

# SPARK.

(ADAM, ADELYA, ALEX, JOLENE, MILO AND RAWDA)

## CONCEPT

The sPARK is a town center that is centered in a small community. It is oval-shaped with a multifunctional open space in the middle with floating, sphere-shaped pods surrounding the space. The pods will be used for various purposes such as food courts, retail stores, or show rooms for tech-companies like Tesla, Apple, etc. Since the pods are floating, they can be moved around easily to restructure the open space for events. The floor in the center can be adjusted, so the space can be transformed for events such as concerts, sports events, or farmer's markets. This makes the town center exciting and creates a sense of community by bringing people together.

## CCP AND POV: TECH-Y TOM

- A 42 year old Dad who is interested in all things tech
- Has two kids and wants to introduce his kids to tech for their learning while also letting them have fun
- Has a family dog
- Goes out with his kids and dog every weekend
- Is very active, loves sports and going on hikes
- Lives in Cupertino

Tom needs a children-oriented conducive space for their empirical and experiential learning in sparking interest in tech or other STEM related degrees, and a dog-friendly design for their lovely family dog.

## MVP & MVP+:

### MVP:

- Circular central park with modular terrain for multi-functional usage
- Modular levitating tech-savvy pods for different uses
- Collaboration hub with research institutions

### MVP+:

- Science centre for children
- Dog-friendly design
- Mariposa Market

