James Teng

Assignment 6

1. I think there's a certain overlap between deep engagement experiences and "fun" experiences. Even for those experiences that are categorized to be extreme challenging (e.g. climbing Everest) can still be regarded as fun experiences once you make it. But there are also lots of cases that the two are not quivalent. Watching a sad movie can be really engaging, but it can never be fun. Debugging a 5000-line of code can be really engaging (in a bad way...=)), but few programmers will categorize it to be fun.

2. Summary of discussions relating emotion and designing fun experiences:

- Patrick Jordan: "Psychological pleasure is about what's going on in our minds emotionally and cognitively." Therefore, one important factor of designing for fun experiences is to consider the emotion users are going to feel during the experience.
- McCarthy? and Wright: They provide a framework for analyzing experience with technology. There are four components (threads) of experience: compositional, sensual, EMOTIONAL, and spatio-temporal. For the emotional part, it refers to value judgments (e.g., frustration and satisfaction) that ascribe importance to other people and things with respect to our needs and desires. And, "the emotional quality of an experience tends to summarize the experience for us."
- Don Norman: He proposed a framework with three levels to describe the cognitive and emotional system -- visceral, behavioral, and reflective. And three correspoinding product characteristics (the interaction experience) are: (visceral) appearance, (behavioral) the pleasure and effectiveness of use (usability in a traditional sense?), and (reflective) self-image, personal satisfaction, memories.
- Hassenzahl: Contemporary psychology understands emotion and cognition as integral parts of each other. So the challenge for emotional design is to explore the interplay of cognition and emotion, rather than dismissing cognition entirely. Also they argue that the most fundamental product-related emotions are attraction emotions, and they are momentary and largely dependent on context.
- Wensveen and et al.: They introduce the idea of using tangible interface to express their emotions to a product. And the key is to provide freedom of interaction and ambiguity to invoke curiosity and stimulate exploration, which in turn makes the experience of interacting with the product engaging and fun.
- Hong and et al.: They use their product to build up a back channel for mother and son to convey their caring (a very emotional act). Computation acts as a medium for conveying emotion, which constitutes an engaging experience of interacting with the product. (Just like the music bottle project from Hiroshi's group)