

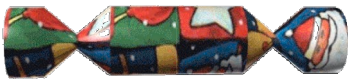
Fun Systematically

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CRACKERS DECONSTRUCTING EXPERIENCE

designing experience



- real crackers
 - cheap and cheerful!
 - bad joke, plastic toy, paper hat
 - pull and bang



designing experience

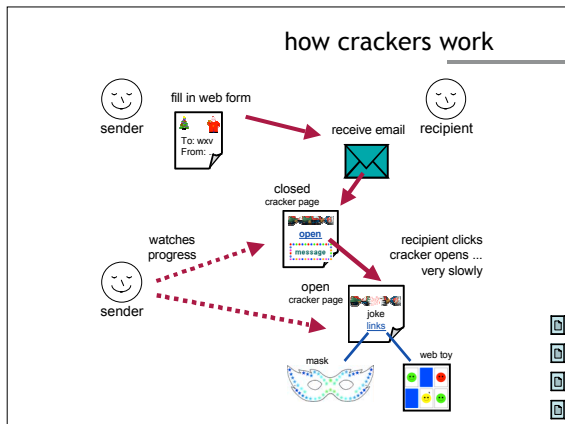


- virtual crackers
 - cheap and cheerful
 - bad joke, web toy, cut-out mask
 - click and bang

designing experience



- virtual crackers
 - cheap and cheerful
 - bad joke, web toy, cut-out mask
 - click and bang



deconstructing crackers experience

	real cracker	virtual cracker
shared	offered to another	{ sent by email, message sender can't see content until opened by recipient
co-experience	pulled together	
design	cheap and cheerful	simple page/graphics
hiddenness	contents inside	first page - no contents
excitement	cultural connotations	recruited expectation
suspense	pulling cracker	slow ... page change
surprise	bang (when it works)	WAV file (when it works)
play	plastic toy and joke	web toy and joke
dressing up	paper hat	mask to cut out

FUN & ENGAGEMENT EXPLORING BOUNDARIES

