PolySocial Reality: Prospects for Extending User Capabilities Beyond Mixed, Dual and Blended Reality

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ABSTRACT
The technology industry has evolved over the years with a development lens increasingly focused on end users and usage cases. Indeed, for the past decade or more, personas (the designer-created profiles of end users) have become stand-ins for various usage cases and user models. With regard to location aware software and mobile applications, the usage of Dual Reality and Mixed Reality as metaphors have functioned in a similar vein. Just as personas are not people, Mixed and Dual Reality do not fully represent or address the complex usage cases developing as more people do more things, with more software at more times and in more spaces than ever before. This new complex application ecosystem presents greater opportunities and challenges for application design. We discuss ways that developers can use PolySocial Reality (PoSR) to represent a more complete complex structural model of individuals interacting within multiple environments.

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Time, Space, Asynchronous, Ubiquitous, Pervasive, Dual Reality, Mixed Reality, Blended Reality, PolySocial Reality (PoSR), User Experience Design, Interaction Design

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INTRODUCTION
To fully exploit location awareness, future interaction design development for the User Experience (UX) will be increasingly directed by users as they create new capabilities situated in social, physical, and network space [1][2]. A conceptual understanding of the global interaction context within which people experience the social mobile web is needed, one that emerges from the aggregate of multiplexed data pathways connecting interacting individuals[3].

At the moment, interaction models tend to be based on fixed navigational pathways and single narratives. Future UX development for location awareness must provide environments for sociability and shared experiences within a multiplexed environment.

For the developer, there is much more to support. Because the people using these apps are innovating their own usage cases with these new capabilities there is a need for support for these people as they move through each new usage case. When the developer doesn't consider the multiple ways people are connecting, opportunities may be missed and more importantly, people may be impaired by not being able to utilize more capabilities. This in turn could impact those interrelated systems that humans need to exist. Since the offering of opportunities and their associated capabilities is multiplexed, what can app developers contribute towards supporting this model?

One way for developers to connect to the multiplexed social mobile web user is to support the complexity of usage cases. It may seem orthogonal to do so, as most developers and User Experience professionals are instructed to create a more simple system. In this case, however, the system may need to remain complex in order to fulfill user expectations.