

# Written Summary

## Problem

Train stations are the epitome of routine. For commuters they represented an enduring source of the grey, dull and bleak every day. Train stations are a setting accepted to be naturally boring, lacking in surprise and void of joy.

## Process

Through contextual interviews with frequent train users and observational studies of commuter movements inside stations, our team of designers explored the root causes of the common train station's shortcomings. We examined commuter's interaction points, where they spent their time and what captivated them. This led us to design a product that surprised, broke routine and left the user smiling as they walk to their next train.

## Proposal

The Big Red Button aims to bring joy to train users by engaging them in the simple and surprising experience of pushing The Big Red Button and leave them smiling at the ticket they collect.

# Research

02

“Train stations are very **serious**. Its the **routine** like, you go in, you put your ticket in, you get it back and you just go and stand in your spot. Its very much like a **distopian** future where everyone just walks in a straight line, that’s what it feels like.”

“Train stations, I would say are **bleak**, sort of **dull**, quite **monotone**. They’re **all the same**, they’re all quite **homogeneous**. They’re **non-descript**, I’m actually struggling to describe a train station because theres **nothing that stands out** about them.”

“Its just **boring** isn’t it. There’s not a whole lot there. It’s just all **grey**. There’s **nothing there to do**. You just stand and wait and then get on the train.”

\*Quotes extracted from 15 contextual interviews with regular train users.

**78% Dull**

**65% Grey**

**63% Boring**

\*Percentages taken from an online survey of 64 people.





Uí Chonghaile  
olly Station





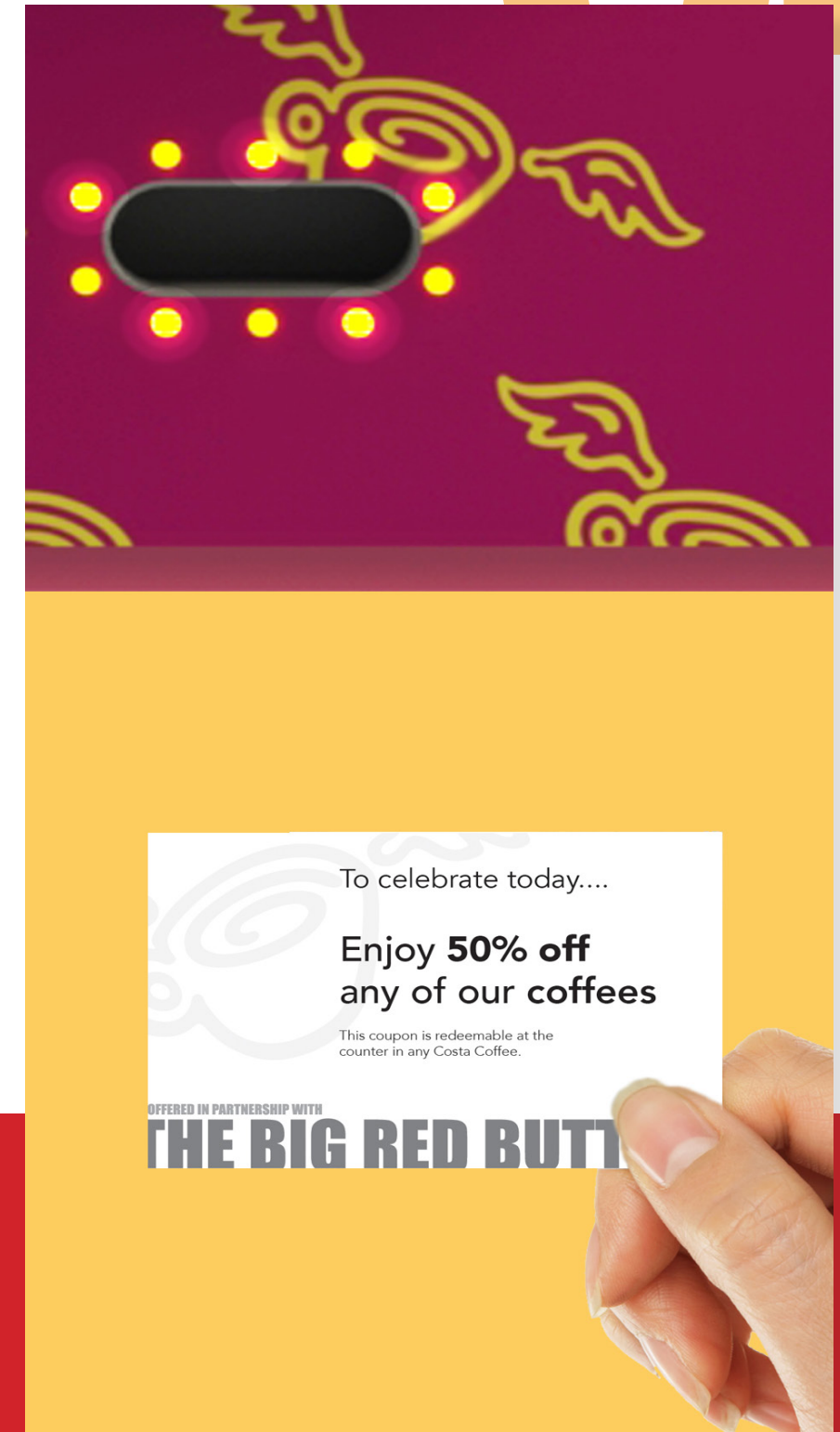
# How It Works



Step 1  
Push the Button



Step 2  
Sound and Light Show



Step 3  
Collect the Ticket



# THE BIG RED BUTTON

People can't resist the temptation of hitting a big red button. When the button is pushed, it will illuminate and trigger a sound as it produces a ticket. When the ticket is ready, it drops into a pocket below the button. L.E.Ds surrounding the pocket illuminate to indicate where the ticket is dispensed.

Each ticket contains a compliment, joke, motivational quote, mental health reminder or a coupon, which is redeemable at the associated company. On the flip side of the ticket will be the associated company's desired branding. The tickets are the same size as bank cards and I.D cards, allowing them to fit neatly into a purse or wallet.



The Big Red Button Branding will be a constant on the right-hand-side of the housing.

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# Push It

# THE BIG RED BUTTON



# Viability

The business plan for The Big Red Button is for companies to pay a fee for brand promotion and advertising space for a set period of time. The example shown is wrapped in the branding of Insomnia Coffee. It is companies such as this (Coffee & Cafe Chains, Food Chains, Supermarket Chains & Pharmacy Chains) that will be targeted as potential retainer customers.

The company who rents The Big Red Button will have the housing of the button wrapped in their desired branding. The wrap is vinyl, backed with adhesive to stick to the housing. The tickets produced are also tailored to the renting companies needs.

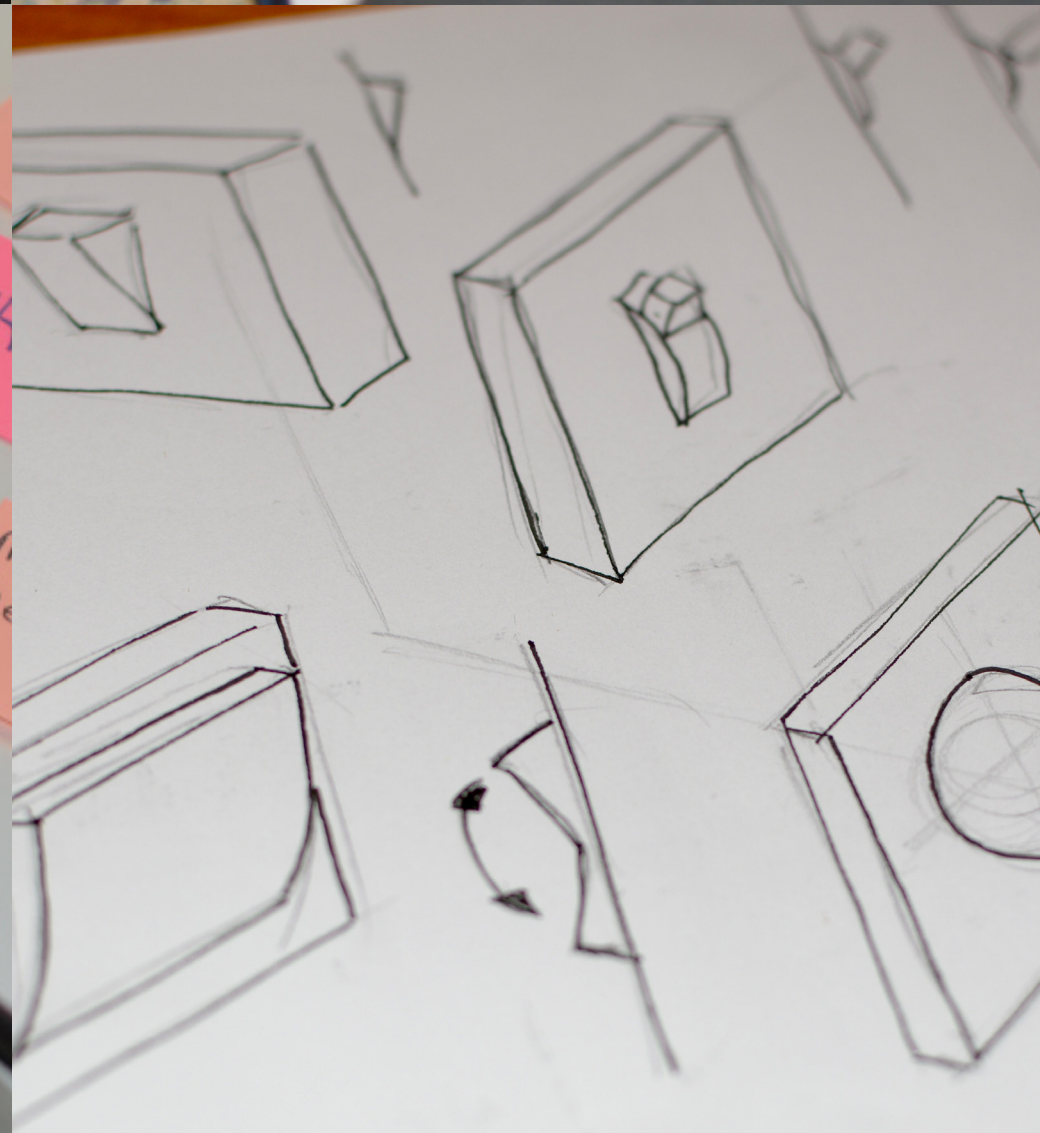
The tickets are produced from Seed paper, which is 100% biodegradable and can be planted after use to encourage the growth of wildflowers.

All maintenance, refilling of tickets and changing of brand wrapping is done by employees of The Big Red Button Company, the price of which is included in the fee.





# 07

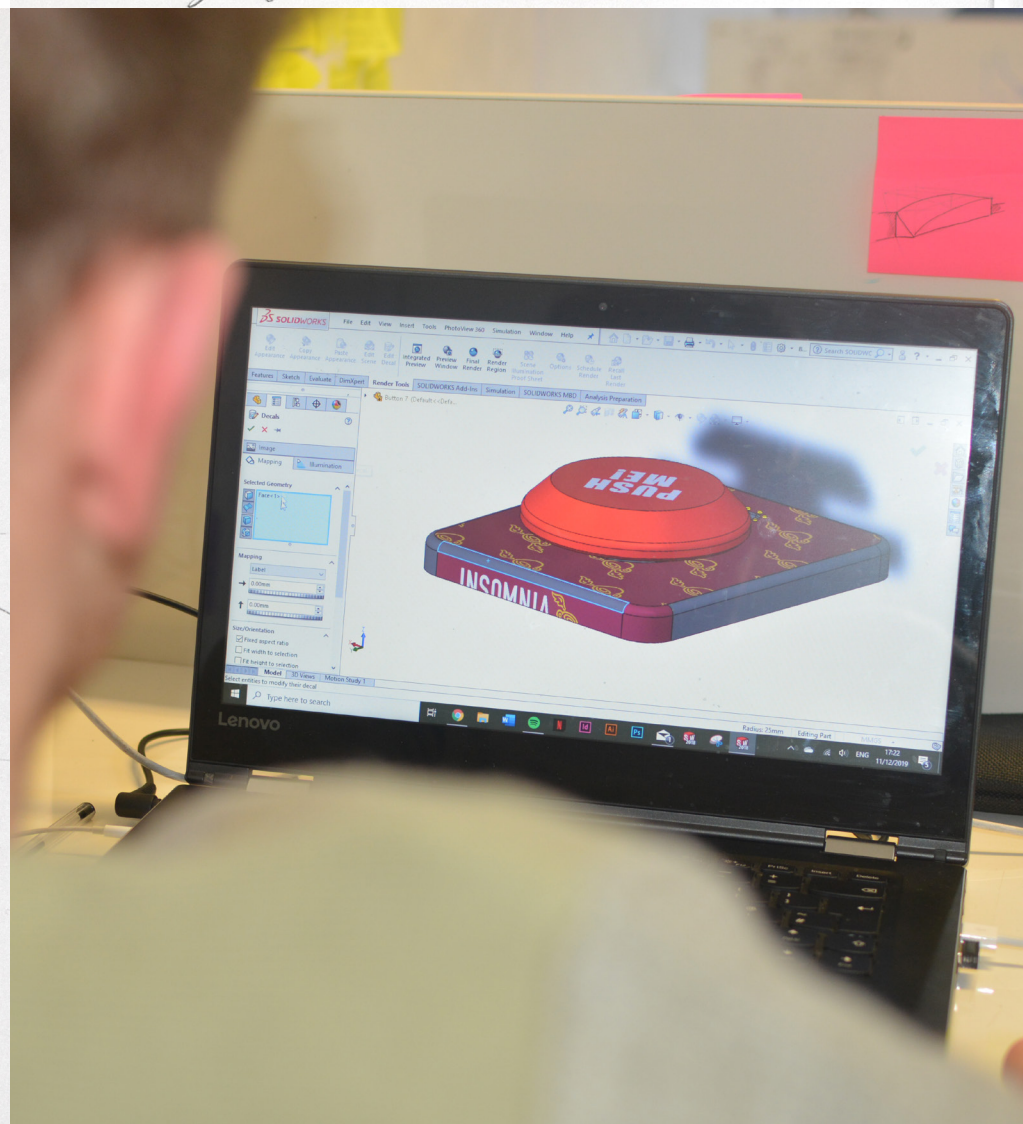
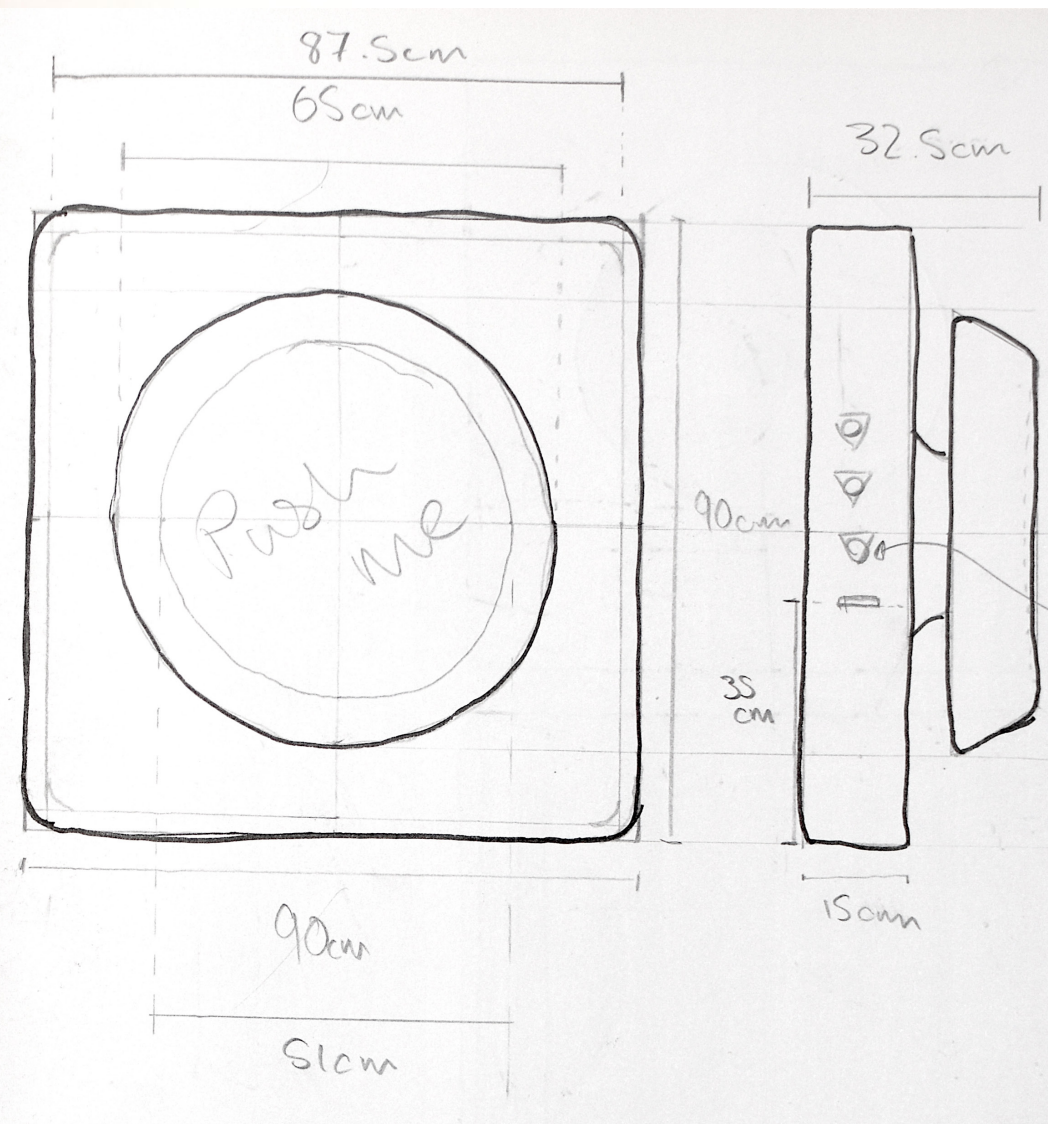
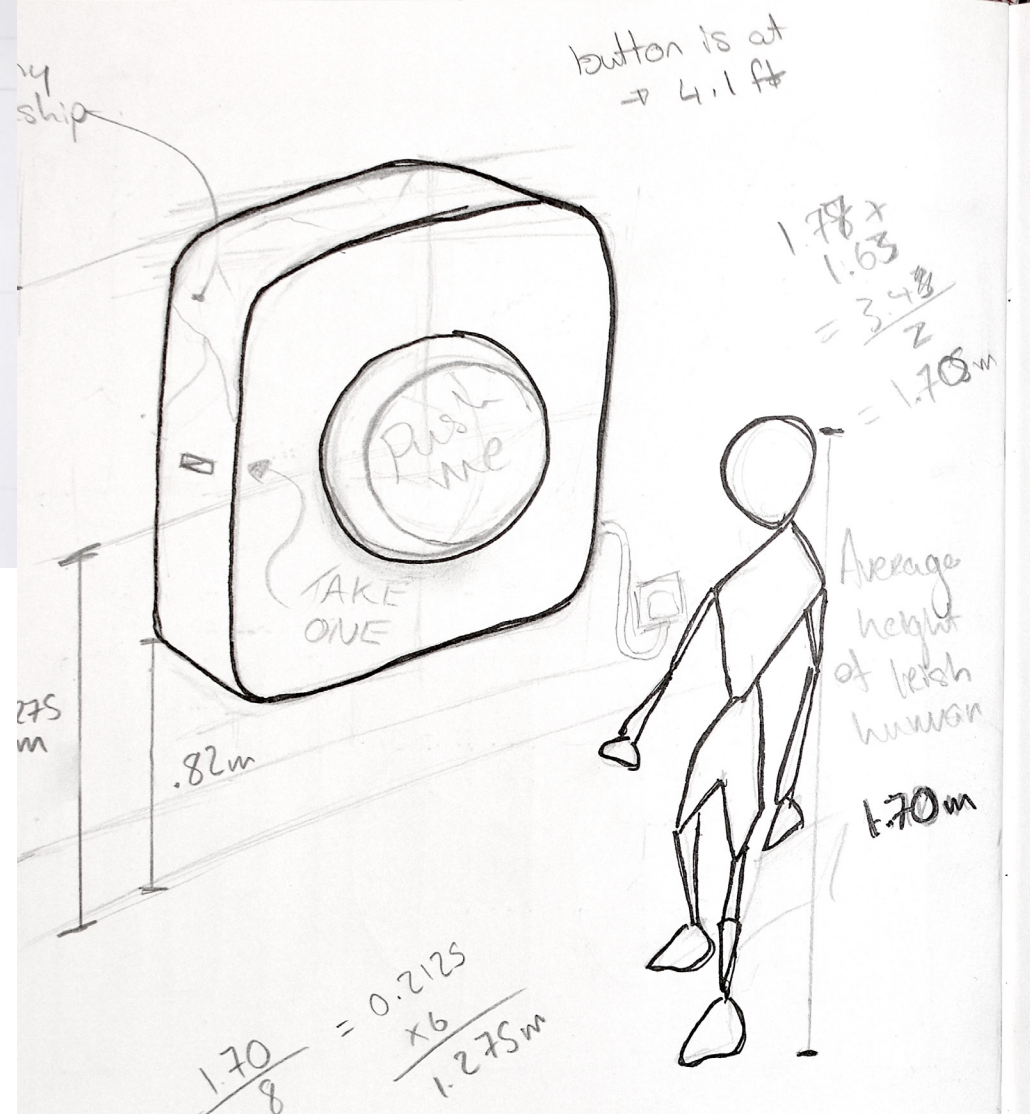
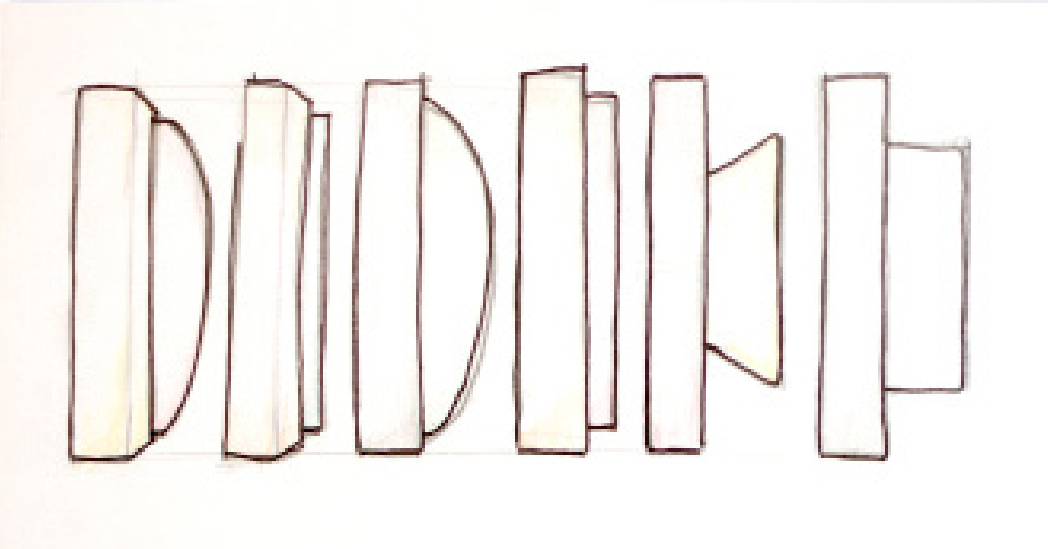


## Exploration

We began by exploring how train stations and the people who use them operate. It was observed that train stations are boring, dull and painfully routine.



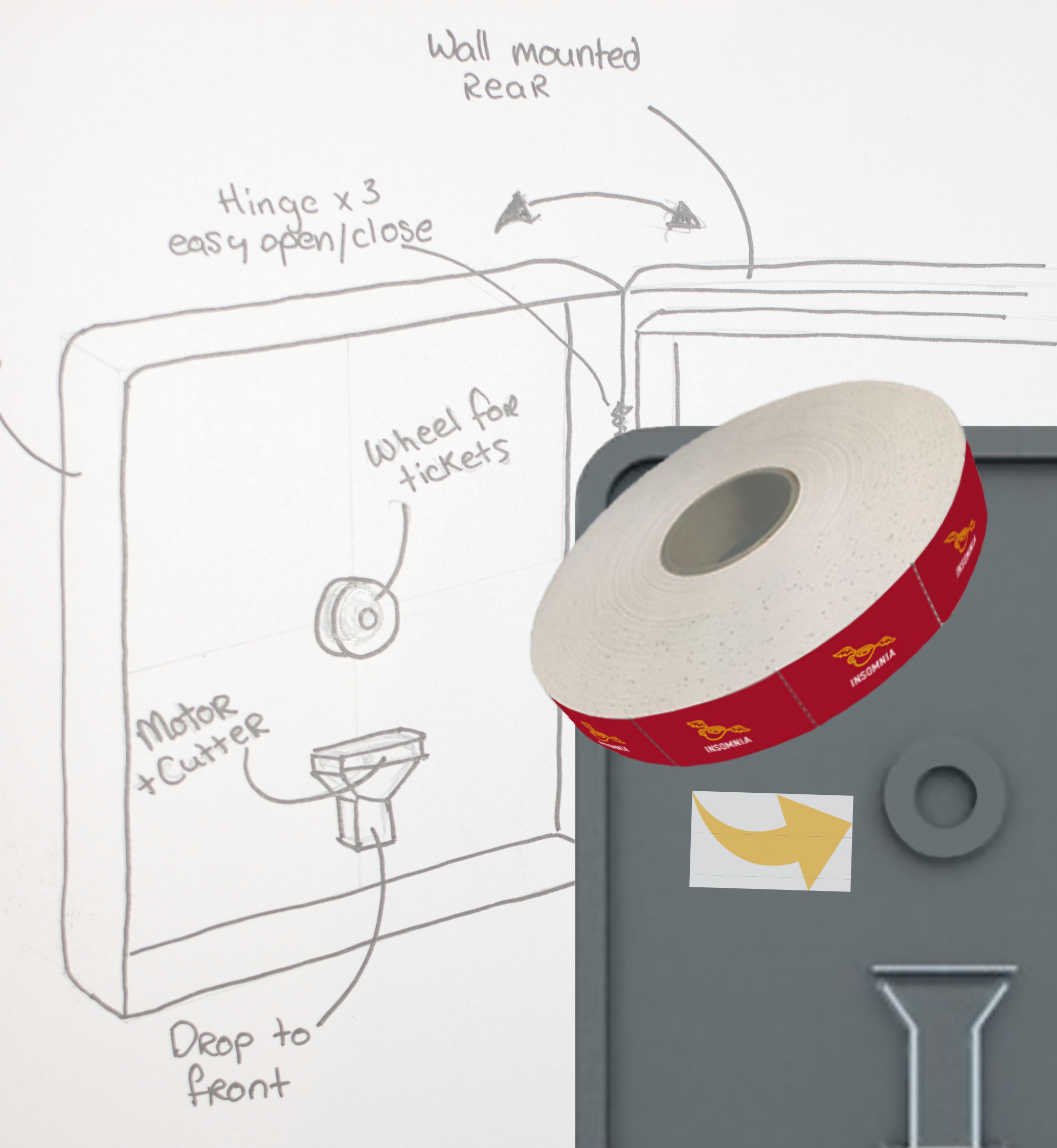
# 08



## Ideation & Creation

We wanted to create something that is simple and surprising, to create an experience that broke free the user from their everyday routine and brought joy to their commute.





## Structure

The housing (Front & Rear) and the button are made from ABS plastic. The two parts of the housing are to be compression moulded from ABS. The Button is also to be compression moulded in two parts and fitted together with light components and a speaker inside, which glow and sound when pressed. The button is fixed to the front with a spring between it and the front housing, allowing it to be pushed in.

ABS was selected for it's:

- Low end of the price scale
- Great impact resistance
- Good strength and stiffness
- Wonderful aesthetic qualities
- Easy to glue and paint



# Building the Business

## Costs

Cost of ABS	€1.35 p/kg (10kg)	<b>€40</b>
Cost of compression moulding	Moulds	<b>€5000</b>
	Process	<b>€2000</b>
Cost of assembly	€15 an hour	<b>€90</b>
Cost of tickets	10000 tickets	<b>€900</b>
Cost of Vinyl	€12 per m <sup>2</sup>	<b>€18</b>
Cost of mainainance	€30 an hour	<b>€30</b>
Rent	€350 p/month	<b>€4200</b>
Transport (Van)	€5000	<b>€5500</b>
Feul	€1000	<b>€1000</b>

Cost to produce and maintain 8 Big Red Buttons:  
**€26,625**

The Big Red Button is to be rented out to companies  
at a price of:

**€2000 for a 3 month period**





# We'll leave you with this...

The Big Red Button is a simple and engaging experience that offers commuters a brief break from their mundane everyday routines. We hope to leave users with a smile on their face as they push the button, release their stress and collect their ticket. Backed by a strong business plan and realistic vision we hope you'll all be pushing buttons very soon.

# Push It

