

COLLOQUY 2018

Finding an ideal deal

Theme:

Negotiation

Goal:

To enter into the agreement for mutual benefits

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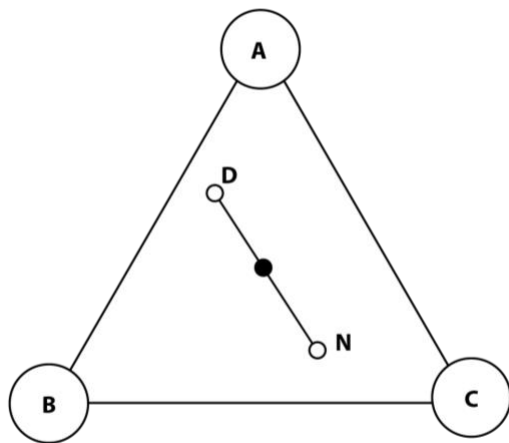
The proposed theme can be applied to multiple platforms where two parties are looking for the agreement for their benefits. For instance, A student looking for a school, A person looking for a partner match, An employee looking for a potential job.

Currently, the theme is based on E-Commerce sites and how they should entice their customer. Today for E-commerce sites achieving sales target is way vital than having ethical behavior approach at their end. Therefore, the current theme is trying to address the moral behavior direction.

Players:

Outer raft: Three E-commerce companies (A,B and C)

Center: One customer's two components (D = desire and N = need)



Description:

Customer's Desire (D) and (N) and connected with a free coupled bar. Both rotate 360 degrees on inner circle as well as on 180 degrees on their axis. Budget limit constrains the both.

E-commerce companies (A,B,C) are positioned at equilateral triangle point on an outer bubble. All are competing with each other to attract D and N.

Take away form 1968 Colloquy:

1. Competition
2. Reinforcement
3. Desire
4. Satisfaction

2018 Colloquy exploration:

1. Need
2. Trust as a good memory
3. Transections

Hardware

Colloquy 2018

1. **E-commerce companies bodies:** Represents three polls.
 - A. Display of showing sales and different product
 - B. Light sensor to show transection between two parties
 - C. Magnetic sensor to attract D and N

2. **Customer Body D and N:**
 - A. Match level display
 - B. Scanner to scan product code
 - C. Light sensor to show transection between two parties

Customer Sub-Goals:

1. Finding a product as per desire and need
2. Maintain budget
3. Getting satisfaction out of what is being spent.

E-Commerce Sub-Goals:

1. Meet the sells target
2. Bring and maintain customer trust and relationship

Reinforcing (D & N): A process whereby both parties satisfied, through agreement and successful money transactions. Reinforcement occurs when E-commerce company and customers D and N:

- a. D and N are merged
- b. D and N are face to face with company
- c. Mutually agree to do transection by showing teal light
- d. D and N initiate transection by showing blue light
- e. D and N balance display shows the expenditure
- f. Company receives the money and show the transection complete by showing same blue color light
- g. Company shows the progress towards sales target

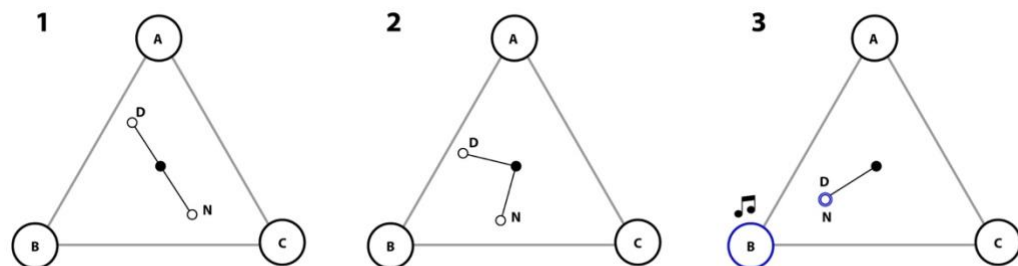
Scenario 1:

Initial conditions: Customer needs product x and looking for one. Companies on the outer raft are trying to entice customer D and N. An E-commerce company managed to merge D and N at the same time and reinforcement occurs.

1. Company A has a sales target of “y” to fulfill.
2. Companies are currently rotating 60° on their axes.
3. N and D rotate on its axis across 180° and D, and N rotate across 360°.
4. During this, rotation, Male D happens come across Company A, and all of their components (Product display and scanner) face each other for a fraction of seconds.
5. On other side Company B is trying to entice N by the magnetic sensor.
6. N receives the waves and agree to meet company B.
7. Company B is showing the product list code on display and N is scanning and matching with a budget for that product.

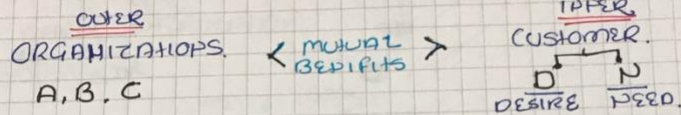
The following happens in a split of second...

- a. While N is trying to match his requirement with what B is showing. The process is indicated by level display on N match level display.
 - b. N shows the full match signal on his screen.
 - c. N signals D to come to his position.
 - d. D follows the same process with being to see all the requirements are met or not.
 - e. D’s aesthetic requirement does not fully match but most of the requirements are met.
 - f. D and N agrees to buy the product they show the interest by teal light.
 - g. D and N starts the transection shown by blue light
8. Company B receives the amount and emits same blue light.
 9. Company B produced the sound to announce achievement into sales target.
 10. D and N moves to other products.
 11. D and N rotate again based on other raft companies magnetic sensor to entice them.



Exploration:

FINDING AN IDEAL DEAL (AN AGREEMENT ENTERED INTO BY TWO OR MORE PARTIES FOR THEIR MUTUAL BENEFIT)

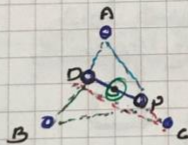


1968 COLLOQUY + ADDING 2018 COLLOQUY

- | | |
|------------------|-----------------------------|
| 1. COMPETITION | 1. FEED. |
| 2. REINFORCEMENT | 2. 3 TYPES OF REINFORCEMENT |
| 3. DESIRE | 3. TRUST AS A GOOD MEMORY. |

GOAL

- | | |
|--|--|
| <u>ORGANIZATION</u> | <u>CUSTOMER.</u> |
| 1. TO MEET SELLS TARGET | 1. MONEY SAVING |
| 2. BRING / MAINTAIN CUSTO. TRUST & RELATIONSHIP. | 2. BUDGET DEATS. |
| | 3. GETTING SATISFACTION OUT OF WHAT IS BEING SPENT? (SATISFACTOR VS AMT MONEY SPENT) |



FREE COUPLING.

SCENARIO: (POSITIVE)

- * EACH ORG IS TRYING TO COMPETE WITH OTHER ORG. BY ATTRACTING D & P TOWARD IT.
- * OTHER D NEED TO WAIT FOR N (VERSUS) TO COME TO ITS POSITION TO TALK TO ANY ORG (B).



* Now if N takes more time to meet D
 $\hookrightarrow N$ has to pass by C or A

D can move to other org.

* B has to converse with D to keep him engaged or entice D to purchase.

CONVERSATION \rightarrow NEGOTIATION

MOPEY & ASSOCIATED DEALS.
 FUTURE DEALS.

* If meanwhile if N finds more reasonable deal then D , N can DRA D to ATTRACT

BRING IT TO HIS POSITION.

$D + N =$ IDEAL DEAL.

$D =$ DEAL BUT N UNSATISFIED OR OVER EXP.

$N =$ DEAL BUT D REMAINS DISSAT OR INCREASED.

* HERE ORG NEGOTIATION SHOULD BE GOOD ENOUGH TO CONVINCE + INCREASE D OR N LEVELS

* IF D REACHES TO N OR OTHERWISE AND IF THEY AGREE TO GO/BUY SAME THING FROM ORG C THAT WHOLE PROCESS IS

CALL BEST DEAL ACHIEVED. (BEST IDEAL REINFORCEMENT)

TECHNOLOGY COMPONENTS.

CUSTOMER \rightarrow D & N

\hookrightarrow CUSTOMER GOT WHAT HE/SHE WANTS + BUDGET SHOPPING

\hookrightarrow ORG GOT SELLS + CUSTOMER REQ TO COVER + TRUST OF CUSTOMERS.

* MONITOR display

\rightarrow BUDGET COUNTER

\rightarrow CALCULATOR

\rightarrow MAGNETIC SENSOR

\rightarrow LIGHT SENSOR

\rightarrow

BALANCE SENSOR CALCULATOR.

ORG

* DISPLAY TO SELL SHOW PRODUCTS.

* SOUND OR MAGNETIC SENSOR TO ATTRACT D & N

* LIGHT SENSOR TO SHOW AGREEMENT.