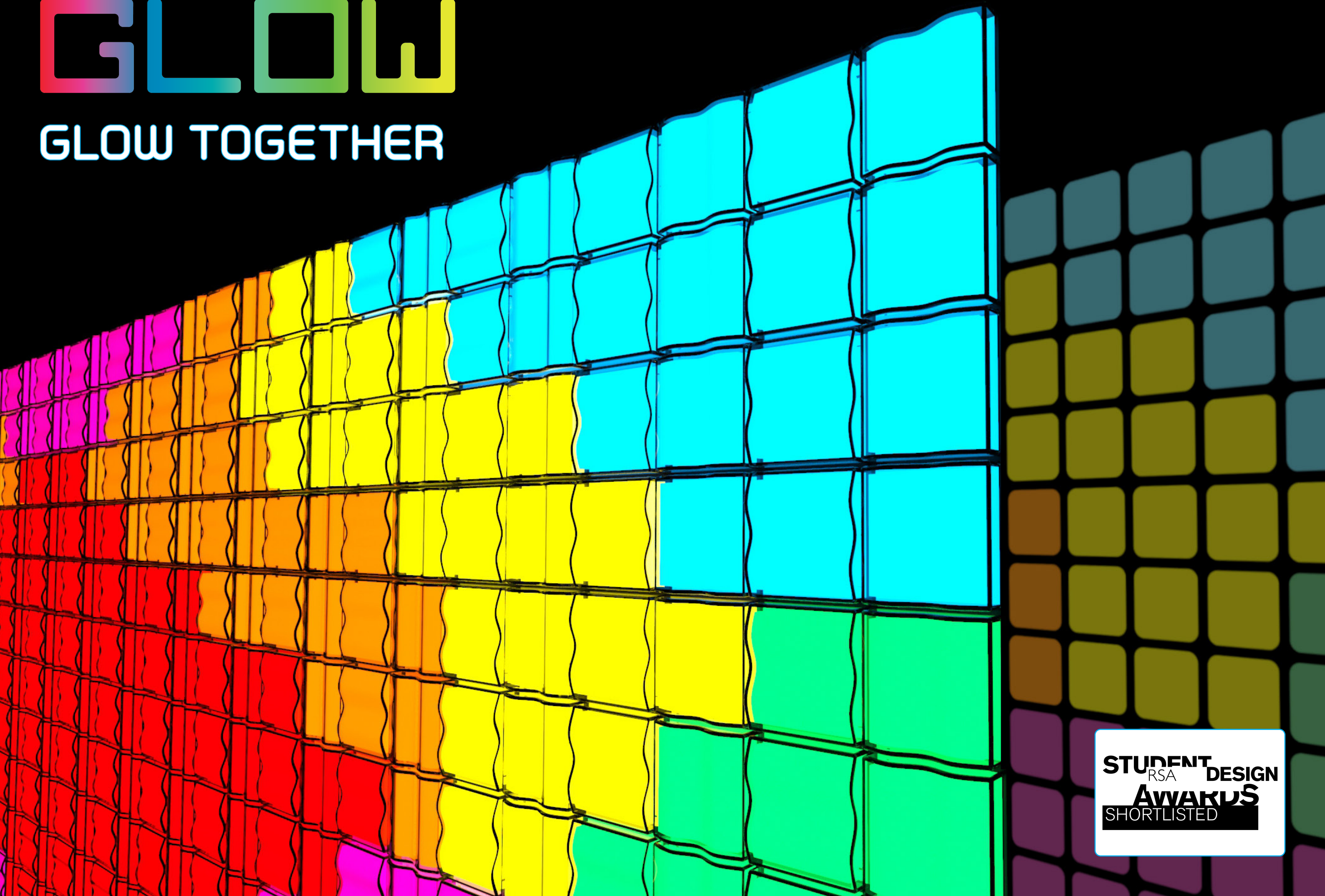


GLOW

GLOW TOGETHER



STUDENT
RSA DESIGN
AWARDS
SHORTLISTED



PROBLEM

Irish train stations are lifeless; desperately lacking any sense of joy. The purposeless surroundings do not benefit the emotions of commuters, as their only ambition is to get from one place to another. Whether you wait 5 minutes or 50 minutes, you won't find any joy at the train station.

PROCESS

We conducted thorough user investigations in order to obtain an optimal understanding into the mind of a rail commuter. By using various forms of ethnographic research such as: surveys, interviews, observational studies and user feedback, we came to our final concept: GLOW.

PROPOSAL

GLOW is an exciting interactive proposal that grants commuters a fun way to pass the time through creative, ambient lighting within the train station. Our proposal is multi-functional in purpose; allowing commuters to interact as well as utilise it as a charity donation platform, bringing joy to those who need it most. Our aim is to create an enjoyable, fun experience for all at train stations.

CONCEPT



GLOW

Glow aims to give commuters a platform to play, donate and light up the experience of train stations using colour and lights.

GLOW creates joy in a dull, uninspiring train station environment. Physically interact with GLOW's digital light wall to unlock the joy of train station.

GLOW enables the public to give the gift of joy through donations to those who need it most acting as a platform for charity.

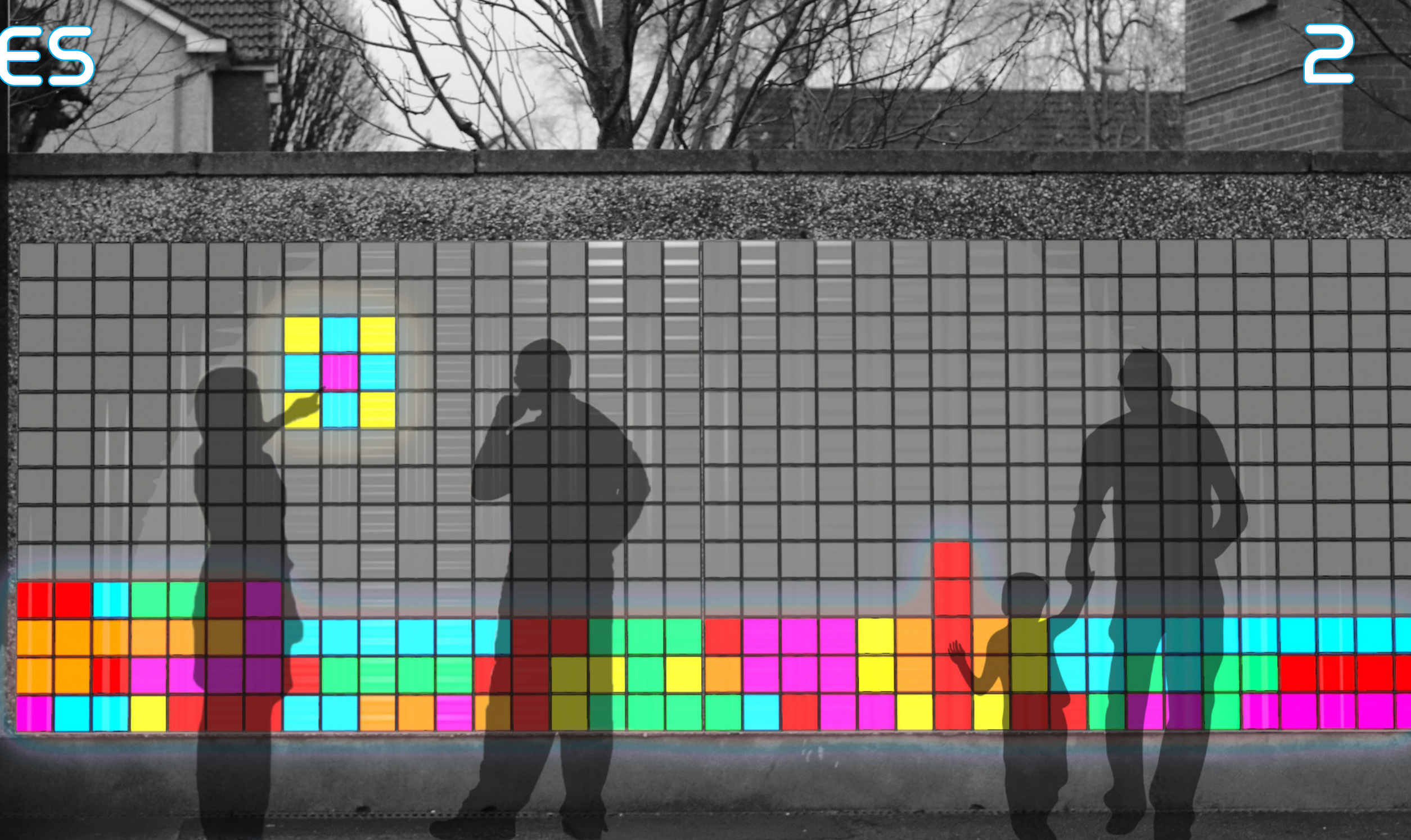
Lighten up the journey by tapping the tiles to unlock the joy of GLOW donations and see the tiles light up for a magical experience. Tap the flashing tile to donate.

Tap))) to Donate €2

Each donation will go towards Aware to help provide support & information for people who experience depression or bipolar disorder and their concerned loved ones. Freephone Aware at 000 80 48 48 for more information.

www.glow.com

Supporting **Aware** the support group for you



LIGHTEN UP

Enable commuters to add joy to train stations by creating vibrant colours and interactive games with our soft touch tiles that create different effects.

ENVIRONMENTS

Engineered with longevity, modularity and robustness in mind. GLOW can withstand a multiplicity of harsh elements thanks to the scratch-resistant Polycarbonate tile shell.

GIVE JOY

Donations are encouraged through the GLOW NFC payment system. Each donation made will light up a tile. Once every tile is illuminated a big burst of colours will explode.

VIABILITY

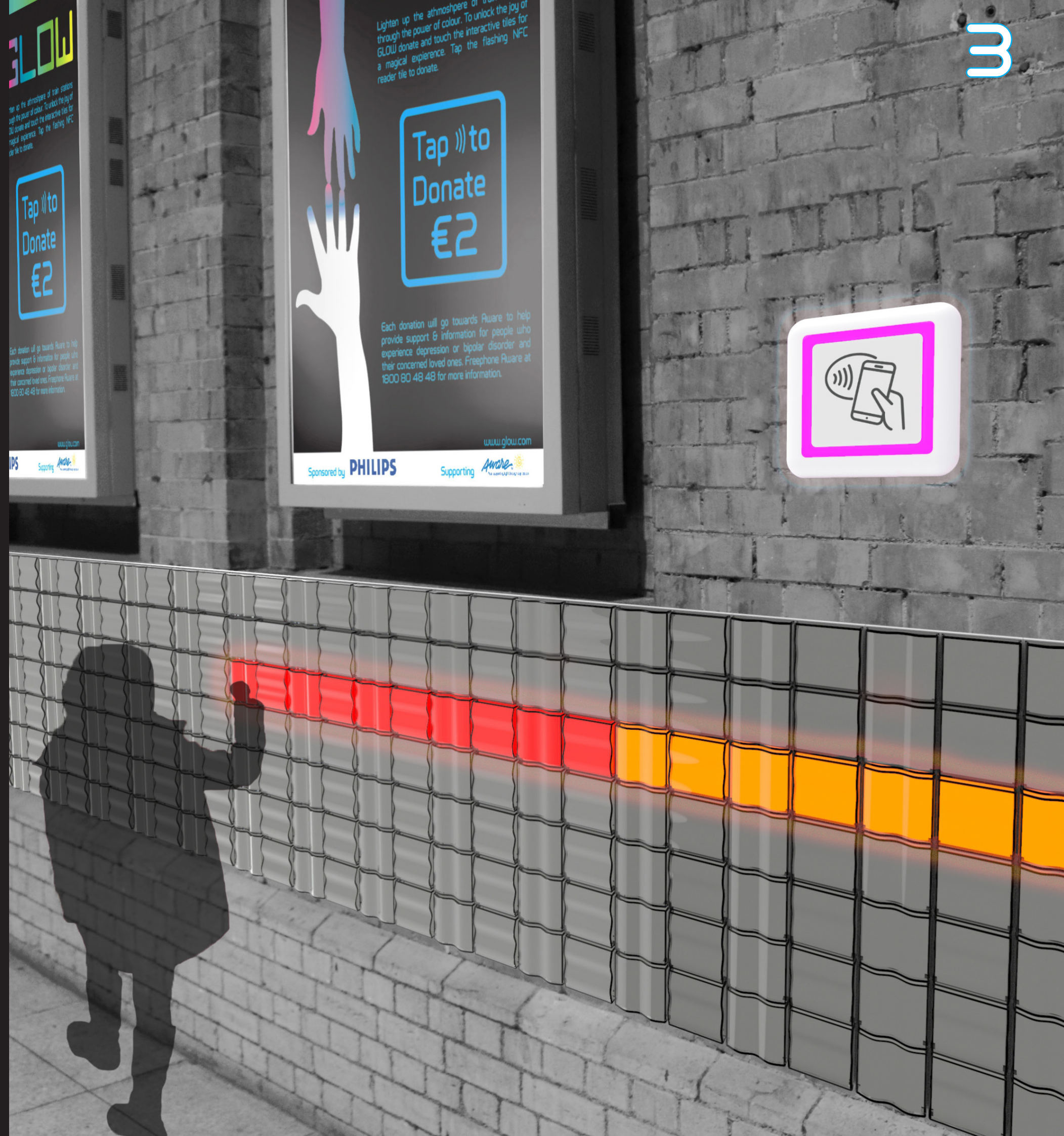
SHINE BRIGHT

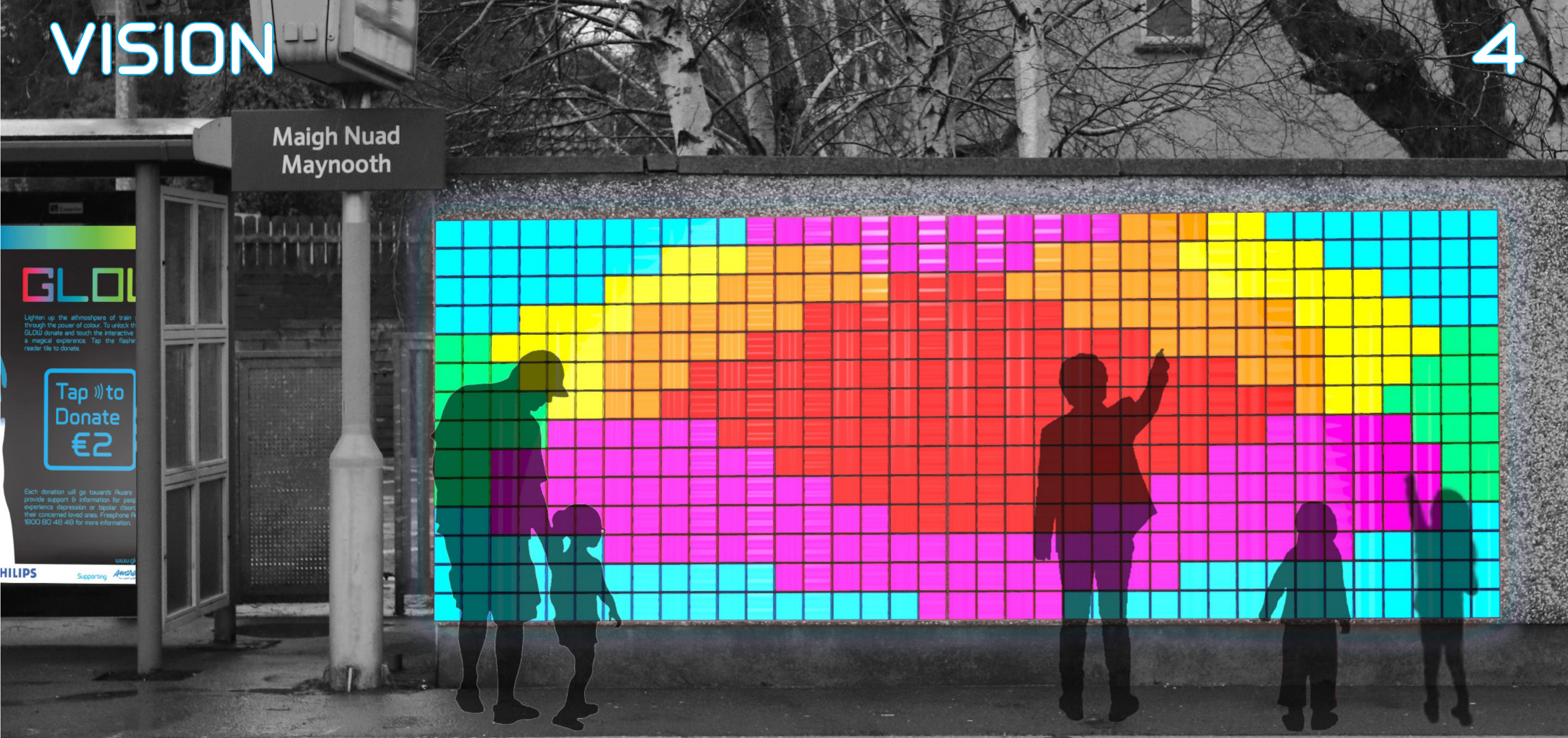
GLOW is a non-profit platform aimed to bring joy to those inside train stations and to those who are in need outside of the train station. By partnering with Aware Ireland, all donations will go towards providing support for people who experience depression or bipolar disorder and their concerned loved ones.

Success can be measured by the number of donations that go through GLOW.

HELPING HAND

Our ambition is to partner with large electronic companies such as Philips, Samsung and Panasonic. Allocated funds within companies to promote good will in, would allow for a mutually beneficial partnership. Through sponsorship we can develop and install GLOW in to public spaces and in return, allow GLOW to act as an advertisement space for these companies.



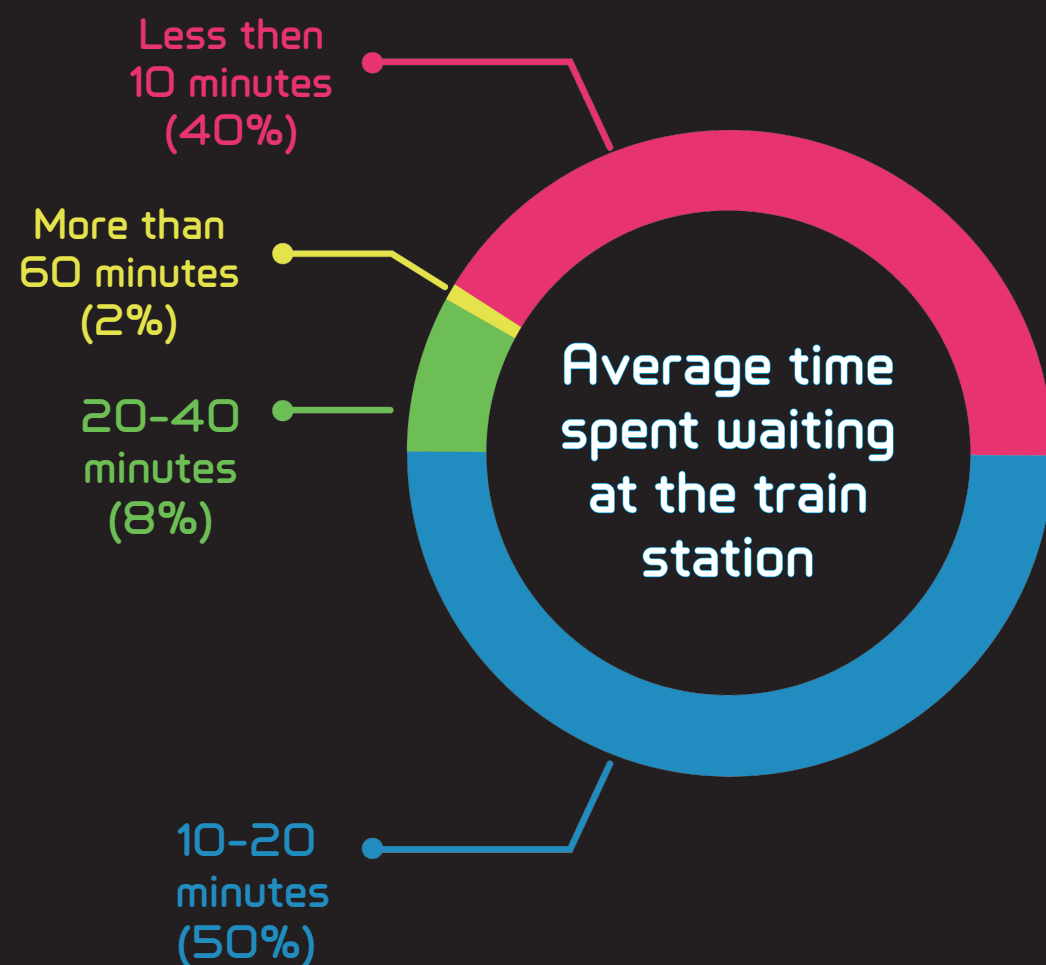


“Train stations are **GREY, DULL, COLD** places, no one likes to be in for more than 10 minutes. **THERE IS LITTLE TO NO COLOUR.**”

One of the major pain points recorded when aiming to bring joy to train stations is the dull, uncomfortable atmosphere that many commuters encounter whilst waiting on their journey. GLOW is focused on bringing a sense of joy and warmth to the experience of train stations through colour. We envision train stations being a place of vibrancy in the future; where people look forward to their adventure.



We held 80 surveys, 20 in-depth interviews and 3 train station kiosk visits across five separate stations. Using observational methods we gained insights on how commuters interact with each other and the station while waiting for their train. After analysing our findings we could then start to develop a solution best fitted to those in need.

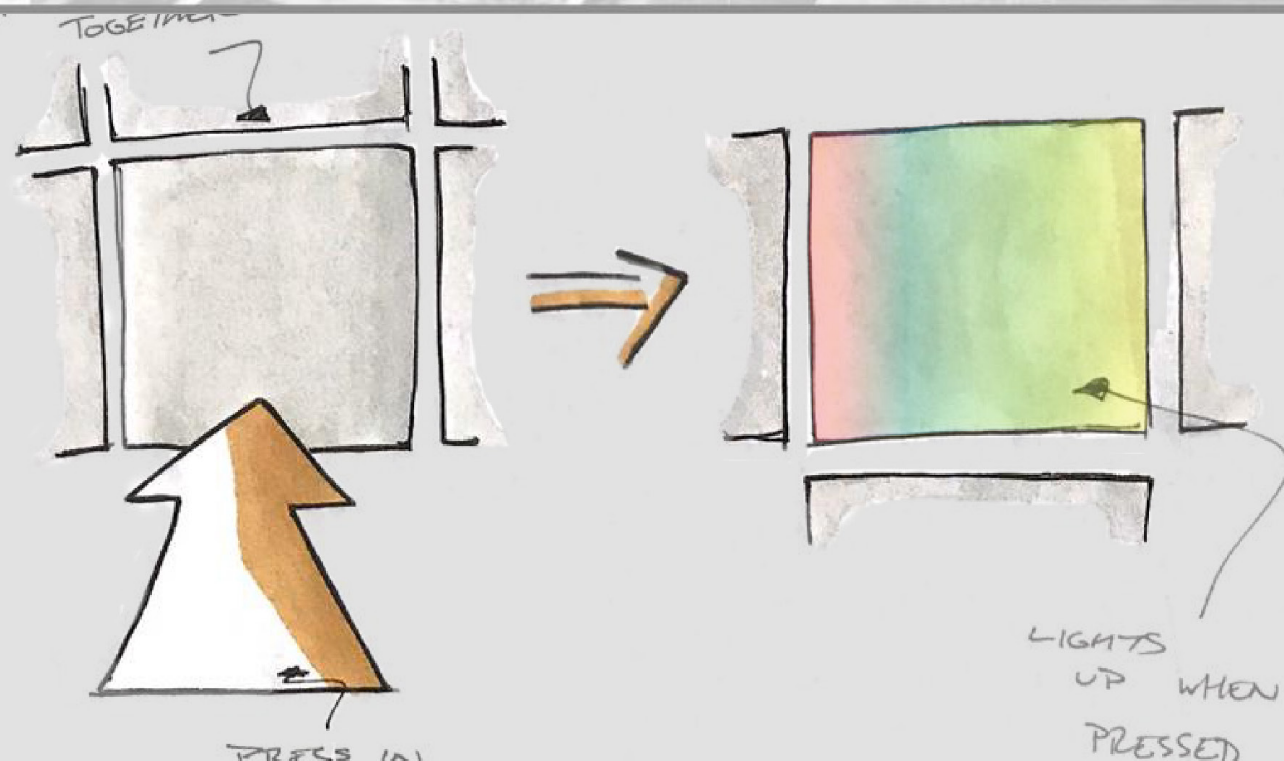
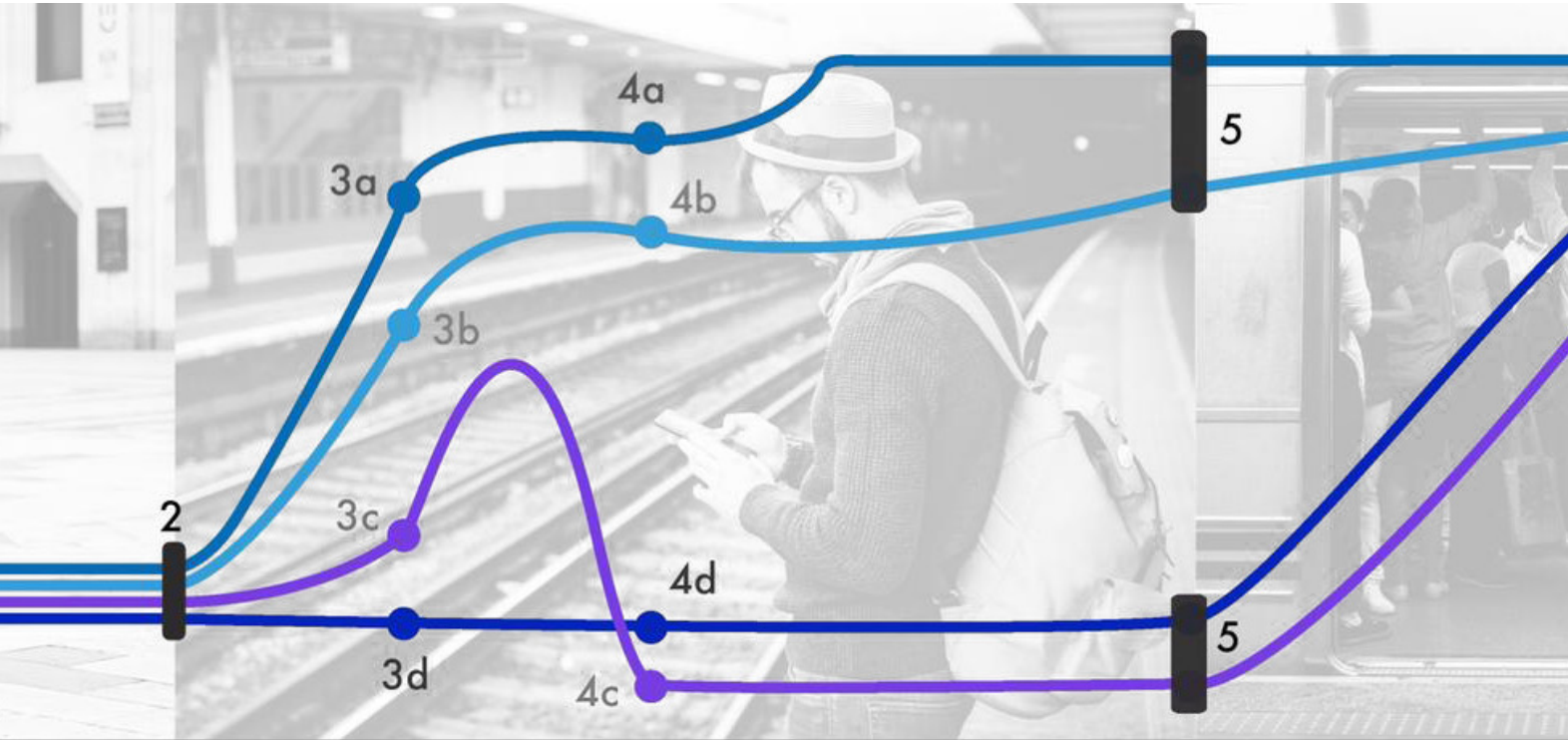


12%

of Irish people have experienced chronic depression recently, according to a new health study by Eurostat, the EU central statistics office.

"There is no sense of community nor comradery at the train station. Everyone is ISOLATED and ALONE"

Our research paints the image that commuting through train stations is stressful, cold and an uncomfortable experience. With avid commuters at train stations more than 10 times on average per week, it is evident that these uninspiring train stations can have a negative impact to their mental health.

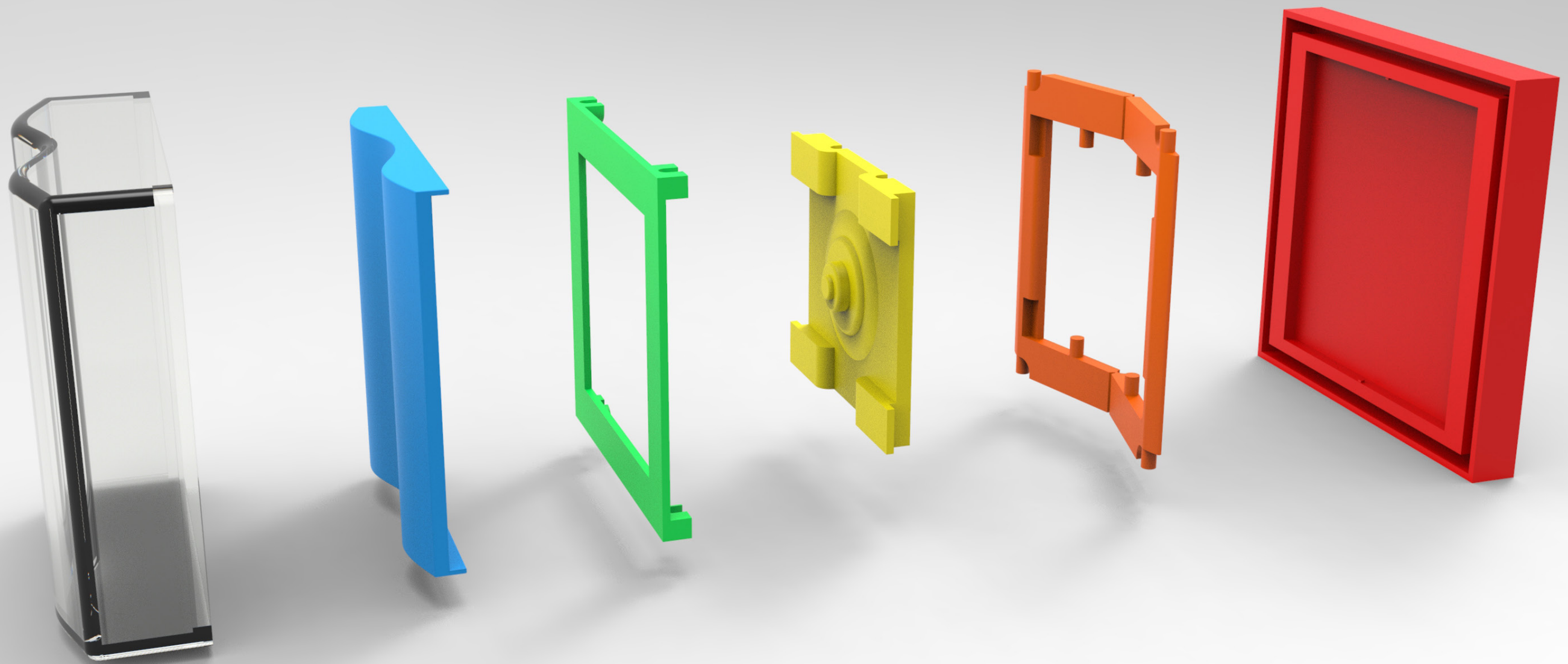


IDEATION

Using journey maps, empathy maps and story boards we were able to get a deep understanding of how people interact with each other and the environment when at the train station. Following this we were able to start sketching to find a solution for our problem.

PROTOTYPING

After deciding our design shape, we began prototyping. From basic card experimentation to high density foam models, we were able to vacuum form a prototype in plastic. This allowed us to test different shapes and patterns, enabling us to visualise and feel the tile shell.



REFINE

We began to design the inner workings of GLOW, including the NFC payment system, how the tiles interact with one another and how we would obtain a soft touch feel. Another factor we had to take into consideration was the robustness of GLOW, as it is constantly in contact with human interaction and with the outdoor elements.

TILE MECHANICS

With inspiration from modern day computer keyboards, we designed our soft touch tiles. We came to the conclusion that GLOW should be made from an abrasion resistant Polycarbonate tile shell. The translucent silicon plastic components within allows the LED's to disperse evenly and brightly.



User Feedback

We brought GLOW to commuters across multiple train stations and collected feedback to our design solution. From these visits, we could complete our final concept knowing that we met the desires of our users.

GLOW was developed in co-operation with the great help of many generous people with the mindset that train stations shouldn't be grey, dull and lifeless. They should be joyful, bright and GLOW.

Problem Faced

Commuters spend an average of 15 minutes waiting at train stations each day, with research indicating that this has increased in recent years. There is growing evidence showing the detrimental impact of lengthy, non-active commutes on our mental health and wellbeing.



Solution

We want to combat this by using light, colour therapy and interactive methods. Research has shown that light, colour therapy can help to mitigate depression and anxiety.- MayoClinic

Benefits

Bring joy to commuters with an exciting, innovative platform of light and play. Ambient lighting adds a comforting atmosphere to a cold, dull environment. Using GLOW as a platform for charity spreading awareness and gaining donations for Aware Ireland.

GLOW

