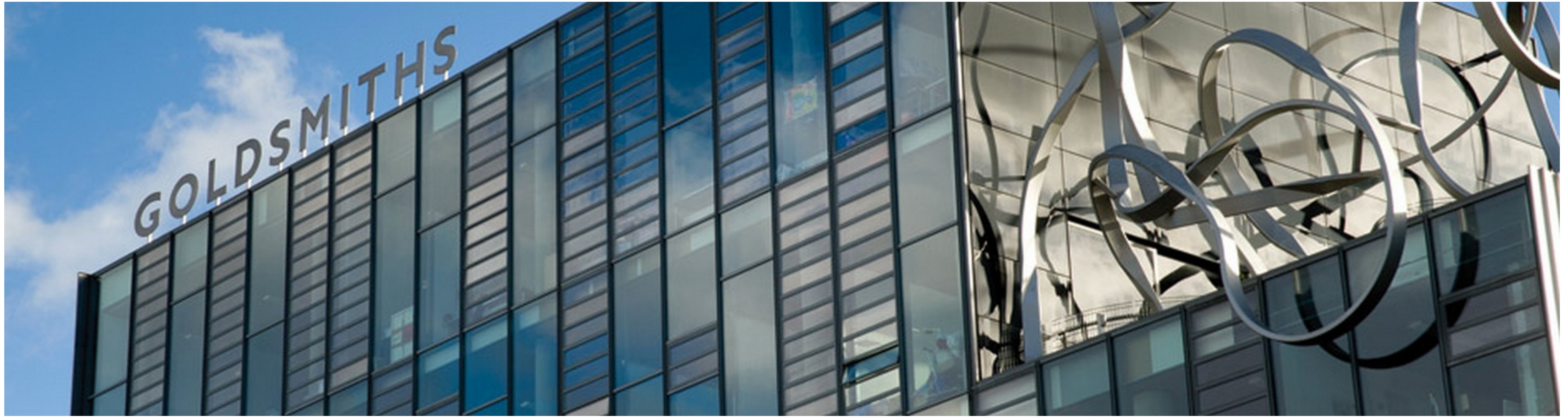




Microsoft Design Expo

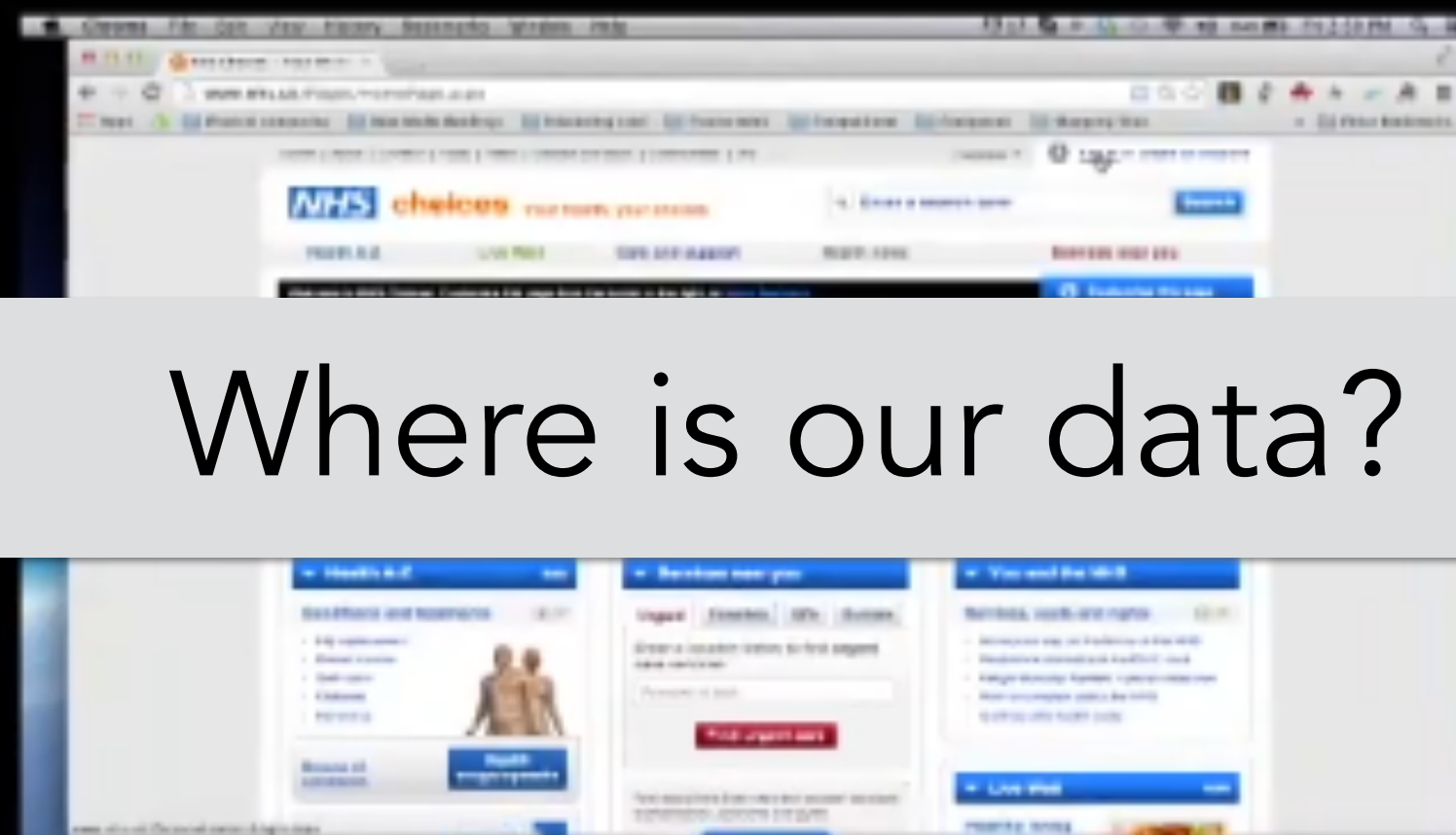
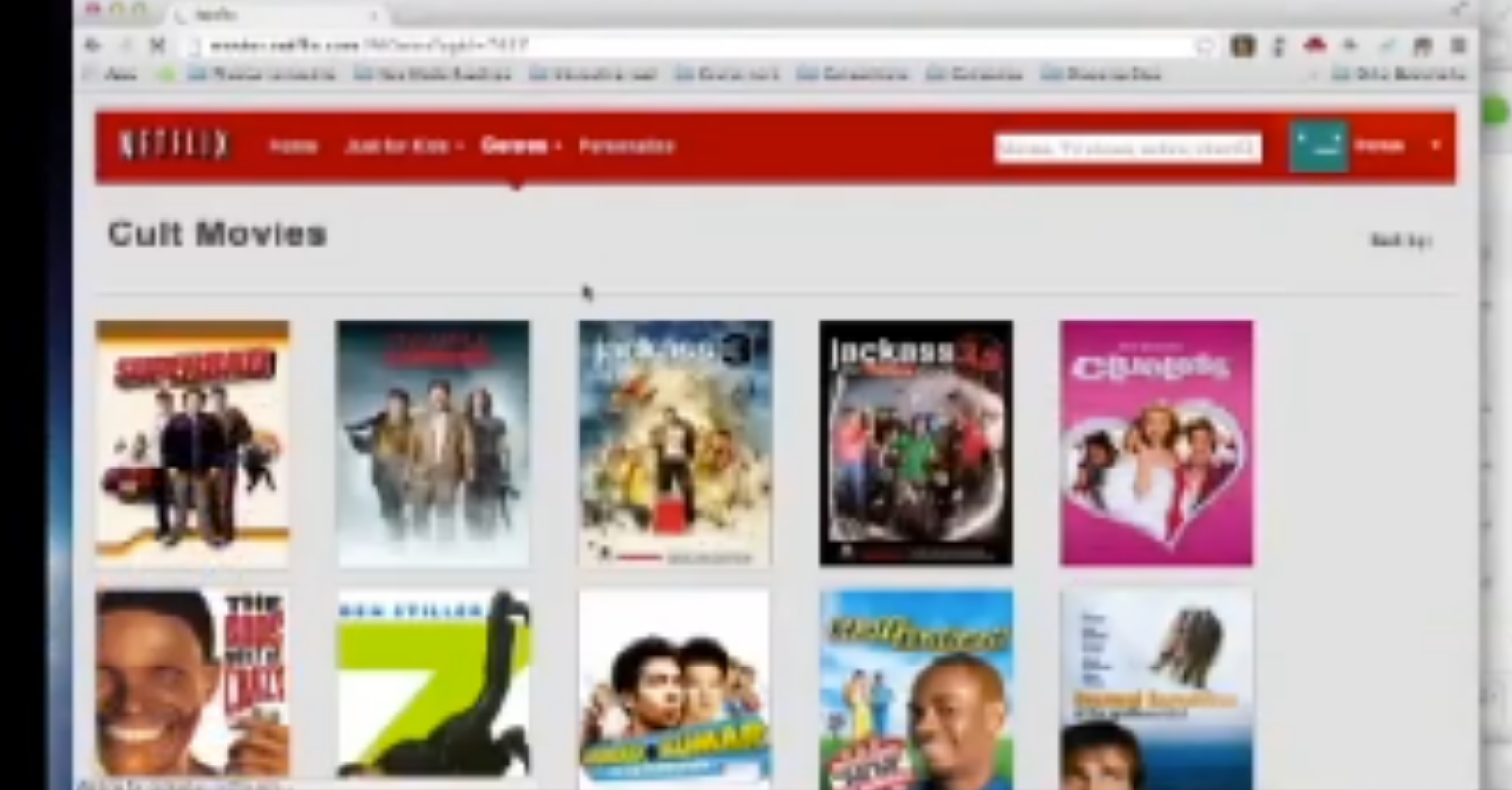
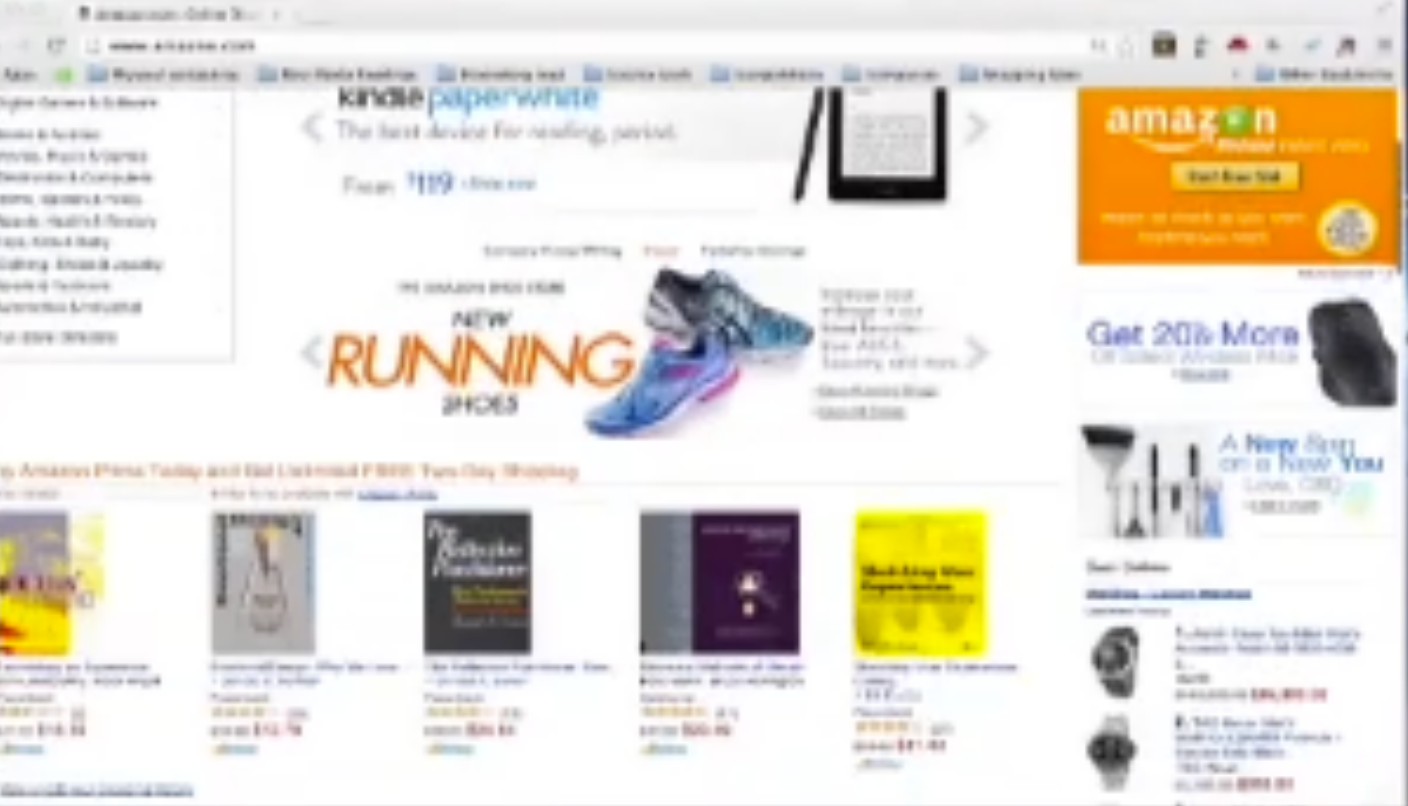
July 15, 2014

Samantha Miller & Anuradha Reddy

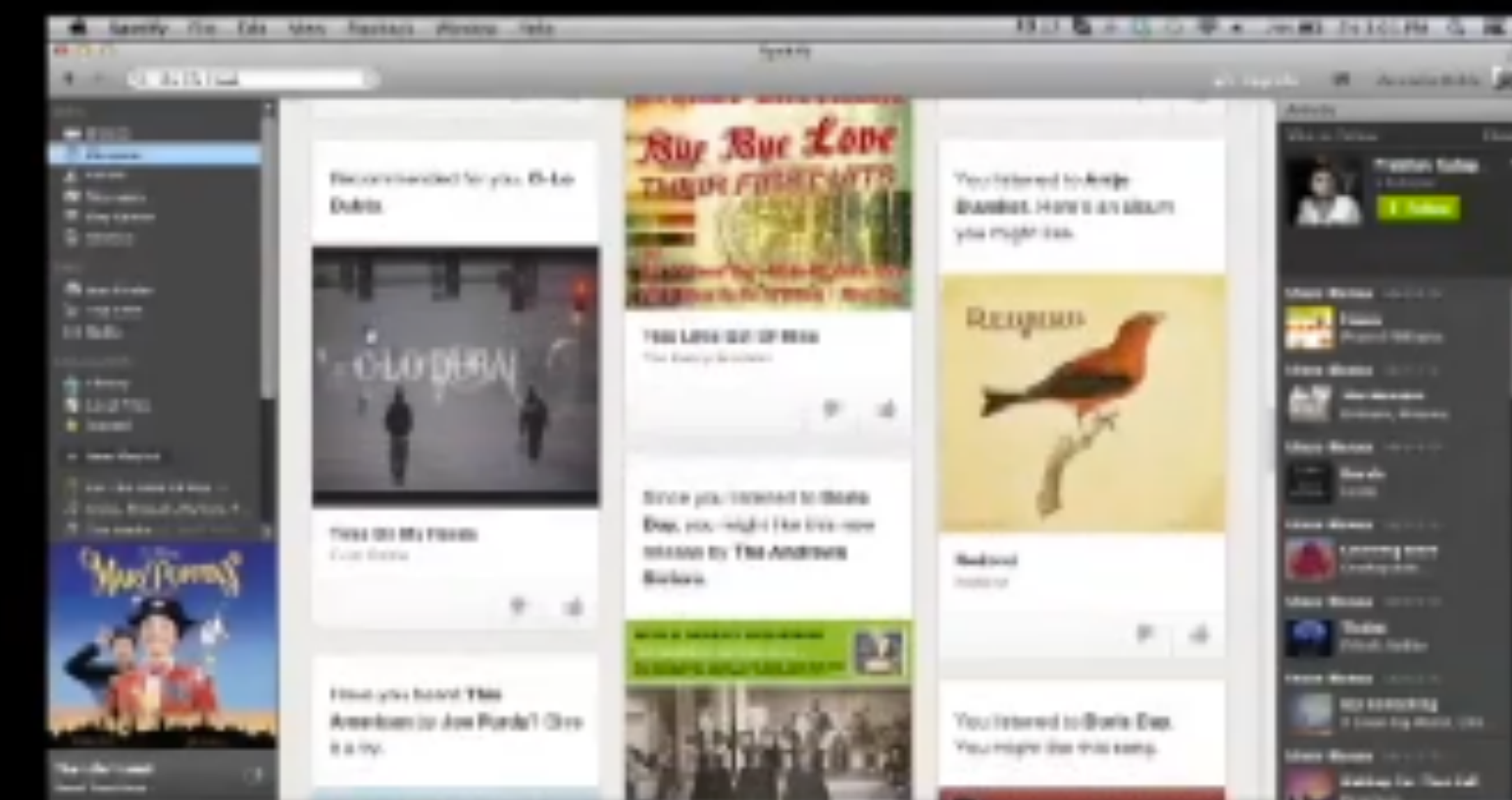
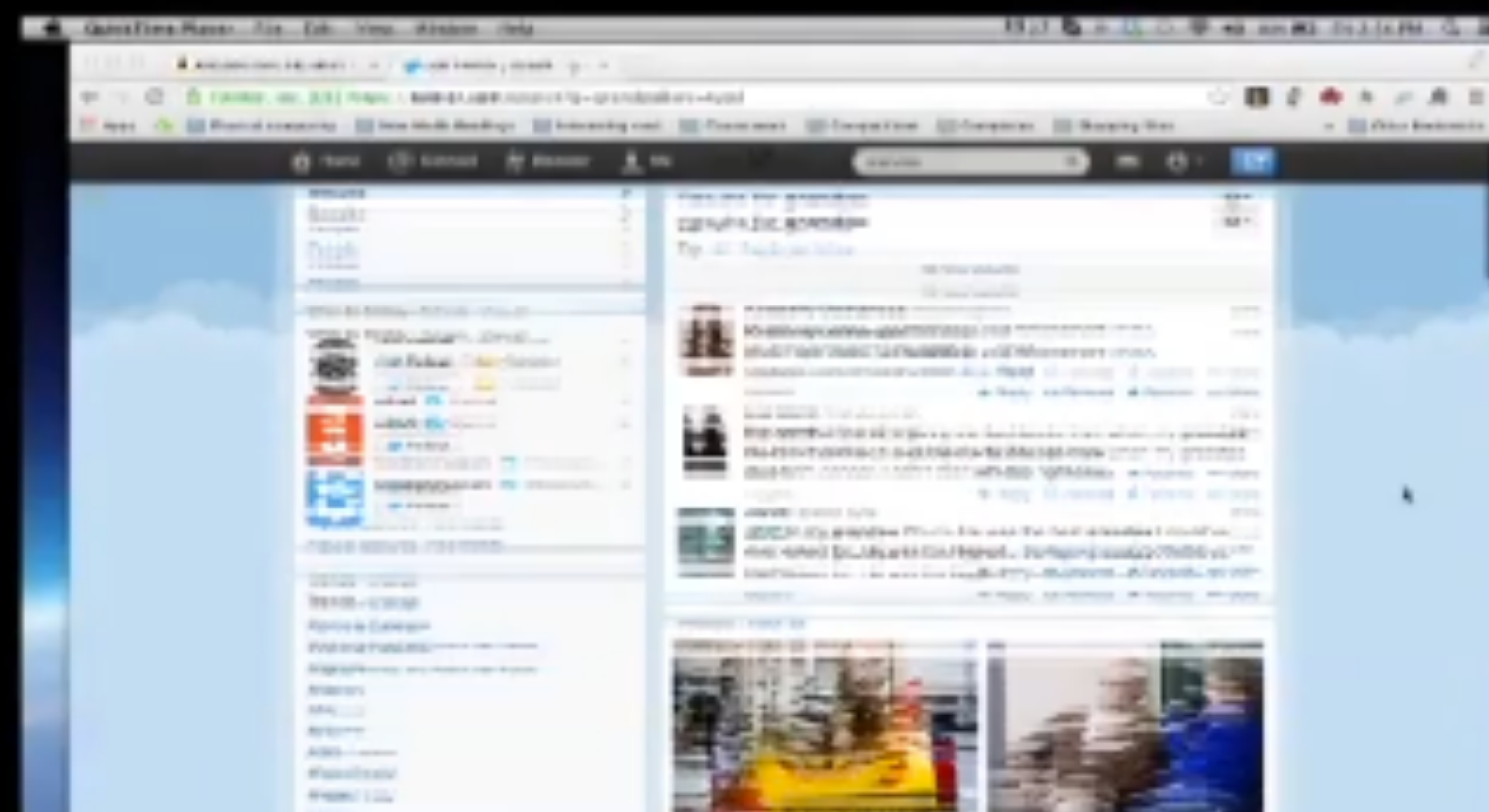
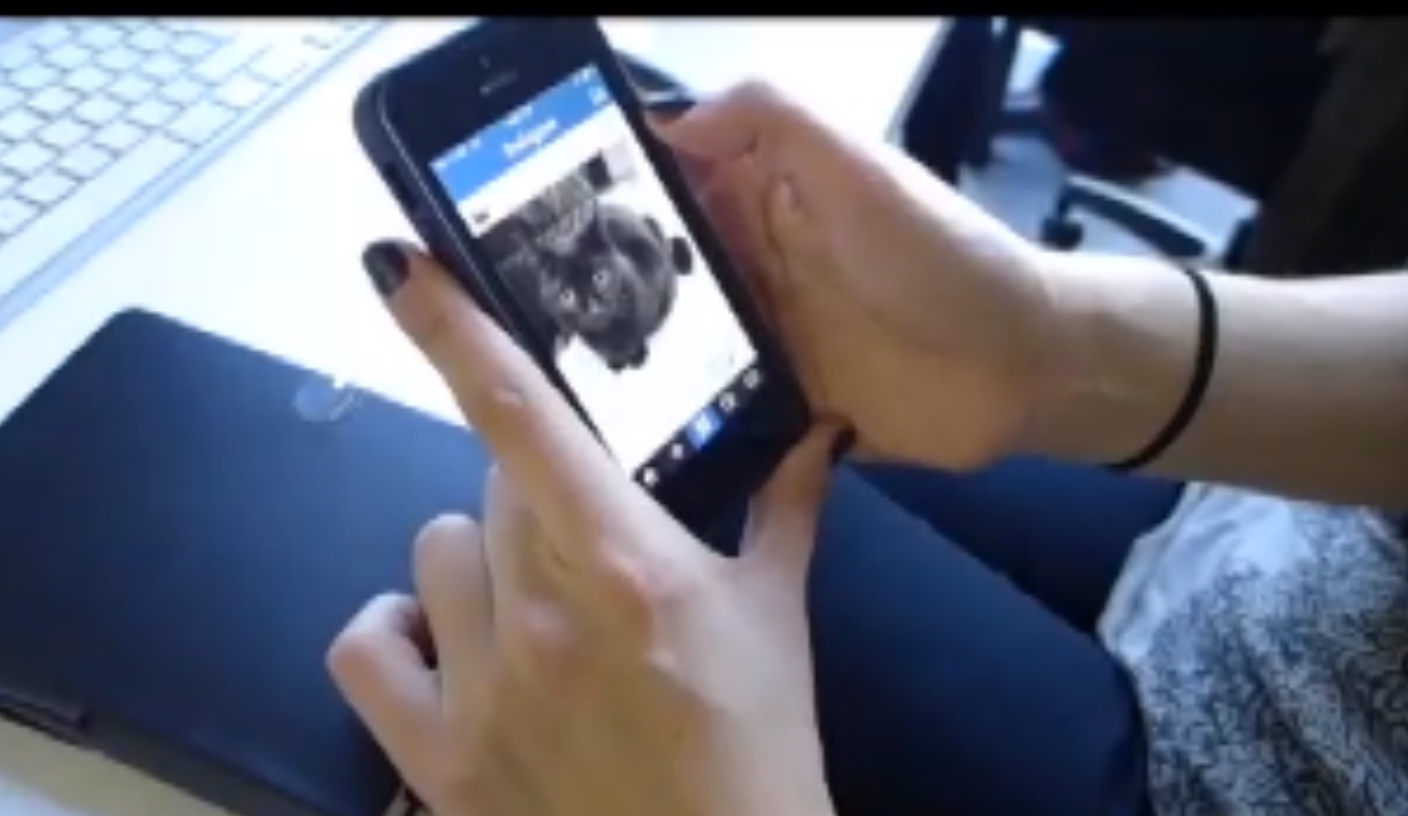


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MA Design: Interaction Research
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Where is our data?



Our Approach: Engaging through Design



James Bridle's 'Rorschmap'

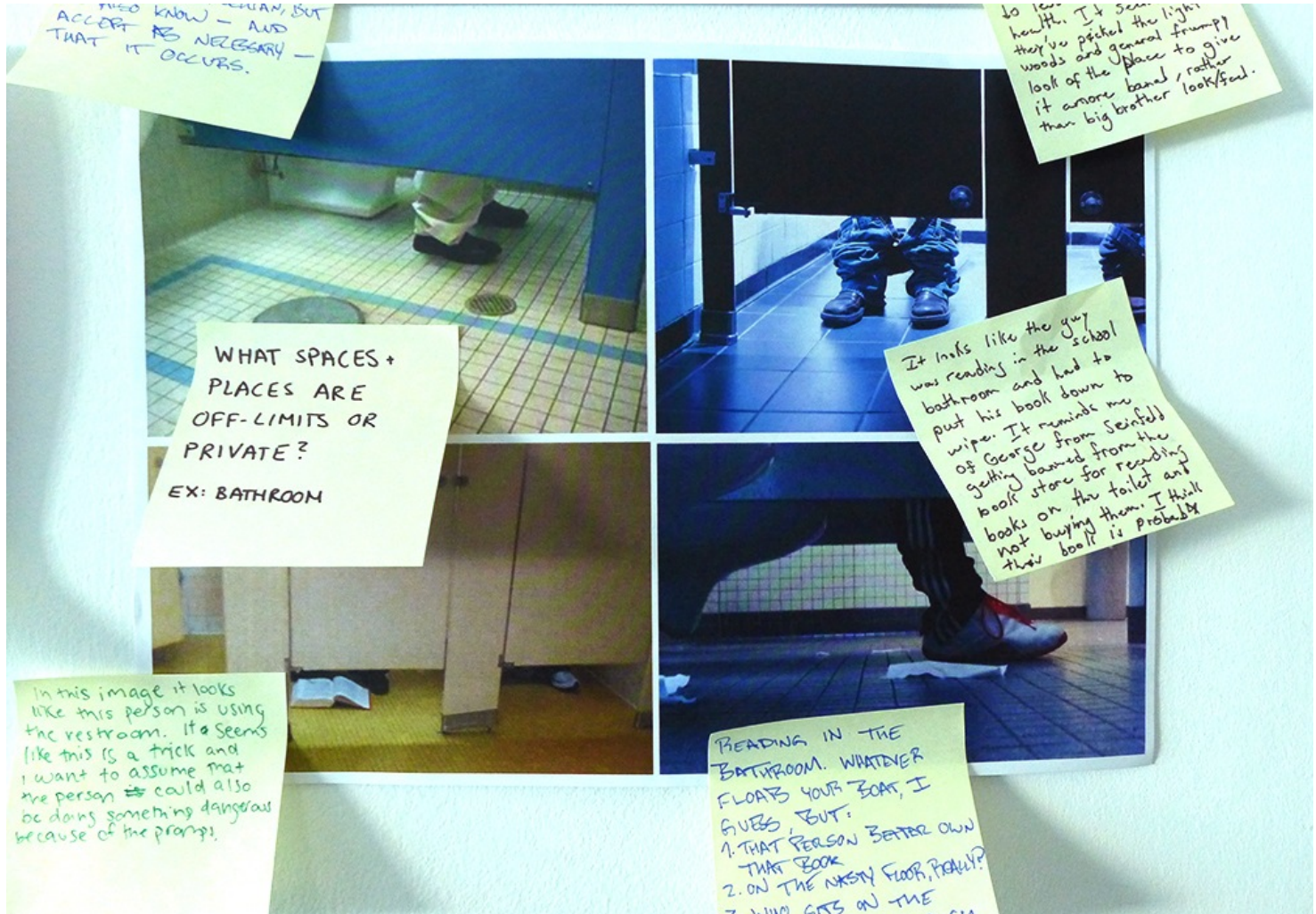


Thomas Thwaites' 'Nebo'

Research



Initial responses



Probes



Interviews

Research Insights: Faith & Superstition



Research Insights: Transparency

Traceroute to Facebook : New Cross to Mountain View

```
Anuradhas-MacBook-Pro:~ anuradhavreddy$ traceroute facebook.com
traceroute to facebook.com (173.252.110.27), 64 hops max, 52 byte packets
 1 10.170.0.1 (10.170.0.1) 1.158 ms 0.877 ms 0.752 ms
 2 router.gold.ac.uk (158.223.2.89) 1.726 ms 1.733 ms 1.843 ms
 3 192.168.0.1 (192.168.0.1) 1.553 ms 1.561 ms 1.280 ms
 4 gi0-6-0-9.londsh-rbr1.ja.net (146.97.136.237) 2.310 ms 2.336 ms 2.465 ms
 5 be2.londic-rbr1.ja.net (146.97.66.34) 2.739 ms 2.882 ms 2.649 ms
 6 ae24.londpg-sbr1.ja.net (146.97.37.197) 2.568 ms 2.421 ms 2.744 ms
 7 * * *
 8 ae0.lond-gw-ixp3.ja.net (146.97.35.174) 3.282 ms 3.804 ms 2.884 ms
 9 195.66.237.69 (195.66.237.69) 2.924 ms 29.783 ms 35.639 ms
10 ae1.bb02.lhr2.tfbnw.net (31.13.30.198) 4.099 ms
   ae1.bb01.lhr2.tfbnw.net (31.13.30.174) 3.585 ms
   ae1.bb02.lhr2.tfbnw.net (31.13.30.198) 3.190 ms
11 ae7.bb01.ewr1.tfbnw.net (31.13.27.228) 79.397 ms
   ae6.bb01.ewr1.tfbnw.net (31.13.27.226) 94.366 ms
   ae7.bb01.ewr1.tfbnw.net (31.13.27.228) 79.420 ms
12 ae0.bb01.lga1.tfbnw.net (31.13.30.205) 97.451 ms
   ae13.bb04.frc1.tfbnw.net (204.15.20.75) 97.873 ms
   ae13.bb03.frc1.tfbnw.net (31.13.31.249) 98.056 ms
13 ae18.bb01.iad1.tfbnw.net (204.15.20.128) 81.621 ms
   ae19.bb02.iad2.tfbnw.net (31.13.25.71) 104.162 ms
   ae9.bb02.iad1.tfbnw.net (31.13.25.73) 82.063 ms
14 ae8.bb03.frc1.tfbnw.net (31.13.24.88) 100.288 ms *
   ae8.bb01.frc1.tfbnw.net (31.13.24.32) 216.378 ms
15 ae1.dr03.frc1.tfbnw.net (31.13.27.76) 92.975 ms
   ae1.dr04.frc1.tfbnw.net (31.13.27.80) 123.167 ms
   ae40.dr01.frc1.tfbnw.net (31.13.27.67) 94.893 ms
16 edge-star-shv-13-frc1.facebook.com (173.252.110.27) 92.742 ms 92.330 ms *
```

2



4



9



13



16



Exploring Data Centres

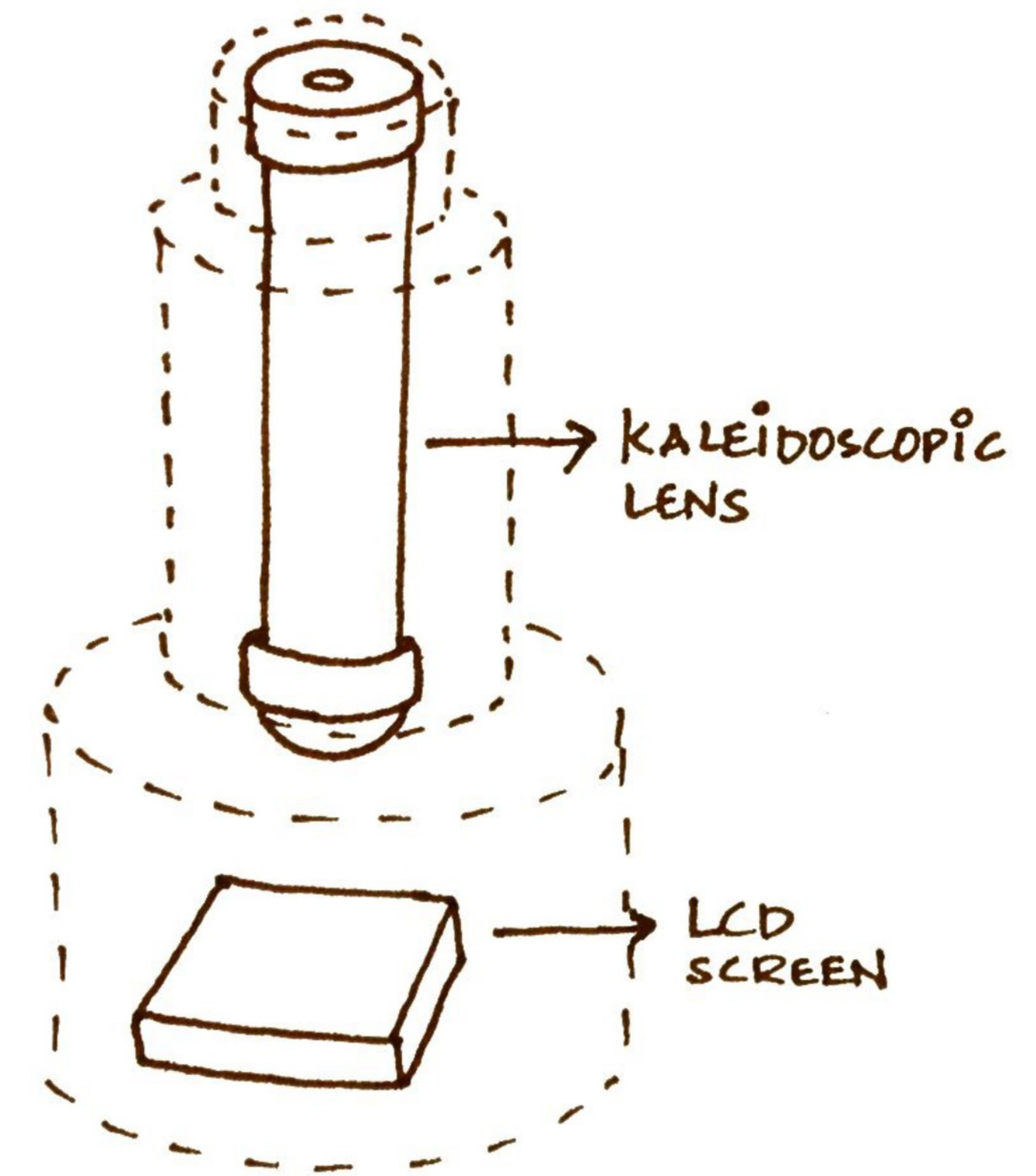
How can we make these places visible?

How can we physicalise 'the cloud' through an object?

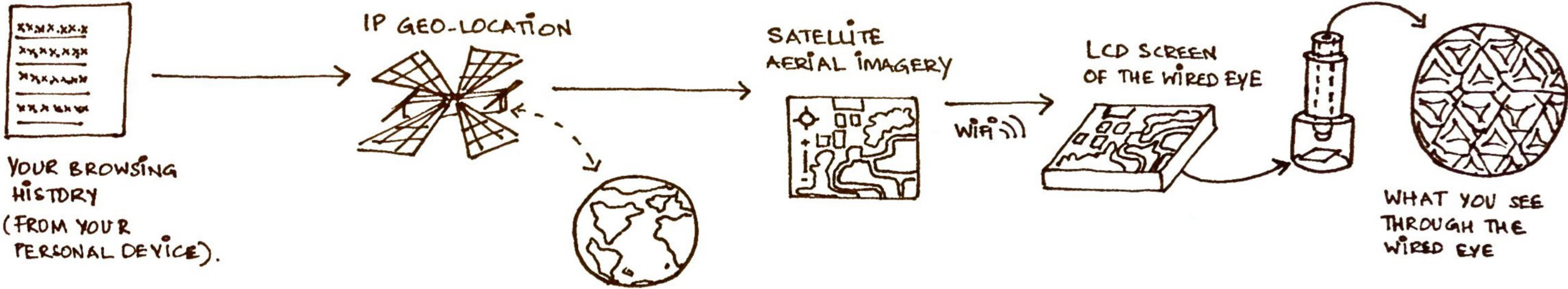


The Wired Eye

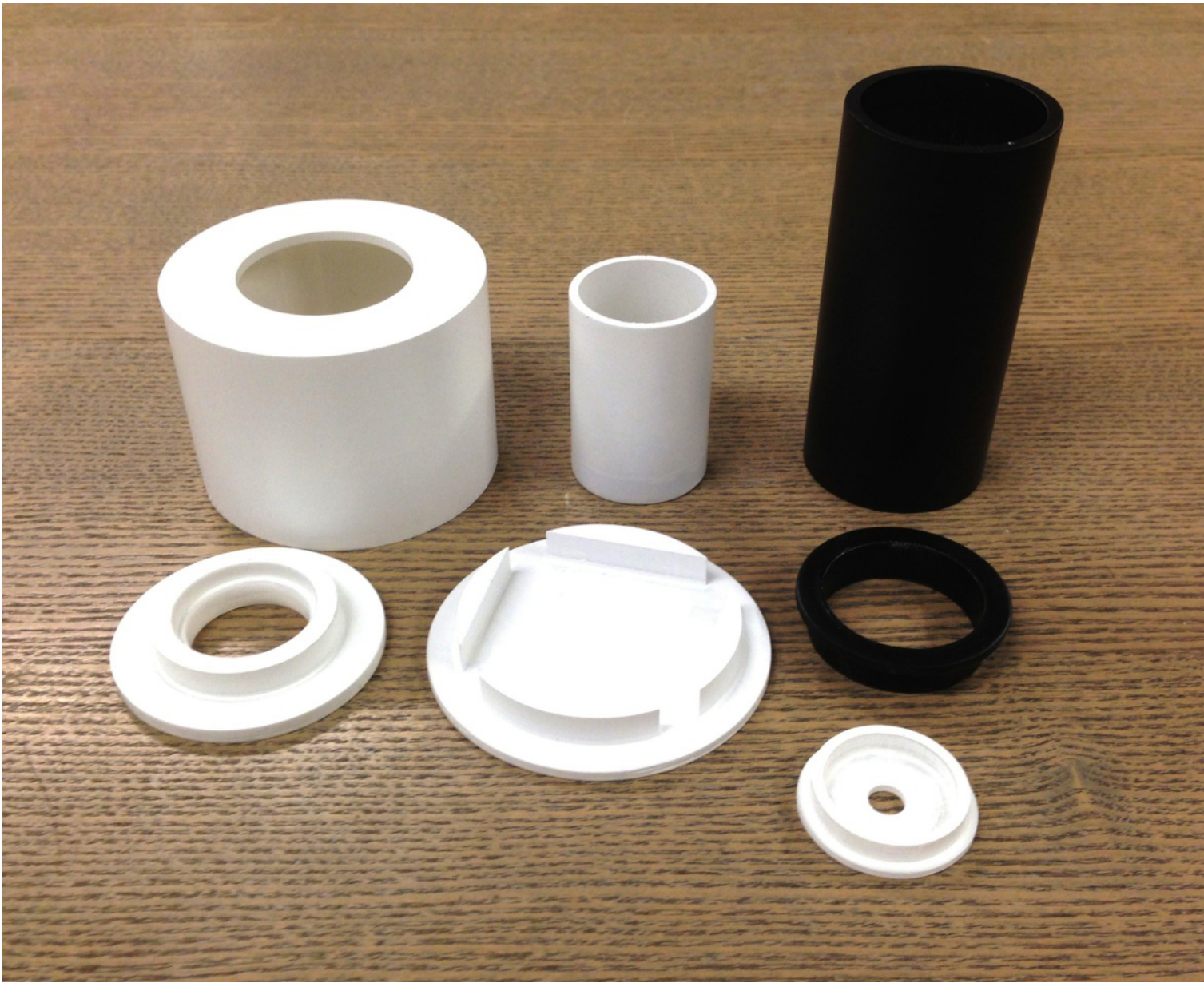
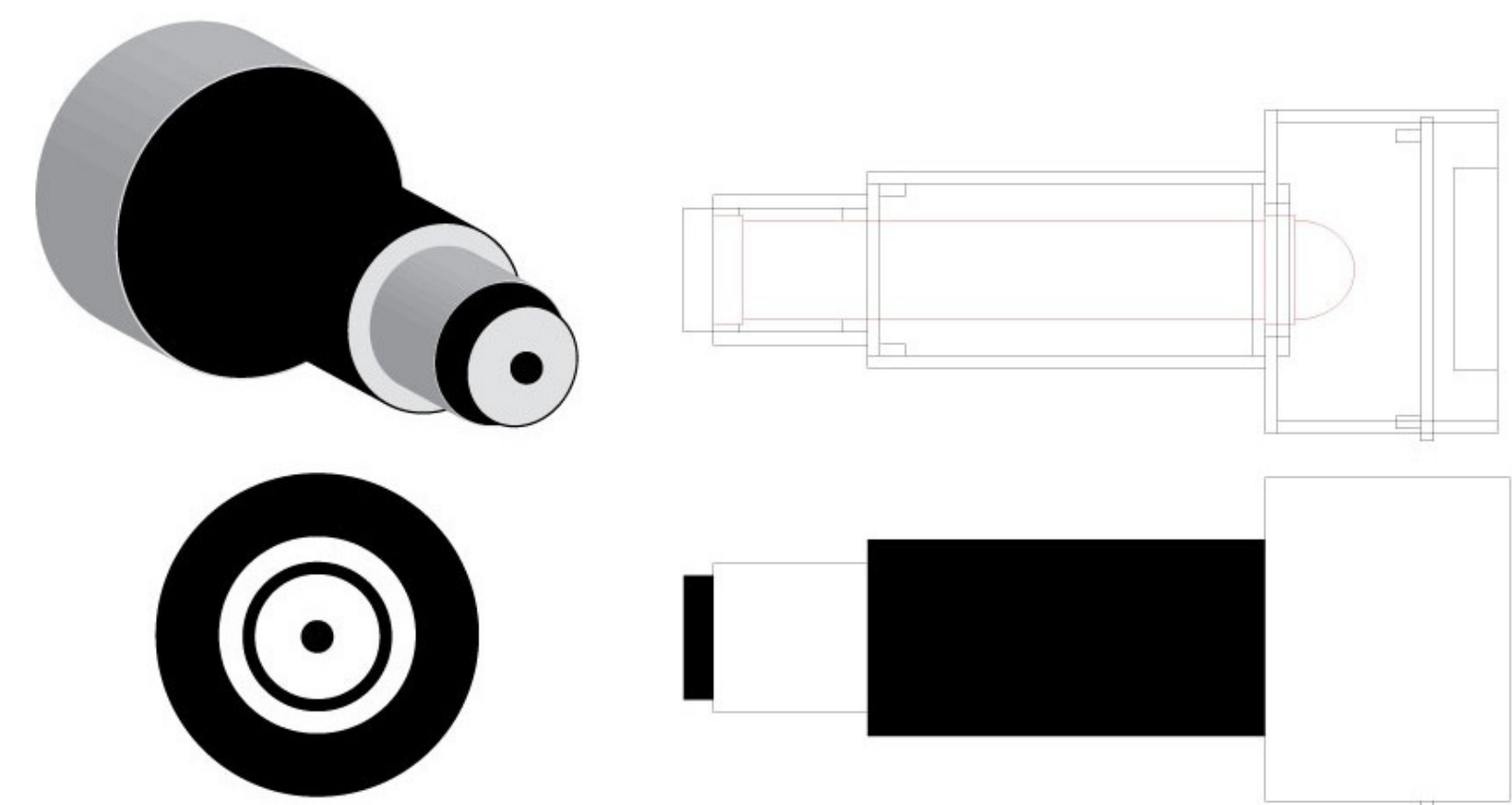
Through a kaleidoscopic lens, the Wired Eye shows you aerial images of data centres where your information resides.



Imagined Working Model

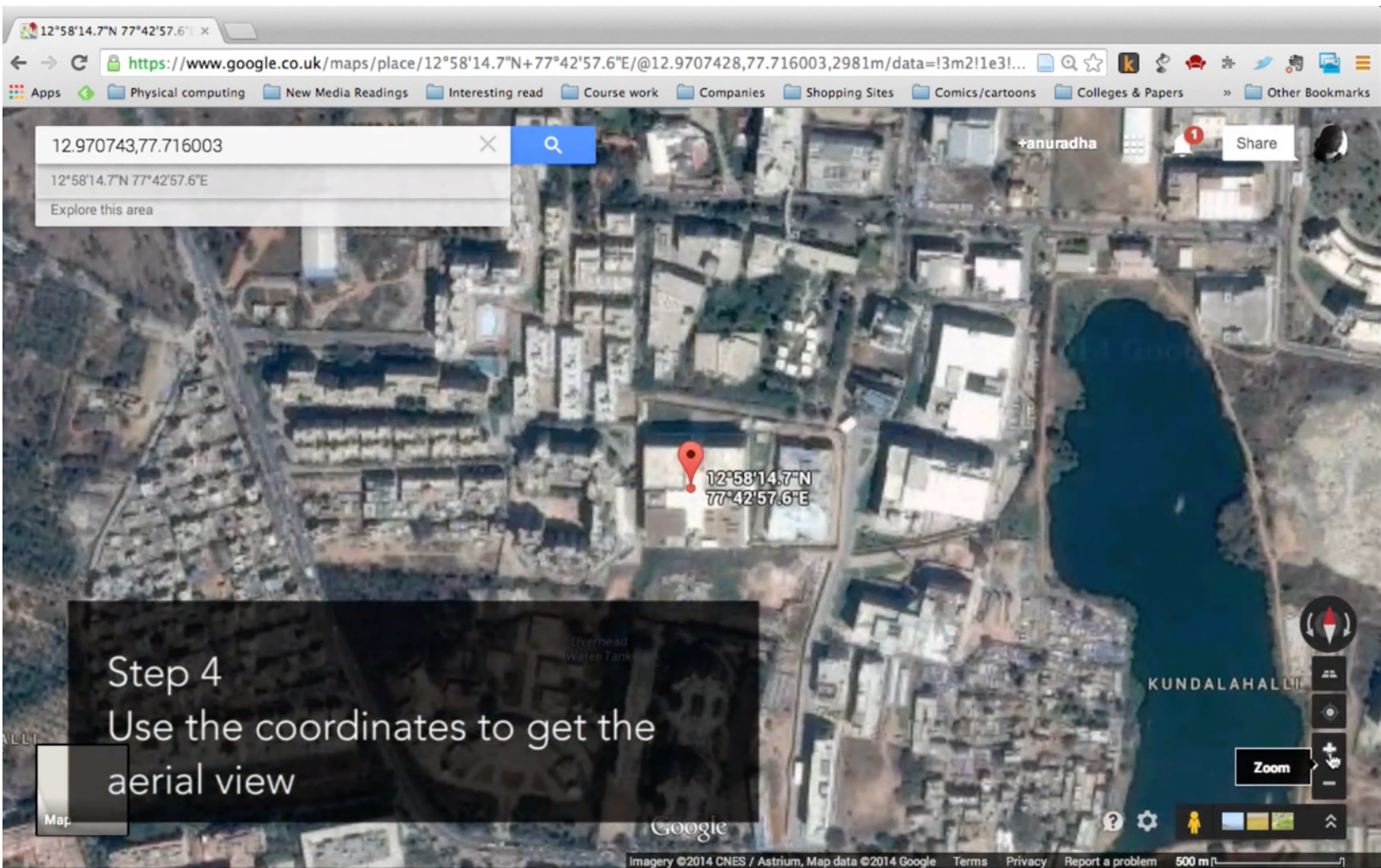
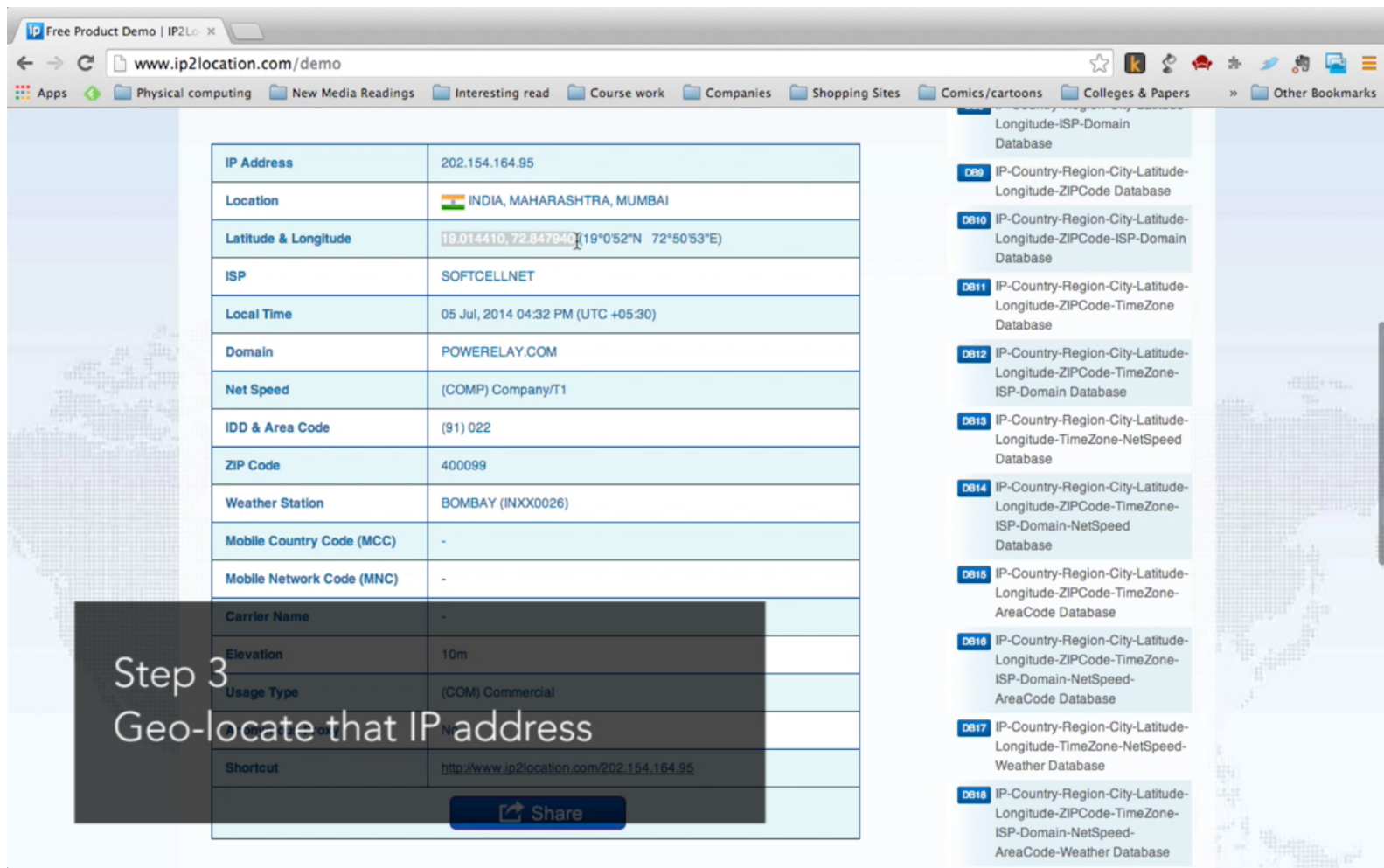
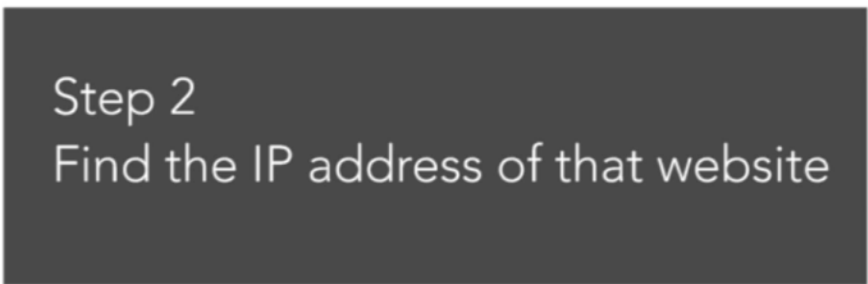
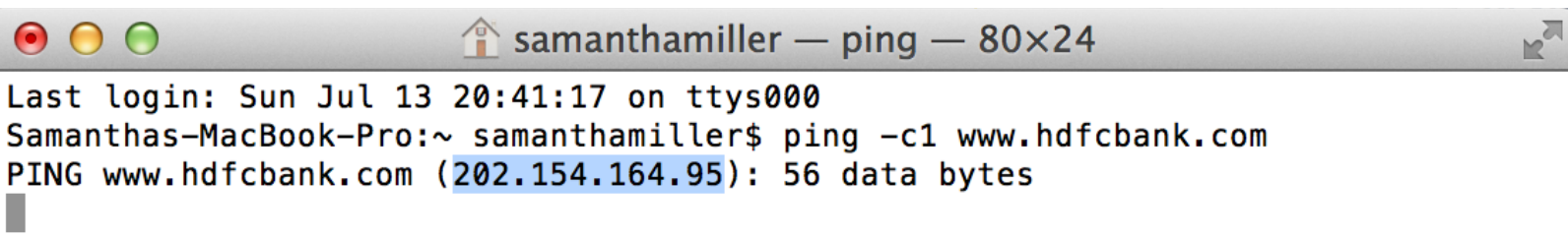
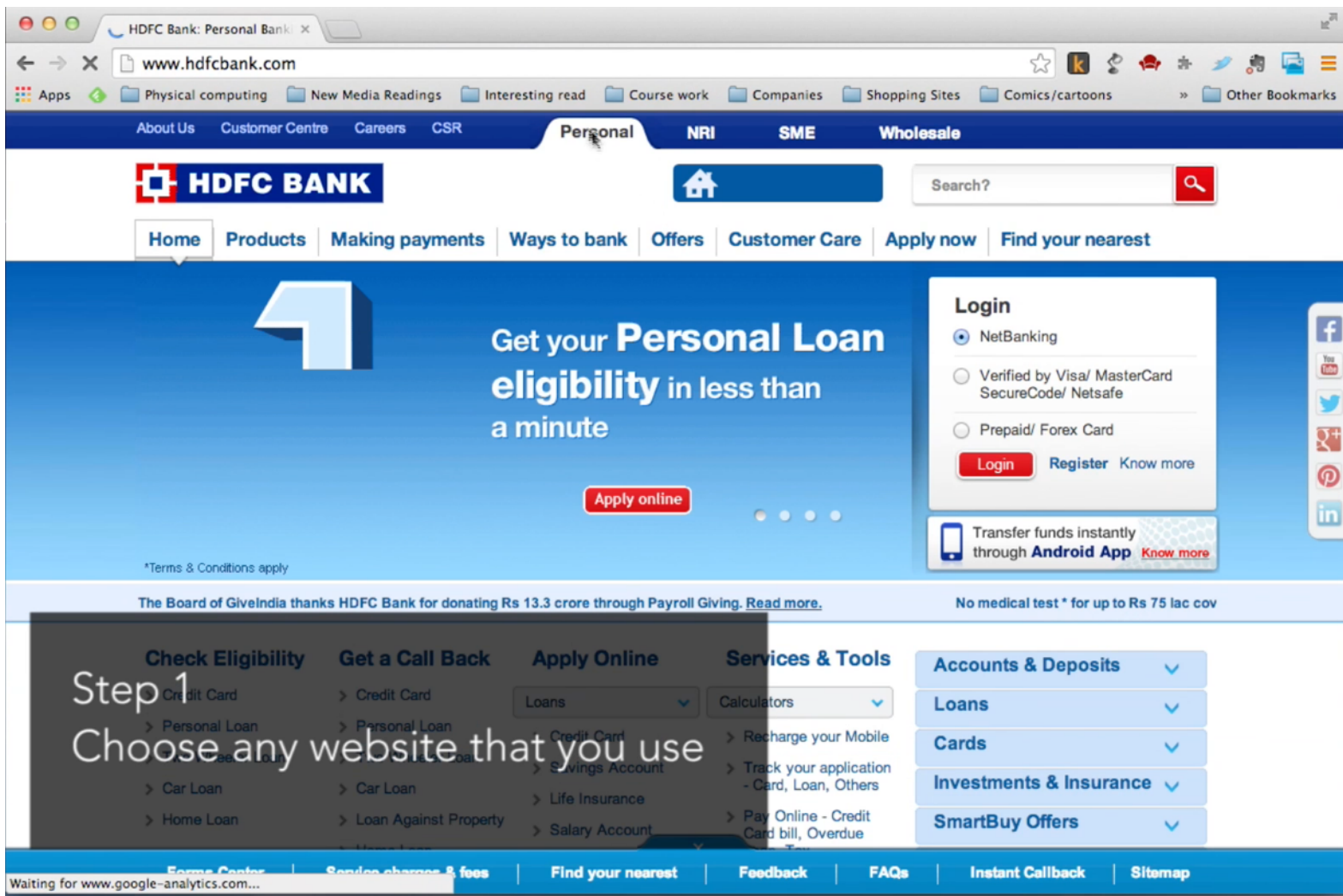


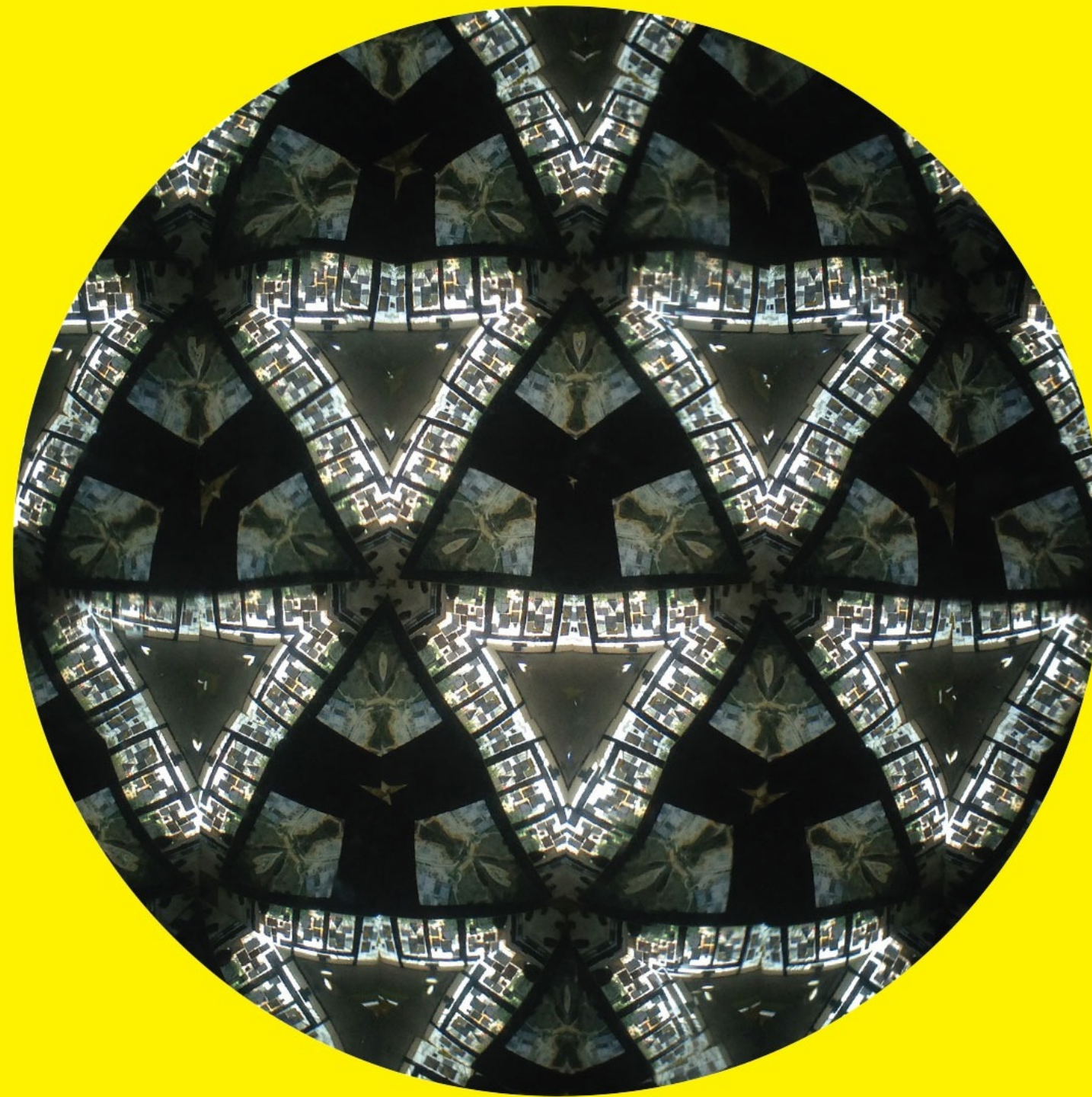
Making the Wired Eye





How did we find the data centres?



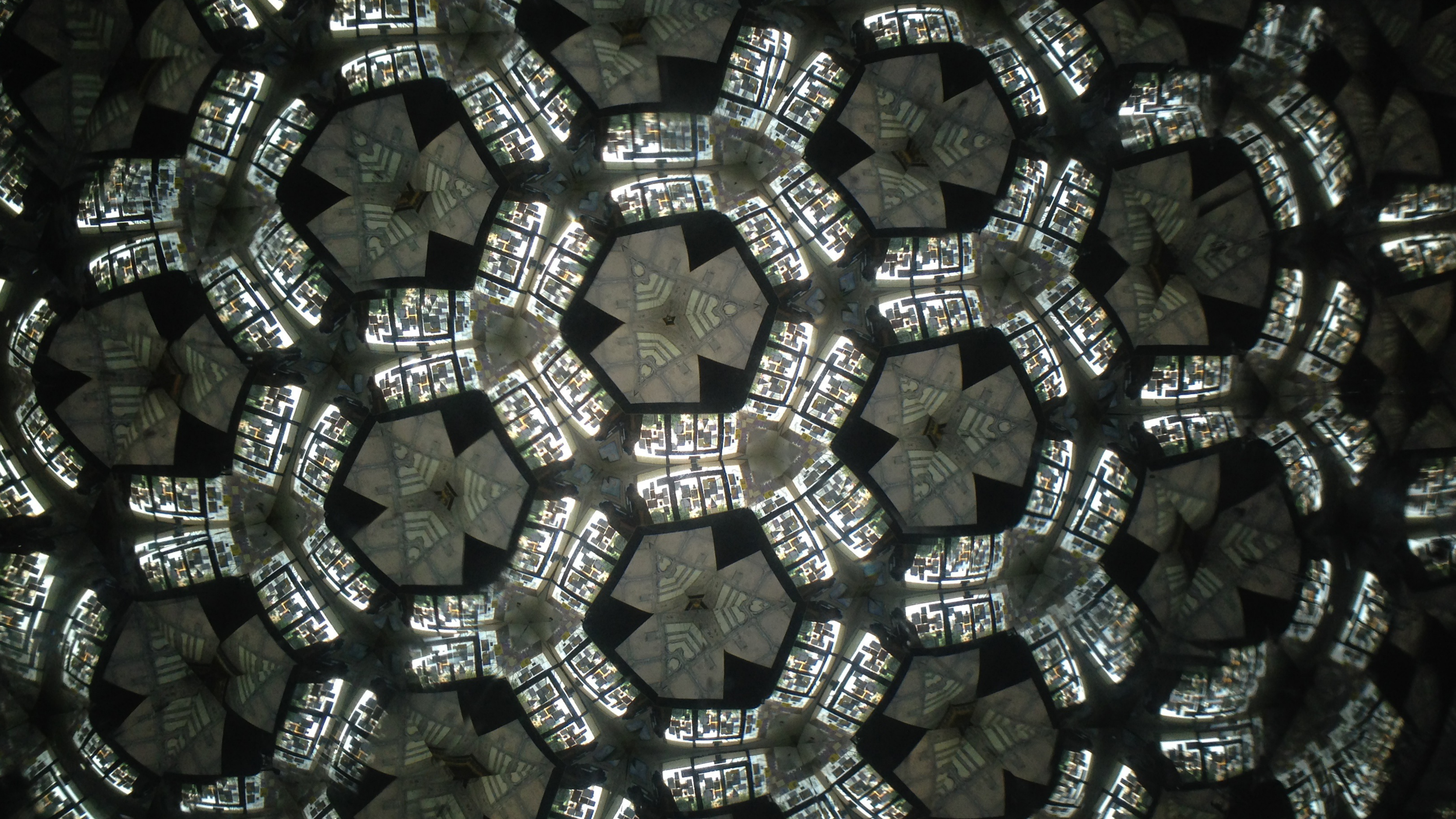


Facebook Data Center
284 Social Cir, Forest City
North Carolina 28043,
United States

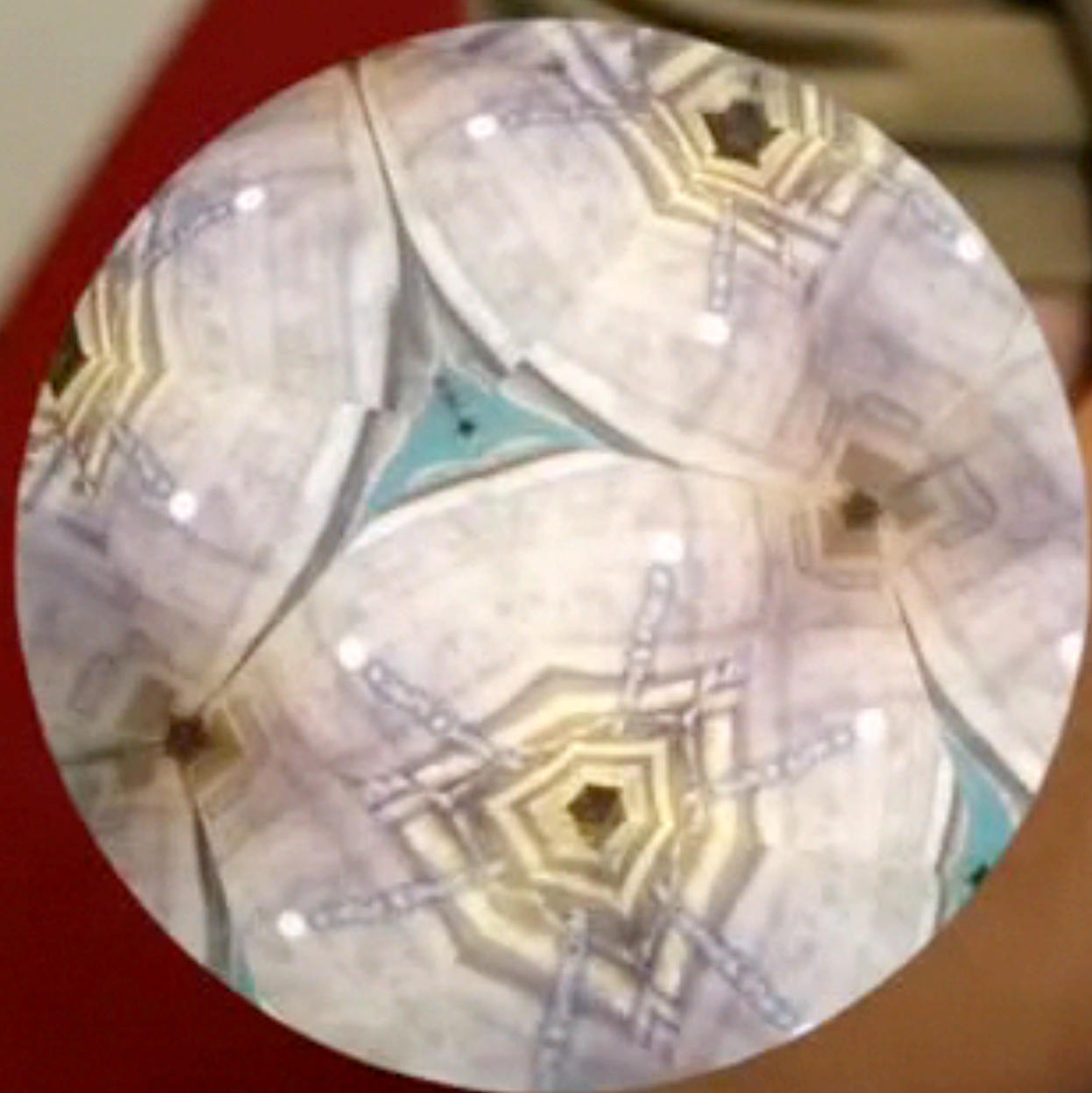
35.3141771, -81.8220842



Facebook Inc.
69.171.230.5



Prototype Demo



Scenarios of Use

“It is interesting to see if your online data is in a different location from where you actually thought it would be.”



Challenges & Next Steps

How to confront a **complex topic with a playful design?**

Acknowledging **technological challenges** and **finding new directions**

How might the relationship change between **people and the companies they trust?**

Give the object to people for longer periods. Does it spark conversation or engagement?

Take the object to exhibitions and spaces to engage people in discussions about personal data.





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