

Date: 22.04.2019
Typing units: 3.735

Group no. 10

Alzbeta Kapralová - 251655
Johana A. Ruiz - 282370
Noemi Eva Poldan - 251627
Ylva Koevoet - 251801



A green experience for Bytorv Horsens

Via Design & Business
Imagineering - Elective Course

Int. 6a

What's the name of your project?

The name of the project is 'Sustainable tomorrow.' The name represents the connection between sustainability and engaging youth, which is the target group for the idea. The purpose of the project is to make the new generation aware of the term sustainability and to challenge future-conscious behavior and actions. By educating sustainability and giving the youth knowledge by way of a unique and innovative green experience.

Give a brief introduction of your concept

The concept is recreating the shopping center to be more futuristic, innovative and green by engaging the youth and build sustainable awareness.

The concept sustains from three parts. First, the most important part is using VR glasses to give customers a memorable experience of sustainability. Second is recreating unused spaces into comfortable places suitable for workshops, gatherings or hobbies. The activities will be focus on learning how to upcycle, reuse and recycle the customers' items and products.

A third part is placing the Wish tree in the shopping center where customers by themselves could participate by creating ideas for workshops, etc, as well as add greenery into the center.

What problem(s) are you solving and how are you creating value and for whom?

After the observations in the shopping center, the customer journey and the secondary research from the reviews, the following problems appeared:

- Unutilized and uninviting spaces with the potential to be improved

- Scenery in the shopping center is dark and missing the greenery. The interesting part of observation was the amount of younger people in age between 13-18, which was selected as the target group for the project. They seemed to spend time in the center often. The target was using already existing "cozy room" to hang out. The idea is bringing value to this particular target group first by showing them the importance of sustainability by using VR glasses, which are modern and can create a more effective and relatable experience. By improving empty spaces inside of the center with sustainable phone chargers, greenery, and workshop or "hobby" place give them the opportunity to develop some interests while they hang out. By implementation of the big tree, they have the opportunity to share their own interests and hobbies which could be applied at the workshops. This is the opportunity for the youth to interact with the center and become part of the community. Even if the idea is created with the target of youth, actually it could be appealing for a wider audience.

What are the main challenges with regards to implementation?

The main challenge is implementing the technical part of the idea such as VR glasses and phone chargers. Cost of the project is also a challenge and finding ways how to make profit and still have potential to engage youth. The solution could be cooperate with existing organizations for youth, but at this stage of the project this idea was not tested. Find ways how to really interact with young people and create spaces where they feel free to use it and feel as part of the community.

What are the next steps for this project?

The idea was tested by interviewing a few respondents from the selected target group. The test provided us with feedbacks on VR glasses, the community rooms, and the wish tree. We found that the idea has the potential to entertain visitors and increase retention, but the challenge is to create these VR animations for different scenarios. When it comes to the wish trees, there are no apparent difficulties, other than the installation and maintenance of the trees. The next steps for this project would be further testing of the idea and find financial solutions to implement it.