

Fiona Young

Speculative Technologies

OutSmart is a form of speculative technology that brings the development of actively tracking a client's Smart Home technology. This device constantly logs and compiles the data of all home devices and develops systems that enable users to live a better and easier life. Everyone knows that Smart devices make the act of living increasingly less burdensome with the chance to transform into a full Smart Home. With the ability to simply have everything programmed through all the Smart Home devices, they form more and more memory and data of a user's daily life. That's where OutSmart steps in to manage the sheer amount of information that is stored. OutSmart is the way of new living. There are five communities:

- Smart Home Owners: The citizens that are using the technology
- Hackers: The hackers
- Officers: Employed to assert dominance and control
- Government: Manipulators within the country

The project itself is a utopian/dystopian world where the players are able to run through different scenarios that send them into the different fates within each community. There are six different endings and one loop ending that sends users through a timeline of either selfish self-destruction, power-hungry takeovers, or simple tranquility. The possibilities are theirs to take. This project explores the growing utilization and dependence of Smart devices in homes today, and expresses the fears and possibilities of a full-fledged country of fully developed Smart Homes.

This brief focused on creating an interactive experience where players are able to explore a speculative technology that launches in the near future, and run-through the discovery of how the speculative technology might interact with the communities and people in that proposed timeline. Each community is to experience the technology in

different ways, and the project focuses on their reactions and emotions throughout the playthrough as different timelines and endings are reached.

This aesthetic approach was selected because an intoxicatingly clean and simple landing page where it felt almost to the edge of traditional clunkiness was desired. This website was based on the ca.gov homepage, and explored the almost factory-refined feeling of the early 2010s that all government websites seem stuck within. The font faces are clean and structured, and the color palette is clean, straightforward, and sterile.