

graffiti

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Artists -- primary

Our app will cater primarily to artists who want to interact with their physical environments by customizing them virtually. These users would be interested in exploration of possibilities in how communication can be facilitated, and push ways of engagement and uses for the device that we may not anticipate.

High school students/juvenile delinquents -- secondary

A secondary group of users could be defined as wannabe graffiti artists (on real walls). This app could provide real graffiti artists to test out ideas before committing them to physical surfaces. This group of users could benefit from having an outlet to tag stuff without breaking the law. Gives kids the ability to play and use something that would not get them in trouble.

Activists -- secondary

A third group of users could use the app as a political tool for the expression of free speech. Tagged images created by the app could provide activists with an additional way to speak out without landing in jail. Activists can also use the tool as a form of protest and coordinating with other activists. It can be a forum through which activists leave messages for each other or the community at large.

This app is probably not for people who actually graffiti since they probably like doing it for real. It is also probably not for people who do not wish to go out and explore as tags are geolocated and tied to a specific place; they won't be viewable remotely (except through traditional photo sharing means).

Hero Moments

The app is a tool for play, and engagement allowing users to interact with their physical environment, play and shape the digital parallel universe. Up and coming Banksy-esque artists can explore their medium without fear of persecution.

A part of play and gamifying the environment is discovering hidden gems. Users can use the app to explore what art/messages others have left in the environment. Just as people can explore the built environment for graffiti art now, digital graffiti can provide opportunities for users to be experts in their neighborhood, knowing the locations of art and tags. It's an artistic way for people to engage, and its almost hidden nature may lead to a sense of community and collectiveness.

Inherent in the "secret" nature of the tags left by users are opportunities for promoting free speech and activism in the form of art. Activists can leave messages informing one another of planted actions, or leave trails for polar bears.

Multiscreen Ecosystem

Since we are replicating the experience of using a spray paint can, size and mobility of the device are quite important. As such phones—devices that can be held comfortably in one hand—are the primary device we will support. This will have full capabilities to explore the world, view graffiti, spray digital paint, and share. Although we are still exploring the hardware

requirements, touchscreen, GPS, a dataplan, and a rear camera seem to be required for our system to work.

We will support tablet devices as a view-only platform, providing for a complementary/simultaneous experience. This could be a way to explore graffiti in their neighborhood. It might also be necessary as a recording device as the user sprays the digital paint with their phone. This would require a back-facing camera, GPS, and data service.

We will not support non-mobile devices, such as laptops. GPS and cameras would be necessary to explore the environment with our system.

