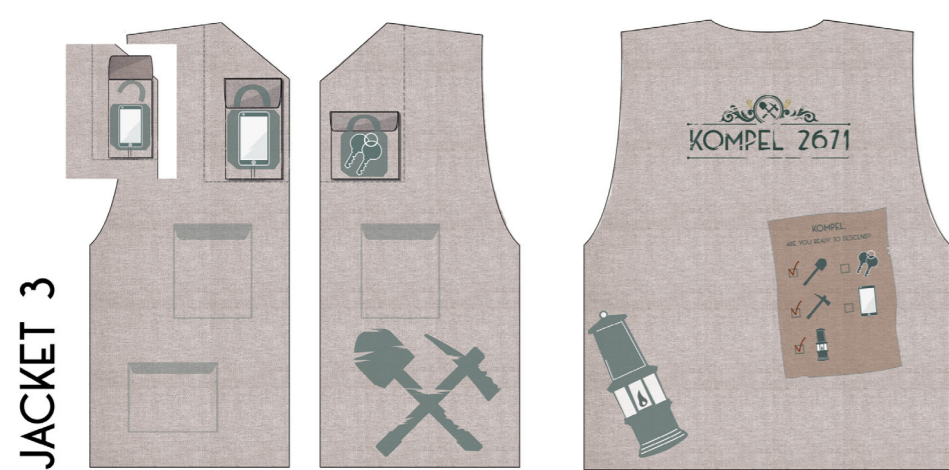
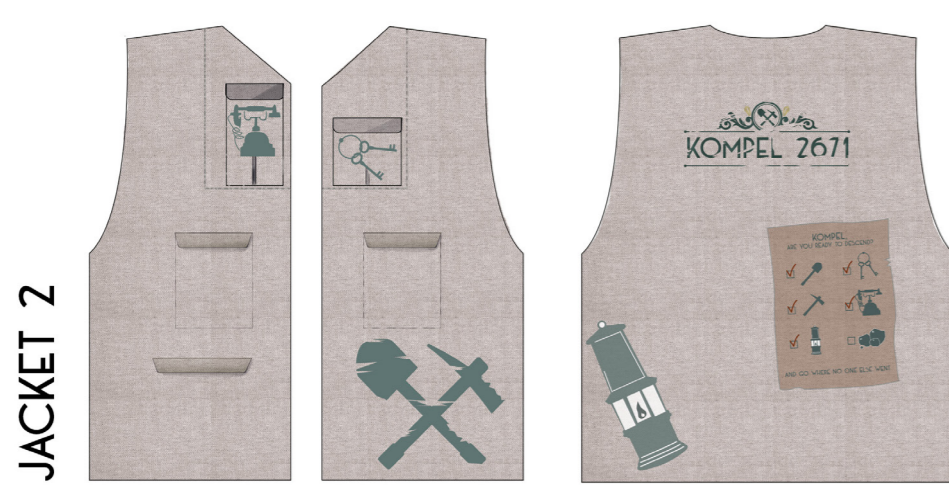
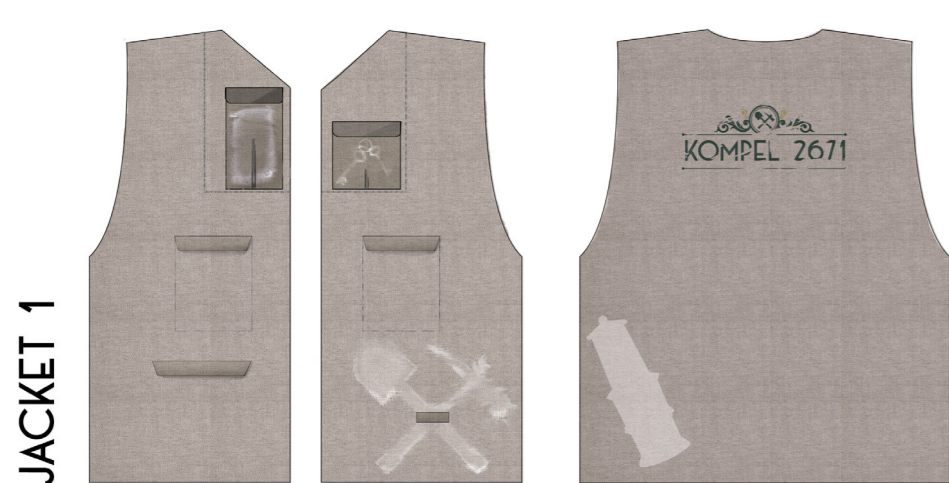




EXPERIENCE-DRIVEN SAFETY

HIGH IN EXPERIENCE



PROJECT OBJECTIVE

Convince guests to safely store their personal belongings during the ride of Baron 1898.

EXPERIENCE-DRIVEN SAFETY

Typical safety measures in the Efteling are commonly thematically adapted to fit their environment. A common conception: safety precautions damage the immersive experience of the Efteling. I believe this to be a misconception, and have designed the Kompel jacket as an example on how safety measures can play an active role in the storytelling. The balance between safety- and experience-elements has been explored by user testing different varieties of the jacket.



GUEST BEHAVIOUR

Guests are dragged into the immersive experience of the attraction. This emotion-laden environment makes it hard to convey rational messages. Therefore, to address guest behaviour, messages should be clear and stand out. Experience-driven safety offers the opportunity to draw the guest's attention while remaining into the immersive experience. Once the design plays an active role in storytelling, clear and typical safety elements can be added without disrupting the experience of Baron 1898.

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Designing for Experience-driven Safety in the Efteling
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