

USER ANALYSIS

The exploration of creative user interaction within the Future Physical programme afforded a specialist overview of the concept of a CREATIVE USER. The research provided specific insights and observations pertaining to the nature and scope of creative participation within interactive digital art and identified some of the key user issues and requirements

SUMMARY OF FINDINGS

Role of the User

- >>> The role of the user is multifunctional and is based in processes of observation, performance and creation
- >>> The key concepts associated with the role of the user are Role-shifting, Role-casting and User testing
- >>> Key role requirements include User Skills and Abilities, Duration and Rehearsal and Safe Conditions

Interface and Interaction

- >>> The range of experiences can be broadly classified into Observational, Responsive and Kinaesthetic types of interface designs
- >>> These interface designs are linked to different modes of interactions which can be classified as low, medium and high modes of interaction
- >>> Key Design requirements include Transparency, Functionality, Choice and Stimuli

Desire and Reward

- >>> Users display a general curiosity and interest in discovery, exploration and experimentation which is active and challenge-based
- >>> Primary motivators behind participation relate to three main centres of interest which are learning, product and pleasure
- >>> Rewards of participation are about mastery, escapism and social event and require acceptance of learning as a key part of the experience

Information and Communication

- >>> The process of information gain is a vital component of the user experience and users benefit from personal explanation.
- >>> Most users state a need for some information on both conceptual and technical details to grasp aesthetics and functionality concepts.
- >>> 'Responsible PR' is a strategic requirement for the development of new practices and is linked to setting appropriate expectations

This chart illustrates the user experience as a journey of shifting roles, activity processes, learning styles and environment types.

