

I was prototyping experiences. Recording reactions, and then creating further prototypes based off those reactions. I was exploring and developing but I had no direction. I identified this weakness in my design process and introduced authentic user research.

I needed to justify the idea that people behave differently in the same situation to explore the idea of individuality in a world of data. To apply the media ecology thinking to captured data. How do sensing machines, that have such presence in our lives, capture us? How do they account for our individuality.

More prototyping and experimenting with media was needed but first, I needed insights and material from individuals other than myself.

I gave around 15 people an orange (I can't remember exactly). A few from my studio, a few at the pub, two on a bus to Glasgow, and recorded how they peeled it.

The findings were unexpected. I had never thought about the different, weird ways people peel their oranges... I was introduced to techniques such as 'the jellyfish' and 'the angel' (wtf).

How can we expect computers to accurately capture the intricate and nuanced nature of our individuality when a task as simple and mundane as peeling an orange returned such a variety of creative expression.

The results of this research made me start thinking about the level of expectation that computers have for humans. There's unhealthy standardisation that's occurring in the world of data, coded into computers.