

va 402 / project proposal

Ayça Narin

### **project name**

Mood Elevator

### **project definition**

My project is about creating an info-graphic game about moods of employees that can be played during their journey in the elevator of skyscrapers.

### **objectives & goals**

*-This project will analyze moods of employees:*

The project will provide emotions which are classified by Paul Ekman. People can choose these icons according to their daily moods. Therefore, at the end of the day, there will be total evaluation about employees' mood.

*-This project will create an entertainment environment:*

*The project will be like an interactive game for employees. According their choice of their mood, funny pop ups and comments will appear. Therefore, they will spend an entertaining time during their journey in the elevator.*

*-This project will create a social environment:*

In the elevator more than one person can use this interactive survey at the same time so the project will provide people to meet in a different way.

*-This project makes me learn to use code based programs such as Adobe Flash AS3*

The project will provide me opportunity to learn different techniques that I have never used before. Therefore I can improve my skills in these techniques such as code based programs; Adobe Flash AS3 and Easy PHP.

### **target audience & user**

The target audience of this project is employees who are working at associated companies of skyscrapers, business centers. Aim of this project is to reach people who are high educated and working at departments such as finance, human resources, not service providers.

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In other words, project aims to reach people who generate predominance in skyscrapers.

### **background information**

I was influenced by a work "Elevator from the Subcontinent" in Venice Biennale in which an atmosphere was created in a small room. Visuals flowing down on the wall combined with sounds and movement gives the feeling of upward movement of an elevator. With these visuals, artist addresses to the social structure of India. It was really impressive and made me to think about a real interactive elevator. Actually, I was also inspired from another project of mine I did in a photography class last year. It was a typology project which shows people how they spend their time in the elevator.

The elevator is a vehicle in which people spend their time just 10-20 seconds, staring at either the floor, or the wall, turning back to each other and the time slows down for them. People stop communicating with each other and stand quietly waiting to reach the floor or if there is a mirror inside the elevator, they are looking to their appearances in the mirror.

I think the best place is to observe this condition is skyscrapers, business centers.

Skyscrapers are formal places where all people work every time in motion. Inside these giant 40-50 story buildings, the only way for reaching floors is elevator and elevator is such a place that you never know who you are going to be travelling with, be it your general manager or your coworker sitting next to you. Therefore, elevator is the best place to apply interactive survey to employees.

I went to Sabancı Center to observe elevators and behaviors of people for this project. There are 8 elevators in a building and each elevator's heights and widths are 2, 5 meter. The capacity of the elevator is 13 people and security camera sees everywhere in it. The 'journey' takes 40 seconds to reach 33th floor. Furthermore, I had chance to observe people from security footages. When people are alone, they get closer to the mirror and checking their appearances and clothes. When there are more than one person, they generally look around or floor and wait to reach the floors. Besides observing people, I've also got a chance to ask questions to employees at some departments such as engineering, accounting and human resources. I wondered their daily mood at that day and what they would want to do instead of working. Most of them answered these questions in a bad mood because it was a morning and 9:00 am. I believe their moods can vary from mornings to noons and from Mondays to Fridays.

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During the process of the work, I will use some code based programs that I haven't tried and learned before such as Adobe Flash As3. The other and important challenge will be data collection which may require internet connection and in the elevator, it is very difficult to access internet. My gain out of this project will be to learn code based programs and develop my skills.

There are also some other projects about elevator which are based on advertising. Marketers and artists have taken advantage of this limited space to capture the audience in brilliant ways by creating many illusions and stickers.

### **detailed project definition**

This project is about infographics and data visualization. Moreover, it will be like an interactive game which is based on moods of employees and placed in the elevator of Sabancı Center. In this project, I will create icons by regarding employees' daily moods.

Before creating icons, I considered which emotions I should choose. According to Paul Ekman and Robert Plutchik's classifications, there are 6 basic emotions which are happy, sad, anger, love, surprise and fear. Therefore, I decided to choose these 6 emotions.

On the screen, people will see pop ups and comments which guide users. According to this guide, people will choose their daily mood and drag&drop it into a zone. After they drop their mood into the zone, the percentages of moods will appear on the screen. In other words; after every drop, people can see the percentages of moods immediately. Beside that, there will be an archive page that includes daily, weekly, monthly and yearly results of these chosen moods so people can compare and analyze all the moods according to days, weeks, months and years. Moreover, at the background there will be animations which will be created in Flash. These animations will be in loop so many people who enter the elevator from different floors can see the animations.

- Flash As3
- Easy PHP
- Multi-touch screen

### **difficulties&risks**

During the work in progress period, I am expecting some difficulties and the main difficulties may be learning coding which is based on Adobe Flash As3. Furthermore, I have to create an identity for this project so I have to work on many trials. I have to create many variations to reach the best visual forms of icons also I have to figure out how the interface design will be. One of the important thing is to make coding part because when I use easy php as a server, I will need an internet connection but in the elevator, accessing to internet is very difficult. Lastly, the most important and difficult part is making icons and visualization of data to be used in successfully.

### **phases of the project**

- Creating identity
- Creating icons
- Finalizing pictograms
- Interface design

*In my working structure I will;*

- Create an identity (choosing color, designing logo)
- Create icons of moods
- Visualize graphic charts
- Creating background animations
- Coding ( Easy PHP and Adobe Flash As3)
- Finalizing interface design

### **scope of the project**

My project will:

- Provide infographics about moods
- Be interactive with employees in the skyscrapers
- Create an entertainment and social environment in the elevator of skyscrapers
- Make me learn Flash and coding

### **required how-know and resources**

*Software needed to complete this project is:*

- Illustrator

### **criteria of success**

-If this project is completed within the time limit

-If this project provides creative infographics which are interesting to look at and interact with it

-If the data collections and graphic charts are visualized correctly

-If the multi-touch technique is applied correctly

-If this project analyzes employees' moods

-If this project creates a social and entertaining environment between people and arouses curiosity within the target audience,

then everything is right and the project reaches its aim.

### **bibliography & references**

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