Uncomfortable yet fun messaging with Chachachat

How Chachachat works

- Fill in your 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!

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 :-()
- “Chachachat 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)

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”)

Introducing discomfort can add playfulness to the user experience

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