Mechanics
point and click?
up down rpg?
mainly web based?

toggling between
PS canvas and the
webpage?

hope
dream-like
what could be

harmony

Worldbuilding

atmosphere > narrative

how much?

utopian?

fantasy?

commentary?

Social media

news media

presenting a perspective?

- Inclusivity
- Accessiblity
- Fairness
- Optimistic
- Balanced
- New/unique
- Retrofuturism
- Afrofuturism

"constant learning and unlearning, and of cultivating pleasure where we can"

To figure out what I wanted to do with this final project, I decided to moodboard my thoughts and ideas. One of the two most significant conclusions I came to was that I wanted to focus my creativity on world building. I wanted to be able to imagine a world different from ours, and have users of the program feel immersed in it. I also decided that I wanted to focus on more general themes and ideas less personal to me, unlike what I had been doing for my previous 2 projects.

The idea of presenting a world similar to ours, but different in terms of its histories and values mostly through user experience design really excited me. Questions such as 'what would the internet and world look like if colonization didn't occur on the scale and magnitude it did' or 'how would our experience with technology be different if the companies creating them were not motivated mainly by profit' began to enter my mind. It provided an interesting foundation for me to express my own cultural values in this project, whilst also exploring and learning about other collective cultures which were also affected by colonization. I also drew a lot of inspiration from the aesthetic and playfulness of the early internet. My project will obviously not look like something that has been made by a large tech corporation since I alone am working on it. However, I like to imagine that it will look the way it does since it is coming from a world where 'America' never made groundbreaking technological advancements motivated by the cold war, since it was never fully colonized. Before I talk about the actual structure of the project, I just want to clarify that these ideas I have discussed are not the absolute 'goal' or 'aim' behind the project. I'm not trying to put forward a definitive 'message', linear narrative, or historical

account of these ideas. They simply guide how I think and dream about each decision I make when it comes to the planning and execution of this project.

So what does the internet actually look like in this world of mine? As usual we start with having a home/landing page; an interface to access various applications. What is different about this one is that there is a controllable sprite which can be used to navigate the page. The user can still click on their apps/messages with their mouse like they normally would. The sprite is simply used to add creativity and playfulness to the user experience.

I have thought of a few apps which I thought could be both interesting to use and would also portray information important for worldbuilding. For example I have been thinking about implementing a food delivery app. The restaurants and you order from will be a lot more interesting and culturally diverse. There will be less franchises. Each restaurant could perhaps have their own sound when clicked on. There could potentially be small p5 simulations based on each restaurant's best selling item.

I created a program which randomly generates an avatar from a variety of head shapes, hairstyles, eyes, eyebrows, and skin tones. I thought having pictures/icons of people being centered around an element of randomness was a fascinating way to imagine what people in this world look like. It creates an interesting blend of cultures and appearances, which are less white dominated than we are used to seeing. I'm aware of how this could be related to cultural appropriation. However, since I am trying to subtly put forward a world without persecution and colonization, dominant oppressive cultures do not exist in this world which normally is what's the foundation which makes cultural appropriation harmful. Furthermore, all avatars/people in this world are animated which I think should help draw the line between reality and my imagination.

There will be various other applications and features for the user to navigate through such as a messaging app and social media platform. Of course their design will be more speculative than functional. However, I do see plenty of opportunities to add creative functionality to the project. For example, I want the user to toggle on and off a 'focused mode'. In this mode, the user will not be able to receive notifications for messages unless they are marked as urgent by the sender. I feel as if all communication devices would have this functionality if the companies behind them were not so focused on having their products to be so addictive. Even though features like this probably won't have much use for the user in my simulation, it will just simply exist to stir their imagination.

To actually prompt and reward the user to go through the simulation, I want to assign tasks either through a to-do list or received messages. Doing them will reward the user with a currency of shells, which I thought would fit well with the world I'm creating. These shells can be used on

the garden application. Every user has their own virtual garden which they can personalize, add to, and improve over time.

The biggest technical challenge for me will be implementation of HTML and CSS. I have not had a lot of experience designing web pages. The main reason I chose to tackle a project which relies so heavily on it is simply due to how simple yet effective jquery and jquery UI is to learn and implement.