



# Memories and Emotional Travel

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## initial pov

We met Kasia



We were amazed to realize that... **memory is extremely sensory**, whereby songs and physical objects evoke certain **emotions and feelings** pertaining to that memory.

It would be game-changing to... **give people a multimodal outlet to express their emotions**.



# Interviews



# C. Barr Taylor

Psychiatrist in his 70s

“I didn’t realize how my drawings helped me firmly establish memories.”



People don't need physical artifacts  
after the memory is formed





# Rey Peralta

Long-serving custodian

“Memories help me remember what not to do.”



# Michael

Lyft Driver

“It’s hard to remember people when you only see a blur of their face in the mirror.”



Physical  
locations  
conjure  
memories





### Support Group Guidelines

(Modified from Rachel Naomi Remen)

1. Generous listening
2. Confidentiality
3. No interruptions when someone is speaking
4. Allow for differences
5. Share from personal experience
6. Own what you are sharing ("I" statements and not "people often")
7. Give advice only when asked for it
8. Allow for silence
9. Allow for tears
10. Be mindful of your own speaking time and leave time enough for everyone else to speak if they care to.

# Death Cafe

## Support group attendees

“I live more in the past  
then the present.”



# Revised POV's



We met...

**Kasia, an amateur Youtuber who creates monthly montages of her past notable experiences and keeps a personal journal to reflect on her daily experiences.**

We were amazed to realize that...

**Kasia can evoke clearer feelings, emotions, and sensations in herself from the songs, images, and physical objects she associates with specific memories.**

It would be game-changing to...

**give people a multimodal outlet to attempt to refeel specific experiences.**



It would be game-changing to... give people a **multimodal** outlet to attempt to **refeel** specific experiences.



It would be game-changing to... **give people a multimodal outlet to attempt to refeel specific experiences.**

1. Incentivize people to consistently record experiences?
1. Create nuggets of memory that encapsulate a sensory experience?
1. Combine multiple types of media as a coherent whole?



It would be game-changing to... **give people a multimodal outlet to attempt to refeel specific experiences.**

1. **Incentivize people to consistently record experiences?**
1. **Create nuggets of memory that encapsulate a sensory experience?**
1. **Combine multiple types of media as a coherent whole?**



We met...

**Michael, a full-time Lyft driver who knows the entire Bay Area “like the back of his hand.”**

We were amazed to realize that...

**Michael preferred to talk about his experiences with others to solidify their memories.**

It would be game-changing to...

**provide people with an “extro-spective” outlet to reflect out-loud about their personal thoughts, feelings, and emotions.**



It would be game-changing to... **provide people with an “extro-spective” medium to reflect out-loud about their personal thoughts, feelings, and emotions.**



It would be game-changing to... **provide people with an “extro-spective” medium to reflect out-loud about their personal thoughts, feelings, and emotions.**

1. Be “extro-spective” without involving other people?
  
1. Make extrospective people more introspective or vice versa?
  
1. Create a comfortable environment to share memories?



We met...

**Barr, a psychiatrist in his early 70s.**

We were amazed to realize that...

**once he created intricate emotionally grounding drawings, it didn't matter to him what happened to them.**

It would be game-changing to...

**be able to cement memories without keeping physical artifacts.**



It would be game-changing to... **to be able to cement memories without keeping physical artifacts.**



It would be game-changing to... **to be able to cement memories without keeping physical artifacts.**

1. Use behavioral practices to cement memories?
  1. Cement memories at the time of formation?
  1. Make something physical feel fleeting?



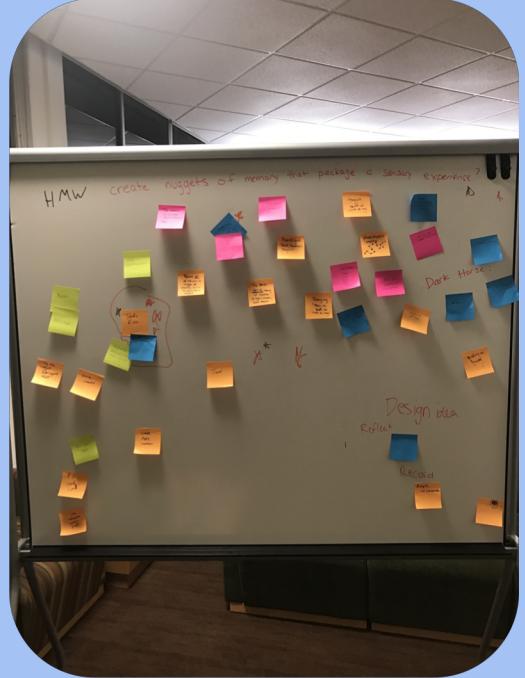
It would be game-changing to... **to be able to cement memories without keeping physical artifacts.**

1. Use behavioral practices to cement memories?
  1. Cement memories at the time of formation?
  1. Make something physical feel fleeting?



## HMW's

1. Incentivize people to consistently record experiences?
1. Create nuggets of memory that encapsulate a sensory experience?
1. Cement memories at the time of formation?





# Experience Prototypes



HMW: How might we cement memories at the time of formation?

A time capsule where recorded memories disappear for a given period of time.

Assumption: Transient artifacts result in more rewarding memory formation.



transience is  
inconsequential



fun  
addition

process enough to  
cement

The act of recording a memory is  
sufficient for cementing it.

no temporal  
aspect?

no value?

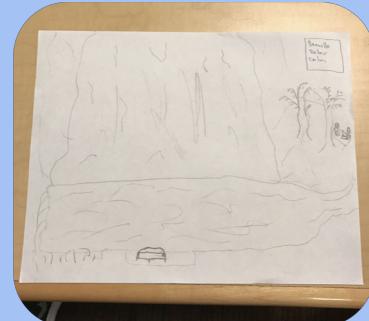
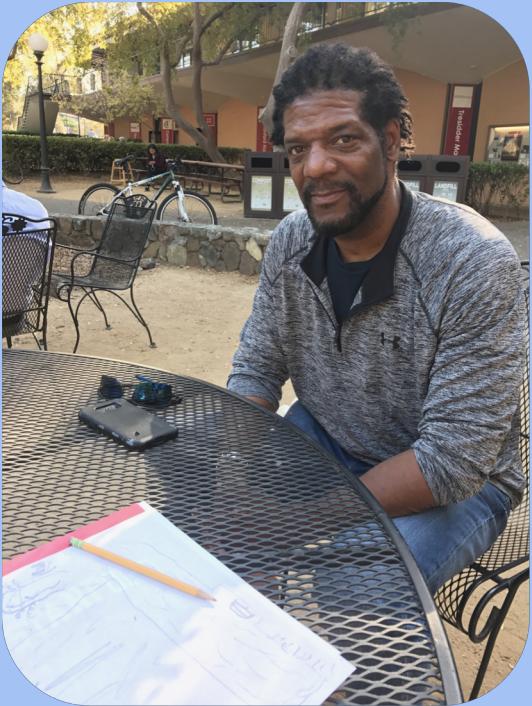
one-off vs  
collections



**HMW:** How might we create nuggets of memory that encapsulate a sensory experience?

A **tabula rasa** where people can record memories in any medium (photo, text, audio, video, song, etc.).

**Assumption:** People want the freedom to choose which medium they record their memories with.





frictionless

reflective

open

The freedom to choose and mix different mediums led to a more meaningful and reflective process.

transparent

enjoyable

autonomy

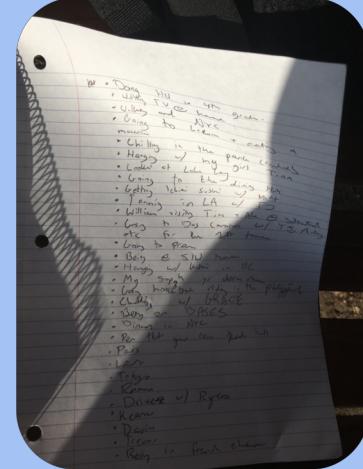
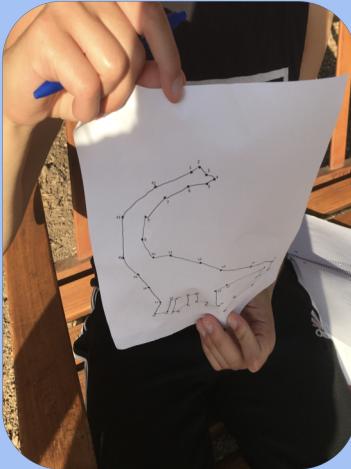
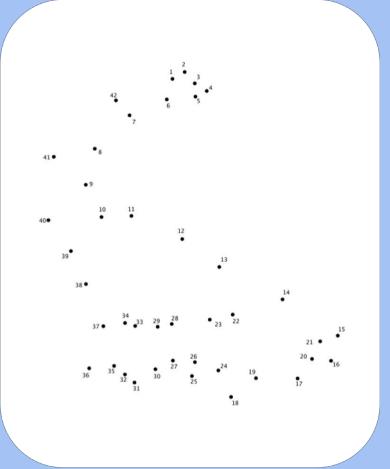
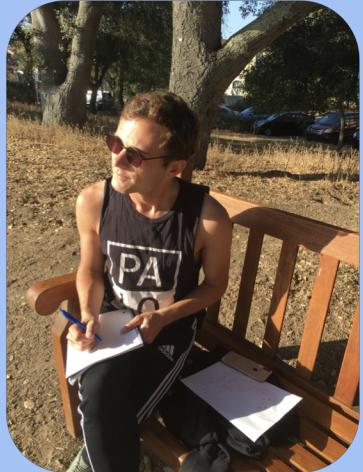
optionality



HMW: Incentivize people to consistently record experiences?

Gamify the memory recording process by showing users quantitative measures of their progress.

Assumption: Logging progress incentivizes more frequent recording.





more memory recall

motivating

Gamifying the experience led to more frequent memory recall, although the intensity of the gamification interfered with the flow.

flow interference?

no temporal aspect?

Balance intensity



# Summary

- ⚡ The time capsule is a nice addition, but not necessary
- ⚡ *Tabula rasa* was effective for engaging deep recall
- ⚡ Moderated gamification drives frequency
- ⚡ Further exploration of a gamified tabula rasa and ways to organize the resulting collected artifacts



# Appendix



# Prototype Creation

