

Projectdocument Glowie is going to shine.

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1 The company

Greenhouse Group is the umbrella organization of five innovative and trendsetting digital marketing agencies. Those are; We are Blossom, Bluemango, PubNXT, Fresh Fruit Digital and LemonPi. Intern in the Greenhouse Group company is Labs part of the organization. This is the creative and innovative department, which has the goal to keep the company at the frontline of the digital landscape.



2 The assignment

2.1 Description

Greenhouse Group has got the possibility to perform on Glow Eindhoven in 2018 with their own project. The project is initialized to make people more familiar with voice technology. At the beginning of my internship, the state of the project is that there is a concept. There will be a chatbot on the inside and the outside of the installation will be covered with led-screens showing relevant visuals. A focus point is that people will be able to interact with the installation. Sure is, that the user will have a conversation with the chatbot named Glowie about their feelings. The idea is to show at the outside of the installation what happens at the inside, as the chatbot (Glowie) is analyzing the emotion of the visitor and gives feedback to the screens on the outside. The form of this all is still free and explorative.

The task for me is to create visuals to visualize what happens at the inside of the installation, where an intimate conversation about their feelings happens. What happens on the inside will be artistically showed on the screens at the outside.

During the Glow festival in Eindhoven, the project will be based at the Heuvelgalerie, which is located indoor. The main route will cross this path, so the project will reach an extremely large amount of people. In 2017, 740.000 people visited Glow Eindhoven to watch the projects. It is expected that this year the number of visitors will even grow larger. Glow Eindhoven is a festival where a diverse type of light art projects will be showed. More information about this event is explained on [the website of Glow](#).

2.2 Goals

- The main goal is to perform on Glow Eindhoven in 2018 successfully, which means that the crowd will love it. There are more ways to measure if the crowd loved the project. It could be in the form of interview the visitors afterwards or with a questionnaire online spread. It also can be in both ways to measure the result.
- **User Glowie:** The goal of the project is that the user of Glowie will get a great experience with new technology by interacting with the chatbot.
- The second goal for the user of Glowie, is to let them express their feelings and give him a great experience about this experience.
- **Outer-screens:** The goal for the general visitor of the installation Glowie who cannot try to interact with Glowie, is to amaze them by showing them visuals and sound at the outside of the installation about what happens at the inside of the installation.
- The second main goal is to be able to perform on the festival in Nanjing China in 2019.

2.3 Analysis

The first challenge of this project is how to design an interactive installation for the mass audience. The core of the artwork is an interactive chatbot which is able to recognize feelings of its user and let the mass on the outside of the project know what's happening on the inside. That will be in the form of visuals on screens what the mass of the visitors will see during Glow.

2.3.1 Why-How-What

2.3.1.1 Why

Research has shown that visitors of Glow would love to see more interactive installations on Glow. After years of innovation stagnates Glow on this kind of field. Visitors become saturated with standard light projections and they expect so see more than that, so we make an installation where people can interact with a robot. Greenhouse Group is working on a chatbot for years, which is well known in the company, but not under the population yet. Greenhouse Group is located at the hearth of the city of Eindhoven and is excited about being part of the biggest event of the city. To perform on Glow is a chance to show people what a chatbot is, so voice-technology will be more well-known. I'm working on this project, because creating something inventive and creative is my passion. There is also a unique opportunity to let the project perform on the light festival in Nanjing, where I'm super excited about.

2.3.1.2 How

One user at one time can interact with the chatbot Glowie. During this conversation the chatbot will understand the feeling of its user. This will be reflected to the crowd around the project.

2.3.1.3 What

By showing visuals live which represent the emotion of the user of the chatbot Glowie. This user has a conversation about their feeling and gets feedback by Glowie.

2.4 Scope

In a multi-disciplinary team, I will function as the UX-Designer within the project. There will be three iterations. Iteration 1 will be for the DDW in October 2018. Iteration 2 will be for Glow in November 2018 and Iteration 3 will be for the light festival in Nanjing China. I will focus on the general appealing of the installation and the main-focus is getting to a point where the visuals will make the installation super attractive to the crowd. The visuals will live represent the emotions of the user who's interacting with the chatbot Glowie. My scope in this project will roughly be;

2.4.1.1 Iteration 1 and 2 together will contain

- Brainstorm
- Sketch
- UX design support of the installation
- Potential target group of Glow-questionnaire for better understanding target-group and make choices based on that
- Research emotions
- Research images based on emotions
- Sort Emotions in a list for the system
- Make mood boards for different emotions
- Make the first visuals
- Write user stories
- Make prototypes of visuals
- User test them [what emotion does it reflect/how does the person feel by it]
- Improve
- (Motion)-design for the outer-screens
- Sound-design (optional)

2.4.1.2 Iteration 3 will contain

- Research the target group of the festival in Nanjing China
- Research cultural aspects of China which is important for the project
- Research emotions and colors China
- Advise for content of the installation

2.5 Requirements

In the first week we've set-up a MoSCoW-analysis to map what is essential for the project to be able to run at Glow Eindhoven. The Must haves are the essential parts to keep the installation running. Should haves are also very important, but the installation could run if subjects fail in this project. Could haves are great ideas which extracts the project. Won't haves are the subjects we're not going to focus on during this project.

2.5.1 Must haves

- Detection presence visitor
- Mic/ Speaker/ Computer
- Noise cancelling
- Internet connection
- Screens where visual can be displayed on
- Target group (China - Eindhoven)
- Visually appealing and meaningful in emotions
- Emotion detection
- Working installation (if error; manually repair)

2.5.2 Should haves

- Stable communication between systems: Software - Hardware - Design (if error; able to reset it easily)
- Tucking away cables/hardware
- Creating borders around the booth
- Privacy/Data research
- Advertising on social media before the event
- Structurally sound

2.5.3 Could haves

- Video feed (emotion detection)
- Social media integration
- Visual adjust for individuals
- Entertainment for people waiting in line (e.g. AR)
- External screens to show Glowie (Bijenkorf)
- Hand detection
- Test week (Dutch Design Week)
- Senses combined (movement, voice)
- Gamification

2.5.4 Won't haves

- Addition spaces (more than 1 visitor at a time)
- Access for everyone
- Multilingual
- Outdoor possibility

3 Action plan

3.1 Scrum

In this multi-disciplinary team, we use the SCRUM-method, because of its efficiency and quick way of working as a team. It gives a very clear overview of the tasks for the whole team, the individual member and the mentor.

3.2 Research Strategies

The research strategy I will use is the DOT-framework.

3.3 Activities

3.3.1 Glow Eindhoven

In a multi-disciplinary team, I will accomplish a light art installation which reads the emotion of their users. My focus will go to the digital design of the screens, which are based for the view outside of the installation. This is pointed to the big crowd of the Glow visitors. I will make motion-designs, which are connected to the interactive chatbot, who reads out the emotions of the users. These designs will give the spark to the project for the crowd. The chatbot is located at the inside of the installation, which is available for a smaller amount of the Glow-audience. The installation will be located at the main-route in the Heuvel.

3.3.1.1 Main question

What is needed for the audio/visual design for the crowd, so they will be attracted to it and getting amazed. The results will be gathered through a questionnaire, face-to-face and/or digitally.

3.3.1.2 Sub-questions

- What visuals are needed to express the emotion of the user of the chatbot?
- What UX choices are needed that the visitor of Glowie knows immediately what he can expect?
- What is the best outcome of sound- and motion-design so that the average of the visitors of Glow will like the project?

3.3.2 Light Festival Nanjing China

The project has the chance to perform also on the light festival in Nanjing China in 2019. In order to make this happen, it is likely that some changes are needed to perform on the festival. These changes will be based on the target group of the visitors of the light festival in Nanjing. I will research the target group and the cultural aspects of China; their restrictions and freedom, but also the expectations during this festival.

The best result of these outcome is direct implementation into the project. The minimum result is writing an advice document for the project.

3.3.2.1 Main question

What changes does the Glow-project need to perform during the Lunar New Year in Nanjing China in 2019?

3.3.2.2 Sub-questions

- What are the cultural differences in the aspect of light art between China and The Netherlands?
- What is the difference in (design of, color) emotions between China and The Netherlands?

- What does the target group of the light festival in Nanjing China look like?

3.4 Planning

Description	Period	Where	When
Project document	Deadline	Digital	21 September (Week 4)
DDW	Iteration 1	Eindhoven	20 – 28 October
Event Glow Eindhoven	Iteration 2	Eindhoven	10 – 17 November
Qinhuai Lantern Festival	Iteration 3	Nanjing China	February
Lunar New Year (Chinese NY)	-	China	19 February 2019

4 Communication agreements

4.1 Scrum agreements

4.1.1 Sprint review

Every end of the week our team will review if the sprint-goal is reached. We overview what we've done so far and if we didn't reach the goal, we setup a new plan to reach it the week after.

4.1.2 Daily stand-up

Every morning at 9:30 our team will hold a daily stand-up to update the team what they have done last day and what their task will be on this day.

4.1.3 Project meeting

Every Monday the complete team will sit together for one hour to show what progress we've made last week. This outcome is important for the external team-members so see what choices we've made so they can get involved. During this meeting we discuss important problems.

4.1.4 Team details

Contact	Abbreviation	Role	Availability
<p>Bas Ploeg +31 6 15284722 bas.ploeg@greenhousegroup.com</p>	BP	Project leader	5 days a week, at least 1 hour of the day
<p>Barry de Waal +31 6 28476511 barry@weareblossom.com</p>	BW	Project manager	At least once a week (Monday), based on appointment
<p>Niel Heesakkers +31 6 24349111 niel.heesakkers@weareblossom.com</p>	NH	Designer	At least once a week (Monday), based on appointment
<p>Amanda van der Vleuten ICT & Media Design +31 6 34547379 amanda.van.der.vleuten@greenhousegroup.com</p>	AV	UX Designer	5 days a week
<p>Lars Jenster ICT & Technology +31 6 23266351 lars.jenster@greenhousegroup.com</p>	LJ	(Hardware-) Developer	5 days a week
<p>Geert Boer ICT & Technology +31 6 31352869 geert.boer@greenhousegroup.com</p>	GB	(Hardware-) Developer	5 days a week
<p>Shane van den Bogaard ICT & Software Engineering +31 6 40193570 shane.van.den.bogaard@greenhousegroup.com</p>	SB	(Software-) Developer	5 days a week
<p>Jo-An Kamp +31 6 22132171 j.kamp@fontys.nl</p>	JK	Internship supervisor	Based on appointment

5 Risk control

5.1.1 Creating Glowie

- Dependencies hardware on schedule

5.1.2 Research target group festival Nanjing China

- Time
- Agreements
- If it is successful during Glow

5.1.3 Team

- Effort and ability of the team members