

DESIGNING EMOTIONS

DEFINITION

The emotion you are about to explore is suspicion which can be defined as:

- the act or an instance of suspecting something wrong without proof or on slight evidence (synonym: mistrust)
- a state of mental uneasiness and uncertainty (synonym: doubt)
- a barely detectable amount (synonym: trace) in "just a suspicion of garlic"
- a cognition of mistrust in which a person doubts the honesty of another person or believes another person to be guilty of some type of wrongdoing or crime, but without sure proof. Suspicion can also be aroused in response to objects that negatively differ from an expected idea.

TASK

Your task, as a team, is to create a coffee machine that either *expresses* or *evokes* suspicion. It is up to you to decide when and where it is used and by whom, which kind of coffee it sells and exactly which functions it provides, but it *must* function; in one way or the other you can buy coffee using it, however cautions!

Step 1: To get a wide scope of ideas you will use an approach that is sometimes called Chinese Portraits. Take a few minutes to separately (and quietly) ask yourself the following questions. (Just follow your gut feeling when answering):

- If suspicion was a *sensation*, (as in something you can pick up with your sense) which one would it be?
- If suspicion was a *movement*, which one would it be?
- If suspicion was an *activity*, which one would it be?
- If suspicion was a *material*, which one would it be?
- If suspicion was a *sound*, which one would it be?
- If suspicion was a *sport*, which one would it be?

Step 2: Thereafter, (still individually) try to figure out why you answered the way you did (e.g. "*If suspicion was a kind of weather it would be dark clouds building up far away in the horizon and a slowly increasing wind, because it gives me a bad feeling...*")

Step 3: Discuss your answers with your other team member(s) and try to see how you can use them to get inspiration for the coffee machine. How many of your answers are related to genuine *expressions* of suspicion (for example, the activity of lowering the head and narrowing the eyes) vs. things that *generate* suspicion (for example, the action of a perfect stranger giving you a valuable gift on the street)? If a vast majority of your answers are targeted towards one type of answers (for example, only expressing or generating suspicion respectively) do the Chinese Portrait once more, trying to focus on the opposite.

Step 4: Then, finally, start designing! Here, you have a choice! As a team, you can either design a coffee machine that expresses suspicion, i.e. that seems to feel suspicion, or, you can design a machine that evokes suspicion, i.e. makes the user feel suspicion.

Step 4 (cont'd): When you design, focus on the *interaction* firstly; you will probably have to come up with some more unusual interaction than just walking up to a machine and place a cup, put a zip-key into it, press a button and get the coffee; that's not very suspicion-related. Then adapt the rest of the design (form, material, context) to the interaction (yes, it's an iterative process and that it is partly impossible to do only interaction first, without considering the rest, but try). If you want to you can design an entire context for your coffee machine; maybe it's situated in a special room?

Don't forget to consider which kind of coffee it sells and how this (e.g. choices the buyer has to make) affects interaction.

If you are designing a coffee machine that *expresses* suspicion, utilize what the machine is and does to express the suspicion – do not “glue on” human behavior (e.g. facial expressions) just for the sake of expressing suspicion. Instead use the machine's natural sounds and capabilities.

Tip: If you lack ideas, imagine that you are designing the villain's props for the next James Bond movie.

Make sketches and write one or two scenarios of use (i.e. a small fictional story about someone who uses your machine – as text or storyboard).

DELIVERABLES

- Your sketches. Clearly describe how your design works.
- Your scenario(s).
- A design rationale.
- 1-2 minutes process video.

PRESENTATION

Thursday at 9:00-10:00 in Green Room (ca 10 min/group including discussion).