

INFUSE



Bringing Cities Together

OUR MISSION

Furthering social interaction through public installations to bring people together and grow stronger bonds within communities.

OUR VISION

We see a world in which communities and people are more sociable, not divided by social norms or distanced by technology.

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WHAT IS INFUSE?

Touchpoints

Branding

Matt

Small

- Logo and its use in interactive displays and products.
- Adaptive Logo based on time.
- Slogans, taglines, engagements.
- Color schemes and feel.
- Mood Board
- Style Guide

Medium

- Advertisements.
- City plaza touch info board.
- Interactive board advertisement promotes interactive games.

Large

- Branding of the environment/ space INFUSE exists in.
- Banners, Wraps, etc.
- Integrate what brand does.
- Brand other touchpoints.

Interaction

Shadrick

Small (users)

- Mobile Application Wireframes and Prototype (User profile, Interactive Installations customization, Leave/View Comments)

Medium

- Website Wireframes, Site Map and Prototype (INFUSE organizational information, Showcase installations, Infused Cities)

Large

- Installations Storyboard and Prototypes (Path, Portal, Interactive City Directory)

Service

Phil

Small (Discover & Define)

- Persona and Scenario
- Stakeholders
- City Council and Cities
- Touchpoints and Motivations (Belonging, Community-Building, Dynamic City, Unpredictable, Fun, Play)
- Playable City (Case Study)

Medium (Design Influences)

- User Journey
- Service Experience Map (Timeline)

Large (Deliver)

- Our Service "INFUSE," its Functionality, and how it helps the city and its people become more social. (Installations, Website, App)

“We live in a society where people spend less time interacting with each other and more time on their phones.”

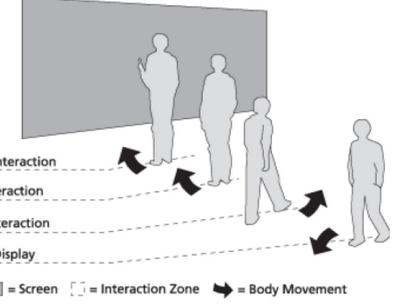
- INFUSE

WHO WE ARE

INFUSE is an organization dedicated to furthering social interaction between community members in cities.

We facilitate change through installations and displays. We incorporate digital interaction and games to encourage social interaction.

HOW WE DO IT





- These simplified two tone logo revisions may only be used for print or in areas where the official time based logos do not provide enough contrast.
- Fully black and white version is only allowed for print.
- Shades of the time based colors are allowed in displays as long as they follow the time based system when they are digital.
- Logo hues may not change.

Color by Time

Morning
6:00AM - 11:59AM
Invigorating tones to start the day

C: 9 M: 0 K: 25
Y: 69 K: 0 | C: 53 M: 0
Y: 84 K: 0

Midday
12:00PM - 5:59PM
Bold, Bright tones during most active part of the day

C: 0 M: 72 K: 25
Y: 100 K: 0 | C: 0 M: 90
Y: 76 K: 0

Evening
6:00PM - 5:59AM
Cool, Easy tones promote a rest during evening hours

C: 83 M: 28 K: 25
Y: 30 K: 0 | C: 64 M: 80
Y: 0 K: 0

Typography

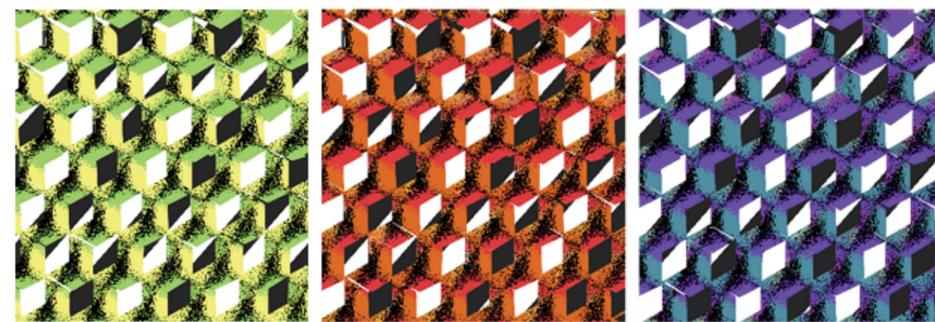
Museo Sans 900 (Headers)
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Patterns



Morning 6:00AM - 11:59AM
Midday 12:00PM - 5:59PM
Evening 6:00PM - 5:59AM

- Patterns also follow the time based cycle.
- These patterns are to be used as a part of the backgrounds in any advertisements and materials.
- Opacity may be changed to enhance the visual hierarchy.

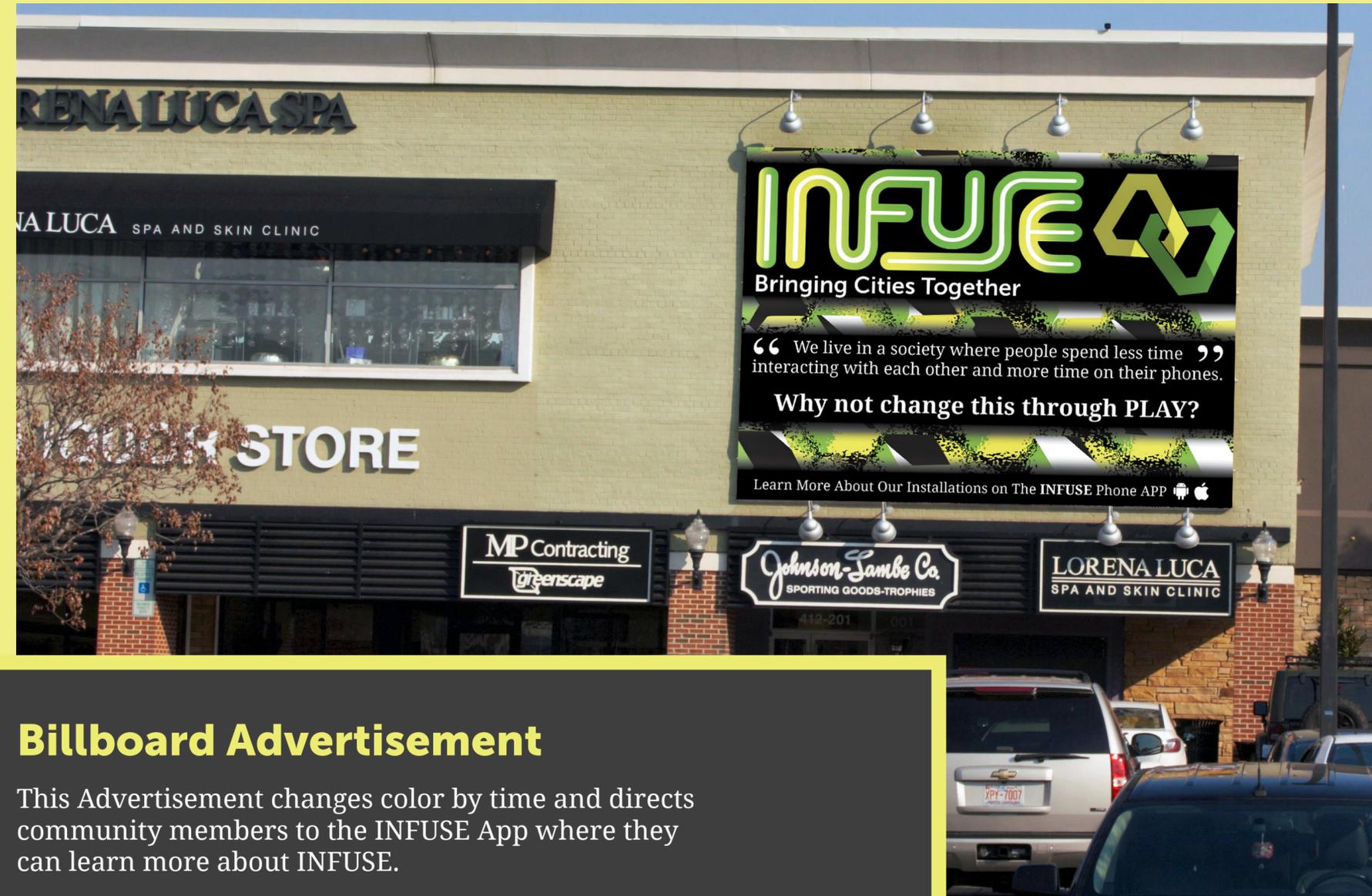
Additional Rules

- Logo can overlap images as long as it remains prominent, but it can never overlap text.
- In all displays the animated logo may also be used.
- All UI must reflect the daily color change based on Logo time periods.
- The Logo and/ or chains may be used separately to the same effect.
- Any of the time based colors may be used for print, but they must remain consistent where they are used. (Mixing the three color palettes for use at once is prohibited)

Street Banners

Banners are used for advertisement and to show where Digital Park installations are located in each city.





Billboard Advertisement

This Advertisement changes color by time and directs community members to the INFUSE App where they can learn more about INFUSE.

Digital Bus Wraps

The bus wrap digital displays change colors based on the time of day like the Installations.



Assorted T-Shirts

Each t-shirt uses branding from a different part of the day and features a large version of the logo icon below the logo text.



DIGITAL PARKS



PATH

Interact with footprints of other visitors and enjoy the group games that take place during the lunch break.



PORTAL

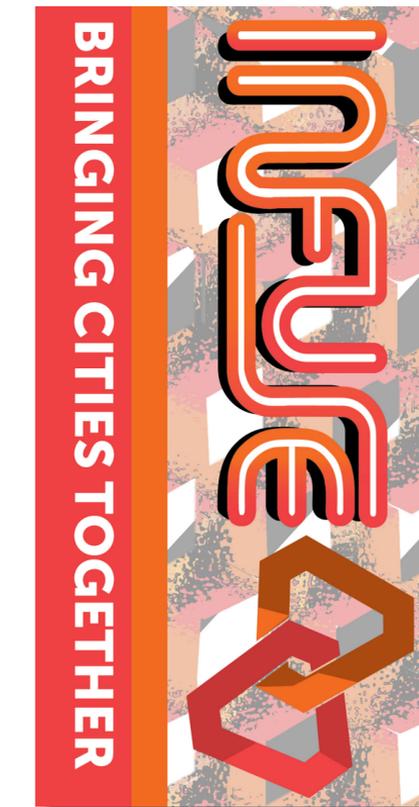
Team up with others close by to keep a portal open that visually connects two parts of a City.

WHAT IS INFUSE?

Infuse encourages social interaction among community members through interactive installations. Our researchers discovered that people of different ages attend public spaces at different times, so Infuse installations are built to automatically adjust based on time of the day. As more people socialize with each other through our installations, they become motivated to work with others to advance their communities.

Check us out on the web:

<http://weareinfuse.businesscatalyst.com/>



Mail Flyer

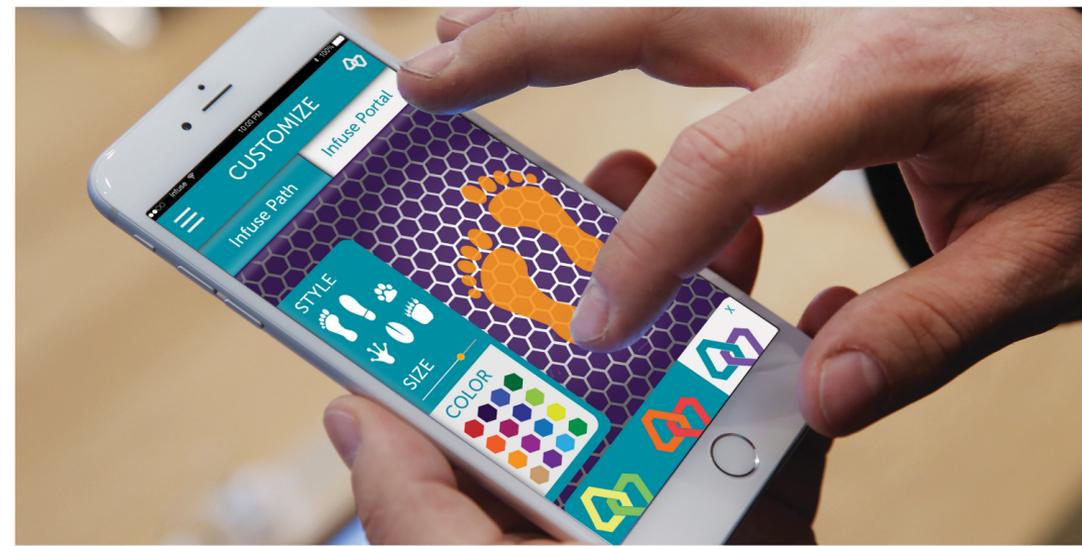
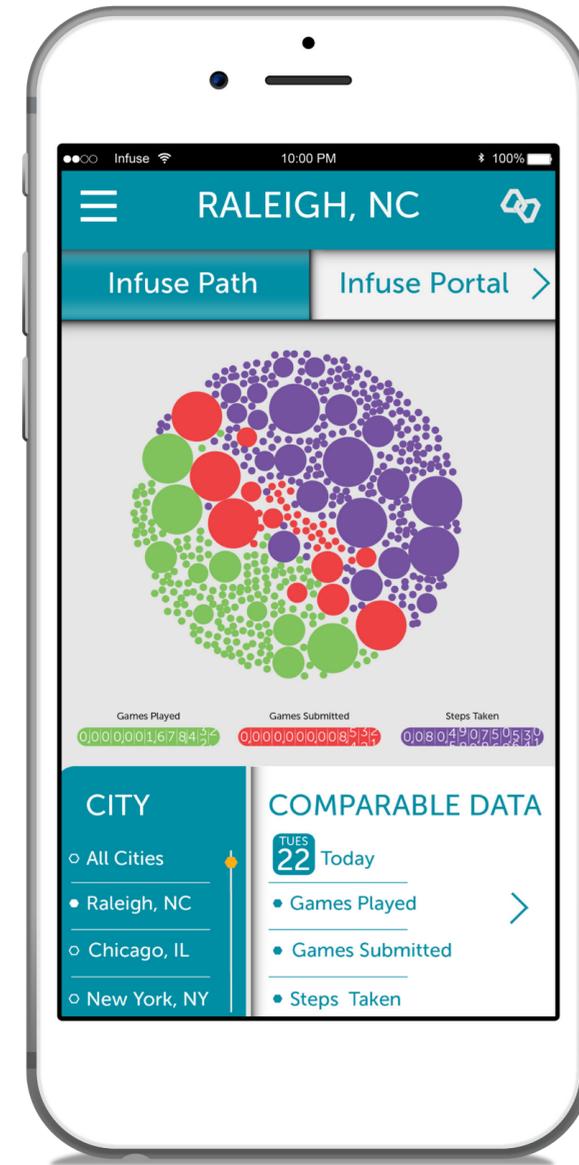
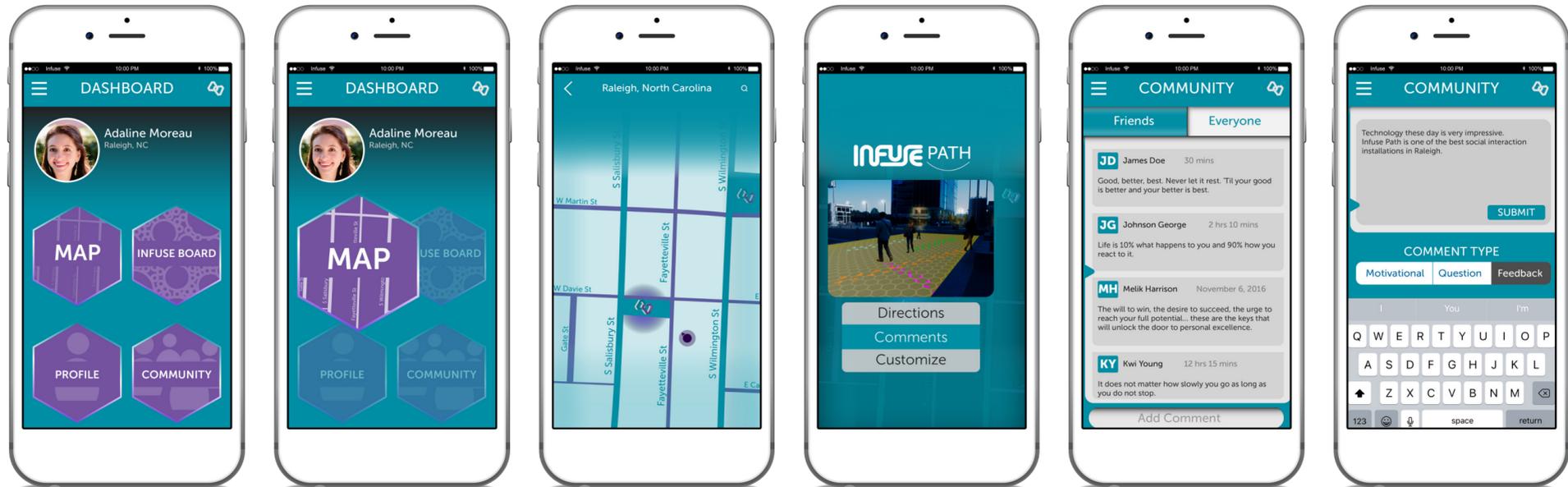
This flyer card is sent out to potential stakeholders and gives a brief overview of what INFUSE does. A website link is included for further information.



Interactive Board

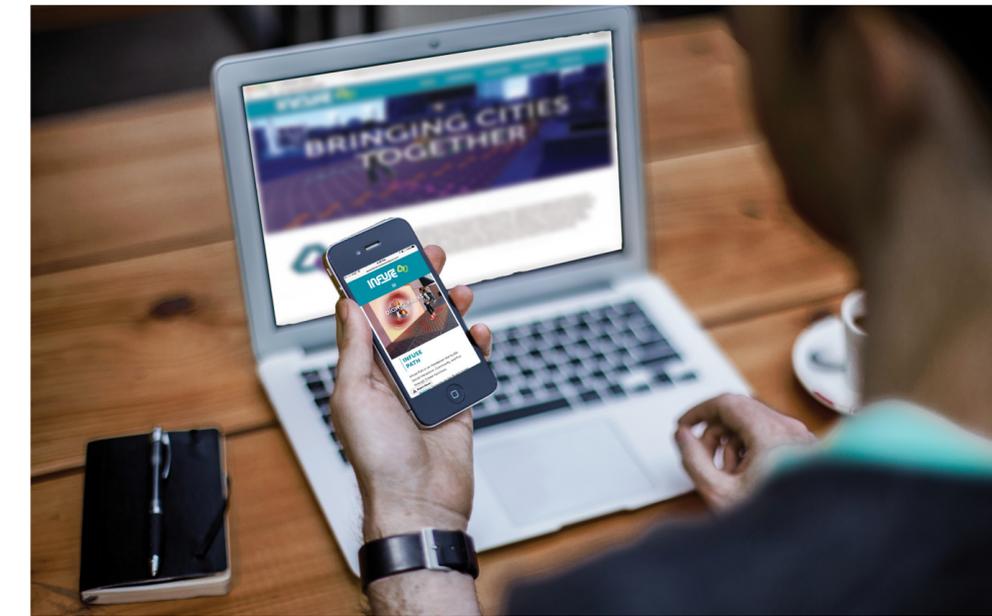
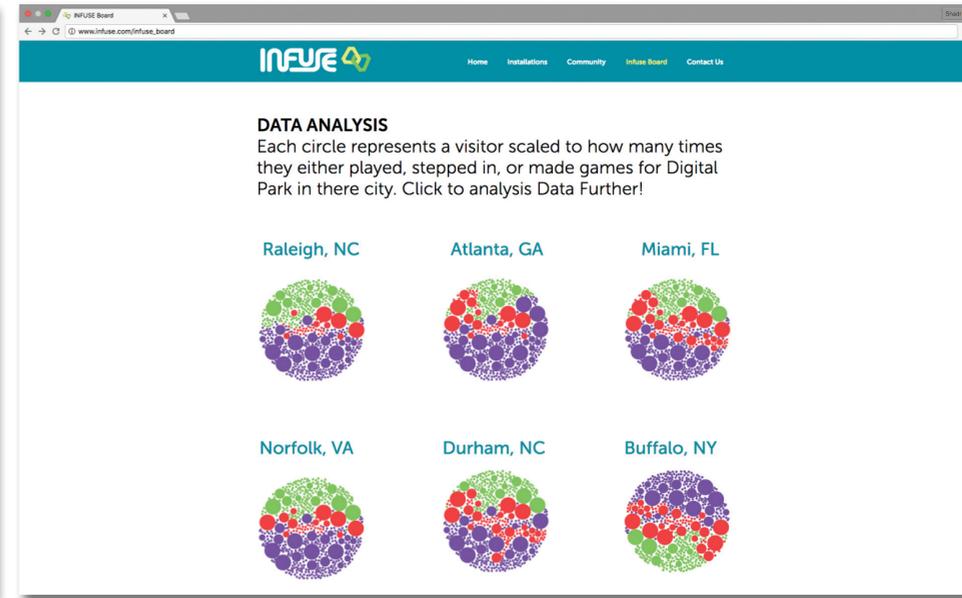
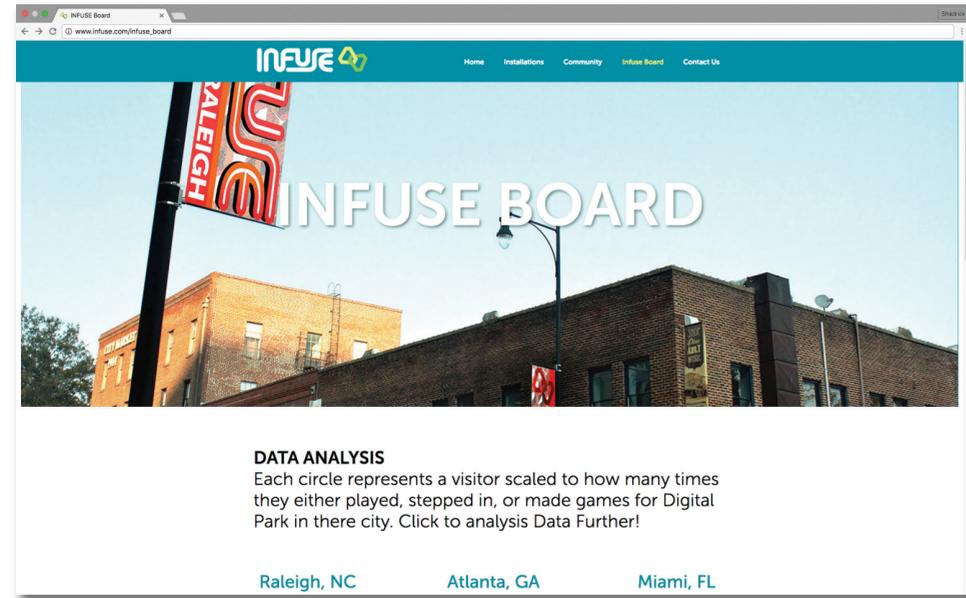
The board displays the local map for the city, upcoming events, and an interactive puzzle style advertisement for INFUSE.

As with all other ads and interactions, the time also changes the color of the board's display and in this case the LED lighting in the board itself.



Phone Application

An application that informs visitors about what INFUSE is. It allows you to leave feedback, inquire, and stories about their experience with the Digital Parks. This also helps inform the visitor of where the installations are located in their city. Visitors can also access and interact with data collected through the INFUSE Board.

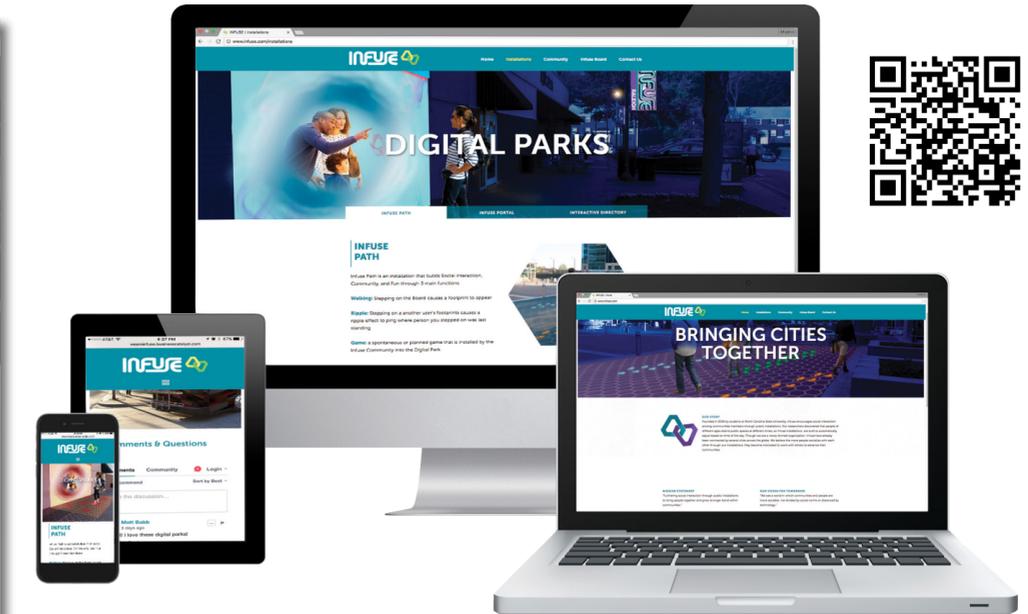
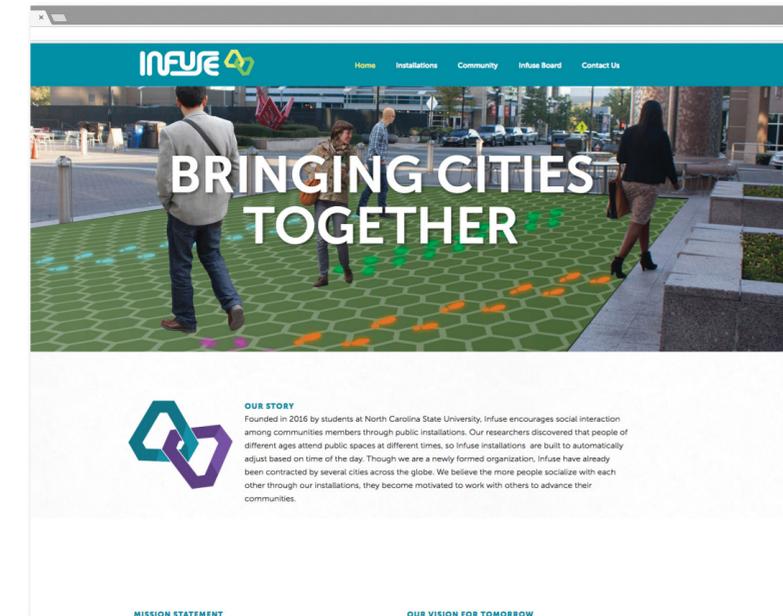


Responsive Site

The INFUSE website is fully responsive and automatically adjusts for the screen on any device.

Website

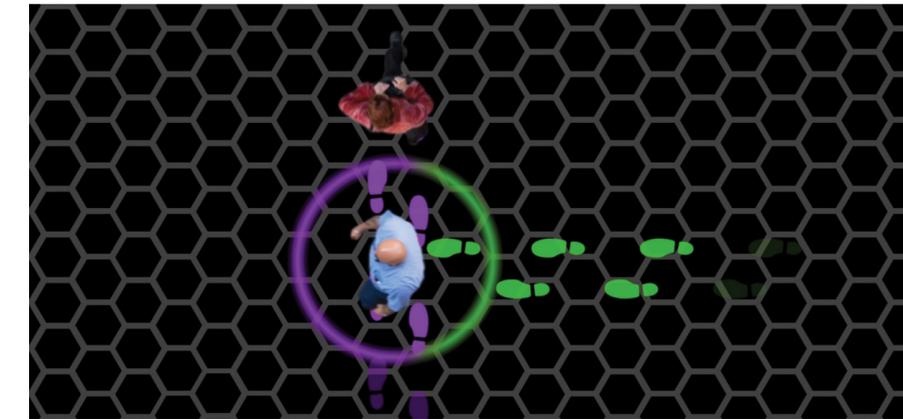
Has information about installations located within your city. Talks about who INFUSE is as an organization and how our approach to social engineering and interaction can help your city and how to contact us. Collects data from our installations to show quantitative data on how many people have visited our installation, and how games were played (lost and won) and total steps taken. As an INFUSE community member (which is free) you can create games for each installation and submit them to Infuse any time.





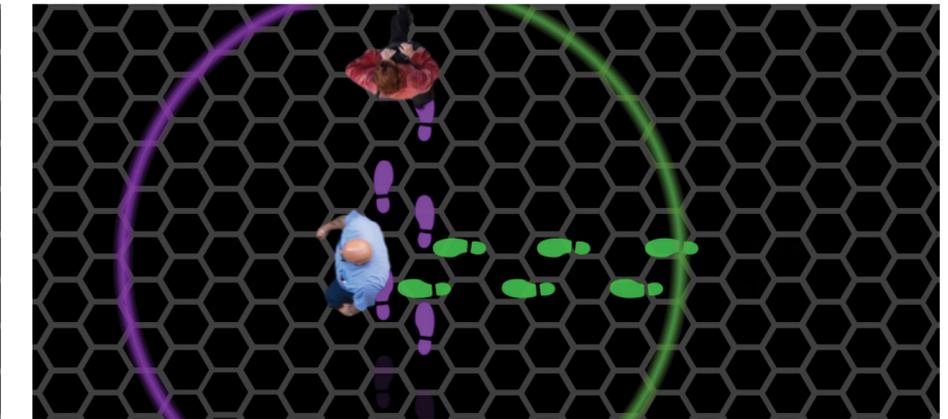
Path Installation

Path builds community through fun using three main functions; walking (causes footprints to appear), ripple (stepping on a another user's footprints causes a ripple effect to ping outward), and games (spontaneous or planned games that are submitted by the INFUSE Community).



Visual Prints

As an individual walks across the INFUSE Path installation, their footprints appear temporarily and are recorded for playback. The visual representation of the individual's footprint can be customized in the INFUSE Mobile Application.



Crossing Paths

The intuitiveness of INFUSE Path comes alive when an individual crosses paths or steps on someone else's footprint. As this spontaneous encounter takes place, a ripple appears surrounding both individuals. This is intended to get both individuals to acknowledge each other. The ripple also encourages third party participation.



Play

Maximize the potential of INFUSE Path with community games and activities. Because customizable user interaction is an intricate part of INFUSE Digital Parks, we provide community members with resources needed to develop games or submit ideas for INFUSE Path and other installations. This provides a unique opportunity for your community to work together in a fun and creative way.

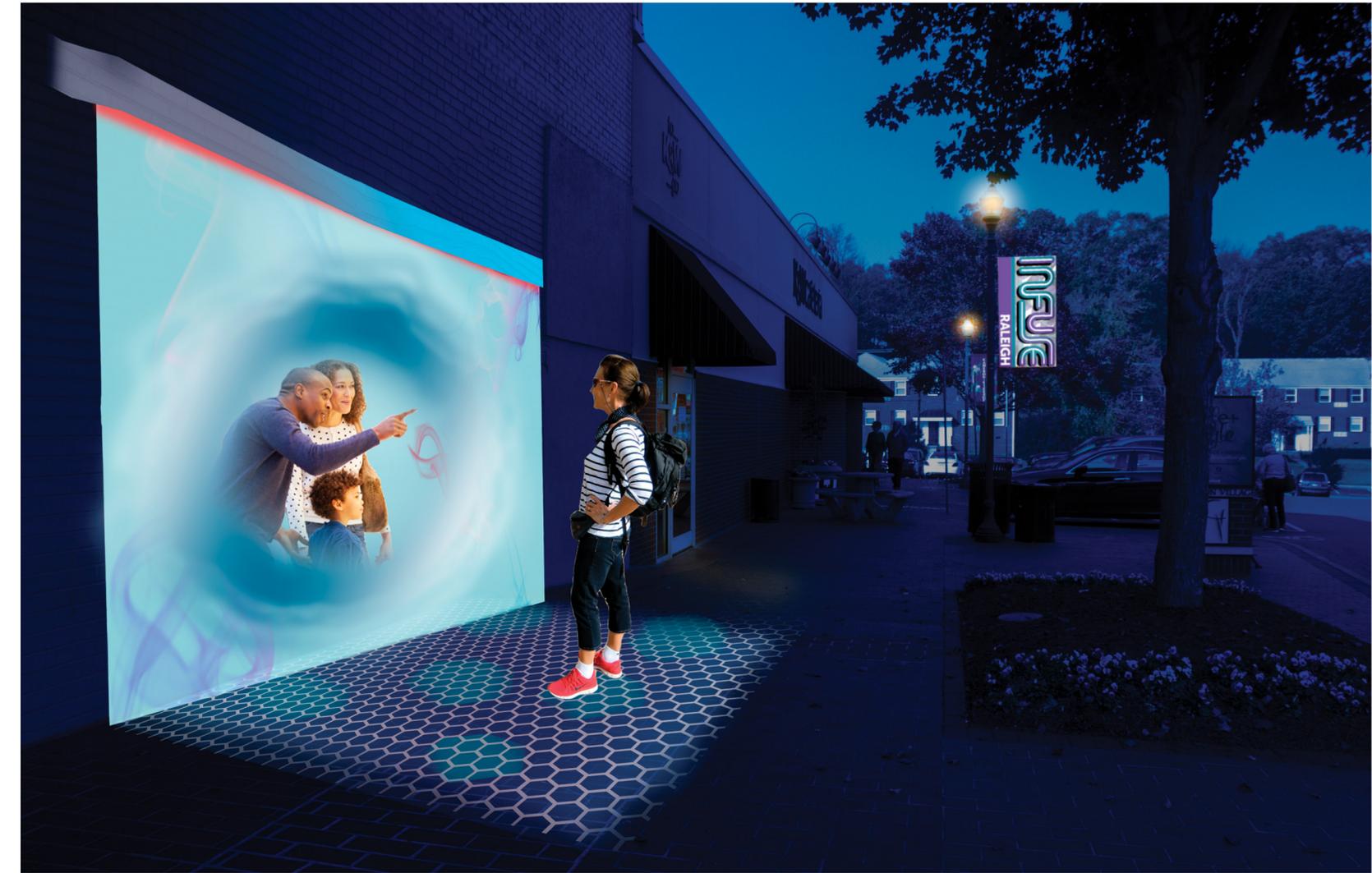


Watch

As individuals interact with Path, their interactions are recorded for playback when the installation is inactive.

Portal Installation

Portal builds local and city to city interaction. It promotes team building through a game that requires users to work together to open a portal to another city to earn points.



IDEATION AND PROCESS

System Map





Stakeholder Service Map

How a city board or city planning committee acquires INFUSE for their city.



Marketing



Website

Finding out about infuse as a service through marketing like website, banners, and other marketing material



Email



Request

Emails Infuse asking about requesting more information on service we offer.



Package



Information

Package containing information about logistics, cost, maintenance, and building resources is sent to the client to review.



Client Meeting



Terms

Client meets with infuse design, business, and engineering team to answer questions and concern in terms of cost, maintenance, and installation takes place as well



Terms Agreement

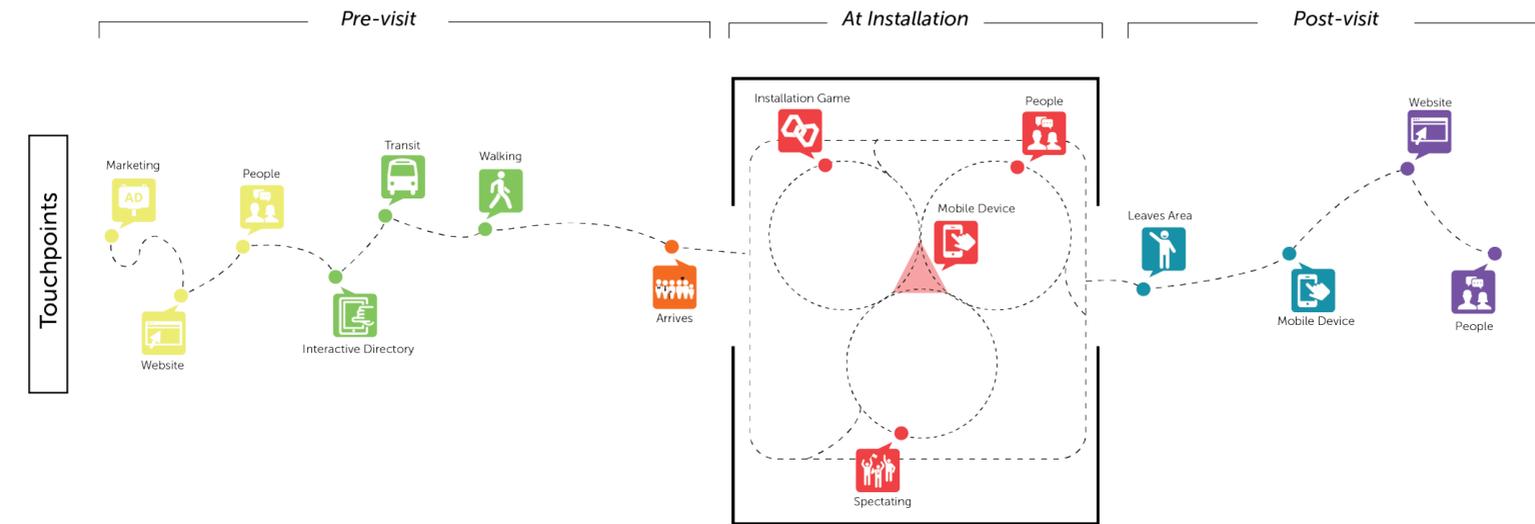


Building

Client agrees to terms of agreement for work and installation of Infuse Service in there city. Building and Designing for the place then takes place.

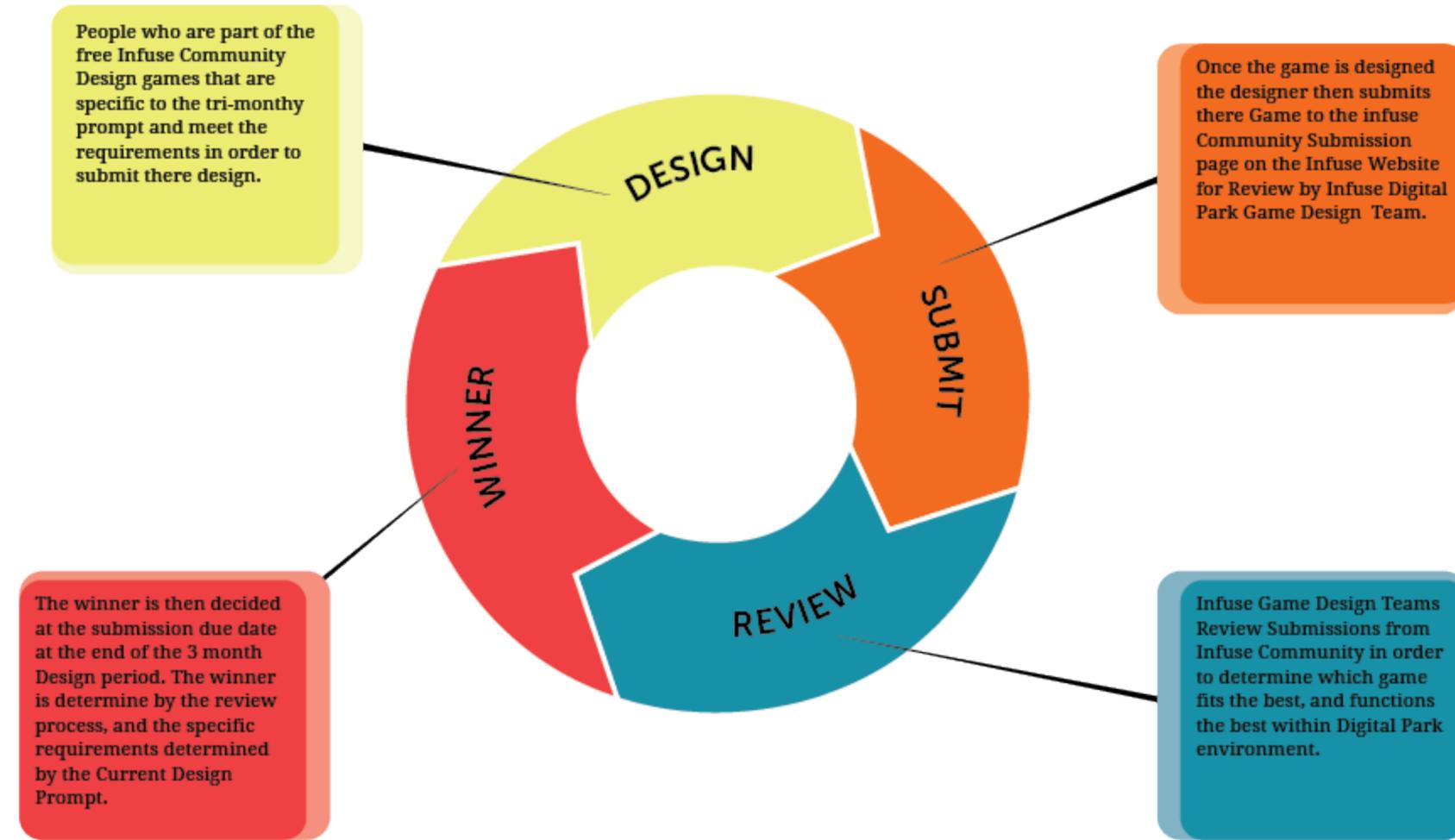
Service Experience Map

How a visitor experiences INFUSE.



	Getting Idea	Planning Day	Discovery	Interacts with	Whats Next	Reflects
Students	<ul style="list-style-type: none"> Hears from friends about some cool game installed in the city 	<ul style="list-style-type: none"> While downtown with friends thinks about what friend said about infuse, decides to walk to it with friends tonight, downloads app from Directory for navigation 	<ul style="list-style-type: none"> Finds the installation in city plaza 	<ul style="list-style-type: none"> Asks people playing game if they can join, ends up playing a game of pong against strangers and enjoys the experience Notifies that phone vibrates as soon as he steps onto the digital board and his phone notifies that they can customize there experience 	<ul style="list-style-type: none"> Tired from all the exercise decides to leave, and looks up if what other services infuse offers 	<ul style="list-style-type: none"> Enjoyed it so much tells friends in class and school that they should check it out and hopes to visit it again soon
Business People	<ul style="list-style-type: none"> Comes across Infuse on the internet through facebook 	<ul style="list-style-type: none"> Walks to lunch Plans to bring possibly bring family to installation after work 	<ul style="list-style-type: none"> Comes across installation during lunch break 	<ul style="list-style-type: none"> Walks across the digital park Board Raleigh, discovers if they step on someone else foot steps they change color and flash so he begins falling behind other people and they all start laughing, and when they jumps a huge ripple effect happens. 	<ul style="list-style-type: none"> Leaves the park after lunch and looks up on the phone application when the next game event is, and discovers that you can submit your own game 	<ul style="list-style-type: none"> Had a great experience and decides to look up other events on the website and see if his company would like to host something there
Retirees	<ul style="list-style-type: none"> See's all the banners around the city about Infuse Raleigh and wonders what it is 	<ul style="list-style-type: none"> Looks at Interactive Directory to see where Installation are located Decides to take the bus 	<ul style="list-style-type: none"> Finds installation on the next block up from the bus stop, glad it wasn't that far of a walk 	<ul style="list-style-type: none"> Enjoys watching people play games and interact with the display, and finds out his grand children are here with there parents enjoying infuses services as well, and is happy he gets to enjoy this with his family and people he would of never meant before alike 	<ul style="list-style-type: none"> Leaves the city plaza area with family for pizza with family and new retiree friends 	<ul style="list-style-type: none"> Enjoyed spending time with people in the community and his family, looked seeing everyone smile, looks up next events on the website
Couples	<ul style="list-style-type: none"> Heard from some friends about Infuse Raleigh and looked it up on the website 	<ul style="list-style-type: none"> Decides to go after and maybe before going to dinner with friends 	<ul style="list-style-type: none"> Find Interactive Display on the side of a wall 	<ul style="list-style-type: none"> They work together to step on the titles on the ground and then a video appears and they see people in New York and they can talk to them, they end up keeping it open for awhile with the help of the other team and score a high score. 	<ul style="list-style-type: none"> Looks up if there are any other fun installations by downloading the application 	<ul style="list-style-type: none"> Had a blast and almost forgot about dinner, tells there friends about the installation and they end up going the following day together
Tourists		<ul style="list-style-type: none"> Walking around Raleigh on the way to get food and find the stadium for a college basket ball game interacts with Directory 	<ul style="list-style-type: none"> Discovers installation on accident, stays for awhile 	<ul style="list-style-type: none"> Interacts with the floor tiles and ends up with a connection to Australia and talks to the people while working together to get a high score and beat the last people to do, it laughs together and learns that the other team where Americans visiting Austria 	<ul style="list-style-type: none"> Uses application to find stadium and discovers that they home city can have the installation installed 	<ul style="list-style-type: none"> Enjoyed the seamless video and animations. Was very chaneling and fun. Tells friends on facebook that they need this in there city
Families	<ul style="list-style-type: none"> Mother Heard from a friend about Infuse installation on her lunch break and looks it up on Internet, downloads application for navigation 	<ul style="list-style-type: none"> Decides to bring her family to see what all the enthusiasm with Infuse is Decides there will take the Free Rline when downtown to installation 	<ul style="list-style-type: none"> Finds parking in the city and takes R-line to city plaza, finds installation a couple blocks up the street 	<ul style="list-style-type: none"> Family interests with the installation and plays tag with local kids and community members, kids make knew friends and adults make knew memory's and family friends 	<ul style="list-style-type: none"> Leaves area and opens application and discovers more information about the board and how many visit it on the Infuse Board 	<ul style="list-style-type: none"> Stellar time together and wants to go it again, discovers on website that they have multiple games a week and different games to for families

INFUSE Community Game Tri-Monthly Submission Process



SHOPPER



Persona:
Tyler Wilson is a 17 year old High School teenager that doesn't socialize as much. He enjoys playing video games and skating. He and his mother recently moved to Raleigh after his parents divorced. Tyler visits cameron village frequently during the weekend to get a haircut at Arrow, eat at his favorite sandwich shop "WhichWich" and maybe meet someone new.

Scenario:
Tyler is just got out of class and has parked his car in the parking lot in front of "Arrow" salon in Cameron Village. He is walking towards the salon to get his haircut and see's a attractive girl walking ahead of him, he immediately thinks it would be awkward to talk to a total stranger and his afraid to say anything to break the ice. Just as he gets closer to her he seeing a Fox pop up on the wall beside him and it catches his eye. He watches as the fox jumps down the wall into a hole. Immediately after the fox disappears a rabbit commons out from the area where the wall and ground meet and runs around him and then runs towards a girl walking near him. They happen to meet eyes and laugh about the animation and they start having a conversation about the installation and each other. Later on they both get sandwiches at "WhichWich" enjoying each others company.

CITY BOARD MEMBER



Persona:
Carl Henderson is a 59 and enjoys walking to grab lunch daily through the city plaza after his city board council meetings. Carl is very passionate about the city he lives in and his wife. He likes being on the city board council because he likes to know what's going on in the city he lives in and helping to make the city a better place for the community. In his time outside of city council he likes to keep up to date with local city events, like first friday to attend with his wife.

Scenario:
Carl is talking with fellow city Board Members and they are discussing how they might make the city more inviting and build a stronger community. Carl thinks back to a Website he discovered about Playable Cities and finds a company called Infuse which is in the United States, and they go around installing Installations that prompt Social interaction. He likes the idea that they prompt Social interaction through Play, Fun interactions, and Community Building. He also like that it will make raleigh a more Dynamic City and interesting place to be, on the leading edge of technology. Carl convinces the city council took take a vote in order to implement the System into the city. The Vote Comes back as unanimous decision to implement within the city for the community. A month later Carl takes his Wife to the event and enjoy watching the community interact in ways he hasn't seen before, people seem more open and having a time with each other.

COMMUTER



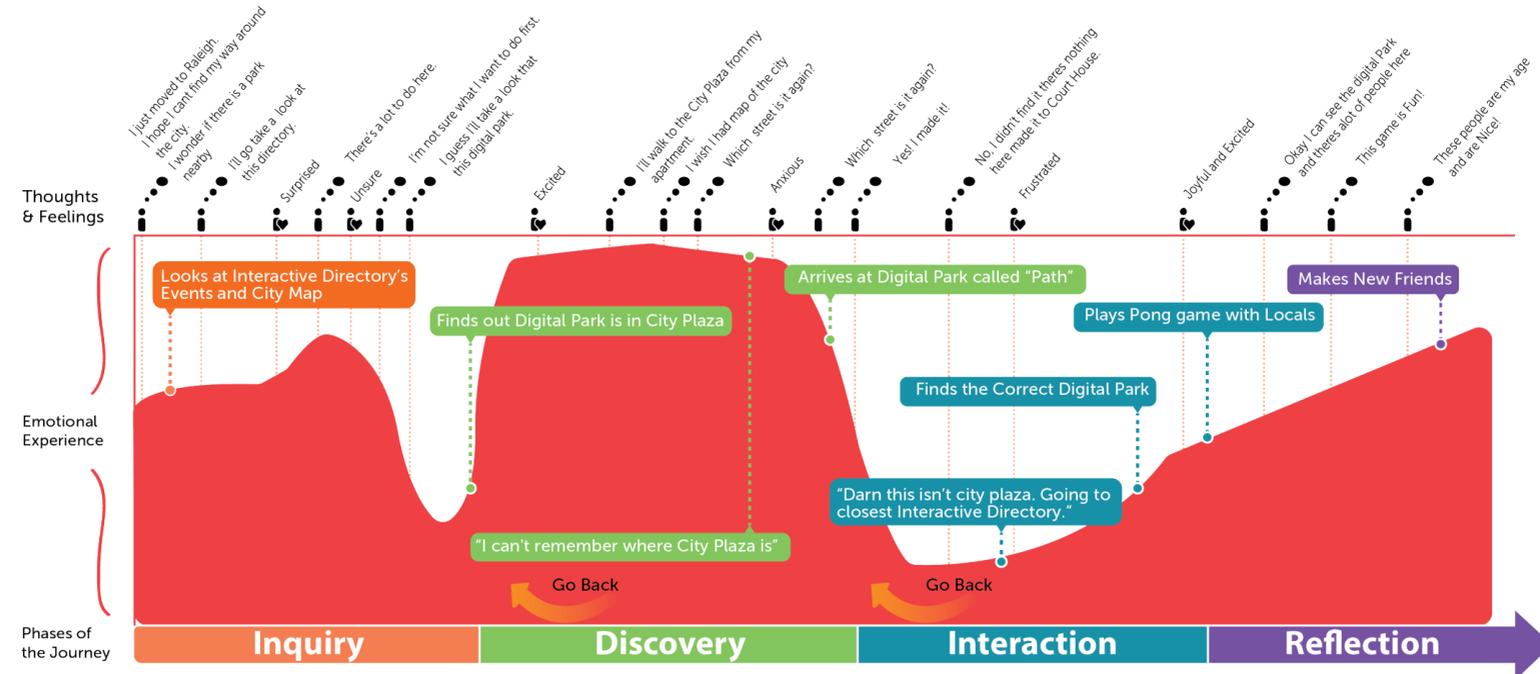
Persona:
Adaline Moreau is a 26 year old college graduate living in Raleigh, NC. She graduated with Degree in Business Communication from MIT. She is working at Start up Company in HQ Raleigh with some friends. Adaline is very active and curious person, loves the outdoors, is a people person, and is curious about the world around her. She lives in Boylan Heights in Raleigh and is active community member in that area. She loves to walk her dog Toby throughout the city in the areas like downtown but only after work and on the weekends.

Scenario:
Adaline is walking around downtown one afternoon with her dog and notices that the usual maps that are all around downtown have changed to digital maps. After interacting with the Interactive City Directory she discovers that a company called Infuse as Implemented a thing called a Digital Park in the city plaza. Being Curious person she walks to the City Plaza and finds a bunch of people interacting with the ground and playing a games like Pong. She joins in on the fun and meets new people she thought she would have before.

Adaline Moreau Journey Map



Adaline recently moved to Raleigh after attending MIT and works with a Startup Company at HQ Raleigh. She is looking to make friends in her free time. The types of friends she likes to make that will affect her choice in making friends are people who friendly, fun, and outgoing. While out one day she discovers the Infuse Digital Park in City Plaza



Description

In this phase the possible user finds out about Infuse and the services they offer, possible events that are taking place inside there city, and where these events are taking place by marketing and the Interactive directory throughout city.

Recommendations

Design of Interactive Directory should be easy for the user to interactive with, have multiple points of interest like a map, events list, and a fun way to find out about infuse as a organization.

Description

The User finds the Digital Park by using a interactive map, thats located on the Directory located throughout the city. If user loses there way they go back to the nearest Directory.

Recommendations

Along with the interactive Directory being located on most streets, the user should have the option to be able to download the map easily from the directory for use away from the directory to make easy of finding the Digital Parks, and also its a good way for the user to learn more about Infuse as a brand and Service.

Description

Once at the Digital Park the user can interact with other users by means of communication, and games. If the user arrived in the wrong location then they can go back to discovering the location of the Digital Park.

Recommendations

The Digital Parks game interface should work on the idea of gamification and rewarding environment. Meaning the game creates a environment that facilitates social interaction and relationship building. When that is fulfill then easy communication can take place. To help guide the user to the correct area of the city marketing flag banner placement could be used as a form of way finding.

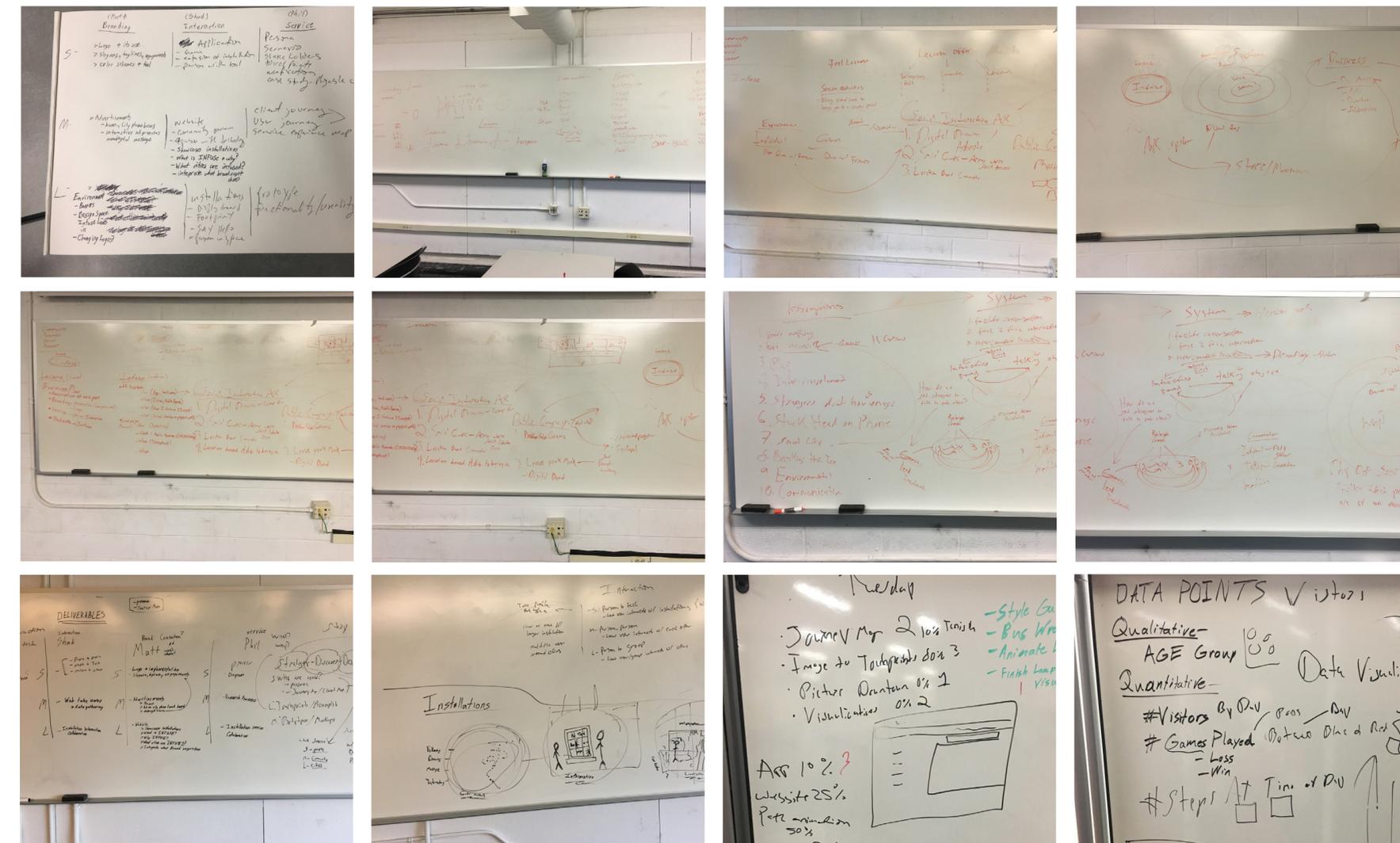
Description

After Enjoying the Digital Park the user talks with other users who where involved and gains new social bounds that wouldn't have been possible without Infuse.

Recommendations

At the end of interaction the user should be able to easily share, comment, leave reviews through feedback, questions/inquires, and stories about their experience with the Digital Parks through a application or on the website.

Ideation and Sketching



Branding Ideation



INFUSE INFUSE

INFUSE INFUSE



INFUSE *INFUSE*



INFUSE **INFUSE**



INFUSE

INFUSE

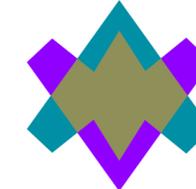
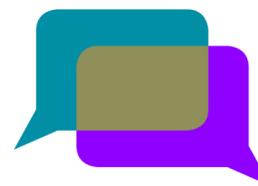
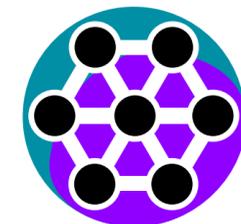
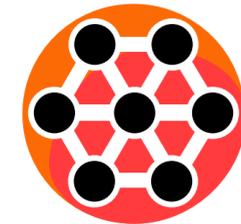
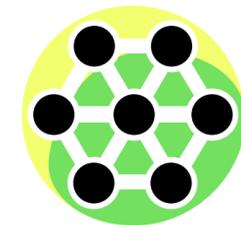
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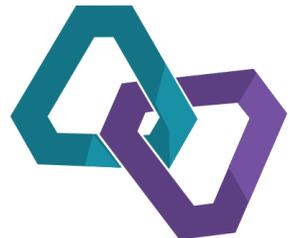
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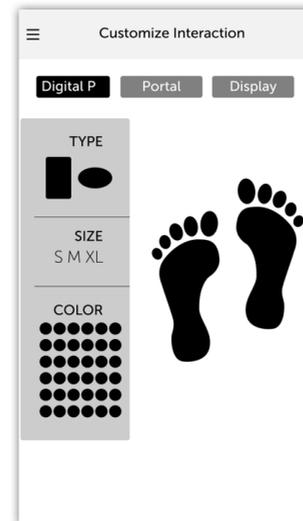
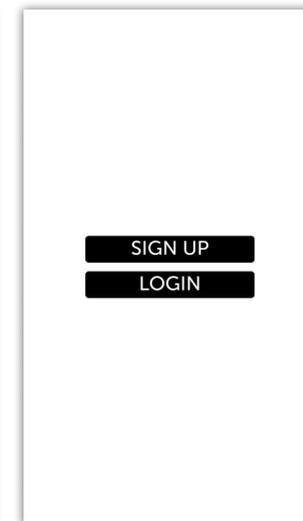
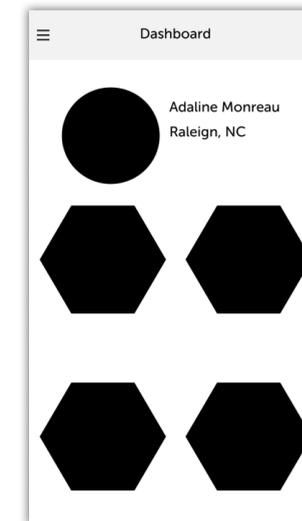
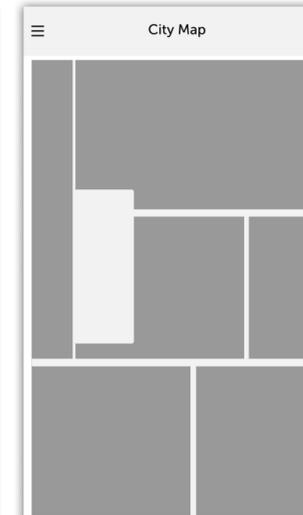
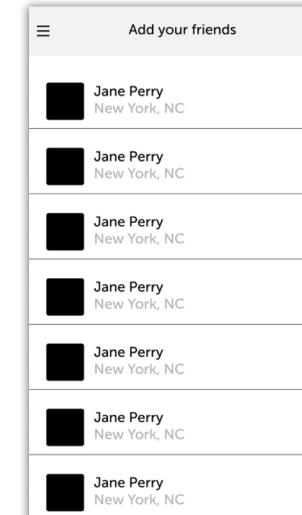
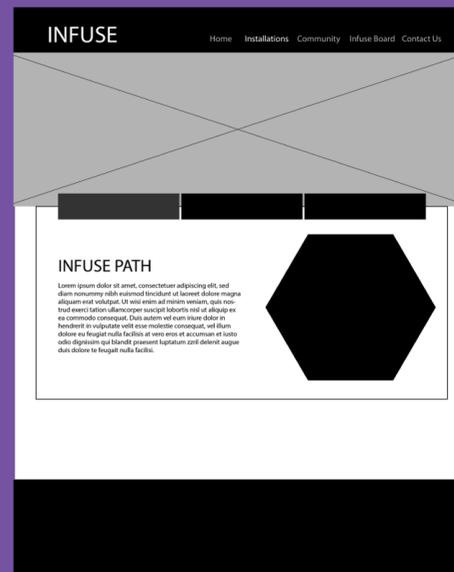
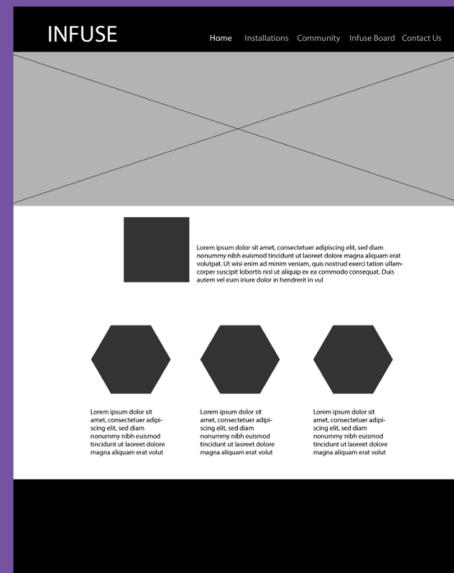
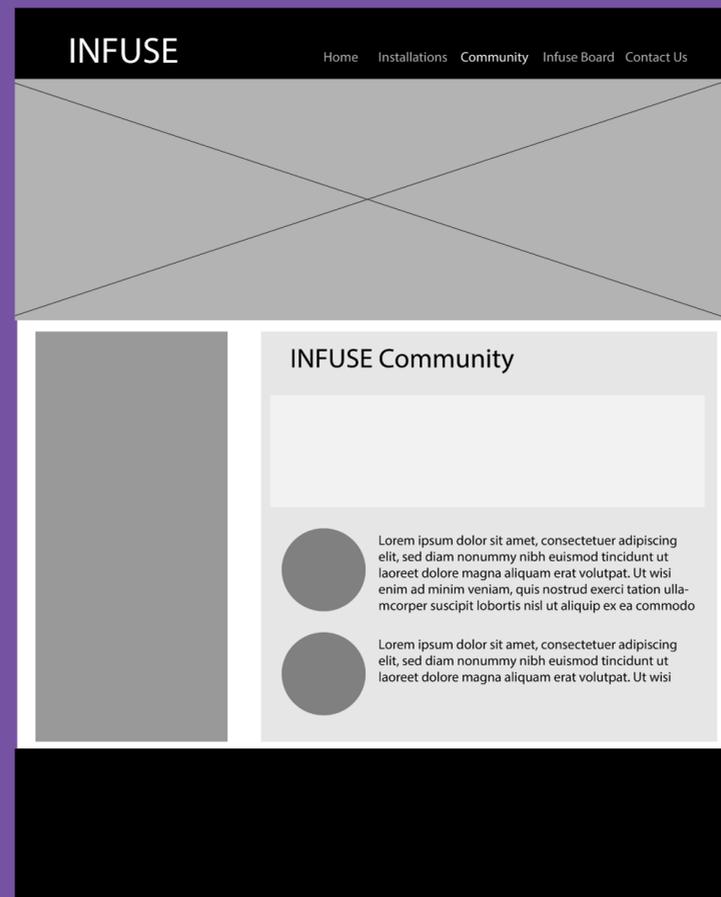
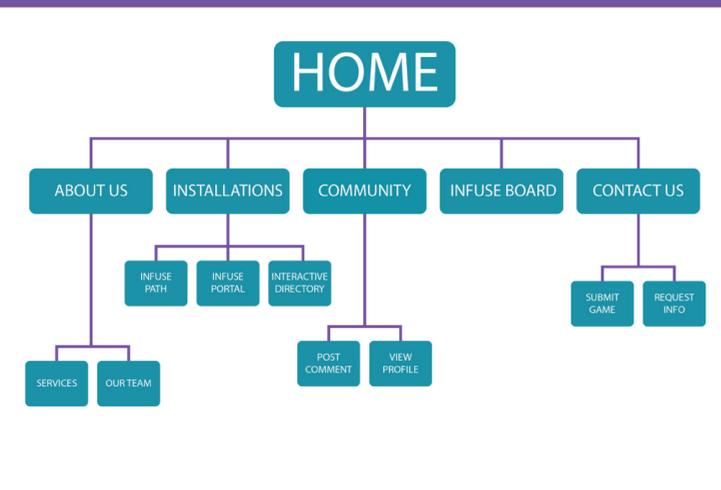


INFUSE



Interaction Ideation

WEBSITE WIREFRAMES



APPLICATION TASKFLOW

- OPENS APP**
User opens the Infuse mobile application.
- SET UP PROFILE**
User has the option to create a new profile by filling in information or using his Facebook account's information to sign up.
- ADD FRIENDS**
After signing up, user is prompted to add friends that are already members of the Infuse Community from contact list.
- ACCESS MAP**
User access city map to view live visualizations of Infuse installations within his city.
- VIEW COMMENTS**
User filters and view comments that has been left by his friends about the Digital Park installation.
- CUSTOMIZE**
At the Digital Park, user customizes his footprint and colors that will appear when he interacts with the installation.
- INFUSE BOARD**
After interacting with the installation, user visits the Infuse data visualization dashboard to view scores, rankings and other pertinent information.
- ADD COMMENT**
Intrigued by his interaction with the Digital Park, user inputs comments to the community forum expressing his excitement.
- SHARE EXPERIENCE**
User is prompted by the application to share his comment and images of the installation to his social media sites.



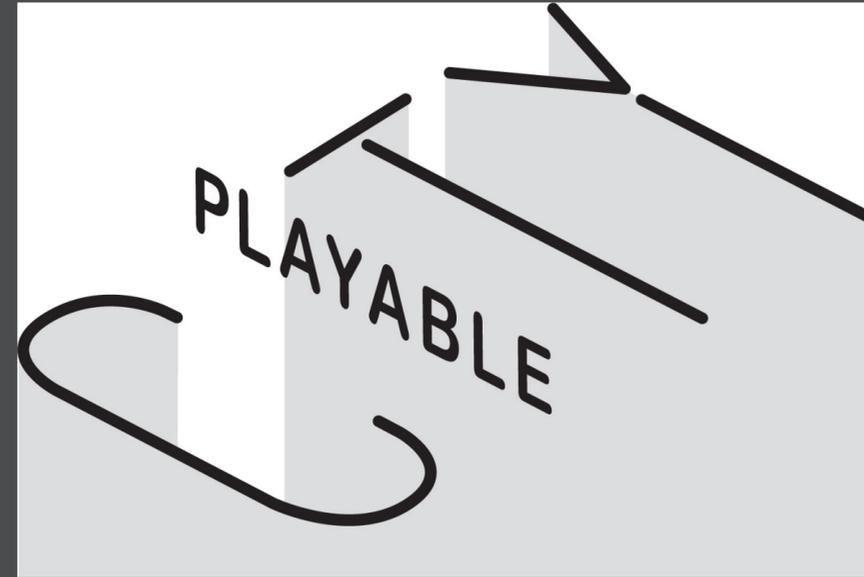
Playable City Case Study

Playable City puts people and play at the heart of the future city.

Encouraging artists, designers and developers to work together to make city living fun and engaging.

Re-using city infrastructure and re-appropriating smart city technologies to create connections.

Person to person, person to city.



Shadowing gives memory to a city lights, enabling them to record and play back the shadows of those who passed underneath.

Shadowing invites interaction between people who share a space.

If a visitor stepped out of the light to watch for a while, the lamp would begin to 'dream', recalling a procession of shadows from earlier visitors.

As the sun set over the city, the Shadowing streetlights would start to capture the movements of pedestrians passing beneath and echo them back as shadows to the next passerby, leaving a glimpse of those who walked the same path moments before.



Research:

Intro to Interaction design

<http://www.uxbooth.com/articles/complete-beginners-guide-to-interaction-design/>

Breaking Language Barriers to improve communication

<https://www.facebook.com/GlobalNews/videos/1129961130384984/>

Data Visualization of social interaction and activity

Free Hugs Tshirts

Mobile Shower

<https://www.facebook.com/NowThisNews/videos/1097051240384999/>

Social Interaction Design in Cultural Context: A Case Study of a Traditional Social Activity

<http://www.ijdesign.org/ojs/index.php/IJDesign/article/viewFile/341/154>

Social Interaction at the Work Place – A Case Study Analysis

<http://brainblogger.com/2010/08/05/social-interaction-at-the-work-place-a-case-study-analysis/>

Play and Activities

[https://en.wikipedia.org/wiki/Play_\(activity\)#cite_note-nifplay-5](https://en.wikipedia.org/wiki/Play_(activity)#cite_note-nifplay-5)

<http://www.digitaltrends.com/mobile/informate-report-social-media-smartphone-use/>

<https://afsp.org/about-suicide/suicide-statistics/>

http://www.slate.com/articles/health_and_science/medical_examiner/2013/08/dangers_of_lone-liness_social_isolation_is_deadlier_than_obesity.html

PARTICIPATORY DESIGN BOOK

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