RSA PROJECT
Brief 6: A Platform for joy
By Matthew Colyer

A Platform for Joy

06

Award

There is one award available for this brief:

RSA Fellows' Award of £2,000

The judging panel may decide on more than one winner and will allocate accordingly. In addition, the [...] may [...]ard commendati[...]

Brief

How might we unlock joy for people at train stations?

Background

– Billions of people around the world rely on trains to get them to work, get home or to see friends and family, and stations are a key part of that experience. In the UK over 1.7 billion people travel by rail each year, Japan's railways carry a whopping 24.6 billion passengers annually, and in India nearly 20 million people travel by rail every day.

– Station environments welcome people from diverse backgrounds with different priorities and needs, from commuters who travel to work on a regular basis to occasional leisure passengers, tourists, station staff and retailers.

– Whilst train stations are often a key landmark, the nature of the physical environment, the amount of investment, types of facilities, level of footfall and range of users can vary hugely. From urban [...] concour[...]

[...]ere is a clear link between our surroundings and our emotions, and the field of behavioural science shows that our behavior is shaped by the conditions and environments around us.

How should you approach this brief?

– In the book 'Joyful', Fetell Lee identifies 10 universal 'aesthetics of joy':
  – Energy: vibrant color and light
  – Abundance: lushness, multiplicity, and variety
  – Freedom: nature, wildness, and open space
  – Harmony: balance, symmetry, and flow
  – Play: circles, spheres, and bubbly forms
  – Surprise: contrast and whims
  – Transcendence: elevation and lightness
  – Magic: invisible forces and illusions
  – Celebration: synchrony, sparkle, and bursting shapes
  – Renewal: blossoming, expansion, and curves

We want you to consider the connection between our surroundings and our emotions, senses and behaviours.

– Explore joy in relation to stations. Investigate a train station or multiple stations, currently in use anywhere in the world (it can be urban or rural, old or new, big or small)
– Explore station users' needs, desires [...] and what they [...]

to spark joy, reduce stress, and [...] wellbeing? Or how might you temporarily transform the station experience to lift spirits, create inspiration, or prompt joyful moments?

ANALYSING THE BRIEF

- Its very clear from the brief that they want to unlock joy for people at train stations.

- Its important that I focus on the environmental problems of crowds, waiting, delays and unexpected changes.

- This list is important as it explains aspect that I can focus on. **For example shelter, seating and facilities.**

- The proposal could be focused on the environmental factors and they are looking for standalone retail solutions.

A Platform for Joy

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Brief
—How might we unlock joy for people at train stations?

Background
—Billions of people around the world rely on trains to get them to work, get home or to see friends and family, and stations are a key part of that experience. In the UK over 1.7 billion people travel by rail each year, Japan's railways carry a whopping 24.6 billion passengers annually, and in India nearly 20 million people travel by rail every day.
—Station environments welcome people from diverse backgrounds with different priorities and needs, from commuters who travel to work on a regular basis to occasional leisure passengers, tourists, station staff and retailers.
—Whilst train stations are often a key landmark, the nature of the physical environment, the amount of investment, types of facilities, level of footfall and range of users can vary hugely. From urban mega-stations with vast concourses that see millions of people pass through each day, to ageing rural stations without retail space or toilets that primarily serve local communities.
—An emerging body of research shows that there is a clear link between our surroundings and our emotions, and the field of behavioural science shows that our behavior is shaped by the conditions and environments around us.
—Station environments can be particularly challenging. People are often rushing, time-poor, and stressed. Crowds, queuing, delays, unexpected changes, and difficulty navigating through the space can trigger negative emotions like anxiety.
—Designer Ingrid Fetell Lee has researched the way design affects our emotions and health. Using insights from psychology and neuroscience, Fetell Lee argues that transient experiences and small moments of joy can have big effects. Joy is contagious, it opens our minds and it can counteract stress.
—There are some great examples of interventions in hospitals, schools and public spaces to make them more joyful through design. How might you design ways for stations to bring joy to the people who use and pass through them?

How should you approach this brief?
—In the book 'Joyful', Fetell Lee identifies 10 universal 'aesthetics of joy':
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 – Magic: invisible forces and illusions
 – Celebration: synchrony, sparkle, and bursting shapes
 – Renewal: blossoming, expansion, and curves

We want you to consider the connection between our surroundings and our emotions, senses and behaviours.
—Explore joy in relation to stations. Investigate a train station, or multiple stations, currently in use anywhere in the world (it can be urban or rural, old or new, big or small).
—Explore station users' needs, desires, fears, and what they value. What are the social, cultural and environmental constraints, challenges and opportunities?
—How could the station space, assets and services be reimagined or redesigned to spark joy, reduce stress, and increase wellbeing? Or how might you temporarily transform the station experience to lift spirits, create inspiration, or prompt joyful moments?
—You may want to consider one or several of these aspects of stations:
 – The station environment: colour, materials, light, sound, odours, cleanliness.
 – Shelter, seating and facilities.
 – Staff interaction and information exchange.
 – Waiting and dwell time.
 – Ticketing, navigation and timekeeping.
 – Heritage and sense of place.
 – Access for all: a customer journey that is joyful regardless of age, ability, gender, and whether users are local, foreign, a first-time user, time pressed commuter or staff.
—Your proposal could be spatial/environmental, communication-based, service-focused or a combination. We are not looking for standalone retail solutions, purely digital platforms or stand-alone apps, although these could be elements of a wider proposal.
—We would like to see you bring your idea to life through prototyping (this could be through modelling, role playing, experience

- Baker Street Station, London opened in 1863 and was the worlds first station to be underground.

- Opened in 1830, Liverpool Road Station in Manchester is the oldest surviving railway terminus building in the world.

- The Grand Central Terminal in New York is the worlds largest station by the number of platforms. It has 67 tracks on two levels.

- In 2006 Berlin Hauptbahnhof create a large station at the crossing point of two major railways and features modern, abstract architecture. However they decided to gradually make a replacement with through stations from 1882 to 1952.

nationalrail.com
The longest station platform in England is at Gloucester
it's 1,977 feet long!

Top 10 stations in Great Britain	Total entries & exits 17-18	Ranking last year
Waterloo	94,355,000	1
Victoria	74,355,332	2
Liverpool Street	66,966,512	3
London Bridge	48,453,496	4
Euston	44,745,816	5
Birmingham New St.	43,741,712	6
Stratford	40,077,086	7
Paddington	36,578,292	8
St. Pancras	34,622,178	10
King's Cross	33,904,758	9

orr.gov.uk/statistics/published-stats/station-usage-estimates

ORR
OFFICE OF RAIL AND ROAD

WHY TRAIN STATIONS NEED TO BE RE DESIGNED

- Train Stations have been around since 1830 and some still remain the same as when they first opened. With the massive improve in technology and architecture a lot of Train Stations need to be re planed to be more suitable for this generation.

- This image is of a traditional Train Station that you see in the Uk. In the image you can see there is a lack of entertainment and joy for people and no plans to think about re design to increase shelter and add more place for people to seat. There is also a lack of information about at the Train Station and in the Winter this Train Station can get very cold and cause a lot of unhappy people at the station. This is because there is a lack of places for people to sit inside.

WHY JAPAN IS IMPROVING TRAIN STATIONS

- Japan has been making lots of changes to improve there Train Stations. For example in the first image they have created an environmental garden inside the Train Station. This has created a more calm and peaceful atmosphere.

- In the second image Japan has created small pods that are located at the Train Station. This allows people to relax and find a quite place to themselves and block out the noise. However, this pod could be a very long way from the platform that they want to go to. For example Japan has a large population which means there Train Station will have a lot of platforms and a lot of trains. This is why for my project I want to create an environmental pod that is very close to the platform so that you can see clearly if your Train has arrived. I also want to provide entertainment for people at Train Stations. This is why I want to create a location themed treasure hunt of objects. At the Train Station there will be a numbers of objects with a barcode on. Once the person has scanned the bar code they will receive a 20% discount for their next trip. Once this has been used it cant be used again. These objects will be location themed and will provide historic information for the user.

MOOD BOARD
RESEARCH

THE PROBLEMS

- Train Stations have a lot of plain spaces that can be used for other things.
- Train Stations don't provide enough joy and entertainment.
- There is not enough places for people to sit.
- It can be seen as a stressful environment.
- Its not very clear or easy to find what platform you want to go to.
- **There needs to be more peaceful places for people to relax.**
- Most Train Stations are not very colourful.
- **There needs to be more shelter.**

THESE ARE THE KEY AREAS
THAT I WANT TO FOCUS ON.

THE SOLUTIONS

- One of the ways in which I am going to make Train Stations more joyful is by adding an treasure hunt element to train stations. The way in which this works is it will be something to do if you are waiting for a train. The best part about this is the rewards are discount off for train tickets and passes. This would be link an image that you scan on your phone.

- Another way that I'm going to make Train Stations more joyful is by designing small garden pods which will have an interactive screen explain everything you need to know about your journey.

- Another way that I'm going to make Train Stations more joyful is by making Train Stations more colourful and welcoming for everyone. This will hopefully provide more joy for people are a train station.

DETAILED RESEARCH

What an $81M train station could look like and why Ann Arbor wants to build it

By Ryan Stanton | ryanstanton@mlive.com

Comment f 🐦 0 shares

Screenshot from Ann Arbor Station environmental assessment report

- I have been able to find an article online about a 81million planning permission to build/renovate a train station.

- It goes into detail about the layout of the train station and how the new renovation plans can help it become more environmentally friendly.

- In the article it talk about the importance of having an applying Train Stations instead of plain one that doesn't gain as much interest and how it can have a massive impact on the company.

- "The 60 seats available in the waiting area are usually overwhelmed by the typical train boarding loads of 80-120 passengers. There is no checked baggage service, no baggage storage, no baggage carts, and no lockers, but station agents will assist with baggage loading."

- "The station also lacks messaging systems providing updated train arrival and departure information, Wi- Fi service, and food service," the report states.

# OTHER PUBLIC PLACES

- Its important that I do research on how other public spaces real with crowds. This is why I am looking at Airports and how they deal with crowds. There are many problems with public places and what happens when places get over crowded. Its important that I look into this as Train Stations can be become over crowded.

- One of the ways in which you could provide more joy in a stressful situation such as a crowded places would be a game zone places or places where you can play and have fun.

- The top image is a large open space where children can have fun. One of the problems of public spaces is there's a lot of plain walls and places that can be more creative.

- Its important that I do research on how other public spaces real with crowds. This is why I am looking at another example of a supermarket. Supermarkets can get very busy at rush hour or when there are lots of deals.

- Music is a great way to make people more happy. It can be either calm and relaxing music or it can be happy music. This would also be a great way to reduce the amount of stress in public spaces. Music will allow people to be joyful with new people and be more joyful in a large crowd.

THE IMPORTANCE OF SHELTER

- For this project I want to create an environmental shelter pod which will allow people to be warm and have the ability to relax at the Train Station. There is also a high chance of rain and its important that when customers are waiting for a train that they don't get drenched by the rain. Train Stations don't provide another warm places for or shelter. This is why I am going to do research on the best type of shelter structures and how they can provide more joy in challenging conditions.
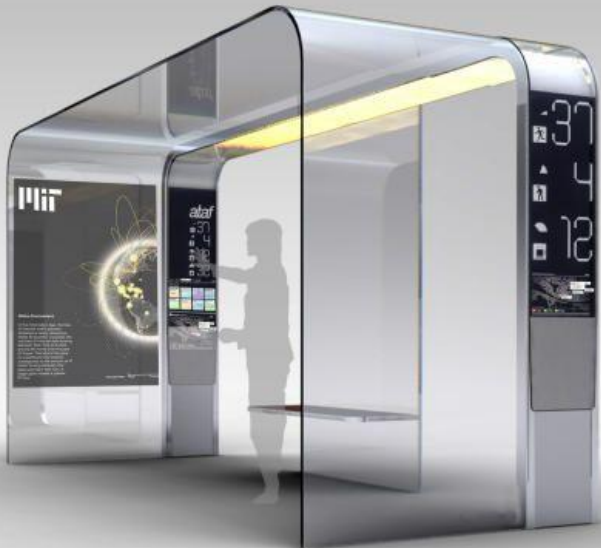
- This is an example of how shelter can be improved with more interactive information. At Train Stations there is a lack of information for people to see information about their train. This is an aspect that I will use for the creation of my environmental pod. Its also important that the structure of the shelter is able to cope with all types of weather conditions. The environmental pod will need to include interactive screens as well as provide a warm place for someone to sit when its cold. The seat for this design is not strong enough for all of the different ages groups to sit on.

THE IMPORTANCE OF A WARM PLACE

- For this project I want to create an environmental shelter pod which will allow people to be warm and have the ability to relax at the Train Station. This will provide joy for people at the Train Station. There will be dedicated shelter locations were the heating will be on with large confinable seats. This information will need to be provided at the entrance of Train Stations and around the station. There will be a heating icon and it will tell you the amount of people that are seating in the warm zones. However, its important that in the summer there also needs to be a cold zones. This will follow the same kind of premises as the warm zones where it says the amount of people which are in the rooms. This will provide joy in both cold and warm conditions.

HOW AN ENVIRONMENTAL POD CAN PROVIDE JOY

- These are two examples of how I could design my environmental pod. The first image is a pod that would be suitable for summer conditions. The pod will need to have an interactive screen explaining the train journeys, fans for when it gets hot in the summer and plug socket to charge devices. This will allow people to relax and hopefully offer them joy.

- The second example is a pod that is more suitable for winter and wet conditions. This pod will be very helpful for people if they need to find someone warm or dry off. In the pod it will need to have an interactive screen explaining the train journeys as well as plug sockets. As this pod has a door to open and close it will also need to have lighting inside for when it gets dark.

- All of these factors above will provide joy to customers as they will feel more warm in cold conditions and cooler in hot conditions. The interactive screen of the journey will also provide joy and they will be able to clearly see their train journey.

THE PROBLEMS THAT I WILL BE TACKLING

- One of the ways in which I am going to make Train Stations more joyful is by adding an treasure hunt element to train stations. The way in which this works is it will be something to do if you are waiting for a train. The best part about this is the rewards are discount off for train tickets and passes which will expire once you have used it. The objects not only will provide a discount but also historic information about the object. For example if you find a London Eye object it will tell you information about the London Eye.

- The other way that I am going to provide joy at a Train Station is by creating an environmental pod that will allow people to keep warm and cool depending on the weather conditions. The pod will also have plug sockets and most importantly and interactive screen that helps you plan your journey and where to go.
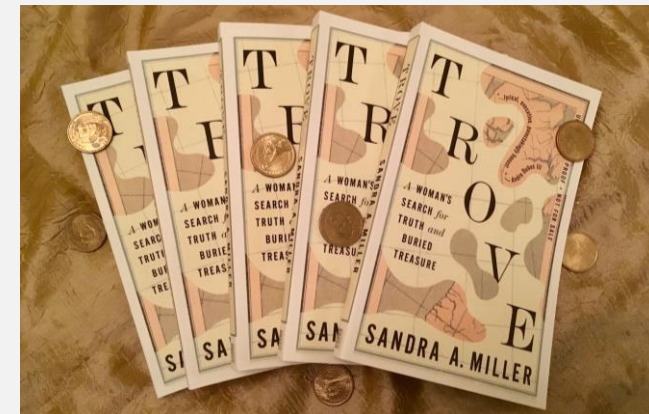
THE TREASURE HUNT IDEA

- The images bellow explain how the treasure hunt idea works. Basically there are hidden objects around the Train Station. Each of the objects has its own unique barcode that can only be user once by that user. Once they have scanner the barcode they could get 20% off their next journey as an example. Depending on what item that have scanned it will also provide historic information about the object. For example the image bellow is a Mini in with the London 2012 Olympic Games logo on the side. The user would then be able to find out information about the 2012 Olympic Games on their phone as well as get a discount.
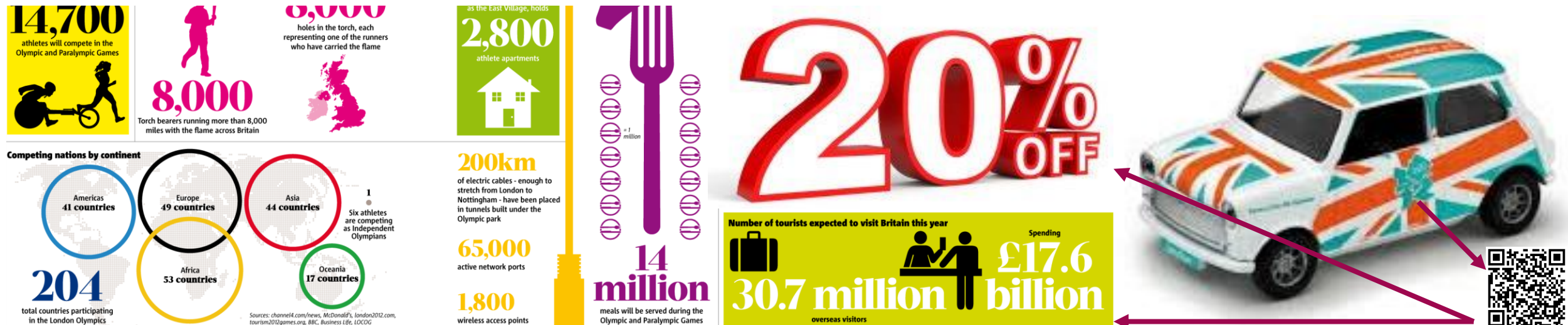
THE ENVIRONMENTAL POD IDEA

- The images bellow explain how the environmental pod has many different features that will provide joy at a Train Station. The environmental pod will provide a relaxing and welcoming atmosphere with the plants. The users will be able to charge their devices and depending on the weather conditions it will make them feel warmer or colder. There will also be an interactive screen that will allow the user to see all the information that they need about their train journey.
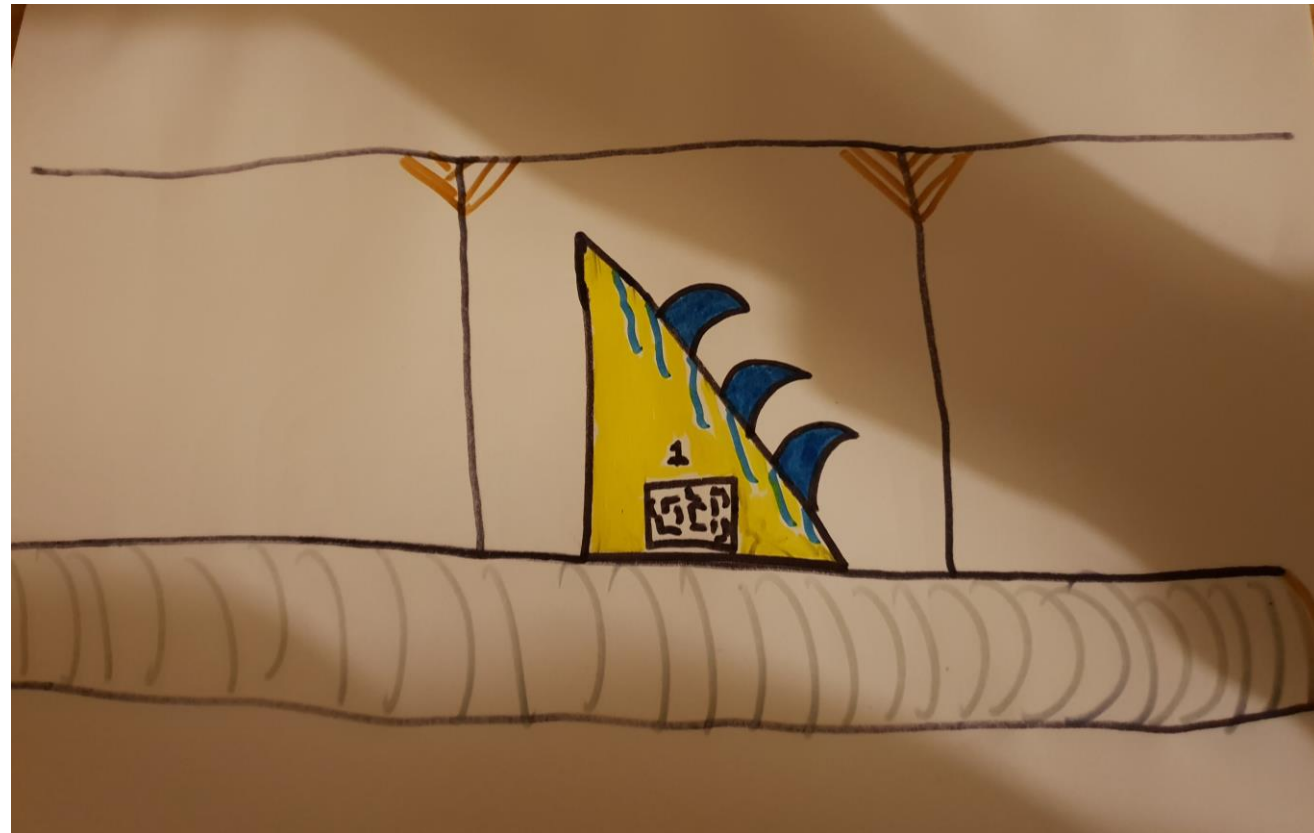
SKETCHES

- I created a simple mind map of how a Train Station can be joyful.
  - I then started to think about ideas for the RSA project.
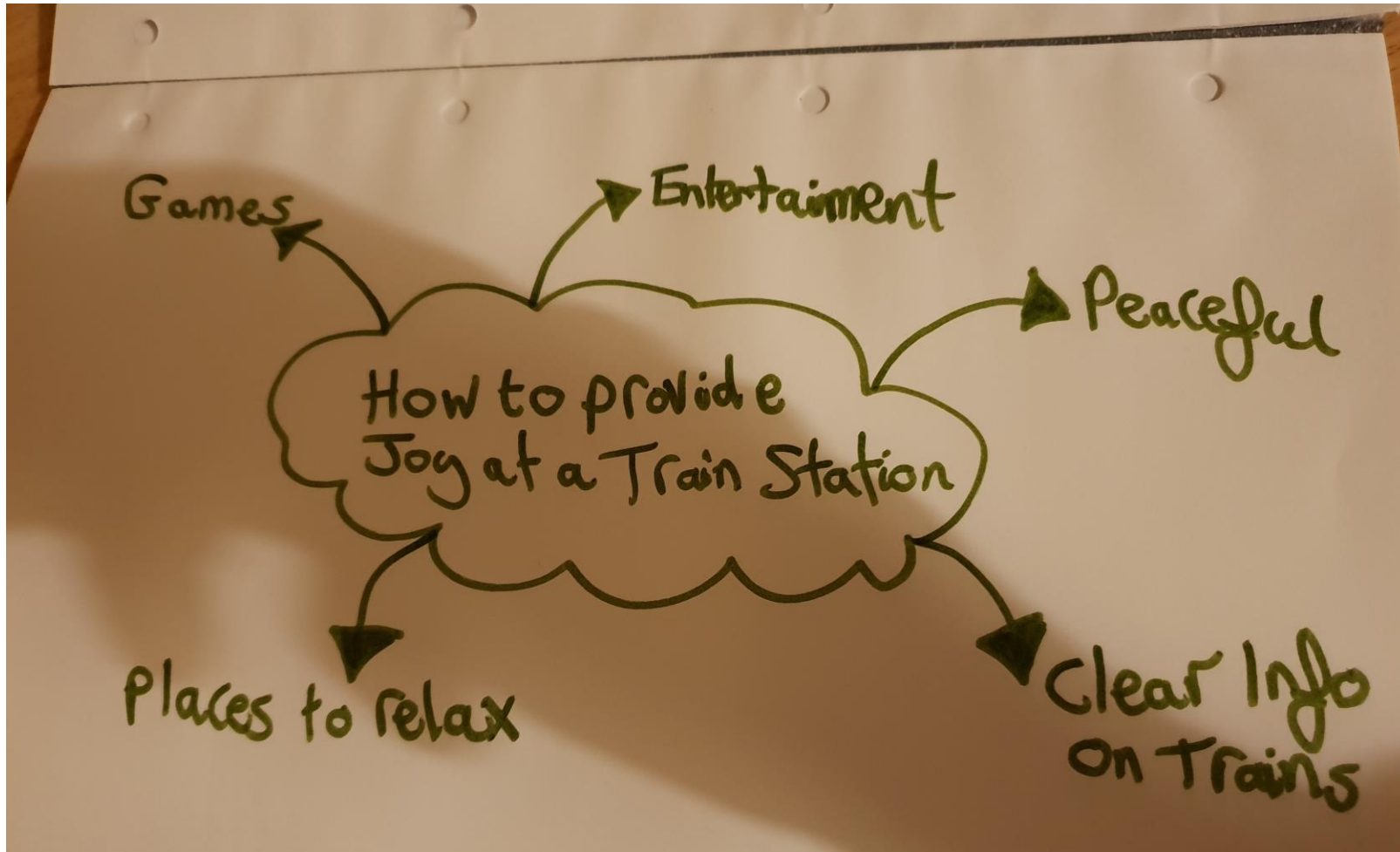
SKETCHES

- This sketch is of a treasure collectable that can found around the Train Station. It includes a bar code that will allow people to scan the object and receive a 20% discount off their next trip.

- Once you have scanned the barcode you cant use it again.

SKETCHES

- This is the environmental pod that I have created.

- It has an interactive screen which displays on the information the person needs to know about their train journey. It is also sheltered and has bright colour plants around you.

SURVEY: OPEN QUESTION FEED BACK

Brief 6: Train Station Survey by Matthew Colyer

Q1: What would you improve about train stations?
Make it less stressful

Q2: Is there enough Shelter provided at Train stations?
Sometimes

Q3: What have your experiences been like at train stations?
Decent but not perfect

Q4: Do you find train stations a stressful environment?
often yes

Q5: What problems have you have at a train station?
Bored

Q6: Do you think platforms are easily accessible for those with disabilities?
Sometimes not

Q7: Do you think finding your way around the station could be improved?
Yes

Brief 6: Train Station Survey by Matthew Colyer

Q1: What would you improve about train stations?
Shelter, environment, people

Q2: Is there enough Shelter provided at Train stations?
No

Q3: What have your experiences been like at train stations?
OK

Q4: Do you find train stations a stressful environment?
Yes

Q5: What problems have you have at a train station?
None

Q6: Do you think platforms are easily accessible for those with disabilities?
No

Q7: Do you think finding your way around the station could be improved?
yes

Brief 6: Train Station Survey by Matthew Colyer

Q1: What would you improve about train stations?
The seats

Q2: Is there enough Shelter provided at Train stations?
Yes

Q3: What have your experiences been like at train stations?
Alright

Q4: Do you find train stations a stressful environment?
No

Q5: What problems have you have at a train station?
None

Q6: Do you think platforms are easily accessible for those with disabilities?
Yes

Q7: Do you think finding your way around the station could be improved?
Nah

- I produce a open survey to see what peoples responses would be. From the three surveys that I received there are mixed responses. However, out of the three people that I asked 2 of them said that the way in which people move around the station could be improved. This means there is clearly a lack of information that is being provided at train stations.

SURVEY: QUESTIONS

SurveyMonkey®

Q1   Customize   Save as▼

Do you think there is enough shelter provided at train stations? 10 means a lot of shelter

Answered: 7   Skipped: 0

Q2   Customize   Save as▼

How much development needs to be done at train stations to make them look more modern? 10 means a lot of development

Answered: 7   Skipped: 0

Q3   Customize   Save as▼

How negative have your experiences been at train stations? 10 means very negative

Answered: 7   Skipped: 0

Q4   Customize   Save as▼

How stressed do you get at a train station? 10 means very stressed

Answered: 7   Skipped: 0

Q5   Customize   Save as▼

How much information is provided at train stations? 10 means a lot

Answered: 7   Skipped: 0

Q6   Customize   Save as▼

How safe do you feel at train stations? 10 means very safe

Answered: 7   Skipped: 0

Q7   Customize   Save as▼

Is there enough support for people who have disabilities at a train station? 10 means a lot of support

Answered: 7   Skipped: 0

Q8   Customize   Save as▼

How often do you experience crowds at train stations? 10 means a lot

Answered: 7   Skipped: 0

Q9   Customize   Save as▼

How much nature should be at train stations? 10 means a lot

Answered: 7   Skipped: 0
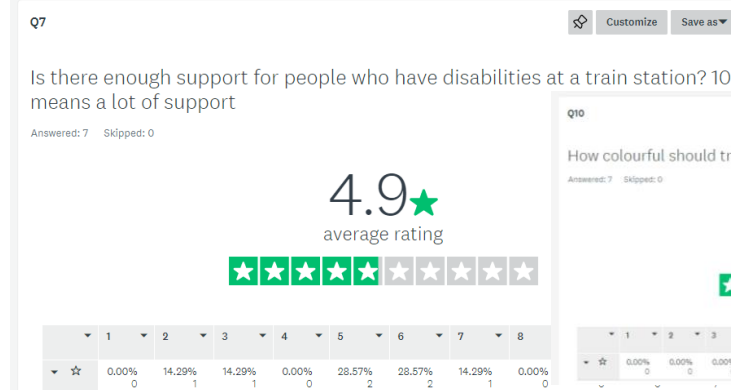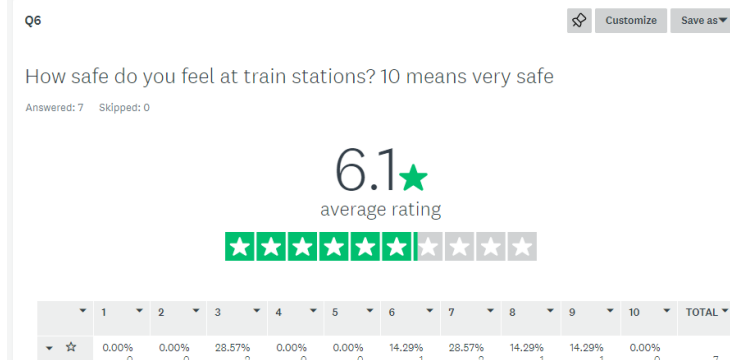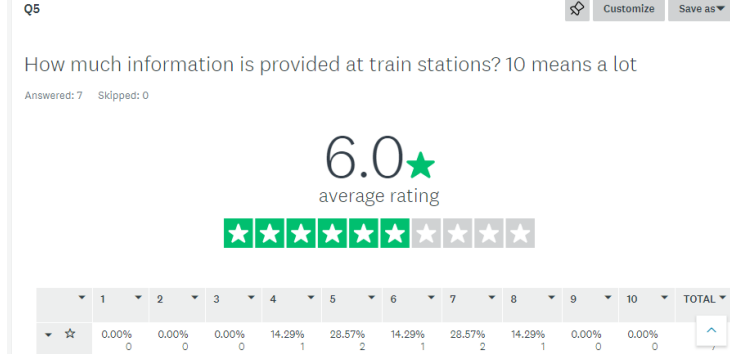
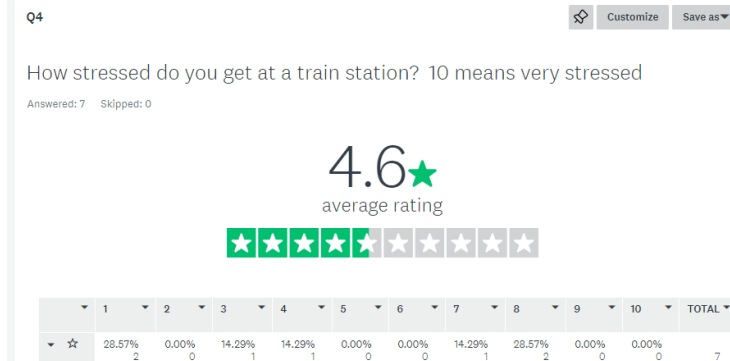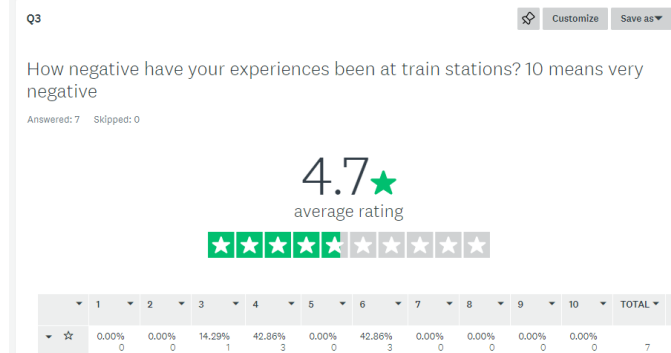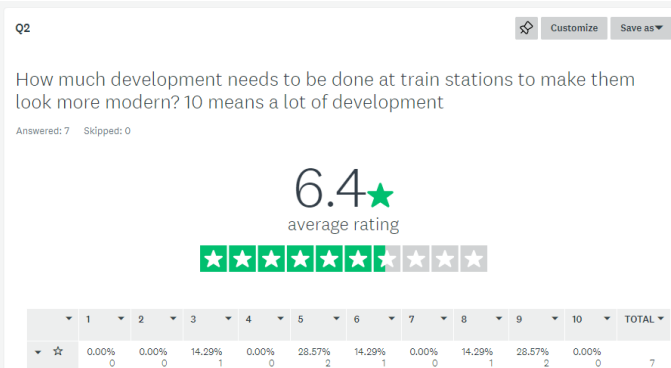**Q10**   Customize   Save as▼

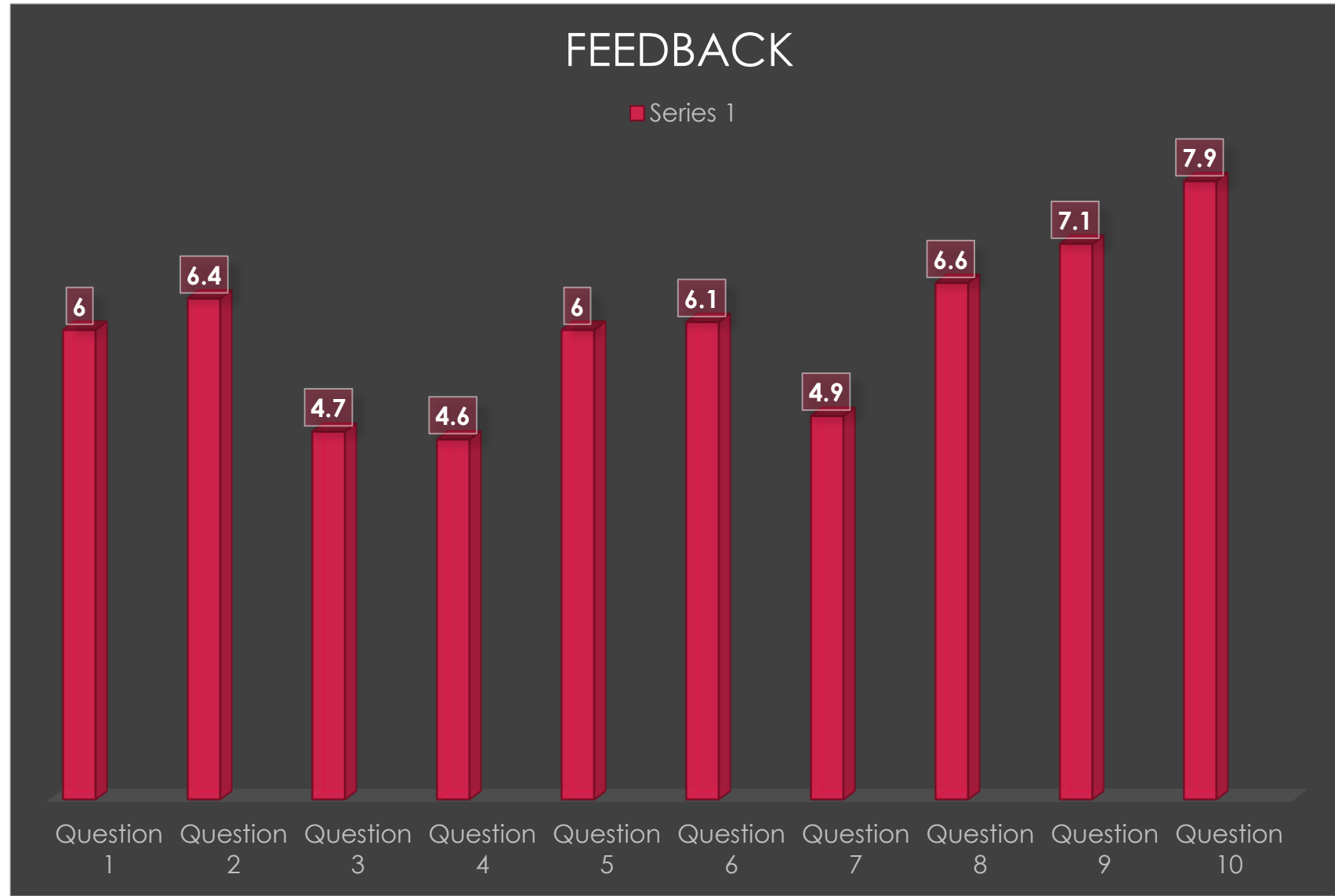How colourful should train stations be? 10 means very

Answered: 7   Skipped: 0

SurveyMonkey®

SURVEY: QUESTION FEED BACK

Q1 Customize | Save as▼

Do you think there is enough shelter provided at train stations? 10 means a lot of shelter

Answered: 7   Skipped: 0

6.0★
average rating

	1	2	3	4	5	6	7	8	9	10	TOTAL
★	0.00% 0	0.00% 0	14.29% 1	14.29% 1	14.29% 1	28.57% 2	0.00% 0	14.29% 1	0.00% 0	14.29% 1	7

Q2 Customize | Save as▼

How much development needs to be done at train stations to make them look more modern? 10 means a lot of development

Answered: 7   Skipped: 0

6.4★
average rating

	1	2	3	4	5	6	7	8	9	10	TOTAL
★	0.00% 0	0.00% 0	14.29% 1	0.00% 0	28.57% 2	14.29% 1	0.00% 0	14.29% 1	28.57% 2	0.00% 0	7

Q3 Customize | Save as▼

How negative have your experiences been at train stations? 10 means very negative

Answered: 7   Skipped: 0

4.7★
average rating

	1	2	3	4	5	6	7	8	9	10	TOTAL
★	0.00% 0	14.29% 1	42.86% 3	0.00% 0	42.86% 3	0.00% 0	0.00% 0				7

Q4 Customize | Save as▼

How stressed do you get at a train station? 10 means very stressed

Answered: 7   Skipped: 0

4.6★
average rating

	1	2	3	4	5	6	7	8	9	10	TOTAL
★	28.57% 2	0.00% 0	14.29% 1	14.29% 1	0.00% 0	0.00% 0	14.29% 1	28.57% 2	0.00% 0	0.00% 0	7

Q5 Customize | Save as▼

How much information is provided at train stations? 10 means a lot

Answered: 7   Skipped: 0

6.0★
average rating

	1	2	3	4	5	6	7	8	9	10	TOTAL
★	0.00% 0	0.00% 0	0.00% 0	14.29% 1	28.57% 2	14.29% 1	28.57% 2	14.29% 1	0.00% 0	0.00% 0	7

Q6 Customize | Save as▼

How safe do you feel at train stations? 10 means very safe

Answered: 7   Skipped: 0

6.1★
average rating

	1	2	3	4	5	6	7	8	9	10	TOTAL
★	0.00% 0	0.00% 0	14.29% 1	0.00% 0	28.57% 2	14.29% 1	14.29% 1				7

Q7 Customize | Save as▼

Is there enough support for people who have disabilities at a train station? 10 means a lot of support

Answered: 7   Skipped: 0

4.9★
average rating

	1	2	3	4	5	6	7	8				
★	0.00% 0	14.29% 1	14.29% 1	0.00% 0	28.57% 2	28.57% 2	14.29% 1	0.00% 0				

Q10 Customize | Save as▼

How colourful should train stations be? 10 means very

Answered: 7   Skipped: 0

7.9★
average rating

	1	2	3	4	5	6	7	8	9	10	TOTAL
★	0.00% 0	0.00% 0	0.00% 0	14.29% 1	14.29% 1	14.29% 1	0.00% 0	0.00% 0	57.14%		

Q8 Customize | Save as▼

How often do you experience crowds at train stations? 10 means a lot

Answered: 7   Skipped: 0

6.6★
average rating

	1	2	3	4	5	6	7	8	9	10	TOTAL
★	0.00% 0	0.00% 0	14.29% 1	0.00% 0	14.29% 1	14.29% 1	28.57% 2	14.29% 1	0.00% 0	14.29% 1	7

Q9 Customize | Save as▼

How much nature should be at train stations? 10 means a lot

Answered: 7   Skipped: 0

7.1★
average rating

	1	2	3	4	5	6	7	8	9	10	TOTAL
★	0.00% 0	0.00% 0	0.00% 0	0.00% 0	28.57% 2	0.00% 0	28.57% 2	14.29% 1	0.00% 0	28.57% 2	7

- From my survey I did on survey money I got 7 responses. This is the feedback from my survey I did on Survey Monkey. From the results its clear that train stations are not colourful enough. This is shown in the graph as question 10 which is the highest result in the graph. This is a clear focus point for me based on the feedback.

- The lowest result of 4.6 is how stressed people get at train stations. From this feedback it wont be the most important aspect to focus on. However, from the survey people want more nature at train stations which is shown in the results as 7.1 in the graph.

FEEDBACK

■ Series 1

Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9	Question 10
6	6.4	4.7	4.6	6	6.1	4.9	6.6	7.1	7.9

- What I will be focusing on based on the feedback are these two questions. These were the highest results from my survey. Train Stations have been around for many years and need to be re designed to be suitable to the world that we are living in. This is clearly shown from my results from question 10. When designing the train treasure app and the environmental pod I will need to focus on colour.

- Also from the survey for question 9, how much nature should there be at a train had high responses. The average response for this question was 7.1. Looking closely at the 28.57% of the people that answered the survey for this question gave a max rating of 10. This shows that there needs to be a clear focus in this area. I will need to research how I can implement nature into a train stations. However, its also important that I focus on how this feedback can be used to provide joy and meet the brief.
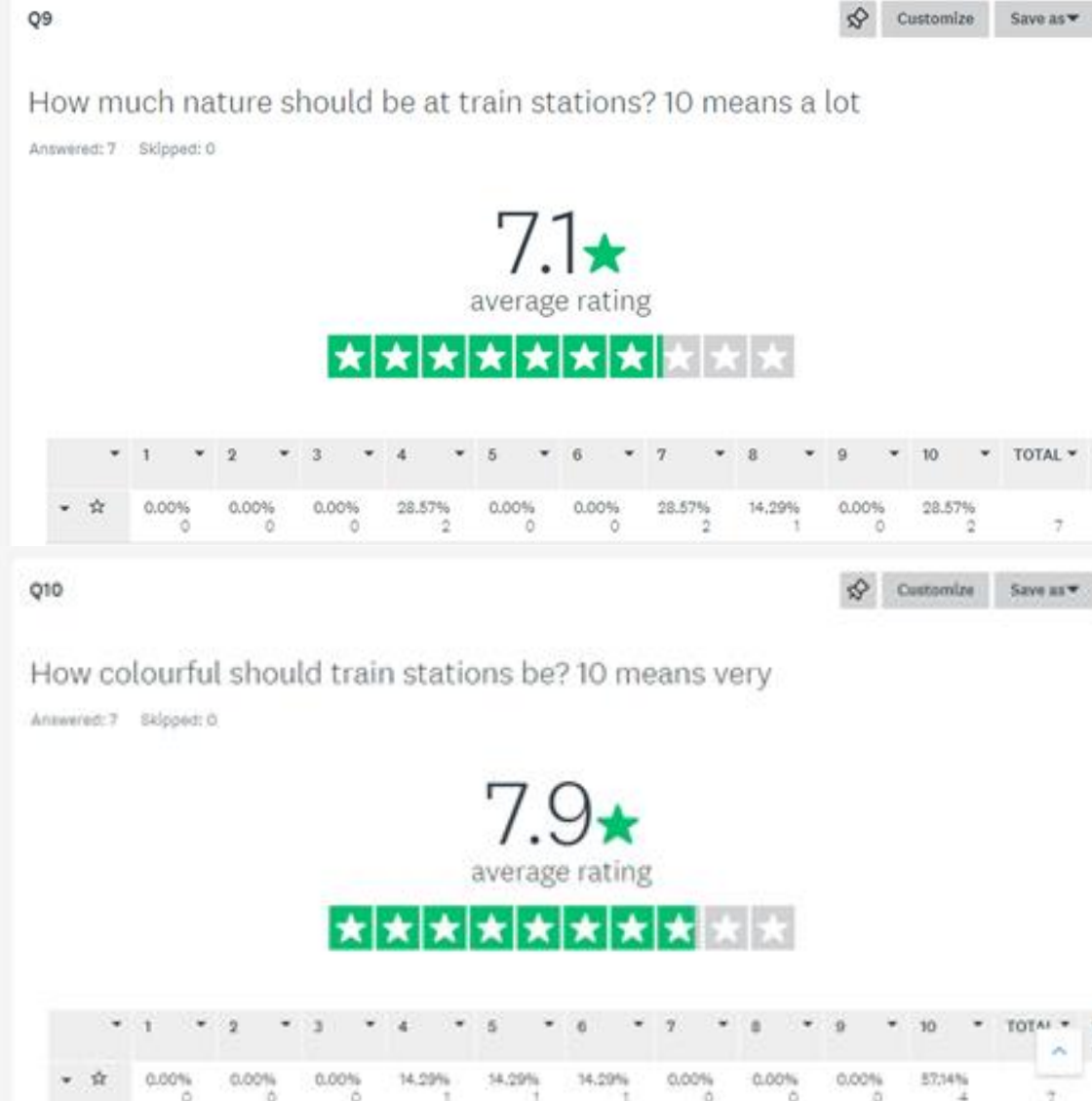
IMAGES FROM WINCHESTER TRAIN STATION
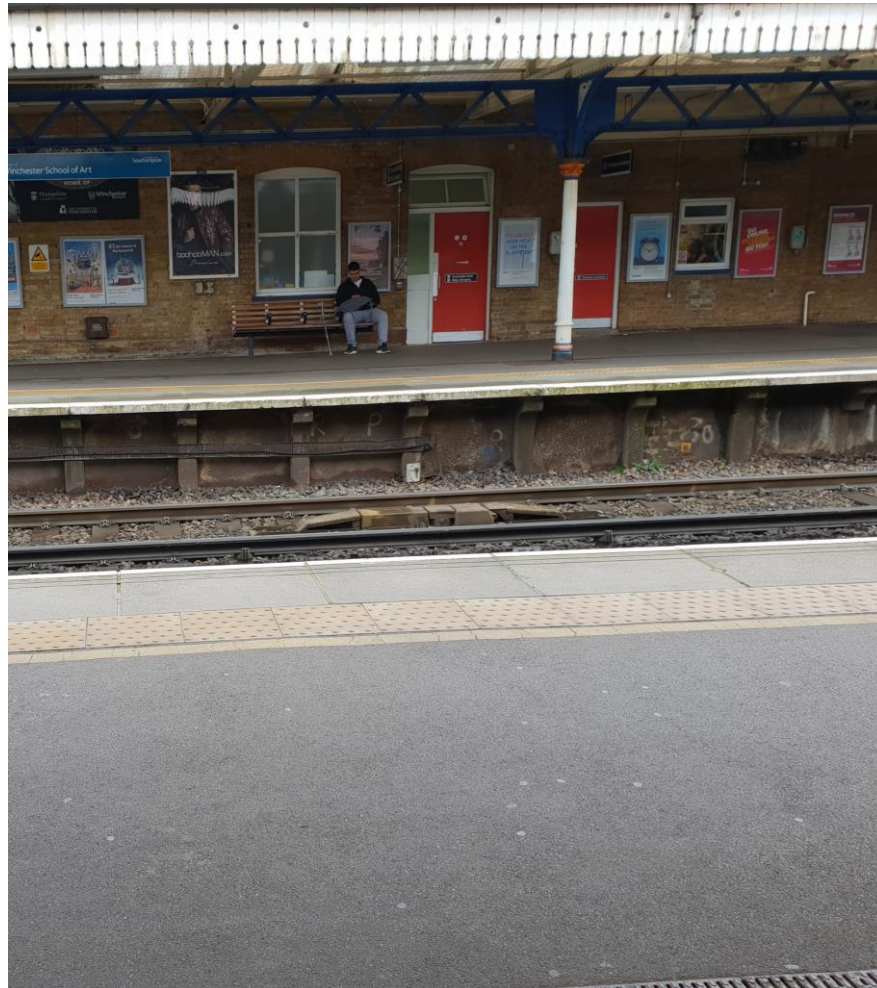
EXPLORING WINCHESTER TRAIN STATION
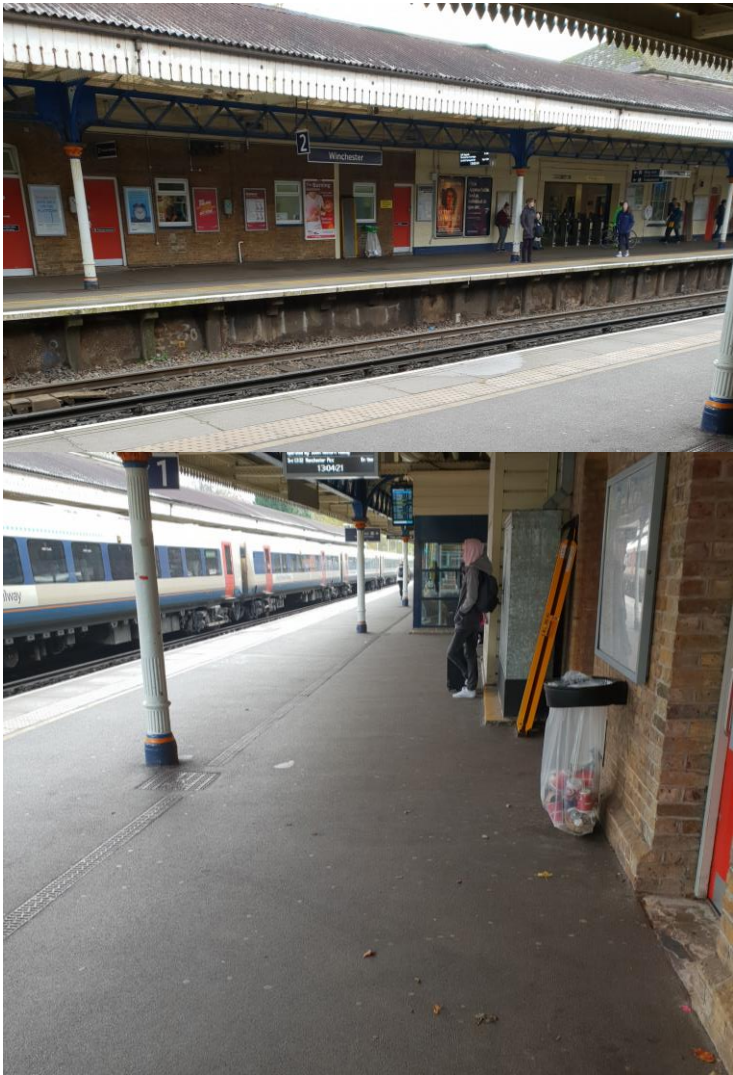
- I visited Winchester train station and had a look round to see what was around. Train stations have been around for many years and there is a lack of places for people to sit and information about the trains. In winter the train station can be a very cold and dark environment. This is why there needs to be things for people to do as well as pods that will keep people warm in winter. This will provide them with more joy.

- The first image is a wide shot of the train station platform showing there's no where for people to sit. This space could be used to add pods for people to sit and wait for there train. There is only one waiting room at this station and its located in the second image. It not in a suitable place as the public cants see information about the trains. In the second image it also shows the other side of the platform which has space for the pods and for people to see. There is also places for people to incorporate my train treasure hunt element into the train station.

Winchester to London Waterloo
Arriving in 10 minutes
At Platform 2
11:15 am
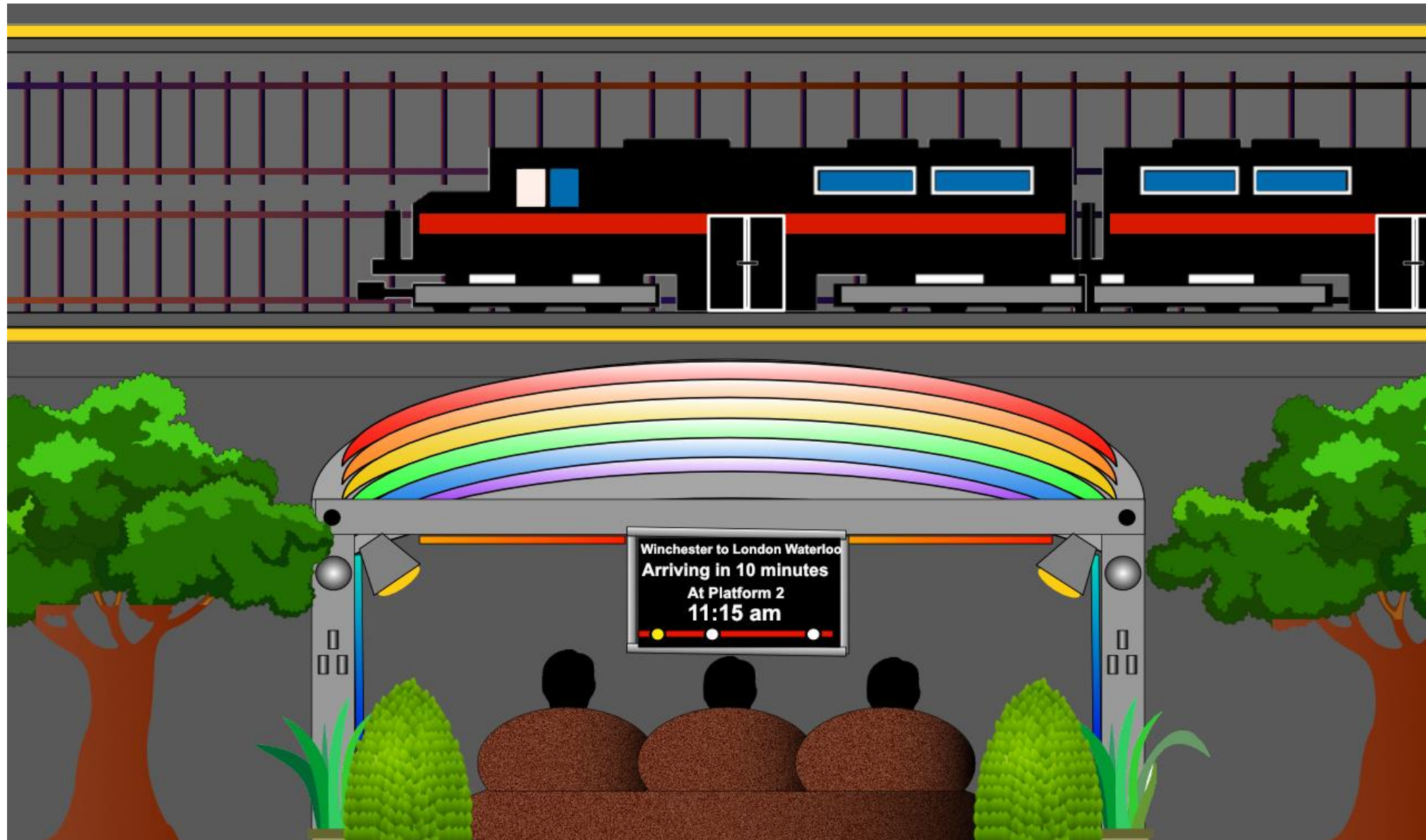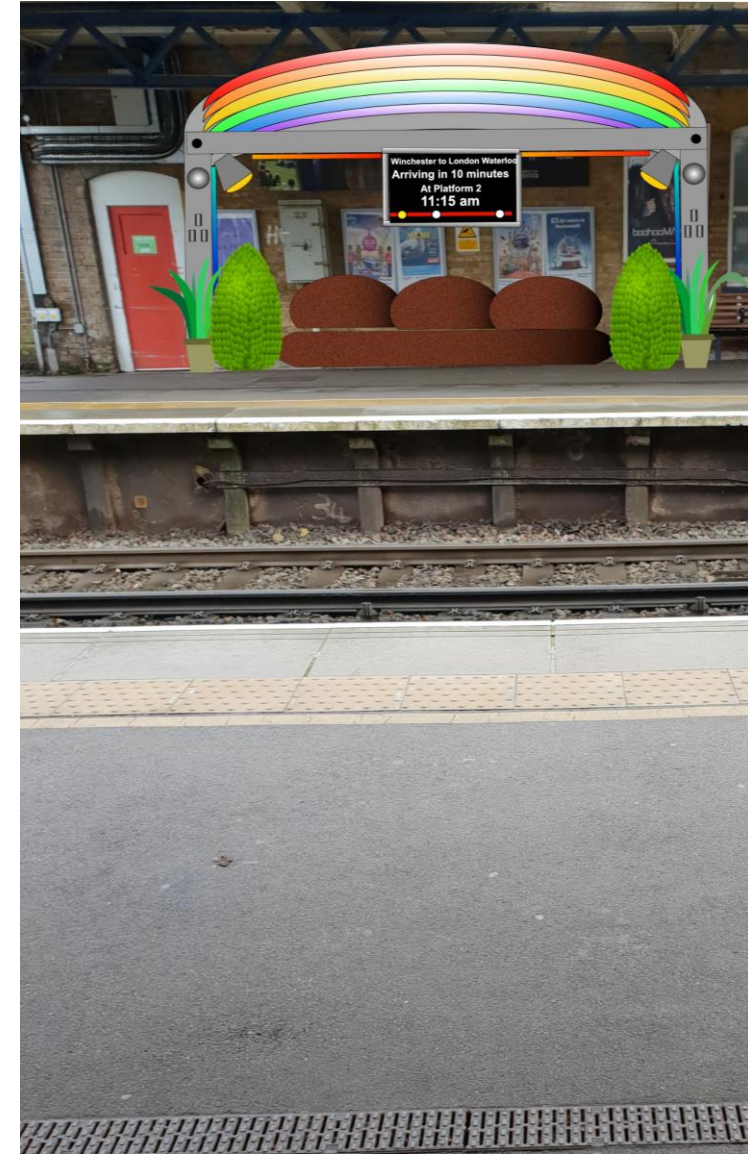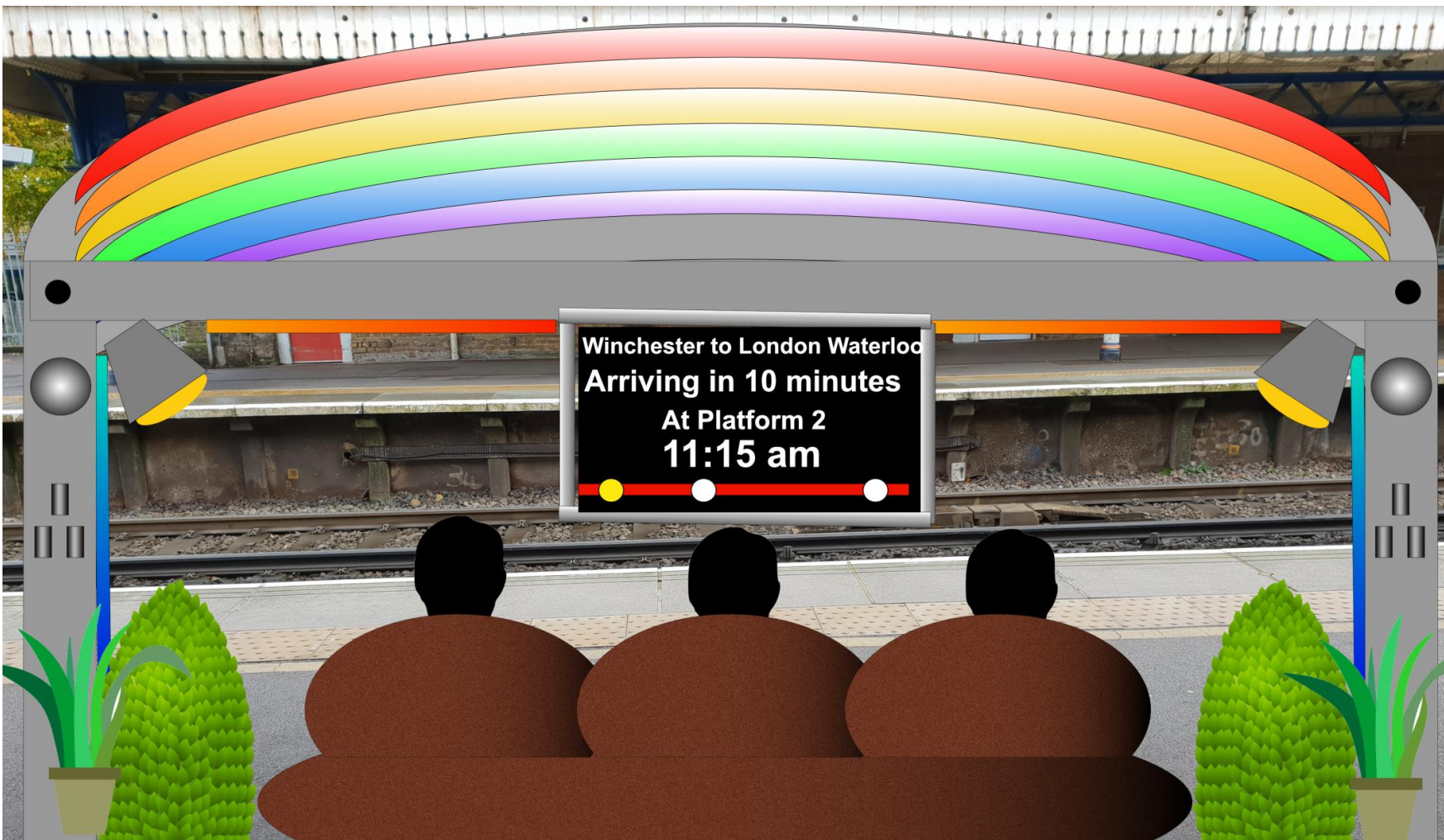
EXPLAINING THE ENVIRONMENTAL POD

There is lights which will allow people to control when the lights are on or off.

There is speaker places calm music of nature and birds to make people more relaxed at the station.

There is a cold cooler which allows cold air to enter. This will turn on when the customer wants it to and control it.

This is a bright colourful rainbow shelter that is bright and vibrant. This will provide joy for people at the station.

This is a heater which allows hot air to enter. This will turn on when the customer wants it to and control it.

This allows people to charge there devices.

Nature has been included in the pod to make people more relaxed and calm with nature.

TREASURE OBJECTS

Item 1

Item 2

Item 3

Item 1

EXPLAINING THE TREASURE OBJECTS

ITEM 1

- This is an example of one of the ten objects that can be found around the train station. There are a total of 10 that can be found at each station. They each have their own barcode scanner on each item which allows the user to get a discount off their next train journey. The object is a 3D object which will be hidden around the train station.

- The user will be able to a picture of the object on their phone. This will then be loaded to the app which saves the record that you have found this object. It then will then display a code that you can use on your next journey. Each code is randomly generator therefore once you have found item 1 you cant scan it again as the information is saved on the app.

- This object is the design of the Winchester University logo. Once the user has taken a picture of the code on the app it will load some information about the object.

FLOW DIAGRAM OF THE TREASURE APP

- This is the flow Diagram that I have created for the app. The app will allow users to login and register if they are new and search for different train stations to see how many of the treasure objects they have collected.

- However, when creating an app its also important that the user is able to go back if they have made a mistake or something. This is why I have included two back methods in the app which will allow the user to go to a different screen.

- The boxes in blue are the buttons which takes the user to a different page. The app will contain three different pages but will still do everything that I want it to do.
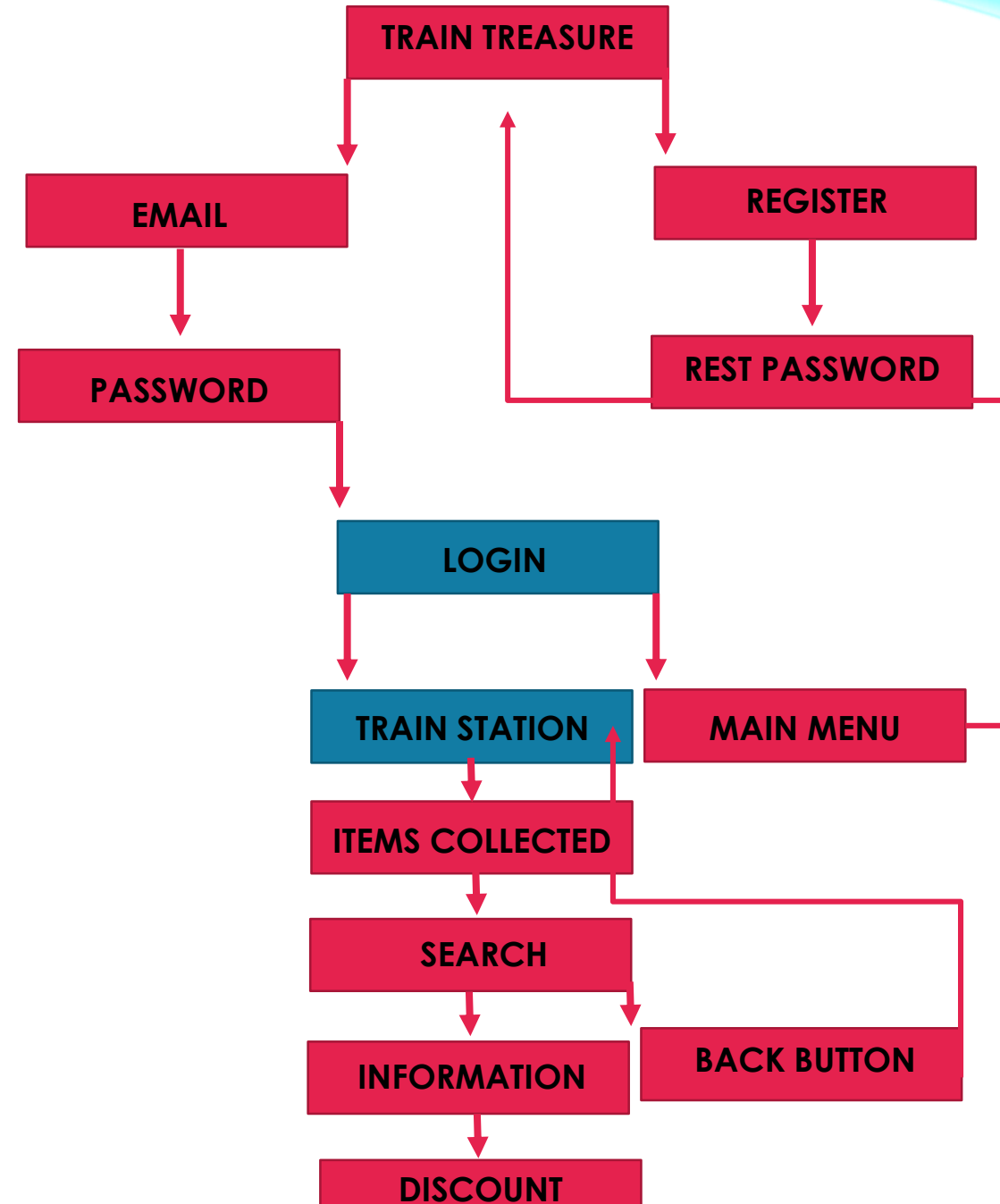
THE TREASURE HUNT APP
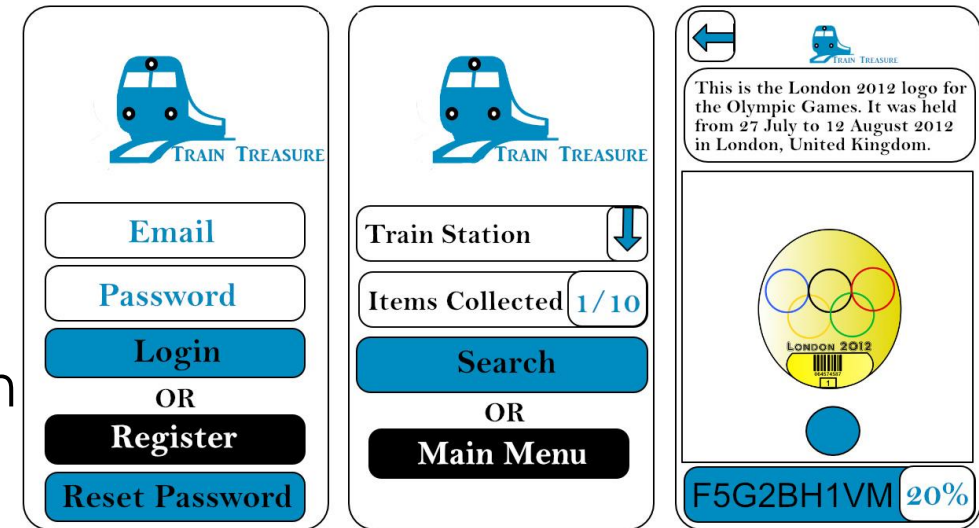
EXPLAINING THE TREASURE APP

- This is what the treasure app would like. The app only has three sections that provide the information that they need. The Train Treasure app has a simple login screen which also allows you to reset your password if you forget. Once you have signed in a new menu screen appears. It allows you to select the Train Station you are at with a simple drop down menu tab. Once you have selected the station it tells you the about of objects that you have collected from that station. When you have selected that you then press search. This comes up with you camera and lets you take a picture. It then comes up with information about the object that you have taken a picture of. It also includes the code of the discount and how much you will get off your next train journey.

PROTOTYPE OF THE TREASURE APP

- I have created a protype of the Train Treasure app using Proto.io. It has allowed me to create three different menu sheets with interactive buttons that allow the user to back and explore to another page. On each of the different pages it includes the logo as well the option to back to the main menu. The app consists of a simple colour scheme of white, blue and black to give it a brand identity.

- The user signs in by entering their email and password. Once they have done that they click the register button. This allows them to enter the next page where they can choose from a list of train stations and see how many items they have collected. If you have found a new object you click on the search button and it will show your camera.

PROTOTYPE OF THE TREASURE APP

- This is what the app looks like on a phone. I have made sure that it looks simple and easy to use. This is because the user experience of the app needs to easy to use.

- The app includes navigation links that allows the user to access the different menu screens. For example the login button allows the users to access menu two. On the menu three the user can go back to the main menu page.
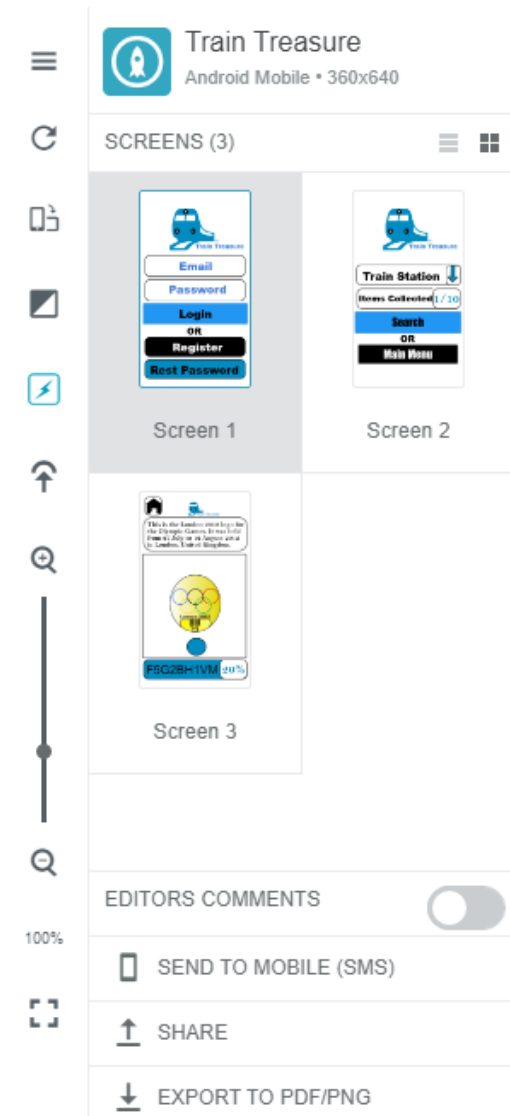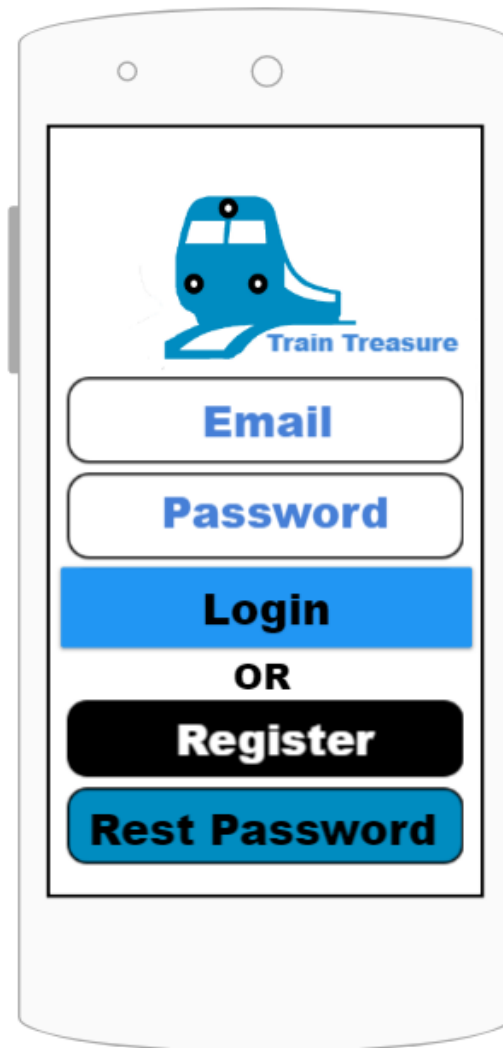
PERSONAS THAT WOULD USE THE APP

- These are personas that are have created based on the idea of my project. I have made sure that my idea is suitable for the demographic of 15- 40 year old. However, the target audience for this is wide because the train treasure app can be used for many people. This is because anyone can use the app to find out information about the train stations and get discounts off their next journey.

- I have created two different personas of people that might use the app. The first one is an example of a student that has to travel to London to go to University. He find the discount aspect of the app very useful and he is always looking for discounts on train journeys. However, he also enjoys finding out information about the train station and the history of Waterloo train Station.

- The second example that I have created is an older person compared to the first. He has to travel to work on the train and goes up to Brighton every day. He uses the app to find out about the Brighton train station whilst he is waiting for this train.

Harry Smith

Age 20

Student

Travels to London

Harry Smith is a student who travels to London. He us the train treasure app to get discount on his journey to London. This is very useful for Harry as he is a student and needs all the discounts that he can get at train stations.

Sherlock Paul

Age 35

Works at PC World

Travels to Brighton

Sherlock Paul who has to travel to Brighton to go to work. He uses the train treasure app to look/collect objects around the station when waiting for a train. He has learnt new information about the history of Brighton.

WHY THIS IDEA WILL PROVIDE JOY AT TRAIN STATIONS

- Brief 6 is a platform for joy and this the brief that I'm working for. The brief wants me to find solutions to how joy can be provided at train stations. The app that I have designed will allow users to find something to do when at the train stations and most importantly there is a reward for doing it. Once you have found the object you will receive a unique code of a discount that can be used on your next train journey. This not only makes your next journey cheaper but it also encourages people to travel more and explore. At every train station there will be different objects that are related to the location. For example London would teach you about the London 2012 Olympics with a short paragraph above the item that you have just scanned. This means that my app has an educational side to it as well as providing joy for the customers. If I was to market this app it would be free to download. However, the way in which I would make money would be for every discount that has been used I would get a profit from. This would mean I would still be making money from the app that I have created.
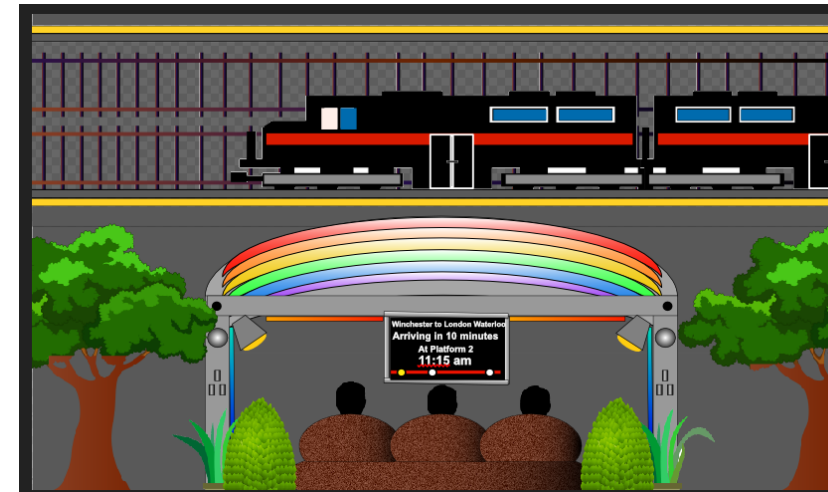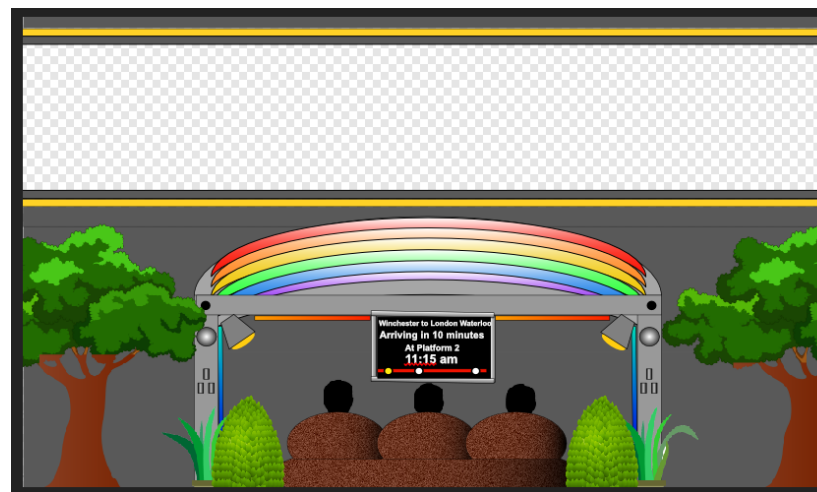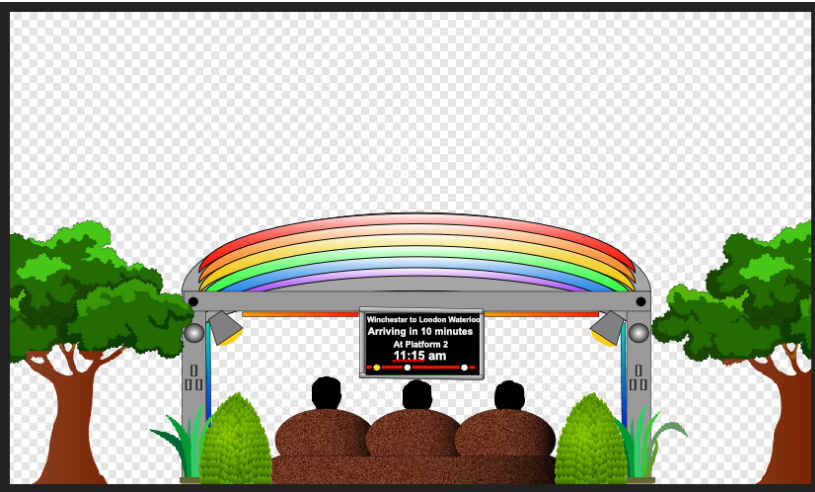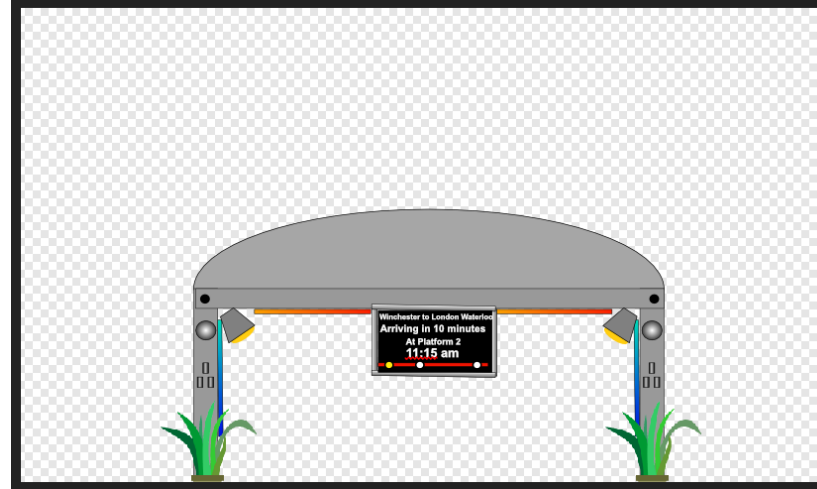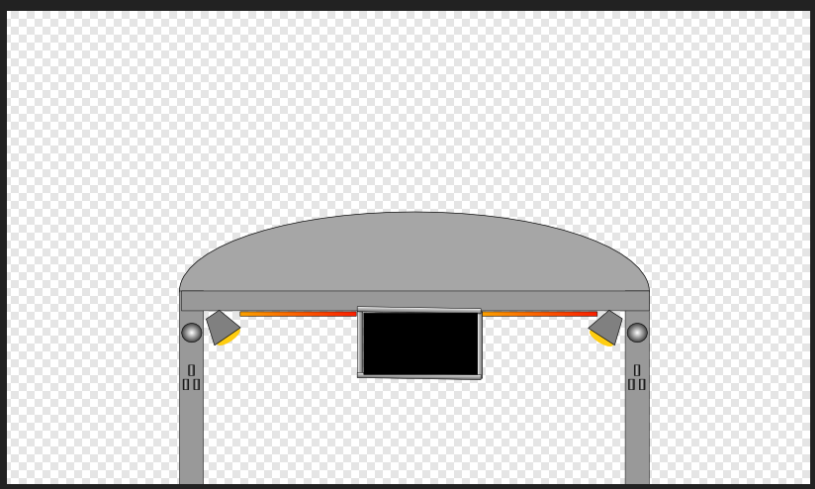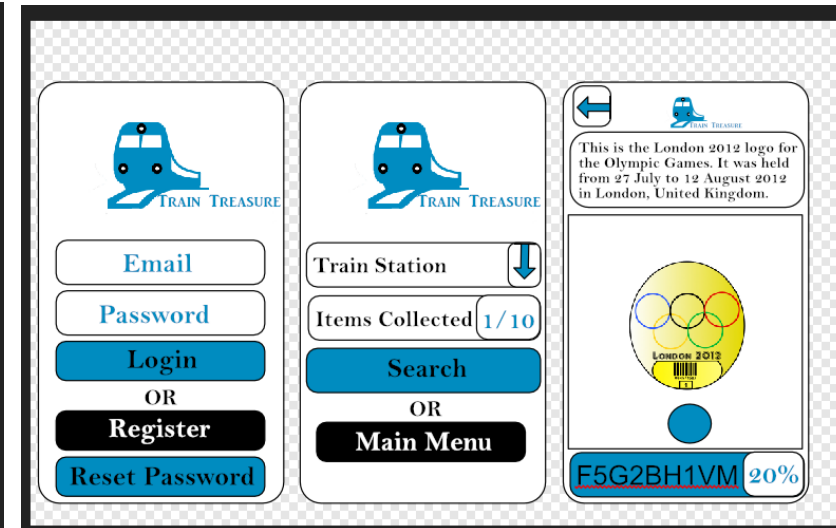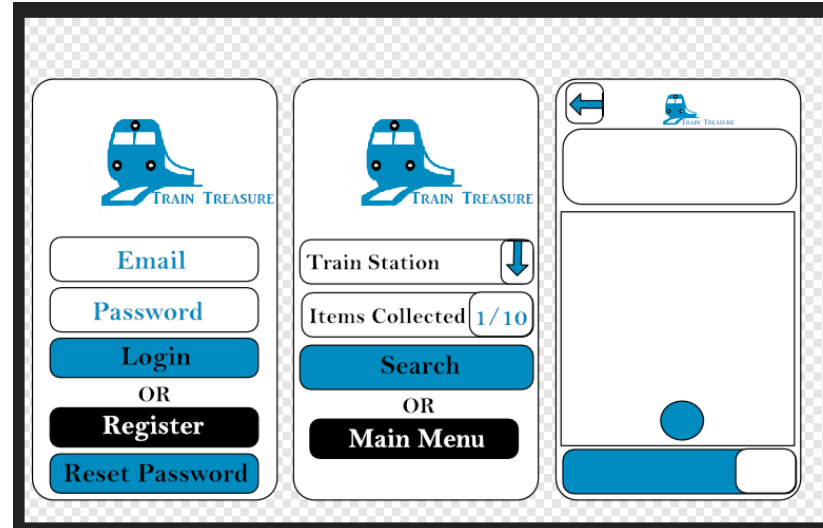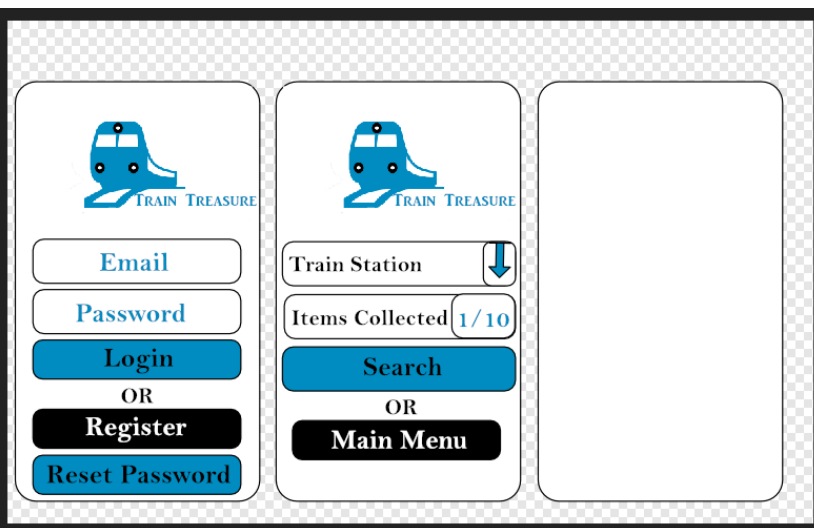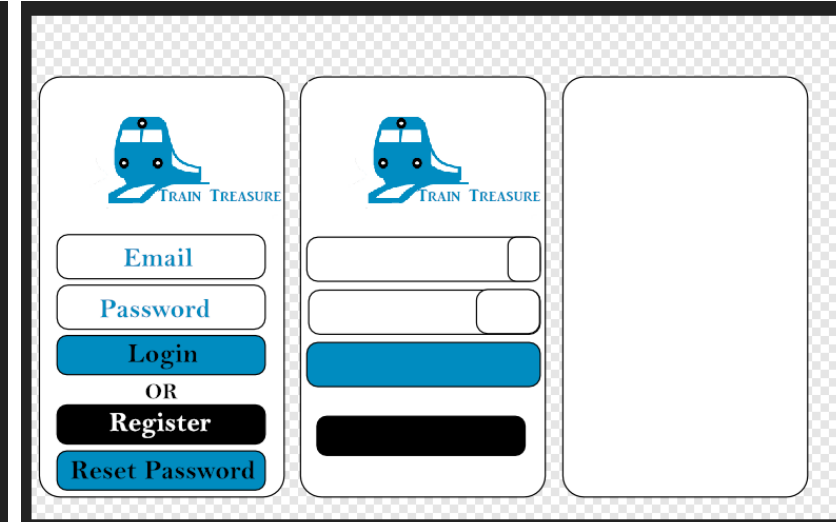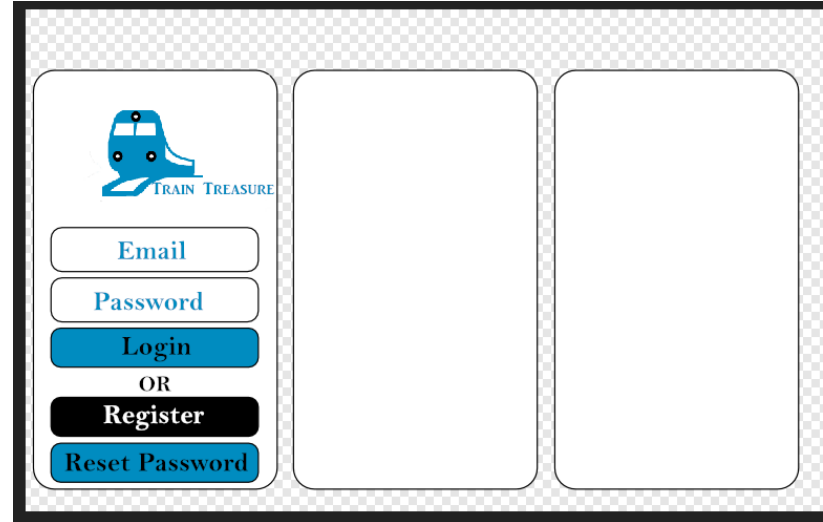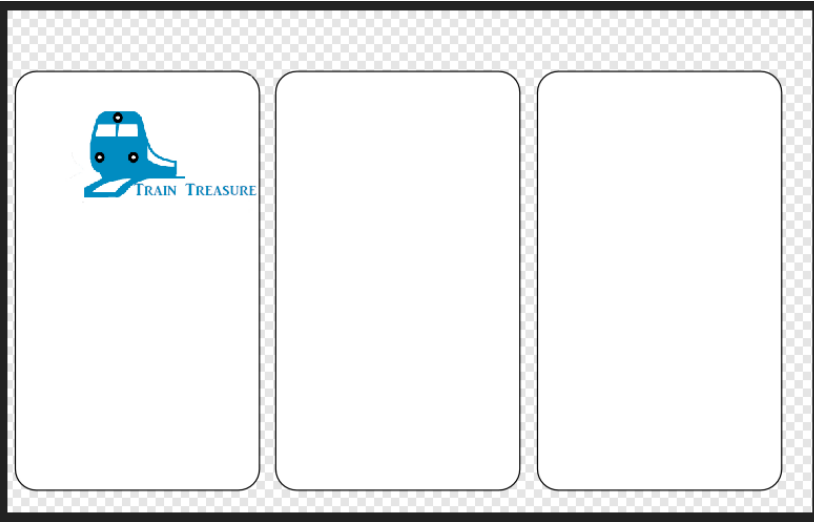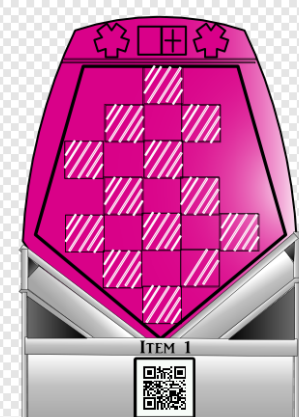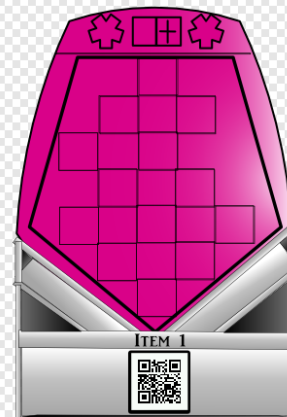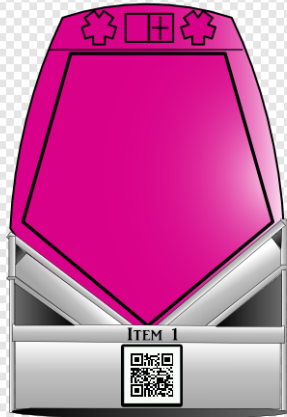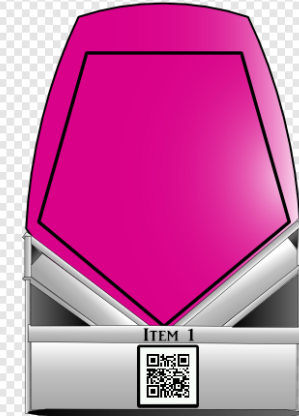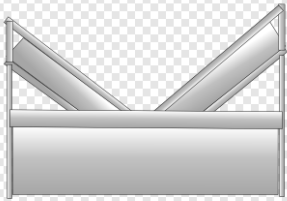
MY STORYBOARD

- This is the storyboard that I have created for my project A platform for joy. I have included just 6 story panels in order to keep it simple for the target audience to understand. I have made sure to explain each of the panels to keep the person more context and information. I will use to test my idea to the target audience.

- When designing the storyboard I have made sure to number each of the panels and include arrows to show the flow. By adding colour to the storyboard it makes it clearer what the images are.
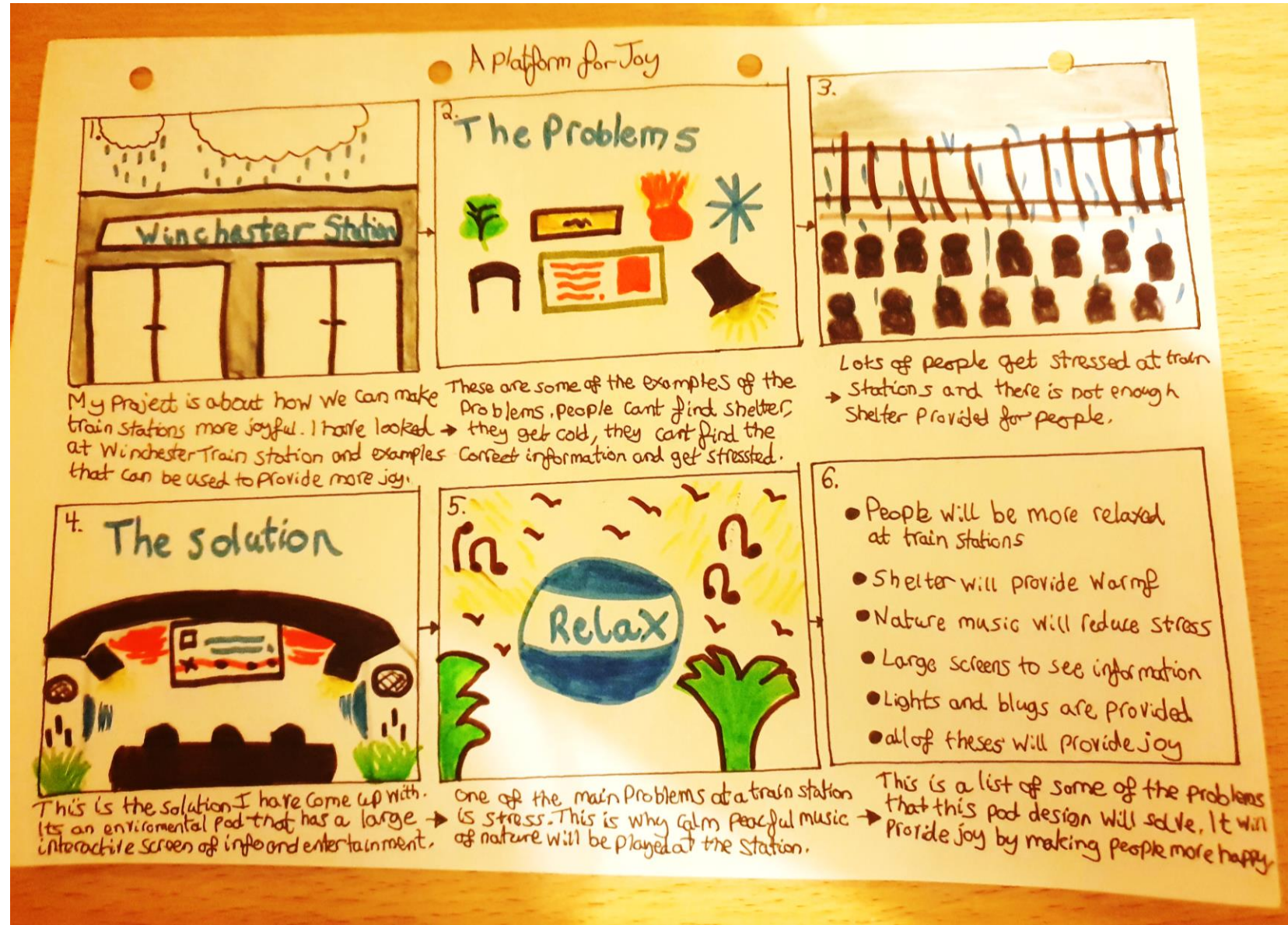
RSA SUBMISSION DETAILS

WHAT I NEED TO DO: ALL TO BE PRESENTED AS AN A3 PDF

- I need to create an A3 hero image with a sentence description. It needs to include the project title. The sentence should explain the title of your idea and what it is. The hero image should sum up your idea.

- I need to create an A3 summary page. Its broken down into Problem, Process and Proposal. The word count for these sections are 50 words,75 words and 50 words max.

- I need to create a 4 page description proposal based on the 5 principles described in the submission criteria. These are following: Social and environmental impact, Rigorous research and compelling insights, System thinking, Viability and Creatively and innovation.

- I need to create a 4 page document showing my design process this could include scanned pages of your sketched book or computer modelling/sketches.

For all briefs EXCEPT the Moving Pictures brief, the submission requirements are:

- 1 x A3 PDF Hero Image with 1 Sentence Description – A singular 'poster image' that conveys the essence of your project, and includes your project title plus a 1 sentence description. For example: 'Bare Technology: a product and service design proposal to convert old computers (e-waste) into simpler, more straightforward, accessible computers for older people'. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging.
- 1 x A3 Written Summary – A single A3 PDF page that summarises your big idea using the following format:
  - Problem (50 words max) What is the specific problem you identified within the brief topic? Who experiences this problem, and how does it impact them?
  - Process (75 words max) How did you investigate this issue – what were your key insights? What journey did you go through to get to your final proposal?
  - Proposal (50 words max) What is your proposed intervention? How will it address the problem?
- 4 x A3 PDF Boards Outlining Your Proposal – 4 pages describing your proposal and demonstrating that you have considered the 5 principles described in the submission criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges.
- 4 x A3 PDF Pages of Supporting Material – Up to 4 A3 pages of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable).

For details on the submission requirements for the Moving Pictures brief, please see the Additional Eligibility and Entry Guidelines for Moving Pictures. Please note that late submissions will not be accepted and all entrants are encouraged to submit their work in good time before the deadline.

- **Board Outline of your Proposal**

- Social and Environmental Impact: As my project is about providing joy for people at train stations. I have attempted to tackle the problem of people being stressed at a train station.

- Rigorous research and compelling insights: I have use research from my survey using survey monkey and use that feedback to make improvements and develop my story board. The importance of nature and making it more colourful and that train stations are boring.

- System thinking: I would need to work with over local community's and Winchester to improve my idea. The objective for this is to provide joy at train stations and have to make sure and show people my solutions to provide joy at train stations.

- Viability: There are some issues that would need to be maintained for this environmental pod. For example people we need to look after the plants and replace the lights when they have gone out.

- Creativity and innovation: Yes, this is because the environmental pod is tackling many different solutions that has not been created before. It also has heating and cool air settings as well as calm and relaxing music.

Brief 6

A platform for joy
Warm, Comfortable and relaxing your train journey.

Hero Image ➡

Written Summary

- Problem: The problem is there's not enough joy provided at train stations which has many impacts on people that use the train. Train stations have been updated for years to suit the changes that will currently live in. This why a pod will help reduce stress and provide joy with comfort.

- Process: One of the ways I tackled the issue was by producing a survey for my target audience and asking them questions. I did lots of research on different features that I could added to the pod to help improve the experience of people's time at the train station. I also created a storyboard to show people my idea and use the feedback to make changes.

- Proposal: For this project I have created an environmental pod that allows people to relax at the train station and discover joy with other people. There are many solutions such as shelter, warm, providing more information about trains and relaxing music. I researched different pod designs and ways to design them.

Brief 6

A platform for joy

Warm, comfortable and relaxing your train journey.

TARGET AUDIENCE FOCUS

- For this project my target audience has been business people that have to travel to work everyday as well as everyone that uses the train. The aim has been to focus on everyone's needs whilst creating both the pod and the train treasure app.

THE POTENTIAL OF MY IDEA

- I believe that my idea is unique as its using mainly different features of objects to make it suitable for different situations. For example the ability to control the temperature whilst charging your laptop and listening to peaceful music of nature whilst waiting for a train at the train station is something that hasn't been done before. Not only are you able to do you can also watch videos on the screen and use the lights to read when its dark. This pod has many features that will provided joy.

- The objectives for this project is make people aware of the improvements that can be made at train stations to provide more joy. Train stations have been around for a very long time and a lack of changes to train stations from companies is making people suffer for many different reasons.

- If my idea was to be successful and funded the way in which I would make money would be by train stations companies and local areas paying the creation of the pod. I would also be able to include sponsorships and branding on the pod to add more interest to other people.

POTENTIAL

LOADING…

REFERENCING SOURCES

- Train Station facts for kids [online] Google search, Train Station facts, 13th October 2019 https://kids.kiddle.co/Train_station

- Train Station designs [online] Google Images, Images, 15th October 2019 https://www.google.co.uk/search?q=Train+Station+designs&rlz=1C1CHBD_en-gbGB725GB725&source=lnms&tbm

- Planning permission for a Train Station [online] Google search, Train Station, 23rd October 2019 https://www.mlive.com/news/ann-arbor/2017/09/what_an_81m_train_station_coul.html

- Environmental Pod designs [online] Google Images, Images, 25th October 2019 https://www.google.co.uk/search?q=Environmental+Pod+designs&rlz=1C1CHBD_en-gbGB725GB725&source=lnms&tbm=isch&sa=X&ved S

- Survey Monkey [online] Google search, Survey, 28th October 2019 https://www.surveymonkey.com/