

---

# The spark

A decentralized network for smokers

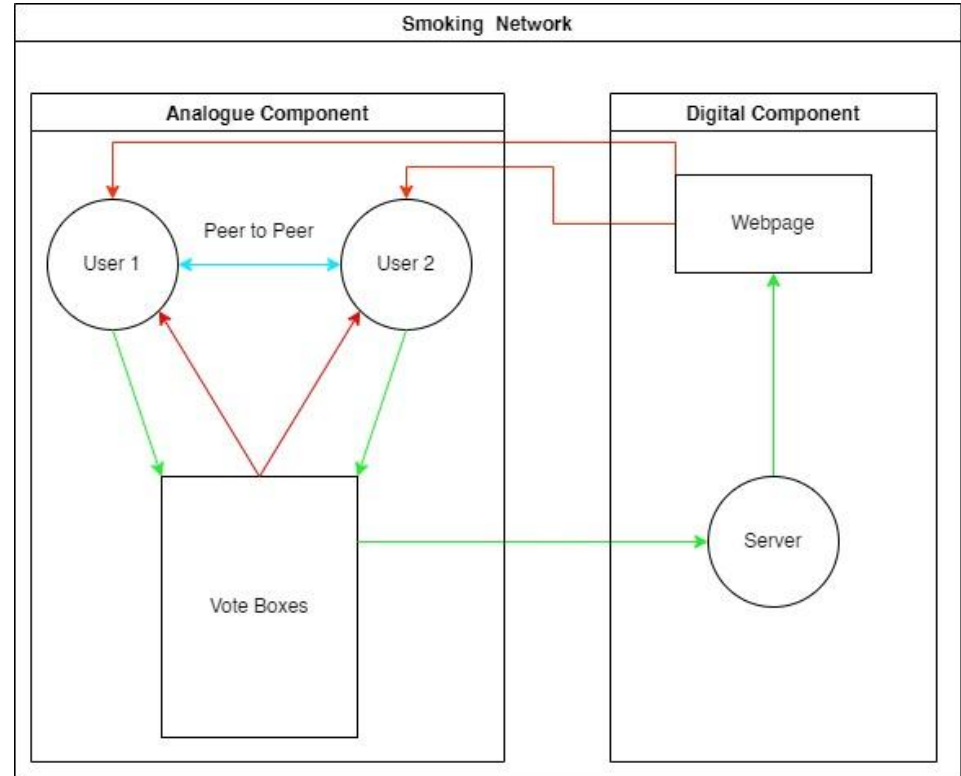
---

# What is The Spark network?

The Spark network is a Digital-Analogue hybrid social network aimed at connecting smokers and sparking discussion through prompts.

On October 4, 2021, at 15:39 UTC, the social network Facebook and its subsidiaries, Messenger, Instagram, WhatsApp, Mapillary, and Oculus, became globally unavailable for a period of six to seven hours.

Picture of spark BOX



---

# Messaging

The Spark manages to connect smoker by sparking conversation through the use of frequently updated prompts that appear on the box.

---

---

# Publishing

Once a smoker has answered the prompted question by casting their cigarette butts into the spark box the box automatically weighs the mass of votes in each section of the box and publishes the results to the Spark website where anyone can see how people are answering both past and present questions.

Not only are the results published online but they are also visible through the clear front side of the box itself. In addition to the current question the box also displays results for past questions.

---

---

# Storage

All results from past prompt questions are stored on The Spark servers to be displayed on Spark Boxes and The Spark website.

Results are also stored in an analogue way by having the boxes containing the cigarette butts.

---

---

# Testing and iteration

---

---

### Basic Smoking Prompts

- Do you smoke? (Baseline)
- Are you a social smoker
- Do you plan on quitting
- Would you consider yourself an addict?
- Is smoking beneficial to your mental health?
- Smoking your own Cigie or Borrowed?

### Funny Prompts

- Do you smoke in the mysterious and cool way or in the irreversible damage to my lungs way?
- Concept of bimbofication?
- Cigarettes after Shrek?

### Wdka Related Prompts

- Circus Station Boys or Audiovisual Softboys?
  - Willem de Codarts or Codarts de Kooning?
-





Are you a social  
Smoker?

37%

63%



Cigarettes after  
Shrek?

56.25%

43.75%



Do you smoke?

50%

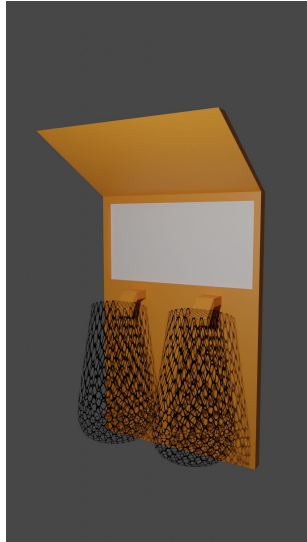
50%

---

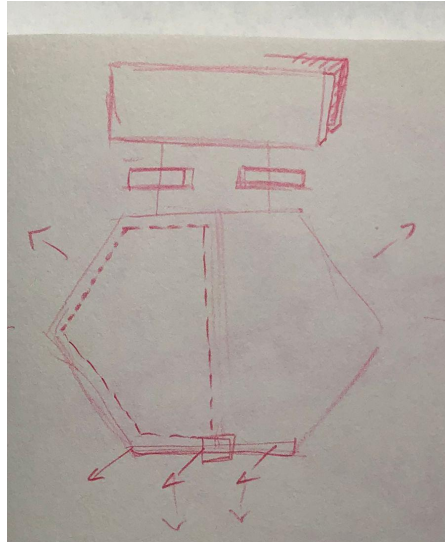
# Designing the boxes

Design through Iteration

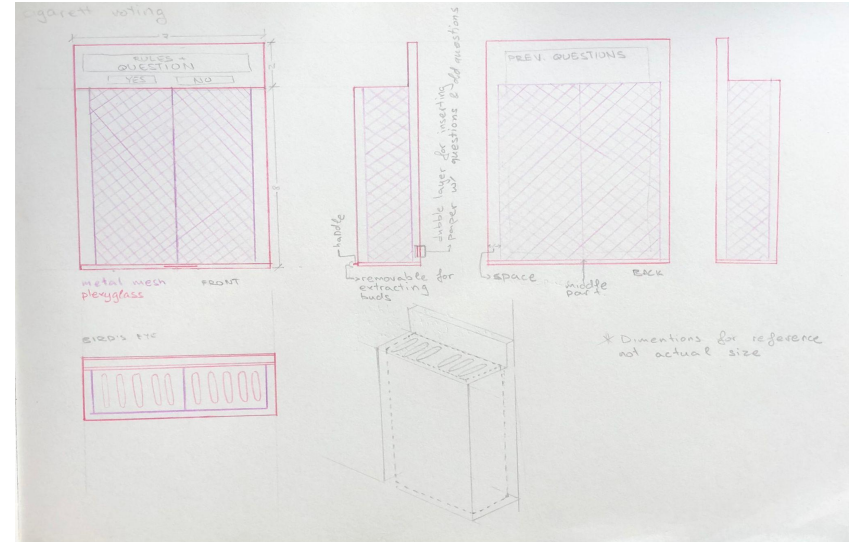
---



Weighted  
Baskets



Hexagonal box



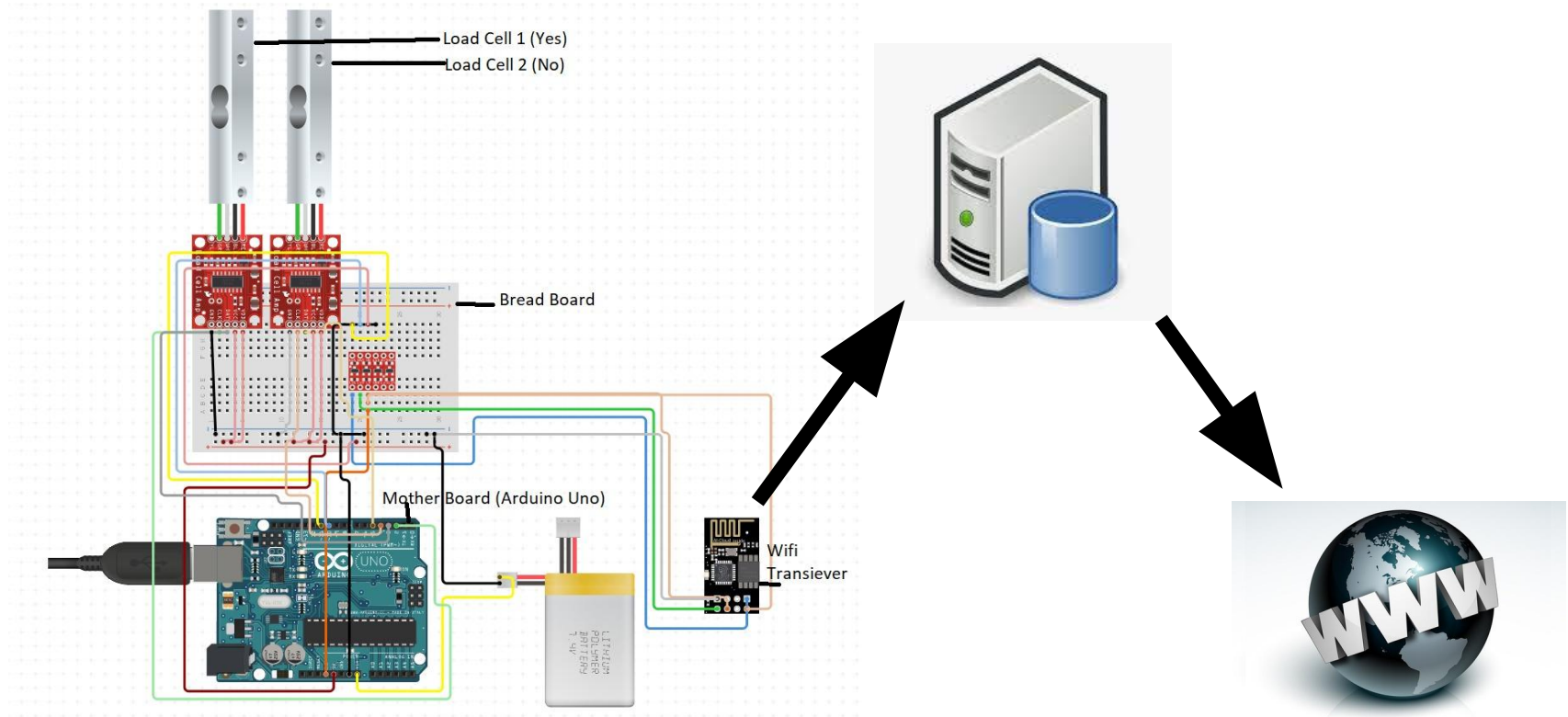
Rectangular box







## Box to server interfacing



---

# MOCK-UP

---

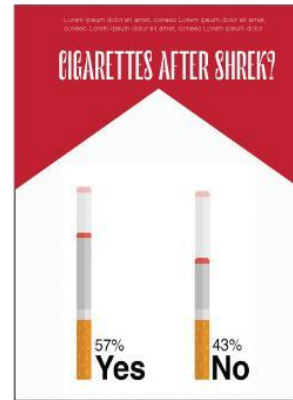
1

THE FRONT



2

THE BACK



# The Spark

- Previous Questions
- Spark Map
- This Months Questions



57%  
**Yes**

**Cigarettes  
after Shrek?**



43%  
**No**

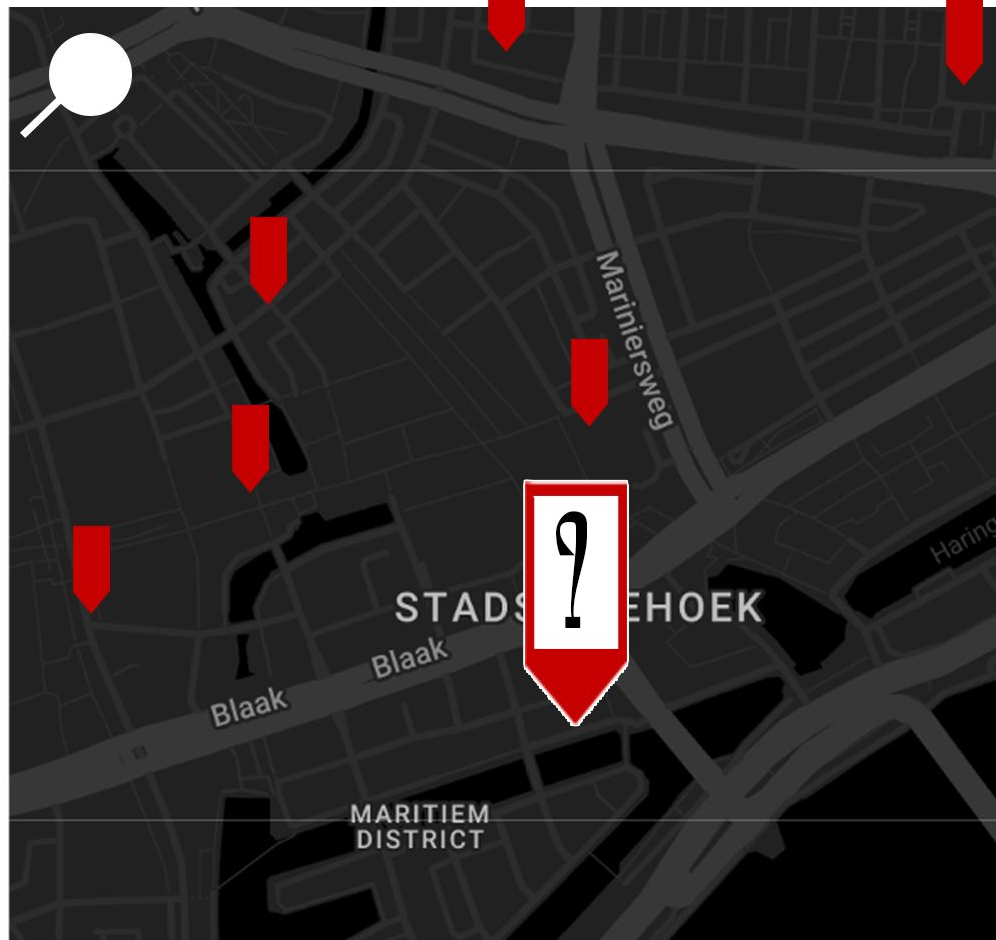


# The Spark

 Previous Questions

 Spark Map

 This Months Questions



**Selected:**  
Hogeschool Rotterdam  
Wijnhaven 61

**Question:**  
Cigarettes after Shrek?

**Opinion:**  
57% answered YES  
43% answered NO

**Time left:**  
53H 45M

**Comments->**

# The Spark

 Previous Questions

 Spark Map

 This Months Questions



**Location:** Willem de Kooning Academy, Blaak

**Question:** Is smoking beneficial for your mental health?

**Percentage:** Yes 50%, No 50%

**Time left:** -



**Location:** Hogeschool Rotterdam

**Question:** Are you a social smoker?

**Percentage:** Yes 32%, No 68%

**Time left:** -



**Location:** Het Park, Rotterdam

**Question:** Would you consider yourself an addict?

**Percentage:** Yes 55%, No 45%

**Time left:** -



**Location:** Beurs, Rotterdam

**Question:** Do you plan on quitting?

**Percentage:** Yes 20%, No 80%

**Time left:** -

