

Stage Guidance for **ACTION**

Previous Stage: **FINE-TUNING**
Next Stage: **TRANSFER**

What's Happening

Previously in **FORMATION** and **FINE-TUNING**, the person determined what to communicate and how to convey it. Now in the **ACTION** stage, person is actively engaged in communicating to the other side. The person has to communicate to the best possible extent using available tools, in spite of any constraints the particular technology may present.

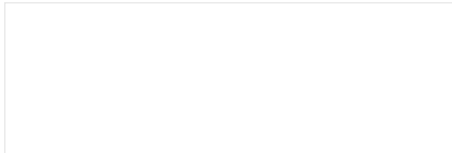
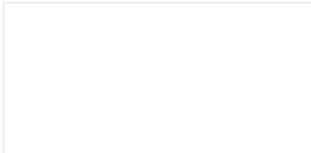
Performative Activities

Object Relevance

Options that a medium affords, tools or functionalities available are directly dependant on the physicality of a device. It is possible to continue with the same object used during **FORMATION** or experiment with alternative objects.

Activity Directions

In the **ACTION** stage, as the acting user, you should be communicating through a device. Chose an object to interact with during prototyping. In prototyping interactions, consider the functional and social factors that determine how the object is used to communicate. Notice what actions you're inclined to perform through the chosen object. What is the relation between physical and digital interactions the object affords?



As a subsequent exercise, investigate the embodiment of assumed functions. Pay attention to what the object is imposing on your communication ability. In which ways does the object force constraints on your interaction? How are your choices affected by the physicality of the device you communicate through? Concluding your critical experimentation, reflect on how this object could facilitate the action of communicating to the other person.

Challenges and Opportunities

Challenges

Preeminent challenge in **ACTION** stage is constraints that particular technology imposes on users' ability to communicate with success. In overcoming such constructs, user has to be considerate with the medium and tools they decide to communicate through. The **ACTION** stage also presents beginning to a period of uncertainty in the journey.

- Definition of communication is impacted by the choice of medium and available tools.
- Whether the communication will be received as intended by the other person.
- Uncertainty towards how the interaction is going to appear on the receivers device.

Opportunities

ACTION stage presents opportunities for addressing the possibility of miscommunication by defining the role of digital.

- Digital system can assist user in deciding among mediums and tools for communication.
- Putting contextual information into practice can help users work through imposed constructs.
- Digital could embody the limitations of medium in interactions it enables for communication.

Design Suggestions

Embody Individuality

Keywords: Individual, Preference

Consider adopting a user driven process for communication. Users innovating/personalising interactions in digital communication based on their preferences and emotional expression style will ensure that the the tools provided align with individual communication needs.

Integrate Assistive Features

Keywords: Intuitive, Assistance

Integrate intuitive elements in the **ACTION** stage to assist user in navigating limitations of the medium and deciding on relevant tools to aid communication. Same tools could be used to enhance emotional expression in communication.

Cross-platform Consistency

Keywords: Fluent, Consistent, Experience

Ensure a consistent and cohesive communication experience across different devices and platforms. Design ways to acknowledge appearance of the communication on various devices. Consistency between interaction and presentation could promote confidence in communication and increase fluency.