



IUAV Clasdip 2010/11 Interaction Design Studio 1 - Gillian Crampton Smith & Philip Tabor
Students: Isabella Balzano - Alice Mortaro - Nicholas Restivo



1 - **Context:** What is the general context of your service?

"A **Venice** in which it's possible to **meet new** and interesting **people**.
Where socializing is made simple through the discovery
of **unexpected places**".



2a - **Aims: What** are you designing?

"An **interactive system**, accessed by mobile phone, which will **guide** tourists and newcomers **to unusual** (and lesser known) **places**, helping them feel more at home".

2b - **Aims: Who** is it for?

"Through an interactive service, two kinds of users will be able to sign up: **Locals** (willing to show 'their secret places', where the real venetian life takes place), and **Tourists** (who are more inclined to living like a venetian than just visiting the typical tourist spots".



2c - **Aims:** What does it do for them?

"By providing this service, **it creates** links and **relationships** between tourists and locals in a new way. At the same time, it allows the opportunity, in the future, for the roles to be inverted (thus making the tourist the host and vice versa)".

2d - **Aims:** What **brand name** might express your service and its purpose?

"Homey.Ve."



3 - **Users:** Who are the likely users?

"**18+**, education level not important; they must own and know how to operate a **smartphone**."

The **Locals** must **know the city** (or parts of it) pretty well, and have at least one special place where they'd like to take people. They must of course have the time and energy to actively participate in this service.

The **Tourists** must be curious, adventurous and **interested in** seeing a non conventional Venice: **the real Venice**, not just the tourist spots!".

4 - Other **Stakeholders:** "Who are the other stakeholders?"

"Tourists, locals and local businness owners. Everybody wins".



5 - **Function** - "What **practical actions** will your service allow users to do?

"**Locals** will be able to **feel** as if they're **part of city** (well, in someone's experience of the city); they might feel, if they wish to, like **little tourist attractions** themselves. **Tourists** will **live real** and authentic **venetian experiences**: meet and interact with locals. Make new friends, perhaps."

6 - **Contexts** of use: What **hardware** will your users probably have?

"**Smartphones** (or computers): anything that can go online!"



7 - **Mood:** What emotional mood do you want your service to produce in your imaginary users?

"**Happiness** (meeting new people); sense of **discovery** and **surprise**. It would be nice if tourists, after using this service, felt as if they knew and were part of the city (satisfaction and sense of **accomplishment**)".



8a - **Implementation**: What is the **central design challenge** posed by this problem?

"The main problem is **creating** a **simple, beautiful** and easy to use **interface**, which will make the **interaction** between users a **great experience**".

8b - **Implementation**: What is the **central technical challenge**?

"**Program** the entire app so that it works properly!"



9 - Areas of **ignorance**: What don't you know?

"We don't know how the **programming** of the entire app will work: graphics? contents? interactivity? categories (food, music, art ecc.)? user profiles? ecc.. We must **figure out** exactly **how the interaction** among users **works** and **how to coordinate it**".

10 - **Criteria for success**: What are your most important criteria?

"a - We want the interaction to work: **every aspect** of this service must be **clear** and **understandable**; b - The **interface** must be **beautiful**, every screenshot must have an excellent layout: colors? typeface? icons? ecc".

Homey®

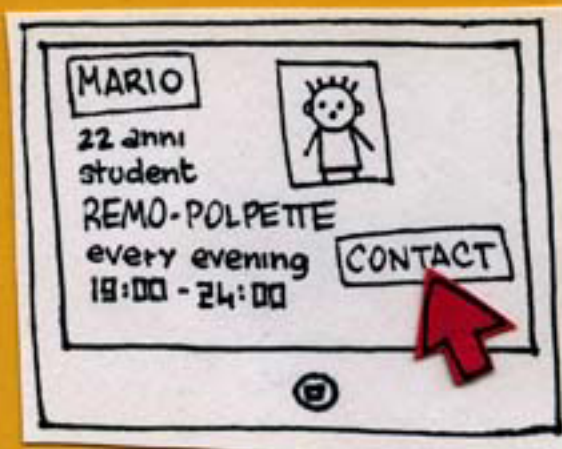
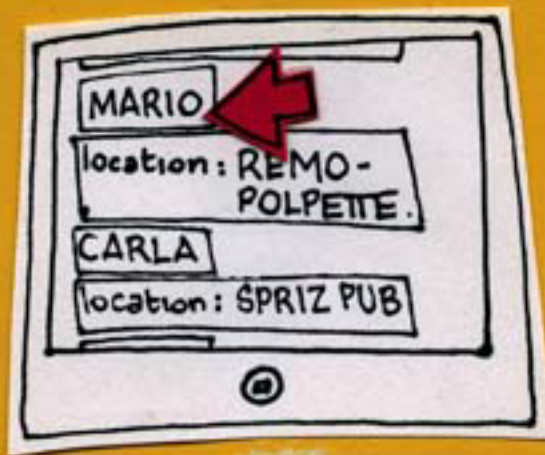
A little Storyboard



VENETIAN RESIDENT



TOURIST



Homey®

A little Storyboard



IUAV Clasdip 2010/11 Interaction Design Studio 1 - Gillian Crampton Smith & Philip Tabor
Students: Isabella Balzano - Alice Mortaro - Nicholas Restivo