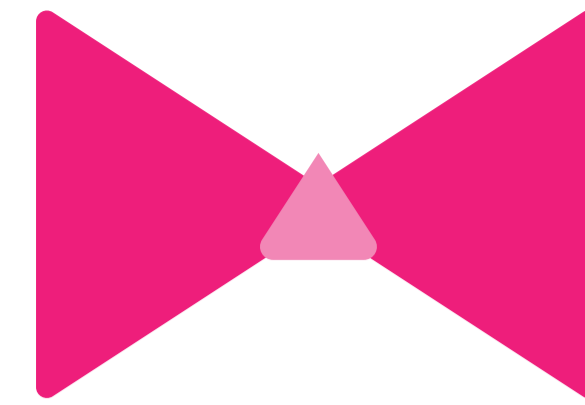


# YOUR LIFE ON STAGE

## FESTIVAL GUIDING ROUTING EXPERIENCE



The installation named Trinity is designed in order to guide the visitors of the Your Life on Stage festival through the day, due a personal guiding route experience. The walkthrough contains three different phases, concluding with the visitors creating a multiple colored light wall together.



The initial goal of the project was to design a meaningful user experience for the visitors of the main YLOS event. After extensive external, internal and user analysis (including desk research, stakeholder mapping observing user and decision maker sessions, conducting several generative sessions) the desires and needs of the target group were identified, resulting in a new design goal:

*'Co-research and design with the target group of the Your Life on Stage main event a tool that enhances the event experience of the user by the means of guidance and control and creates a feeling of (re-)assurance.'*

Together with the outcomes of the generative sessions, this served as input for setting up a 'concept model map', which would help to start on the first idea sketches. These sketches were valued, combined and clustered resulting in three preliminary concepts.

The three concepts did receive feedback from their intended users during a feedback and voting evaluation session. The outcomes of this session provided input for the modification and detailing of a definitive concept, resulting in a final design.

Additional deliverables are five main findings regarding future thinking (figure on the right), summarized insights from the elaborate research process, plus eight different extensive characters of Independent Creative Professionals.



Pauline Fles  
Co-researching your future  
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Design for Interaction

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