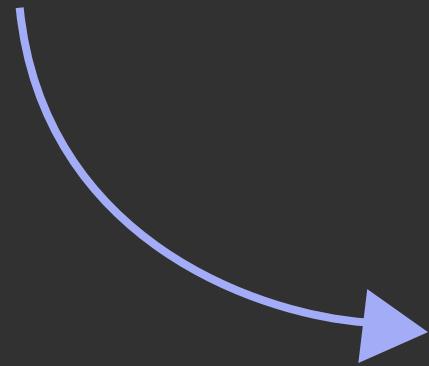


Portfolio Of Practice

Crafting Enhanced Experiences with
Intentional Stimuli



Megha . P
1st Semester, 1st year
MA Experience Design
Srishti Manipal Institute

Crafting Enhanced Experiences with Intentional Stimuli

Line of Inquiry

Crafting Enhanced Experiences with Intentional Stimuli

What is a stimulus ?

A stimulus is anything that can evoke a response from an organism. Stimuli can be physical, such as light, sound, or touch, or they can be psychological, such as thoughts, emotions, or memories.

In short , stimulus is something that incites to action or exertion or quickens action, feeling, thought, etc.

Stimuli are important to enhance experiences because they can evoke emotions, create sensations, and provide cognitive context. This can make experiences more engaging, immersive, and memorable.



How can intentional stimuli enhance experience ?

By carefully crafting and implementing intentional stimuli, we can create experiences that are more than just functional. We can create experiences that are emotionally resonant, memorable, and even transformative. By strategically leveraging different types of stimuli, such as visual, auditory, haptic, olfactory, and gustatory, we can create more immersive, engaging, and memorable experiences.

Examples from my projects

Digital experience enhances user engagement with visual, auditory, and haptic stimuli. Cafeteria experience enhances dining satisfaction with olfactory, gustatory, and auditory stimuli. VR experience creates immersive sense of presence with visual, auditory, and haptic stimuli.

Step by step process of introducing stimulus to create enhanced experience



Identify your audience



Defining the desired experience



Choosing the right stimuli



Designing the stimuli



Implementing the stimuli



Monitoring the audience's reactions



Making necessary adjustments

Crafting Enhanced Experiences with Intentional Stimuli

RE-IMAGINING CAMPUS FOOD - DESIGN

RESEARCH STUDIO

This project aims to identify and address the shortcomings of the SMI canteen service. We gathered data to establish a collective understanding of the needs, wants, and requirements of the canteen users and also by collecting information from the stakeholders and food handlers. With this data, we propose potential solutions for the catering team and relevant authorities at Srishti Manipal Institute to consider.

My role in this project

This was a team project and the entire Team was divided into sub groups to work from 3 perspectives : Caterer , Students and Faculties . I worked from the the Caterer's POV .

User Group

The primary user group was SMI students, faculty and staff members

TIME

3 Week project

TEAM

Students of PG and PGDP Experience Design:

Megha ,Veda, Mallika, Nikita, Kaviya, Sonali, Shinjini, Anjali & Aditi

Mentors

Vineeta Rath & Subramanya T.N

Design research from Caterer POV



Kitchen Visit

Interview with food handler



STIMULUS

Here , a deck of recommendations was proposed as possible solutions based on our observations , interactions , surveys , interviews and thorough **data analysis** and served as a stimulus to enhance the overall experience of Cafeteria.

Brief of recommendations deck

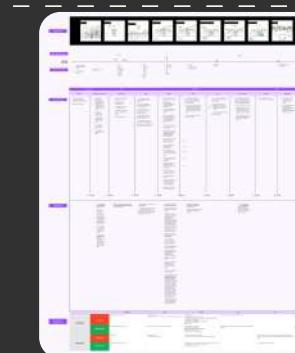
- To enhance the canteen experience, optimizing the queue, signage, and displays to manage crowds effectively.
- Clear labelling of food items for transparency.
- Providing a variety of seating options to cater to different preferences.
- Implementing food stations and takeout/grab-and-go options for convenience.
- Training staff in crowd management and customer service for efficient service.
- Placing mini stations around campus to increase accessibility.
- Crafting a diverse menu to satisfy varying dietary needs.
- Designing effective packaging to promote sustainability and encourage customers to bring their own cutlery.
- Balancing food quantity, pricing, variety, and quality to provide a satisfying dining experience. Developing an app for users to find and order food for added convenience.



Meeting with catering team



Mapping and data analysis to come up with insights , findings and recommendations



Few recommendations



This recommendation deck can help as a stimulus to enhance the canteen experience by

- Reducing wait times and improving crowd management
- Making it easier for people to find and order food
- Providing a more diverse and convenient selection of food
- Improving the quality of the food
- Making the canteen more sustainable
- Creating a more enjoyable and satisfying dining experience

Overall, I believe that by implementing these recommendations, the canteen can create a more enjoyable, efficient, and satisfying experience for everyone.

RESPONSE

The Stimulus (possible solutions and recommendations) was handed over and presented to the catering team .

Some recommendations have been considered and implemented as response . eg : Breakfast availability in the morning etc.

This has created a better experience for the user group because according to the data that we received , people didn't want to eat packaged and unhealthy snacks . And preferred a more healthier and filling alternatives . Few recommendations are yet to be implemented and are in work in progress .

I implement stimuli

Monitoring audience's reactions

Crafting Enhanced Experiences with Intentional Stimuli

LOKAM APP- INTERACTION DESIGN

I decided to design an app for a company called Lokam for my project . Lokam Health is revolutionizing pharmacy retail in India by building India's next patient-centric pharmacy that gives every Indian household the power to choose trusted generic medicines to easily reduce their medication bills and provide them with a care-focused, convenient, and affordable pharmacy experience.

My role in this project → *Defining the desired experience*

This was a team of 2 project and I designed product details page , checkout page and the entire user flow for the app .

User Group

Diverse customer base

TIME

4 Days project

TEAM

Students of PG Experience Design:

Megha and Shinjini

Mentor

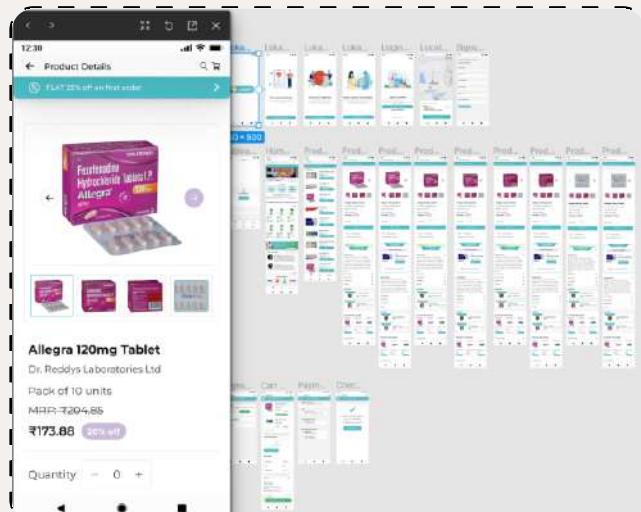
Anand

Link to the app design

▶ Page 1 - Lokam App - 25 September 2023

(loom.com)

Glimpse of the UI / UX of the app



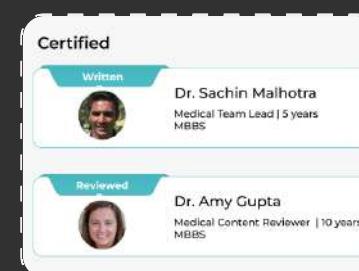
STIMULUS

The UI/UX design of the app serves a powerful stimulus for improving the healthcare experience for patients and the overall efficiency of the pharmacy industry. By providing a user-friendly and accessible platform, pharmacy app can empower patients to better manage their medications, connect with healthcare providers, and access essential health information.

The app's user-friendly interface and focus on affordability make it an essential tool for Indian households looking to save money on their medication bills.

Key UI/UX design features of the Lokam Health app:

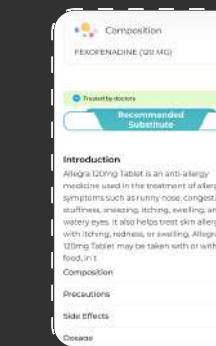
- **Simple and intuitive interface:** The app's clean and uncluttered design makes it easy for users of all ages and technical levels to navigate.
- **Easy search and browse:** Users can quickly find the medications they need by searching by name, brand, or generic equivalent.
- **Detailed medication information:** Each medication listing provides comprehensive information, including dosage instructions, side effects, and interactions with other medications.
- **Price comparison tool:** Users can compare prices of different brands and generic equivalents to find the most affordable option.
- **Online ordering and delivery:** Users can conveniently order medications online and have them delivered to their doorstep.



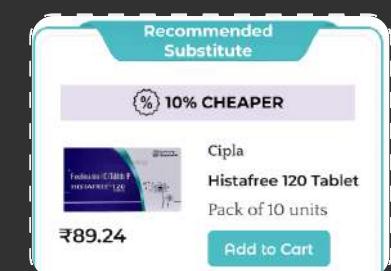
Certified by doctors and hence safe



Simple and intuitive interface



Detailed medication information



Price comparison tool

The Lokam Health app is not just a tool for buying medications, it is a platform for providing a better healthcare experience for all Indians.

The app's clean, simple, and easy-to-use design makes it easy for users to find and order the medications they need at affordable prices. The app's features are also designed to provide users with a care-focused, convenient, and affordable pharmacy experience.

Overall, the Lokam Health app UI/UX design is a well-designed and user-friendly app that can help to improve the pharmacy experience for patients. The app is easy to use and provides patients with the information they need to make informed decisions about their medications.

RESPONSE

→ *Choose right stimuli*

This app is currently undergoing iterations based on the feedback and is not live yet . We are modifying and making necessary changes with each iteration and trying to come up with the best user-friendly interface for improving healthcare experience .

→ *Designing and Implementing stimuli*

→ *Monitoring audience's reactions and making necessary adjustments*

Crafting Enhanced Experiences with Intentional Stimuli

Project Brief

The aim of the project was to see if immersive VR can improve mental well-being and cognitive ability of an individual. We used Candle Gazing in VR as an experiment to check if it can help in meditation and attention span. We were asked to enhance the experience of the VR experiment.

My role in this project

This was a team project and the entire Team worked on creating VR headset prototype . I started working on the software part of the experience , that is creating a better VR environment using Three.js.

User Group

Diverse customer base

TIME

3 Week project

TEAM

Students of PG Experience Design and Human Centered Design:

Megha , Varshini , Deeksha and Harsha

Mentors

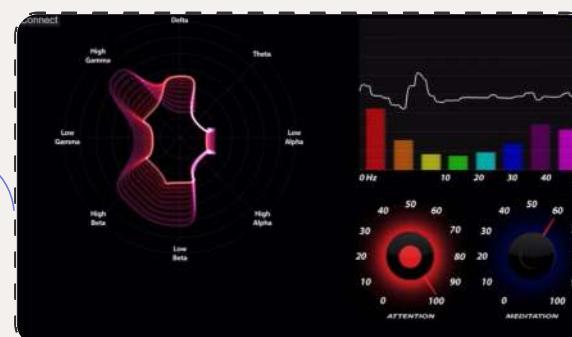
Sanjukta Ghosh

Pilot Experiment



Pilot candle gazing experiment and analysis

Brainwave visualizer app readings

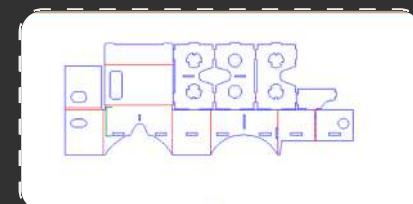


STIMULUS

Here , creating the VR headset with correct focal length and making the VR environment more immersive for better experience is considered as the stimulus .

The process of making the prototype of the VR Headset involved adjusting the template to get the right focal length and making the VR Environment more immersive. The initial prototype had a problem with the focus, which was fixed by adjusting the distance between the lens and the screen.

The process of making the prototype was iterative. We started with a readymade Google Cardboard template and laser cut it. We then scraped off parts of the template to get the right focal length. After getting the correct focal length , we created 3 prototypes out of which 2nd and 3rd suited the best . With this template we will be making a final accurate prototype with MDF board as the Mill board is not durable.



Prototype template



Laser cutting the template



3 iterations with correct focal length



Multiple iterations of prototype

We also worked on the VR Environment by giving inputs to the existing candle gazing experience and attempting to make it more immersive for meditation.

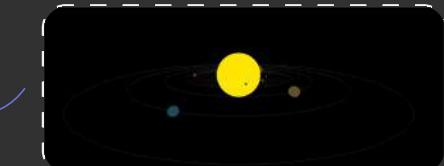
Candlegazing VR environment



Implementing stimuli

After realising even with the nearly perfect focal length , the experience varied from one phone to another . The clarity and experience was better on the iphone due to high resolution . After thinking it over , we decided that we could change the VR environment .Hence in order to develop an enhanced three.js template , I worked on a basic solar system environment to understand the fundamentals of Three.js

Solar System basic scene



Moving forward, our objective was to evaluate the prototypes and determine their functionality and to enhance the VR environment in order to provide a immersive VR experience .

RESPONSE

We conducted a comparative study to ascertain whether the Candle gazing activity was more effective in an Immersive VR environment or in a physical setting where a real candle was used for the activity. In order to obtain reliable and substantial data to validate our experiments, we used an EEG (Electroencephalography) Reader to collect raw data values such as Attention , Meditation , High alpha, Low alpha , High beta , Low beta , High gama , Low gama , delta , theta from brainwave visualizer app that is connected to the EEG device . And to also test the prototype and overall VR experience and make necessary modifications.

Monitoring audience's reactions and making necessary adjustments

Crafting Enhanced Experiences with Intentional Stimuli



DESIGN CONSIDERATIONS AND ETHICS

History of human and digital T&U and other theoretical learnings from my studios and workshop have helped me follow and be aware of certain design considerations ad ethics :

Since all of my projects included designing a stimulus to create enhanced experience , it requires people's reactions and feedback to make necessary adjustments to provide better experience for the identified audience.

The following are the few learnings which I have implemented :

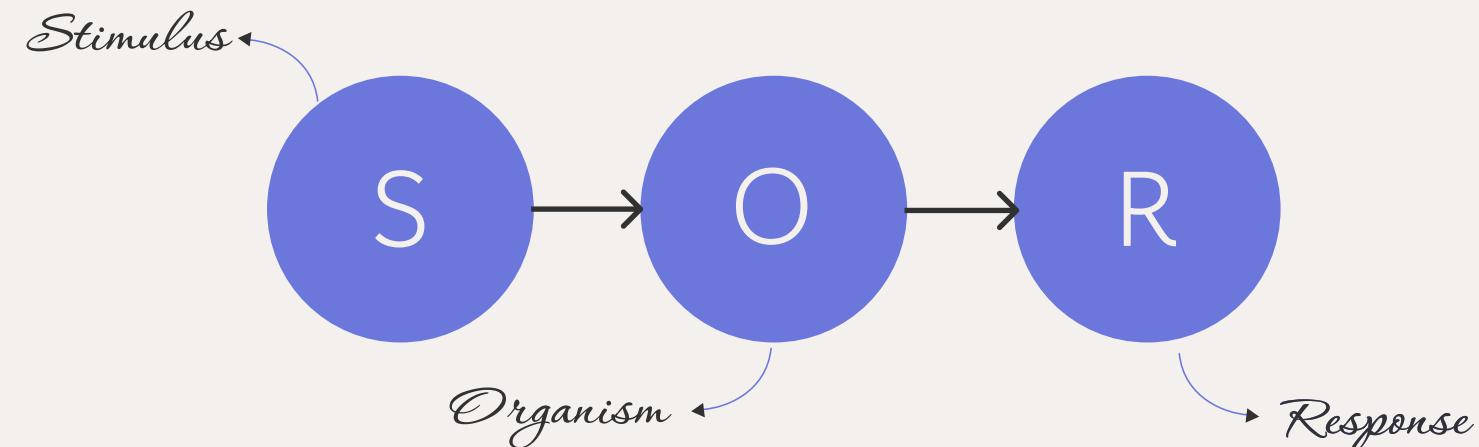
Understanding human needs and behaviours :

The task of designing a washing machine interface for a grandfather in my workshop helped me understand the necessity for designing simple and easy to navigate interfaces . This came into help while designing the Lokam pharmacy app .

Learning from past mistakes and success : I have become more aware of marginalization and digital divide that I have read about and will try to be more inclusive in my practice .

Incorporating cultural and social considerations : The readings from my T&U helped me understand the importance of social and cultural considerations . We put this learning into practice in our re-imagining campus food project wherein we recommended to include more jain, vegan etc. food options which can cater to people with specific cultural preferences in food .

Inclusive and Universal design : This learning from my T&U again helped me develop a better experience in my TDR . We opted for Google cardboard instead of real VR headset considering the affordability for a larger audience . And also the existing VR environment gave a better experience in iphone compared to android due to the screen resolution , we made certain changes in the VR environment to give a better experience even in android phones and hence trying to create a inclusive and universal design .



The Stimulus-Organism-Response (SOR) theory is a psychological model that explains how people behave in response to stimuli. The theory states that there are three factors that influence behavior: the stimulus, the organism, and the response.

- Stimulus: This is the external event or situation that triggers the behavior.
- Organism: This is the person who is responding to the stimulus.
- Response: This is the behavior that the person exhibits in response to the stimulus.

The SOR theory suggests that the way we perceive a stimulus can change our response to it. This means that stimuli can be used to enhance experiences.

CREATIVE PRACTITIONER'S STATEMENT

I had come across the psychological term "stimulus" , process of introducing a stimulus and SOR model while I was researching about interventions during my TDR (Habit and Behaviour) When I started to connect dots between my learnings and projects from this semester , I first started by briefing about my projects , later realized that all of my projects had me working towards enhancing experience as the final outcome .

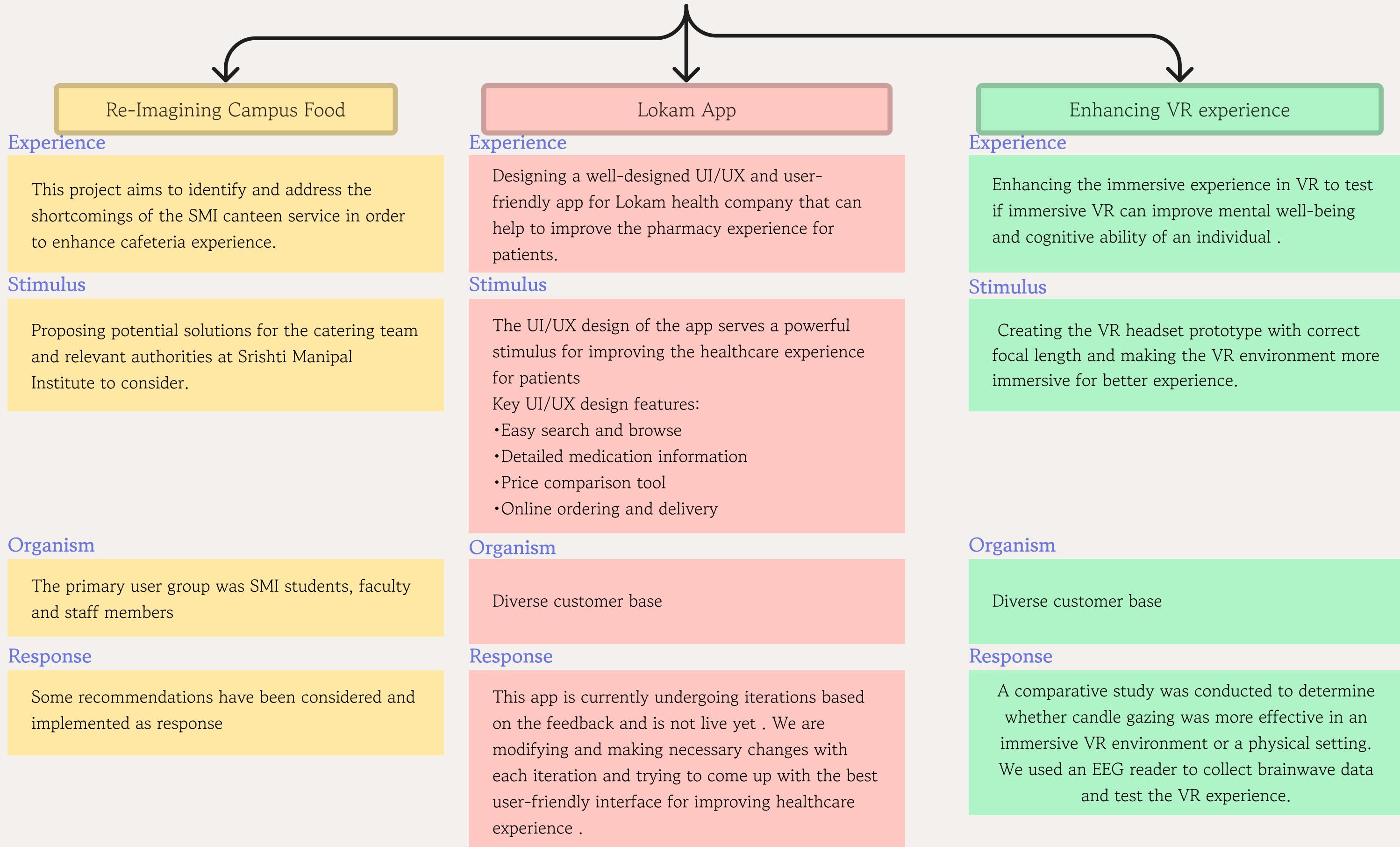
Project 1 - Reimagining campus food - This project aims to identify and address the shortcomings of the SMI canteen service in order to enhance cafeteria experience.

Project 2 - UI/UX design of Lokam App - Designing a well-designed UI/UX and user-friendly app for Lokam health company that can help to improve the pharmacy experience for patients.

Project 3 - Enhancing the immersive experience in VR to test if immersive VR can improve mental well-being and cognitive ability of an individual - Creating a good VR experience to see if immersive VR can improve mental well-being and cognitive ability of an individual .

When I started to analyse these experiences , I found one particular thing in common . I had worked on implementing a **stimulus** in all of the projects to create better experiences may it be physically , digitally or in an immersive environment . I later , made connections with my earlier learnings about stimulus and came up with the creative line of inquiry - “Crafting Enhanced Experiences with Intentional Stimuli”

Crafting Enhanced Experiences with Intentional Stimuli



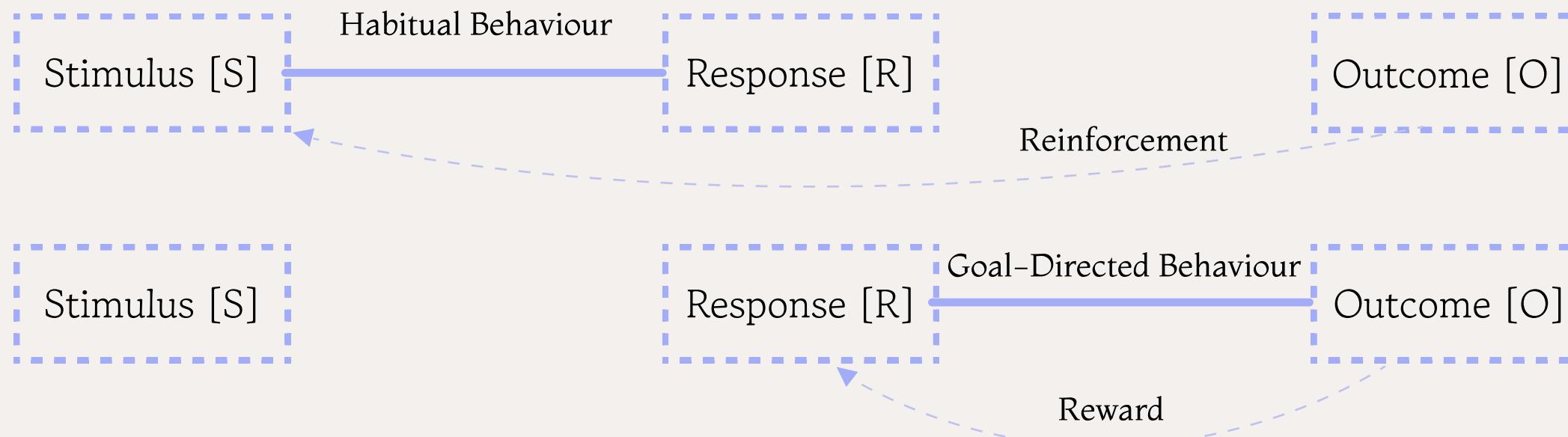
Crafting Enhanced Experiences with Intentional Stimuli



Future scope of work

Exploring the potential of intentional stimuli to shape and strengthen positive habits.

Future research could delve into researching more about habitual behavior, outcome and goal-oriented actions, reinforcement mechanisms, and the role of rewards in habit formation.



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