


sticki

Spread the word.



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GOAL: To design a system that uses the city as a learning environment. We wanted to enable people, especially young people, to use the cityscape as a place of informal learning.

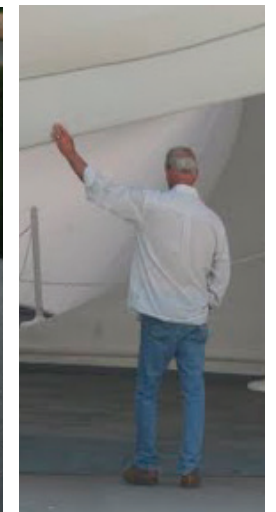
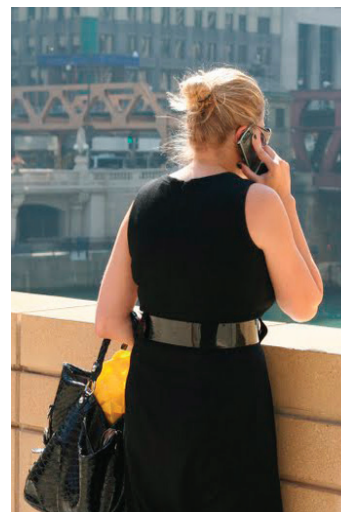
User Research

We set out to find:

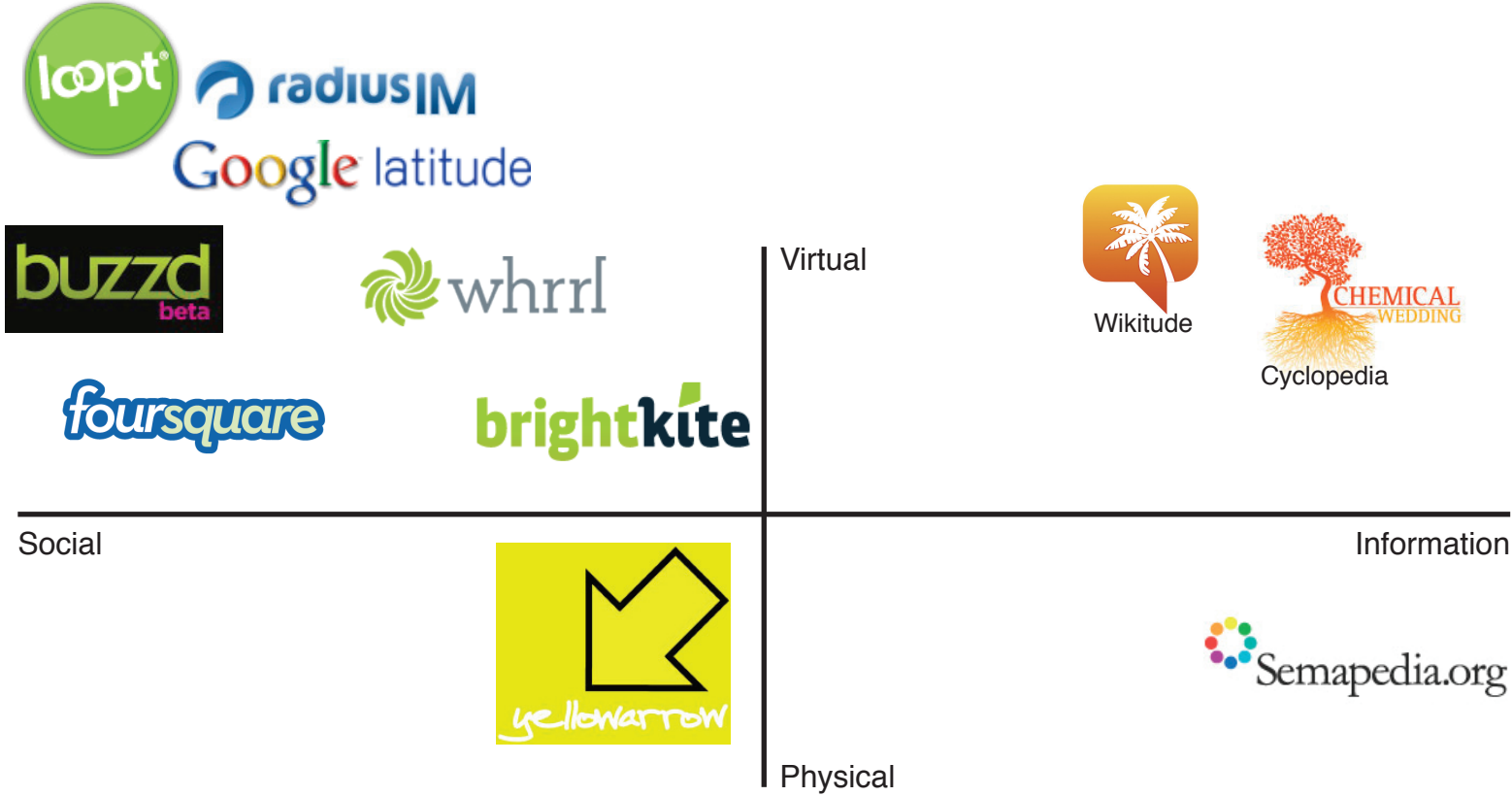
1. How are people currently learning in the city?
2. How is information placed on a metropolis?
3. How do people use that information?

We found that the best information isn't available on a park map or visitor guide.

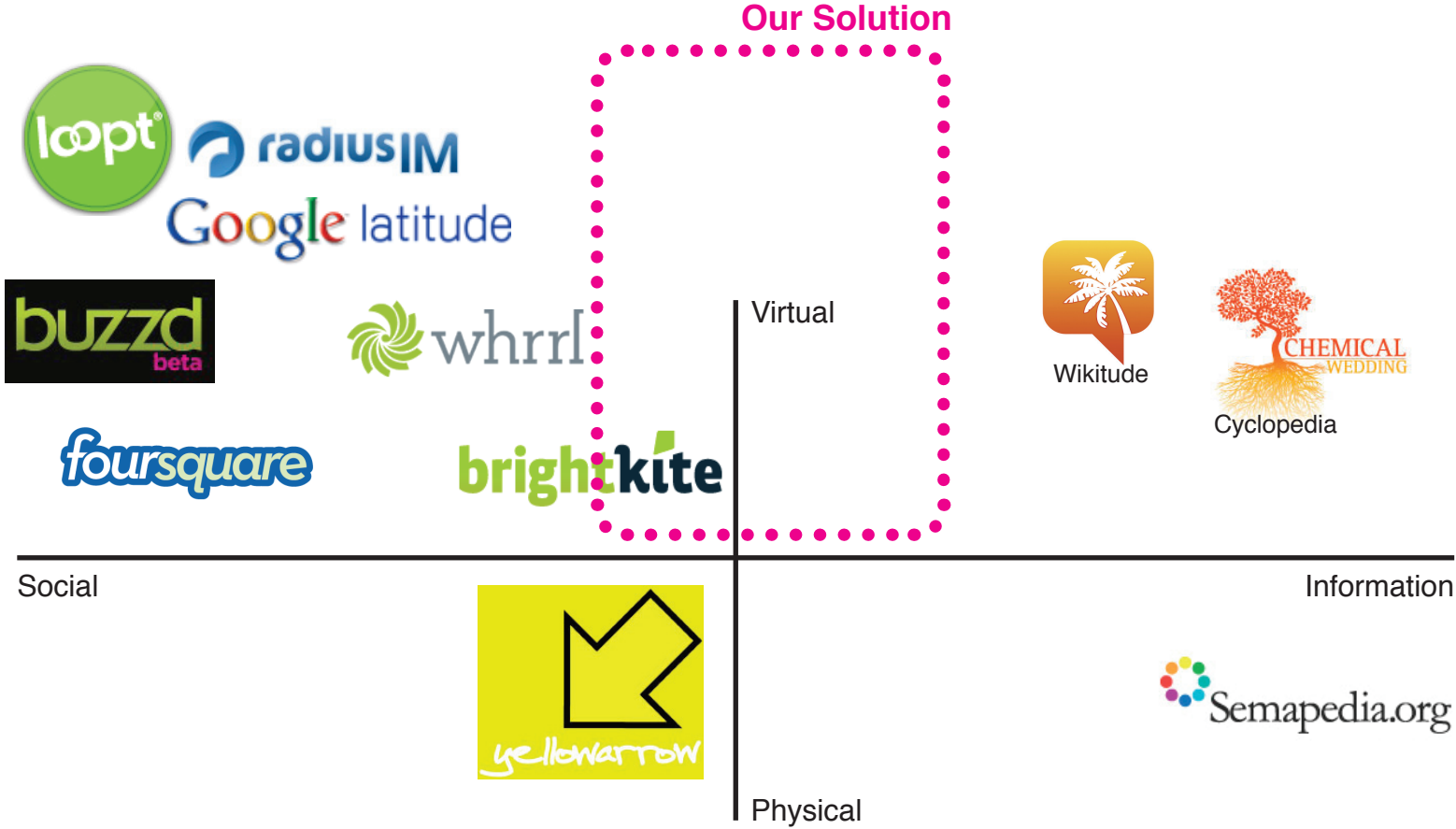
"Did you know that the new bridge that connects Millennium Park and the Art Institute's new modern wing is designed to melt snow during the winter?"



Competitive Analysis/Precedents

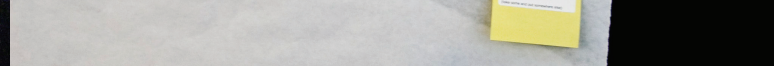
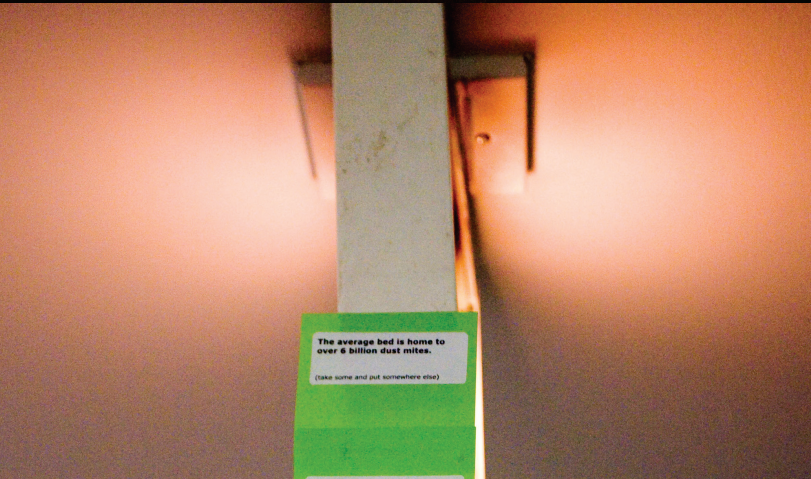
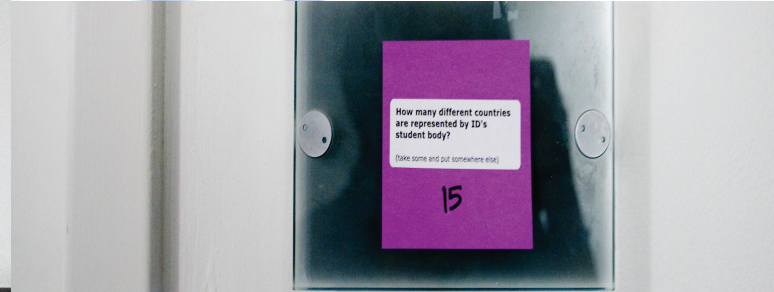
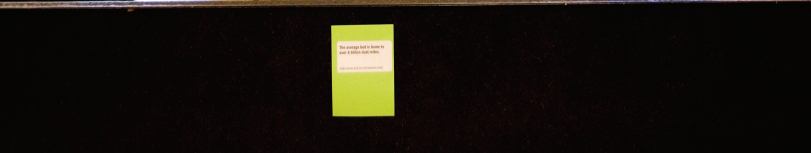


Competitive Analysis/Precedents



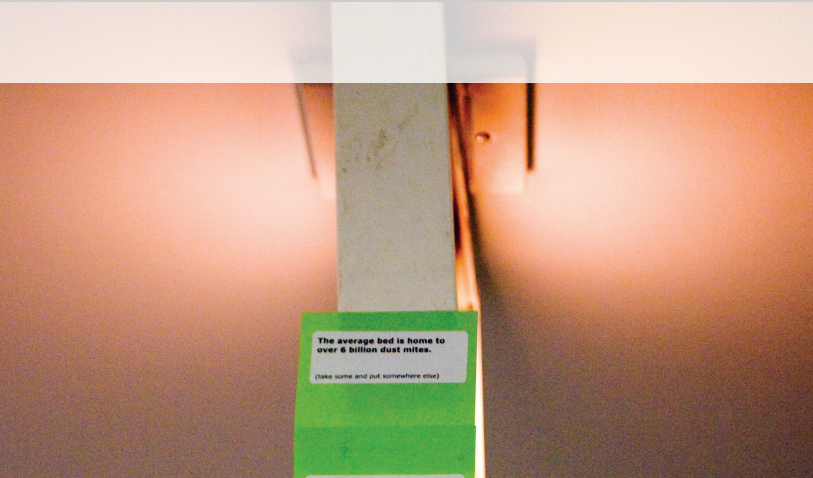
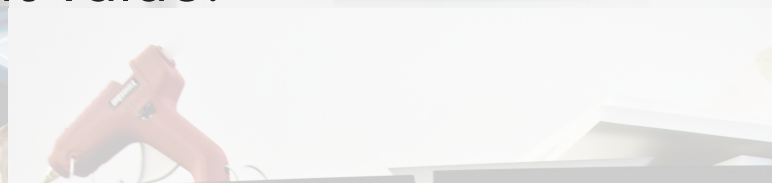
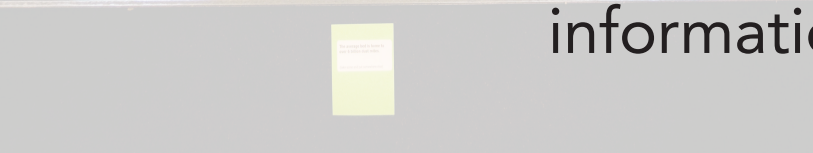
An orange square with a subtle gradient and a slight drop shadow, centered on a white background. The word "DEMO" is written in the center in a black, sans-serif font.

DEMO





Location adds value to information and people will relocate information to maximize that value.



Prototyping

