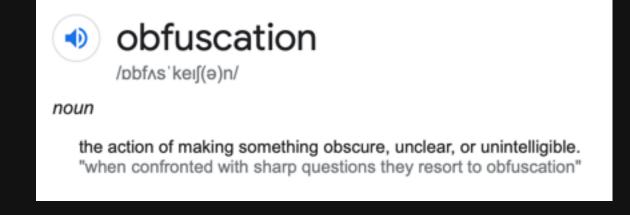
US Patent 10,061,977 Determining a mood for a group

Is a patent by Snapchat which reveals a method of measuring and quantifying user's emotions.

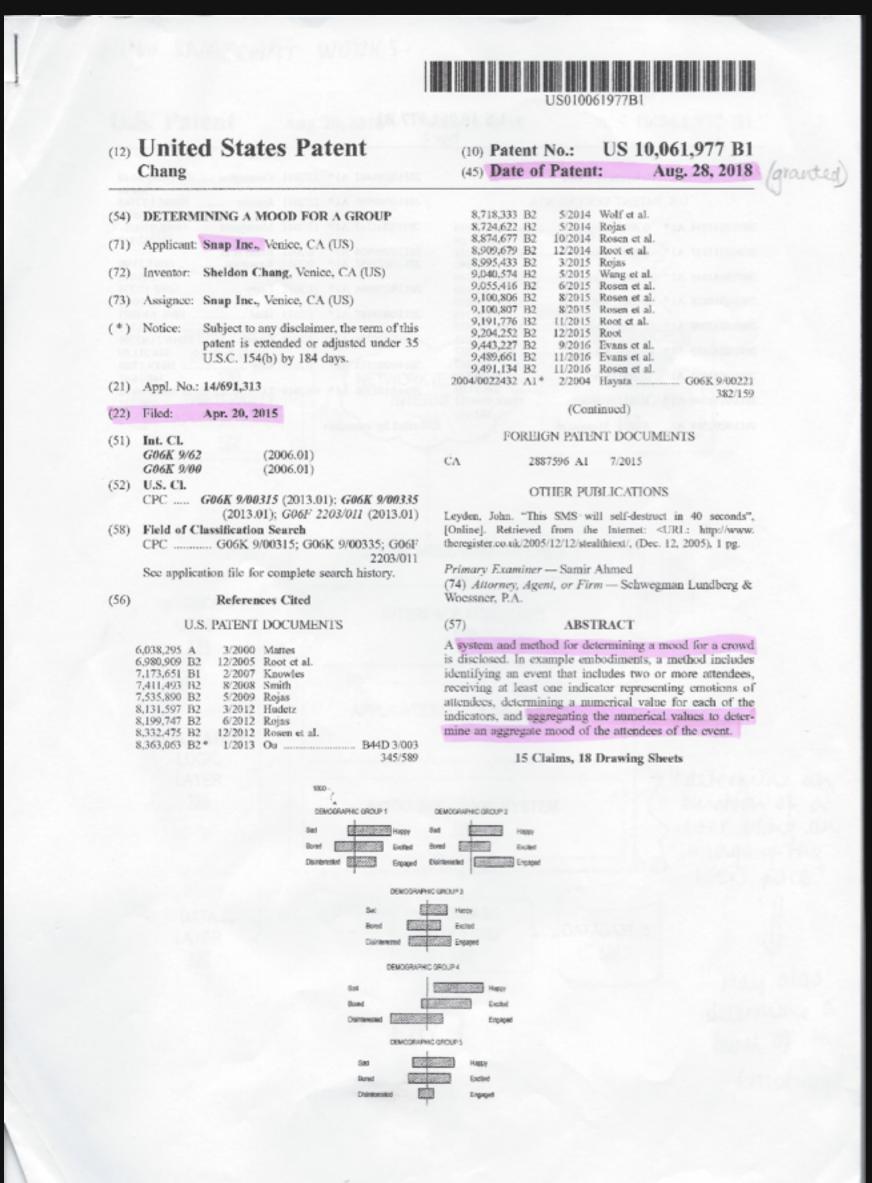


I found the patent dense and unnavigable at first. What struck me was the overwhelming amount of repetition and obfuscation.



I found it fascinating that an app could detect our emotions, reduce them to a numerical value and then do as they please with that information.

The key piece of information was the 5 step process of how the company steals our feelings.





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So I shared the patent with some friends and this is the response I got.

An overall interest in the concept of the patent but as I figured, no one actually wanted to read it.

Or people felt they wouldn't understand it.

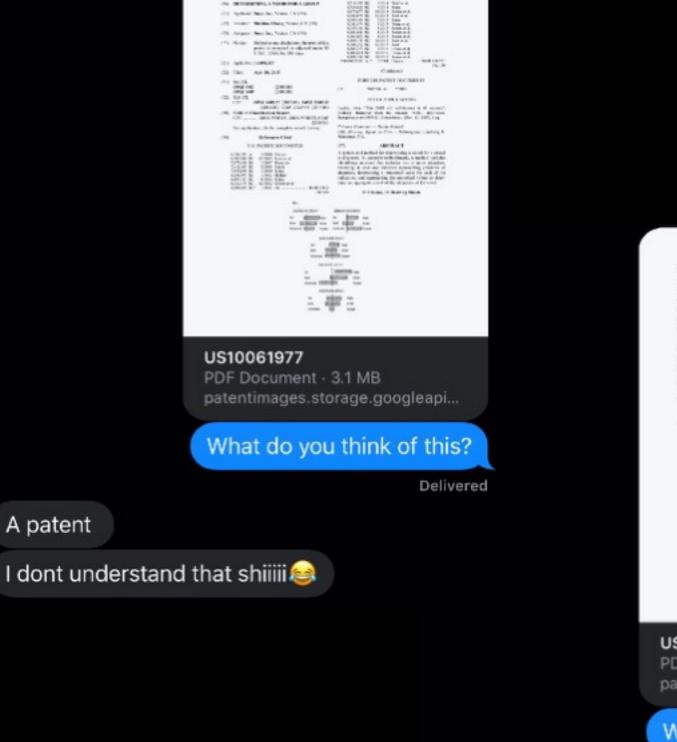
I wanted to share the information that I find concerning and shocking with others but in a way that is approachable and engaging.

My aims:

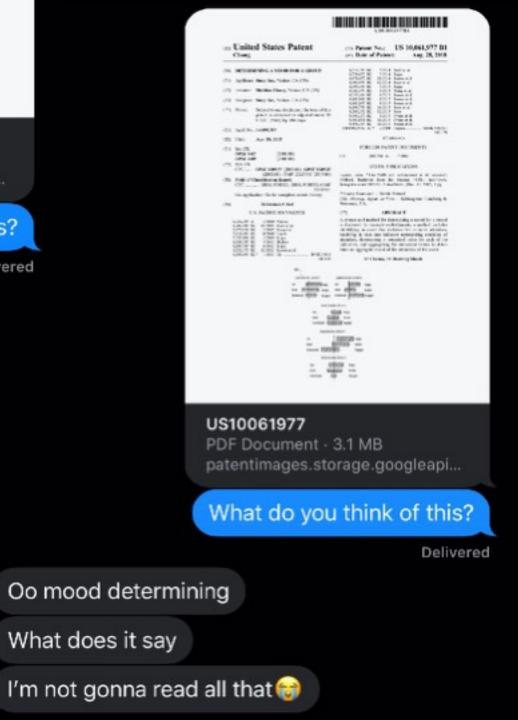
- condense the 33 page patent
- Remove confusing unnecessary language
- Make information accessible
- Visually engage with reader/viewer
- Keep the information accurate while simplified
- Spark conversation
- Democratic approach to information and design



Bro I ain't reading all that



.. United States Patent



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A patent