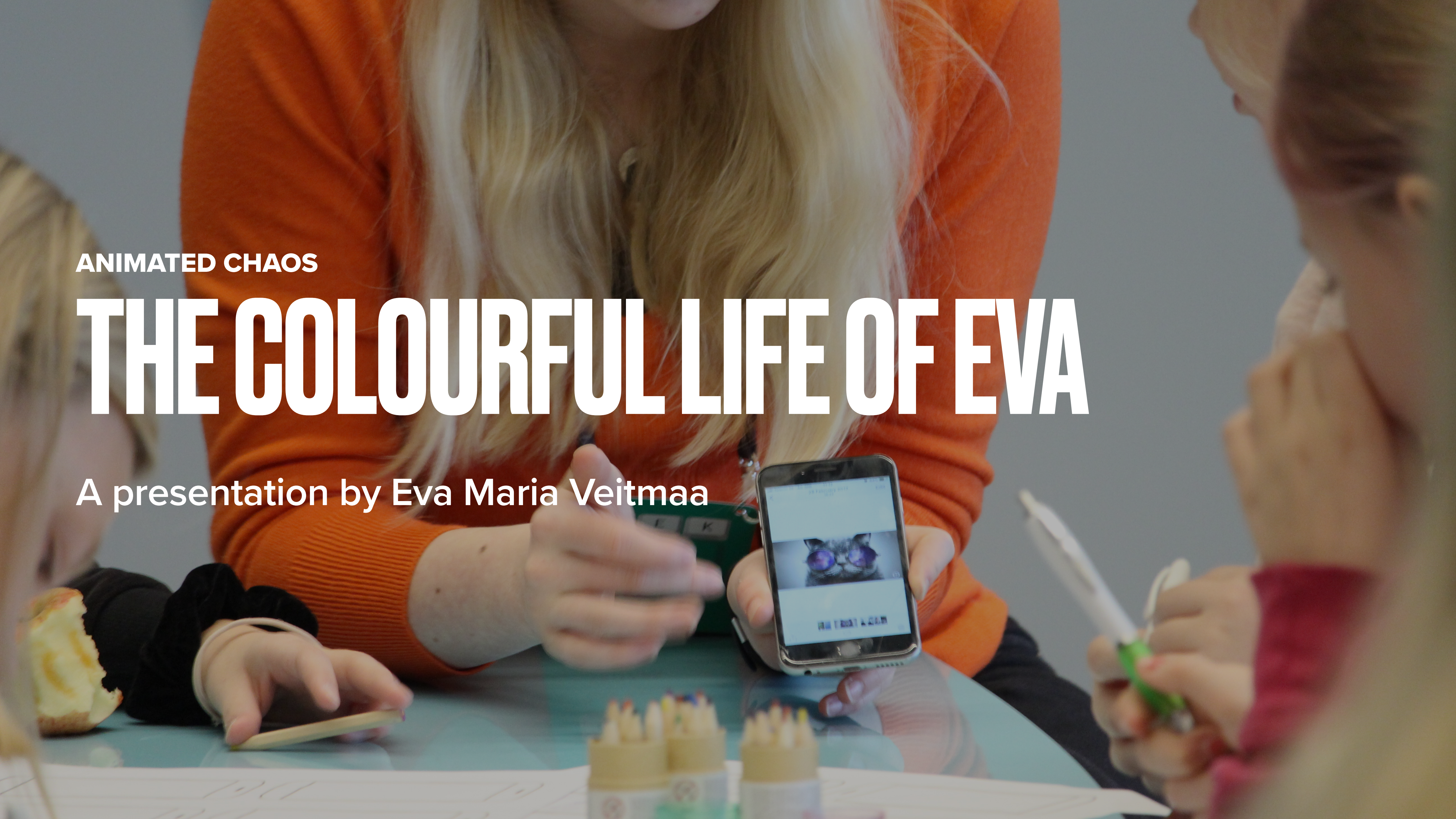


ANIMATED CHAOS

THE COLOURFUL LIFE OF EVA

A presentation by Eva Maria Veitmaa



ABOUT

WHO IS EVA? 🤔

AKA ANIMATED CHAOS

- Asks questions
- Seeks experiences
- Pushes boundaries
- Speaks her mind
- **Evolves constantly**
(like a Digimon — because Eva grew up watching Digimon, not Pokemon)





EDUCATION

2019-2020



2018-2019



2015-2018





PROJECTS



GALLERY OF HEARTBEATS

Sensory reality. Research through design. Soma design. MSc thesis.

2020

GALLERY OF HEARTBEATS

- Increasing bodily awareness and social sharing of the heart rate
- Opening of a wide design space around novel sensory reality tech

EVA DID:

- Exploration of somatic experiences
- Sensory reality design critique
- Experience prototyping
- **User testing**
(semi-structured interviews, contextual inquiries)





WALK OVER ME

Physical interaction design.

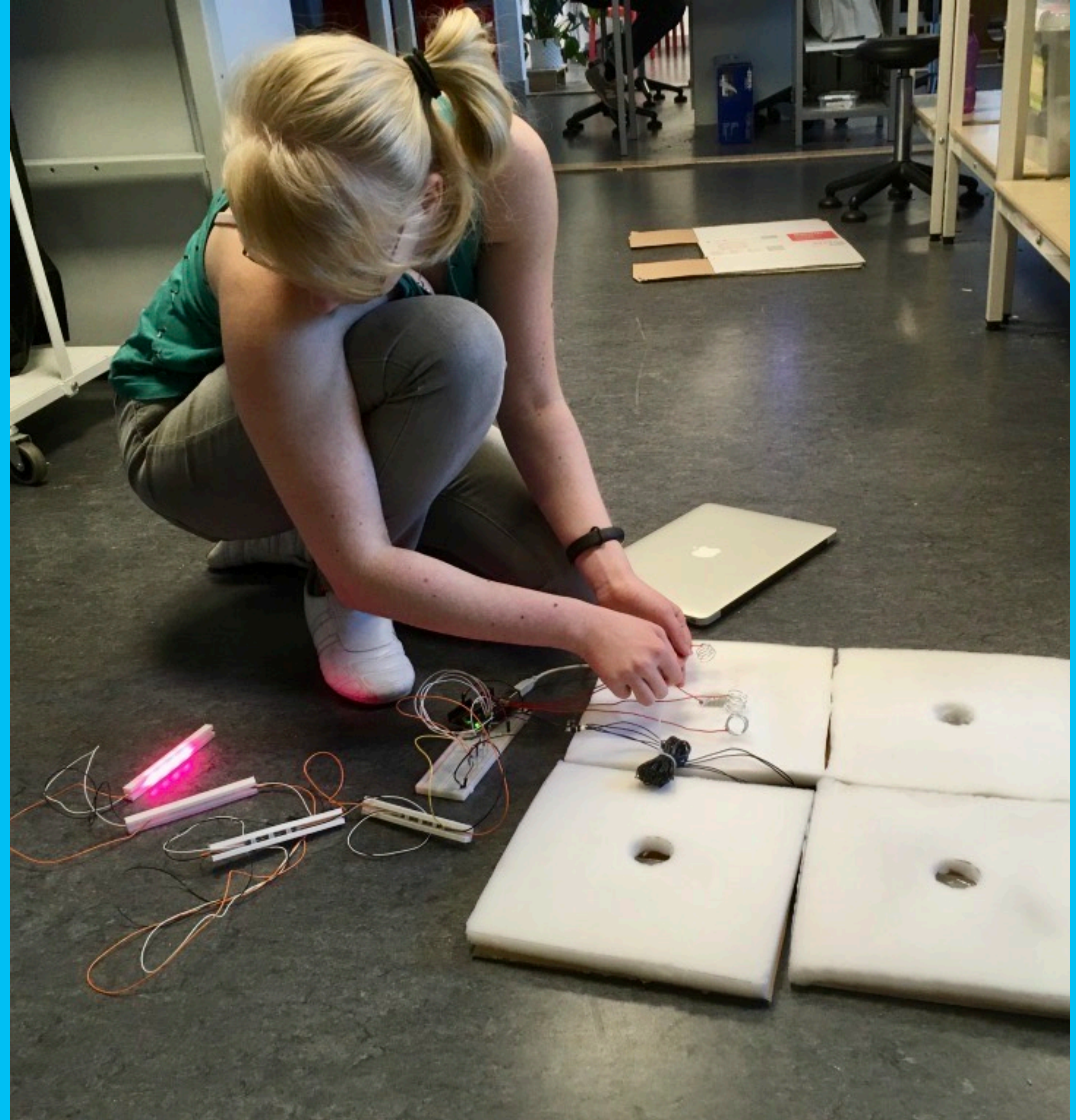
2019

WALK OVER ME

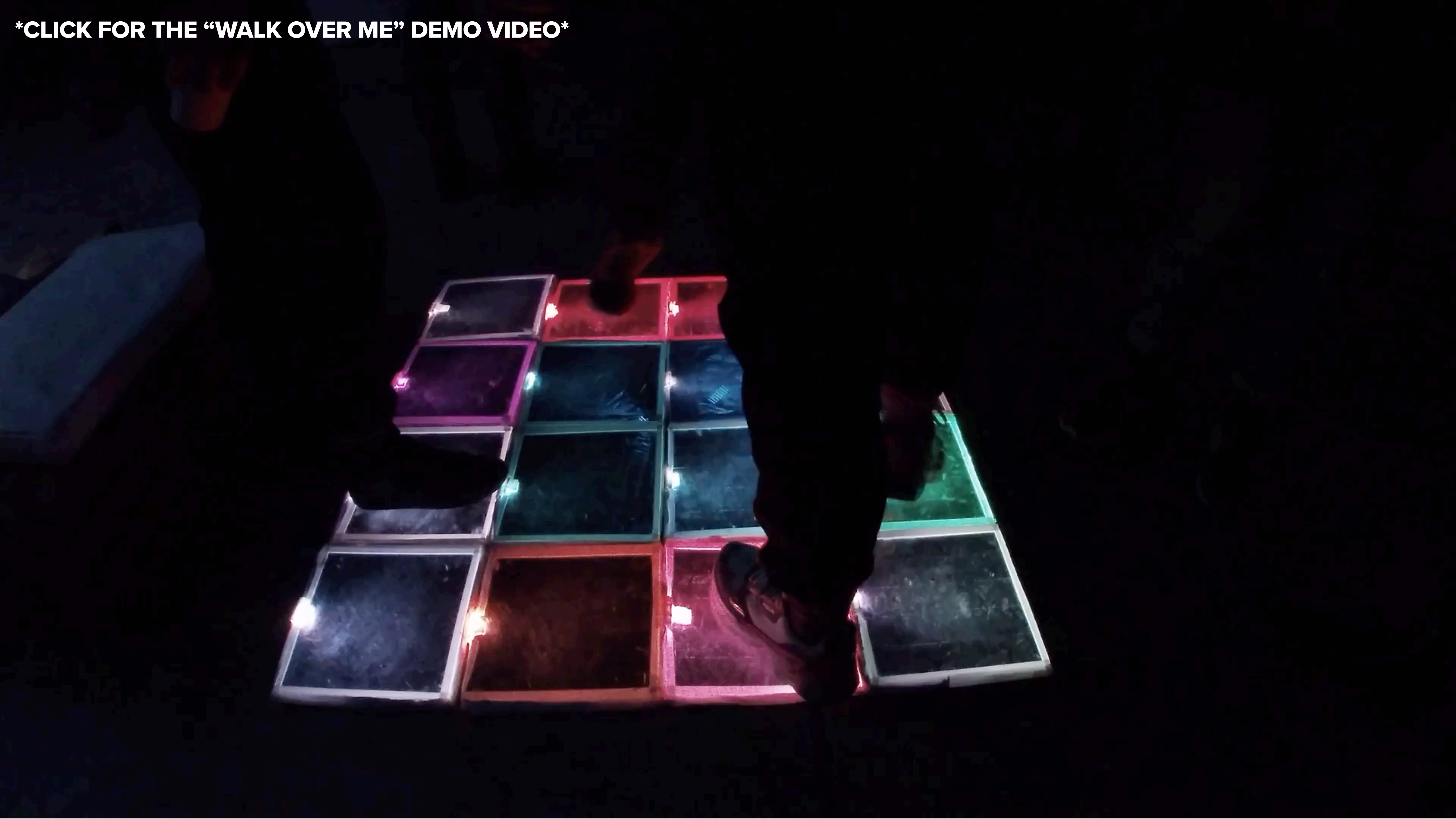
- Interactive floor combined with a remote control mobile app
- To light up dark, cold, and wet Swedish playgrounds in winter

EVA DID:

- Project management
- Product ownership
- Facilitating brainstorm and design sessions
- Physical prototyping
- Filming and editing the demo video



CLICK FOR THE “WALK OVER ME” DEMO VIDEO



WORKER

Business development. User research.

WORKER

14:58



2019

WORKER

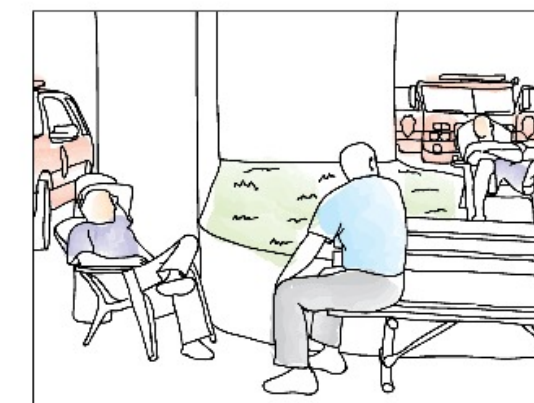
- Mobile-based VR training suite for rescue workers
- Reduces costs, time, and effort needed for training
- Provides feedback to workers and supervisors

EVA DID:

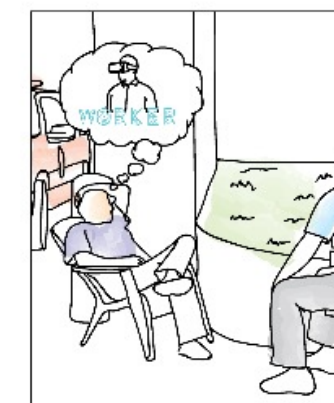
- Identifying user needs (through interviews)
- User testing
- Bits and pieces of business development
- Pitching and demo video

We *had* to use VR

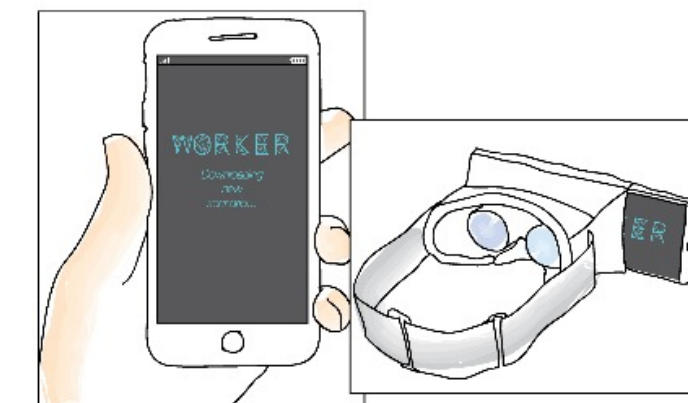
STORYBOARD!!



Erik is a fireman on call today.
He cleaned and hit the gym,
and currently has some free time.



He thinks he could
practice some rescue skills so
as not to forget them.



Luckily, his fire station uses the Worker VR-training system.
Erik grabs his smartphone, downloads a new training session,
and puts the phone into his station's VR headset.

WORKER
Colocation and team training
for emergency personnel
in virtual reality

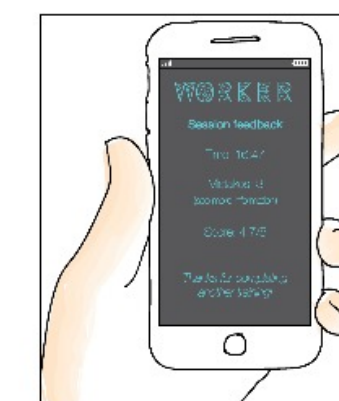


The simulation starts with Erik arriving at the scene of an accident - a car is engulfed in flames
and Erik needs to save the victim from the burning vehicle.

He uses the remote controls to select items and tools to control the situation.



In the simulation, Erik can work together with firefighters from other stations,
as well as rescue workers from the medical services and the police department.



At the end of the simulation,
Erik receives a summary of
his performance.



Erik is congratulated by his team lead who
has just received a notification about Erik's
training session.

WORKER

With Worker, all types of rescue workers
can train in realistic simulated situations,
individually or collaboratively, no matter
the time of day or their location.

The possibility to practice on demand, with
reminders to practice, feedback, guidelines,
and walkthroughs enables Erik and his
colleagues to stay at peak performance even
during a calm day at the station.

CLICK FOR THE “WORKER” PITCH VIDEO

WORKER

Train together. Save together

***Every other spring, Estonian paramedics,
firefighters, and police come together***

PHOTO BY © CEES ELZENGA

FIREFLIES

Interactive experience design. Research through design.

2019

FIREFLIES

- Bringing alive the stories of a local cemetery
- Interactive multisensory experience (lights, sounds, haptics, pushbuttons, smoke)

EVA DID:

- Sound design
- Storytelling (incl poem translation from Dutch to English)
- Facilitating brainstorm sessions

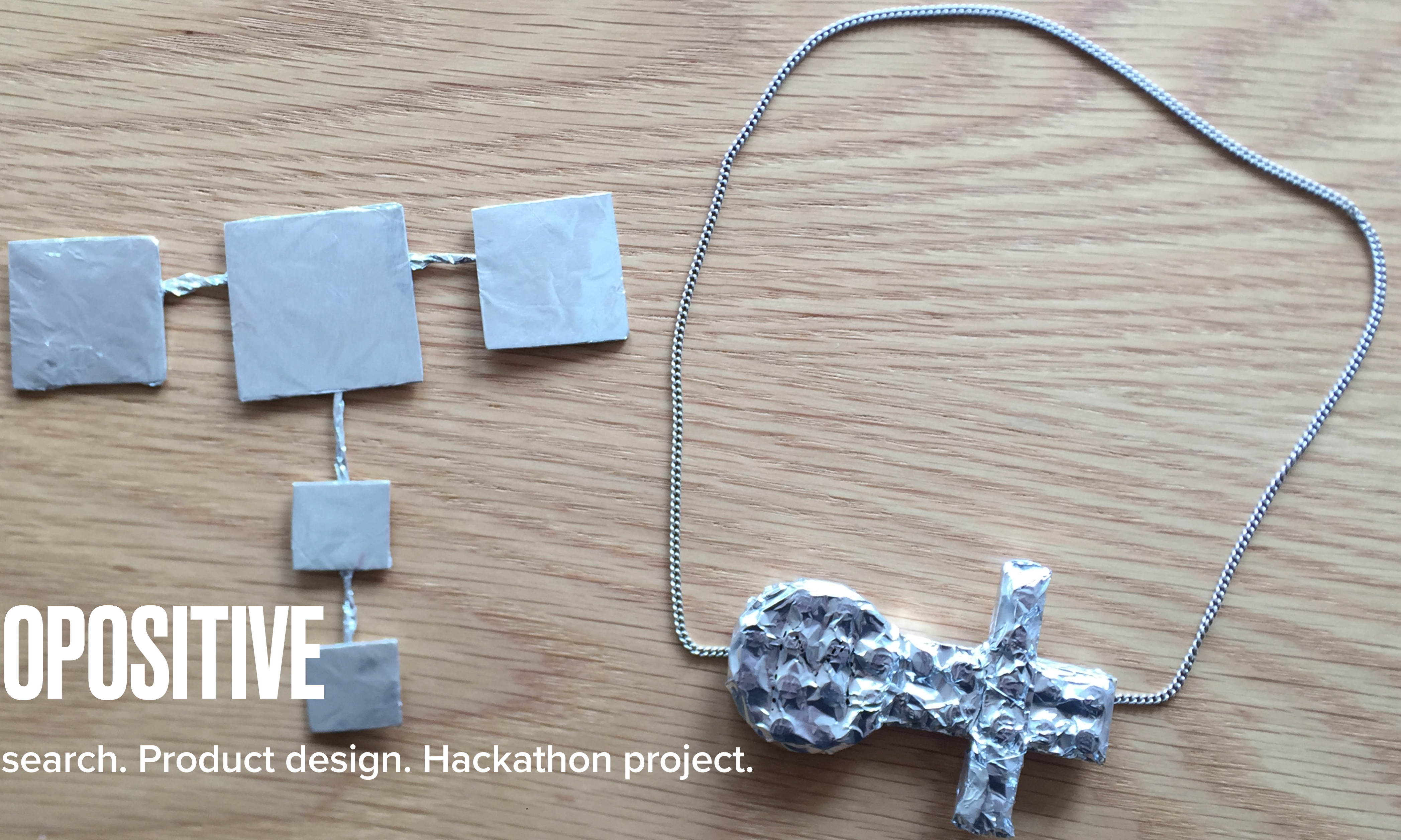




CLICK FOR THE “FIREFLIES” DEMO VIDEO

MENOPOSITIVE

User research. Product design. Hackathon project.



2019

MENOPOSITIVE

- Cooling jewellery for coping with hot flushes
- Weekend project at STHLM Tech Fest hackathon

EVA DID:

- Facilitating brainstorm sessions
- User research (on Reddit)
- Rapid prototyping (with foil, cardboard, Legos, and Christmas lights)
- Pitching



CLICK FOR THE “MENOPOSITIVE” PITCH VIDEO





WHAT OTHERS SAY

**“EVA HAS FINISHED HER TASKS BEFORE
THEY ARE EVEN HANDED OUT.”**

— SEVERAL PROJECT TEAM MEMBERS



“WOW. YOU’RE LIKE ANIMATED CHAOS.”

— A NEWLY MADE FRIEND WHEN THEY HEARD WHAT EVA CAN AND HAS DONE



**“STOP BRINGING US WATER! WE STILL
HAVE THE LAST 10 BOTTLES YOU
BROUGHT.”**

**— A GIRL FROM EVA’S GEEKS ON WHEELS PROJECT TEAM WHEN EVA WAS WORRIED
ABOUT HER TEAM’S WELLBEING AND KEPT BRINGING THEM WATER AND SNACKS**



SAAREMAA ÜHISGÜMNAASIUM



PHOTO BY © VALMAR VOOLAID

**“I STILL DON’T KNOW WHAT IT IS THAT
YOU DO.”**

— EVA’S MUM



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PIGEON MAIL: *[still setting it up]*

