A DOODLED “US”:
A DESIGN CASE STUDY ON
URBAN COLLABORATIVE ART

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SOCIAL AWARENESS IN URBAN AREA

difficult to become aware of the others

easy to lose the sense of community
COMMUNICATIVE, PARTICIPATORY

TECHNOLOGY
mobility, easy access, pervasive network

ART
fun, aesthetic, attractive, emotional resonance
CONCEPT

mood doodle app by picking a color and drawing fireworks collaboratively with strangers to generate a “whole” picture about the city mood everyday.
COLOR
reflective rather than representative, speak out, make it public

PUBLIC SCREEN
draw attention, increase awareness

DRAWING
fun and encouraging, subtle and communicative, awareness and reflection on social intimacy
USER TEST

30+: college students, kids
... this is fun, interactive and engaging, ... I will pay attention if people are trying to say something (through doodling) to the screen in Times Square. ... That would be exciting.
LESSONS

A SUCCESSFUL EXPLORATORY STUDY

TECH + ART: A PROMISING SPACE

DIVERSE PERSPECTIVES
PHOTO CITATIONS

NY CITY: http://goo.gl/tWkOkc
CLIMATE ON THE WALL: http://goo.gl/DbuxmN
FLASH MOB: http://goo.gl/jjXtl
COLLABORATORS

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