Creep-O-Meter: A Satirical Guide to Creepers

Alice Hallahan

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Creep-O-Meter
A Satirical Guide to Creepers

Rochester Institute of Technology
School of Design
College of Imaging Arts and Sciences

Master of Fine Arts
Computer Graphics Design

Alice Hallahan
January 2013
Thesis Committee Approvals

Committee Chair
Chris Jackson, Associate Professor
Visual Communications Design

Signature of Committee Chair       Date

Committee Member
Shaun Foster, Assistant Professor
Visual Communications Design

Signature of Committee Member       Date

Committee Member
Maria Schweppe, Associate Professor
Visual Communications Design

Signature of Committee Member       Date

Peter Byrne, School of Design Administrative Chair

Signature       Date
Abstract

The Creep-O-Meter app and book explore, and humorously exploit contemporary psychological and behavioral norms concerning the term “creeper.” Together, the app and the book poke fun at people who practice awkward behavior, and humorously guide the user in the correct direction for both recognizing and handling potentially awkward social situations.

The end product is an interactive set of tools that can be used to educate, correct, or repel distasteful behavior.
Introduction

Problem
With mass use of social media and wireless communication, people have become so dependent on technology for social interaction, that they are no longer accustomed to appropriate social behavior. This lack of practice could result in individuals experiencing difficulty in deciphering, as well as practicing acceptable social conduct.

The Creep-O-Meter iPad app and book reveal those awkward social behaviors, point out the funny aspects in them, and guide the user in a humorous way of dealing with them.

Concept
Reacting to contemporary labeling of socially awkward individuals as “creepers,” the Creep-O-Meter iPad app and book humorously make a study of what it means to be a creeper, lead a user through an incident they experienced, and provide humorous solutions or tools to the situation. The app and book explore the visual implications of creepy behavior through illustrated characters, a grungy visual style, and vernacular language.

Audience
The Creep-O-Meter app and book are primarily targeted toward an audience that uses technology and social media on a daily basis. The age of this audience ranges 13-25. The project is not targeted toward people with disabilities, like Asbergers or autism.

Construction
This project was constructed in Adobe Photoshop and Illustrator (assets). The book was compiled in Adobe InDesign, and the iPad app was constructed in Adobe Flash. The final product was published from Flash and AIR 3.9 for iOS and Android and deployed for the iPad and Android tablets.

Assessment
Evaluation of the success of the user interface and design was tested through user surveys. Surveys asked users to evaluate the project based on humor, interface userability, and clear communication. All feedback was evaluated and changes were made where necessary.
Review of the Literature

The review of current literature focused on two main genres; current apps available on iTunes and social interaction studies involving social awkwardness, and the psychology behind social behavior.

### Apps

<table>
<thead>
<tr>
<th>App</th>
<th>Title</th>
<th>Author</th>
<th>Source</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apps for Children With Special Needs</td>
<td>A4cwsn</td>
<td><a href="http://a4cwsn.com/tag/social-interaction/">http://a4cwsn.com/tag/social-interaction/</a> (accessed October 20, 2012)</td>
<td>These apps are intended to help children with special needs learn social skills. It was useful when designing information presentation and was helpful in developing animations.</td>
</tr>
<tr>
<td>2</td>
<td>Mobile App for Social Interaction</td>
<td>Friendship Circle of Michigan</td>
<td><a href="http://blog.friendshipcircle.org/2011/02/23/11-social-skills-life-skills-apps-in-ipad-app-store/">http://blog.friendshipcircle.org/2011/02/23/11-social-skills-life-skills-apps-in-ipad-app-store/</a> (accessed October 20, 2012)</td>
<td>This site is a resource for parents / children with developmental disabilities. While it is also not my target audience, it was a useful resource for visual depictions of social interaction.</td>
</tr>
</tbody>
</table>

### Publications

<table>
<thead>
<tr>
<th>Publication</th>
<th>Author</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unmasking the Face: A Guide to Recognizing Emotions from Facial Expressions</td>
<td>Eckman, Paul, and Wallace Friesen</td>
<td>This book explores Dr. Eckman’s study of micro-expressions and nonverbal communication. This was incredibly useful to be while creating my animations and descriptions of creepy characteristics.</td>
</tr>
</tbody>
</table>
4 **Superbetter**  
By Jane McGonigal  

Superbetter is an online tool that inspires self improvement. It is a relevant, current computer graphics project on social improvement, and was helpful in terms of design and user interface.

Web pages  
5 **Improve Your Social Skills.com**  
By Daniel Wendler  

This site provides tips and guidelines for becoming less socially awkward. It was written by a self-diagnosed socially awkward person, so the insights about behavior were very relevant.

6 **People Skills Decoded**  
By Eduard Ezeanu  

This site breaks down to the basics, social interaction and provides a step by step guide for users. It was particularly useful as I considered the categories of creepy.

Interactive  
7 **Mett 3.0**  

In addition to his book, Dr. Paul Eckman provides an online training tool for detecting micro-expressions. This course was useful in my animations and descriptions for the creepy individuals sections.
Interview with Psychologist Dr. Kerry Gordon
Kerry Gordon, (Doctor of Psychology), interview by Alice Hallahan, April 2012.

This interview provided crucial information about my project and helped develop the foundational content. It provided professional insight on how awkward and/or creepy people think and behave. It provided me with information I needed to develop each creepy category as well as how to deal with each situation.
Process
1. Structure Process

Overview

The primary foundation for the structure of the app and paths stemmed from three primary sources from the survey of the literature: the interview with psychologist Dr. Kerry Gordon, the preliminary peer survey, and personal observation. Because the hypothesis of this thesis is that people generally do not truly understand the term “creeper,” the landing page at the start of the app provided two informational sections: an “about” section (essentially a disclaimer), and an “anatomy” section. The anatomy section served as clarification; a user may clarify their understanding of what a “creeper” is before starting main part of the app. Users in this section also were provided with spot animations depicting each creepy characteristic that was described of each gender.

For the main section of the app, it was clear that categories needed to be provided at the very start in order to clarify what path the user should take; the app needed to know the user’s gender, their creeper’s gender, and what their relationship was with one another. Once gender and relationships were determined, the categories for the most creepy characteristics were determined. These came from personal observations and the peer interviews. There was an overwhelming response supporting three primary creepy traits; physical contact, inappropriate comments, and facial expressions/eye contact. Each of these traits were described and visually supported by spot animations for each gender.

Questions for each path were developed based, again, on the peer interview, psychologist interview, and personal observation. Each path was individually constructed considering gender, relationship, creepy characteristics and tendency to possess additional creepy traits. The solutions at the end of the paths were developed based solely on suggestions gleaned from the psychologist interview, as personal experience and peer interviews were not providing serious (though somewhat humorous) solutions. The toolkit options were developed based on suggestions from the peer interviews or personal suggestion.
2. Overall Design

Overview

The design of the app and book took inspiration from old police records, textbooks, and grunge textures. This was an appropriate style as it provided the project with the flexibility to break the grid and give the design a look of discomfort and uncleanliness and thus reflect the creepy people being described. In essence, “creepy” became a design metaphor for the visual style.

Logo

The logo (Fig. 1) was designed to mimic the name of the project and serve as a metaphor for what the app does. It was designed to look tactile and playful. The polished metallic look of the base reflects the technical aspects of the project, while the typeface reflects the humor.

Figure 1: Logo Design
The primary typeface is FFF Tusj. It was chosen for its sketch-like nature, which reflects the hand drawn, handmade feel of the rest of the design. The secondary typeface is Plantagenet Cherokee. A serif typeface was chosen for the body of the project because it reflected typewriter and Times typefaces, which are used in old documents and books. Other tertiary typefaces were used for sections where a hand-written look was desired.

<table>
<thead>
<tr>
<th>Font</th>
<th>Uppercase</th>
<th>Lowercase</th>
</tr>
</thead>
<tbody>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Plantagenet Cherokee</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Jenna Sue</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Bailey</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
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</table>

The color palette (Fig. 2) reflects organic and natural colors with dark red as a highlight color. The majority of the design is created with natural and grunge textures. These reflect the handmade style and metaphor of “creepy” that the project emulates.
To visually communicate the creepy characteristics referred to in the project, numerous illustrated characters (Fig. 3) were developed. Constructed in Illustrator, each reflecting physical characteristics of a creepy person. In the app the characters are also animated.
Animations

Using the illustrated characters developed for the base of the project, animations were developed for the anatomy section, as well as the creepy characteristics at the start of the paths in the main section. The purpose of the animations was to both add life to the imagery which was otherwise stagnant and unrelatable, and provide visual clarification to the reader.

Each looped animation was created from frame-by-frame illustrations created in Illustrator that were looped together in a nested motion clip in Flash (Fig. 4).

Figure 4: Frame-by-frame Animation
2. iPad App Design

Before the app was constructed in Flash, a structure was created to determine the layout of the user interface, in addition to the structure of the paths.

Ideation

The final design solution was structured to include a menu section, an interactive path section (Fig. 5), and a final solution section with tools for the user. This final structure greatly expanded the number of paths a user may take from previous versions.

Figure 5: Progression of Paths
The layout of the main navigation page (and essentially the rest of the app) was designed to include familiar objects like a book, folder and iPad. These were used instead of buttons and/or tabs so that the interface would look more dynamic and fit the design metaphor for the project.

Instead of the user tapping through a very visually digital format with buttons and tabs, they tap and flip through several objects that are familiar to them as 2D objects (the book and folder). When done using one, they can “set it down” (click off the object) to move onto the next thing on the floor, as they would with the actual physical objects. The same idea applies to the questions section where the user taps through objects that they are familiar with in a 2D world, in a new digital format.

In using these familiar 2D elements in a digital environment, the behavior of turning a page or flipping a piece of paper was also mimicked. In the “How to Use This App” section off the main navigation page, the user enters into a book. To navigate through the pages of the book, the user taps tabs that flip to the correct side of the book as the user “flips” through chapters/pages. In this way, the interface mimics how a user traditionally navigates through a 2D book, with the familiarity a modern user has with a digital surface.

The inclusion of textures, scribbles, and small written notes were added to add a dimension of wear and tear, as well as a feeling that at some point in time, these materials were written on by another person. These elements also added to the overall “creepy” metaphor by giving the user a feeling of a connection to the previous “owner,” but not knowing who that person was.
The interface underwent several redesigns before the final design was determined. In general, the redesigns were necessary because the layout design needed to reflect the topic more effectively.

**Layout 1**
The first layout (Fig. 6) lacked imagery fitting the project subject.

![Figure 6: Layout 1](image)

**Layout 2**
The second layout was too “clean” and needed texture to work.

![Figure 7: Layout 2](image)
Layout 3: Final
The final layout utilized textures and fit the subject matter.

Figure 8: Final Layout

To finalize the app, an icon was made for the tablet interface. It represents a larger version of the logo in the opening screen, and is designed to emulate the simplistic style of iOS 7 icons.

Figure 9: App Tablet Icon
3. Book Design

The book is designed to partner with the app, and uses the same visual metaphor of “creepy.” It is designed to mimic a used textbook with pencil marks, highlights, and taped-in photos. The book functions as a learning tool on its own, but does promote the iPad app in the last chapter.

Ideation

Using the same information found in the app, topics are categorized into chapters instead of following the structure of the app and falling into a “how to use” or “anatomy of a creeper.” There are six chapters:

1. What is a Creeper?
2. Creepy vs. Awkward
3. Categories of Creepers & Dealing With Them
4. How to Recognize a Creeper
5. When Creepy becomes Freaky
6. Now What?

Design

Following a textbook structure, chapters contain illustrations with the same characters as the app (Fig. 10), which correspond with the information on the page. Elements look sketched or taped on pages.

Figure 10: Cover Layout
Although the book fell into place smoothly, a number of technical issues arose as the iPad app began to take form. Issues revolved almost entirely around coding issues with actionscript / iOS / AIR compatibility during the publishing from Flash to .ipa (file format for iOS app publishing) process, with one minor issue concerning transition playback quality differences between desktop and iPad.

The minor playback issue came to the forefront during my first test of the app. I had incorporated animated transitions in the paths/questions section of the app where the entire screen slid horizontally. I found that although this played clearly on my desktop, it was choppy and slow on the iPad. To resolve the issue, I tested several different types and speeds of animations and found that using a fade was much more effective. Additionally, my tests proved that all

| App Suggestions | A few users suggested allowing a user to select more than one characteristic that they find creepy at the start of the paths. I did not implement this change because in most cases, there is one single characteristic that a person finds most disturbing. That should be the focus. Additionally, as a person goes through the app, the other characteristics are presented to the user, so in the end, they do have the ability to express more than one characteristic. |
| Book Suggestions | Reviewers suggested that the book should have a section that encouraged the reader to use the iPad app after reading. I had intended for the book to be able to stand on its own, but after consideration of my audience, I decided to add a chapter on the end that directed readers to the app for more fun. |
| Technical Issues | Although the book fell into place smoothly, a number of technical issues arose as the iPad app began to take form. Issues revolved almost entirely around coding issues with actionscript / iOS / AIR compatibility during the publishing from Flash to .ipa (file format for iOS app publishing) process, with one minor issue concerning transition playback quality differences between desktop and iPad. |

Summary

With the completion of a functioning app, a user feedback survey was conducted to assess the effectiveness of the interface, design, and overall structure of the app. In the feedback process, users found the app easy to navigate, entertaining and had no major suggestions for improvements.
transitions should take place in a span on 7-10 keyframes on the timeline in order to play clearly.

The largest technical issue involved the problem of combining multiple swf files from Flash into one file for iOS deployment. I was under the impression at the start of the project that this would not be an issue, so I developed the app spanning over about 15 swf/fla files. However, it became clear during testing that it was not possible to publish multiple swfs at once; only the parent swf would publish and the children would not load, though no error message was present.

The multiple swfs problem was seemingly solved when I discovered a workaround in the code where it referred to loading/unloading a swf (fig. 11). This solution worked for one run-through of the app, however AIR does not allow a user to replay swfs once already loaded. So a reload button was never going to be possible on iOS and in order to restart, a user would need to crash the app. To be fully functional on the iPad, AIR needs to solve that issue. Otherwise, an app can only be fully functional on iOS using Flash when it resided in only one swf file. Despite iOS and its shortcomings, the app is fully functional (reloads and all) on Android.

```javascript
//This variable keeps track of whether you want to load or unload the SWF
var fl_ToLoad_7:Boolean = true;

function fl_ClickToLoadUnloadSWF_7(event:MouseEvent):void
{
    if(fl_ToLoad_7)
    {
        fl_ProLoader_7 = new ProLoader();
        fl_ProLoader_7.load(new URLRequest("BBK.swf"), new LoaderContext(false, ApplicationDomain.currentDomain, null));
        addChild(fl_ProLoader_7);
    }
    else
    {
        fl_ProLoader_7.unload();
        removeChild(fl_ProLoader_7);
        fl_ProLoader_7 = null;
    }
    // Toggle whether you want to load or unload the SWF
    //fl_ToLoad_7 = !fl_ToLoad_7;
}
```

Figure 11: Code for Playing Multiple swf's
Conclusion

The Creep-O-Meter app is a one-of-its-kind social interaction app that is significant on a number of different levels. Currently, there are no apps available on the iTunes store that speak to either social interaction (excluding those related to disabilities) or the subject of creepy people. In that way, it is a completely unique subject. Additionally, as a computer graphics piece, the project stems across six different fields. It touches on graphic design, motion graphics, character animation and design, user interface design, and outputs two technically different products. The project also reflects research in psychology and human behavior, branching the scope of the project outside of just design.

Unlike many apps, the Creep-O-Meter leads a user through a situation, but it leaves a user with somewhere to go afterward. It puts tools into the user’s hand, and therefore the user’s iPad becomes a utensil and not just a learning device.

While the iPad app and book are a complete pair on their own, this topic has many avenues for expansion. It could be possible for future updates of the app to include more tools in the toolkit it can also expand to include more apps of its kind. There could be apps for creepy people at the gym or creepy people at school. It is easy to see the potential for the project to expand to a series of apps following the same metaphor and subject.
Appendix

Pre-Project Survey

<table>
<thead>
<tr>
<th>Number of participants in survey: 17</th>
</tr>
</thead>
</table>

1. Are you male or female?
   - Male 2
   - Female 15

2. What is your age?
   - Age 18-24 11
   - Age 25-34 6

3. Have you ever felt uncomfortable around another person?
   - Yes 16
   - No 1

4. What made this situation creepy?

   “The staring. And the ‘non-chalant’ cruise-by’s.”

   “Them sitting down at my table uninvited. Really bad awareness of personal space”

   “I was in the bank the other day, and the guy behind me in line decided it was cool to squeeze my ribs right near my boobs. I mean the dude was 50, a complete stranger and even if he wasn’t a stranger, I still hate being touched! Eff you bro. For real.”

   “Trying to compliment me with weird details like: ‘You’re so beautiful, I wish I could carry your picture with me.'”

   “It was a taxi driver. It was nighttime. He started asking very personal questions about me and my friends, single, boyfriends etc. Instead of dropping me at my door he went past the gate to turn and didn’t come back down until I took his number to give to my single friends, because he was looking for a girlfriend/wife. He was
in his late 30's I was around 19. The whole situation was creepy and kind of dangerous in feeling.”

“When you’re in a bar and a guy won’t leave after you have given him the hint that you’re not interested.”

“the hand gestures what they said to me was very rude and sexual they continued to follow me i was not sure if they were crazy or not they seemed not to know what they were doing (even though they said it was their job)”

“The person was invading my personal space on a bus ride home ... there was plenty of seats on the bus but he chose to sit next to me and spread his legs apart until he was touching me. Also, normal people would try not to lean into strangers during turns, but he obviously leaned into me.”

“Invasion of personal space or the person told too much about their personal life (ex. TMI stories)”

“The person followed me around like he knew me and pretended like we were dating. (when, in fact, we had just met and had barely spoken). Then, he tried to follow me home! I was very afraid!”

“there were three other available seats right next to me and he decided to sit exactly next to me so that his shoulder was rubbing against mine”

“He would not leave my dorm room even though I told him I was going to take a nap and he just stood next to my bed trying to poke me while I had my eyes shut trying to sleep. He awkwardly stared at me for about ten minutes before getting a clue.”

“stood way too close way too soon. Also touched me way to much. stared disgustingly deep into my eyes, yet i just learned ur name. chill out. THEN had the NERVE to take a picture of my ass. douchebag. yuck.”

“I had a guy I barely knew, point me out and dedicate a song he wrote to me at an open mic night. If that wasn’t bad enough, it
was about meeting a girl then going back to her place.”

“Random guy on the bus striking up a conversation with me by asking me if I liked big things… followed by him saying “I can show you a big thing” while biting his bottom lip and nodding his head.”

“Staring at you for a long time”

5. **What would YOU consider something that crosses the line in terms of someone making your feel uncomfortable?**

“Definitely touching; I don’t even like it when people I know touch me! Also, getting all up my business, when I’m clearly NOT interested in ANYthing you have to say. Could seriously not tell??”

“When they say that they like your skin.”

“Basically anytime someone touches me without me initiating it freaks me out. Also, awkward comments do that as well.”

“I think the invasion of personal space is super creepy. Like people who stand really close to you to have small talk.”

“The person invades my space without consent, asks weird personal questions when I’ve only just met them. Won’t let me leave the conversation when I want to.”

“touching (if you don’t want them to), being in your personal space (within a few feet), saying things that a guy thinks is a compliment but is actually creepy”

“um sexual references when speaking (more than a joke) moving closer to you when sitting next to you physically touching (even slightly)”

“In all honesty I don’t get uncomfortable with people so they would have to do something quite extreme to make me feel uneasy.”

“It mainly bothers me when people I don’t know touch me unnecessarily. Or they stand too close to me while talking.”
“Finding out someone has pictures of me, has stalked me, knows way too much about me, etc.”

“Any kind of touching is crossing the line. Also, social media lends its self to incredibly creepy harassment”

“touching me in any way, gesturing towards me inappropriately”

“Touching me for sure, or following me/staring for a long period of time. or wanting a lot of personal information to soon.”

“touching that is clearly unwanted and inappropriate remarks. some people like it, some dont - youre supposed to be able to catch a hint from their reactions if they like what you are doing or not.”

“I don’t even like the feel of a stranger’s clothes or hair rubbing against my skin.”

“touching me, insinuating anything sexual, and if they are a complete stranger, just simply telling me about personal things is creepy.”

“Some one suggesting doing something inappropriate”

6. If you could react to a person who was being creepy towards you, what would you do?

“Mostly just a lot of screaming and name-calling. Maybe a root in the stones if the former doesn’t work.”
“ummmm. creep them out back.”

“I’d cut ‘em if I could. But the dude in the line caught me off guard. He was lucky!!”

“I’m pretty good with the slap. A super slap would be pretty freaking great.”

“Get away from them as soon as there is an opportunity. Keep calm if you cant get away quick and if all else fails tell them straight out to back off.”
“come up with a snarky remark to get them to go away if they are a jerk. or if they are just socially awkward or don’t know what they are doing i wish there was a way to tell them to go away nicely.”

“ummm ... I would have my boyfriend come beat them up for me ;)

“I would tell them in a serious manner that they need to back off and if that failed I would threaten them and if that failed I would probably get physical (if it was another male...I am not a woman abuser).”

“Perhaps punch them or tell them to get away from me, but I normally just try to distance myself from them without saying anything.”

“First, if possible, I’d leave/move away from the person. If that’s not possible or it’s a different type of situation I’d probably get the police involved (ex. stalking)”

“Usually, I would cry. haha! But in the situation above, I called a friend to pretend to be my boyfriend. He scared the kid off and it was kind of fun!”

“probably say...’what the hell do you think you’re doing, cause its creeping me the freak out’”

“Scream in their face or make them feel equally as creeped out as i did.”

“if i could do whatever i wanted. hmm it would range from a slap across the face tooooo yanking their heart out like they do in vampire diaries. So yeah this happened recently im cleary still really pissed and annoyed about it. lol. would love to rip the creepy guys heart out. bastard.”

“Walk away”

“i would scream, “you’re a creep!!” and run off.”

“drop kick them and run like heck!”
Creep - O - Meter

USER TESTING

1. Your gender
   - □ Male
   - □ Female

2. Your age
   - □ 15 - 20
   - □ 21 - 25
   - □ 26 - 30
   - □ 30 +

3. Are you a socially active person (you interact with people on a daily basis)?
   - □ Yes
   - □ No

4. Have you ever experienced a creepy person?
   - □ Yes
   - □ No

5. Open the Creep - O - Meter app and run through a scenario, then check that box that best answers the question:
   - Is the app easy to use
     - □ Strongly Yes
     - □ Yes
     - □ Neutral
     - □ No
     - □ Strongly No

6. Did you learn something from the app?
   - □ Yes
   - □ No

7. Did you find the app funny?
   - □ Yes
   - □ No

8. Is the app organization and layout easy to understand?
   - □ Yes
   - □ No

9. Do you have any suggestions for things to improve or anything that needs to be fixed?
   - The little x in the upper right corner wasn't as easy to see at first. It just took a min. to figure out.

10. Other comments
    - Super amusing.
Creep - O - Meter

USER TESTING

1. Your gender  ☐ Male  ☑ Female

2. Your age  ☐ 15 - 20  ☑ 21 - 25  ☐ 26 - 30  ☐ 30 +

3. Are you a socially active person (you interact with people on a daily basis)?  ☑ Yes  ☐ No

4. Have you ever experienced a creepy person?  ☑ Yes  ☐ No

5. Open the Creep - O - Meter app and run through a scenario, then check that box that best answers the question:

   Is the app easy to use
   ☐  ☐  ☐  ☐  ☑

   Did you learn something from the app
   ☐  ☐  ☑  ☐  ☐

   Did you find the app funny
   ☐  ☐  ☐  ☐  ☑

   Is the app organization and layout easy to understand
   ☐  ☐  ☐  ☐  ☑

6. Do you have any suggestions for things to improve or anything that needs to be fixed?

   No

7. Other comments
   "Type - Anxiety - That feeling "influence "
   Instructions are very unique from other apps. They're very interactive and engaging - as if someone is talking to you rather than you just reading some rules."
Creep - O - Meter

**USER TESTING**

1. Your gender  □ Male  □ Female
2. Your age  □ 15 - 20  □ 21 - 25  □ 26 - 30  □ 30 +

3. Are you a socially active person (you interact with people on a daily basis)?  □ Yes  □ No

4. Have you ever experienced a creepy person?  □ Yes  □ No

5. Open the Creep - O - Meter app and run through a scenario, then check that box that best answers the question:

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6. Do you have any suggestions for things to improve or anything that needs to be fixed?
   
   *Maybe make it so that the user has to go through the “how to” phase before they start the app.*

7. Other comments
   
   *entertaining!*

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Creep - O - Meter

Alice Hallahan
November 12, 2012

Rochester Institute of Technology
Computer Graphics Design

Thesis Proposal for candidacy for the degree of Master of Fine Arts
Thesis Committee

Committee Chair
Chris Jackson, Associate Professor
Computer Graphics Design

Signature of Committee Chair   Date

Committee Member
Shaun Foster, Associate Professor
Computer Graphics Design

Signature of Committee Member   Date

Committee Member
Marla Shweppe, Associate Professor
Computer Graphics Design

Signature of Committee Member   Date
The primary objective of this project is to explore, and humorously exploit contemporary psychological and behavioral norms concerning the term “creeper” in the form of an app for the iPad and a booklet. This project will poke fun at people who practice awkward behavior, and humorously guide the user in the correct direction for both recognizing and handling potentially awkward social situations.

The feel of this application is humor and it is not meant to be used as a self-help tool. Although an individual may learn something from the humor of the apps, they are not meant to be serious help for any diagnosed condition (i.e. Aspergers or Autism).
With the prominence of social media and wireless communication, people have become so dependent on technology for social interaction that they are not allowing themselves to become accustomed to, or practicing how to appropriately interact face to face. This lack of practice could result in individuals experiencing difficulty in deciphering and practicing acceptable social conduct.

This project will bring light to those awkward behaviors, point out the funny aspects in them, and guide users in a humorous way of dealing with them in the form of built-in solutions or tools.
Survey of the Literature

A review of the literature has led me to conclude that there is nothing currently in use by any independent app-creating company or individual that is like my proposal. The majority of applications that are already on the market (iTunes) related to social interaction are for individuals with learning disabilities like Autism, or for children who are just learning social skills. In both cases, the target audience and direction is not the same.


This site is created for housing/advertising apps that have been created specifically for children with disabilities like Autism. The apps help with learning, and early development but are not the same target audience or tone.


This site and apps, are directed toward an audience who is looking to improve their social skills, but the audience is very young. How the concepts are explored is something relevant and interesting to my project.


This book studies nonverbal micro expressions / communication and body movement. This will help me with describing non-verbal communication in awkward behavior.
Superbetter is a game that helps build personal resilience. It works on social, mental, emotional and physical strengths; essentially a self-help fix for a person, which makes it different from what I plan to do. However, it is relevant to my project as computer graphics work on social improvement.

Improve your social skills is a site created by a self-diagnosed socially awkward individual, but what is significant about the site are the sections about body language and guides to recognizing comfort/discomfort in others. The site is an interesting source for getting in the mind of someone who has been on the awkward end of the social scale, but it is not similar to my project in medium, tone or target audience.

Peopleskills.com is a blog created by a social confidence coach. What is particularly interesting about this site are the postings about what factors make a person socially awkward and serious suggestions for help. Although some of the content is similar to my project on this site, again, the target audience, medium and purpose are very different.
This project will humorously explore the term “creeper” through the creation of an app for the iPad and a booklet, educating users on creepy behavior and proving them with a solution. The app and booklet will be designed with a target audience of teens – adults approximate ages 13-25 who use social media and modern technology on a daily basis.

**Problem that the app solves:**
Sometimes the way certain people act can cause an individual to feel uncomfortable. Often, these awkward individuals are labeled by their peers as “creepers.” However, the real issue comes down to whether the person making you uncomfortable is really being “creepy” toward you, or they are just being socially awkward, and therefore unaware of the effect the have on you.

**Solution to the problem:**
The Creep-O-Meter app will humorously instruct a user in being able to distinguish what behaviors make someone either;

1. Truly “creepy.” In this case someone is intentionally or decidedly crossing your personal comfort boundaries. With these situations, the app will prompt the user to do something substantial i.e. call the police, use your iPad as a taser to ward the individual off or have the app call your phone as an excuse to remove yourself from the situation.

2. Simply strange, but harmless. In this case, the person you may suspect of being “creepy” is not doing so intentionally. With this conclusion, the app would direct a user to a less extreme solution i.e. ignore the person, or put headphones in.

Ultimately, the application will lead the user to one of two conclusions based on their answers to questions and situations about the person they suspect is being a “creep,” and give them advice on how to handle the problem.
List of Deliverables

1. App for the iPad
2. Partner booklet to the app
Budget

There are several necessary costs that will apply to the project. These necessary costs include:

1. Cost of purchasing a developer’s license for Apple: I will have to purchase a developer’s license with Apple to be able to put my apps on iTunes and for testing in Phase three, week 8. This is a cost of about $100/year.

2. Potential additional software: There is a possibility I could need additional software to help in the creation of my apps. An example is the purchase of Dr. Paul Eckman’s METT FACE training program (described in survey of their literature) which costs $20 for an online subscription.
Dissemination

Based on the nature of the project, my work will be widely available to the public because it will be available on iTunes for anyone to download. This is the number one way my project will be seen and used. In addition to iTunes, I plan to enter it in appropriate design competitions;

1. SIGGRAPH
2. Adobe Design Achievement Awards
3. AIGA “Head Heart Hand Design Conference (2013)
4. D&AD Student competition Digital Design category
5. Design Week Awards App Design category
Supporting Documents

Supporting documents for this project include the preliminary concept design I came up with for the Creep-O-Meter (SWF) that shows I am capable of designing and programming using Flash. This is a working prototype of what the application could look like as far as a wireframe. I plan to use similar content, but plan to redesign the interface for the thesis.

Additional support for my completion of this project, would be in related important classes that I have already completed; programming for designers, typography, computer graphics II (web and mobile design), motion graphics 1 & 2, and graphical user interface. All of these are relevant to all aspects of the project.
Design Concepts

1. The app and the booklet will be created in a grunge-style to emphasize the “creepy” theme.

2. There will be a combination of photo imagery and textures in addition to illustrations.

3. The end, solution aspect of the app will have a “tool kit” of solutions for the user. The solutions will allow the user to use their iPad to interact with other people.

Wireframes:
### Creep Detector

**Ways to determine:**

**If the person is a GIRL**

<table>
<thead>
<tr>
<th>1. Do you know this person?</th>
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<tr>
<td>Yes</td>
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<table>
<thead>
<tr>
<th>2. Physical distance from you</th>
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<tbody>
<tr>
<td>Very close</td>
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<tr>
<th>3. Has she been flirting?</th>
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<tbody>
<tr>
<td>Yes</td>
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<th>4. Flirtatious glances or moves?</th>
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<tbody>
<tr>
<td>Yes</td>
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<th>5. Has physical contact been made?</th>
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<tbody>
<tr>
<td>Yes</td>
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<tr>
<th>6. Consider the questions you have been asked and your answers. Are you bothered by this person?</th>
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<tbody>
<tr>
<td>Yes</td>
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</table>

**YES they are a creeper**

- Suggestions for what you should do:
  - Call the police: link
  - Link to fake call your phone
  - How to communicate that you're uncomfortable: things to say

**NOPE not a creeper**

- Not the typical signs of a creeper but here's what to do if you're uncomfortable:
  - Link to call phone
  - Suggestions for communicating discomfort
In order to complete my project on time and efficiently, I plan to divide my list of assets into several phases:

Timeline
Bibliography


Interview with Psychologist Dr. Kerry Gordon
Kerry Gordon, (Doctor of Psychology), interview by Alice Hallahan, April 2012.

