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Technical Writing
Design Log 4

Assigned Readings

This week, I tapped through *Fish* (and the explainer), scrolled through Iffy's pocket WiFi portal, and here is what I have to say. Both projects peaked my interest as they both combine elements of text and tech to compose themselves and their message. *Fish* speaks to the ongoing debate of attention spans, multitasking, and focus in the 21st century. As the explainer said, Sloan "decided to marry form and content", making the app an obligatory escape from distraction, while making a point on focus & distractions. This reminded me of Jackie's OS from log 2, being a solely fullscreen "OS" to subtly discourage multitasking, dedicating investment to singular tasks. It's an ambitious example yet subtle reminder how multipurpose and malleable text can be. *Fish* is a prime example of how medium can synergize with meaning. I wonder how broadly achievable that is, considering how amiguous redesigns can be.

Iffy Books' pocket WiFi portal is a hardware-oriented, humanistic redesign. It utilizes WiFi to repurpose it's captive portal system to broadcast whatever the user so pleases, in this instance, text, to other people. The unexpected media displayed where an internet connection should've been established is a like a humble reminder to slow down, and appreciate. It's a cute and fun way to establish a sort of public domain/ digital presence of your own, in the physical space. This redesign stood out to me, as it is a much more blatant, make-use-of project. It is distint from others we have engaged with thus far as it is a step-by-step how-to guide for readers to follow suit in making their own. I view this call-to-action as an invitation to a niche social movement, in the same sense that "Run your own social" by Kazemi was.

Navigating Ambiguity

Working through the "Navigating Ambiguity" workshop, I found a sense of what ambiguity is, but more importantly how I personally approach it in life. Ironically, the activity shone light on how it appears in just anything from foresight, to everyday choices. I said, "Ambiguity is like ==a shrouding mist== because ==it clouds the foreseeeable outcome, leaving a mystery==. Mystery, being just about anything you can think of. In step 2, I learned that I engage when presented ambiguity, though my metaphor incorporates elements both engagement and enduring. The full picture of my document can be found [here](<https://github.com/WesthofEthan/WesthofEthan-ENG-235>).

Project Status

Social media will be the focus of my redesign. I'm emerging from the brainstorm phase, getting a clearer, pursueable concept. The objective is to take our existing technologies, and essentially start the social media software from scratch. A sort of back-to-basics program that would be seen by most as sort of barebones. It would mostly resemble early instagram, before stories, highlights, reels, or even monetization. Just users connecting online, exchanging messages & media. The underlying goal is to make the social media experience just bland enough to:

- discourage frequent screentime
- prioritize IRL contact
- restore humanistic values (venturing the great outdoors, organizing social functions, hosting a concert-anything; its **ambiguous**.)

I want to restore the principle/ boundary stated by Steve Jobs himself, the iPhone is "the bicycle of the mind". Let's remake tech our booster, not our backbone. (Early slogan in progress).

Persona Interactions

(Makeup from Log 3)

Note: In making, I deemed most elements of positionality irrelevant, like political ideology, appearance, etc. Those can potentially be delved into deeper at a later time.

Take good 'ol Bob here. He is 60 years young, white, able-bodied male. He spends his leisure time *Fish*ing. He gets by in the modern world with the essentials, (calling, texting, posting on facebook etc.), but is easily overwhelmed by all the clutter. Bob prefers a small circle, heavily disliking the thought of internet weirdos stalking his family brunches. With my social media redesign, Bob would have an easier experience with a simple UI, and organizing *Fish*ing trips with his coworkers has never been easier now that time-consuming social media is only for internet dwellers; going out is second-nature! Although an existing feature, privatizing Bob's experience could take a new step with private "servers", similar to that of Kazemi's "Friend Camp" from "Run your own social".

How about Miranda? She's a female nearing her late 30's, able-bodied single mother of two. She just moved to a new area, so she's looking to make new friends.

Wherever she can find the spare time, she loves experimenting in the kitchen, so she frequents online to explore new recipes, just as much as she loves posting her progress. She's met new acquaintances through both work and third places. Of them, she's found they share interests/ hobbies, like cooking/ baking through exchanging socials & exploring their public profiles. She garners much love from her family and friends back home in her private server who keep her confidently motivated to continue striving for success through all that she does.

Storyboarding

Find my storyboard here: [[**GitHub](https://github.com/WesthofEthan/WesthofEthan-ENG-235)

Repository**](<https://github.com/WesthofEthan/WesthofEthan-ENG-235>)!

Note: I set it to public for your viewing, but if there are better ways of managing access please let me know in feedback.