

Heidi's Attention Economy

I suspect most of the class felt a certain level of rage while completing this activity, as the design studio that created this game did set out to make something that would frustrate users. What struck me while reading Heidi's post was that she and I had a very similar experience in how that frustration manifested. We both felt anxiety and pressure to act against our usual online behaviours. Like me, Heidi admits to being a cautious person who does not like to give out personal information while on the web. With all of the pop-ups, timers, and general distraction being thrown at the user she professes that she "would have been willing to put in [her] credit card info if it meant the game could be over." While I don't know if I would have put in my credit card, I did break one of my rules and give up my personal information pretty quickly just to move the game along and end my suffering.

Heidi and I both used hyperlinks in our posts when referencing the game this task focused on to bring the reader to the User Interface site. Misery loves company. I think we both wanted the reader to have the chance to experience the game for themselves. Describing the nightmare of this user interface is one thing, but a person needs to attempt it to truly understand the overwhelming psychological torture at play.

We also both presented information in a rather minimal way, but Heidi's text is grey on a white background while mine is the standard black text on white. Her text was a bit harder to read with the colour choice and smaller font size. I took a short course at work some time ago on making everyday documents and presentation compliant with AODA (Accessibility for Ontarians with Disabilities Act) standards and make an effort to use contrasting colours

between my foreground and background. In the same vein, my font size was larger, and I included a short caption to my photo to maintain accessibility standards. I can't claim much credit for the accessibility elements as the design I chose in Wordpress did the heavy lifting.