

[IAT 431 Final Project Proposal](#)

Team Shake It Off! – Andrew Khaw, Bruce Lui, Anderson Wang

- **Project Name:** Quake Booth (working title)
- **Theme:** The theme of our project is an interactive earthquake simulation experience. The problem we are tackling is the mindset that an earthquake or emergency will not happen to us as residents of Vancouver. The issue is not that people are not prepared for an earthquake, but rather that they are unaware and don't understand the risk, or they don't believe it will happen, or it is just not important to them.
- **Target Audience:** Our design is mainly targeted towards the general public. The reason for this is to attempt to change the public's current mindset regarding earthquakes and earthquake preparedness.
- **Rationale:** The reason we chose this theme is because it is evident that residents of Vancouver are not fully prepared in the case of an earthquake. Based on research we have done on a previous project where we asked other people about their current state of earthquake preparedness, we found that many people simply do not believe it will happen to them in their lifetime. As a result, they choose to ignore many sources telling them to be prepared for an earthquake.
- **Design Description:** The design we are proposing is that of an interactive earthquake simulation booth. The booth will be a physical installation, big enough for two people, which either resembles or is disguised as a photo booth. Upon entering the booth, participants will be able to pose for photos like any other photo booth. After a few minutes they are greeted with an on-screen narrative aspect relating to earthquakes. At some point throughout the narrative, an earthquake occurs. In order to enhance the interactivity of the experience, the booth will also begin to violently shake, simulating an earthquake. At several points throughout the experience, we will use the camera to take pictures of the participants to capture their natural reactions to the situation. These reactions will be combined with their initial photos to create a photo collage. This collage will then be given to the participants as an artifact of their experience. This artifact could then be potentially be extended past the experience to use as a conversation piece between people through word of mouth or social media.
- **Benefits:** We expect our design to change peoples' mindsets regarding earthquakes, as well as provide a platform for people to talk about or share their experience with others.