

Colloquy of Mobiles 2018

Persuasion

of entrepreneurs

Rutuja Jog

Persuasion

“ To persuade is to move by argument, entreaty, or exhortation to a belief, position, or course of action.”

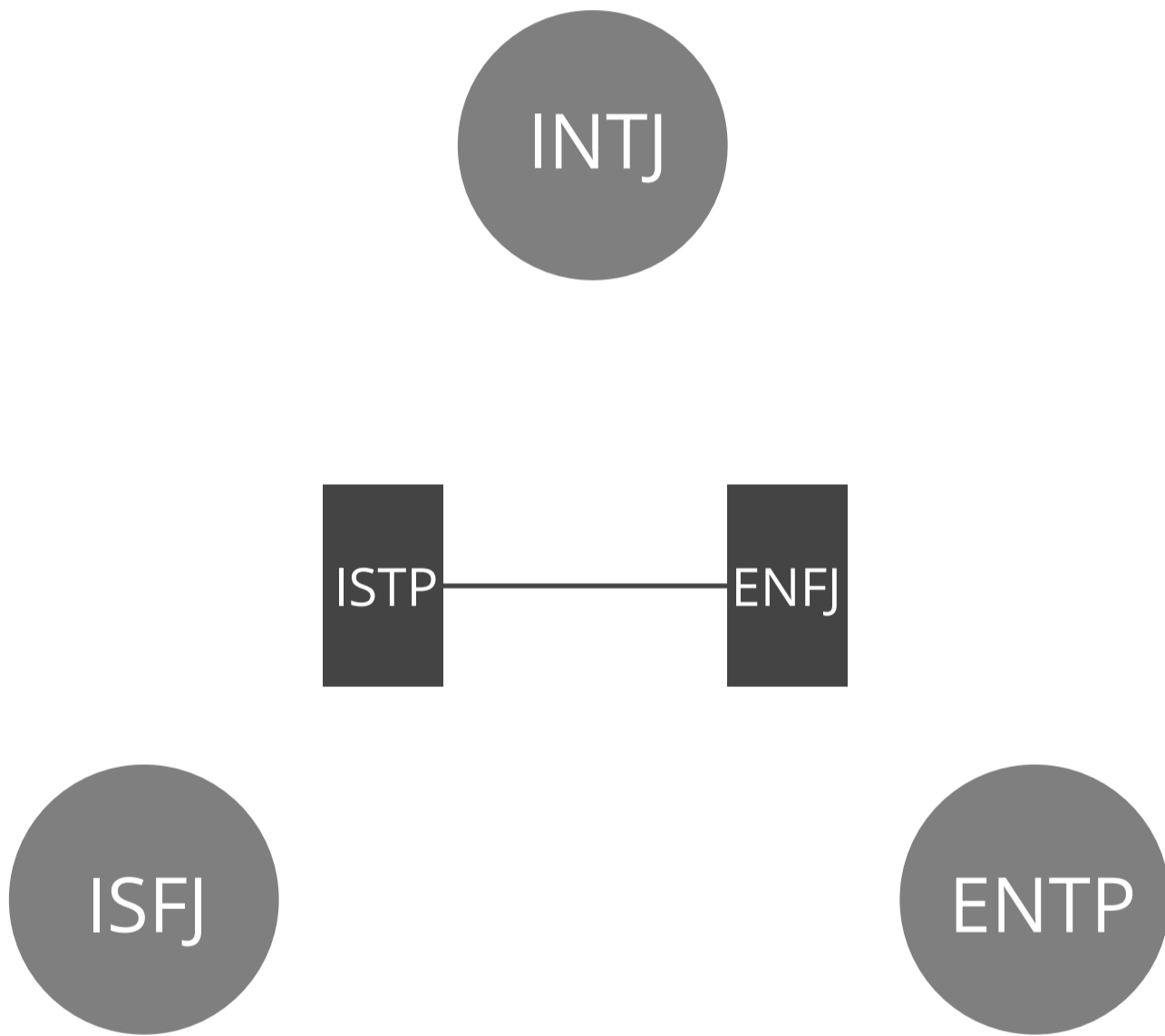
(Merriam Webster English Dictionary)

Through this project, I have tried to explore the notion of persuasion through a prototype of an interactive installation.

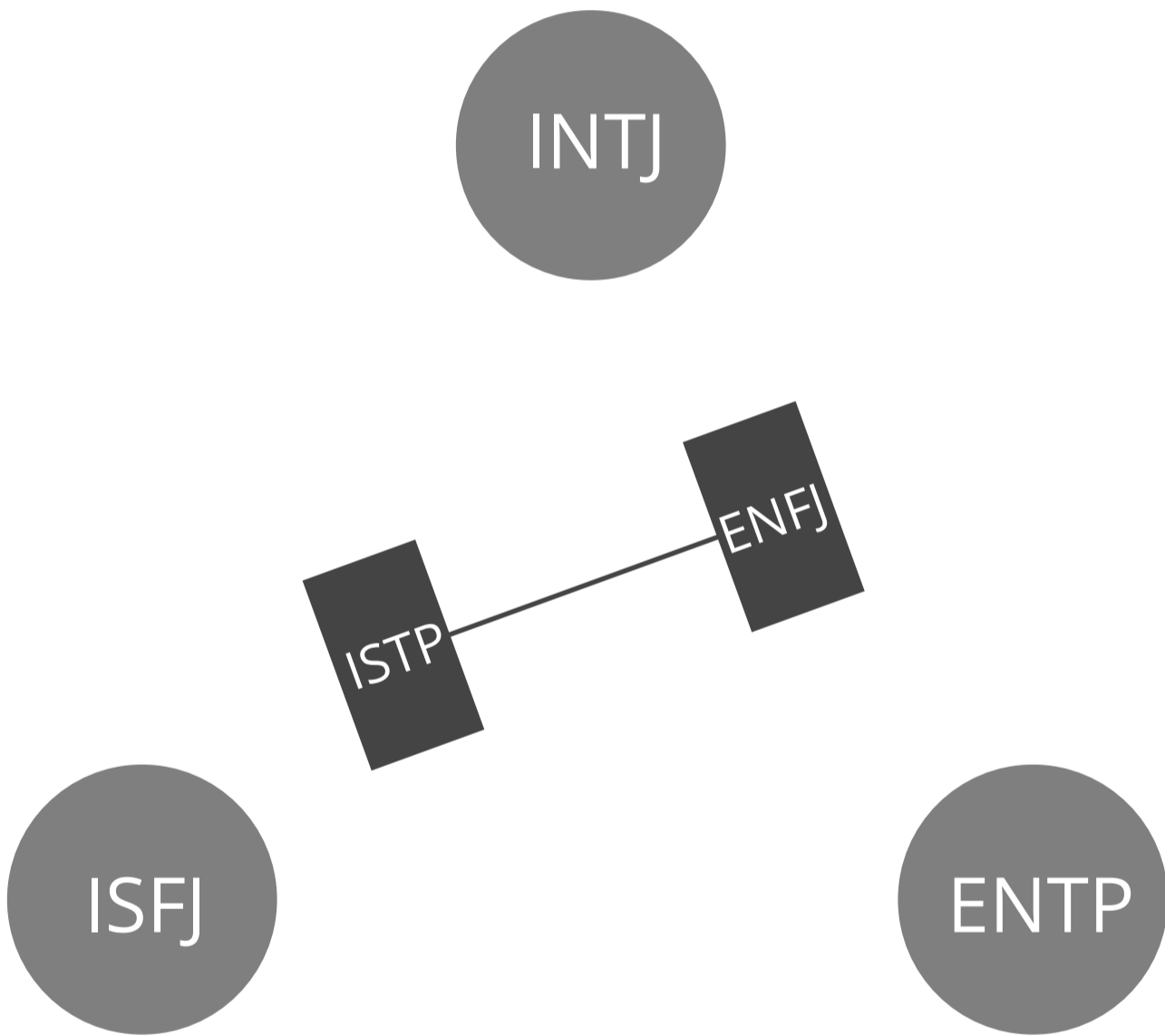
In order to persuade an individual, one has to present their argument in a way that would appeal to the other person. Since every individual has a unique personality, the argument has to be contextualized on the basis of emotional vs intellectual appeal.

The installation explores a scenario where 3 entrepreneurs are trying to persuade 2 sponsors to get funding and to sign a business deal on the basis of an idea with emotional appeal vs an idea with an intellectual appeal.

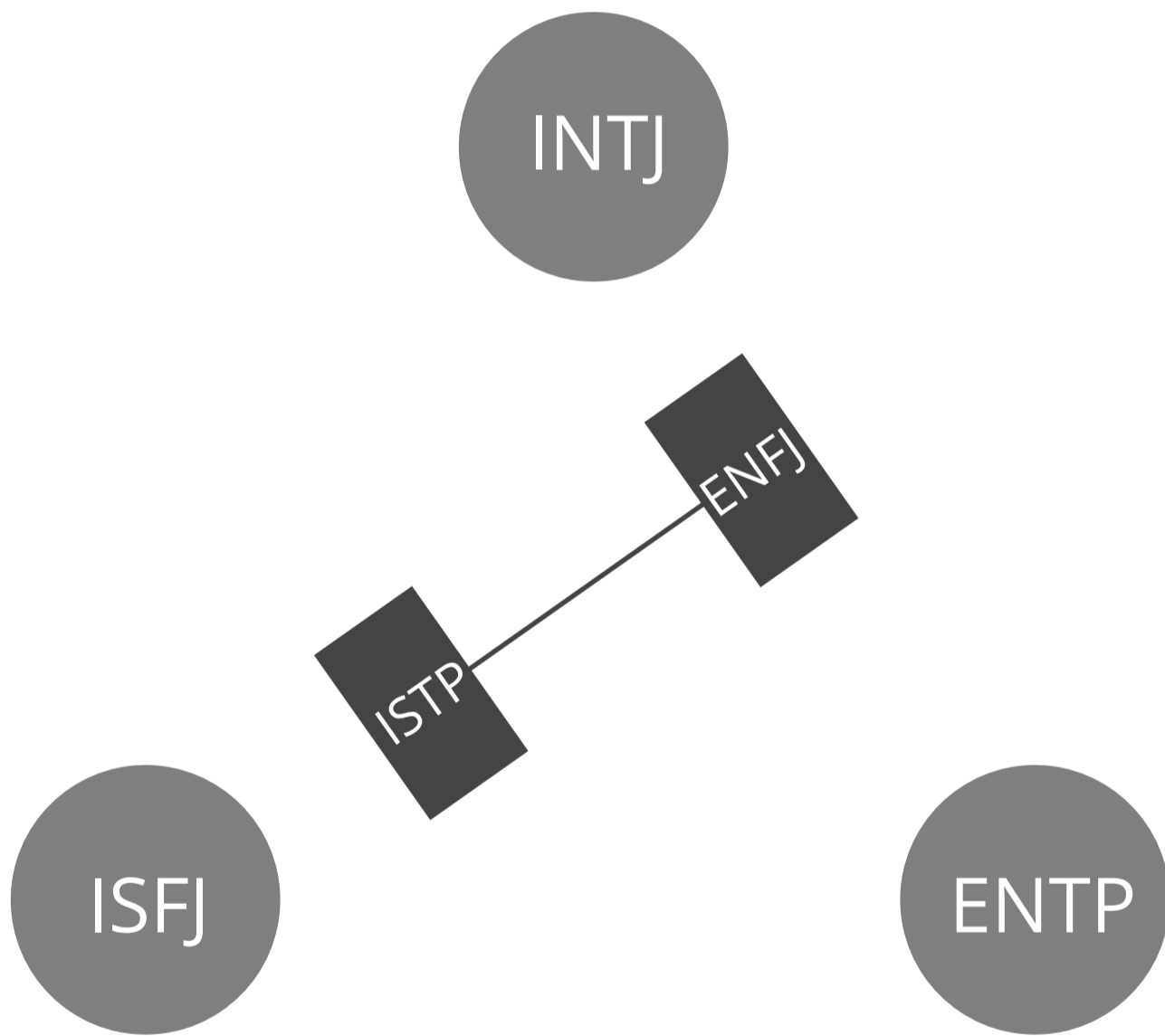
The 3 circles indicate enutpreneurs and
the 2 rectangles indicate sponsors



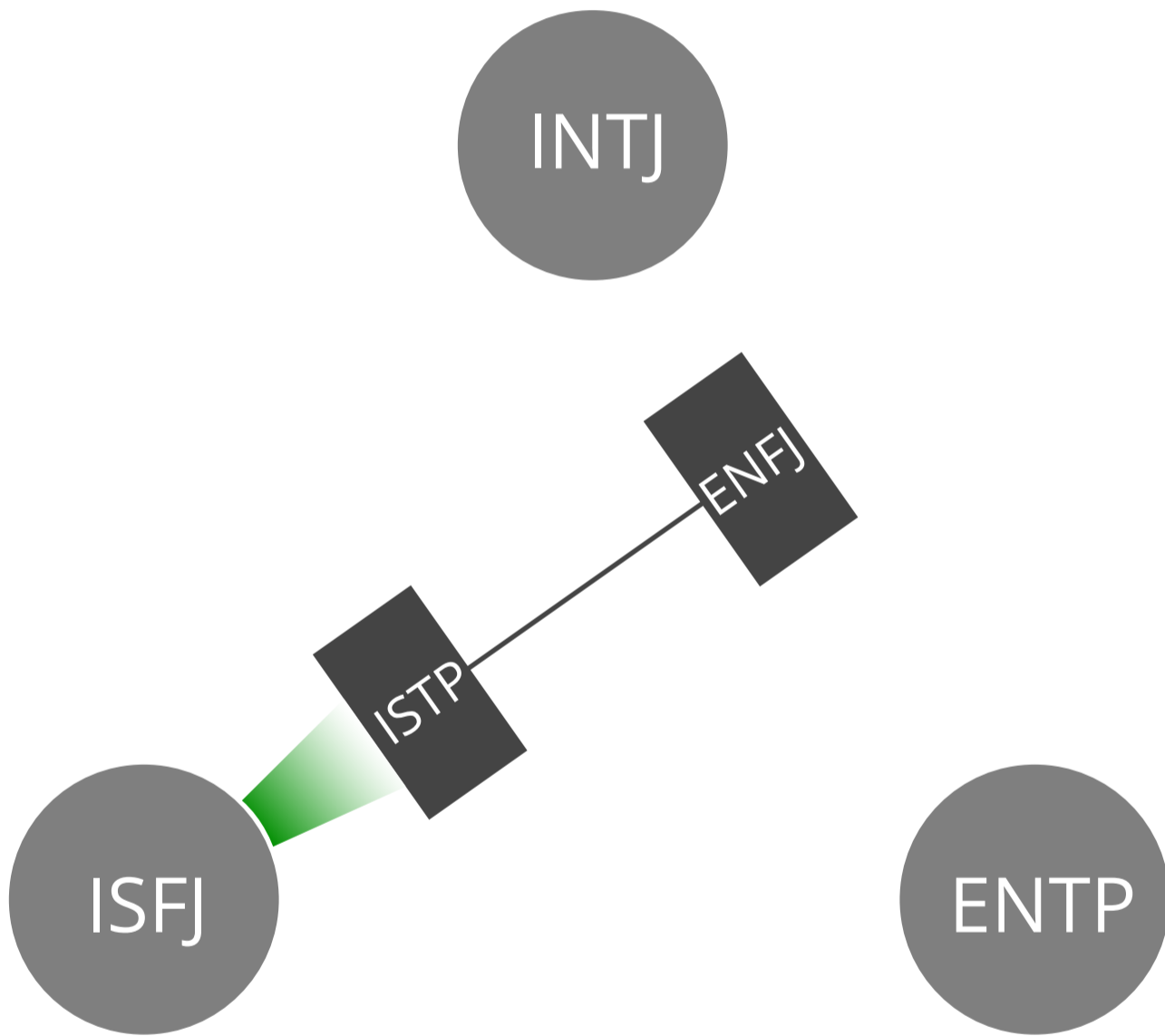
The mobsils start moving



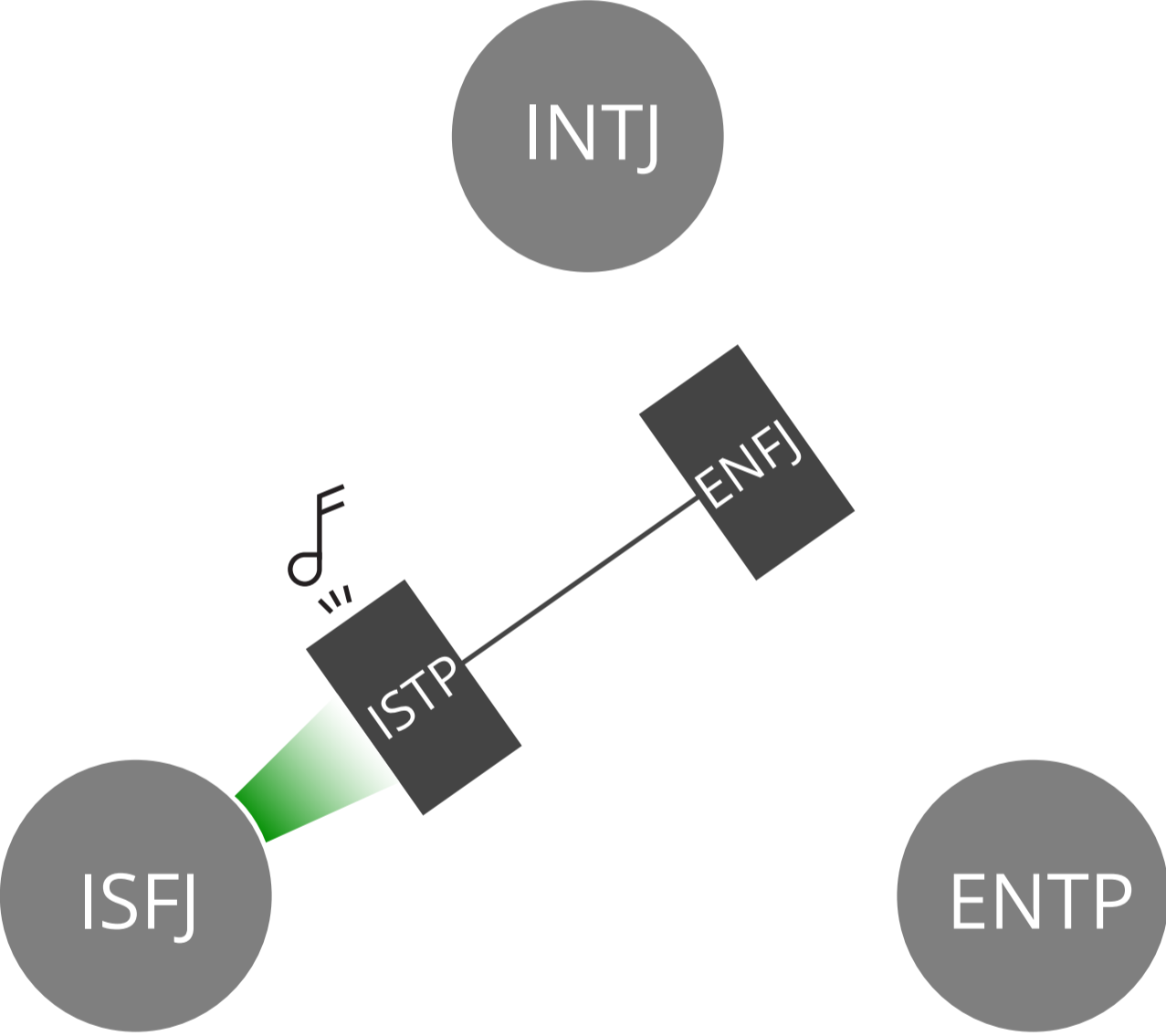
The entrepreneur and sponsor come face to face



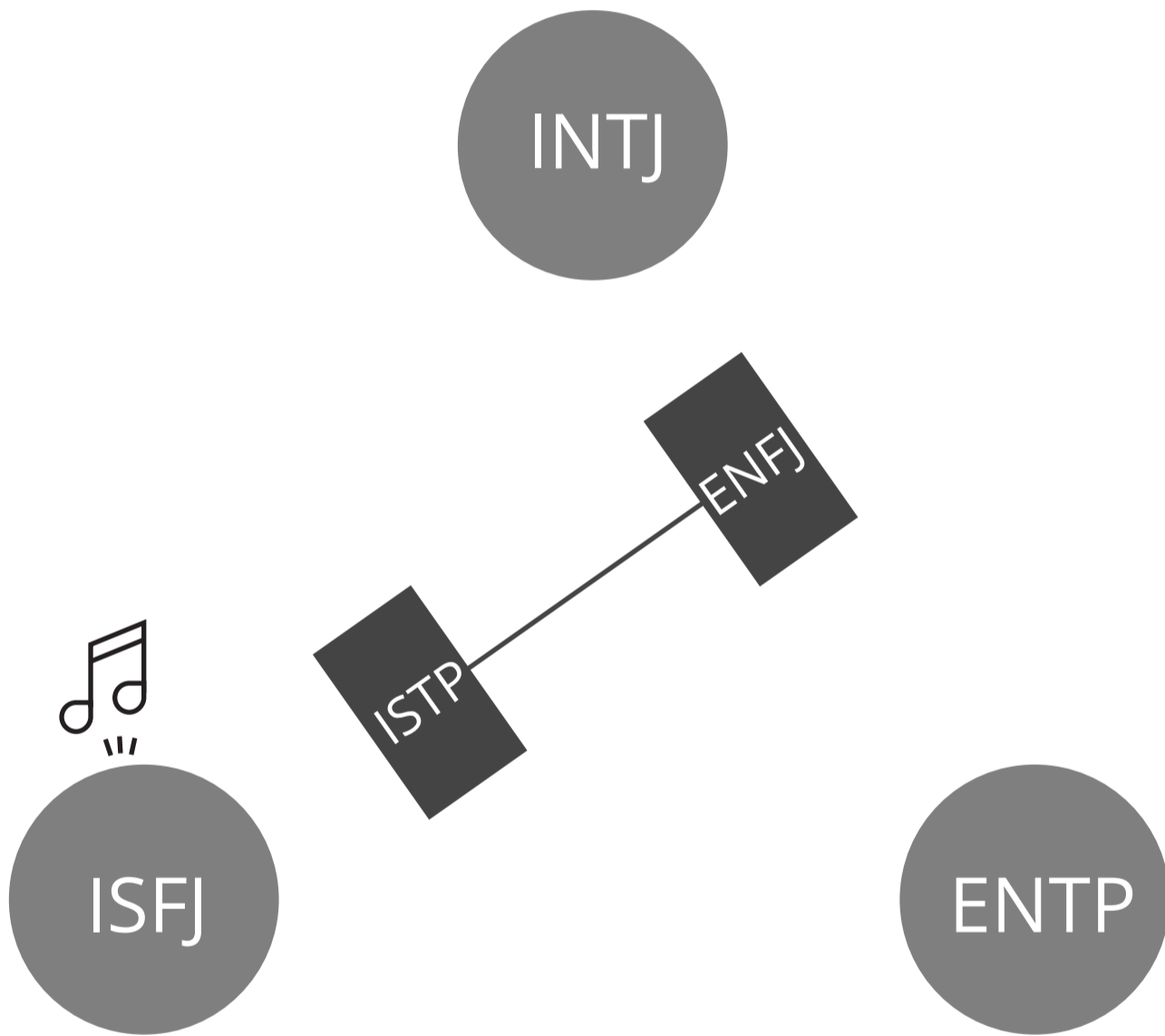
The entrepreneur presents an idea with intellectual appeal



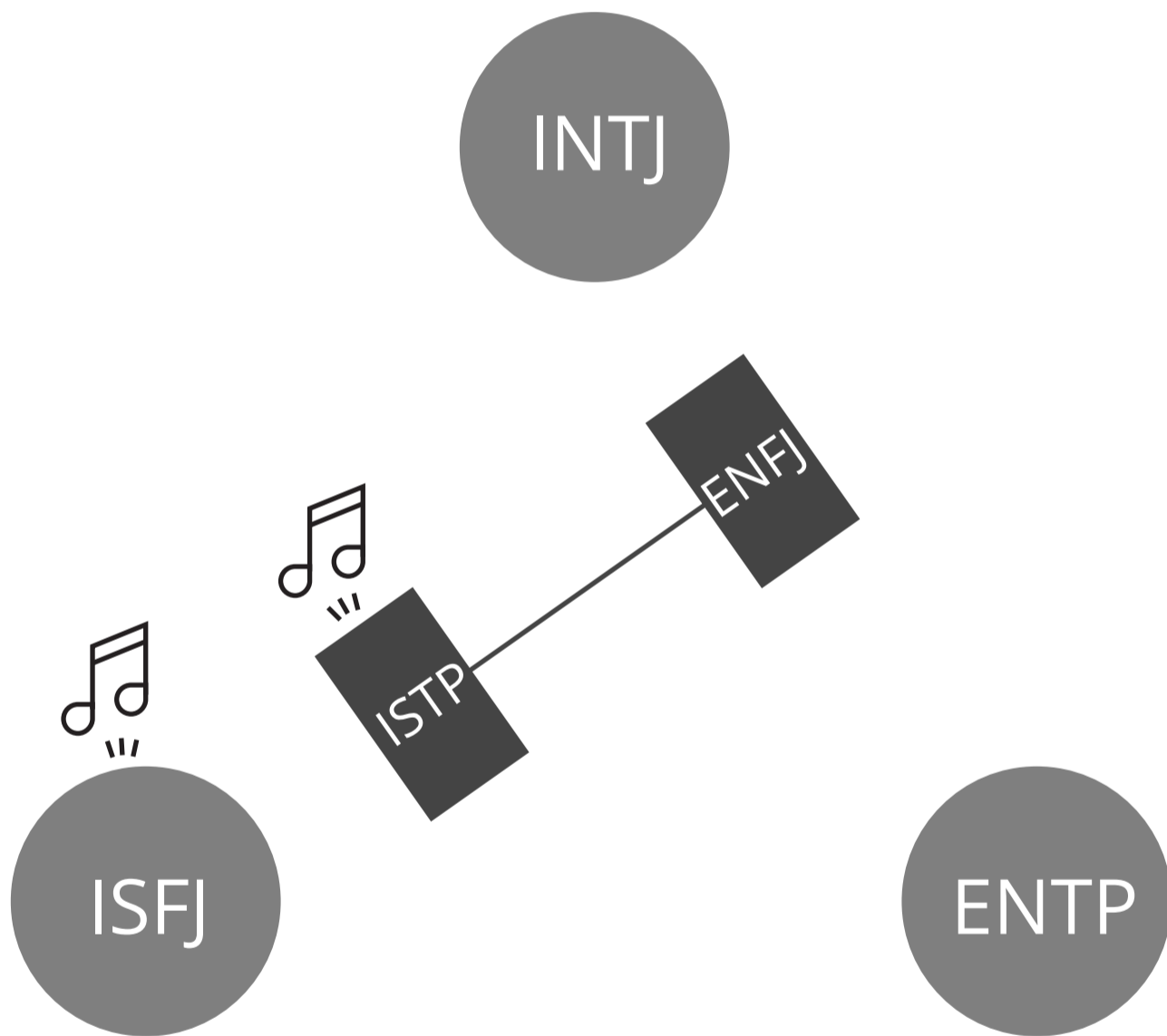
The sponsor agrees to give funding to the entrepreneur



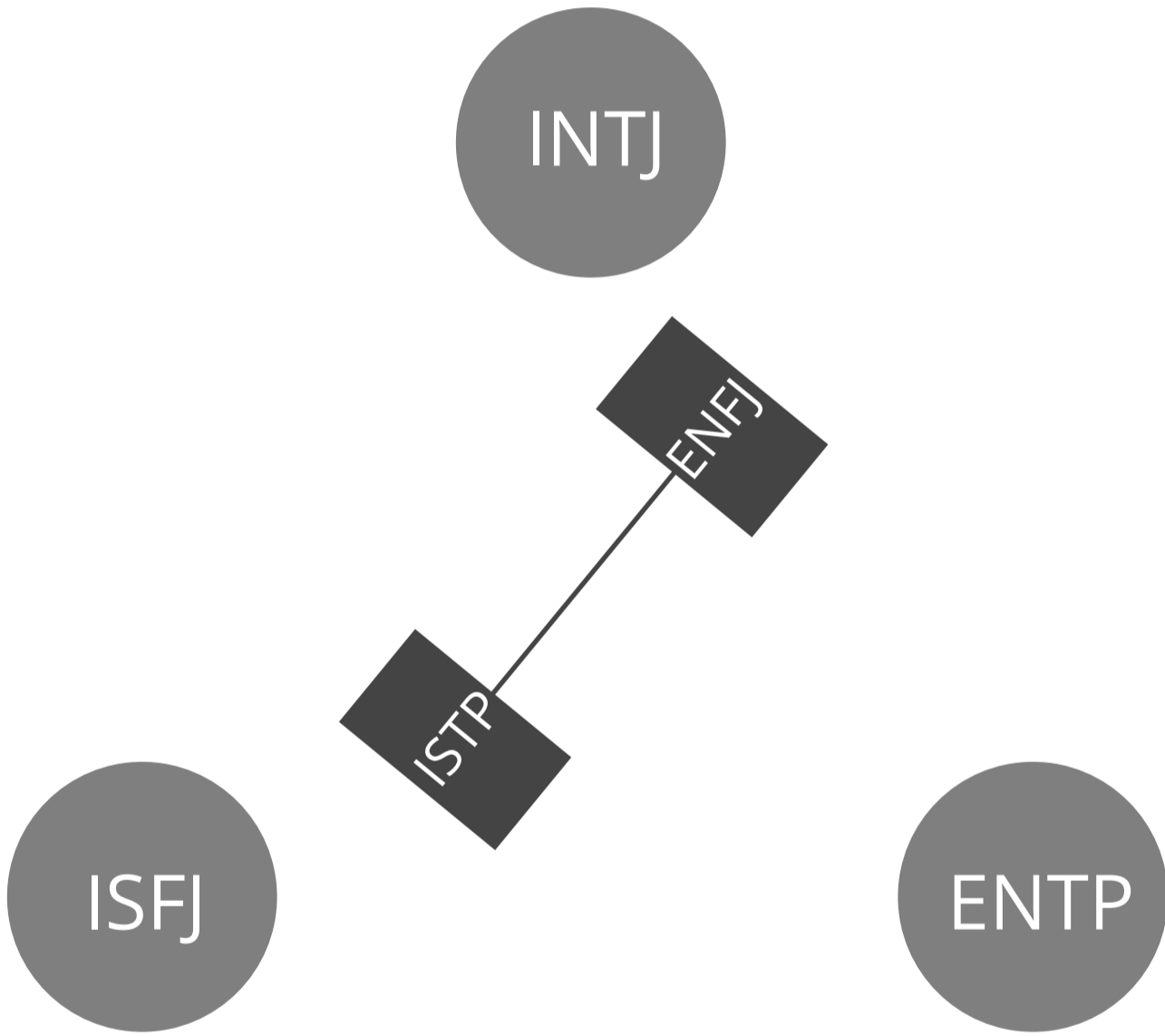
The entrepreneur asks to hold more than 50% of company shares



The sponsor shows agreement. Hence reinforcement occurs



The entrepreneur and sponsor part away



Thank you!

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