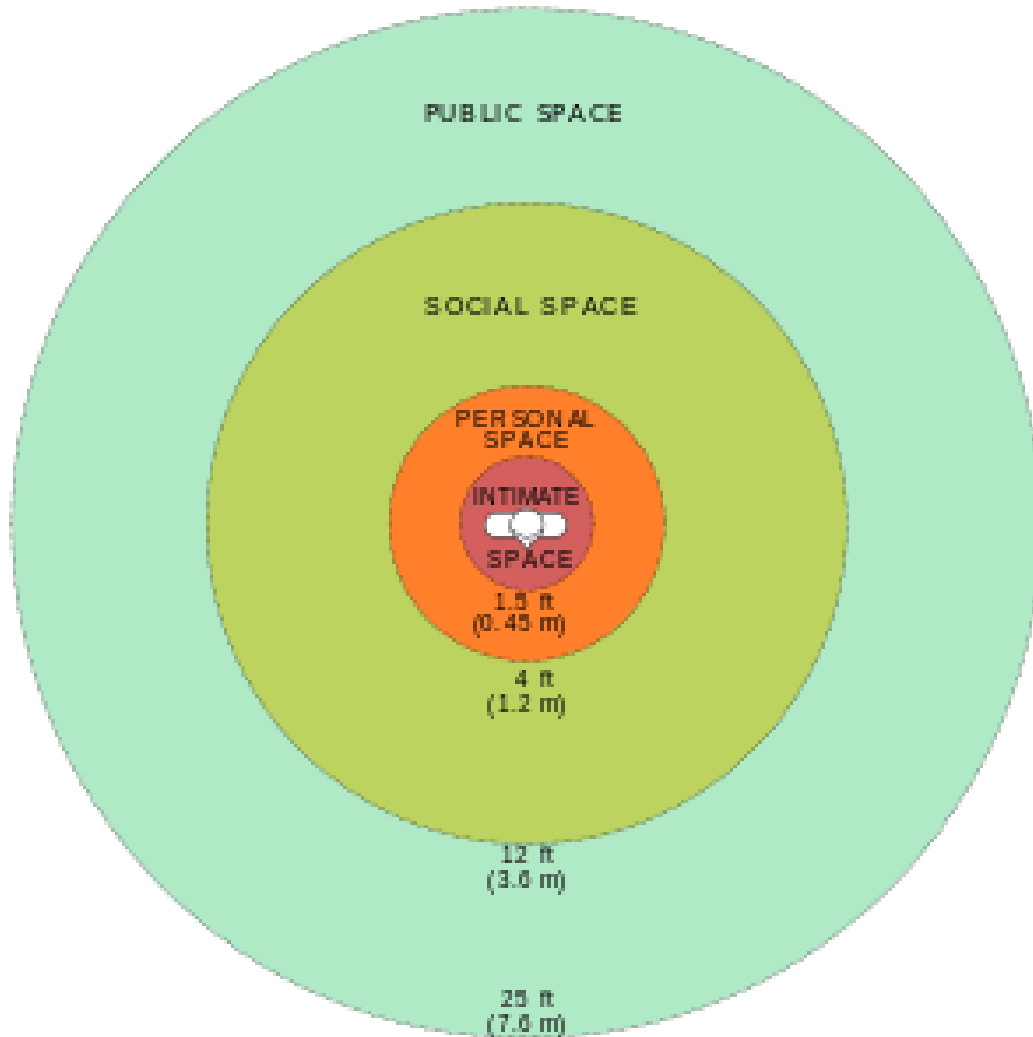# Proxemic based design

Michelangelo Guarise
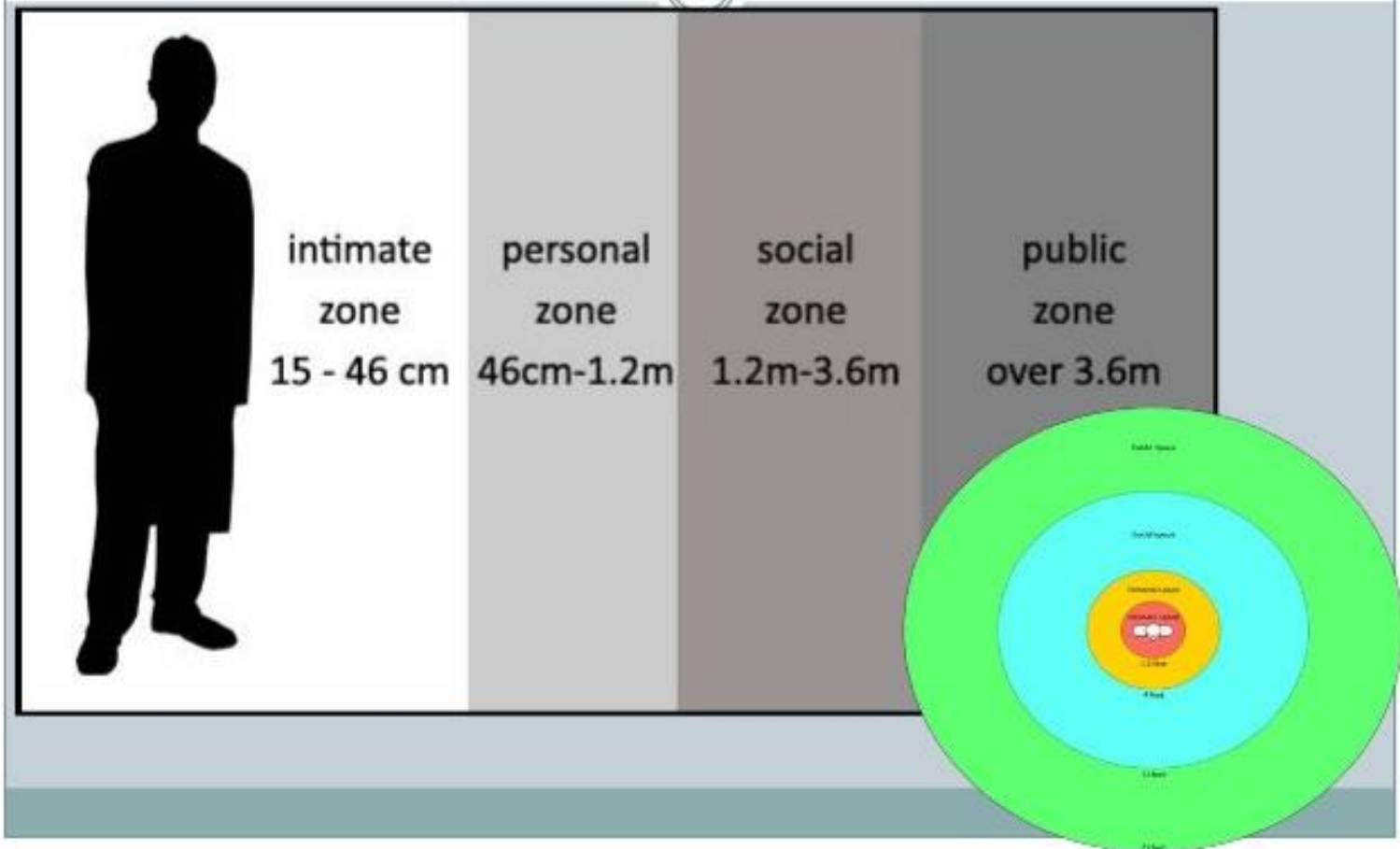
Interaction design - Proxemics

- **45 cm**
- **1,2 m**
- **3,6 m**
- **7,6 m**

Interaction design - Proxemics

Proxemics - Personal Space

Personal space is the region surrounding a person which they regard as psychologically theirs. Most people value their personal space and feel discomfort, anger, or anxiety when their personal space is encroached.

•An intimate zone is reserved for close friends, lovers, children and close family members.
•Another zone is used for conversations with friends, to chat with associates, and in group discussions.
•A further zone is reserved for strangers, newly formed groups, and new acquaintances.
• A fourth zone is used for speeches, lectures, and theater; essentially, public distance is that range reserved for larger audiences

Personal Space – Cultural differences

Those living in a densely populated places tend to have a lower expectation of personal space. Residents of India or Japan tend to have a smaller personal space than those in the central regions of North America , both in regard
to home and individual spaces. Difficulties can be created by failures of intercultural communication due to different expectations of personal space.

Personal space is also affected by a person's position in society, with more affluent individuals expecting a larger personal space.
People make exceptions to and modify their space requirements: under certain circumstances, when normal space requirements simply cannot be met, such as in public transit or elevators, personal space requirements are modified accordingly.

Personal Space

According to the psychologist Robert Sommer, one method of dealing with violated personal space is dehumanization. He argues that on the subway, crowded people often imagine those intruding on their personal space as inanimate. Behavior is another method: a person attempting to talk to someone can often cause situations where one person steps forward to enter what they perceive as a conversational distance, and the person they are talking to can step back to restore their personal space.

Goals of our designs

- Informative
- Primary Needs satisfaction
- Leisure
- Social Boost
- Social descouraging