

# CHAPTER 7

## DESIGN ETUDE

### • PART 1: FAMILIAR STRANGERS

OVER THE NEXT 72 HOURS, MAKE A *LIST* OF PEOPLE YOU MIGHT CALL *FAMILIAR STRANGERS* IN YOUR EVERYDAY LIFE. TAKE NOTE OF THESE PEOPLE, THE TIME, PLACE, AND CONTEXTS IN WHICH YOU FIND THEM. SEPARATE THE "REAL-LIFE" ONES FROM THE "VIRTUAL" ONLINE FAMILIAR STRANGERS (TWO LISTS?). SPECULATE, IMAGINE, INVENT REASONS WHY THEY HAVE THIS TACIT RELATIONSHIP RELATIVE TO YOU. WORK? COMMON INTEREST? SLEEP SCHEDULE? OR... WHAT?

### • PART 2: IMAGINE & SKETCH

DESIGN A TECHNOLOGY-MEDIATED *SOCIAL EXPERIENCE*: AN INSTRUMENT, TOY, GAME, OR ACTIVITY, SPECIFICALLY FOR A GROUP OF FAMILIAR STRANGERS ON YOUR LIST. WHAT ROLES AND RULES MAKE UP THAT EXPERIENCE? WHAT IS THE SHARED ACTIVITY? FOR *EXAMPLE*...

IMA GONNA TAKE A PICTURE OF THIS WEIRD TREE WE JUST PASSED AND *MIX* IT INTO THIS SOUNDTRACK!

*NO IDEA* WHO I AM JAMMING WITH, BUT THEY ARE ON THIS TRAIN!

WHOA THAT'S A COOL *SOUNDTRACK* FOR THIS COMMUTE...

*SOUL TRAIN!*

A *MOBILE PHONE-BASED COLLABORATIVE MUSIC GAME* FOR DAILY MASS TRANSIT COMMUTERS (E.G., *CALTRAIN COMMUTERS* BETWEEN *SAN JOSE* AND *SAN FRANCISCO*).

THE APP WOULD SEARCH FOR OTHER USERS BY LOCATION, AND *ANYONE* WITHIN X METERS CAN AUTOMATICALLY *JOIN* THE APP. THE EXPERIENCE BEGINS AS THE TRAIN *MOVES*: FAMILIAR STRANGERS WOULD ALL *MOVE* WHILE *STAYING* RELATIVELY CLOSE TO ONE ANOTHER (BECAUSE THEY ARE ON THE SAME TRAIN). USERS OPERATE A COLLABORATIVE AUDIOVISUAL *SEQUENCER* TO GENERATE BEATS AND CAN ALSO TAKE *PHOTOS* OF THEIR *SURROUNDINGS* (BUILDINGS AND LANDMARKS THEY PASS) TO BE SEMI-AUTOMATICALLY ADDED TO THE APP'S AUDIOVISUAL MIXER, AND PERHAPS EVEN *SONIFIED* AS SONIC MATERIAL FOR THE SEQUENCER. EACH SONG BEGINS WHEN THE TRAIN LEAVES A STATION AND ENDS AT THE NEXT STOP. THE APP *DOES NOT* REQUIRE USERS TO *EVER* MEET ONE ANOTHER, BUT IT IS DESIGNED TO INDUCE A SENSE OF *CAMARADERIE* AND *LOCALIZED SIGNIFICANCE* FOR THE FAMILIAR STRANGERS THAT SHARE THE HOUR-LONG TRAIN RIDE TO WORK. IT OPERATES AS A *PARTICIPATORY DRUM CIRCLE* AND *AUDIOVISUAL SOUNDTRACK* FOR THE TRIP. COOL RESULTS CAN BE *SAVED* AND REPLAYED TO YOUR *CO-WORKERS* WHEN YOU GET THERE! MORE SOPHISTICATED WORKS, BONUSES, AND ACHIEVEMENTS CAN BE EARNED BY REPEATED PLAY FROM THE SAME PEOPLE!