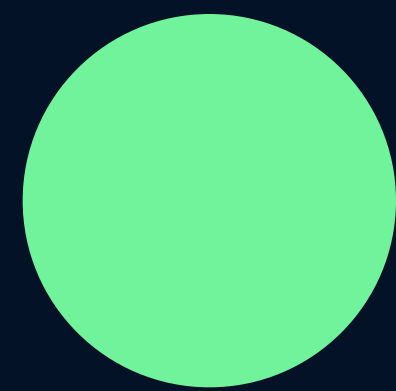


Turning your idea into an interactive project




What is an interactive work?

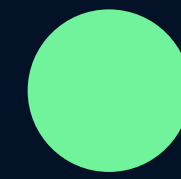
An interactive project reaches its **full potential through contact with a user**. The possibilities are vast. Interactivity may take the form of a simple click, a story based on geolocation, or user-generated content, to name only a few.

What makes an interactive work a **success**?

We believe that an interactive project is **successful** when its **form** supports its **content**: that is, the technologies or story shed light on the subject of the work.



The questions you
need to answer
to start designing
your project

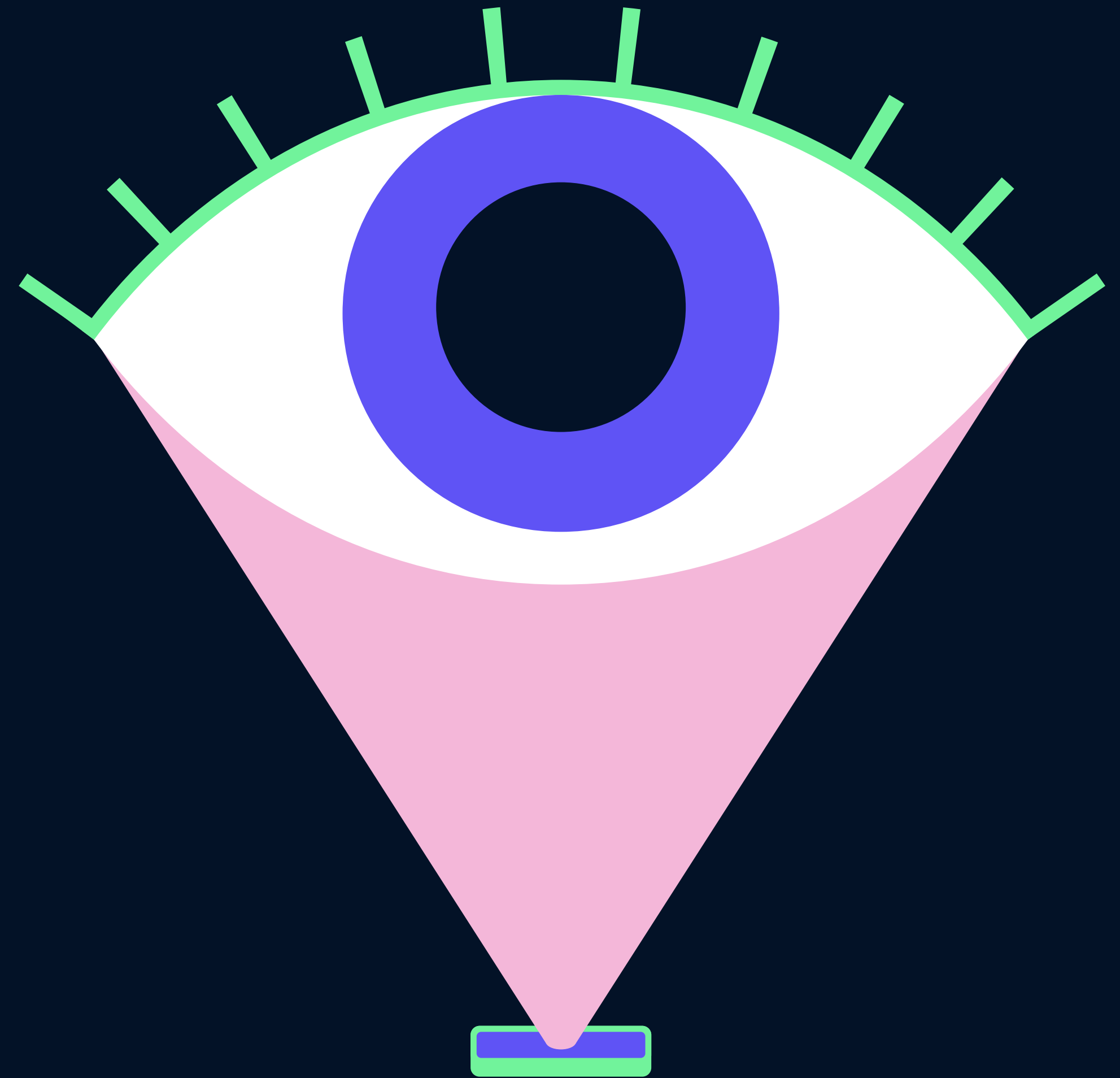


The purpose of this exercise is to help you establish the foundations of your creative vision for your interactive project. It will allow you to refine the goals, subject and scope of your project.

This crucial step should take place before you choose a format, technology, or even a story. This document will serve as a reference point, allowing the creative team to have a shared vision throughout the creative process. Through this exercise, you'll determine your creative vision from the perspective of the user's experience.

1. What question do you want your project to raise or explore?

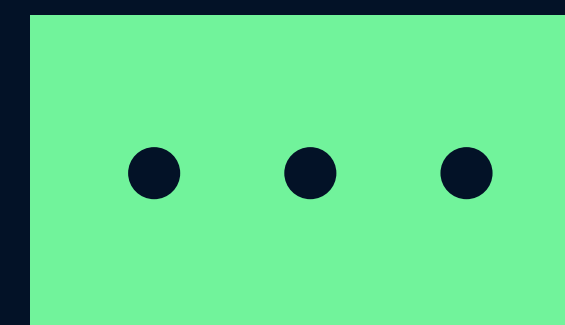
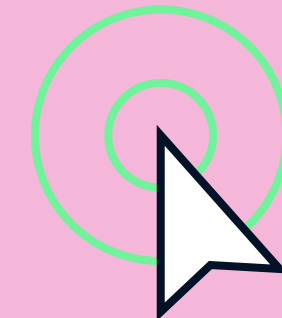
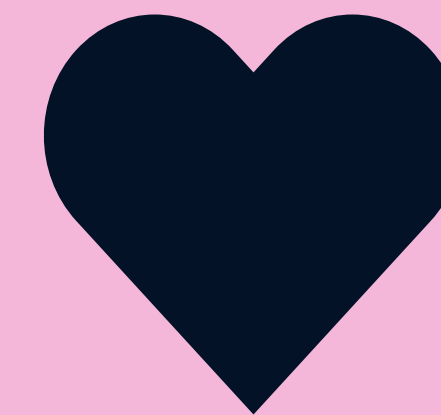
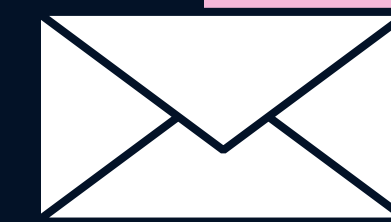
This “burning question” is the cornerstone of your approach. There can only be one! It must be related to your topic. You ask yourself this question as a creator; it’s what you want to ask your user, and it forms the guiding principle of your project.



2. Who is this intended for?

Define your target audience. Formulate their characteristics, skills, motivations and goals, sources of information, digital habits, their knowledge of the topic, and what technologies they use.

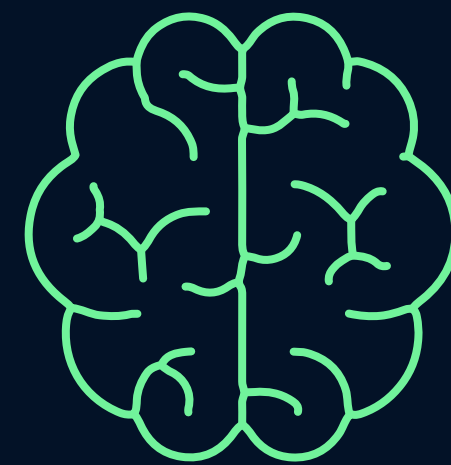
This will help you ensure that your form, technologies, and broadcasting platforms serve your intention and reach your audience.



3. What does the user feel and experience?



What is the user feeling?



What does the user learn or become aware of?



What does the user do and why (i.e., the interactive gesture)?

4. What is the user's emotional arc?



5. Why you? Why now?



How does this project fit in with your personal artistic approach?



How does the subject resonate today?



In what context?

6. What's the afterlife of the project for the user?

What continues to inhabit the user once the experience is over?

What are their thoughts and actions?

