



The Design Thinking PROCESS

01



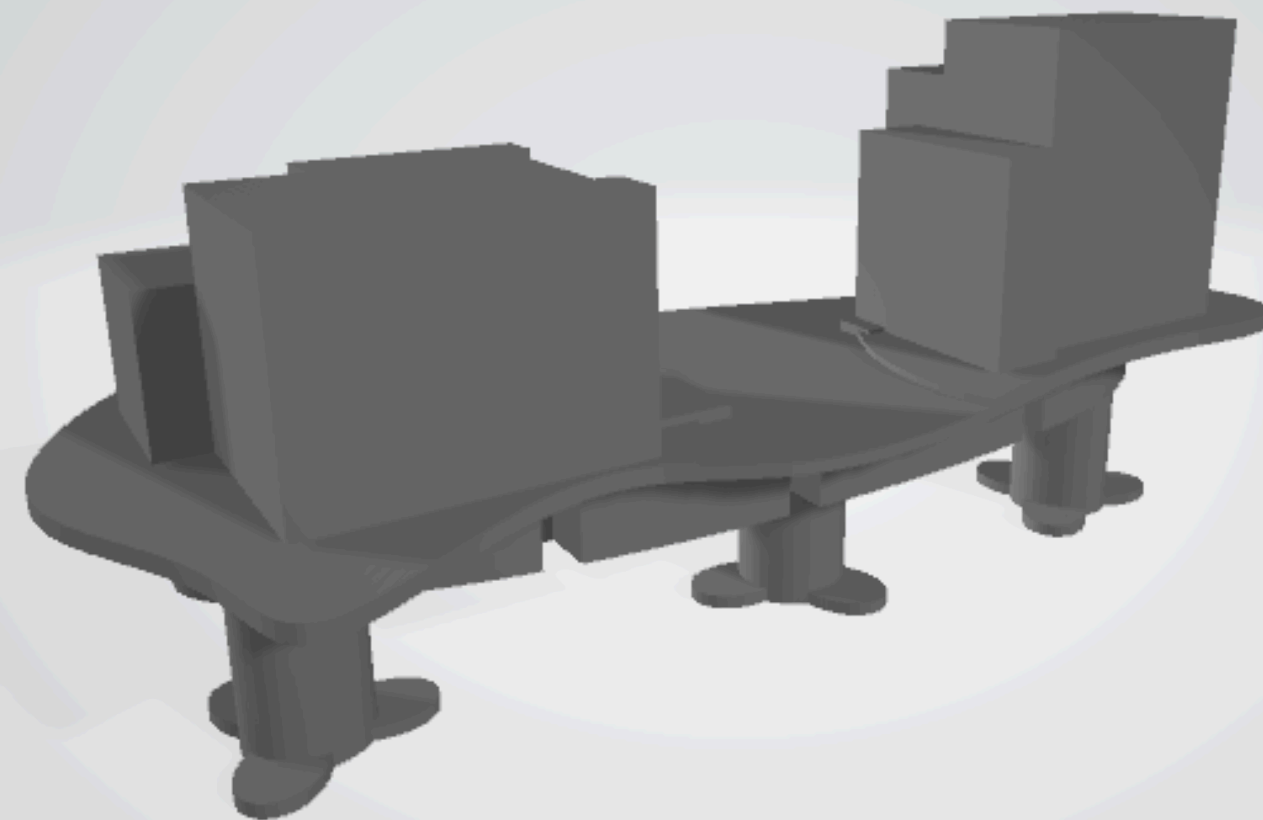
The location

Ocean level rise, rapid population growth, and unsustainable human practices are implicating Earth's ecosystems. Our solution is to create a floating city right off the coast of Venice codenamed "New Venice".

02

CCP

Ellen is a retired grandma who is enjoying her retirement in the city she grew up in. She is a huge nature fanatic and loves Venice because of its close proximity with nature. She hopes that she can live to see Venice become even more integrated with the environment and advance in a way that leaves only positive impacts to the animals around the city.



03

Hoover the Homeless

- 5th generation Venetian resident
- Pessimistic about Earth's future
- Nostalgic about his homeland

Scenario

In the year 2054, the city of Venice is now underwater, due to sea level rising caused by global warming. To meet the demand of growing population and shrinking lands, Neo Venice is built to solve these problems while preserving the classical Venice heritage.

Expectations / Desired Outcomes

- Hoover can have somewhere to live
- Venice is a self-sustaining city that powers on renewable energy.
- Venice, both the one floating and the one sinki together created a twin "Venice". One preserves geological location, the one kept its culture

Phase	Before		During			After	
Steps in the User Journey	Sea level rise	Sunken Venice	Arriving at Neo Venice	New life starts at Neo Venice	Settling down at Neo Venice	The Sinking of Hawaii	Planning for neo Hawaii
User Needs	Stop global warming	Form a city that will not be submerged due to sea level rising	Find somewhere to live	Start living in Neo Venice	Feel the tradition of Venice at Neo Venice	Start to move on and settling in	Start designing neo Hawaii
Emotional Curve What is user feeling?	Fearful: I don't want to leave my hometown.	Devastated: I've lost my home that I've grown in forever	Skeptical: Neo Venice is never going to be Venice	Calm: Living here isn't as bad as I thought I was	Calm: Living here isn't as bad as I thought I was	Sorrow: Another Island of people suffering the same pain as I did	Hopeful: They will have their neo Hawaii in the future
Potential Opportunities	Promote it in newspapers and TV shows	The Government give subsidies for the development of relevant technology	The government promotes Venetian citizens to move to the floating city	Residents start exploring and settling into the city	Residents hold Venetian cultural festivals and holidays	Government help to find places and jobs to keep the people busy	Promote the residents ideas so the mistakes won't be repeated
IDEAS	Live a more energy efficient lifestyle	Establish a city that floats on the sea's surface	Gives new living spaces for Venetian residents	Making organized tours	Buildings are constructed in Venetian style	People learn new professions	Doing Surveys
	Use green construction material	Expertise exchange so to be as efficient as possible	Give benefits for each person coming to the floating city	Organize smaller communities in the city	Transportation uses hydrogen powered gondolas	Doing workshops	Create more job opportunities to keep people busy