Stage Guidance for

OBSERVATION

Previous Stage: **ANTICIPATION**
Next Stage: **REVEAL**

What's Happening

In the **OBSERVATION** stage, as continuation of **ANTICIPATION**, the person is trying to observe nuances in communication and interpret any contextual cues. Nuances in communication appear before a response is received in full, usually while recepient is responding in a conversation. Nuances could be observed in various features such as response speed, facial expression, eye movement, body language or even breathing rhythm.

Performative Activities

Object Relevance

For trialing **OBSERVATION** stage, larger objects (Angular Shape and Big Block) could provide a spatial sense of what is communicated. Possible movements and interactions it affords can be a good indication for how nuances can be observed and interpreted.

Activity Directions

A device doesn't have to demonstrate any physical movement to express nuances in communication. User can gather contextual cues through a digital interface, even from intangible experiences. In this regard observe how the space an object occupies could inform the user about nuances in communication. How does the way you physically interact with an object affect the interpretation of contextual cues?

The objects are static unless movement is triggered in a moment of interaction. Think about conceptions these objects hold. What does the way an object could move bring to your mind? What interactions through this object will be perceived same by both sides of the communication? How do you expect the device to move in relation to your interaction? What functions can help user recognise nuances in digital communication? How can an object bridge between physical and digital?

Challenges and Opportunities

Challenges

Majority of the user challenges in **OBSERVATION** stage are directly related with perceived and functional constraints of a platform. People also struggle with noticing, understanding and interpreting nuances in communication using contextual cues, especially because the medium of communication affects the level of transparency.

- Observing nuances in communication.
- Obtaining contextual cues by interpreting any nuances and signs observed
- Person tries to prepare themselves and her expectations as to what might be coming next.
- Whether feeling happy, excited or anxious, depending on the context.

Opportunities

Here are some opportunities identified in this journey stage

- What if using our data, digital footprint and communication history, digital could help us better anticipate each other.
- Increase accuracy towards what might be coming next so that the user can preparing expectations accordingly.
- What if the systems people use to communicate, help notice, and understand the nuances in each others communication.

Design Suggestions

User-centric Data Utilisation
Keywords: Data, Nuances, Personalisation

Utilising current and historical communication could assist in **OBSERVATION** and interpretation of nuances. Ensure that the utilisation of data respects user consent. Design features that empower users to have control over the information, allowing them to define the depth of personalisation that will affect the fluency of communication experience.

Contextual Insights
Keywords: Information, Balance, Relevancy

Develop tools and means that provide contextual insights during communication. Offer users nuanced information without overwhelming. Strive for a balance that enriches the communication experience without imposing excessive cognitive load. Maintain the flow of conversation while still benefiting from relevant contextual cues.

Sensory Communication
Keywords: Sensory, Inclusive, Universal

Inclusion of sensory communication elements transcend language barriers and some cultural differences. Create platforms that support diverse forms of expression. Emotionally resonant digital communication would promote a more universally accurate interpretation.