Singapore Merlion Interaction Design Proposal

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一、 Information:

- ➢ Two Merlion statues, one will be put on the roof of the store; the other one will be put outside the store.

- ➢ The one on the roof will be a fountain having a statue of Merlion in the middle spraying out water from its mouth. The other one will be an independent statue situated outside the store.

二、 Introduction of interaction design cases:

- ➢ 麥當勞創意互動戶外廣告看板:
  https://www.youtube.com/watch?v=fGuzG1-fQ00

- ➢ 斯德哥爾摩地鐵站的互動廣告螢幕:
  https://www.youtube.com/watch?v=xQhdGoqn-Kw

- ➢ French Contrex commercial:
  https://www.youtube.com/watch?v=cO7iCbtlcIc

- ➢ Heineken Pioneering Bar:
  https://www.youtube.com/watch?v=dLEIsH1Q2EY

- ➢ Bus Shelter | Pepsi Max:https:
  https://www.youtube.com/watch?v=Go9rf9GmYpM

- ➢ Live Augmented Reality-National Geographic:
  https://www.youtube.com/watch?v=D0ojxzS1fCw

- ➢ ACCESS by Marie Sester:
  https://www.youtube.com/watch?v=yTuHHknbPgw

- ➢ 體感互動水舞:
  https://www.youtube.com/watch?v=9_SJVNMxQfs

- ➢ Pizza Hut Canada presents Dip Hop:
  https://www.youtube.com/watch?v=xY23_x39FyE

- ➢ Breeze's Makey Makey Garden:
  https://www.youtube.com/watch?v=JtODLKOfKp0

- ➢ Samsung AR 擴增實景遊戲:
  https://www.youtube.com/watch?v=BGBQjCbhPyg

- ➢ 「擴增實境」科技介紹:
  https://www.youtube.com/watch?v=65dEekxE6pc
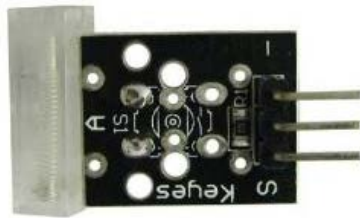
三、 Interaction design proposal:

1. **The Merlion on the roof-An interactive wishing pond:**

   ➢ Interactive Scenarios: Combining Taiwanese fortune culture with a wishing pond, including love, benefactor, money, career and academic. People can throw a coin to make a wish and appreciate the visual and meaningful experience.

   ➢ Interaction installations:

   A. **Five pressure sensing iron plates:**

      1. The statue of Merlion situated in the middle of a fountain is surrounded with five pressure sensing iron plates. People can throw a coin to make a wish.

      2. Required devices: Five pressure sensors、Five iron plates

      3. Required technique: Arduino

      4. Questions: When the plate is almost full of coins. Will the pressure senor lose the level of sensitivity when a new action is triggered?

      5. Demo video: https://www.youtube.com/watch?v=8qgnNfKcFaM

   B. **Switch to relative fortune color when triggered:**
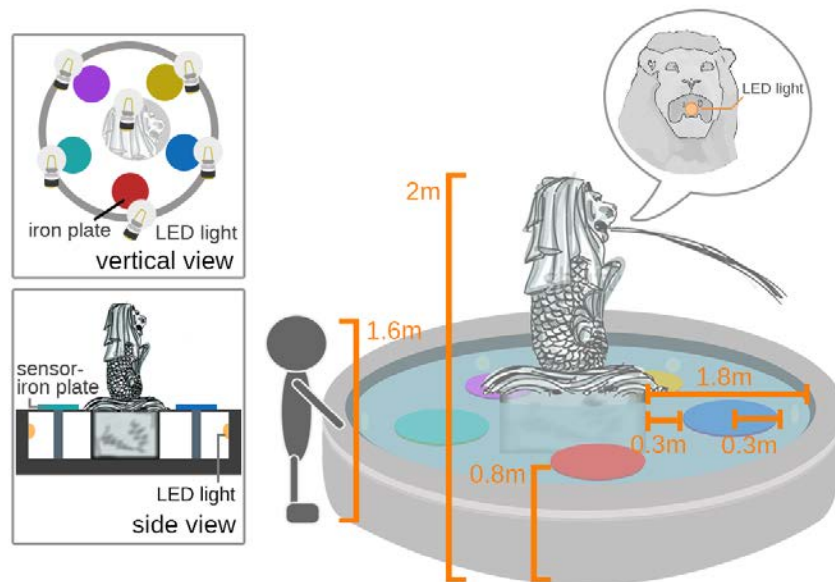
      1. When a coin is thrown on to an iron plate, the sensor will be triggered and the LED lights installed within the pond wall and mouth of Merlion will switch to the relative color.

      2. Required devices: LED lights.

      3. Required technique: Arduino

4. Fortune colors represent: Love-Red, Benefactor-Blue, Money-Yellow, Career-Purple, and Academic-Green.

➢ Business Benefits:

Enhance the stream of customers' motivation to go up to the roof to make a wish and increase the consumption opportunities.
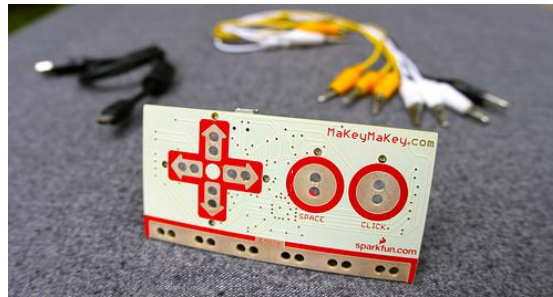
➢ Interactive design schematic:

2. **The Merlion in front of the store-Hand in hand interaction:**

➢ Interactive Scenarios: According to Fountain of Wealth in Suntec City, we integrated new meaning of wealth fountain. There will be two semi-circular iron railings surrounded with the statue of Merlion. At least two people have to hold the left and right side of the iron railings to trigger the camera to take a photo shown on the screen, which constructs a full circle and means successful completion in Taiwan.

➢ Interaction installations:

A. **Two semi-circular iron railings touching sensors:**

1. The two semi-circular iron railings around the Merlion will be installed touching sensors called Makey Makey separately. When it forms in a completed round, it will trigger a camera to take a photo.

2. Required devices: Makey Makey、A camera、TV screen

3. Required technique: Arduino

➢ Business Benefits:

Release marketing manners to attract consumers to come into the store. Customers will get the discounts by uploading their photos to Facebook's Fanpage.

➢ Interactive design schematic: