Environment & Social Impact

A Hint Of Magic

We are empowering citizens with the knowledge they need to create a better life for future generations.

Design For Diversity

We are **AWAIR,** we design for all ages and abilities. Materials will be presented as a multi-sensory experience, incorporating audio and visuals, as well as smells and physical sensations. This makes our contrasting environments apparent in several ways and our information accessible to all.

We leave no one behind in our quest for better air education.

Social & Environmental Benefits

By increasing public education on air pollution, people will be encouraged to make positive lifestyle changes that lessen their impact on the environment and offer it immediate benefit.

They will also be empowered to demand large-scale change (from governments, corporations) which will create a more environmentally conscious and progressive society in the long term.

Our Offering

AWAIR: An immersive educational exhibit focused on raising awareness of air pollution in cities. This temporary exhibit will launch in Toronto and eventually travel to other cities and countries. Viewers will be immersed in contrasting environments to provoke meaningful education.

AWAIR

A contrast that cannot be ignored, provoking a near-visceral reaction. How can we make our cities' atmospheres more like this room's?

A Brighter Future

Encouraging people to make positive environmental change is of imminent importance. We strive to make the average citizen concerned about poor air quality in cities, just as much as us. By contextualizing these issues, but also grounding them in hard facts, we hope to trigger a chain of events that will lead to a more certain future for future generations.

Every human on Earth has a stake in its environmental well-being.

Every human on Earth breathes air.

The bigger picture = systemic behavioural change

Sustainable By Design

Our exhibit will be temporary and mobile - we will rent existing warehouses and gallery spaces, eliminating the need to burden host cities with permanent structures

By collaborating with other companies and using their technology in our own exhibit, we both reduce the amount of new tech we have to create ourselves, and we support other eco-friendly companies, fostering a symbiotic relationship.

Impactful Experience + Accessible Experience = EMPOWERMENT

Our approach is to empower people by making change accessible. We want people to feel confident taking action after being immersed in our exhibit that strikes a balance between being shocking enough to impact but educational enough to inspire. We will provide lots of take-home resources to extend our reach.

Research & Insights

Guiding Research Questions

The more we researched, the more the scope of our solution evolved. We created AWAIR to tackle the core of our issue, which is lack of meaningful education.

1 What causes degrading air quality?

Fuel combustion, power plants, waste sites, and even things like residential heating and lighting... We soon realized that solving the issue of air quality was too big an undertaking, so we're focusing on creating small-scale change through individuals living in dense cities.

2 Why is polluted air bad for us and the planet?

Polluted air poses a significant threat to both human and environmental health. Increased likelihood of diseases and conditions such as asthma and lung cancer are among the worst side affects of breathing polluted air. The environment also suffers in ways like decreased survivability of crops and trees and harsh and damaging weather conditions.

3 Who experiences the worst air quality?

We started our research by looking into air quality across the globe. The number of places dealing with less than ideal air quality was overwhelming. Most densely populated cities experience poor air quality to some degree.

4 How much do people know about the problem?

The first survey we conducted in this project was targeted at individuals we had contact with in Hong Kong, where we discovered that a general lack of awareness and few resources for people to do anything about it. After conducting secondary research in other areas globally, we found this issue remained consistent.

5 How close to home is this issue?

After pitching potential solution ideas based on the first two steps in our research process, we discover that when tackling the issue of air quality awareness and create small-scale change, it makes sense to start close to home. **Toronto, ON Canada** is a densely populated city that is not free of air quality issues.

Our Demographic

We conducted some research pertaining to our audience's interests and level of awareness of air quality.

The results of our survey gave us some much needed information about our desired audience. The majority of survey respondents are young adults with some disposable income designated to entertainment outings each month.

We also asked respondents how they felt was the easiest way to understand content, and plan to use these insights in our final design.

Similar Services

1 ONTARIO SCIENCE CENTRE 2 NUIT BLANCHE TORONTO 3 Shark Diver
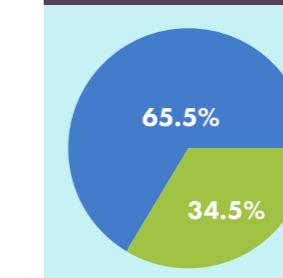
There are few services that offer a similar educational and immersive experience as we do, but each competitor identified has been successful. AWAIR has identified a general interest in Toronto for an immersive, occasionally educational, experience.

Van Gogh Exhibit currently in Toronto - the ticket sales indicate that this experience appeals to more than just art enthusiasts.

As a part of the demographic survey we conducted, we also asked if respondents had attended any of these competitive exhibits, and what they liked or disliked about their experience to do some pre-prototyping user testing.

"I love museums and galleries because I always leave inspired or have learned something new. I like that exhibits tend to spark an interest or a better understanding of something from a visual."
-Toronto local

Figure 1: Would you say that you have a good understanding of air quality?

65.5% — no
34.5% — yes

As shown in Figure 1, the survey indicated that there seems to be a lack of understanding of air quality.

Figure 2: Are you interested in learning more about air quality and what small-scale changes you can make to improve it?

89.1% — 10.9%
no
yes
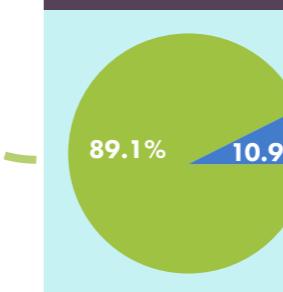
Figure 2 implies that learning more about sustainability is always welcome, and that provided resources would be taken advantage of to inspire change.

Key Insights

We took a look at our generation and the resources we have to potentially educate the long term awareness of air pollution and gathered some key insights

- Younger people in this generation are now more passionate about sustainability.

- The internet provides access to so much more information that drives people to think about their long term impact.
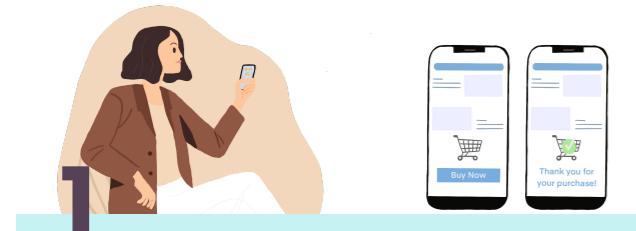
We want this exhibit to be publicized in a positive way, for people to post photos, share, and spread around the world to gain traction to this exhibit. This gave us a clear picture on how we can measure our success and our overall viability of this idea.

Systems Thinking

The Bigger Picture

We want to educate people about the harmful effects of air pollution in order to make a difference in the environment. The bigger picture here is to try to start making a small difference in the environment by changing our lifestyles and habits to improve the air quality. By having better air in our environment, we can live better and healthier, benefiting both the environment and ourselves.

Our User Journey

1 Ally finds herself looking for ways to promote sustainability to her community. While researching, she discovers AWAIR. Ally quickly buys tickets for herself and her friend Alex.

2 Once Ally & Alex have entered the exhibit, the lights turn off and the show begins. Projected on the walls are depictions of air pollution in their city. The causes and effects are discussed. The room is altered with smog & smells.

3 Moving through the exhibit, the next room illustrates the ways we can improve the negative experience in the previous room. Ally and Alex are able to interact with tools and products they can use at home.

4 Finally Ally and Alex reach the resources room where they are able to find information on how to adopt better habits in their lives. They take home books, coupons and cards to learn more.

RESOURCES

Root Cause

To ensure we considered the root cause of our problem, we revised our solution many times based on research. We began by considering the most impacted areas in the world, and looked at their needs. This lead us to our first conclusion:

The root cause of our challenge is not that the air is polluted, but that people are polluting the air as a consequence of their actions.

Pivots In Design

Instead of assuming people's awareness of air quality, we decided to implement education at the core of our design. Attempting to purify air directly is a Band-Aid solution, a realization we made early in our design process after rudimentary research.

We strive to teach people to change their actions because only then will our air be significantly improved.

Building Connections

While our solution is targeted at improving air quality issues through individual lifestyle changes, many of these changes (i.e. bike riding vs driving) also promote good health, and can help combat other types of pollution caused by driving. We are also hoping that through education of this problem, people will be empowered and motivated to want to do more about climate change in general.

Unintentional Consequences

Negative

By promoting new modes of transportation or alternative products, industries or companies we discourage could see decrease in sales

Encouraging more biking could create traffic issues caused by outdated infrastructure

Positive

Encouraging less use of personal vehicles can result in increased physical activity, therefore healthier lifestyles for people

By promoting new modes of transportation or alternative products, industries or companies that we promote can see increase in sales

Our Sprint Stages

1. Understand

We spent our 1st sprint focusing on research and interviews to better understand the brief.

Tools:
+ How Might We
+ User Interviews
+ Initial Business Questions

2. Define

Here we focused on defining our users' characteristics and understanding their motivations.

Tools:
+ User Journey Map
+ User Personas
+ Business Model Canvas

3. Diverge

Our team independently ideated unique product designs to tackle our problem.

Tools:
+ Crazy 8's
+ Competitive Product Analysis

4. Decide

Once we shared our individual ideas the team voted on the most viable idea.

Tools:
+ Innovation Matrix
+ Dot Voting

5. Prototype

A detailed storyboard was created to visualize our final design.

Tools:
+ Storyboards

6. Test

Usability tests were conducted to gather feedback on our storyboard and opinions on competitors.

Tools:
+ Usability Testing

Viability

In order to provide a quality immersive experience for individuals we require strong financial viability of our company and services.

Revenue Streams

1 Primary Stream

Ticket Sales

Peak time - $29.99 + tax   **Student** - $22.99 + tax
Off-peak time - $24.99 + tax   **Children under 5 years old are free**

These prices were determined based on similar competitors in the Toronto market.

- They offer different ticket costs depending on the experience, and offer varying price points for different age groups.
- They have generated significant revenue, demonstrating that customers' willingness to pay for an experience is high.

2 Secondary Stream

External Companies

Potential revenue through external companies endorsing our exhibit (i.e. through product placement, donation, etc.)

We plan to work collaboratively with companies who share similar values to us. We want to partner with businesses that can provide us with resources to share with our customers, such as product placement, discounts on products, and research they share with their customers.

Planning for the future: We will continue to apply for grants & bursaries in each city we relocate to. As we continue to grow, we plan to invest more into ads/media to bring more awareness to our exhibit. Finally, we plan to use ticket sales from past events to fund our future events while continuing to gain profit.

Start-Up Costs

Gallery Costs

Location

The Power Plant Contemporary Art Gallery

J.S McLean Gallery **$3000**
Canadian Tire Gallery **$3000**

Supplies

Grants

Ontario Arts Council, Canada Council for the arts

Smog Machine **$50**
Projectors **$1000**
SONY Speaker **$1000**
Air Purifiers, Lights **$1000**
Art installations **$1500**

Timeline   May - August

We are mirroring the approach taken by different competitors, such as the Immersive Van Gogh Exhibit. It is a limited time event that provides a creative way of displaying art through projections. Since projections of art were extremely feasible for this event, we know that the resources needed are available for our exhibit.

- It makes more financial sense to rent spaces instead of purchasing real estate.
- It allows for easier expansion, as we can select cities based on cultural climate, price and availability of rental spaces, and the level of air pollution.

Key Partners

Environmental activists, government officials, and relevant technology companies that can provide us with the technology and funds needed to make our exhibit possible.

Execution

Primary Target

Millennials, Sustainability activists, Art enthusiasts

Secondary Target

Environmentalists, Professionals

Age Group 15 - 50

Average Household Income

Middle - Upper class, ~$80 000 income/household

Target Market Characteristics

Passionate about sustainability, desire to educate themselves and learn about improving the future, looking for a fun outing with friends or family

Demand

Market through social media, specifically on Instagram, TikTok, Facebook, and Twitter.

Advertise that the event is offered for a limited time, which will intrigue the user to go while it's available.

Guerrilla marketing advertising strategy to increase the awareness of our exhibit to entice people to come and get the word out.

Signage across the city in the format of posters, billboards, and ads on the TTC.

Competitive Environment

Arts & Culture

Art galleries, Museums, Public art installations
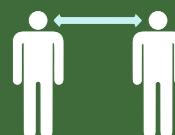
Sustainability

Eco-friendly initiatives, Government programs

How Would We Measure Success?

Leverage Social Media

Creating a strong brand image will increase engagement with users, leading to a more successful outcome.

Monitor Resources

RESOURCES

We will record the number of resources being interacted with or taken home with users.

Amount Of Tickets Sold

Calculating the number of transactional fees on our website and ticket booths.

Potential Barriers

Due to COVID-19 we face the potential of being prevented from operating indoors and limiting the number of people per session thus lowering our maximum profits.

We need to ensure we make AWAIR attractive, relevant, and intriguing enough to encourage foot traffic. A lack of interest could jeopardize our financial sustainability, especially as a start-up.