David Rose in his book *Enchanted Object--Design, Human Desire, and the Internet of Things* puts forth the idea that we have reached the future whereby we have become magicians, in its positive sense of the word. We can transform everyday items into enchanted objects that are designed to be functional and aesthetic (Rose, 2018) in a non-obtrusive way. In fact, he goes on to claim that the "ordinary thing is then augmented and enhanced through the use of emerging technologies—sensors, actuators, wireless connection, and embedded processing—so that it becomes extraordinary (p. 52)." Rose concludes that these augmented objects can evoke an emotional response when you come into contact with them ergo these enchanted objects will enhance your life.

How does this happen? Rose claims that a successful enchanted object possesses "seven abilities of enchantment (p. 286)" which can fulfill any or all of six human drives: Omniscience (to know it all), Telepathy (to extend our senses with technology), Safekeeping (to feel protected by technology), Immortality (to live healthy and long), Teleportation (to travel safely) and Expression (to create) (p. 114). These human drives are further enhanced with the seven abilities of enchantment which are Glanceability, Gestureability, Affordabiltiy, Wearability, Indestructibility, Usability and Loveability. For an object to be enchanted it should be immediately understood. Glanceability is what makes an enchanted object help us make a decision at opportune moments by providing timely and appropriate information. When design meets function is as a result of Gesturability. With technology we are getting more for less as time goes on which is a testament to Affordability. Miniaturization of technology is making it ever more feasible to embed itself into our everyday clothing. Wearability makes it possibile to bring technology along wherever you may go. Due to the aforementioned attributes, technology makes it to take advantage of its benefits by easily replacing it when wear and tear requires it. The Usability of technology makes us fall in love with enchanted objects. This emotional engagement results in Lovability.

Rose has helped designers and their companies by delineating a step by step marketing approach to entice customers to their way of thinking. The five-step program are summarized under the following captions: Connection, Personalization, Socialization, Gamification and Story-ification. It all begins with ubiquitous computing in the form of making a connection. The next step up the Ladder of Enchantment is to take advantage of all the data that has been collected with and without our consent. This permits a more personalized approach for the audience to become engaged. It is natural for the audience to make contact with their social media in order to validate their potential engagement with their enchanted

object. Rose proposes that an effective way to get people to take action is to gamify the experience. Designers are encouraged to add features reminiscent of video-gameplay such as leaderboards, leveling up, badges and more in order to capitalize. The slam dunk is to add a story in order to enchant the user. Rose claims that "*stories have the unique power to engage and, if they engage enough, to trigger empathy, enchant (p.399).*"

Rose explores three systems where enchanted objects can live. These systems are homes, workplaces and cities. He paints a lovely picture of the future which leads us to question whether there are consequences that may arise as a result of living amongst these enchanted objects. How does Rose propose that his enchanted objects fit into Maslov's Hierarchy of needs?

In their research on the potential impact of wearable technologies, Christopher Wolf, Jules Polonetski and Kelsey Finch urge policy makers to adopt stricter guidelines and modus operandi for companies who are producing wearable technology. There is a risk to consumer privacy when generated personal data is made public with the use of wearable technology (Wolf,2015).

Works Cited

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