

APPS ON WHEELS

1 Orientation

"The project Apps on wheels is about extend the driver's connectedness through applications which are aware of the driving context and the application context."

How are we affecting the air? I see a trend towards more sustainable driving, can I take this to the next level?

2 Literature Research
Defining direction

- How do we now the air quality?
- How bad is the air we are breathing?
- Is there a need for mobile measurements?
- Literature research: World, Europe Netherlands

3 Defining Research Questions:

Does real-time, local data about air pollution make people more aware towards their environment?

One objective is to find out what the current knowledge is about air quality.
Another objective is to find out if people are willing to change their behavior if they have more awareness about air quality.

A design question what then arises is: how should the data about air quality be visualized and communicated, in such a way that it is interesting for everybody?

Another objective is to explore possibilities how air quality could be incorporated in future designs of cars, also related to a more next nature perspective.

4 Summarizing Findings in movie

- How can the air influence our health?
- How do we measure the air now?
- What is the role of the government
- What do I propose for the future?

5 Choose methodologies
Midterm

Iteration 1: what is the current awareness on the levels of air pollution?

Iteration 2: how should the data about air quality be brought and visualized to create awareness and a shift in attitude in people?

Iteration 3 : what are the possibilities in incorporating air quality in future designs of cars?

6 Prepare questionnaires

Iteration 1: survey + movie

7,8 Co-creating stories

9,10

Iteration 3: Research through design
From sensor to visualization

Scenario movie about Final concept

Prototype Explore technical Implementation

Future Concept car Visualization

11

Summarizing in report



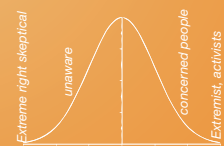
AWARENESS

Awareness is the state or ability to perceive, to feel, or to be conscious of events.



For Who?

Who is interested in using system?
150.000 Dollar was raised on Kickstarter.com on an air measurement device. I believe that there is already a group of people who is generally concerned.



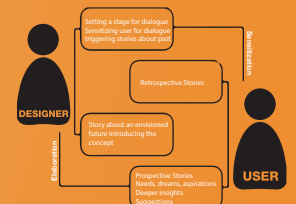
Assumptions

I believe people are unaware of what the air quality is, even in polluted cities

I think people are unaware of what it means for their health

I think people if they now more about the air, they are intrinsically motivated to change their behavior for the better.

Iteration 2: Co-creating Stories



"The pilots taught us that stories used for sensitization should not be directly related to the context of interest but they should build the interest towards that context."

"Thus these stories not only revealed feedback about the current proposal but also suggestions about how it can be developed further."

