B - DESIGNING EMOTIONS

DEFINITION
The emotion you are about to explore is **confidence** which can be defined as:

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> the feeling or belief that one can rely on someone or something;
> firm trust:
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> *"we had every **confidence in** the staff"* or *"he had gained the young man's **confidence**."*

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

Step 1: To get a wide scope of ideas you will use an approach that is sometimes called 'Chinese Portrait'. Take a few minutes to separately (and quietly) ask yourself the following questions. (Just follow your gut feeling when answering):
– If confidence was a *sensation*, (as in something you can pick up with your senses) which one would it be?
– If confidence was a *movement*, which one would it be?
– If confidence was an *activity*, which one would it be?
– If confidence was a *material*, which one would it be?
– If confidence was a *sound*, which one would it be?
– If confidence 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* confidence *was a kind of weather it would be a forecast of blue skies and sunny weather with calm winds for a whole week when I'm about to go hiking in the mountains, because it makes me feel very confident that the trip will be great..."*)

Step 3: Discuss you answers with your other team members 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 confidence (for example, the activity of calmness) vs. things that *generate* confidence (for example, you are always telling the truth to a friend)? If a vast majority of your answers are targeted towards one type of answers (for example, only expressing or generating confidence respectively) do the 'Chinese Portrait' once more, trying to focus on the opposite side.

Step 4: Then, finally, start designing! Here, you have a choice! As a team, you

can either design a coffee machine that expresses confidence, i.e. that the machine seems calm and perhaps a bit arrogant, or, you can design a machine that evokes confidence in the user, i.e. makes the user totally trust the machine to make a perfect cup of coffee.

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 chip card into it, press a button and get the coffee; that's not very confidence-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* confidence, utilize what the machine is and does to express the feeling – do not "glue on" human behavior (e.g. facial expressions) just for the sake of expressing this emotion. Instead use the machine's natural sounds and capabilities.

> Tip: If you lack ideas, imagine that you are designing props for the next Bond movie.

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

DELIVERABLES

– Your sketches. Clearly describe how your user interface works (2-3 slides).

– Your scenario (2-3 slides or a short video).

– A design rationale (1-2 slides).

PRESENTATION
Thursday at 13:30 in Red Room.