

A - ANIMAL EXPRESSION TRANSFER

TASK

Your task is to start out using the expressions of an animal, mapping them onto an object, thus creating a novel object.

PROCESS

You will work in groups in four steps, and you will do it twice:

Step 1: Choose an animal (ca. five minutes)

Choose one of the following animals:

- ant
- cat
- cobra
- dog
- horse
- elephant
- hedgehog
- killer whale
- parrot
- squirrel
- tiger
- worm

Check out Wikipedia or some other easily accessible source to learn more about the animal you have chosen. Then, make two lists. The first of the animals *expressions* (how it looks, sounds, moves, feels smells – anything that can be noticed within five minutes of observation, e.g. “cute, black, roars, wriggles, furry” etc.). The second list should cover the animals’ *behaviors* and skills (migrates, lives in groups, excellent sense of smell, hears ultra sound etc.).

Step 2: Select a product and create a novel object (ca. one hour)

Find an already existing and ordinary product (a physical thing, not software) that is suitable for being enhanced with a few of the animal’s expressions. Again, make one list of the *expressions* of the object and one of its functions, but this time also add how the *functions express* themselves; e.g. a lawn mower mows grass which is expressed by it moving forward, making a roaring sound and spitting out cut grass somehow (or possibly collecting it in a bag).

Now, study the lists you've made concerning the animal and the object. Do some things coincide? Based on the similarities between the animal and your chosen object, consider which expressions and behaviors to transfer, and which ones to leave out. Also consider how the user's interaction with the novel object will result in certain behaviors and expressions (i.e. *if I use the novel object in a certain way, how will it respond?*). Remember to strive for coherency in design, i.e. your object should look and behave "logically", everything should make sense. This means that you may well add or remove new functionality or change interaction, if need be.

Step 3: Sketch (ca 20 minutes)

Make a large sketch (on paper or digital) of your novel object and describe how it works. Supply your lists with expressions and behaviors and motivate why you transferred some and left some out.

Step 4: Analyze (ca 10 minutes)

If you compare your novel object with the old already existing object, did you:

- Change only the interaction
- Change only the functionality
- Both

Step 5-8: Redo the entire process... (ca 1 ½ hour)

...but now aim to create a novel object that *differs* from your first created one in the analysis-phase, i.e. if you've already created an object where both functionality and interaction was changed, try to create an object where either interaction or function changes but not both, etc.

Step 9: Team reflections, video and slide preparations (ca 1 hour)

(see deliverables on next page).

DELIVERABLES

- Team sketches, including list of design rationale (2-3 slides).
- 1-2 minutes one-shot documentation video (mobile phone quality is sufficient) summarizing your team's design process.
- Team reflections (4 slides):
 - When you created you novel objects, did you enhance existing expressions using expressions from the animals, (e.g. making a fast car even faster or a reliable printer even more reliable), *or* did you add entirely new expressions from the animals?
 - What's the difference between using the animal expressions to change the *expressions of functionality* vs. the *expressions of interaction*?
 - How can this way to design (turning an existing product into an animal expression object) be used to alter behavior and relations to an existing object?
 - Which one of the transferred expression or behavior do you think was the *most important or interesting*?

PRESENTATION

Tuesday at 14.45 in Red Room (10 min/group incl. discussion)