# Seductive Computing: an exploration of the senses and persuasion

When someone or something is attempting to seduce, it is in essence attempting to change our behavior or feelings towards it. Seduction can be thought of as a gravitational field. Where the better the enticement the more it pulls us towards it. This gravitational field attracts our eyes, ears, nose, taste, and touch. All five senses can be pulled in at varying levels, which create unique experiences of seduction. Thinking about how sensory information is read by our senses, it is possible to create a seductive experience. However, it is not just enough for a device to expose itself to the senses, but it must entice the user as well which improves the chance for exposure to the persuasive message and/or the functionality of the device. However, after a initial incubation period a change occurs in which the seduction undergoes a transformation.
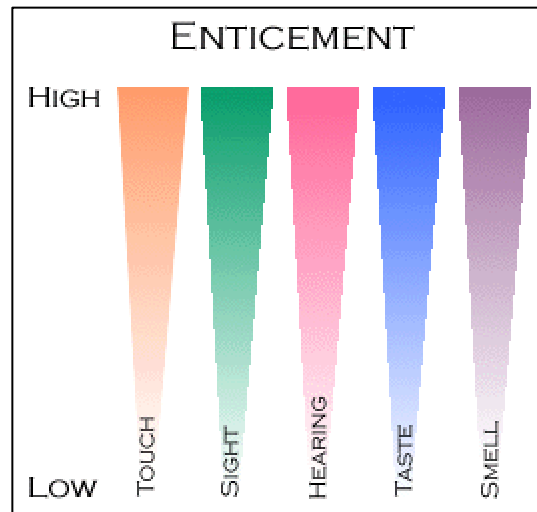
Sight and sound are usually the first things that the senses receive in a seductive experience because they can receive sensory information from the greatest distances. The sense of sight allows us to extract meaning from images (Ackerman, 1995). Thus, it is important for a device to appeal to the user aesthetically as well as mysteriously. Keywords that people associate as sensual and aesthetically pleasing to the eye are (1) **Shapes**: slope, slightly curved, firm line, thick-thin rounding, curve, shiny, and heavy sagged shape and (2) **Colors**: glossy, reflection, and contrast in color (Phillips, Sensuality in Product Design,1996). Hearing is also important because sounds are necessary cues for specific information in our lives and add credibility to situations.

When it comes to technological interactions, smell and taste are senses that has yet to be exploited Currently there are over 10,000 different smells which can be broken down into seven categories: minty, floral, ethereal (pears), musky, resinous (camphor), foul, acrid (Shedroff, Taxonomy of the Sense, 1997). Smell has tremendous potential because it can trigger specific memories which can last a lifetime. It can literally awaken our senses. Imagine, a buddy list playing a personal aroma every time a friend jumps online, instead of a sound file as your friend's personal greeting and notification. The challenges facing taste are much more difficult than smell because it requires something tangible but disposable. None the less it is an important sense worth considering because it is considered our **social** sense because so much human interaction centers around eating.

Touch has the most potential because it is our most erotic and intimate sense which "makes the world tantalizing and rich" (Ackerman, 1990) . Yet in the world of high technology, there is very little development of devices that heighten the user's experience to its fullest capabilities through touch. A group of researcher from Philips have done research on what people believe to be sensual and 90% of the response had to do with touch. The properties are: organic, human, body, smooth, hand size, warmth, caress, close to skin, lumpy, irregular, hole, rounding, curve, soft, flexible, malleable, and elastic.

References:
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