Toolkit Report

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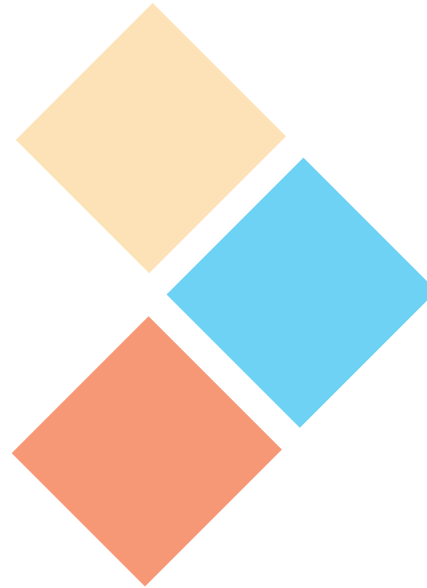
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Divisions of Labor

Interests, or Divisions of Labor Pt. 1

Our interest centered around food and mood. People will eat different things depending on how they feel, and different foods can have varying effects on the moods of an individual.

We began by creating a series of research questions relating to these topics and proceeded to interview our planned deployment-subjects with these questions in mind.

Additionally, we collected secondary research on these topics from the web.

Collections, or Divisions of Labor Pt. 2

After we collected our data we decided to create an Emotional Toolkit and an Experience-Mapping Toolkit.

We divvied up responsibility as to who would collect what for the physical toolkit and proceeded to break-rank to collect the components:

AUSTIN - Box for Deploying Toolkit, Experience Mapping paper, Markers

COLLIN - InDesign Toolkit Instructions

SHAKTI - Stickers for Emotional Toolkit, Color Coding Rationale

YASH - Draw out the Map / Table for Emotional Journey-Map

Assemblage, or Divisions of Labor Pt.3

We assembled the Toolkit together in one neat package, and discussed the instructions we would need to include for the subject's sake.

Finally, responsibility for the portions of the documentation was divided up among our group. We worked together separately to complete the report and have detailed our process for you here.

Documentation

Division of Labor	Yash
Design Process Rationale	Collin
Research - Interview Subjects	Shakti
Research - Synthesis	Shakti
Research - Insights	Shakti

Toolkits

Emotional - What is it?	Yash
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Research Activities

Interview Participant 1

Name:
Hitesha

Occupation:
Graduate Student at IU.

Interview was conducted over the phone due to lack of availability.

Photo owned by Hitesha. Permissions given.
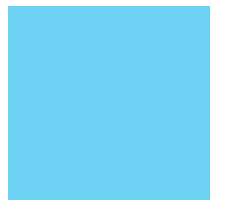
Interview Participant 2

Name:
Jay

Occupation:
Graduate Student at IU.

Interview was conducted over the phone due to lack of availability.

Photo owned by Jay. Permissions given.

Interview, Preface

During our interview we asked participants questions about their day to day food habits and personal preferences.

This was done to gain insights into the factors that influenced what they ate.

We would also like to note that our participants are roommates.

Interview, Insights

Here are some of the insights that we gained from our interviews:

They share their cooking responsibilities i.e. they take turns cooking food based on their schedule.

Since they cook for each other, we found that they influenced what the other food intake. For example, one of our participants is a picky eater so the other participant is limited in what he can cook.

We learned that our did not plan their meals around their classes which meant that they skipped meals on days where they had a busy schedule.

For the most part they ate home cooked food. They eat out once or twice a week.

Since both our participants were from India they prefered authentic indian cuisine. But this was not available in Bloomington.

Finally, we also found out that our participants consumed alcohol to relax after a hectic day.

"...our participants consumed alcohol to relax after a hectic day. "

Secondary Research, Preface

As a group we were discussing how our emotions dictated what we ate. For example, one of our teammates mentioned that he liked to eat cookies, brownies etc. when he felt happy.

Since our participants shared cooking responsibilities, it creates an interesting situation where one's emotions state effects what the other ate. Which led to our team further investigating the effect of emotions on what they ate.

Secondary Research, Insights

— Research in the field of emotional eating shows that both positive and negative emotions influence what people choose to eat.

— Most research show that there is a strong positive correlation between negative emotions (stress, feeling upset, anxiety etc) and unhealthy food.

— In the case of positive emotions, research is not clear as to if people choose healthy/unhealthy foods.

— Research also shows what kind of food people choose to eat is also very dependent on their personally and background.
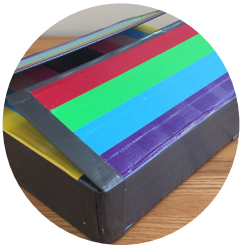
The academic papers we referred to for our secondary research can be found in the appendix.

Toolkits

The Unboxing

Emotional Well-Being Toolkit, Contents

Contents

The Emotional Toolkit comprises of three objects, 1) a daily emotional chart for the week, 2) stickers, 3) and an instruction card.
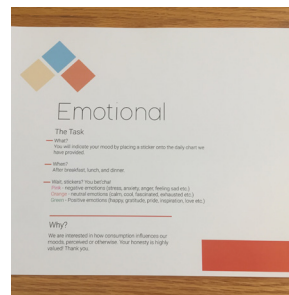
The stickers come in different colors and each color represents a specific emotion.

1) Emotional Chart

2) Emotional Chart

3) Emotional Chart

Emotion Indicators

Red/Pink   Negative emotions (stress, anxiety, anger, feeling sad etc.)
Orange   Neutral emotions (calm, cool, fascinated, exhausted etc.)
Green   Positive emotions (happy, gratitude, pride, inspiration, love etc.)

Emotional Well-Being Toolkit, Explained
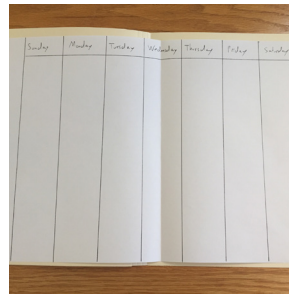
Intended Use and Purpose

For this toolkit, we ask our participants to use the color coded stickers to log their emotions before and after a meal. We intend to use the information collected from this toolkit and combine it with data from the experience mapping toolkit to get an insight into the relation between emotions and food habits. Our focus here is to gain knowledge about how the user feels during different times of the day and the week. This is why our emotional chart is divided into seven days and three timestamps during the day, namely, morning, noon and evening.
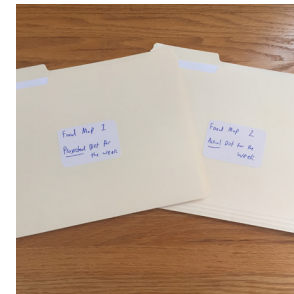
Experience Mapping Toolkit, Contents

Contents

Participants receive the following,
1) meal planning chart (to project the week ahead), 2) meal recording chart (actual daily record), 3) permanent markers, and 4) an instruction card.
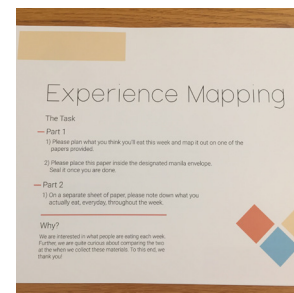

1) Meal Planning


1 & 2) Planning & Actual

3) Emotional Chart

4) Emotional Chart

Experience Mapping Toolkit, Explained

Intended Use and Purpose

One of the best things that people can do relating to food and their health is be aware of what they eat, when, and in what quantity. The Experience Map we provide our subjects encourages them to chart out what they imagine their diet will be for the week. Then they will seal it away in an envelope to be reviewed later. Throughout the course of the week's deployment, the subjects will go about their lives and eat as they normally do. They will chart what they eat and when. At the end of the week we will compare the two with the subject and gauge their reaction.
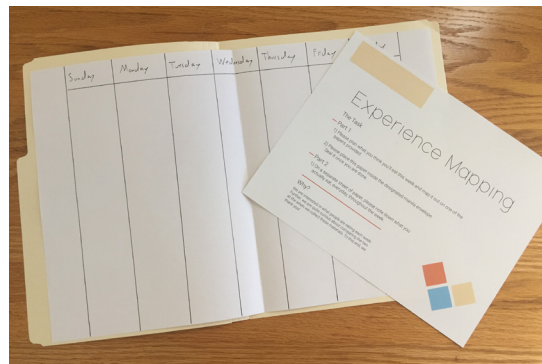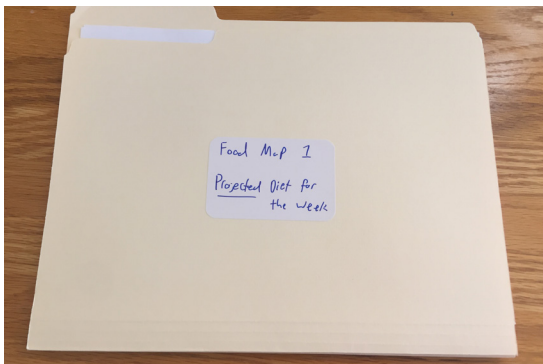
Design Process

Design Process & Rationale

Turning away from the artistic elements of our cultural probe to face a methodical, objective approach inspired in us a sense of seriousness towards knowing the lifeworlds of our participants. We must reference our cultural probe, as we entered into creation of our toolkit in a spirit of comparison. The foil of our cultural probe was that of serendipity, possibility, and overall inspired exploration. Juxtapose this, we wanted our toolkit to be easily interpreted into data. In tandem, our cultural probe and toolkit might, we hope, produce sober data points as well as a more robust picture of consumption for our participants.

Our initial ideation explored what sort of data we wished to elicit from our participants. Considering the cognitive approach led to questions, such as, "Why do we want to know what they think?" or, "How does knowing their epistemological approach to consumption really tell us much about who they are?" This is especially salient given the previous knowledge that our participants consume alcohol, which if observed over the course of an evening, may be perceived as indiscriminate and copious. These considerations withdrew our attention from the cognitive approach, with a rationale that perhaps emotions may be a driving factor rather than cognitive planning, especially when our participants were inebriated.

Design Process & Rationale, Continued

A brief aside:
This is not to paint a picture of drunkards. This is not our participants. Rather, this is a condition which Bloomington, Indiana, supports with its multiple infrastructures (bars, breweries, distilleries, liquor stores). The inescapable surroundings, especially for the student life of our participants, screams for outlets and escape from the mundane, tedious, and demanding exercises of academia. This infrastructure is low-hanging fruit.

To this end, then, we determined that we wished to focus on the well-being and emotional reflexivity of our participants. The two toolkits we reasoned may be useful would be an experience map as well as an emotional toolkit. But what to include? We needed to prod for more information.

Unfortunately, our participants were on a conference trip to the Washington, D.C. area during our design process, thereby could not meet face-to-face. With consideration to their schedule, we supplied a list of questions which we brainstormed the meeting before. From their responses, along with our secondary research, we were able to establish a rounder picture of what it meant for them to identify as consumers of products, not just to satisfy dietary needs, but as consumers in a food and alcohol sense: how they understood the colloquial coming to the table.

"...we wished to focus on the well-being and reflexivity of our participants. "

Design Process & Rationale, Continued

From here we designed our emotional toolkit by providing three types of colored stickers, corresponding to their emotions. They are to place their general emotion sticker next to Breakfast, Lunch, and Dinner. (For more information and research regarding our emotional probe, please reference p. 17.)

As a complementary component, our Experience Mapping toolkit is to supply us with two major contributions. But first, the process. Our participants are to try and project their meals onto the week ahead of them (if they can, though we do not believe they are accustomed to this practice according to our interview). Afterwards, they are to seal this information in an envelope and put it away. We ask of them to consistently record their actual meals throughout the week. This will data will result in the first major contribution, that is, a mapping of their actual eating habits.

Design Process & Rationale, Continued

Although we may appear to earnestly compare their projected versus actual meals, our true intent is to map their eating and drinking habits onto their emotional toolkit. This is what we mean: we want to see how they self-report their emotions as compared to the quality and quantity of their consumption. As the second major contribution to our research, we are hoping to have revealing, scalable insights into how our participants conceive of what might be normal emotional states for individuals surrounded by similar conditions and life-demands. What we plan to produce is an emotion user-journey map, placed to scale by the constant (a week's time) and a variable (emotions). We believe this will be a rather revealing and useful design tool towards the betterment of our participants. (For more information and research regarding our experience mapping probe, please reference p, 19.)

"…we want to see how they self-report their emotions as compared to the quality and quantity of their consumption. "

Reflections
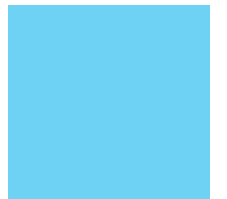
Yash

This was a different experience from the previous assignment of cultural probes since at first, we were having a hard time grappling the difference between a probe and toolkit. We were also wary of our probe interfering with our toolkit since they both would be deployed at the same time.

It took all of us to collectively go through the prompt and part of the paper to gain an understanding of what a toolkit was and the kind of responses the different types of toolkits were expected to elicit.

I really enjoyed working with my current team again, especially since we were very efficient in dividing our work and trusting each other to complete it in time. We kept moving forward quickly without getting stuck on any particular idea or issue. Kudos to all of them!

Shakti

Overall, I felt that as a team we were able to have productive discussions which led to a well designed toolkit. We were unable to schedule in-person interviews with our participants as they were traveling. So we had to interview them over them over the phone. Interviewing someone over the the phone was a new experience for me. Since you can't see the person you are talking to we had to gauge the feeling just based on their tone. As the participants are close friends of mine I was able to understand how they were feeling about certain things just by talking to them. But it might have been hard to do the same if I were talking to someone I did not know.

Austin

Initially I had a difficult time understanding the immediate differences between a Probe and a Toolkit. However, I believe I have a clear understanding now. I am proud of my team and the work I have done with them. Though I am still eager for feedback and to learn how I might continue to make my own work better. Currently what I am most interested in, relative to the Toolkit, is to see what our subjects make of it. I am looking forward to completing the deployment and breaking down our subject's response to the materials.

Collin

At the onset of this project, Toolkits seemed rather simple, though much less fun than that of the previous cultural probe. Why? The cultural probe allowed for creativity unconstrained by empirical rationale. We were not incumbered by the need to be logical, rather inspirational.

This being said, I ended up turning around. It was our second meeting over the weekend when we connected the idea of an emotional journey to that of consumption. Were our participants aware of their moods? Is our hypothesis correct in assuming we will retreive data which correlates to fatigue and a drab outlook on prospects do to overconsumption, whether it be food or alcohol? Unsure.

Finally, what I have found to enjoy the most is the crisp, clean, and formal nature of our packaging. All the gentlemen in this group did a phenomenal job delivering on promises, as I would not have guessed otherwise. But I have to hand it to Austin, the duct-tap on the box turned out much better than expected!

Appendix

Appendix

Secondary research - Academic papers

[1] Gardner, M. P., Wansink, B., Kim, J., & Park, S. B. (2014). Better moods for better eating?: How mood influences food choice. Journal of Consumer Psychology, 24(3), 320-335.

[2] Bongers, P., Jansen, A., Havermans, R., Roefs, A., & Nederkoorn, C. (2013). Happy eating. The underestimated role of overeating in a positive mood. Appetite, 67, 74-80.

[3] Fedorikhin, A., & Patrick, V. M. (2010). Positive mood and resistance to temptation: The interfering influence of elevated arousal. Journal of Consumer Research, 37(4), 698-711.

[4] Labroo, A. A., & Mukhopadhyay, A. (2009). Lay theories of emotion transience and the search for happiness: A fresh perspective on affect regulation. Journal of Consumer Research, 36(2), 242-254.

[5] Hendy, H. M. (2012). Which comes first in food–mood relationships, foods or moods?. Appetite, 58(2), 771-775.