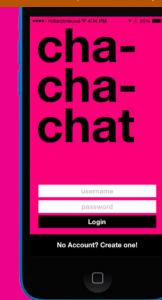# Uncomfortable yet fun messaging with Chachachat

cha-cha-chat

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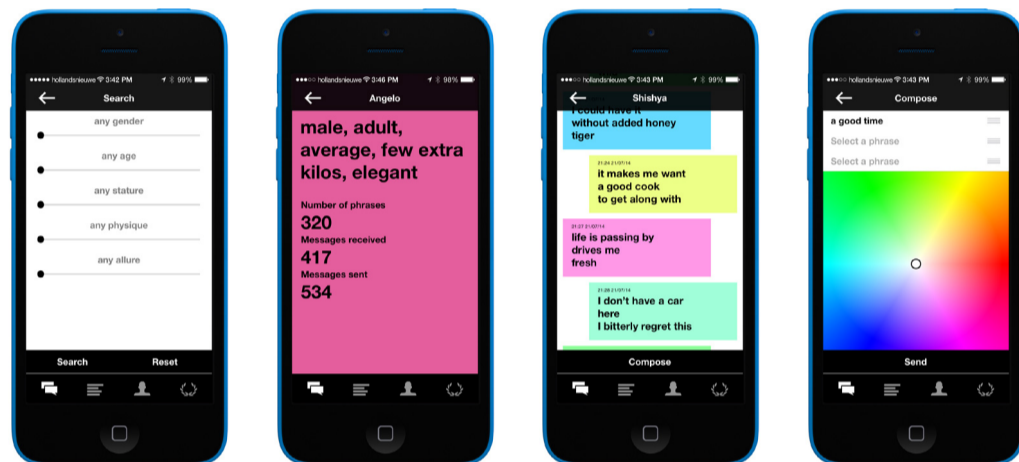1015 Lausanne, Switzerland
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How Chachachat works

– Fill in you profile
– Get 10 phrases from online dating sites
– Find users by filtering on physical characteristics
– Send messages with 3 phrases and a background color
– When you receive phrases they are added to yours
  The more you chat, the more you can say!

Playful user experience through discomfort

By limiting user control:
– users can only select from a limited set of phrases
By intimacy with strangers:
– users can be anonymous
– messages are coming from online dating sites
  and some contain mature content
  (e.g., "while we're having sex")
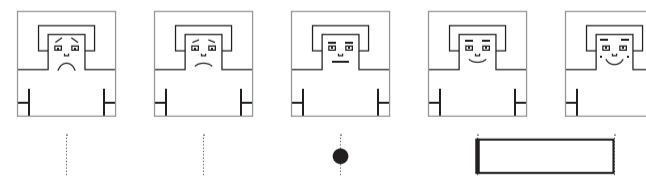
Evaluation in the wild over six months

– 255 users, 6921 messages
– 20 survey respondents

Users experience some discomfort

– "I hate interacting with people that I don't know"
– "How can I hook up? I have exchanged 15 messages
  with a girl but what happens afterwards?
  How can I get her number? So I can actually never
  meet her? That sucks!"
– "I am frustrated that I cannot write grammatically
  correct sentences because of the limited phrases"

Users find the experience positive

– "It allows you to say things you would never dare to
  say in real life"
– "For people in a relationship, it is nice to be able to
  write funny or nasty things without being exposed :-)"
– "Chatchatchat is very fun and very addictive when
  you find a Chatchatchater with whom you get on ;-)
  Therefore you must regulate yourself."
– The self-assessment manikin result shown below
  indicate that no user reported a negative
  experience (N=20)

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Introducing discomfort can add playfulness to the user experience

The fact that it takes effort to create messages might increase their value