

DESIGN, INNOVATION, AND EMOTIONAL EXPERIENCE IN VIRTUAL WORLDS

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Α. ABOUT



Β. PREVIOUS

RESEARCH



Γ. PROPOSED
RESEARCH



Δ. SANDBOXES



Ε. THANKS &

THINGS.....



α. ABOUT



BACHELOR OF **INDUSTRIAL DESIGN**

Middle East Technical University, Ankara

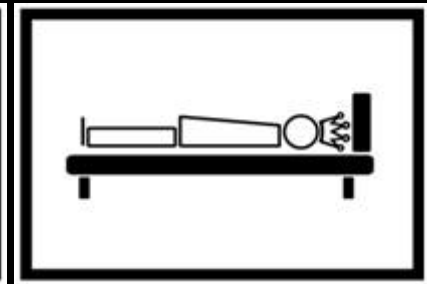
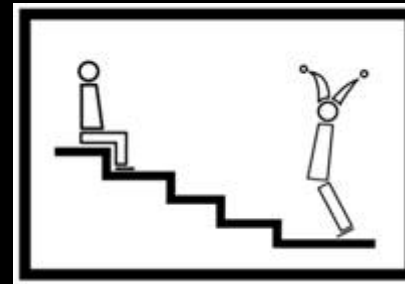
**“DESIGN AND NEW MEDIA”
TOWARDS AN ANALYSIS OF NEW MEDIA
CULTURE THROUGH DESIGN PERSPECTIVE**

M.Sc. IN
INDUSTRIAL DESIGN
Istanbul Technical University, Istanbul

M.Sc. Thesis by
Remzi Ateş GÜRSİMŞEK

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α. ABOUT



"TORINO 2008 WORLD DESIGN CAPITAL INTERNATIONAL SUMMER SCHOOL: DESIGNING CONNECTED PLACES" (active welfare) (july, 2008)

10TH INTERNATIONAL "DESIGN FOR CULTURAL HERITAGE" WORKSHOP EMRE SENAN DESIGN FOUNDATION (izmir. june, 2008)

β. PREVIOUS RESEARCH

- **Dutch Design Week** (**XXI** Magazine, Nov. 2005) (with Odul AKYAPI GURSIMSEK)
- **Future Directions in Product Semantics: New Media Objects and Cyberspace** (**Design and Semantics of Form and Movement Conference**, Northumbria University, Newcastle - UK, Nov. 2005)
- Tasarım ve Anlam Üzerine Yeni Yönelimler: Etkileşim Tasarımı ve Yeni Medya (**3rd National Design Congress**, ITU Taşkışla TR, June 2006)
- "Interfaces of the Real": **Semantic Discourse on Object and Consumption in Interactive Product Design** (EAD07 **Dancing with Disorder: Design, Discourse, Disaster**. 7th International Design Conference, European Academy of Design and Izmir University of Economics, Izmir - TR, April 2007)
- **"Cyberspace and Virtual Environments as Contemporary Realms of Symbolic Exchange"**: Mediatization of Self-Identification in Post-Industrial Society (**Transforming Audiences** Conference, Westminster University, London - UK, Sept. 2007)

β. PREVIOUS RESEARCH



CULTURAL INTERACTION THROUGH
VIDEO GAMES: ANALYSIS OF
PLAYSTATION CAFÉS IN ISTANBUL
AS CONTEMPORARY SOCIAL
COLLECTIVES
(Metis Publications. awaiting)

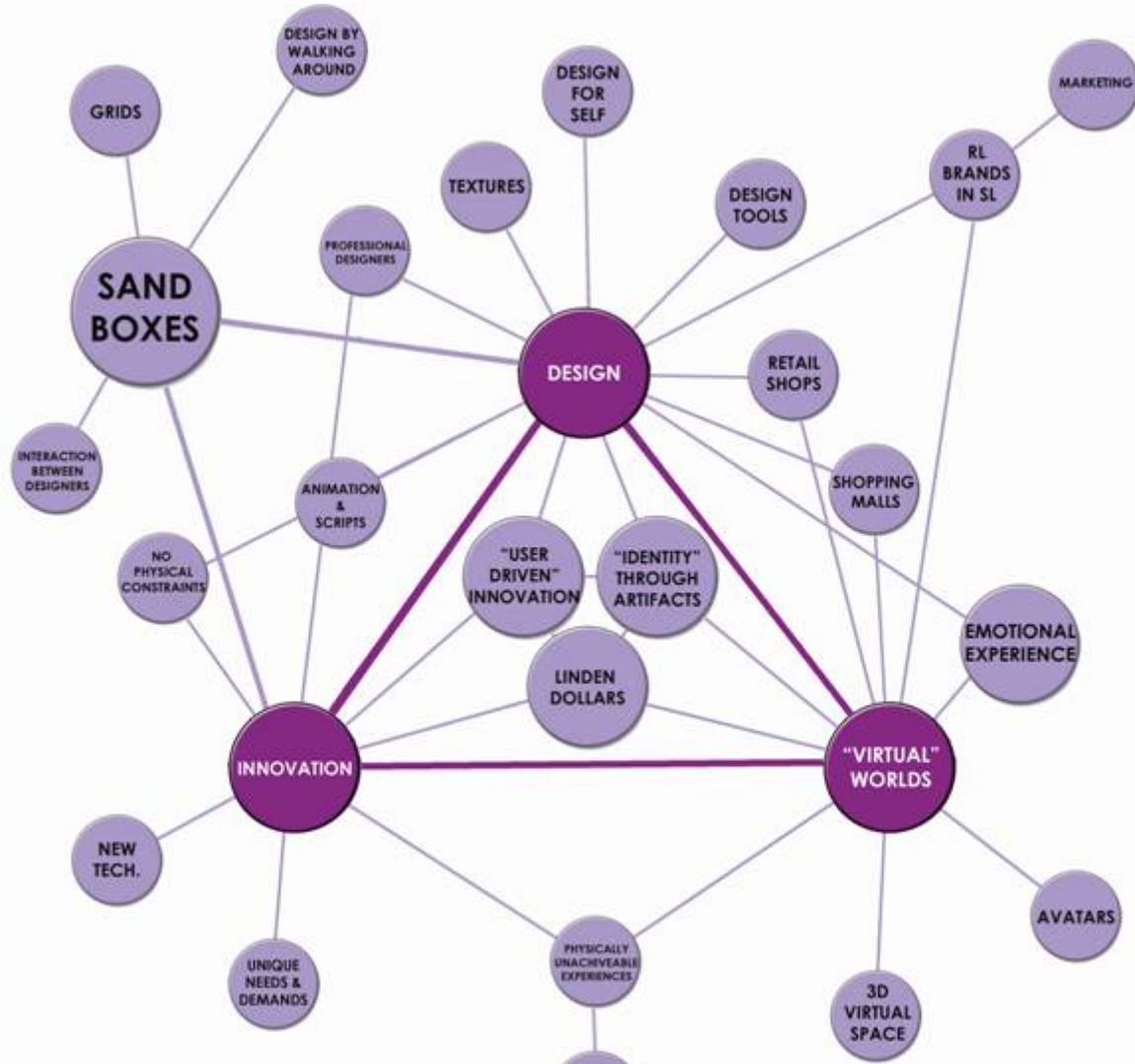


AUGMENTED SPACES AND
TRANSFORMING SPATIAL
EXPERIENCE
(Design Research Society 2009)

Y. PROPOSED RESEARCH

DESIGN FOR THE VIRTUAL WORLD* :
USER-DRIVEN INNOVATION IN
SECOND LIFE AND THE
ROLE OF DESIGN IN
MULTI USER VIRTUAL ENVIRONMENTS

Y. PROPOSED RESEARCH



Y. PROPOSED RESEARCH



With Multiuser Virtual Environments (**MUVE s**), such as Second Life (SL), individuals are provided with more comprehensive means of **experiencing the online space**.

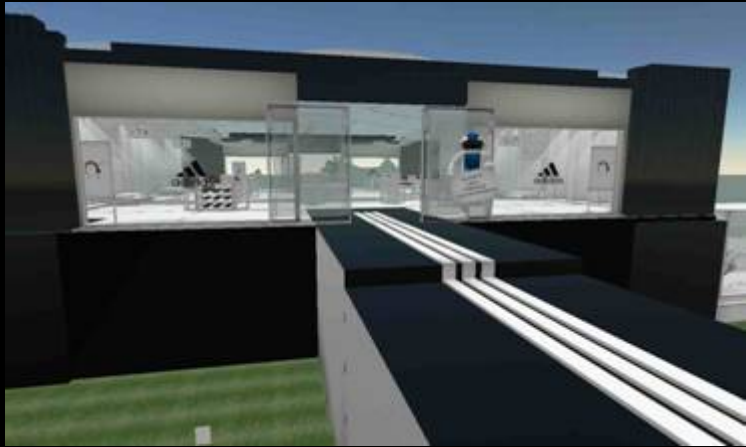
Gordon and Boo (2008) categorize the four characteristics that draw us into virtual worlds as: "**immersion, group formation, constructive ownership and imaginative playfulness**."

Y. PROPOSED RESEARCH



Recent reports of IGE Ltd, estimate that almost **\$1 billion** was spent (in RL currency) in 2005 (Hof, 2006). According to Warren Ellis' Reuters Report in January 2007, the average money (in US Dollars) spent in one day in Second Life exceeds \$1,600,000.00 (**\$1,689,143 in Jan. 4, 2007**) (Ellis, 2007).

Y. PROPOSED RESEARCH



Several **large global companies**, such as IBM, Nike, Cisco, and Wal-Mart have already launched their **virtual branches** (Hof, 2006; Kremen, 2007) and working on ideas on how to develop new methods for their operations in management, marketing, and product design (Hof, 2006).

Y. PROPOSED RESEARCH



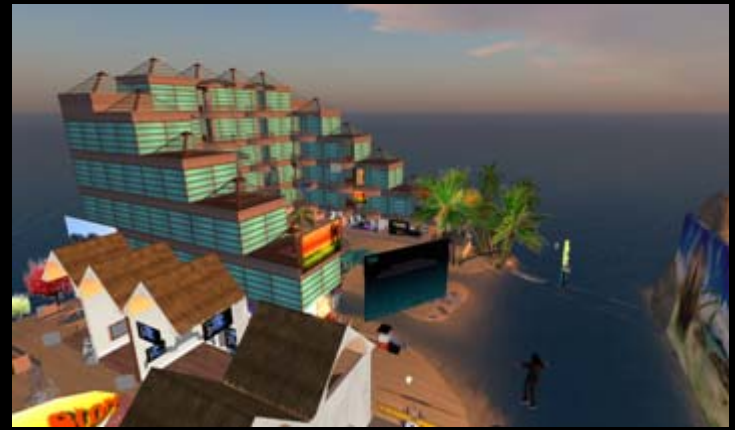
Most visitors' interest in experiencing the **physically unachievable spaces**, artifacts, skills and relations provide designers with **a vast market of unsatisfied needs**, and possible **innovative solutions** for the virtual environment.

Y. PROPOSED RESEARCH



Designers in Second Life capture the demands of their (virtual) customers, introduce new fields of commerce, and offer personalized (and mass produced) artifacts to avatars who are willing to spend money on their SL looks and their **virtual identities**.

Y. PROPOSED RESEARCH



Considering how significant personalized artifacts and spatial organizations are in Second Life, I believe it is important to investigate **how design affects the user preferences** about their representational selves (avatars), the spaces to which they feel attached, and their social positionings in the virtual community.

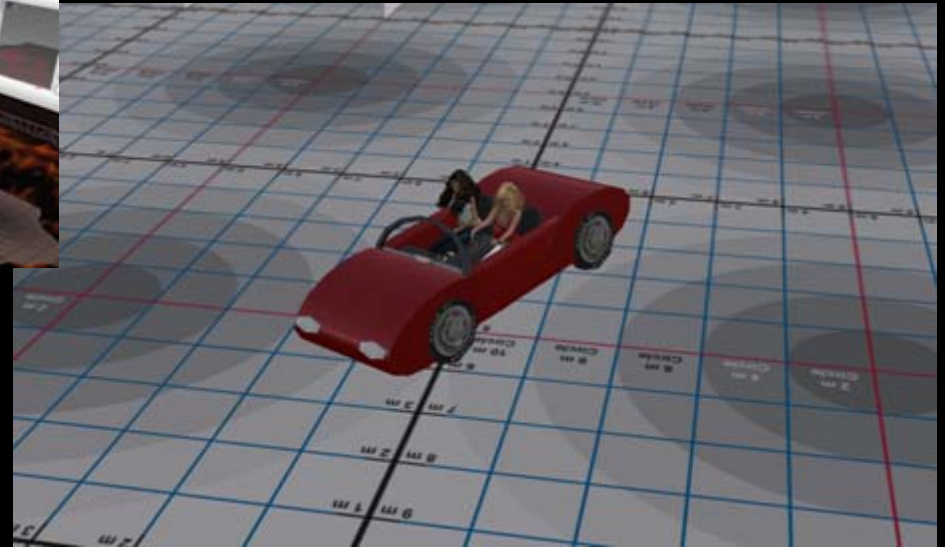
8. SANBOXES & USER DRIVEN INNOVATION



SANDBOXES are building zones in which various users can design, produce and test artifacts, buildings, animations etc.

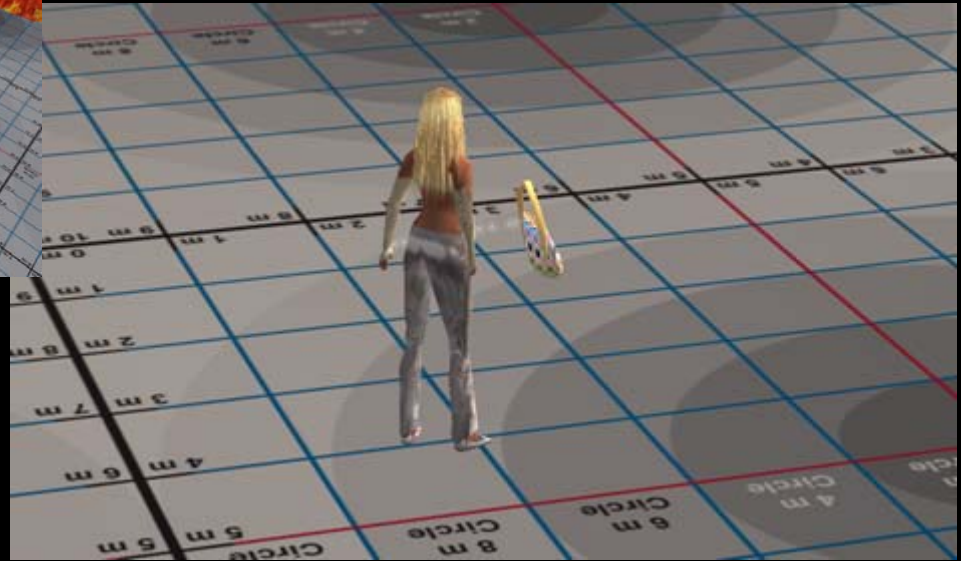
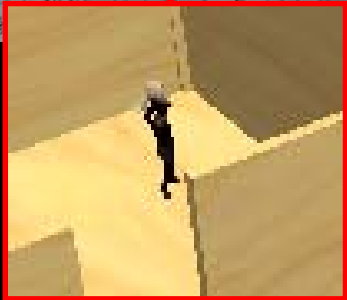
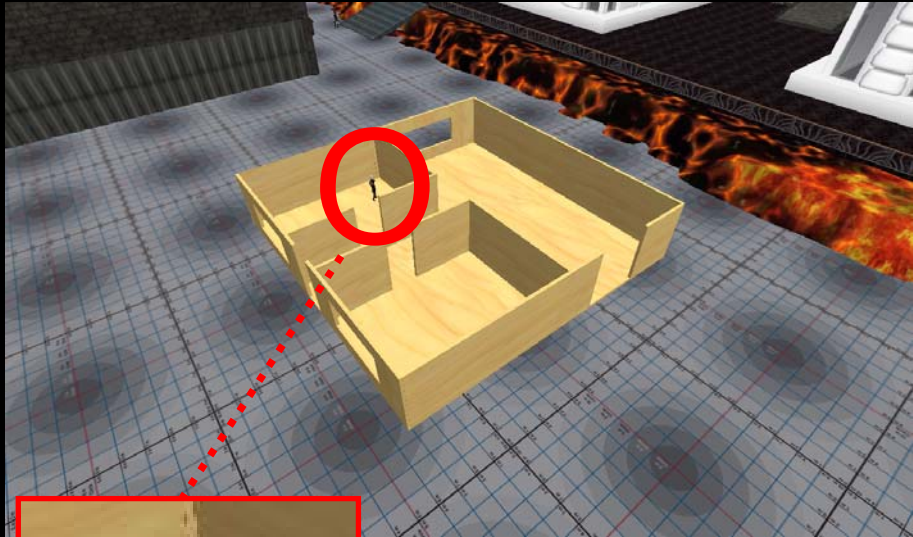
Their importance lies in their role of **enabling user driven innovation**, and help sustaining the growth of the virtual economy in Second Life.

δ. SANBOXES & USER DRIVEN INNOVATION



As public spaces for individuals to try out building, these Sandboxes also **enhance social interaction between members**. People can ask each other questions, ask for help on specific subjects, work together, or evaluate each others' productions.

8. SANBOXES & USER DRIVEN INNOVATION



Involving efficient Sandboxes and similar possibilities for user generated content would not only provide virtual worlds with many possibilities for **future development** and new contexts for **online interaction** but also introduce **new methods and tools for design**.

δ. CRITICAL QUESTIONS



How do user-product interaction and users' emotional experiences with the artifacts function in Second Life's social structure?

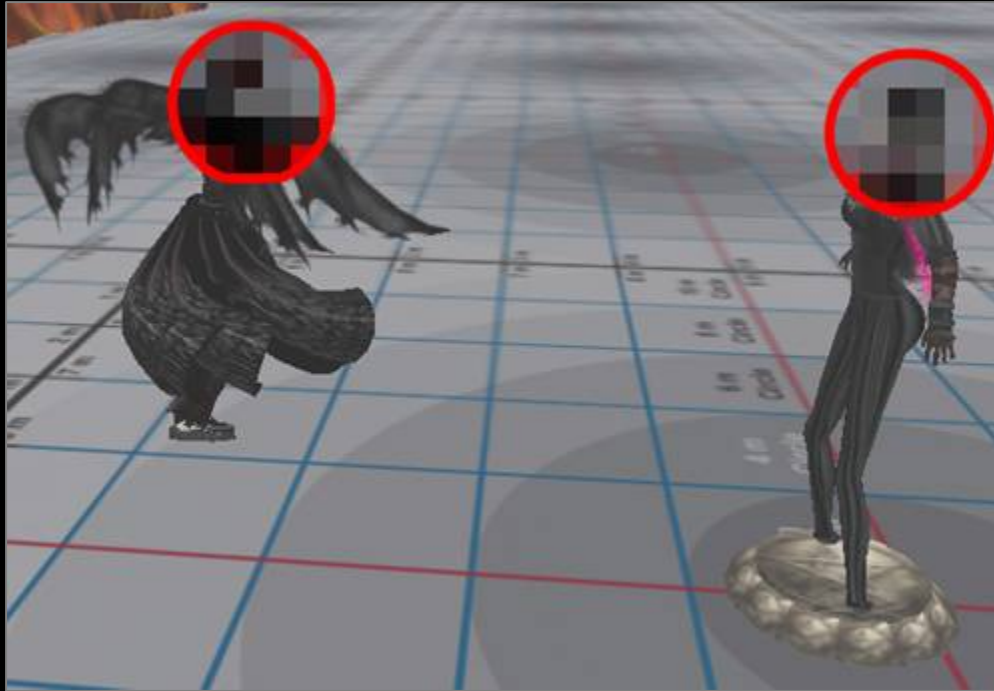
How does **individual entrepreneurship and user-driven innovation** possibilities drive the market by answering to existing needs and offering new solutions with new technologies?

Should we categorize Second Life's designed artifacts as contemporary objects of product design and architecture, or interaction and graphic design? Or both?

What can be the new tools & criterias for effective design processes (and products) in Second Life?

What can virtual worlds offer in terms of design methodology, market research, usability, authenticity and innovation?

δ. CRITICAL QUESTIONS



What are the ethical implications of observing virtual communities in virtual worlds ?

Thank you...



REFERENCES

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Hof, R.D., 2006. My Virtual Life, *BusinessWeek Online*,
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