

BLACK MIRROR

Multivariate desirability study

OBJECTIVES

- To understand and capture user perceptions/imaginings of interactive artwork concepts
- To understand what users would expect of and be looking for in these concepts (aesthetic, contextual, focus)
- To capture what ways users imagine they would interact with these concepts
- To make aesthetic, product and interaction decisions on iterated concept to drive prototype creation
- Capturing commentary on concepts and using these inputs to drive iterations

Introduction

- Doing research for the University of Sydney - solely for school research
- Exploring people's ideas and perceptions of interactive public artworks
- This artwork explore themes of technological disadvantage and privacy and surveillance - is this okay to discuss with you?
- Everything shown to you today is quite vague and ambiguous. Everything we show you is as far from completeness as possible. This is intentional - we want to hear how you imagine these artworks to work - how you'd perceive them to function
- Remember there are no right or wrong answers and everything you think is valuable - hold no bars! I did not personally make any of these concepts and want to know the truth and won't be offended or flattered by your responses
- These sessions will be recorded on video and then deleted in two weeks - just for us to capture what went on.
- The session itself will take around 30 minutes.

We are now going to do an activity where we will pretend to experience these concepts using bits and pieces to simulate how they would work. It may seem a little wacky - it's totally okay to have fun with it!

What we are trying to do is imagine this scenario and see what portions of this concept you think best communicate a message. You'll be the person experiencing it, and I'll be the narrator.

Throughout the experience I will be drawing your attention to various parts of this prototype and asking you to make decisions from this display - numbered A, B, or C.

When you make these decisions, I'll ask you explain your choices to me.

This artwork is created to evince reflection on a topic we are exploring.

When you make these decisions - I want you to respond **not how much you like them - but rather - which of these options best communicates the message we are trying to achieve.**

How does that sound?

Try and talk through everything you're imagining, feel free to ask me questions throughout.

This concept is for a digital artwork exploring themes of privacy and mass surveillance in public spaces. Everyday users of public spaces are surveilled, recorded, and analysed by machines without their consent or knowledge - there is no ability to opt out. It's intent is to make these themes tangible and visible in a way that causes reflection and discussion of how prevalent and potentially sinister these practices may be.

These practices have been proven more sinister to those who are marginalised or disadvantaged. If this artwork can create reflection and critique by privileged persons - their response and relative power may allow them to create change on this practise in a flow on effect to those who are marginalised.

Situate participant: Imagine you're at an art gallery event. You enter a room and across from you see the artwork - a mirrored screen with other smaller displays connected around it.

FORM Q 1

You approach the displays, looking first at the mirrored display - it recognizes you and responds with a flash denoting that it has captured information about you - surprising you.

DISPLAY INTERACTION Q 2

The artwork then sorts and catalogues the information it has captured about you - it will display it on one of the screens surrounding it. The connections between these screens (point to them)

CONNECTIONS BETWEEN DISPLAYS Q 3

The artwork will provide feedback directing your attention to this screen where your information will be displayed.

FEEDBACK BETWEEN DISPLAYS Q 4

These exterior displays - What type of displays thing best communicate this message?

FEEDBACK BETWEEN DISPLAYS Q 5

The captured information about you will be from an image processing AI technology - which of these types of information do you find most effective?

INFORMATION TYPE Q 6

How would this information best be laid out?

INFORMATION AESTHETIC Q 7

How would these screen frames best be finished in communicating this message?

DISPLAY FINISHING Q 8

What types of contextual information would be best in supporting this artwork - mystery and intrigue or necessary context?

DISPLAY FINISHING Q 9