

EVOKE

Connecting families through their shared memories

10 week capstone project



BRIEF

Undergrad Capstone:
Design a product about
nostalgia.

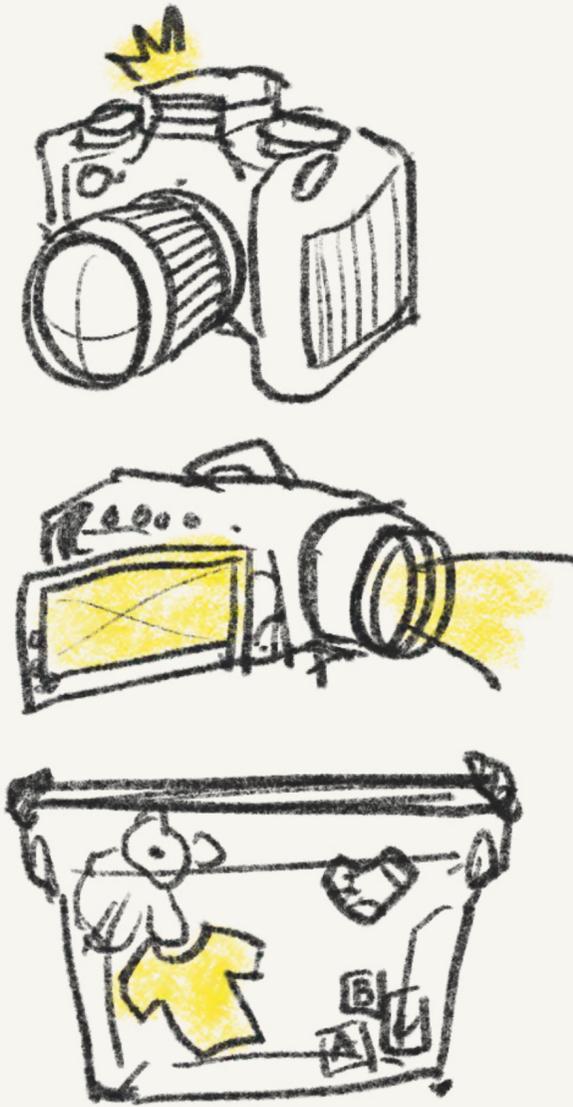
PERSONAL GOALS

Challenging myself with an
emotional problem space

Feasible product solution

Compelling storytelling about
products relationship with the
consumers.

STORED



Memories are saved in physical and specific objects.

SHARED



But memories are shared over conversation. Never over with the object.

NOSTALGIA



Nostalgia feels magical when memories are discovered and explored together.

RESEARCH

What makes nostalgia magical?

How are memories stored and shared?

RESEARCH

When do families get to remember together?



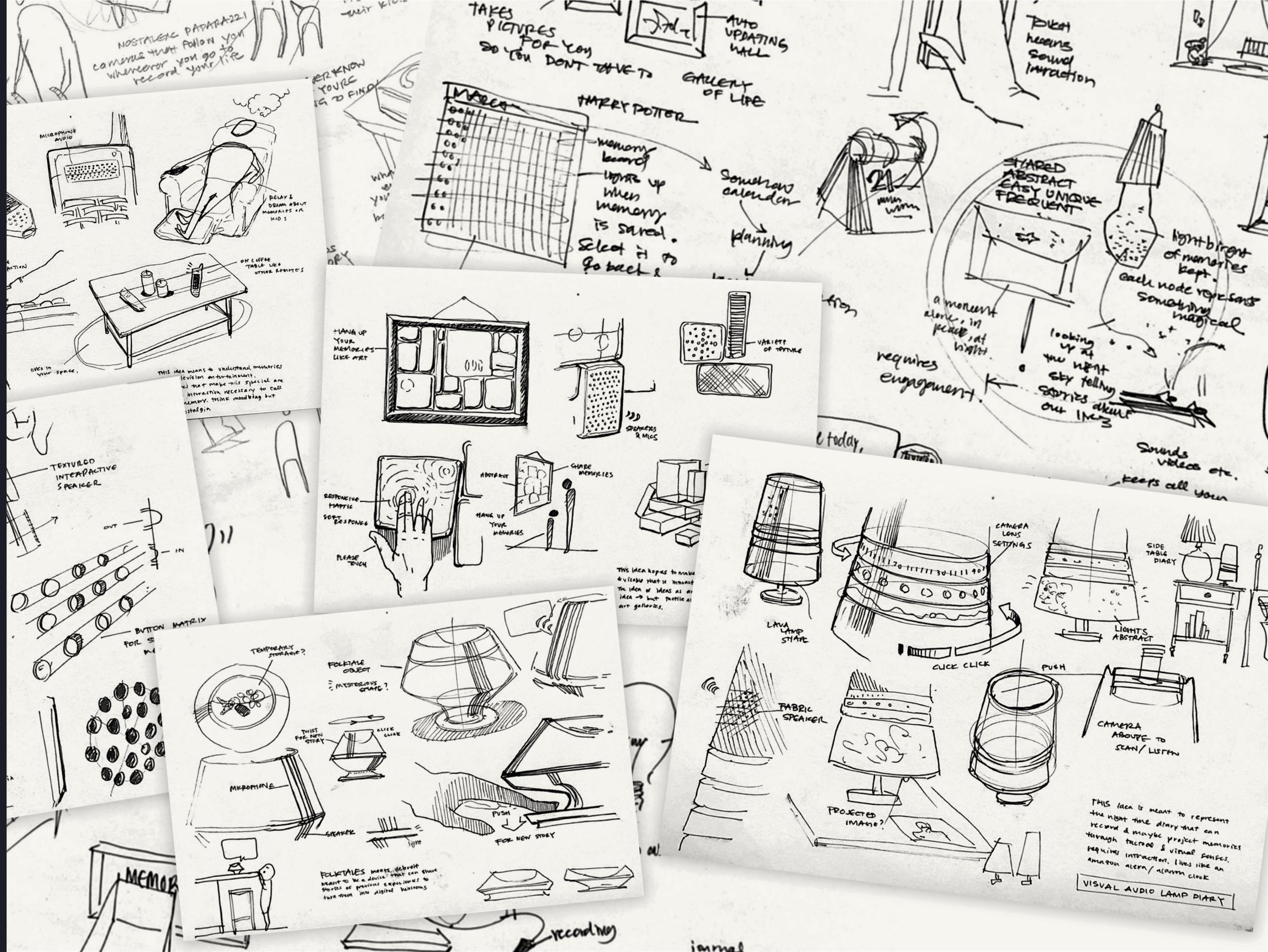
Families make thousands of memories over the years.
Parents long for a way to revisit and bond over them.

REFINED DIRECTION

How might I design a memory device that connects parents & children over their shared memories?

IDEATION

How could a product store “the sounds of a laugh, the smell of a bath, or the feel of their skin?”



Which concept keeps the magic of remembering together?

An abstract sensory storybook that discretely records memories for replay.



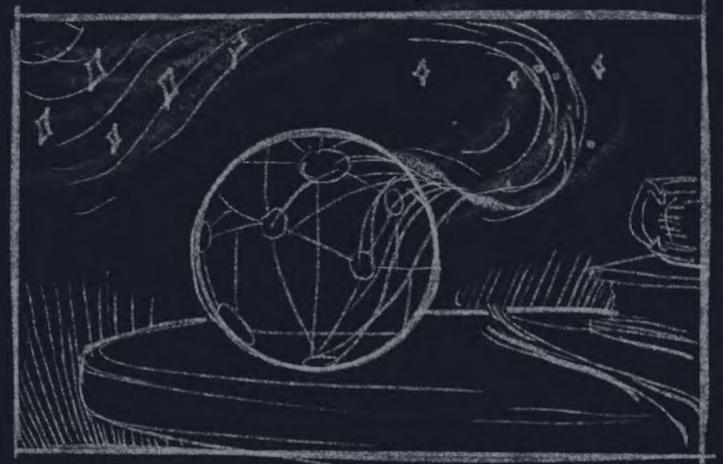
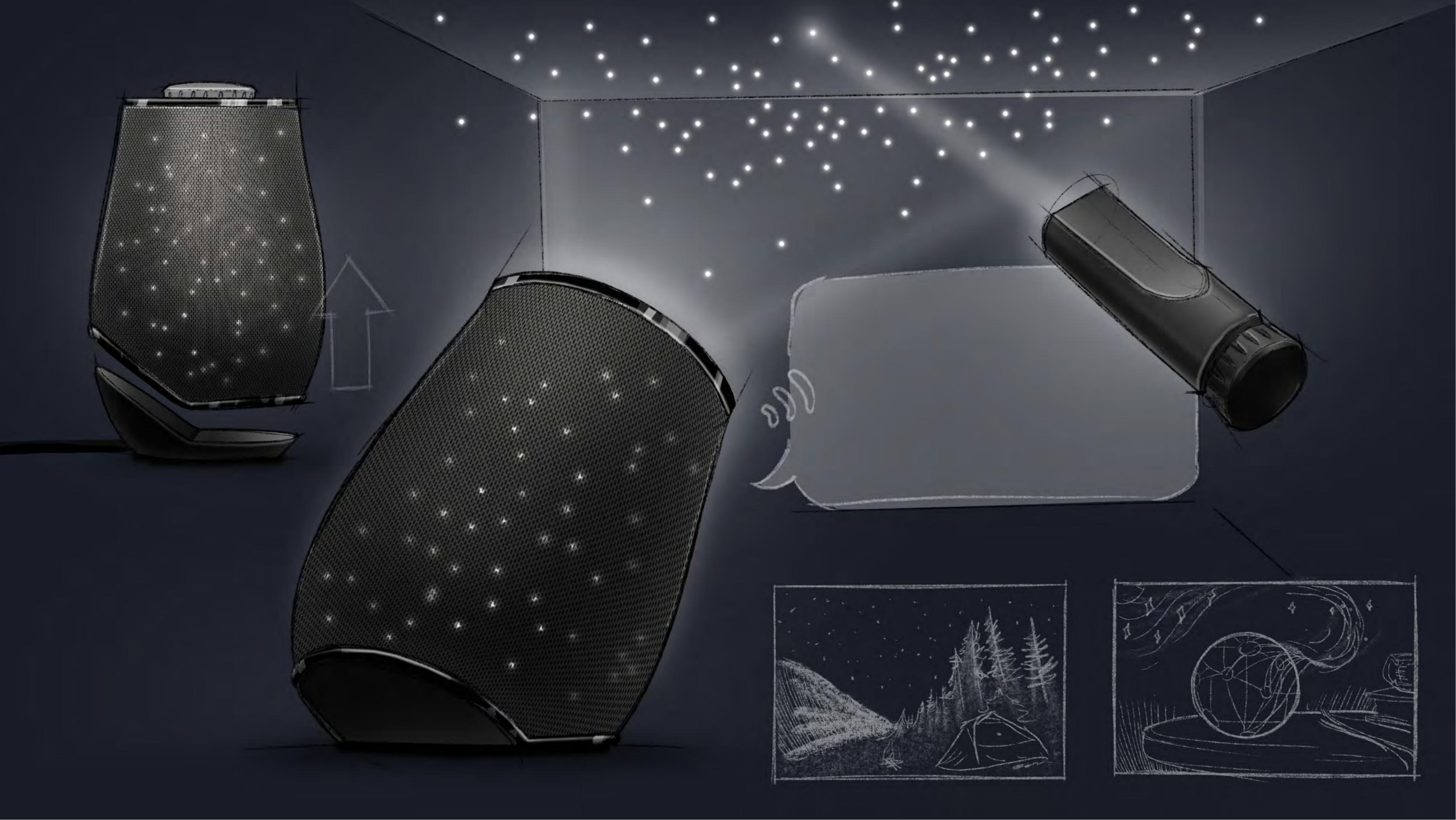
A device you can tell stories and it will save them like stars in the night sky.

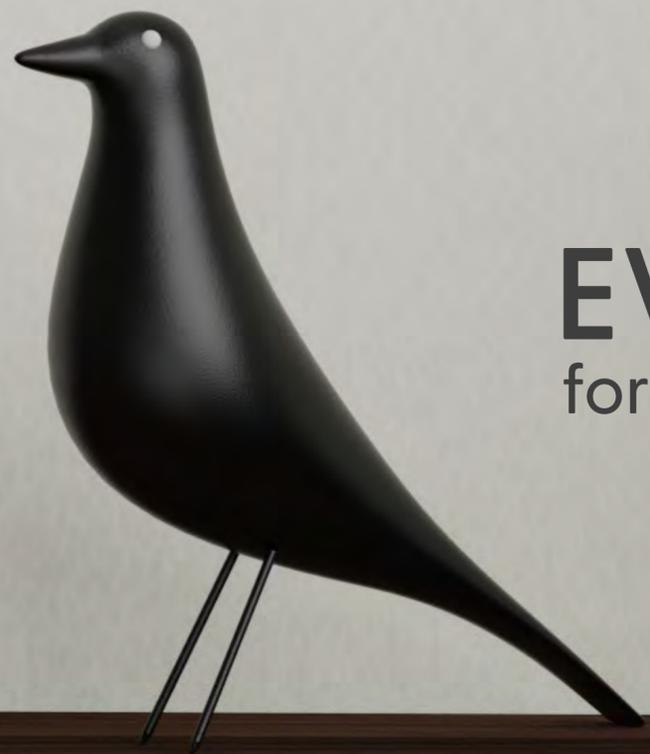


REFINEMENT

How do you interact with this object? What form does it take?







EVOKE
for sharing memories





1. Enjoy living in the present and creating memories with your family.



2. Together, save your memories from that day by telling it a story.



3. Each memory will be saved as a star in your memory jar.



4. Reconnect with your shared memories, anytime and anywhere.



5. Select a star from your galaxy of memories with the magic wand.



6. Evoke shared memories by listening to them all over again.



Evoked the magic—



of memories stored in the stars.