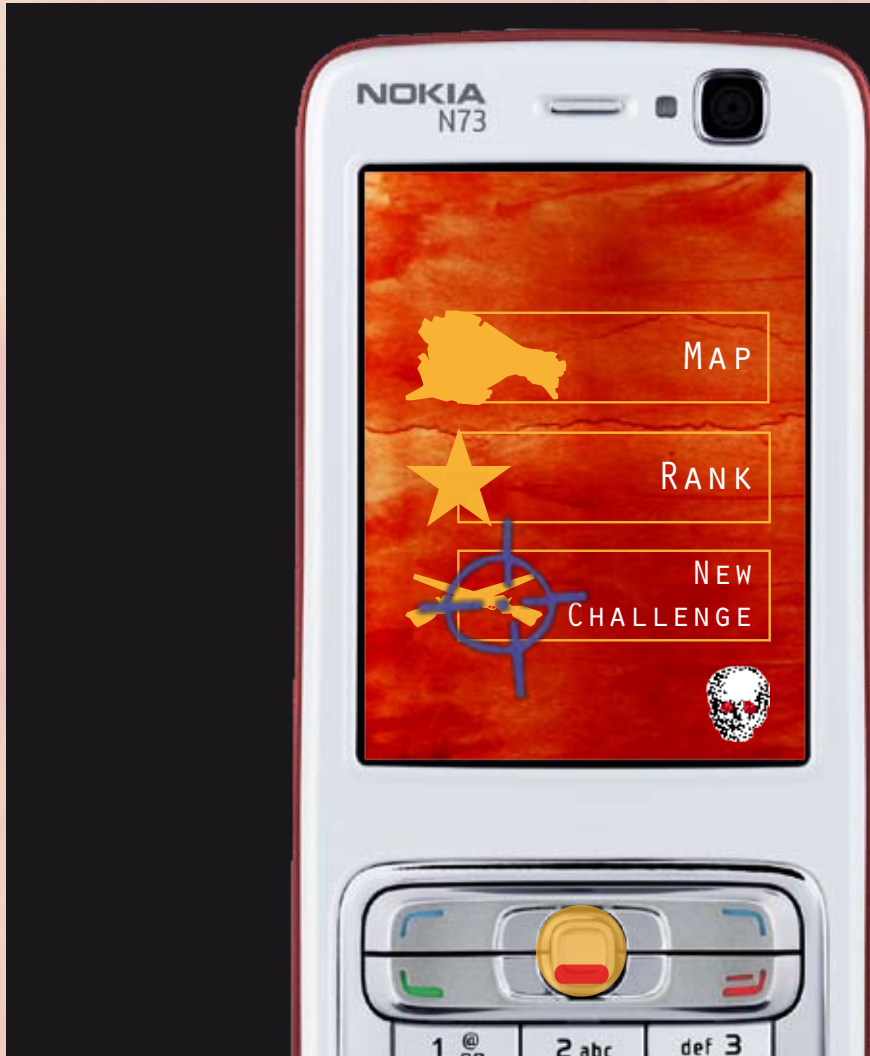SCREEN RESOLUTION 240 X 320.

MAIN MENU

BY MOVING THE JOYSTICK AROUND THE SCREEN AND PRESSING THE FIRE BUTTON, USERS CAN SELECT THEIR DESIRED OPTION.

Map

Rank

New Challenge

HAI FEGATO?

Design
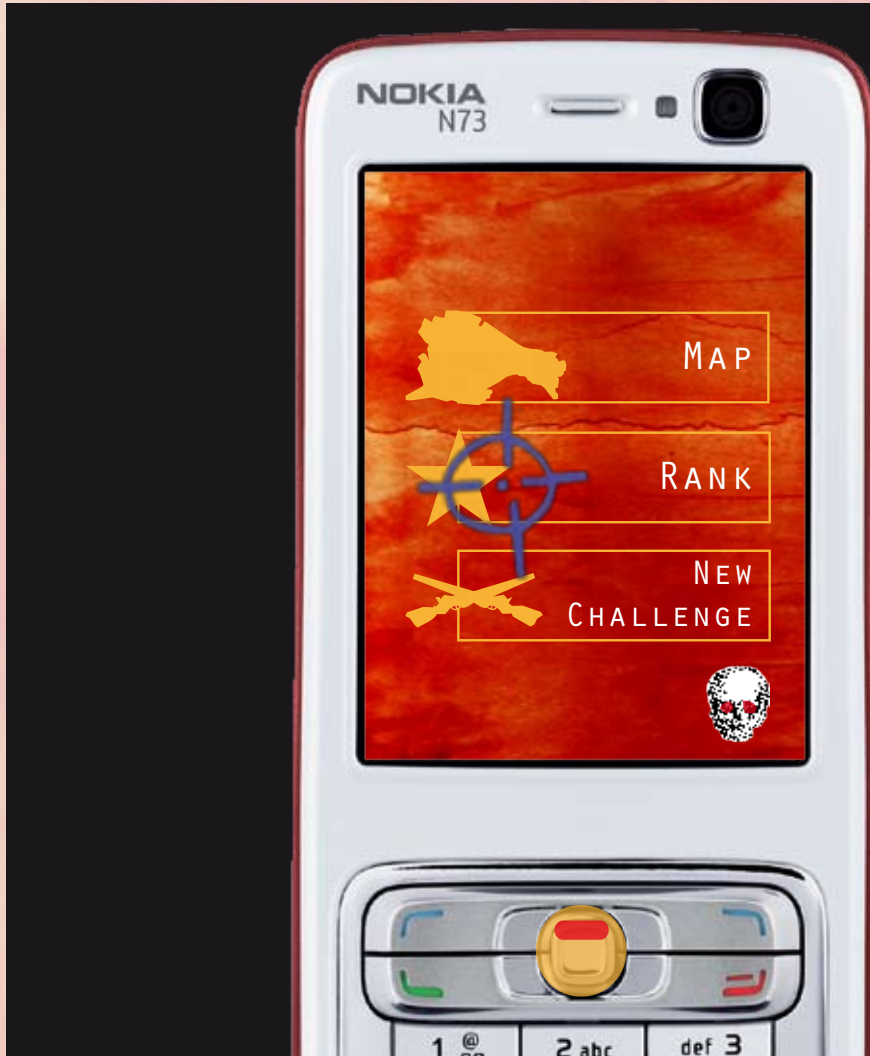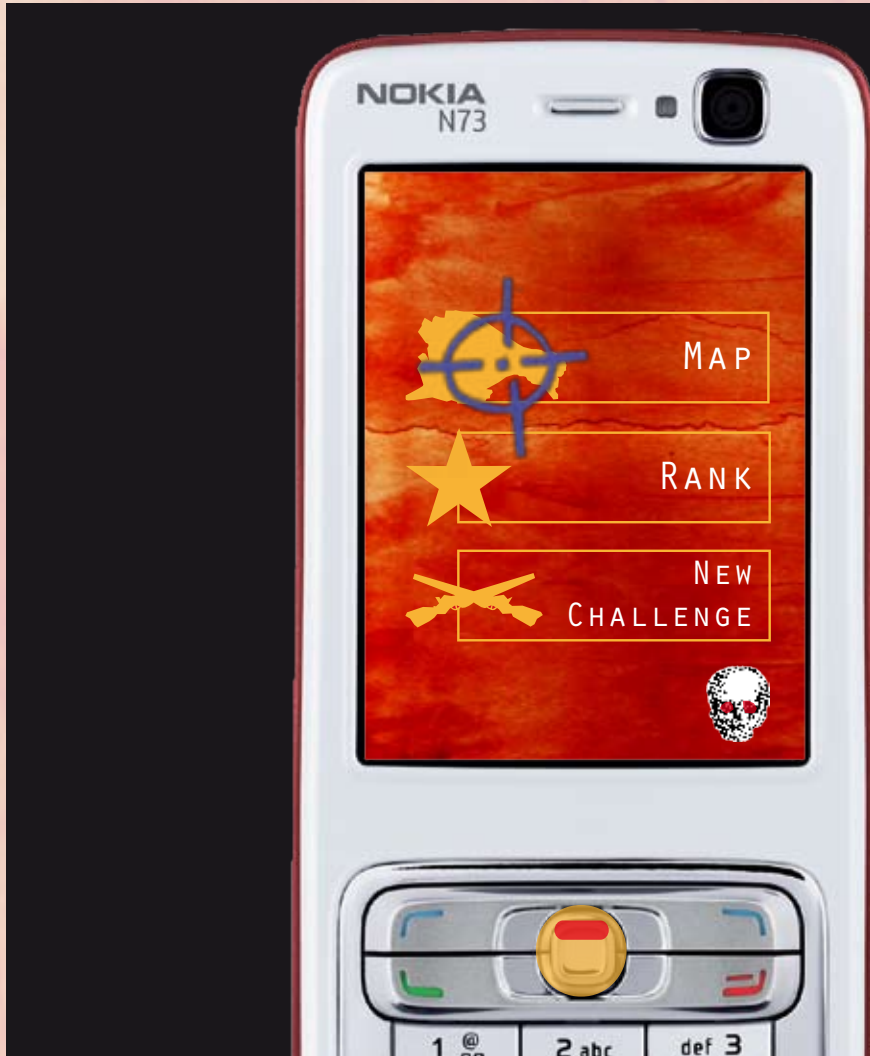

MAIN MENU

BY MOVING THE JOYSTICK AROUND THE SCREEN AND PRESSING THE FIRE BUTTON, USERS CAN SELECT THEIR DESIRED OPTION.

HAI FEGATO?

MAIN MENU

BY MOVING THE JOYSTICK AROUND THE SCREEN AND PRESSING THE FIRE BUTTON, USERS CAN SELECT THEIR DESIRED OPTION.

MAIN MENU

BY MOVING THE JOYSTICK AROUND THE SCREEN AND PRESSING THE FIRE BUTTON, USERS CAN SELECT THEIR DESIRED OPTION.

Map

Rank

New Challenge

HAI FEGATO?

MAIN MENU

BY MOVING THE JOYSTICK AROUND THE SCREEN AND PRESSING THE FIRE BUTTON, USERS CAN SELECT THEIR DESIRED OPTION.

HAI FEGATO?

Design

MAP

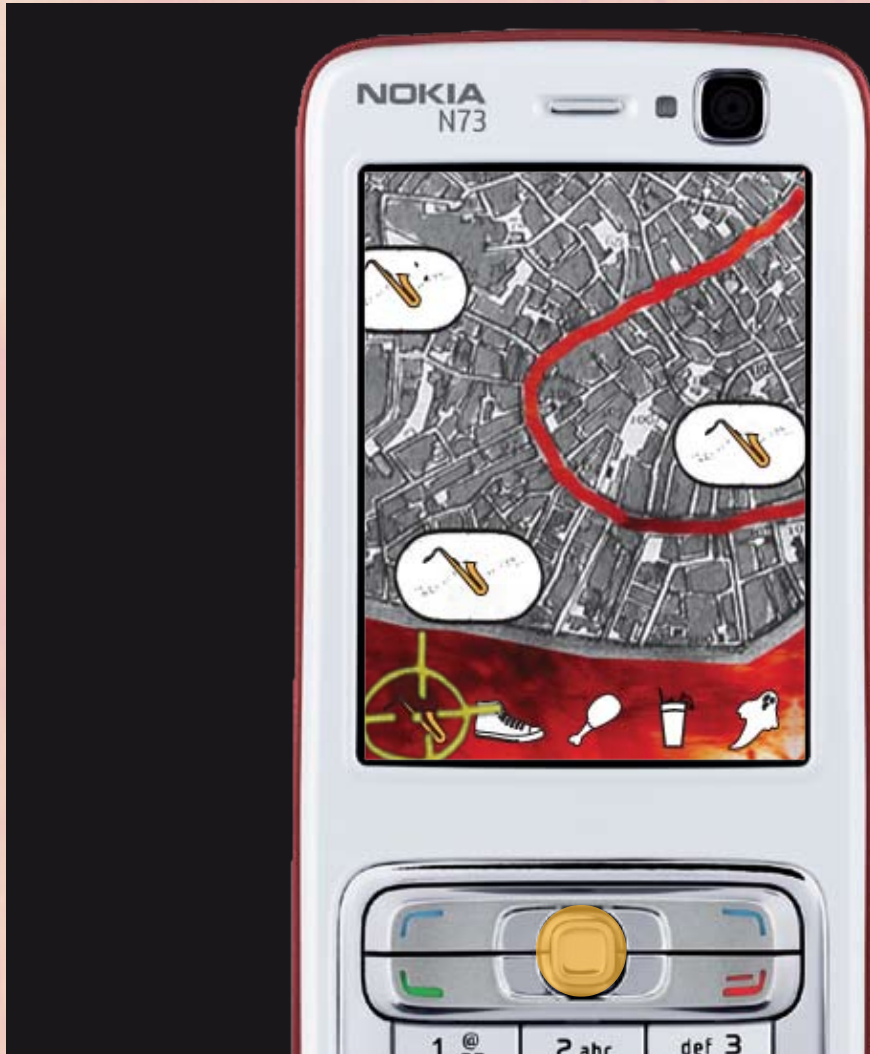HERE USERS CAN VIEW ALL THE CHALLENGES; THE MOST POPULAR ONES WILL HAVE A LARGER ICON.

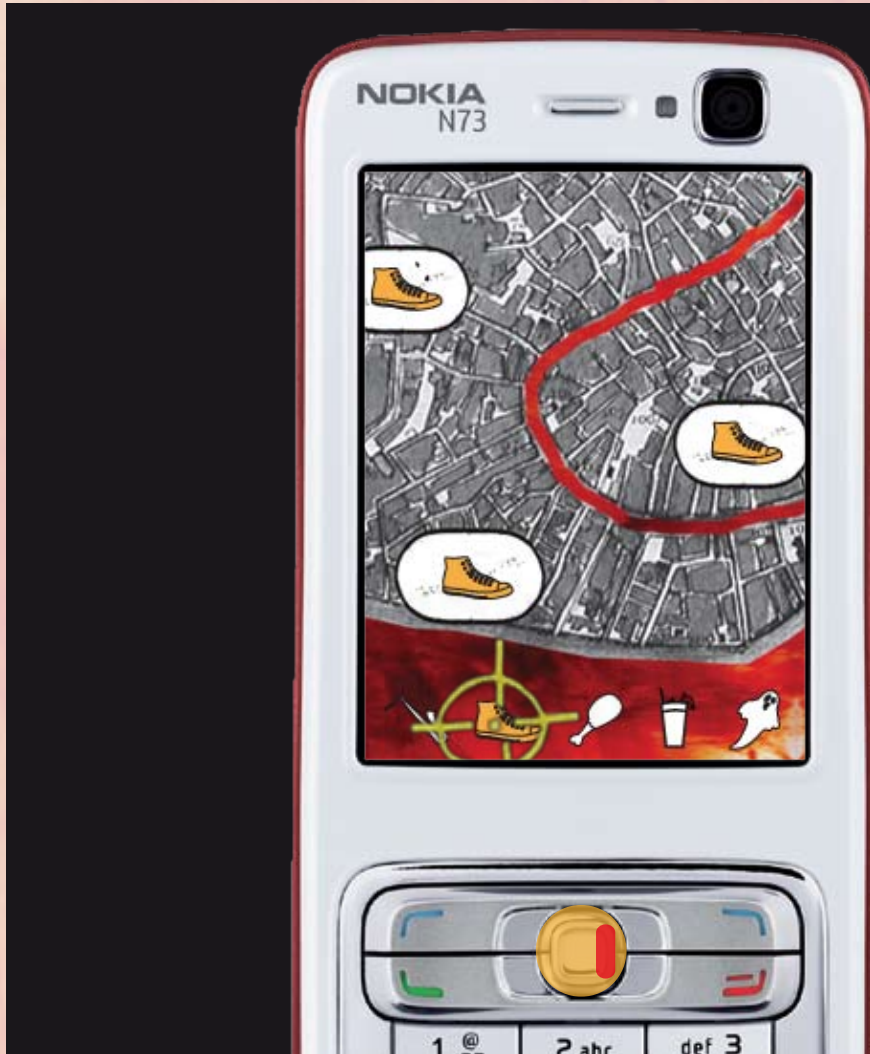THERE ARE FIVE DIFFERENT CATEGORIES OF CHALLENGES: MUSIC, SPORTS, FOOD, DRINKS, AND DANGER.
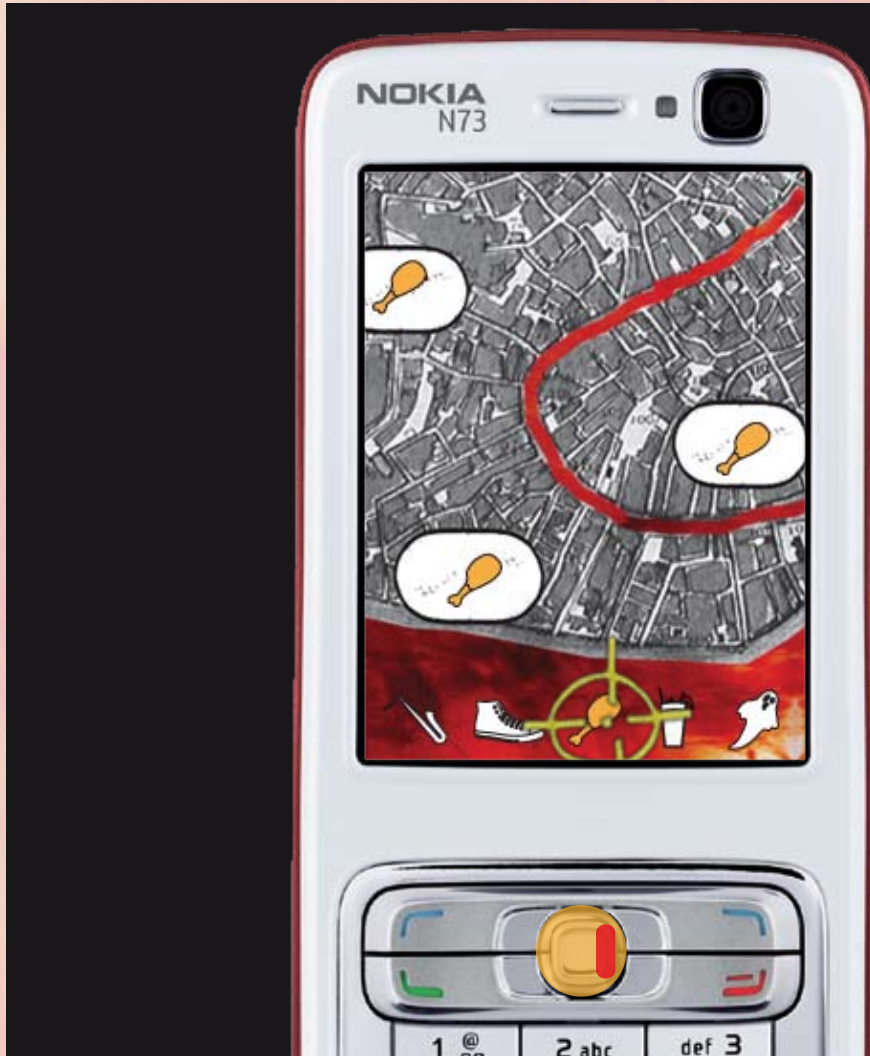
MAP

HERE USERS CAN VIEW ALL THE CHALLENGES; THE MOST POPULAR ONES WILL HAVE A LARGER ICON.

THERE ARE FIVE DIFFERENT CATEGORIES OF CHALLENGES: MUSIC, SPORTS, FOOD, DRINKS, AND DANGER.

HAI FEGATO?

Design

MAP

HERE USERS CAN VIEW ALL THE CHALLENGES; THE MOST POPULAR ONES WILL HAVE A LARGER ICON.

THERE ARE FIVE DIFFERENT CATEGORIES OF CHALLENGES: MUSIC, SPORTS, FOOD, DRINKS, AND DANGER.
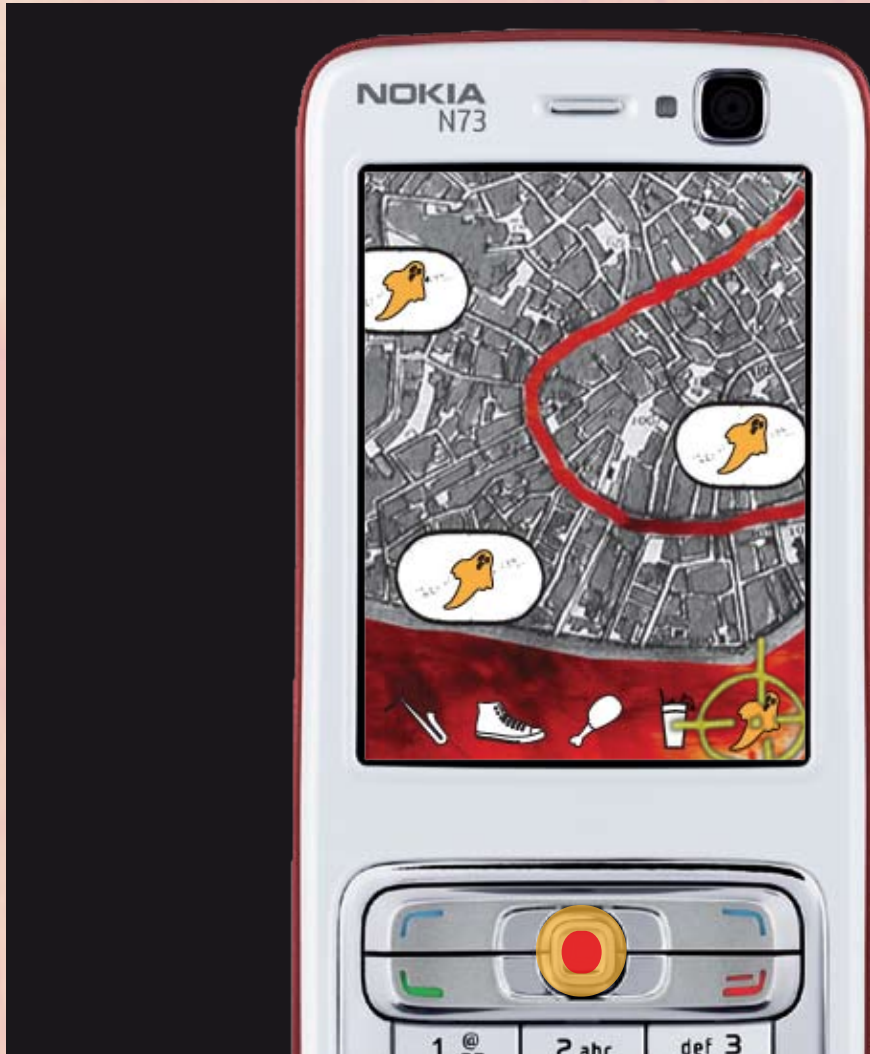
HAI FEGATO?

Design

MAP

HERE USERS CAN VIEW ALL THE CHALLENGES; THE MOST POPULAR ONES WILL HAVE A LARGER ICON.

THERE ARE FIVE DIFFERENT CATEGORIES OF CHALLENGES: MUSIC, SPORTS, FOOD, DRINKS, AND DANGER.

HAI FEGATO?

Design

MAP

HERE USERS CAN VIEW ALL THE CHALLENGES; THE MOST POPULAR ONES WILL HAVE A LARGER ICON.

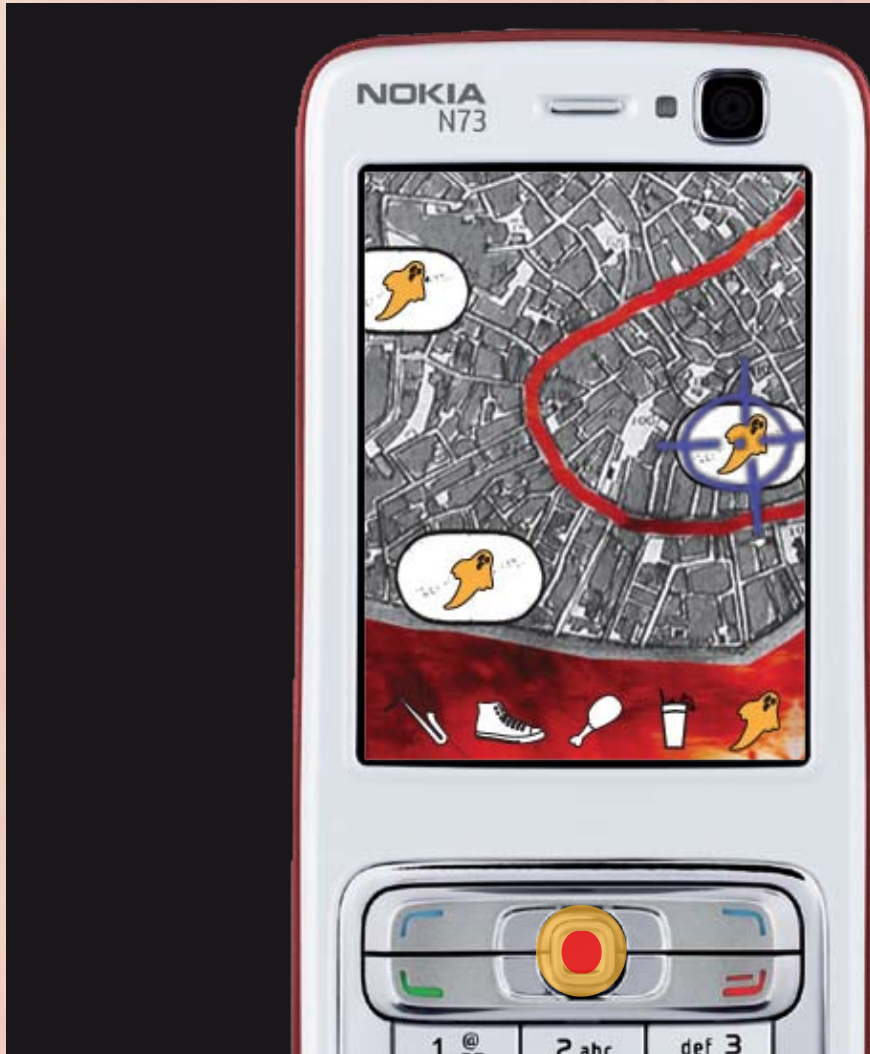**THERE ARE FIVE DIFFERENT CATEGORIES OF CHALLENGES: MUSIC, SPORTS, FOOD, DRINKS, AND DANGER.**

HAI FEGATO?

DESIGN

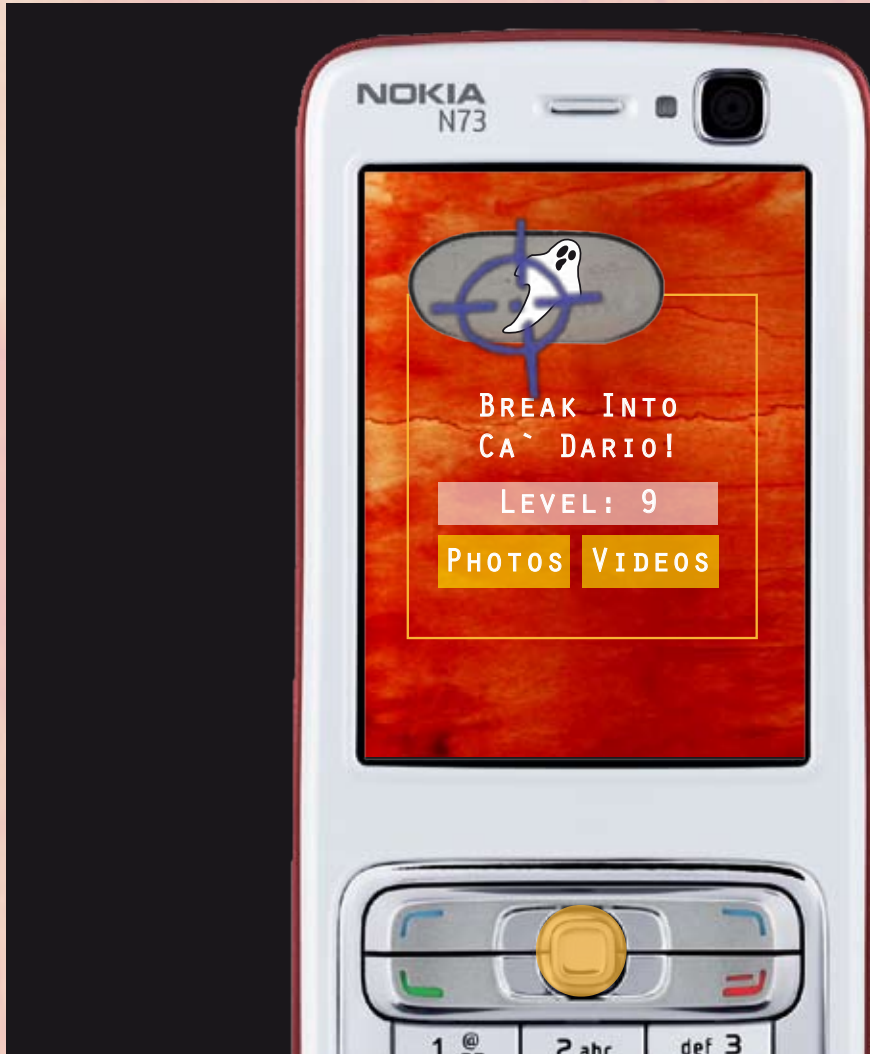**CHALLENGE SELECTION**

TO VIEW A DESCRIPTION OF THE CHALLENGE, AND SIGN UP, USERS MUST CLICK ON ITS ICON.

HAI FEGATO?

Design

CHALLENGE INFO

**HERE USERS CAN SEE
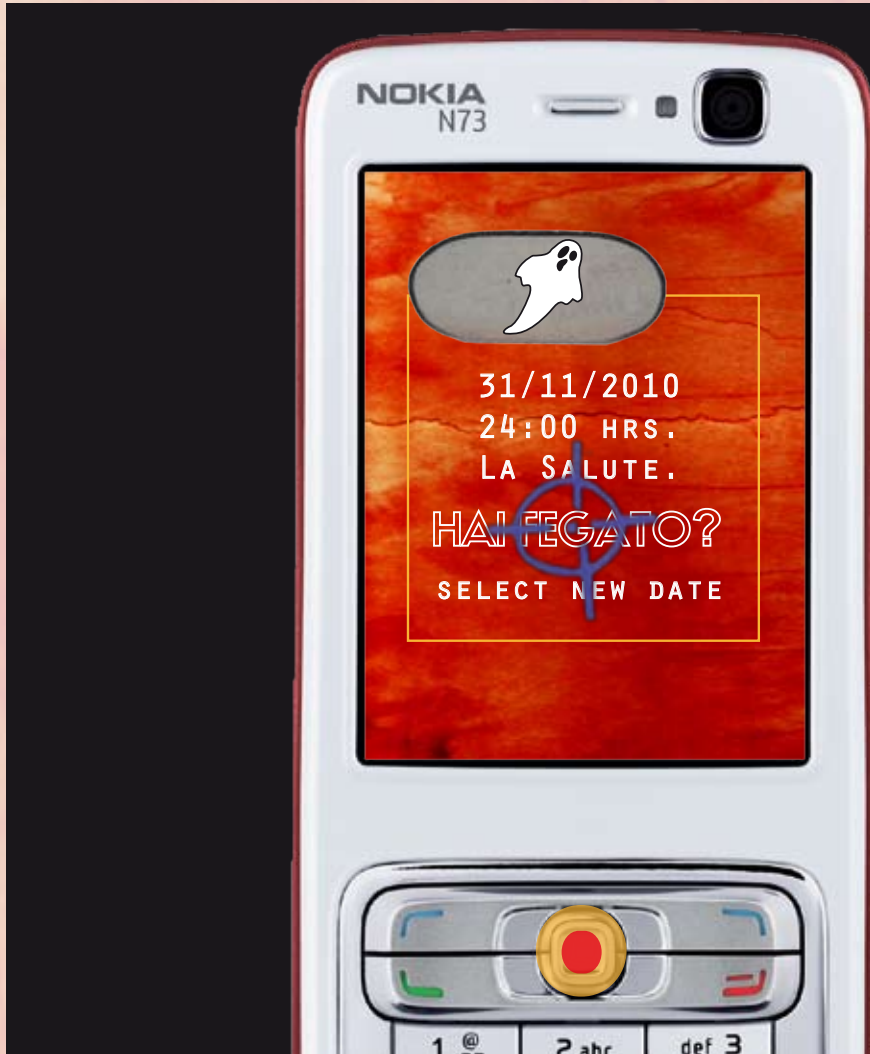THE TITLE OF THE CHALLENGE,
ITS LEVEL OF DIFFICULTY,
AND PHOTOS/VIDEOS.**

**TO VIEW MORE INFORMATION
AND SIGN UP, CLICK ON
THE ICON!**

HAI FEGATO?

DESIGN

NOKIA N73

31/11/2010
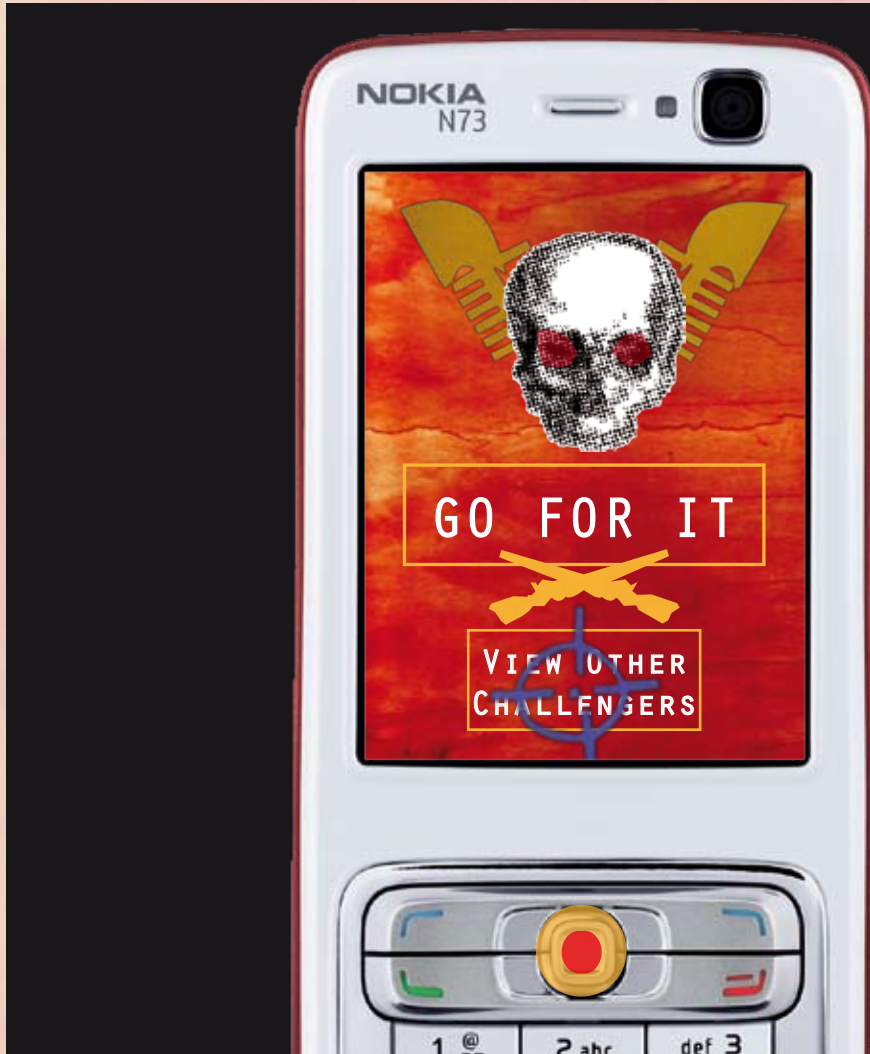24:00 HRS.
La Salute.

HAI FEGATO?

SELECT NEW DATE

CHALLENGE INFO

HERE USERS CAN SEE EXACTLY WHEN AND WHERE THE CHALLENGE WILL BE TAKING PLACE NEXT.

TO SIGN UP USERS MUST CLICK ON: 'HAI FEGATO?'.

TO PROPOSE A DIFFERENT DATE/TIME USERS MUST CLICK ON 'SELECT NEW DATE'.

HAI FEGATO?

CONFIRMATION

AFTER CLICKING ON
'HAI FEGATO?' (TO SIGN UP FOR
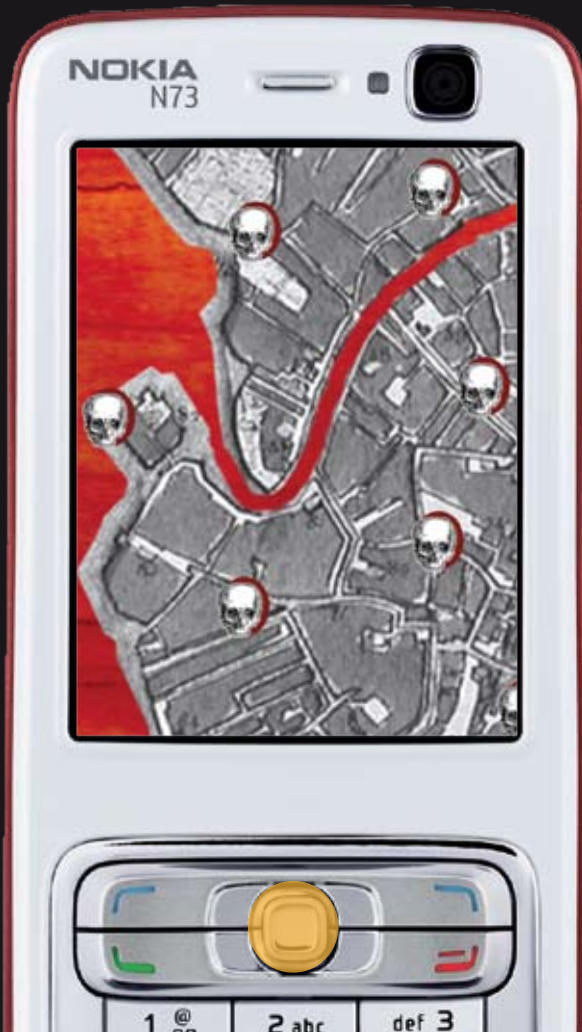A CHALLENGE) USERS WILL SEE
THIS CONFIRMATION PAGE.

HERE IT WILL BE POSSIBLE TO
SEE EVERYONE ELSE ATTENDING
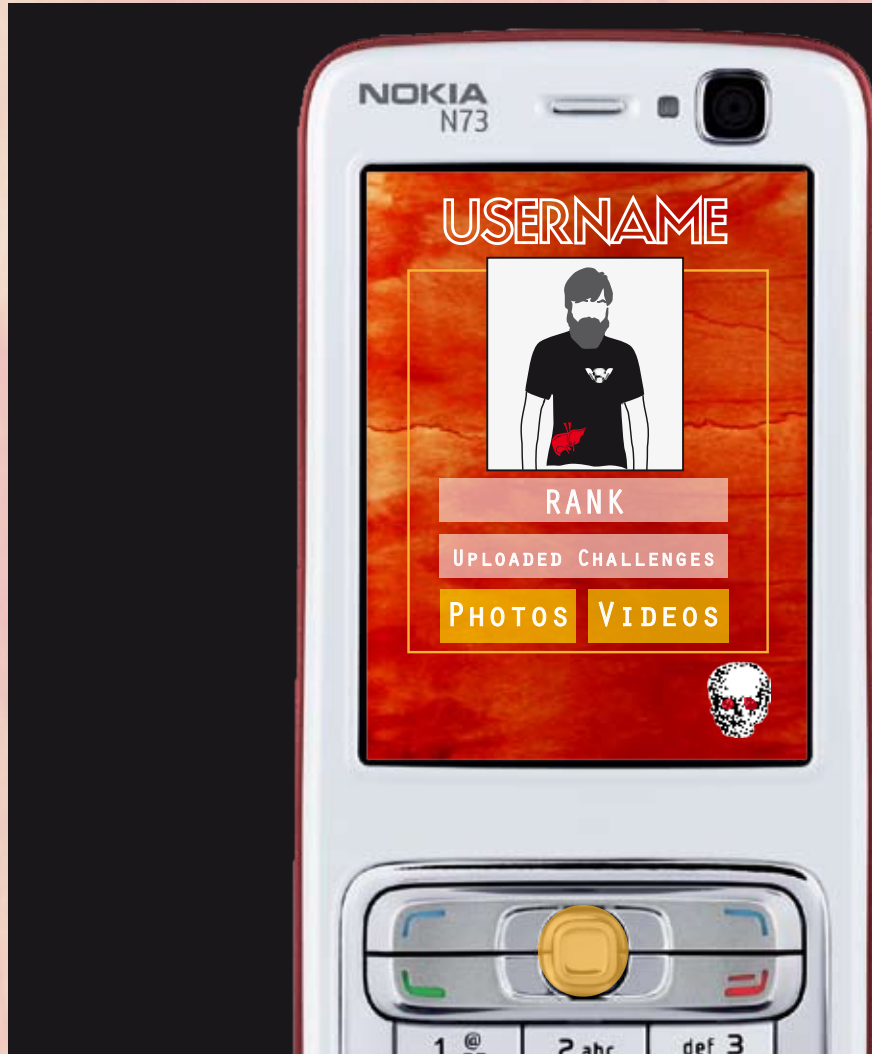THE SAME CHALLENGE,
BY CLICKING ON 'VIEW OTHER
CHALLENGERS'.

USER MAP

BY CLICKING ON 'VIEW OTHER
CHALLENGERS' IT WILL BE
POSSIBLE TO SEE EVERYONE ELSE
ATTENDING THE SAME CHALLENGE
IN REAL TIME (GPS).

HAI FEGATO?

Design

USERNAME

RANK

Uploaded Challenges
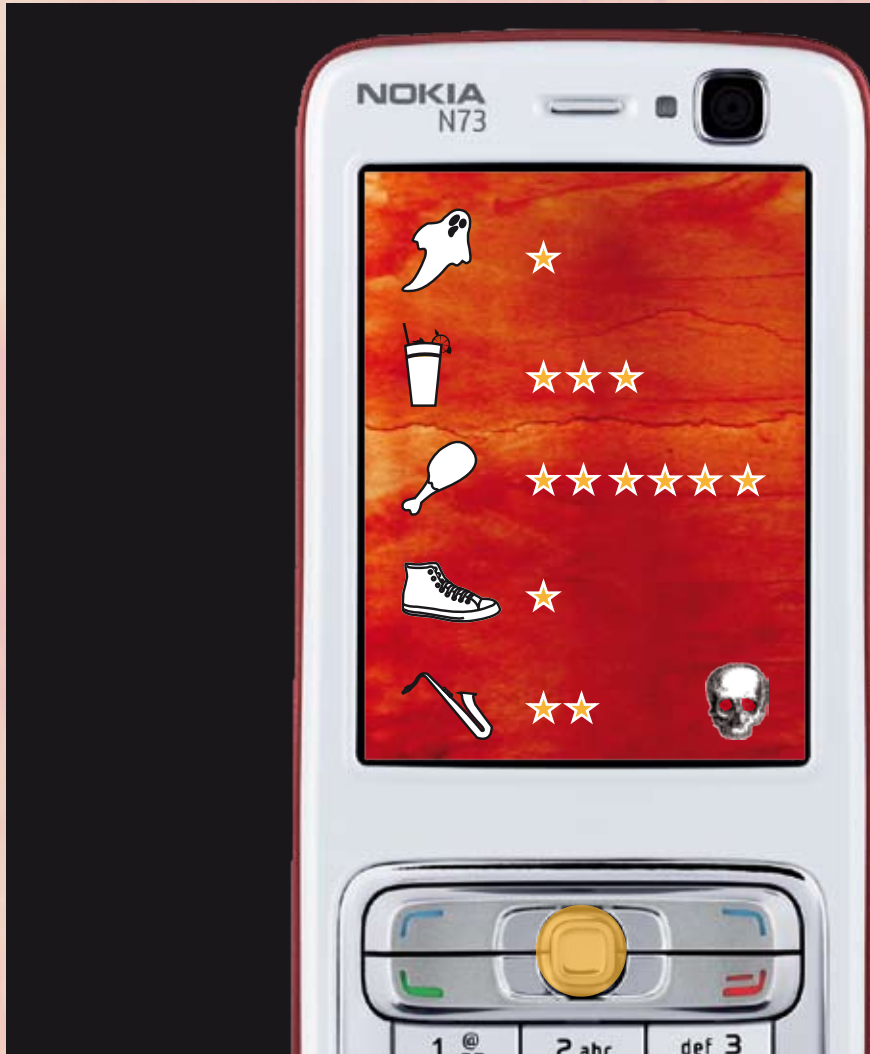
Photos Videos

USER PROFILE PAGE

BY CLICKING ON THE 'USER SKULL ICON' IT WILL BE POSSIBLE TO VIEW THE PROFILE OF OTHER USERS, WHICH INCLUDES: USERNAME, PHOTO, RANK, UPLOADED CHALLENGES, PHOTOS AND VIDEOS.

HAI FEGATO?

DESIGN

RANK

THIS IS THE 'HAI FEGATO?' FEEDBACK PAGE: EVERY STAR IS A CHALLENGE THAT THE USER HAS SUCCESSFULLY PASSED.

BY CLICKING ON A STAR, USERS WILL BE DIRECTED TO THE PHOTO/VIDEO PAGE OF THAT CHALLENGE.

THANK YOU!