



Meet the Neighbours

A narrative story
about the people of
Picton Street.

Concept

- To create fun, playful and descriptive avatars which would present who lives at each house on Picton Street.
- Picton Street is very community based, how can I show that?
- Also considering how avatars could work in real-life. Would they be a new, exciting app to try out or would they spark a debate around privacy? Is it a step too far? Or is it a natural evolution in the technological world.

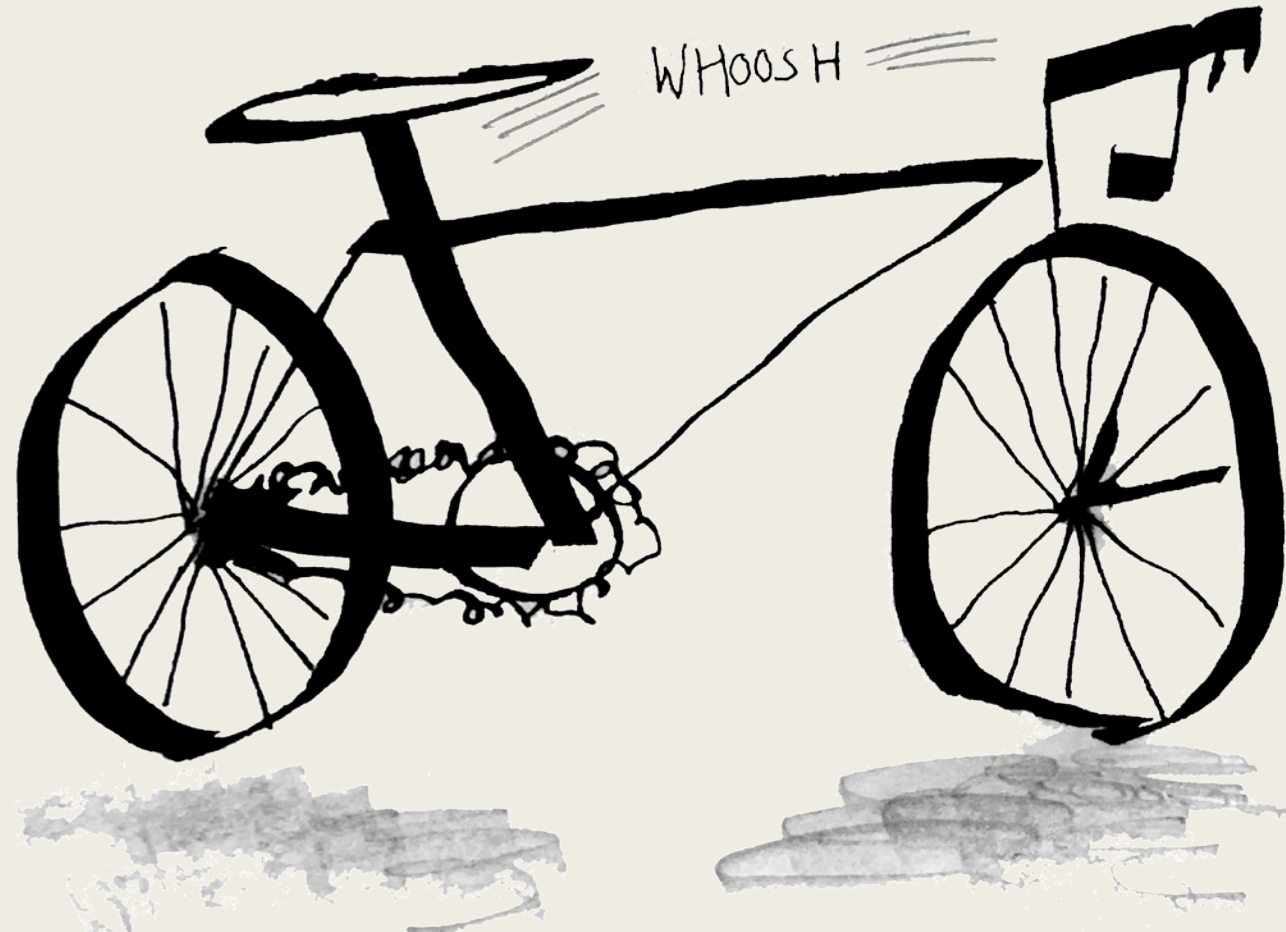
The Dancing Couple at Number 11.



- I created the dancing couple based around the number 11 to be layered on top.
- This was the beginning of a uniform illustrative style.
- Prompted my decision on colour scheme.

The Cyclist

- A “boil” animation, to indicate the steady movement of a bicycle.



The Jazz player

- We often hear one of our neighbours play saxophone.



The Gardner



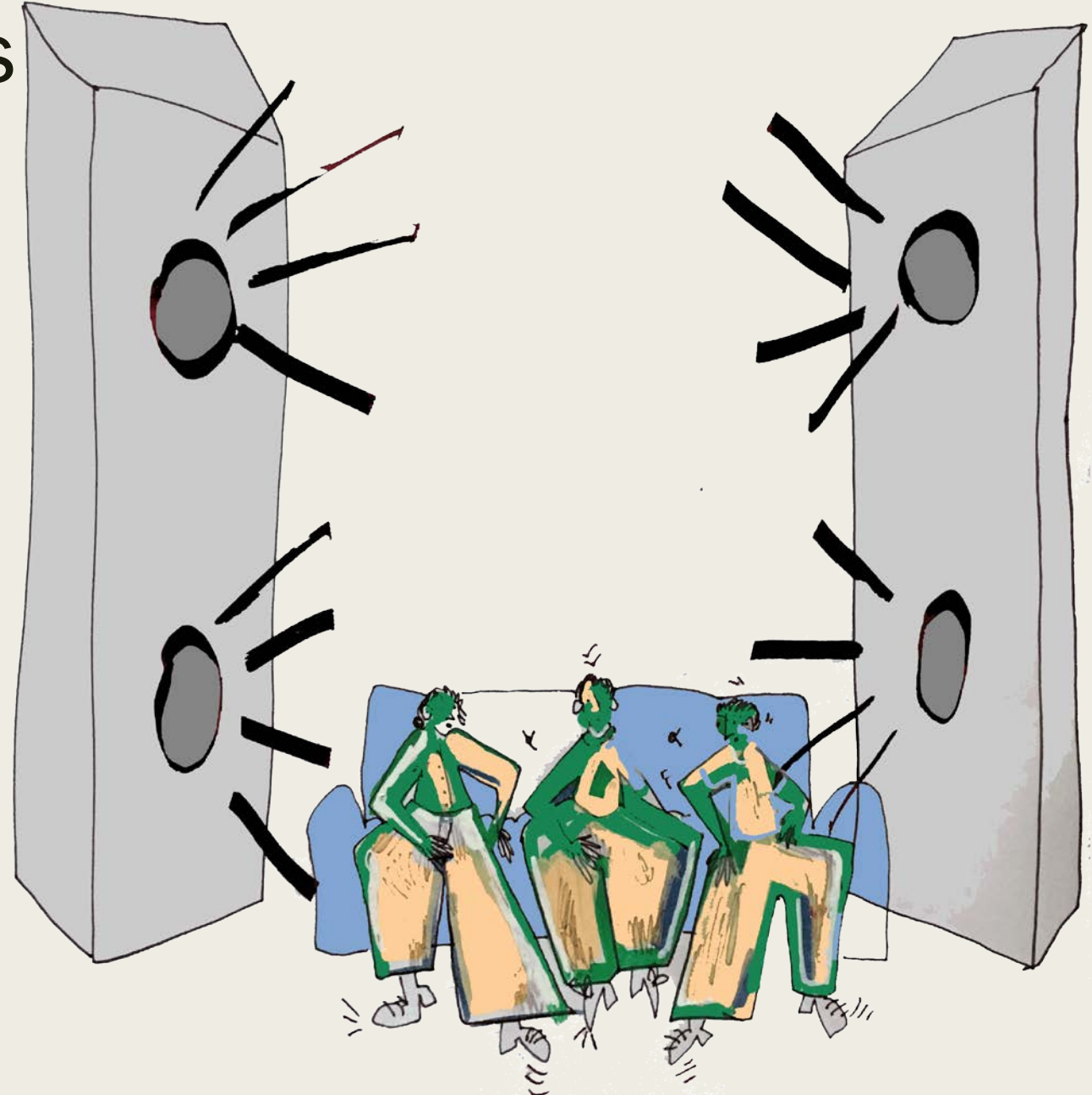
Number 15



- Me and my housemates.
- A short animation of us gaining a new housemate.

The New Students at Number 13.

- Our neighbours, number 13.



The Cat Lover

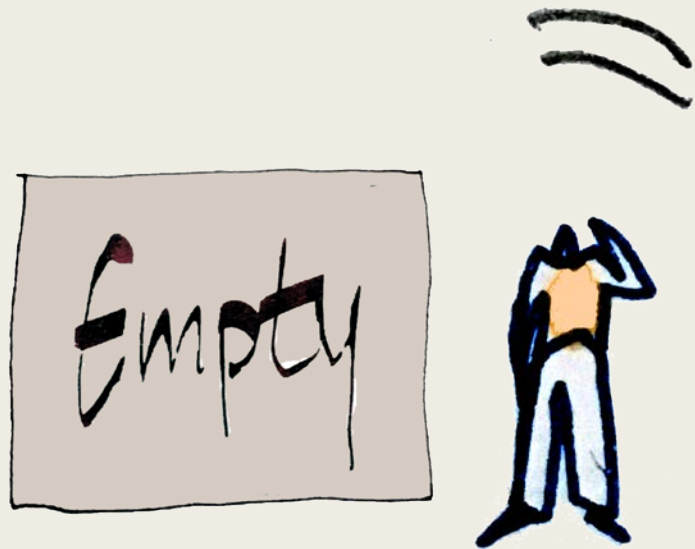


- The house opposite has a ginger tabby cat who sits on the windowsill without fail everyday.

Feedback from research:

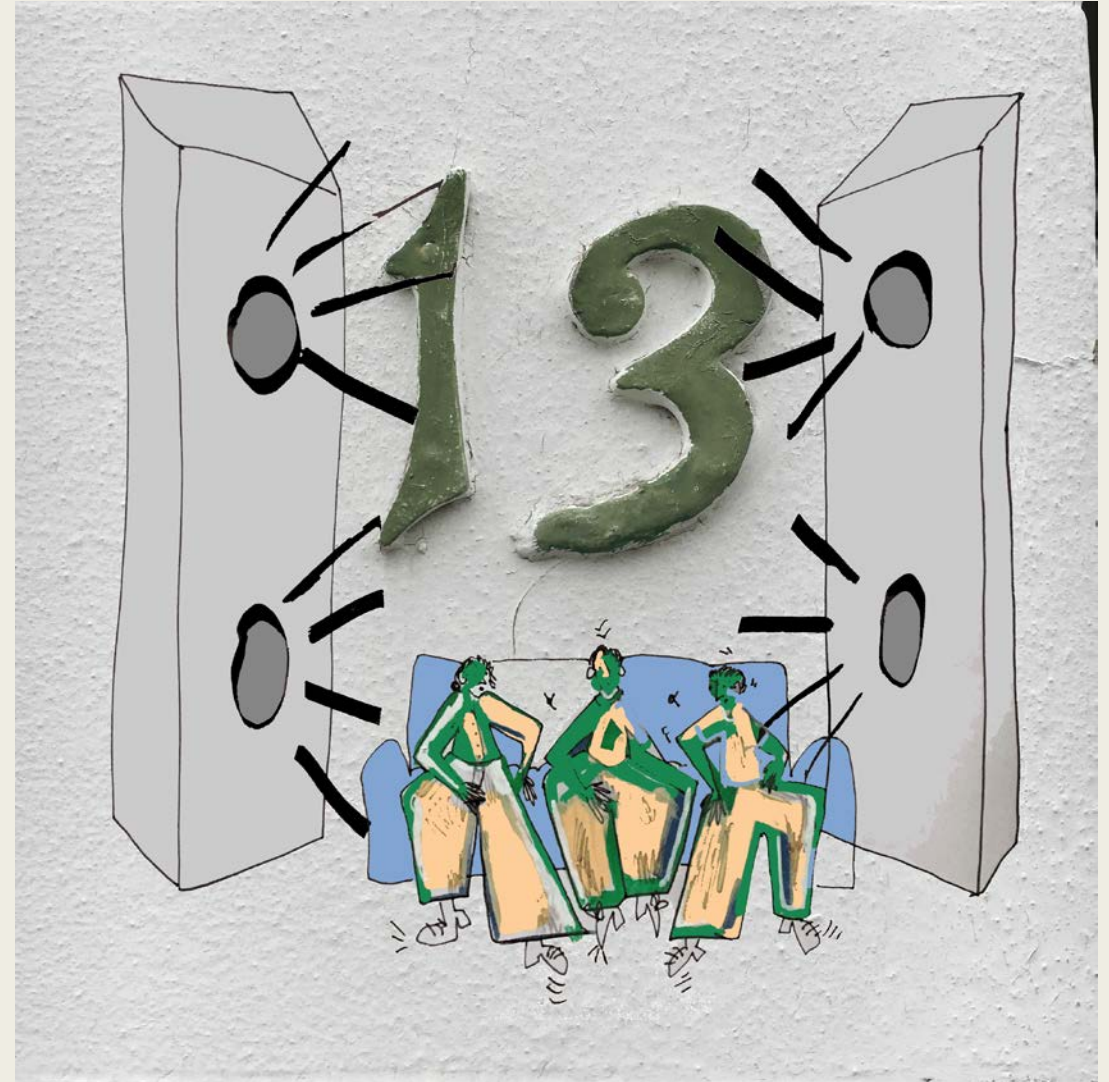
- “Someone has to interact, so it’s a customer based app- they need to know what they will get out of it.”
- Also, could have great relevance to highlight the issue of homelessness and the housing crisis. The idea of having an ‘empty’, ‘forgotten’ or ‘derelict’ GIF for those houses without occupancy, would make the public question why.
- One person said it reminded them of an advert for a charity which would highlight those issues.

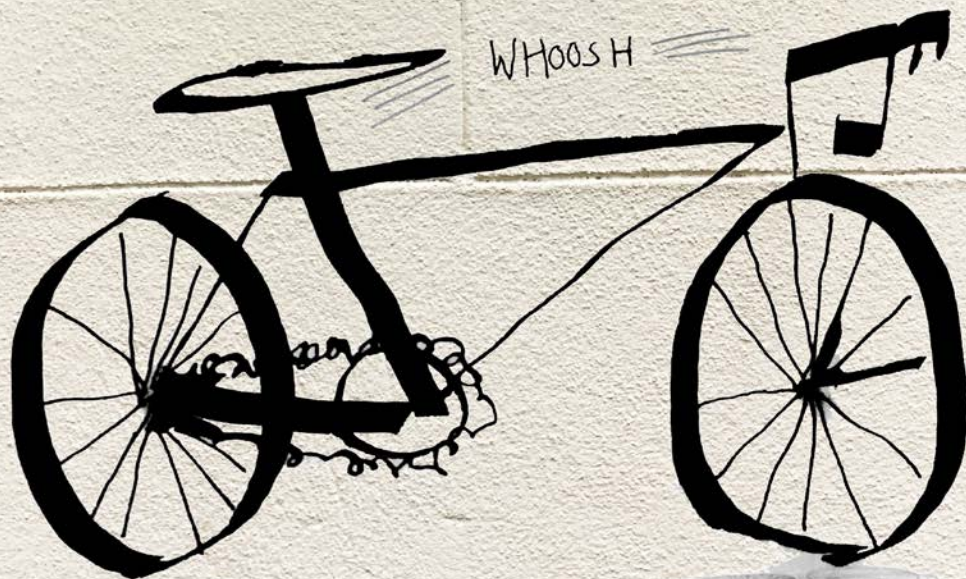
Outcome from research:



- I created a property “empty” sign to engage in the comment about homelessness and the property crisis.

New GIF design

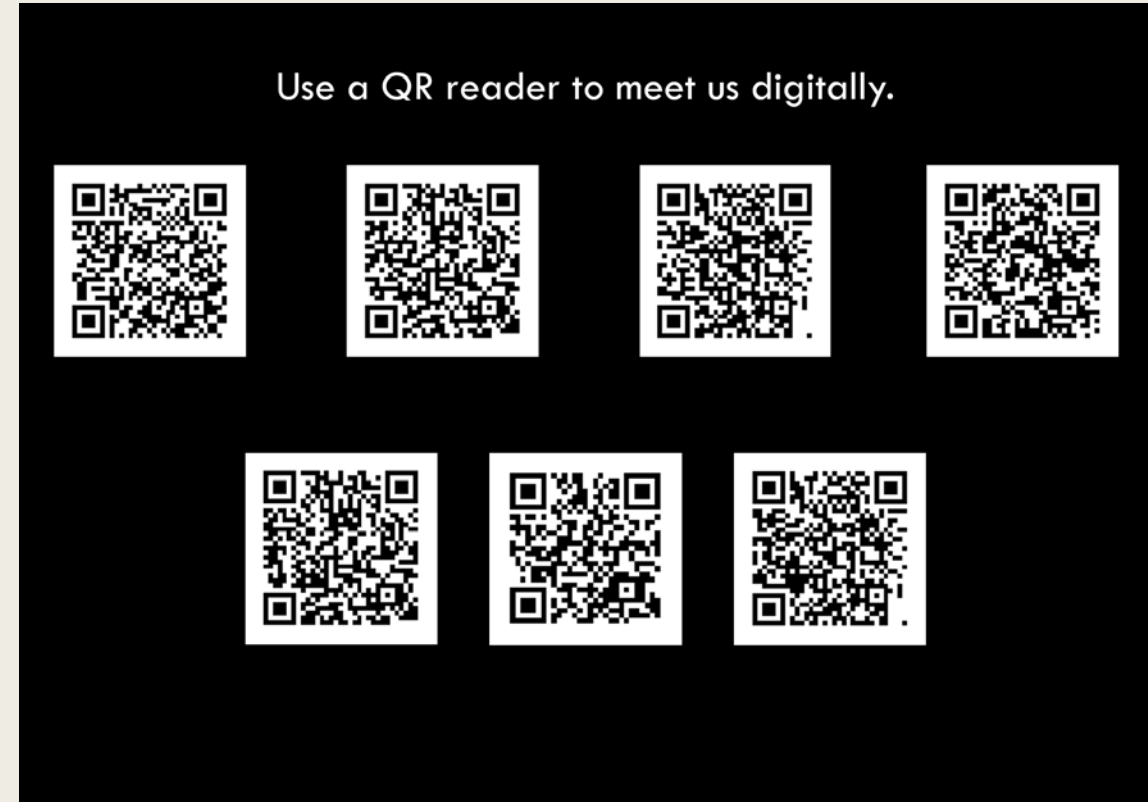








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