

CHALLENGE STATEMENT

This piece is supposed to represent the feelings, thoughts, intentions of a college student on an average day.

FOLD TO DOTTED LINE

PROPOSED SOLUTION

Come up with an unconventional way to address the challenge.

We can use a 360° camera to film a walk to class, narrating the thoughts as we go along.

FOLD TO DOTTED LINE

WHY THE SOLUTION WILL FAIL

Review the proposed solution, and find a reason that it will fail.

This is your chance to be the armchair critic!

We want to use the 360° camera to give the viewer a sense of full control, but the commentary will only apply to specific things the viewer may not be looking at.

FOLD TO DOTTED LINE

FINAL CONCEPT

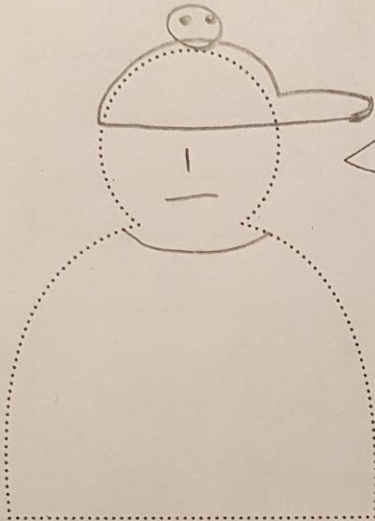
Review the critique. Then, quickly generate an idea that resolves the issues raised.

We can blur out directions we don't want the viewer to be facing at some given time.

NAME:

Viewer
(Main Character)

PORTRAIT:



GENERAL DESCRIPTION:

The main character does not have a name or even an established voice since the video is designed to allow anyone to feel as if this could be them. The thoughts said aloud will be ones that many people will identify with.

ATTITUDES:

Experiences a wide range of emotions

Somewhat in their own head

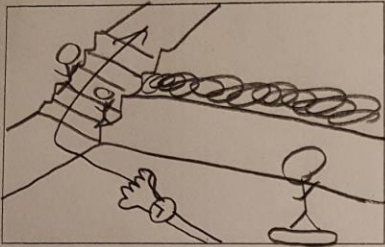
Isolated, yet situated

GOALS:

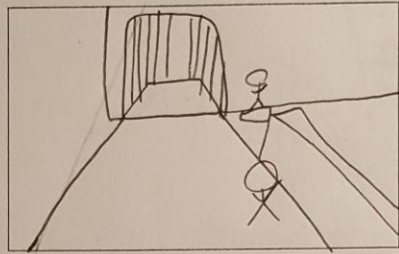
Make the viewer actually feel like they are the main character

Make the thoughts voiced accurate to as many people as possible

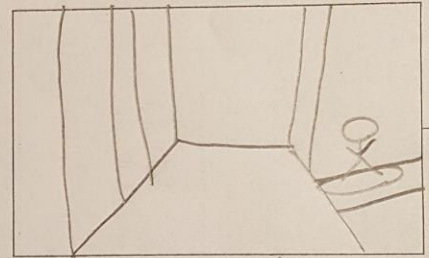




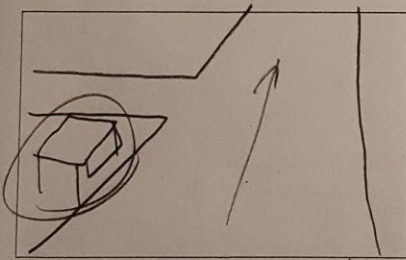
Start at Forbes/Marewady
Walk to Hunt
Check watch
-Tired



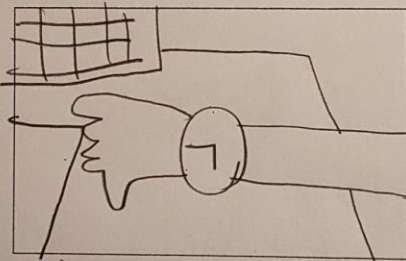
Comment on guy on left
(returning skateboard/gang?)
-Busy, jealous?



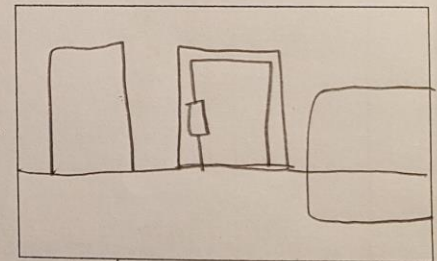
Comment on skateboard guy
-Tired, annoyed, opinionated accidentally



Comment on trolley (lily, BIB)
-Annoyed, but sympathetic



Check watch - almost
flirt
-Anxious

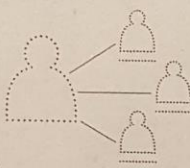


Walk into Hunt
-Relieved

WHAT IS THE CONCEPT CALLED?

360° Video + Google Cardboard

WHO IS IT FOR?



College Students who Can relate

WHAT PROBLEM DOES IT SOLVE?

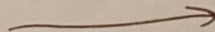
Seeing From a 1st person perspective

WHAT IS THE BIG IDEA?

Feeling more present, identifying with the main character

ILLUSTRATE HOW IT WORKS

While Filming



While Viewing



WHY MIGHT IT FAIL?

The Camera bobbing up and down will break immersion

WHAT SHOULD WE PROTOTYPE AND TEST?

Ways to improve immersion

HOW MIGHT WE MEASURE SUCCESS?

- Reaching the end of the video without nausea
- Feeling the emotions mentioned (accuracy/reliability)

HOW WILL WE MAKE THIS HAPPEN?

