

VOOGEL

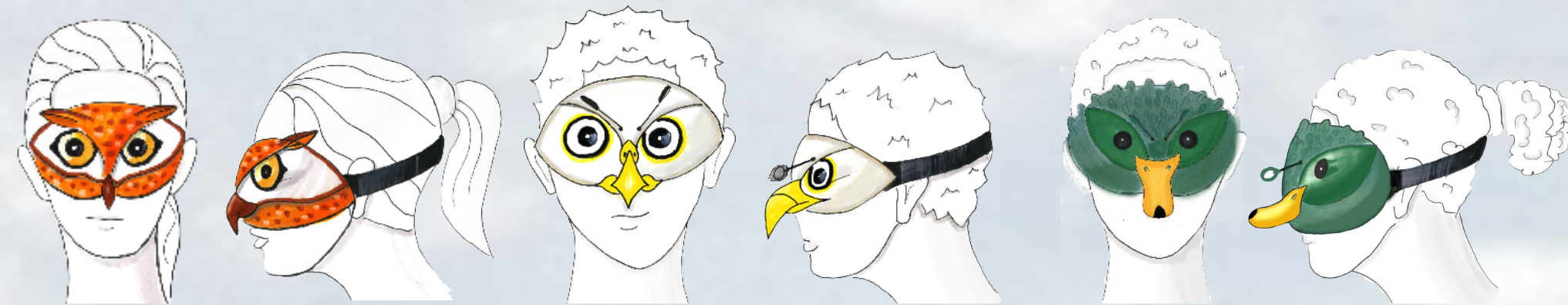
A collection of bird masks with which children can experience a birds view with their human eyes.

DESIGN BRIEF

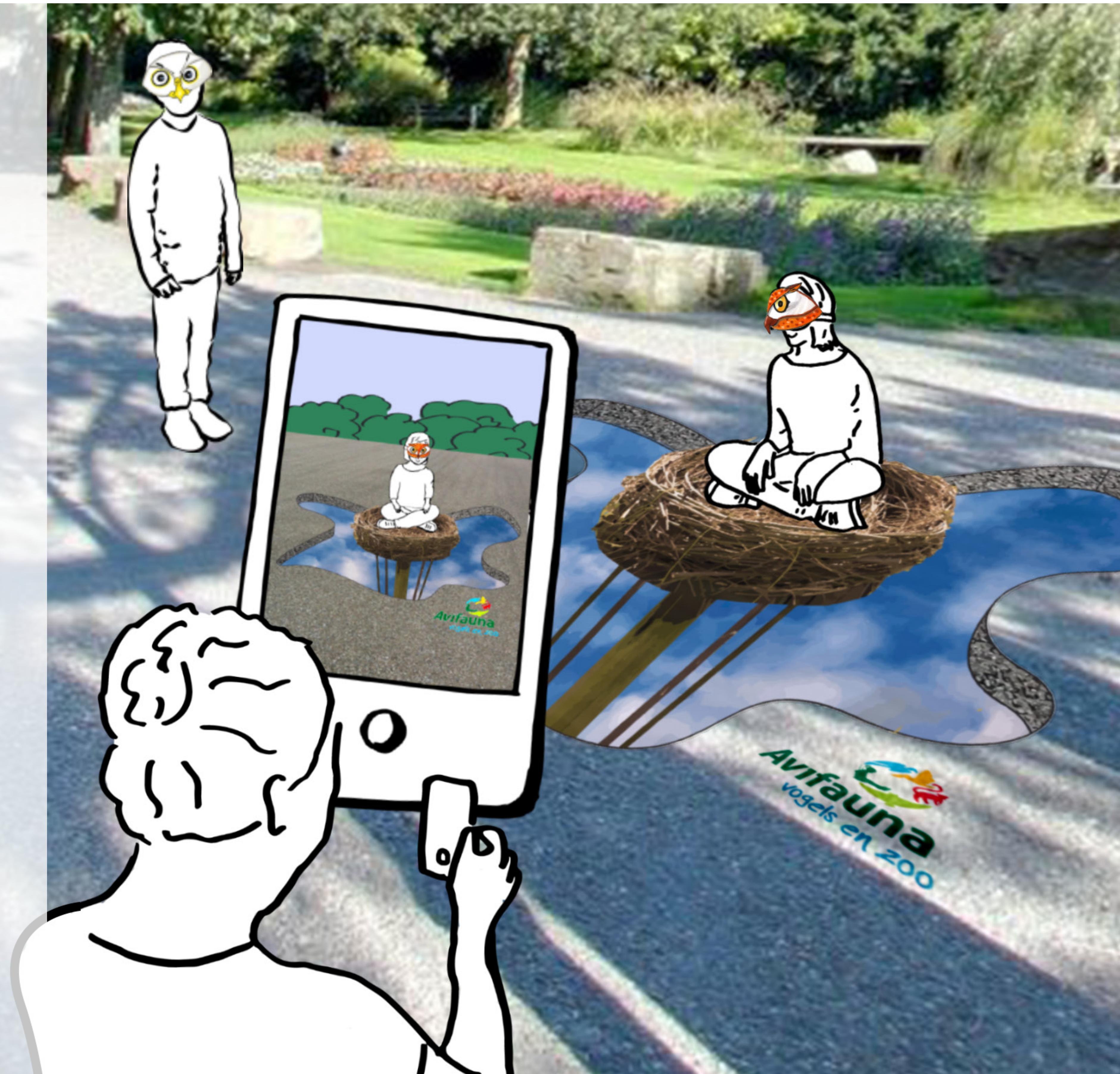
The goal of this project was to find out what and in which way visitors tell about their experiences at the park. With the purpose of stimulating the word to mouth marketing of Avifauna.

DESIGN GOAL

To make parents talk about their experience in the park an adventurous experience has to be created for the children. This should show them the fascinating and realistic image of birds and result in enthusiasm by the children. As a result the parents want to share this experience with others in a tangible way.



The bird masks let the children experience the visual capacities of a duck, eagle and owl can see, each with their own mask. Birds have a different visual capacities than human and can see way more. Putting on the mask will give the children a feeling of this difference. The user will be fascinated by what a bird is able to see. This is done by using special lenses and mirrors. The masks are located at a special Avifauna vehicle where educational elements are represented. A volunteer will guide the user, by telling them about the birds views and giving them small assignments. The mask is combined with an optical illusion of a 3D nest on the ground. The children are asked to find their nest, this will stimulate the walking which shows the differences in depth perception. This also will stimulate the picture taking by the parents. A picture is often and easily shared with families and friends, especially if it is a cute picture of their child combined with showing where they are and what they are doing.



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Improving the visitor experience at Avifauna
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Design for Interaction

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