

# Interaction Relabelling & Extreme Characters

Methods for Exploring Aesthetic Interactions

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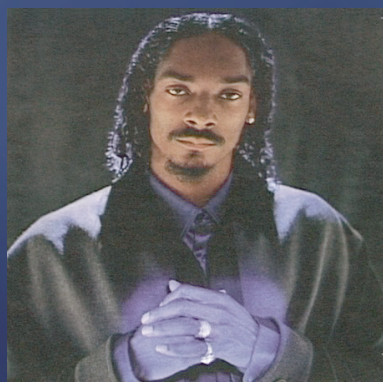
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## Interaction Relabelling

In this method, participants are asked to consider an existing product, and, pretending that it is the product to be designed, to tell and act out how it works. Using unrelated products helps designers to part with the interaction style that is prototypical for the product they are designing. By forcing a mapping between things with quite different functionalities, the focus shifts from the functionality to the actual interaction possibilities. Interaction relabelling also helps in exploring roles. Different styles of interaction suggest different things about users and how they value the product.

## Extreme Characters

Designing for extreme characters is a technique which tries to steer away from the usual designing for a prototypical character from a target group. Instead of designing for characters that are emotionally shallow, we design for characters that have exaggerated emotional attitudes. By taking characters that are extremes, character traits can be exposed which, though common, remain hidden with a traditional approach because they are antisocial or in conflict with a person's status. The following characters were used in the design of an electronic appointment manager.



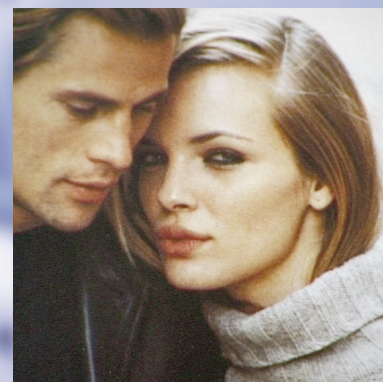
• Drugsdealer

The drugsdealer does not plan very far ahead. Dealers come and go; the scene may look very different next week. The drugsdealer is ambivalent about exposing his appointments. On the one hand, they contain sensitive information. On the other, exposing them means enforcing his position in the hierarchy, a kind of powerplay which draws new trade.



• Pope

The Pope's life is full of compulsory, repeating appointments. In the time slots that remain, the Pope likes to enter as many personal appointments as possible, so that he cannot be hassled for other tasks. While he needs to share the information in his agenda with others who organize his public life, there are some appointments which he would rather not disclose to others.



• Polyandrous 20-Year Old

For the twenty-year old, part of the fun is juggling appointments in such a way that her boyfriends do not learn of each others' existence. When asked out by more than one boyfriend, she wonders what she feels like doing that evening and which boyfriend fits that idea best.

Djajadiningrat, J.P., Gaver, W.W., & Frens, J.W. (2000).  
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Proceedings of DIS'00, Designing Interactive Systems, ACM, New York, pp. 66-71.



<http://www.io.tudelft.nl/id-studiolab/>