
Concept Sheet
Design Futures 2024/2025
CenSoF X MASD

[Tuning Our Senses] concept sheet

Overview

Title / name of the future service	Tuning our senses
Authors	Yanxin.Li, Hao.you(Amity), Peiti.Shen, Yejun.Gu
Contact details for one person involved	Yanxin Li: y.li0620236@gmail.com
Brief biographies of the people involved (max 50 words per person)	Yanxin Li: With a background in Applied Chemistry, I bring analytical thinking into service design. I'm especially interested in engaging user experience and research, focusing on how insights from real people can shape meaningful design decisions and future-oriented services. Hao you: With a background in art, technology and entertainment. I specialise in combining speculative thinking into service design and enjoy capturing problems from human psychological motivations. Peiti Shen: With a background in product design, I specialise in prototyping and visualising ideas, turning abstract concepts into tangible, user-centred solutions. Yejun Gu: With a background in product innovation and service systems, I explore how design can critically respond to emerging socio-technological tensions. I focus on narrative development and concept framing, and bring strong execution skills to turn speculative ideas into clear, impactful outcomes.
Summary of your concept suitable for sharing with a general audience (up to 150 words) You can include images here (please also include the filename eg: Newspaper1.jpg)	Nervora is a speculative wearable device designed to help users manage sensory overload in a hyper-stimulating society. It filters or modulates sensory input—sight, sound, smell, touch, and taste—claiming to protect users from emotional exhaustion. However, Nervora is not a neutral tool: it's developed by the same corporate systems that caused the overload in the first place. The project uses satire to explore how technology and capital together shape perception and behaviour, questioning what it means to feel and choose freely. Through prototypes and public

	testing, Nervora invites reflection on agency, dependence, and the commodification of sensory experience.
To what future world does your concept relate? (up to 150 words) Explain the worldbuilding. Write it as a description of the world as it will be, using present tense. Avoid using expressions like 'in the future'. You can include images here (please also include the filename eg: Newspaper1.jpg)	In 2035, daily life is saturated with multi-sensory information. Every environment is layered with smells, textures, lights, alerts, and voice interfaces. Corporations compete to control users' attention via sensory marketing. Citizens experience emotional fatigue, decision paralysis, and moral numbness. To cope, they subscribe to sensory management services. Nervora is one of the market leaders: it allows users to monitor, reduce, or selectively filter their sensory intake. It tracks "sensory health scores" and offers firewall settings for public spaces. While users gain a sense of control, they also become data sources and targets for deeper behavioural influence.
What provocation does your concept respond to? Write about your what if question(s). (up to 150 words)	What if the human senses became a site of corporate extraction and algorithmic regulation? What if emotional and ethical responses could be shaped, not by inner reflection, but by curated sensory input? Nervora responds to growing concerns about digital saturation, AI-assisted decision-making, and tech-driven emotional guidance. The project asks: when the body becomes a data interface, and feelings are filtered for us, do we lose the right to feel uncomfortably, decide wrongly, or act freely? It challenges the idea that technology always "helps," revealing how problem-solving tools may conceal the systems that created the problem.

Detail

What insights about citizen needs, practices or behaviours does your concept relate to or draw on? Include some elements from your Horizon Scanning and Evidence Safari. Avoid using expression like 'in the future' or 'people' (up to 200 words)	Our concept builds on Horizon Scanning themes around attention economy, emotional labour, and digital fatigue. It reflects behavioural shifts observed in mobile usage, algorithmic reliance, and wearables adoption. Citizens increasingly delegate daily decisions to digital assistants and seek emotional regulation through tech (e.g., mood playlists, wellness apps). Simultaneously, there's a rise in ambient advertising, biometric surveillance, and productivity tracking, expanding corporate reach into emotional and sensory life. Nervora surfaces the tension between the desire for sensory control and fear of losing sensory authenticity. It also responds to rising neurodivergent voices calling for better public sensory design, yet critiques the risk of over-tech solutions that shift responsibility from systems to individuals
Who would interact with, participate in or experience your concept? (up to 150 words)	Nervora targets urban professionals, students, and neurodivergent users coping with overstimulation. It also attracts users working in high-sensory environments—e.g., teachers, nurses, transport

	staff—who seek cognitive relief. Businesses, governments, and healthcare providers might promote Nervora as a wellbeing tool. Critics—artists, activists, or academics—may engage with Nervora critically as a symbol of sensory capitalism. Ultimately, the concept is designed to provoke engagement across demographics: both those eager to manage their inputs and those wary of externalising personal perception to machines.
How would these people/groups interact with, participate in or experience your concept? (up to 150 words) Describe the new relationships that your service concept enables or makes evident.	Users interact with Nervora through wearables and a mobile dashboard where they monitor “sensory stats” and apply filters. Some use it actively (adjusting input in real time); others passively accept defaults set by employers or institutions. This creates new relationships: between users and their “datafied body,” between citizens and algorithmic gatekeepers of perception, and between consumer demands and corporate behavior management. Nervora makes visible the shift from embodied experience to curated interface, where even the right to feel discomfort is negotiable.
What resources, technologies, policies, behaviours or arrangements are required for your concept to work? (up to 150 words) Describe the world around your service, focusing on what has changed to make it happen.	Nervora relies on multi-sensory sensors, biometric tracking, emotion detection AI, and centralized data systems. Its deployment requires public tolerance for personal data collection, wearable normalization, and workplace integration. Infrastructure includes subscription platforms, corporate partnerships, and possibly government health endorsements. Its rise assumes deregulation of sensory privacy and commodification of affective states. Nervora functions in a world where the body is not just lived, but managed, making sensory autonomy a luxury rather than a right.
What would be the result or outcome of people interacting with, participating in or experiencing your concept? (up to 150 words)	Initially, Nervora users feel empowered, shielded from overload and emotionally stabilized. Over time, dependence grows. Users may struggle to engage with unfiltered environments. Their moral and emotional responses become shaped by default settings rather than felt intuition. While some reclaim agency through custom controls, others become desensitized or disengaged. The concept provokes reflection: is this protection or pacification? Nervora invites users to examine what they’re willing to outsource—and what they risk losing in the process.
How would different actors (eg central government, local government, business, civil society, citizens) have to change, if your concept existed? (up to 150 words)	Governments would face pressure to regulate sensory pollution and data ethics in public spaces. Employers might mandate Nervora for emotional labor management. Businesses could shift marketing strategies to sync with user filters or subvert them. Civil society may demand “sensory justice,” advocating for design standards that reduce the need for such devices. Citizens would be called to confront how their daily experiences are mediated—not by nature or self—but by programmable inputs. Nervora catalyzes a broader

	conversation on how society values sensation, attention, and the right to discomfort.
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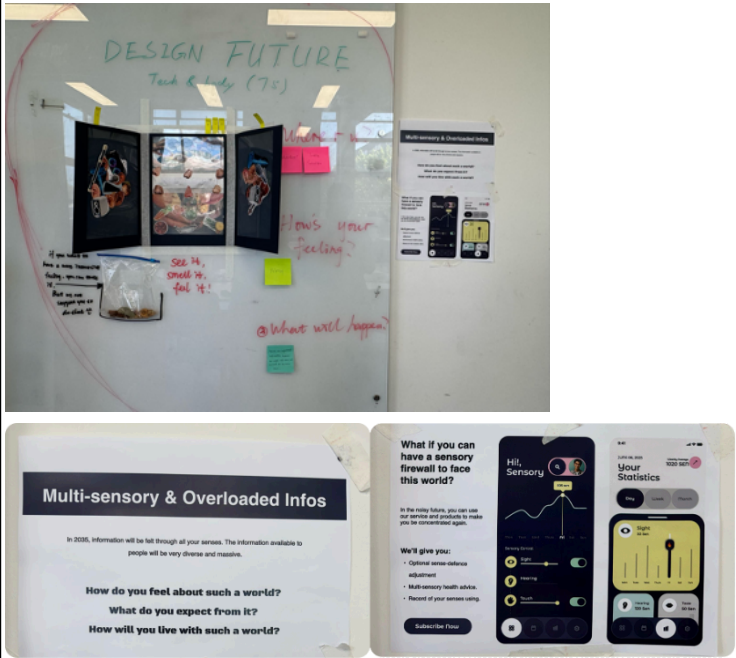
Implications and discussion

What might be the risks that might unfold if your concept existed? (up to 150 words)	Nervora risks normalizing over-stimulation by offering individual relief instead of structural change. It could reinforce ableism, suggesting neurotypical sensory thresholds are “correct” while offering tech fixes for difference. Its data may be used for surveillance, consumer profiling, or behavioral nudging. Emotional outsourcing may diminish interpersonal empathy, as users filter out cues that demand ethical response. In extreme cases, it could become a tool of control: regulating what citizens are allowed to feel, see, or hear based on political or economic interests.
How does your concept advance understanding of sociodigital futures? (up to 150 words)	Nervora foregrounds the sensorial and ethical dimensions of sociodigital life—moving beyond screens and interfaces into the body itself. It explores how emotional perception becomes entangled with market logic, surveillance, and design. By framing the body as both user and site of governance, Nervora extends debates on biopolitics and techno-social control into the realm of affect. It exemplifies how speculative design can expose contradictions between personal well-being and systemic dysfunction, advancing critical literacy around tech-human futures.
Were members of the public, citizens, or specialists involved in helping you design or develop your concept? How did they do this? What did they contribute? (up to 150 words)	Yes. Public volunteers participated in two sensory prototype tests involving smell, noise, touch, and decision-making. Their responses shaped our understanding of emotional fatigue, moral doubt, and perceived usefulness. We also interviewed Bristol-based professors specialising in embodied design and emotional technologies. Their feedback sharpened our awareness of sensory agency, military tech origins, and the ethics of emotional modulation. Together, these engagements moved our concept from abstract speculation to grounded critique.
How did research-through-design and prototyping help you progress your concept? Did you gain any feedback on your concept by sharing with members of the public, citizens, or specialists? What did you learn? (up to 150 words)	Prototyping helped test how real users respond to sensory interventions and ethical cues. We used immersive supermarket and public transport scenarios, then built a multisensory installation simulating Nervora’s world. Reactions shifted from curiosity to scepticism as users realised the device “solves” problems it indirectly causes. Feedback revealed conflicting desires—for relief and control—but also discomfort with outsourcing sensory autonomy. Design iteration helped us refine the satirical framing, clarify risks, and create space for public dialogue rather than just solutionism.

Accompanying images/media for each concept. Please include original files in the folder, not only the images embedded in this document)

Outputs [add as many as required]

	What if you can feel more when you are making decision with inner struggle ...?  Ethical Dilemma Experience the Multi-Sensory Feedback What if you can feel more when you pick...?  Interact with Sensory Stickers Team5 Prototype 1.0
Filename	Team5_Prototype1.0
Title	Prototype 1.0
Credit	Team
Copyright licence	CC BY-NC-ND Creative Commons Attribution-NonCommercial-NoDerivs
Year	2025
Format	JPGEs
Note	

	 Team5 Prototype 2.0
Filename	Team5_Prototype2.0
Title	Prototype 2.0
Credit	"Sensory World"-Hao You, Yanxin Li, Peiti Shen; "Sensory Firewall"-Yanxin Li, Hao You, Yejun Gu; Audio-Yanxin Li
Copyright licence	CC BY-NC-ND Creative Commons Attribution-NonCommercial-NoDerivs
Year	2025
Format	PNGs, JPGs, mp3
Note	

	 Team5 Prototype 3.0
Filename	Team5_Prototype3.0
Title	Prototype3.0
Credit	Device Model-Peiti Shen; User Testing- Yanxin Li; Photography - Hao You, Yejun Gu
Copyright licence	CC BY-NC-ND Creative Commons Attribution-NonCommercial-NoDerivs
Year	2025

Format	PNG, JPGs, MP4
Note	

	 Team5 Prototype 4.0-Nervora
Filename	Team5_Prototype4.0
Title	Nervora
Credit	Videos: Editing -Hao You, Yanxin Li; Filming -Hao You, Peiti Shen, Yeju Gu; Acting -Yejun Gu, Yanxin Li, Hao You. Branding- Yejun Gu, Peiti Shen Documen of Nervora- Yanxin Li, Hao You Advertisement in Lift- Peiti Shen, Yanxin Li
Copyright licence	CC BY-NC-ND Creative Commons Attribution-NonCommercial-NoDerivs
Year	2025
Format	JPG, PDFs, MP4
Note	

Other supporting material [add as many as required]

[illegible]

Attached Appendix PDF [1 PDF only please]

Filename	
Title	
Credit	
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Year	
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