

Towards a Framework for Designing Socially Acceptable Wearables for Well-Being

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Social acceptability can be defined as having an absence of negative reactions or judgements from others.

Existing *commercial wearables* demonstrate only a small subset of design possibilities for how a wearable can look, function, and be used. These devices seem **socially acceptable** due to their wide adoption.



We know little about how *alternative designs* might address social acceptability while occupying a broader design space.

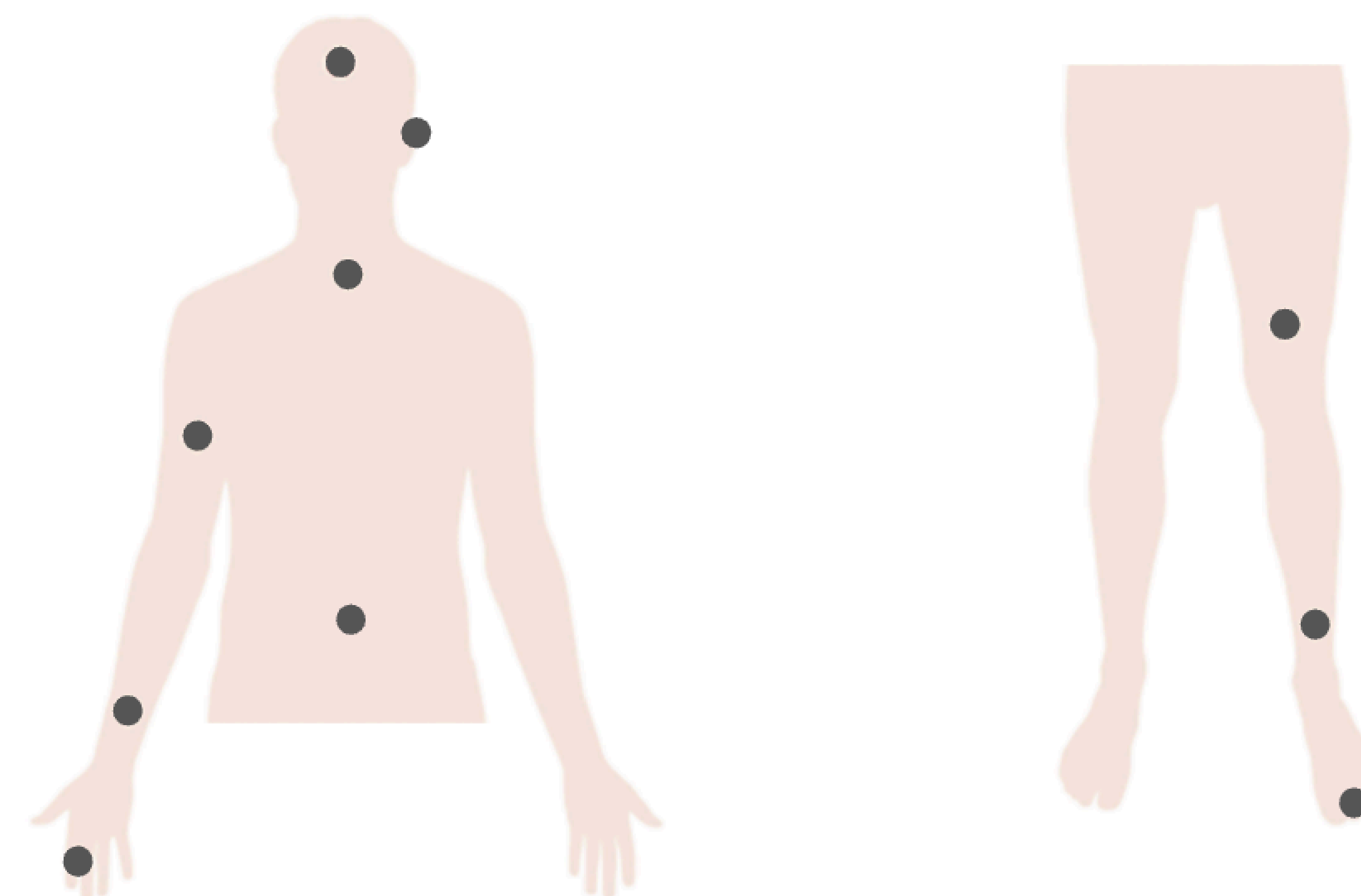
Light-up Clothing

We extend currently proposed *design strategies for social acceptability (Koelle et al.)* to consider variations in multiple device characteristics relative to **form, function, and perception**.

1. *Subtlety, unobtrusiveness, and avoiding negative attention*
2. *Avoiding suggestiveness and misinterpretation*
3. *Accessory-like shapes and familiar styles*
4. *Candidness, transparency, and justification*

We highlight *adjustable metrics* that could define social acceptance:

On-body Placement



Feedback Modality



Artifact Neutrality



Feedback Visibility



Device Purpose Awareness



We conclude that wearable social acceptability is driven by numerous factors:

- Context of use
- Device goal or intent
- Audience
- Utility
- Relationship between wearer, bystanders, and the environment
- Desired appearance and engagement

Marion Koelle, Swamy Ananthanarayan, and Susanne Boll. 2020. Social Acceptability in HCI: A Survey of Methods, Measures, and Design Strategies. In Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems (CHI '20). Association for Computing Machinery, New York, NY, USA, 1-19. <https://doi-org.ezproxy.library.uvic.ca/10.1145/3313831.3376162>