

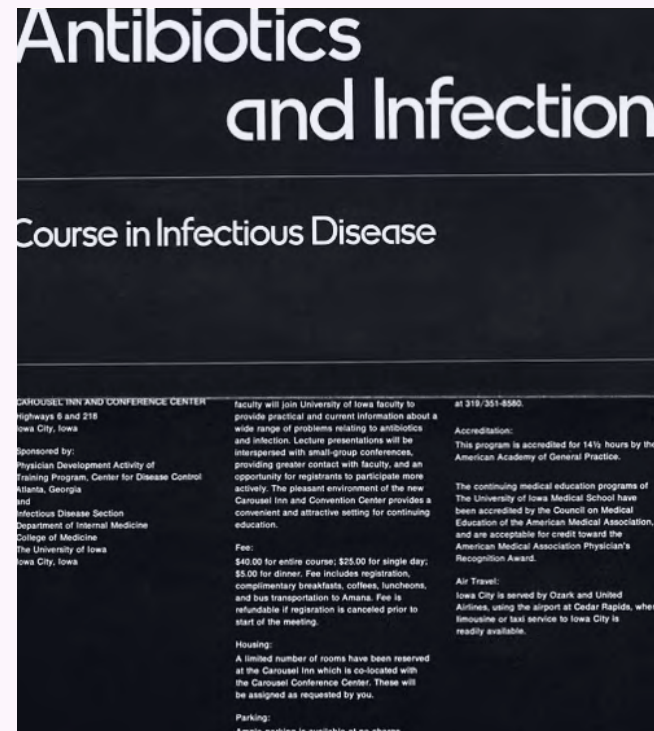
Helping COVID-19 Smell Loss

Synopsis



This project informs users of smell dysfunction, which has drastically increased due to COVID-19. Repurposing the technology of micro-encapsulation, this project is an interactive way to help viewers with smell dysfunction regain their sense of smell back, and to inform viewers who are unaware of smell dysfunction. Smell Dysfunction affects 50-75% of Americans, however we don't see much discussion of the topic. This leads us to think that many people are unaware of the issue, leading us to create this project.

MoodBoard/Inspiration



Team



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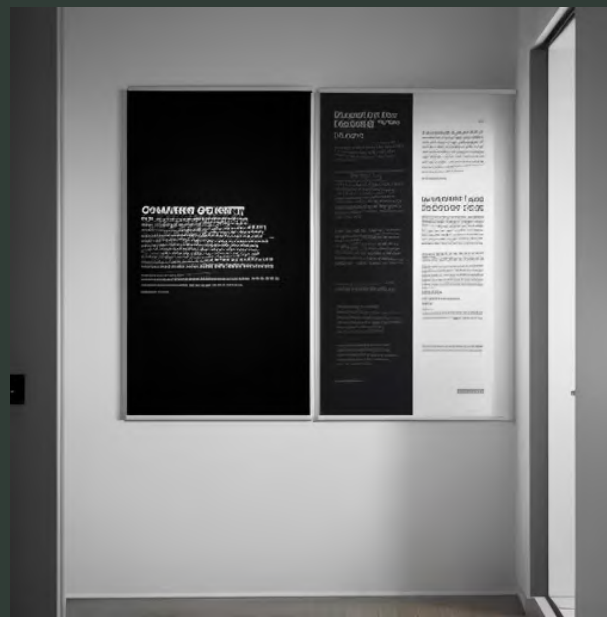
Storyboard



Enter gallery room



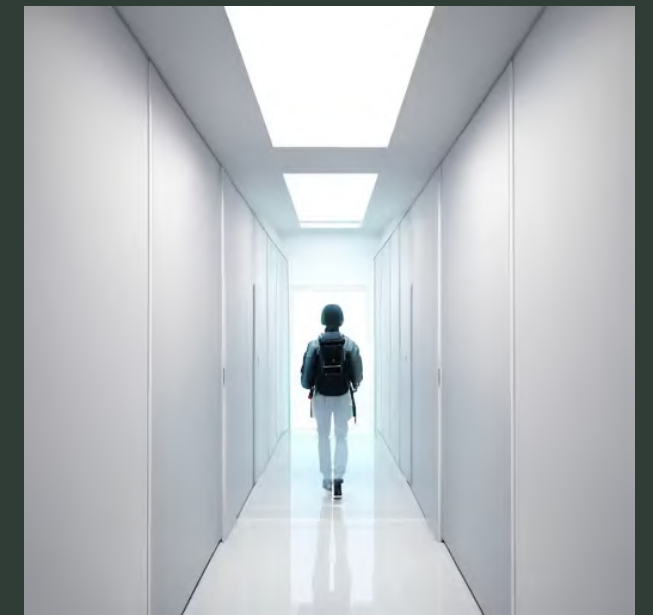
Read instruction paper



Read posters



Scratch and sniff
posters/stickers



Exit gallery room

Storyboard

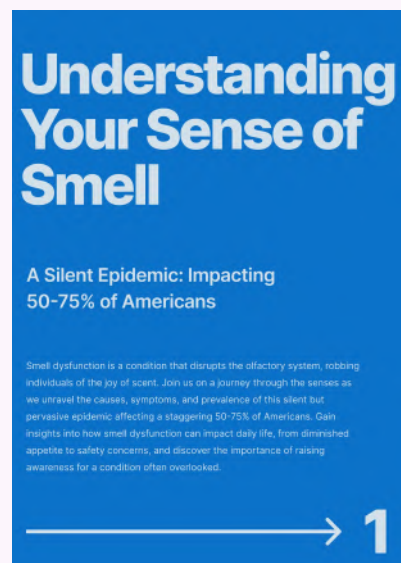


According to Mayo Clinic, Smell Dysfunction affects 50–75% of Americans, however we didn't see many people discussing smell dysfunction.

Project Timeline

Dec 13

Low-fi prototype



Design of posters, site of the exhibit, pitch deck

Feb 7

Hi-fi prototype



Scratch and sniff, instructions sheets, final information on posters

Feb 14

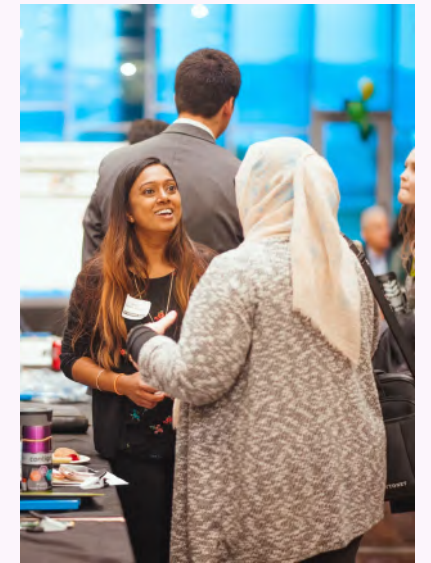
Finalizing Project



Lighting, projecting mapping, user feedback, curating the room - space around the posters

Feb 26-March 1

Demo Day/Showcase



Finalize any changes before demo day!

Multisensory Tech

Scratch and sniff

- Created through the process of micro-encapsulation
- When rubbed, micro-capsules break easily releasing the smell

Why?

- Creating scratch and sniff posters is **interactive**, helps people **regain their sense of smell**, and **informs people about smell dysfunction**
- Scratch and sniff was originally used to diagnose anosmia
- According to Henry Ford Health, smelling strong essential oils can help retrain a lost sense of smell



Basic Floor Plan & Space and tech

- Basic floor plan
 - We need a room where we can hang 4 large posters on each wall.
 - Room able to place at least one piece of work in the center of the room.
- Space and tech at building 22
 - Room to set up and present our project.
 - Motion capture studio (might use for the video part if we decide to make video, not decided yet) for the extra parts.

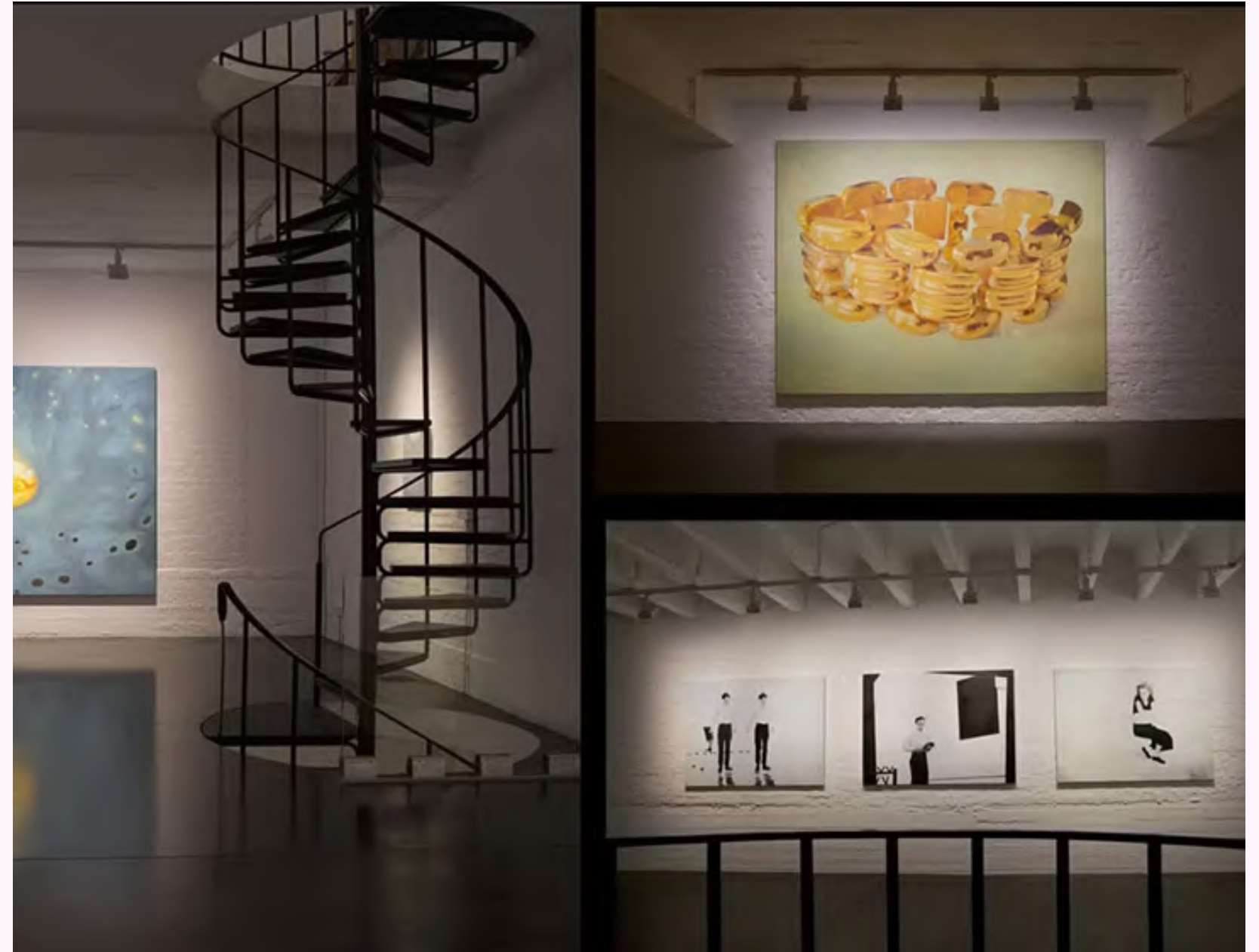
Site & Target Audience

Central Location

- We will want a room in a central location to the entrance of the exhibition, that way people can walk in, around, and out smoothly as well as take a scratch and sniff poster on the way out of the building
- To create ambiance to the site, we want the room to be somewhat dark, with spotlights shining light onto the posters, highlighting the path for viewers to take

Target Audience

- Our ideal audience will be people who are experiencing smell dysfunction currently, as they can smell the essential oils to help regain their senses
- Additionally, a secondary target audience will be people unaware of smell dysfunction, as well as people who have experienced smell dysfunction in the past



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Thank You!



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