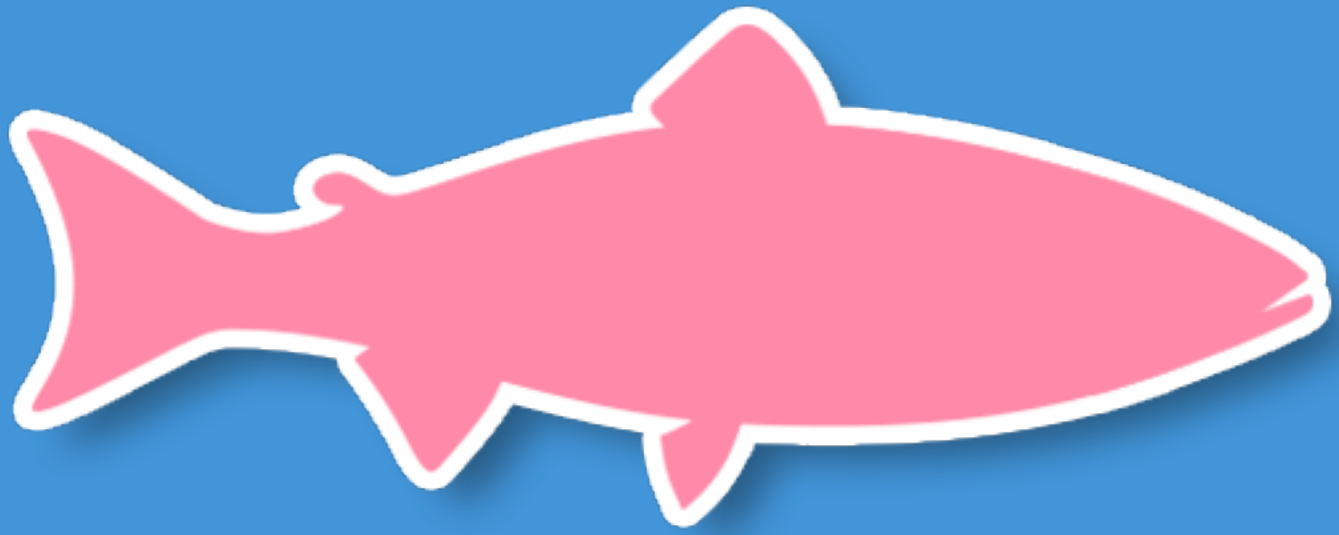
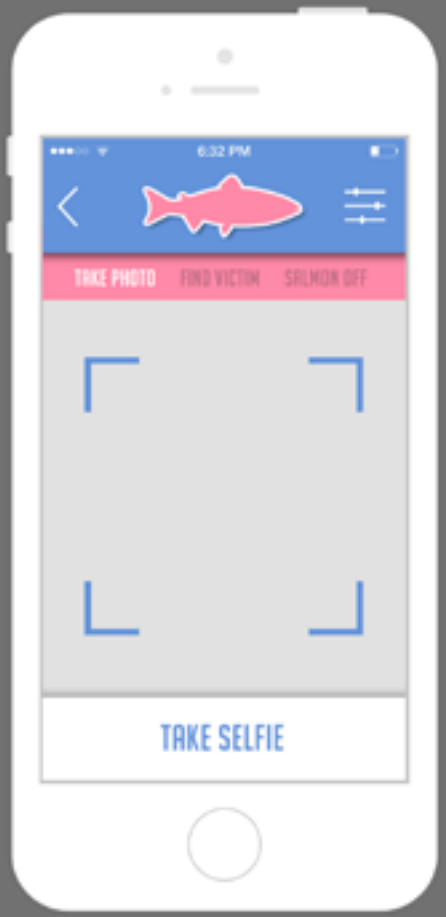
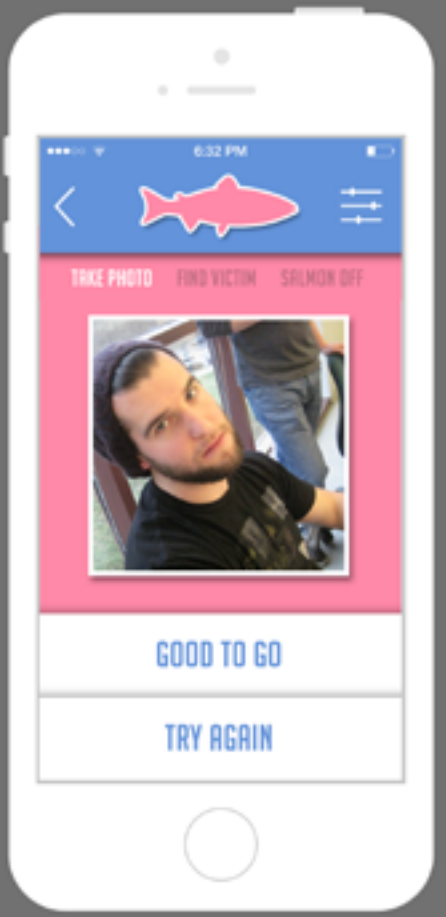


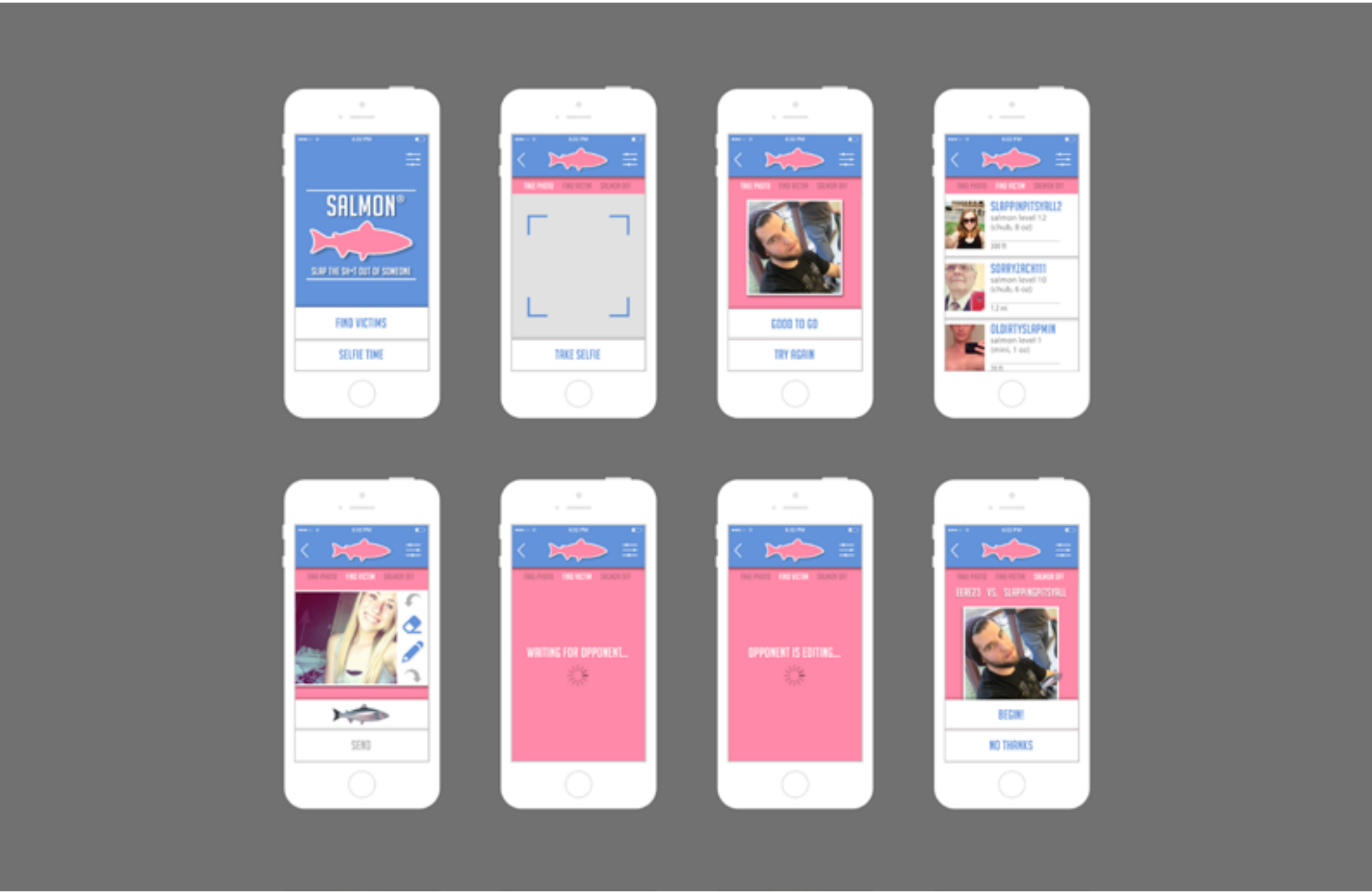
CONTENTS

WHERE WE LEFT OFF

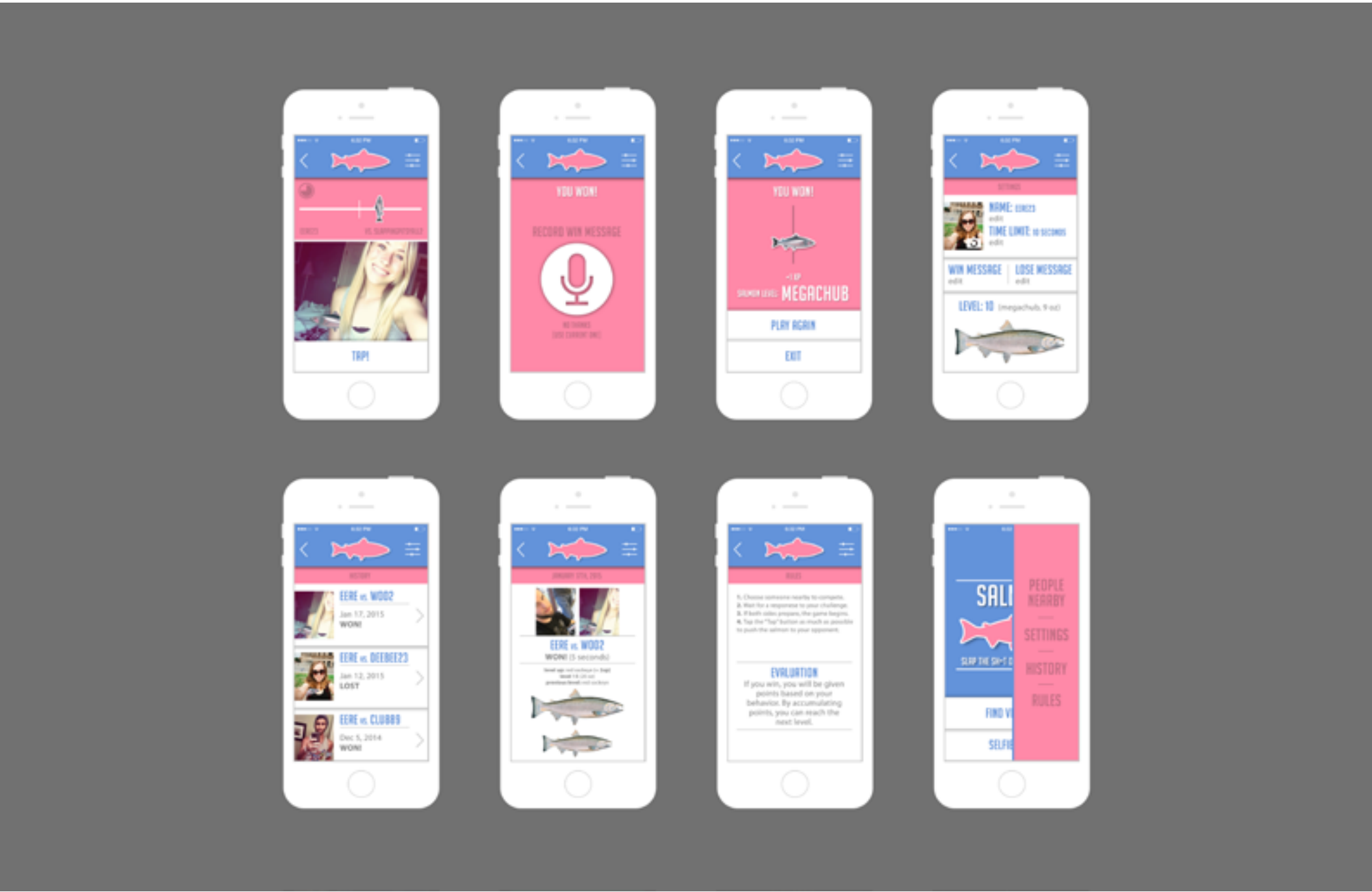




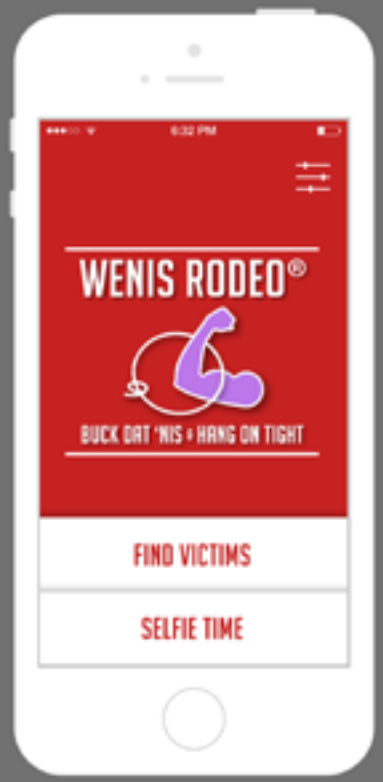
INTERFACES 1-8



INTERFACES 9-16



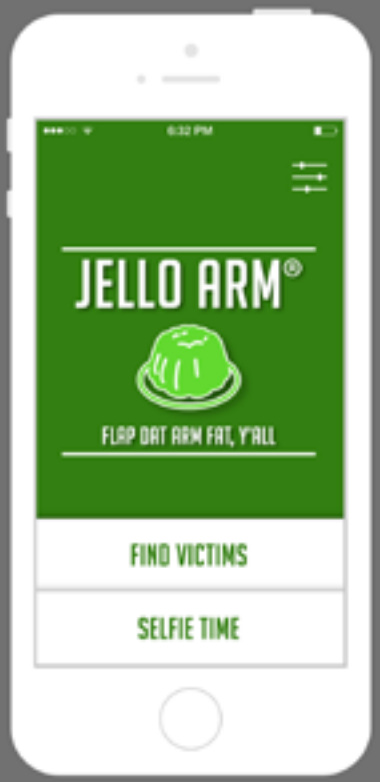
NEW IDEAS FOR MORE AWKWARD APPS



WENIS RODEO
1. PINCH VICTIM'S ELBOW
2. VICTIM BUCKS ARM WILDLY
3. HANG ON AS LONG AS YOU CAN

BUTTER THIGHS
1. SLICE STICK OF BUTTER
2. SLATHER BUTTER ON VICTIM'S THIGH

SALMON
1. SLAP ARMPIT
2. SLAP SIDE OF ABDOMEN
3. REPEAT STEPS 1 AND 2



JELLO ARM
1. PULL ARM FAT DOWNWARD
2. WIGGLE FLAB

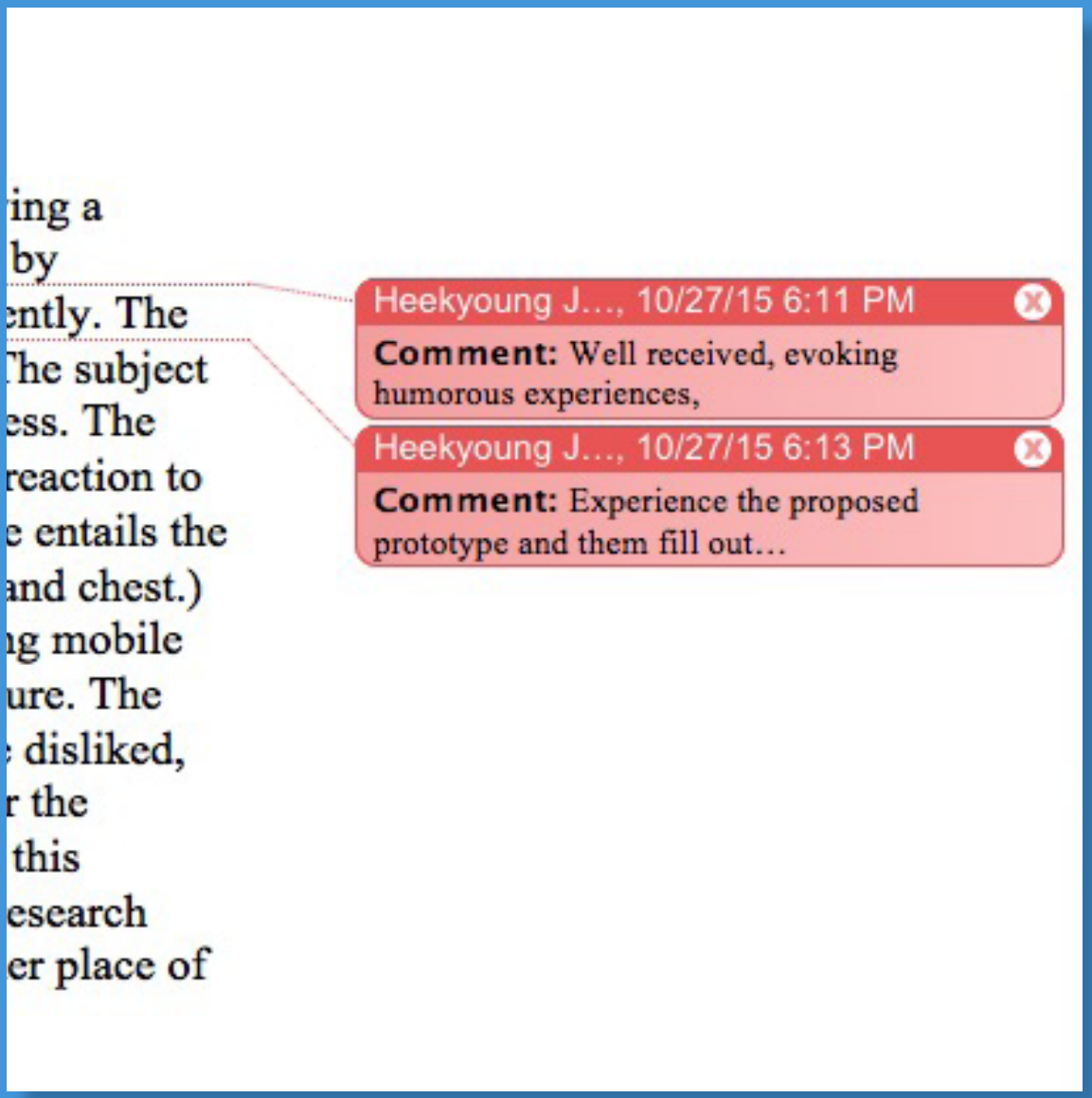
HOW TO SALMON

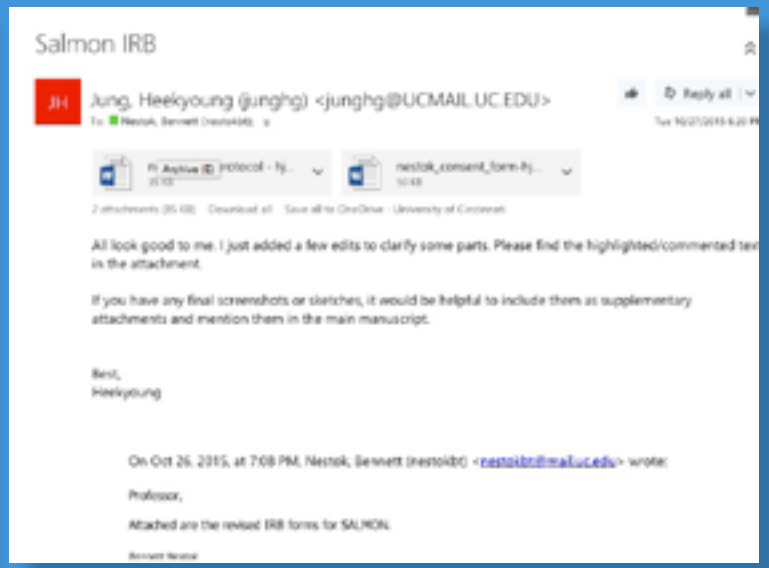
1. SLAP LEFT

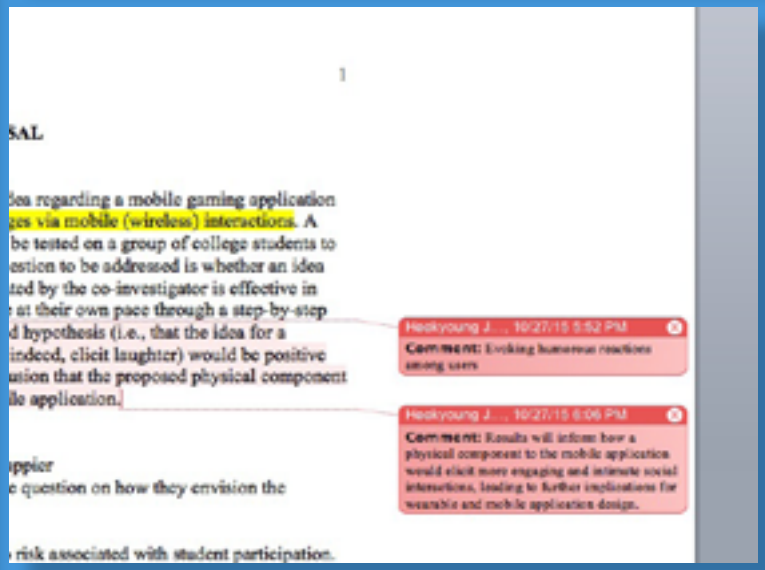
2. SLAP RIGHT

3. REPEAT STEPS 1 AND 2
UNTIL MANIACAL LAUGHTER ENSUES

IRB FORMS (EDITS THAT INFORMED ePAS SUBMISSION)







STARTER VERSION ADULT CONSENT

This Starter Version is only a beginning point. YOU MUST ADJUST IT to be consistent with your protocol.

Reading level MUST be appropriate for your participants.
Pages MUST be numbered (page x of y).

The Consent Instructions and Adult Consent Template documents give important format instructions as well as sample wording and extra sections that might apply to your research. REFER TO THEM as you adjust this Starter Version.

Adult Consent Form for Research
University of Cincinnati
Department: *School of Design*
Principal Investigators: *Bennett Nestok, Patrick Fitzgerald*
Faculty Advisor: Heekyoung Jung, Ph.D.

Title of Study: A Study on Opinions Regarding A Humor-Based Design Concept

Introduction:
You are being asked to take part in a research study. Please read this paper carefully and ask questions about anything that you do not understand.

Who is doing this research study?
The persons in charge of this research study are Bennett Nestok and Patrick Fitzgerald, Master of Design students of the University of Cincinnati (UC).

What is the purpose of this research study?
The purpose of this research study is to understand people's opinions on a proposed design idea in progress, a mobile game application with a physical component, which will be demonstrated as a low-fidelity prototype. Participants' responses will be collected in survey forms ~~and~~ , ~~Interviews~~ data will be collected through individual sessions and analyzed to identify any patterns regarding user reaction to our idea.

Who will be in this research study?
About 20 people will take part in this study. You may be in this study if:
- *you are over 18 years old*
- *you utilize mobile technology applications*

What will you be asked to do in this research study, and how long will it take?
A design prototype will be demonstrated to you, and You will be asked to list five words or phrases that best describe your reaction to a specific gesture made by the test facilitator. The facilitator will then explain the eventual project, which will entail a gaming mobile application and physical component based on this gesture. You will then be asked which aspects you like, and why, which aspects you dislike, and why, what you would change/add, and why, whether you would buy this product, and why, and how you would envision this product being marketed. (See the attachment for detailed questions). It will take about five minutes. The research will take place in Room 6415 of the Aronoff center on UC campus, or any other place of your choice.

Are there any risks to being in this research study?
- *The risk is not expected to be more than you would have in daily life.*
- *Some questions may make you uncomfortable. You can refuse to answer any questions that you don't want to answer. If you experience any fatigue or discomfort during study sessions, you may also report the PI in order to quit the study or to resolve the issues.*

Are there any benefits from being in this research study?
You will probably not get any benefit from taking part in this study. But being in this study may help the facilitator and assistant to better understand how to improve their idea.

What will you get because of being in this research study?
You not be compensated for being part of this research study.

Do you have choices about taking part in this research study?
If you do not want to take part in this research study you may simply not participate. Even after you agree to participate, you can quit partway through the study or ask to opt out your data.

How will your research information be kept confidential?
Information about you will be kept private by:
- *using a study ID number instead of the participant's name on the research forms*
- *keeping the master list of names and study ID numbers in a separate location from the research forms*
- *limiting access to research data to the research team*
- *not including the participant's name on the typed transcript*
- *erasing audiotapes and videotapes as soon as they are transcribed*
- *keeping research data on a password-protected computer*

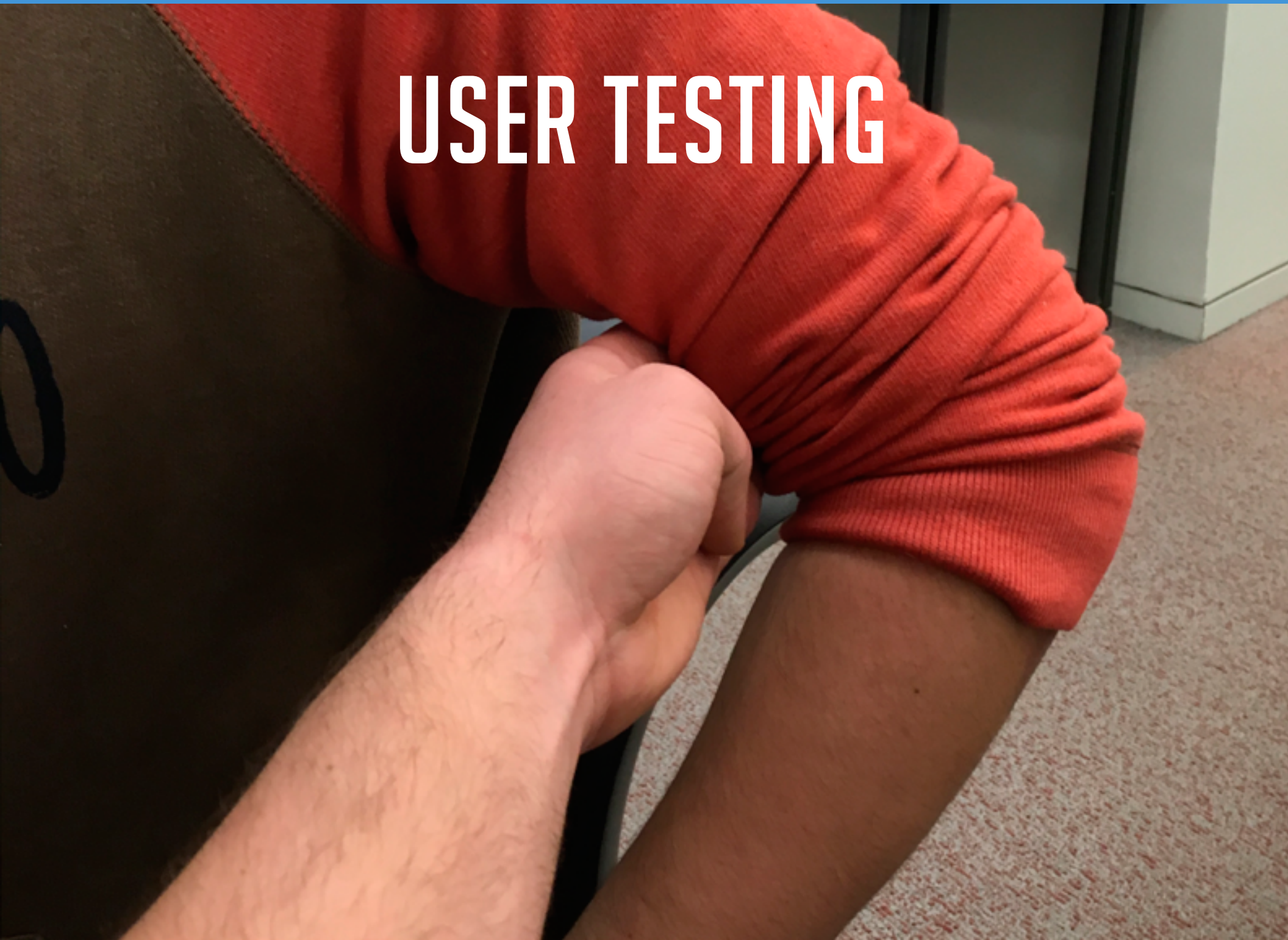
Your information will be kept in the PI's computer for three years. After that it will be deleted by the PI.

Agents of the University of Cincinnati may inspect study records for audit or quality assurance purposes.

What are your legal rights in this research study?
Nothing in this consent form waives any legal rights you may have. This consent form also does not release the investigator, the institution, or its agents from liability for negligence.

What if you have questions about this research study?
If you have any questions or concerns about this research study, you should contact Bennett

USER TESTING



User Testing Worksheet
Bennett Nestok & Patrick Fitzgerald

1. *(Tester will show you a gesture.)* Please list five words or phrases that best describe your reaction to this gesture.

poke
shaky
repetitive
autism
bored

2. *(Tester will explain project to you.)* Which aspects do you like, and why?

interactive

3. Which aspects do you dislike, and why?

Salmon sign. I don't like the salmon. Maybe some more exotic animal would be better

4. What would you change/add, and why?

Change the salmon into a panda

5. Would you buy this product? Why or why not?

No. I'm too old to play this game

6. How do you envision this product being marketed?

I'm not sure. It's not targeted to my age (20+)

WORKSHEET EXAMPLE (TESTED 10 PEOPLE)

USER TESTING INSIGHTS

1. HOW DO PEOPLE REACT TO IT?
2. WHAT DO PEOPLE LIKE?
3. WHAT DO PEOPLE DISLIKE?
4. WHAT WOULD PEOPLE CHANGE?
5. WOULD PEOPLE PURCHASE IT?
6. HOW WOULD IT BE MARKETED?

NOTE:
ON THE FOLLOWING PAGES, RED DENOTES CONSIDERED/USED FEEDBACK
(I.E., FEEDBACK RELEVANT CONSIDERING NON-UI FOCUS OF THIS STUDY)

1. HOW DO PEOPLE REACT TO IT?

MULTI

REPEAT (4)
JAB/TAP/POKE (4)
UNCOMFORTABLE/ANXIOUS/NERVOUS (4)
SHOCKING/SURPRISE/STARTLED (3)
FUNNY/SILLY/CRAZY (3)
GAME (2)
BORED (2)
WEIRD/RANDOM (2)
CONFUSED/CURIOUS (2)
AWAKE/BRACED (2)

UNI

INTERESTING
SALMONING!
SLAPPING
SHAKY
AUTISM
BOTHERED
CONCENTRATION
INDULGE
DIRTY
COLD
FAST
NEUROTIC

2. WHAT DO PEOPLE LIKE?

MULTI

WEIRD/DIFFERENT/FUNNY/UNIQUE/NOVEL (4)

SO EASY TO PLAY/UNDERSTAND, PLAYFUL (3)

COMPETITIVE ELEMENT, BATTLE ASPECT (2)

INTERACTIVE, PHYSICAL ASPECT ADDS A DIMENSION (2)

UNI

PERSONALIZED CUSTOMIZATION

LOTS OF POTENTIAL

3. WHAT DO PEOPLE DISLIKE?

UI

INTERFACE IS NOT CUTE (TOO MONOTONOUS, TOO SIMPLE, TOO MUCH PINK) (3)
SALMON SIGN; COULD IT BE ANOTHER ANIMAL?

OTHER

FISH MIGHT BE TOO LARGE, MAYBE TOO PHYSICAL, AWKWARDNESS (2)
I DON'T DISLIKE ANYTHING
LEARNING CURVE
MIGHT BE BORING

4. WHAT WOULD PEOPLE CHANGE?

MAYBE DO OTHER FISH, OR PANDA (2)
ADD POINTS/REWARDS (2)
ADD SOME SORT OF TUTORIAL/MARKETING
ADD SOME CUTE CARTOON VOICE
GET MORE PEOPLE INVOLVED
ADD BLUE BACKGROUND OPTION FOR GUYS
ADD MORE COMPLEXITY

5. WOULD PEOPLE PURCHASE IT?

YES

YES, IF INEXPENSIVE OR PACKAGE DEAL (2)

YES, AT GAG STORES

YES, BECAUSE IT WOULD MAKE ME SMILE

YES, COULD GIFT TO A FRIEND

YES, 'IF EVERYONE'S DOING IT'

NO

NO; I'M TOO OLD FOR THIS (3)

NOT YET; WOULD TRY TRIAL VERSION BEFORE BUYING IT (2)

6. HOW WOULD IT BE MARKETED?

DEMONSTRATE AT COLLEGE EVENTS (2)
VIRAL VIDEO ON REDDIT/YOUTUBE
SHOWN IN SPONSORING STORES
SIMILAR TO BEANIE BABIES; KEEP AT CHECKOUT LINES
DISPLAY IN A NET (KEEP FISH THEME)
TARGET TO 13-22-YEAR-OLDS
KEEP UPDATING ADS FOR RELEVANCY, TO KEEP PEOPLE INTERESTED

SUMMARY OF INSIGHTS

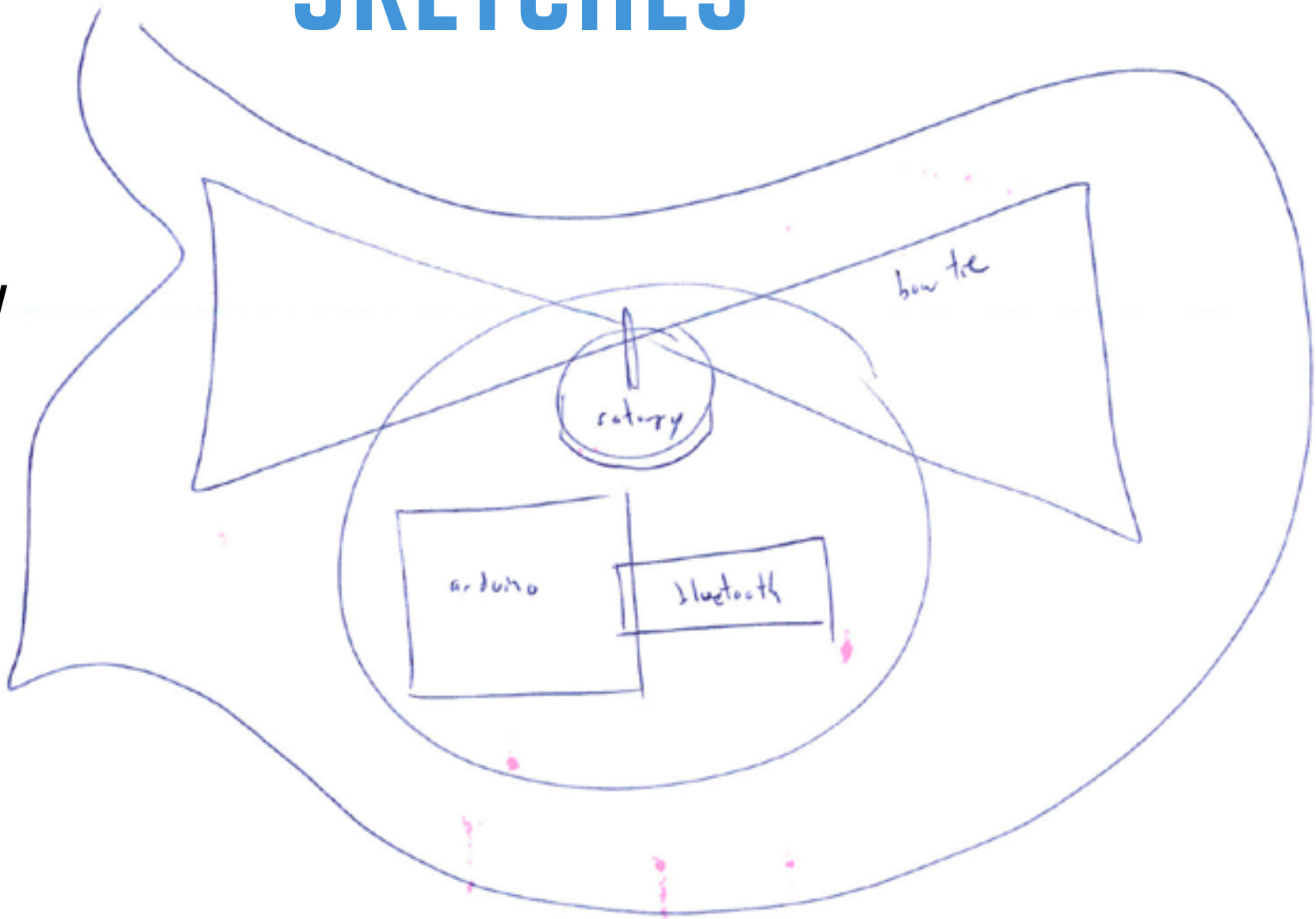
HOW PEOPLE REACT:	FUNNY, SILLY CRAZY, RANDOM, INTERESTING
WHAT PEOPLE LIKE:	NOVELTY, BATTLE, PHYSICAL ASPECT
WHAT PEOPLE DISLIKE:	ANIMAL CHOICE, SIZE, LEARNING CURVE
WHAT PEOPLE WOULD CHANGE:	ADD REWARDS, ADD TUTORIAL, ADD AUDIO
WHO WOULD PURCHASE IT:	IF INEXPENSIVE, AT GAG STORES, FOR SMILES
HOW IT WOULD BE MARKETED:	COLLEGE EVENTS, VIRAL VIDEO, CHECKOUT LINES

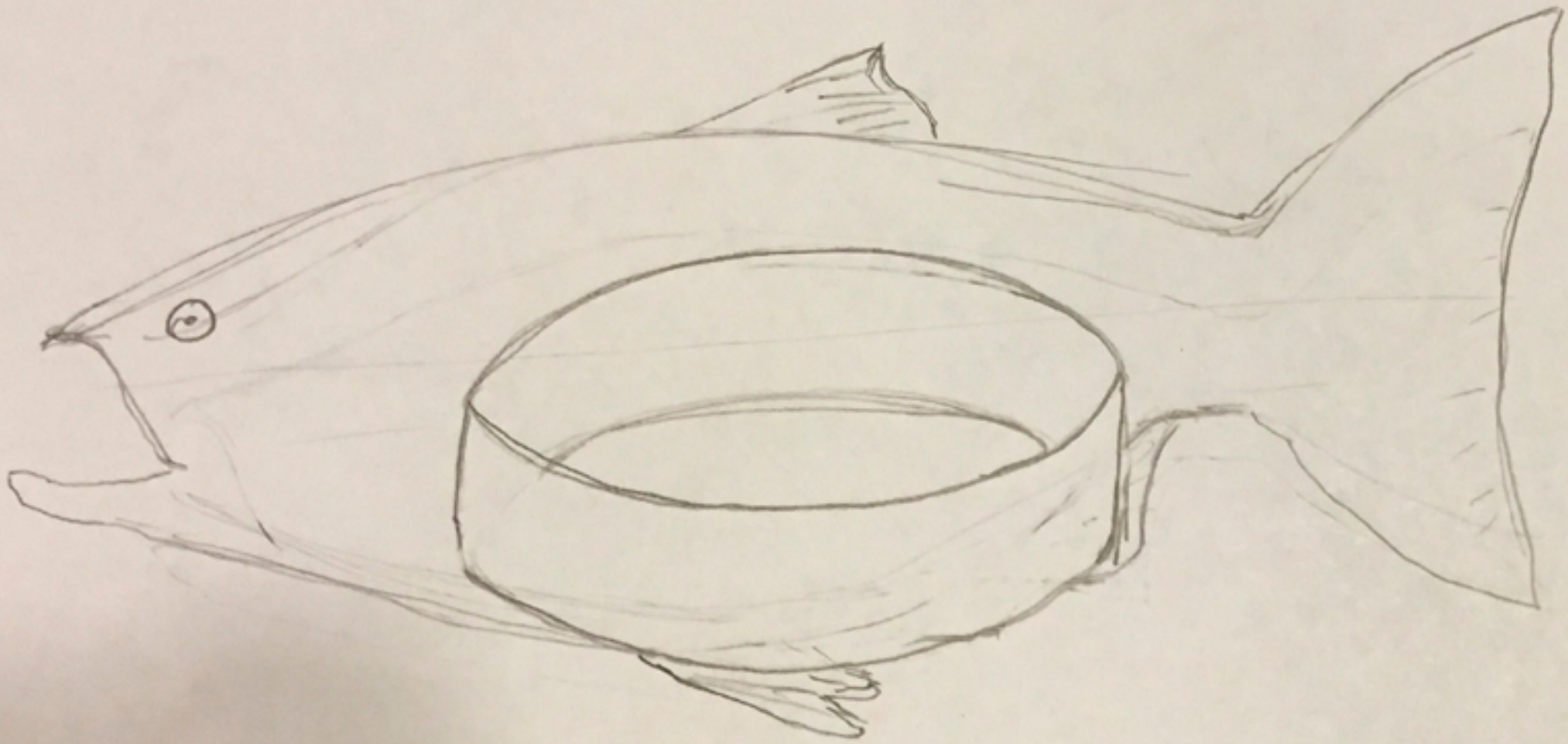
NOTE:

IN THE FUTURE, WE MUST HEED CHOICE TO CHOOSE OTHER ANIMALS, AUDIO FEATURES, AND COST/PRICING.

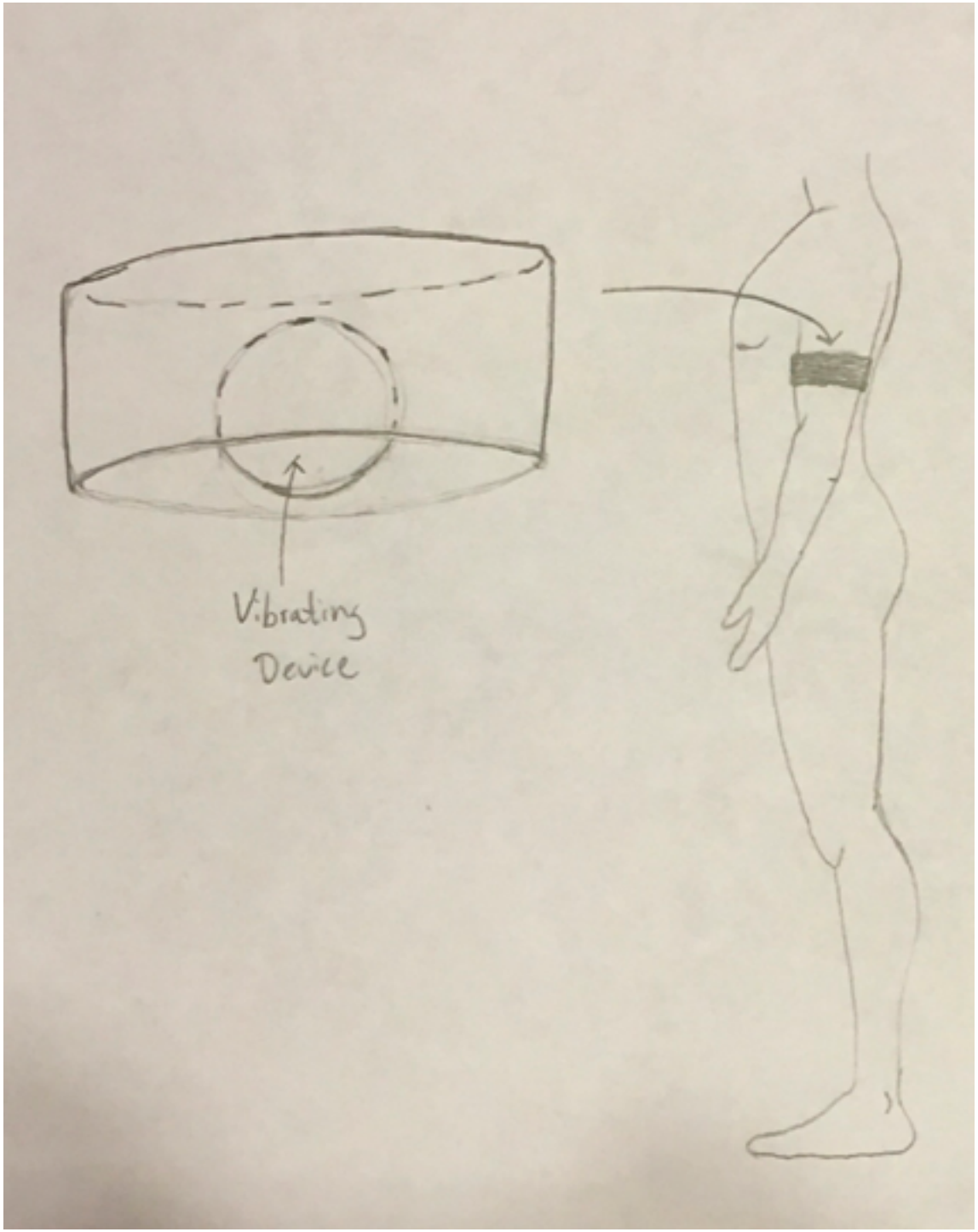
SKETCHES

INTERNAL STRUCTURE PRELIMINARY CONCEPT





SALMON
VIBRATING RING CONCEPT



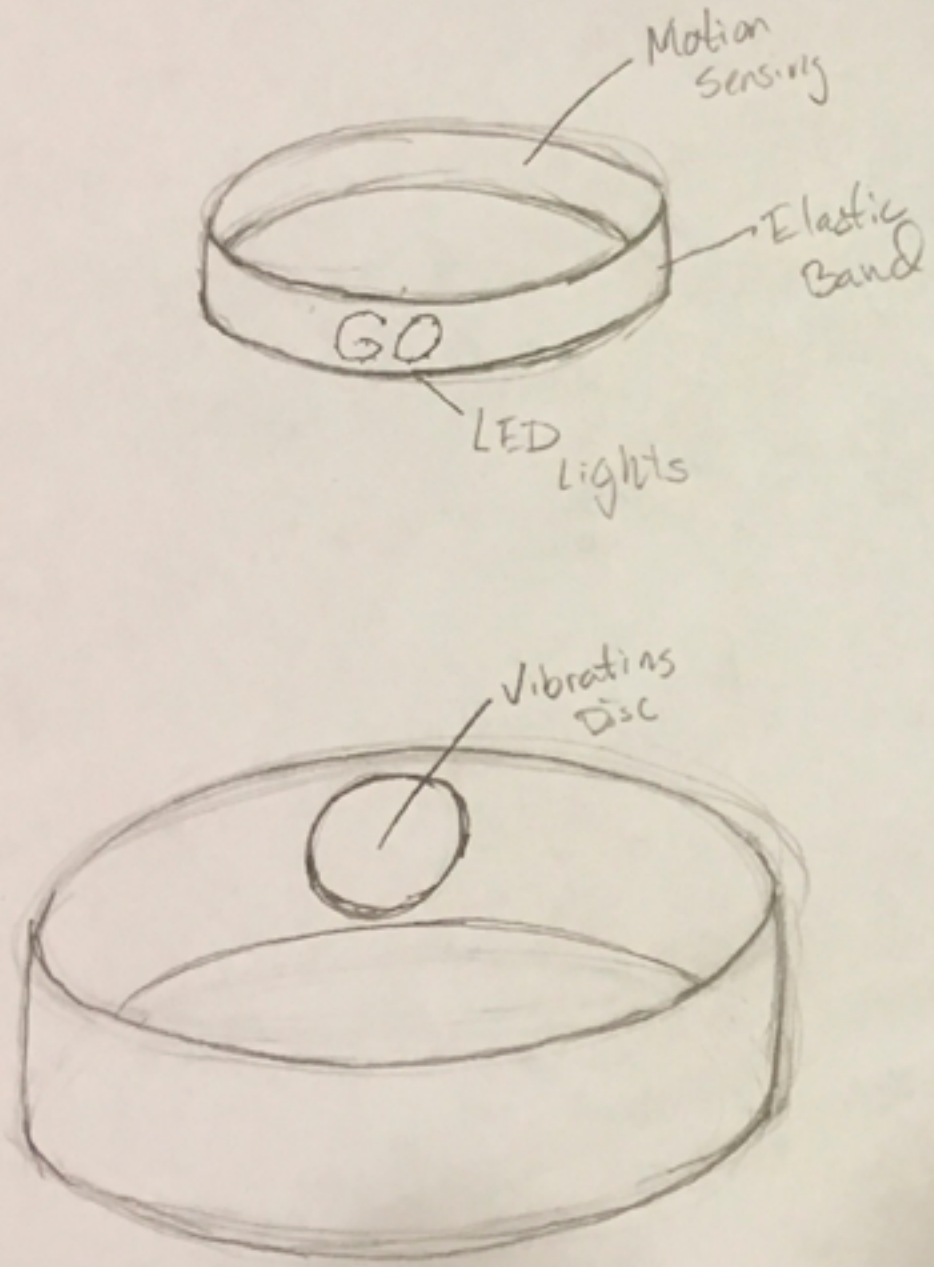
VIBRATING ARM BAND CONCEPT

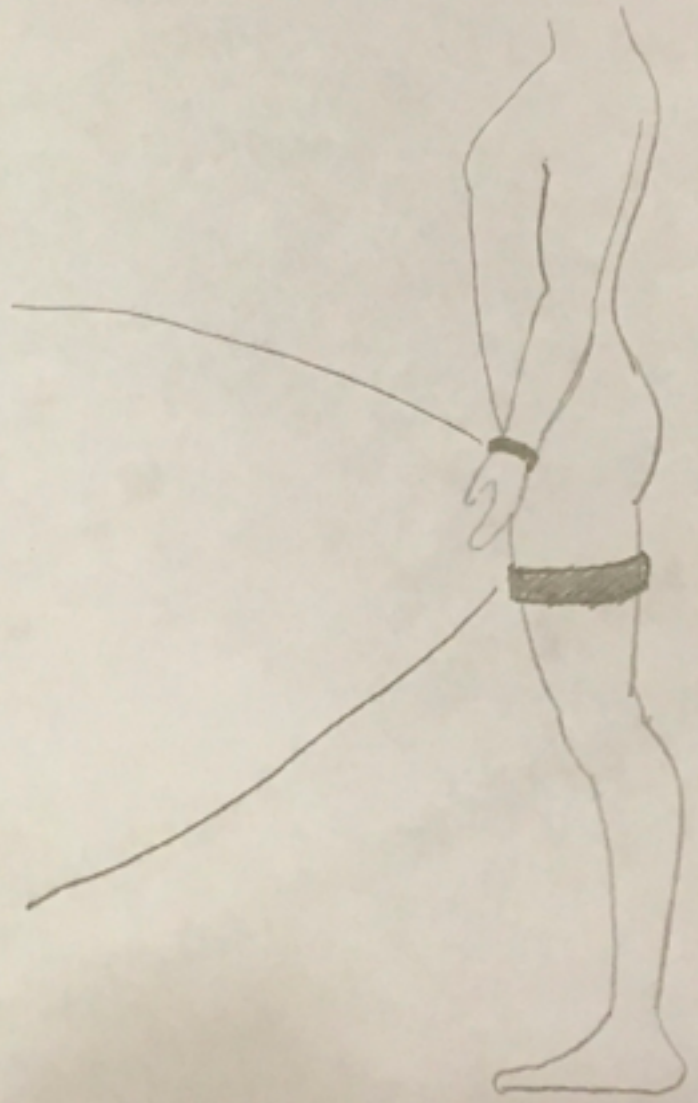
- APP WOULD DIGITALLY LINK TO ARM DURING BATTLE
- ARM MOVEMENTS WOULD DIC TATE DIGITAL SALMON FLAP PING RATE

VIBRATING RING CONCEPT

(SEE ABOVE DESCRIPTION)

VIBRATING WRIST/LEG BAND CONCEPT

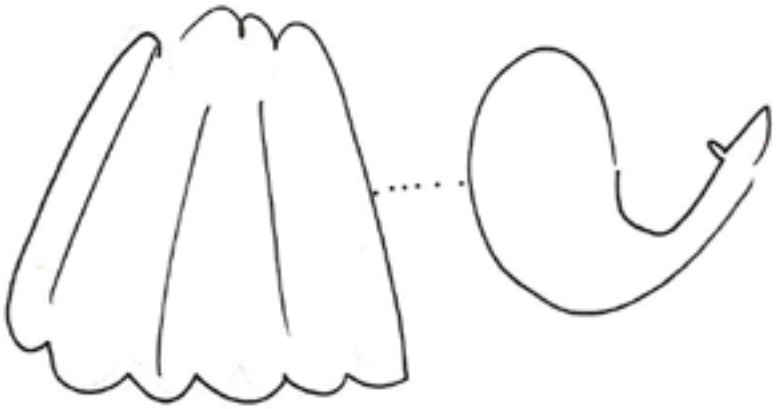




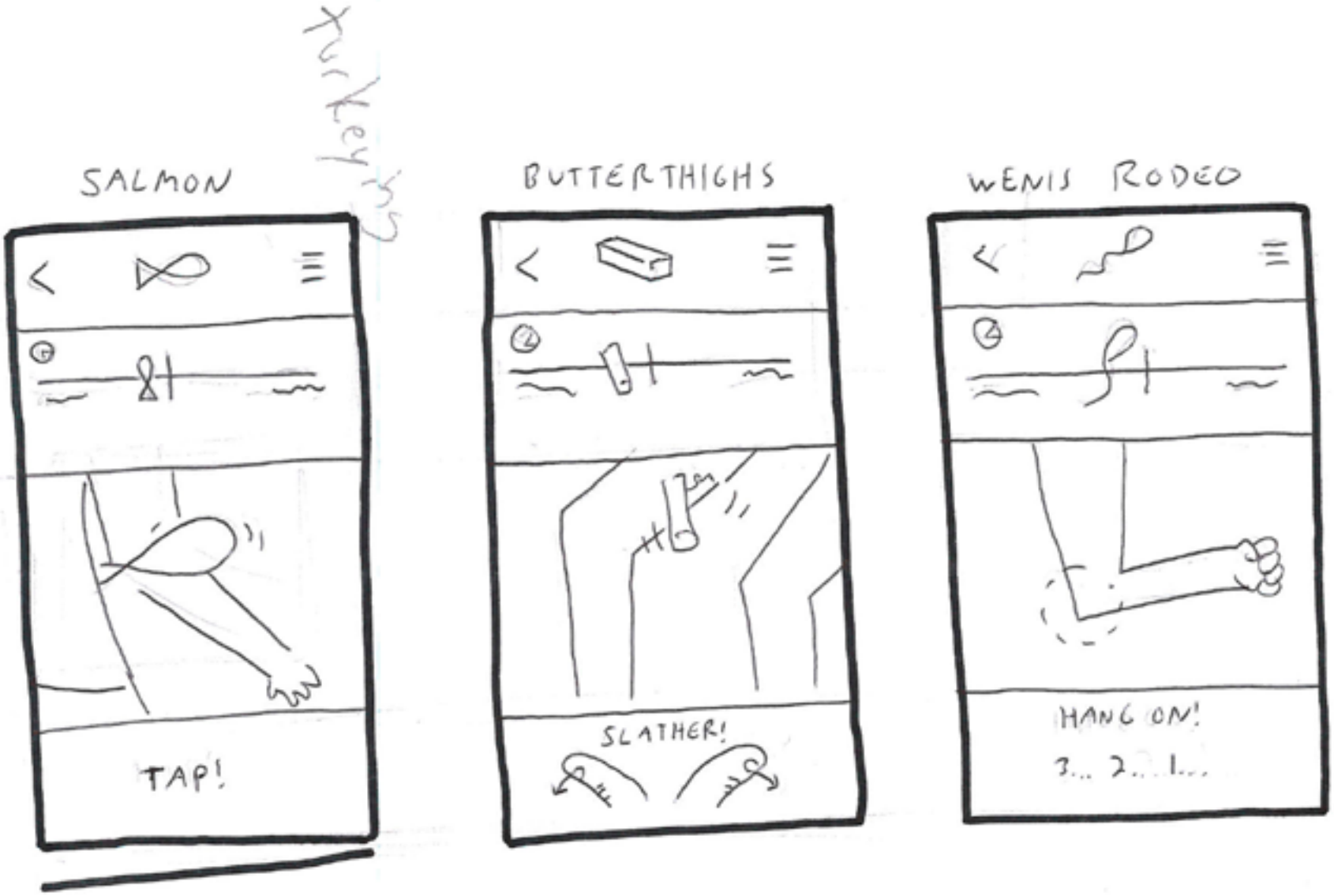
take selfie of arm

- tap 2 flap
- bouncy fat can bounce off screen

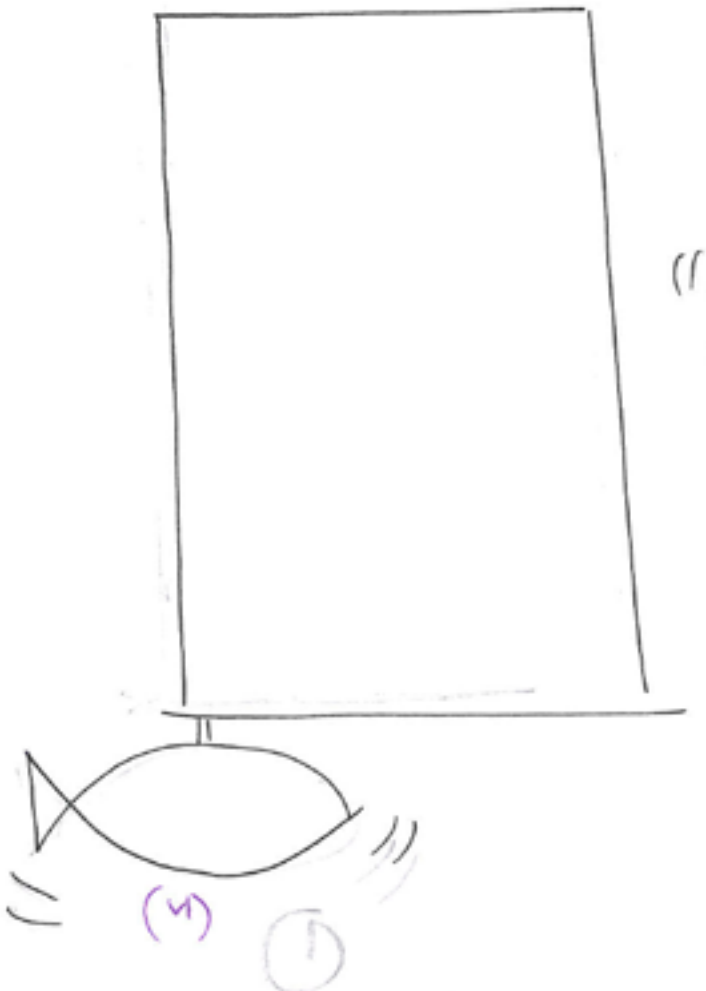
(winner)



JELL-O ..... ARM

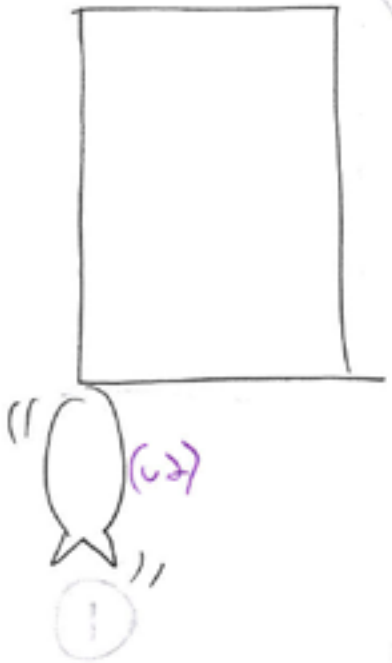


COMPLETELY IRRELEVANT
STICKER



(M)

notification slaps



(W)

n.s.

pull out plush from backpack, put in place, bottle

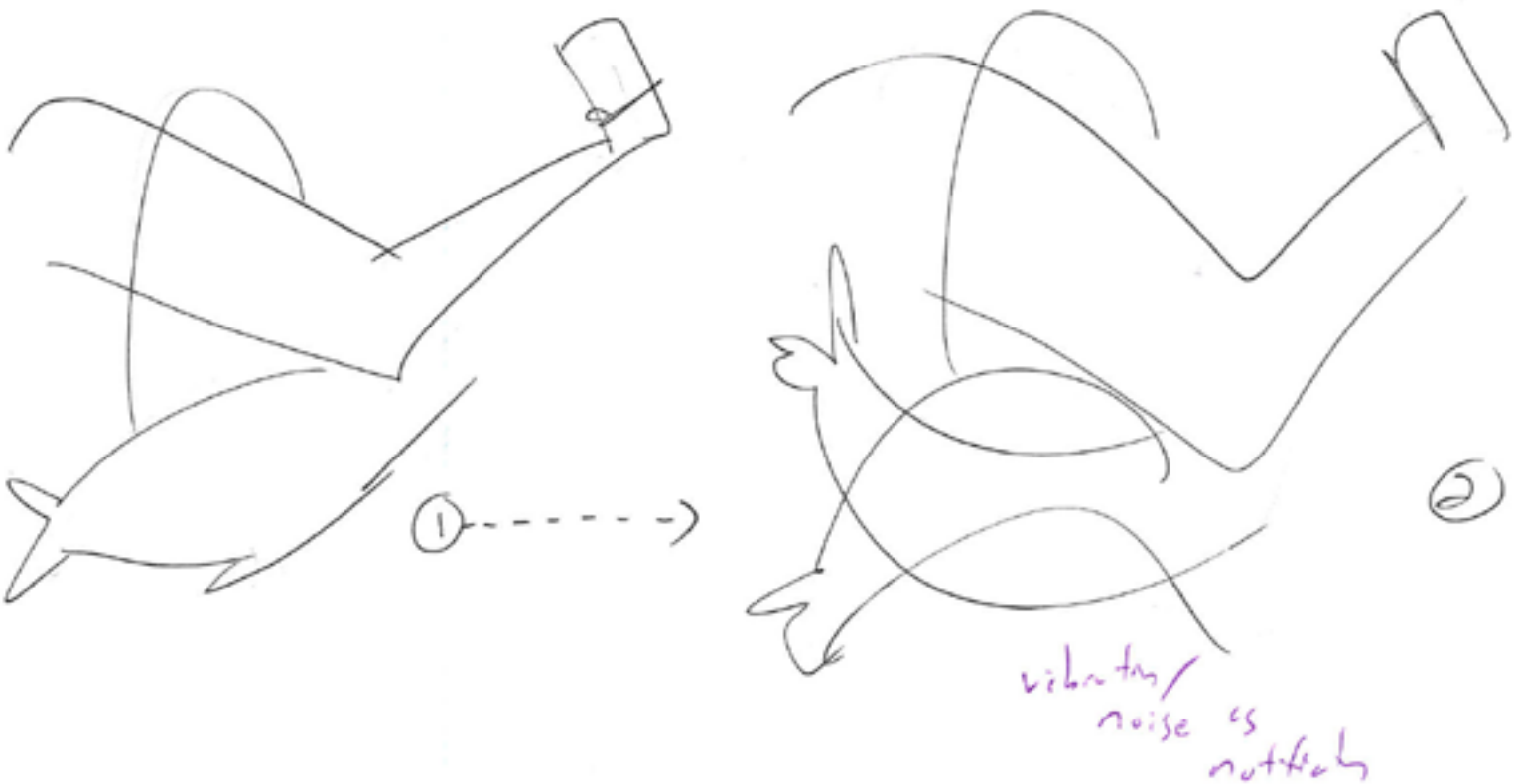
"Turkey"

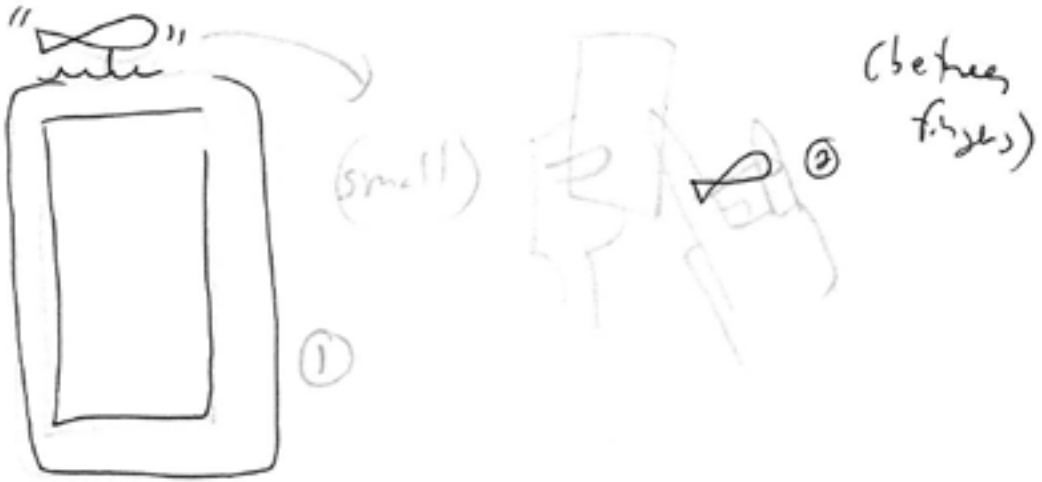
waddle
do (n'?)
gobble

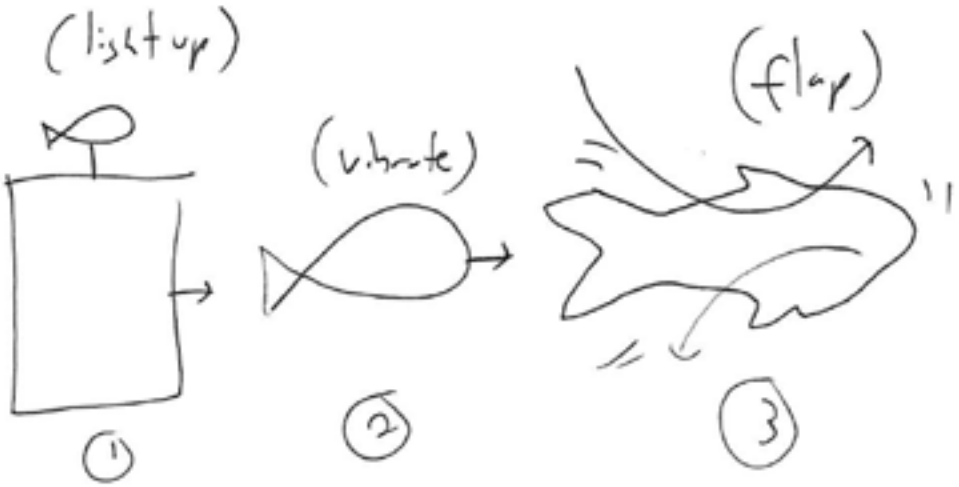
ARDUINO PLAYGROUND"

- camera
- sound
- motion
- light
- sensors??
- displays??

1. determine succession of available physical sensor features
2. implement...
   - one?
   - all?
   - e.g.?





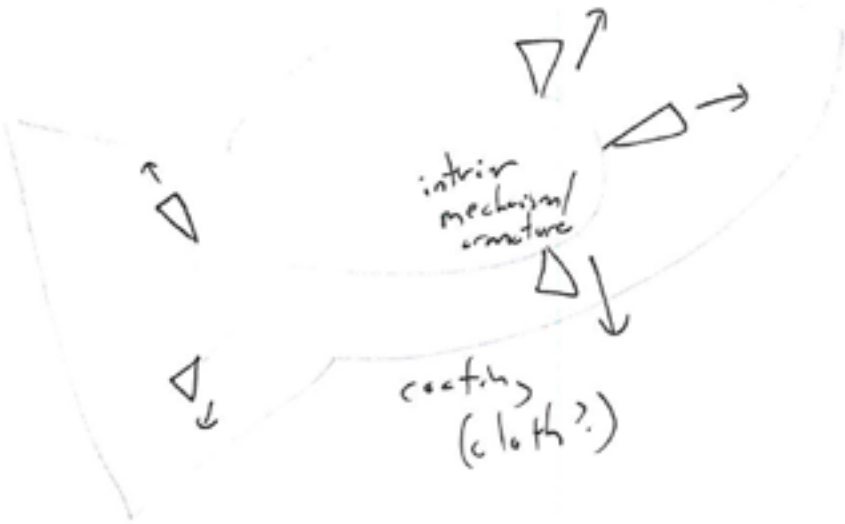


- how can salmon evolve across time/ experience?

hat

- public awareness:
- duel interaction

Growth mechanism



- △ color over time?
  OLED projection through cloth
- □ choreographic sequence transformation animations

RESEARCH ON:

- PHYSICAL COMPONENT
- OTHER APP IDEAS FOR POTENTIAL SERIES OF WEIRD BODY-HUMOR APPS

print - salmon

- I/O
- wireless
- set
- portfolio

Nestok, Bennett (nestokbt)

Wed 9/16/2015 11:48 AM

To:Nestok, Bennett (nestokbt) <nestokbt@mail.uc.edu>;

physical component

- salmon you can buy at brookstone
  - + keep in backpack/purse
  - + on/off switch for being-open-to-salmoning mode
  - + vibrates and makes slap sound when salmon battle is waged
  - + does the same during battle
  - + strap to selected body part right before battle
- item to clip onto iphone
  - + acts as on switch for being-open-to-salmoning mode
  - + vibrates and makes slap sound when salmon battle is waged
  - + does the same during battle
- other ideas
  - + person 1 carries salmon publicly, is on phone
  - + person 2 comes up behind person 1 and straps salmon over shoulder
  - + person 2 thus auto-wages salmon battle
  - + person 2 has upper hand during subsequent battle; person 1 is only battler with physical component

  OR

  - + person 1 carries salmon publicly over shoulder, is on phone
  - + person 2 comes up behind and bumps it under shoulder
  - + battle is waged

  OR

  - + can salmon piece grow over time?
    - - add extensional plug-in fins, body parts, etc.
  - + can physical salmon be visually customized?
  - + can physical salmon gain more and more features?

  OR

  - + physical options
    - - transform size over time
    - - transform features over time (e.g., vibrate > noise > flap > etc.)
    - - add more customizability over time

other apps in weird app series

- wenis rodeo
- butter thighs
- turkey

ways to portray this
- higher fidelity motion piece
- diagram (poster? instructional booklet?)

other potential components to this project
- higher fidelity motion piece
- website dedicated to salmon, etc.
- actual battle, programmed

apps with physical components
http://www.brookstone.com/ollie-by-sphero-app-controlled-robot

arduino ideas/insipration
http://playground.arduino.cc/Projects/Ideas

NOTES ON:
PORTRAYAL/PRESENTATION OF FINAL PROJECT, OTHER POTENTIAL COMPONENTS, APPS FOR INSPIRATION, AND ARDUINO IDEAS

RESEARCH ON:

- WIRELESS TECHNOLOGY (E.G., XBEES, BLUETOOTH MATE, LILYPAD, LOW ENERGY)
- POTENTIAL ITEMS TO MAKE (E.G., ACHIEVEMENT EARNINGS, BEACONS)

[redacted] sept 30

Nestok, Bennett (nestokbt)

[redacted]

Inbox

To:Nestok, Bennett (nestokbt) <nestokbt@mail.uc.edu>;

wireless technology

easiest? let's try this - and maybe the thumbnail on professor jung's website?
http://www.instructables.com/id/Arduino-AND-Bluetooth-HC-05-Connecting-easily/

XBees + XBee Shield
materials
• 1x XBee Shield – The star of this tutorial. You'll also need headers to install into your shield. We recommend stackable headers
• 1x Arduino – The XBee Shield should work with any Arduino-compatible board – Uno, RedBoard, Mega, you name it
• 2x XBees – XBees exist in a variety of series, frequencies, and ranges. If you're just getting started with XBee, we highly recommend going with Series 1 models – either with a trace antenna, wire antenna or u.fl connector. For more help picking an XBee, check out our XBee Buying Guide
• 1x Explorer – The Explorer board allows you to connect an XBee to your computer. You can use either the Explorer USB, Explorer USB Dongle, or Explorer Serial. Depending on which explorer you have, you may also need a matching mini-B USB or serial cables.
• At least one computer with X-CTU installed. The latest version of X-CTU is available for both Mac and Windows!
• Soldering tools to install headers into your shield. The most basic of irons and solder should do.
https://learn.sparkfun.com/tutorials/xbee-shield-hookup-guide

Bluetooth Mate Silver + LilyPad
• said to be super easy for beginners
https://www.sparkfun.com/products/12576
http://garagelab.com/profiles/blogs/tutorial-bluetooth-and-arduino

Bluetooth Low Energy
...
https://www.adafruit.com/products/1697

- - -

set of potential items to make (see/make diagram)

advertisements
• wearable
+ clothing: keychain, hat, shirt, purse, backpack
• environmental

• beacons
• wearable

f. 173 WIRELESS
- XBees
- Bluetooth Mate Silver + LilyPad
- Bluetooth Low Energy

op. 229 (Lowe L)

w6-1

+ backpack (male), purse (female), keychain (both!)
• environmental?

**** battle-wagers**
• wearable
+ ring - vibrates to wage war
+ clip on phone
• environmental

***** battle-augmenters**
• wearable
+ ring - vibrates at same rate as finger
• environmental

winnings-conveyers?
• salmon plush that changes (or gradually accumulates)...
+ size
+ color
+ sound

- - -

materials survey (highlight most relevant types, find affordable/free sources: more on this later on, I think)

ceramics
• flexible kind: hollow tube aluminum oxide nanolattice

composites
• silicone fabrics?

concrete
• soft-crete?

electronic/optical
• arduino?

glass
• no such thing as flexible glass
• could be dangerous, unnecessary (why not use other materials?)

metals
• maybe best for later on, when putting finishing touches on shape of our prototype

metamaterials
• necessary? (materials with properties not found in nature)

polymers/plastics
• plasticized PVC (used in clothing for a flexible quality)
• plasticizers are also put in some types of cling film to make the polymer more flexible
• thermoset or thermosetting plastics might be used for harder parts, both high- and low-craft (once cooled and

- BATTLE WAGERS
- BATTLE AUGMENTERS
- WINNING CONVEYERS

ALSO:
MATERIALS SURVEY

RESEARCH ON MATERIALS

hardened, these plastics retain their shapes and cannot return to their original form; they are hard and durable and can be used for auto parts, aircraft parts and tires; examples include polyurethanes, polyesters, epoxy resins and phenolic resins)

- polyethylene terephthalate (PET or PETE): could be used for flappy parts: John Rex Whinfield invented a new polymer in 1941 when he condensed ethylene glycol with terephthalic acid; the condensate was polyethylene terephthalate (PET or PETE); PET is a thermoplastic that can be drawn into fibers (like Dacron) and films (like Mylar); it's the main plastic in ziplock food storage bags
- polyvinylidine Chloride (Saran): could be used for flappy parts; Dow makes Saran resins, which are synthesized by polymerization of vinylidine chloride molecules ($CH_2=CCl_2$); the polymer can be drawn into films and wraps that are impermeable to food odors; saran wrap is a popular plastic for packaging foods
- best bet for flappiness?: polyethylene, LDPE and HDPE: the most common polymer in plastics is polyethylene, which is made from ethylene monomers ($CH_2=CH_2$); the first polyethylene was made in 1934; today, we call it low-density polyethylene (LDPE) because it will float in a mixture of alcohol and water; in LDPE, the polymer strands are entangled and loosely organized, so it's soft and flexible; it was first used to insulate electrical wires, but today it's used in films, wraps, bottles, disposable gloves and garbage bags
- rubber squeegee? (see source below)

semiconductors

- arduino boards

wood

- probably best for durable materials (e.g., inner armatures)
- probably best for unseen, low-craft items (e.g., inner armatures)

- - -

potential to-do's?

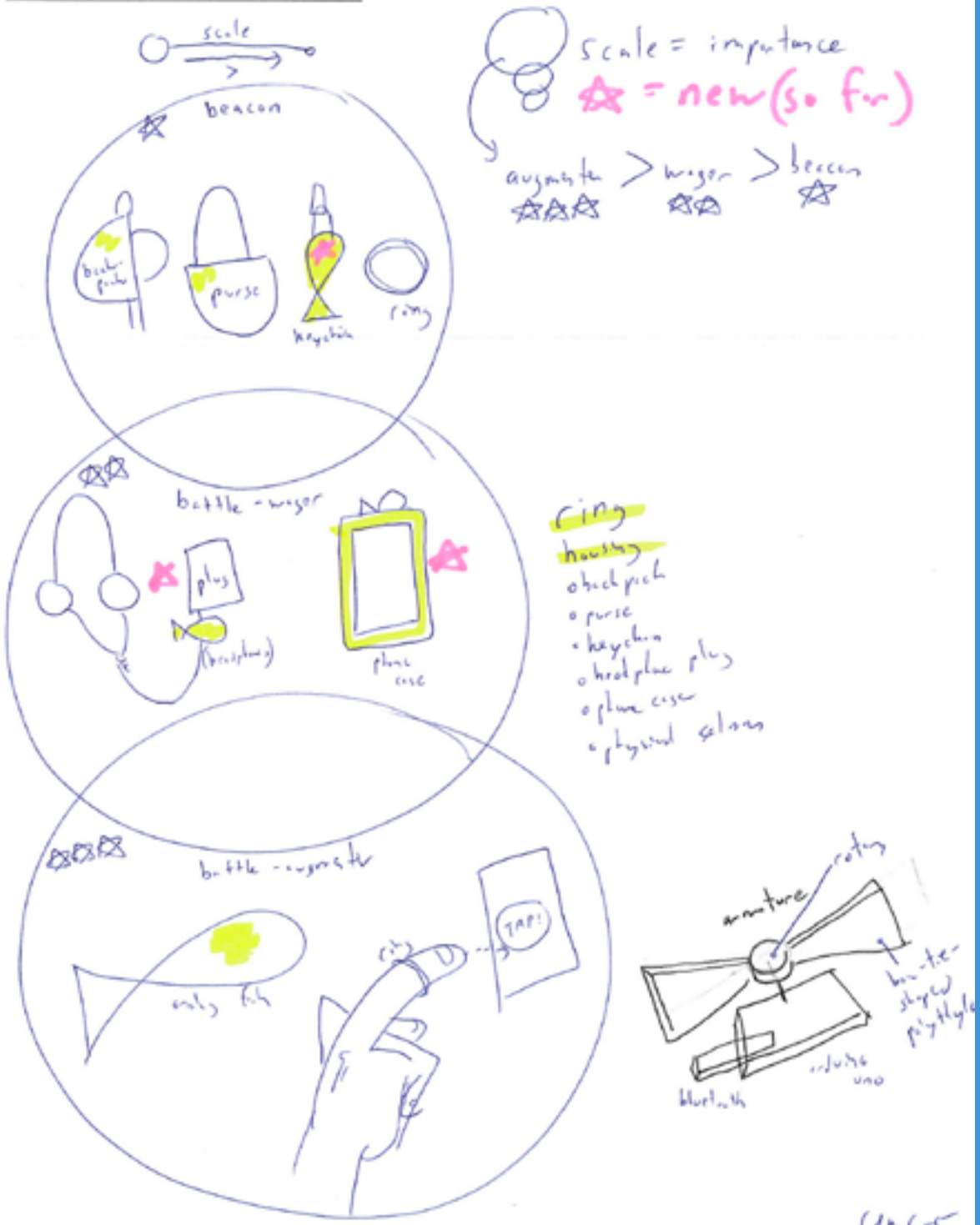
- look into definition/components of war, and design for metaphor of warlike items?
- determine potential pricing

- - -

sources

http://materialseducation.org/resources/types-of-materials/
http://www.dupont.com/products-and-services/plastics-polymers-resins/thermoplastics/brands/zytel-nylon/products/zytel-icpa-flexible-polymer.html
http://science.howstuffworks.com/plastic4.htm
https://en.wikipedia.org/wiki/Plastic_recycling
http://www.allsealsinc.com/materials.html
http://www.eplastics.com/Plastic/Plastics-Material-Guide
http://www.eplastics.com/Plastic/other-resin-supplies/RC-SQUEEGEE36
http://www.allsealsinc.com/sheet-stock.html
http://ceramics.org/tag/bendable-ceramics
http://ceramics.org/ceramic-tech-today/making-ceramics-perfect-and-perfectly-bendable-with-air
http://www.afconline.com/
http://www.sakrete.com/softcrete/
https://en.wikipedia.org/wiki/Metamaterial
https://www.mse.berkeley.edu/research/emo
https://en.wikipedia.org/wiki/Flexible_glass
http://www.flexiblemetal.com/
http://www.digi.com/lp/xbee/

w6-3



PLUSH SALMON

- KEEP IN PURSE?
- KEEP IN BACKPACK?

KEYCHAIN

- HOW BIG?
- WHERE IS IT STORED?

RING

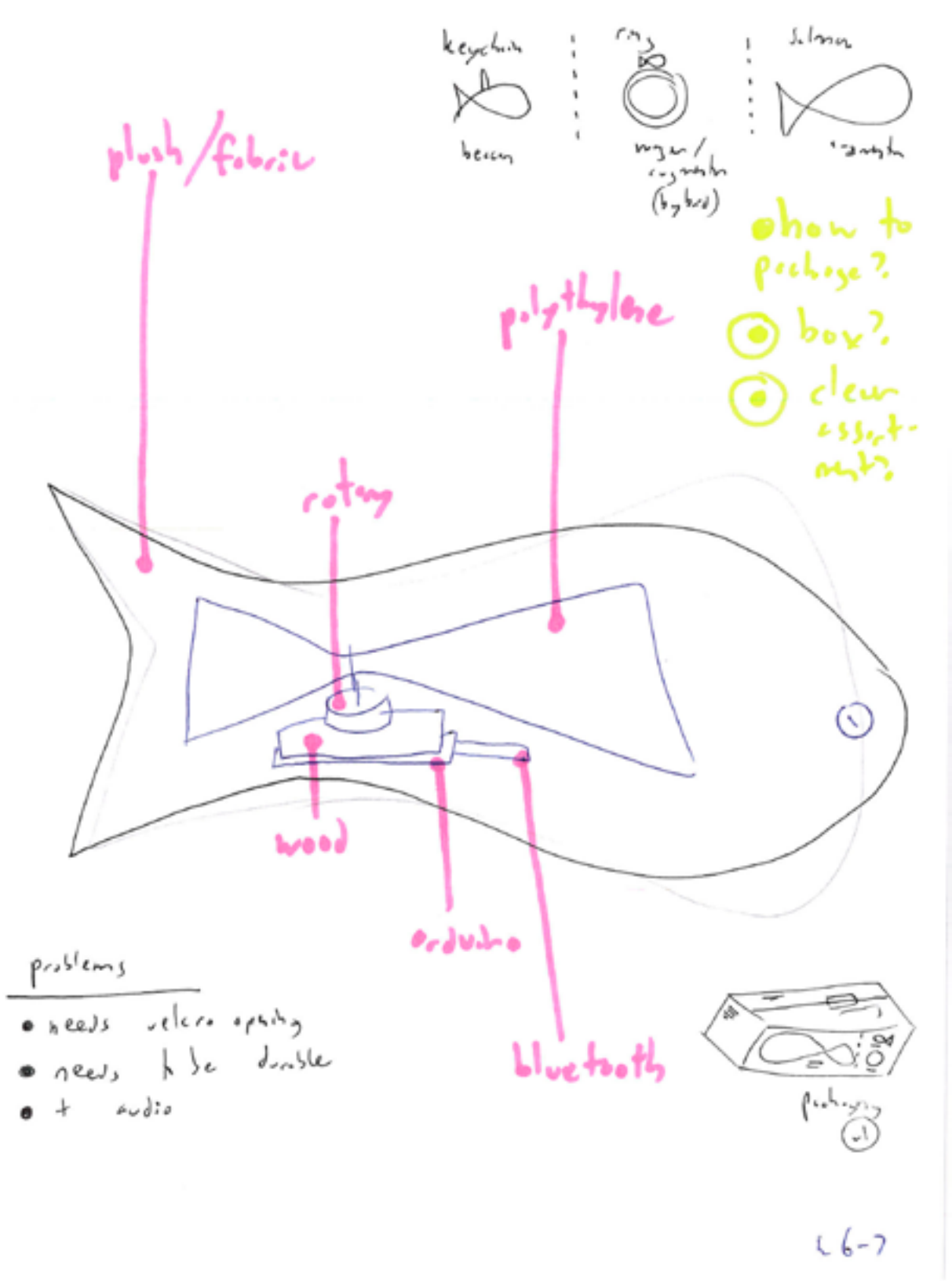
- WHERE IS IT STORED?
- SHOULD IT BE BRANDED?

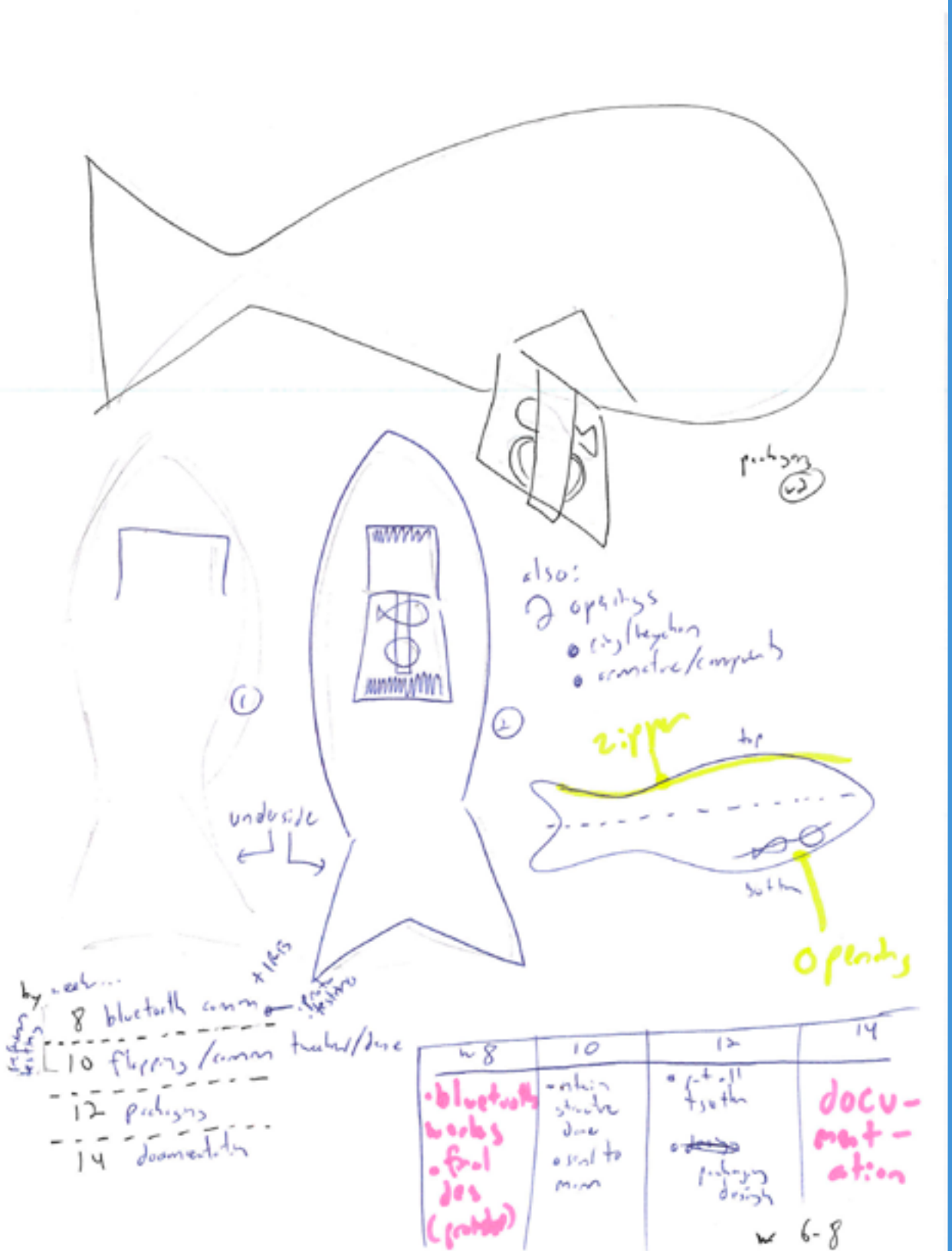
MORE IDEAS

- SALMON HEADPHONES
- SALMON PHONE CASE

PHYSICAL SALMON ARMATURE PLAN

- FABRIC EXTERIOR
- ROTARY ANALOG OUTPUT
- WOODEN FOUNDATION
- POLYTHYLENE TIE SHAPE
- ARDUINO CHIP
- BLUETOOTH





IDEA FOR A PHYSICAL PLUSH SALMON THAT WOULD VIBRATE DURING BATTLE.

COULD BE STORED IN PURSE OR BACKPACK.

CONTAINES SALMON KEYCHAIN AND VIBRATING RING TO WEAR DURING TAP BATTLE.

RING VIBRATIONS WOULD COINCIDE WITH ANIMATED FLAPPING OF UI SALMON.

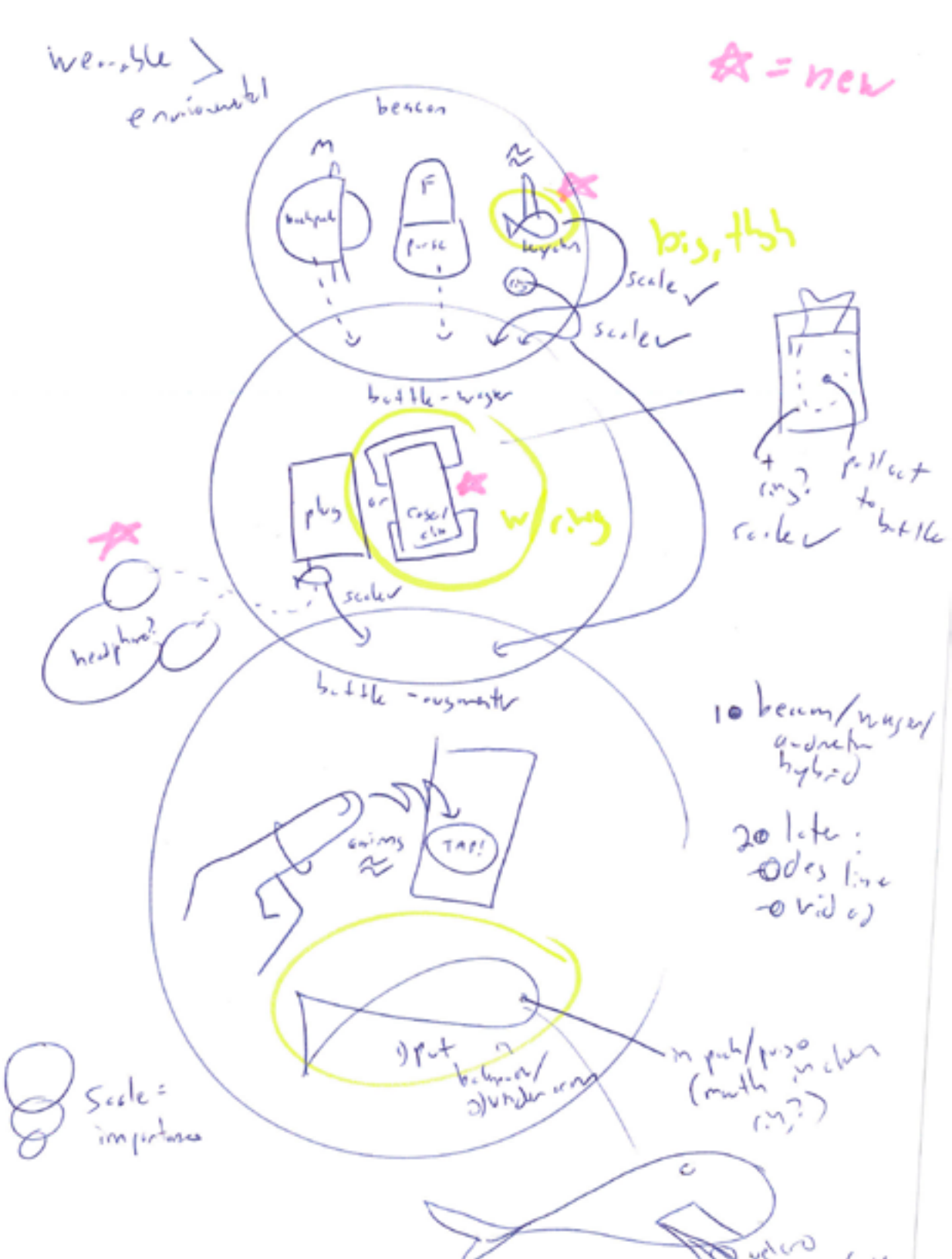
BEACONS:
‘I’M OPEN TO BATTLE.’

WAGERS:
‘LET’S BATTLE RIGHT NOW.’

AUGMENTERS:
(SENSORY ADDITIONS TO THE EXPERIENCE)

NOTES:

- SCALE OF CIRCLE DENOTES IMPORTANCE
- PINK DENOTES ‘NEW IDEA’
- YELLOW DENOTES’ PLAUSIBLE IDEA’



MOCKUPS

FRONT

SALMON GRAPHIC W/ INTERACTIVE LED. ANIMATES WHEN SALMONING OCCURES IN ARMPIT.

BACK

BEACON/AD.

SIDE

SENSOR.


SALMON© ME


TAKE A SELFIE
FIND YOUR VICTIM
SLAP THAT SHIT
WWW.SALMONAPP.COM

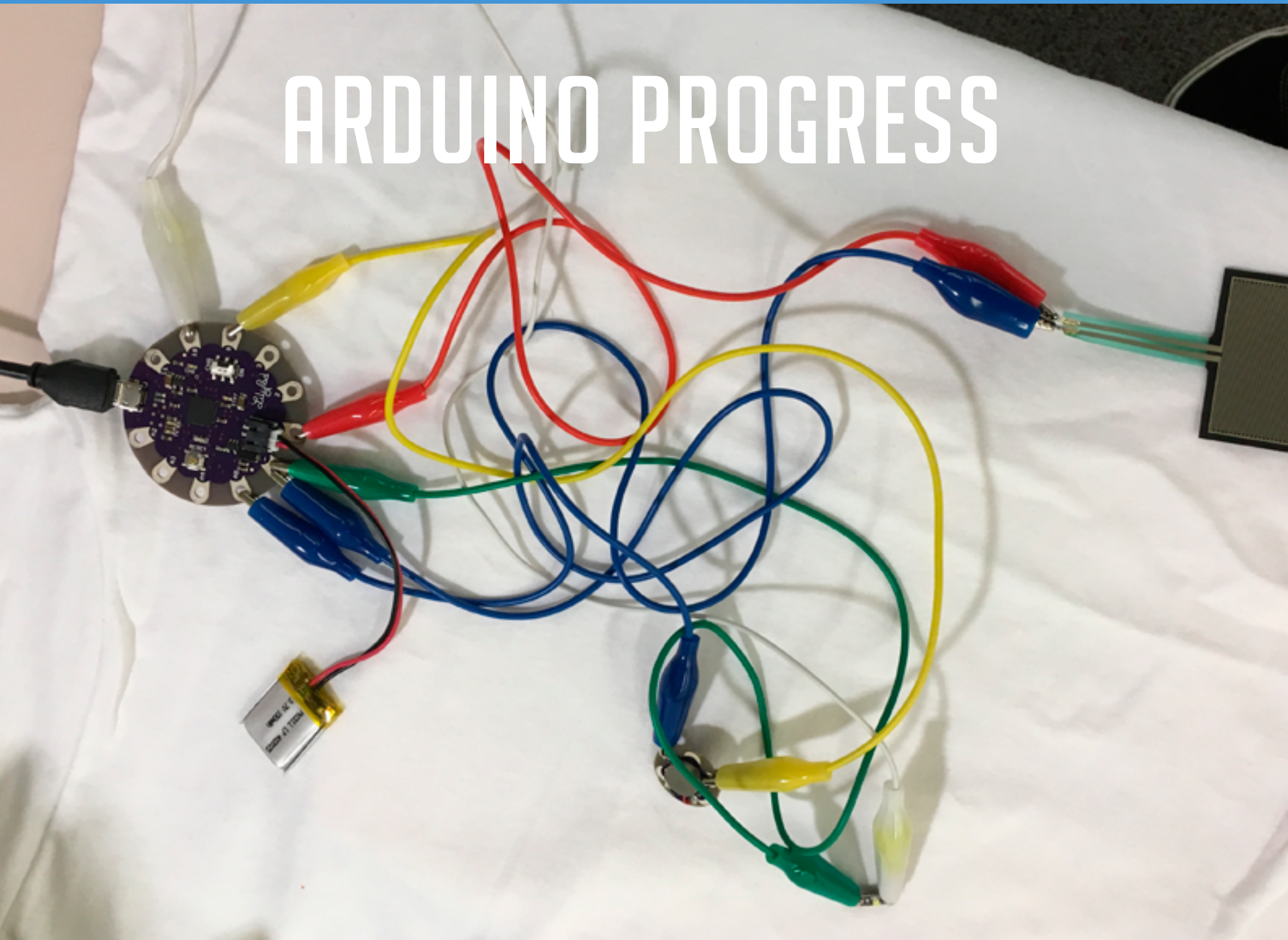
IDEA:
WHAT IF—CONSIDERING THE SPORTY FEEL TO OUR ORIGINAL UI AND IDEA—WE ADD USER-NAME (AND MAYBE PLAYER NUMBER OR RANK) TO ARMS, LIKE A JERSEY OF SORTS?

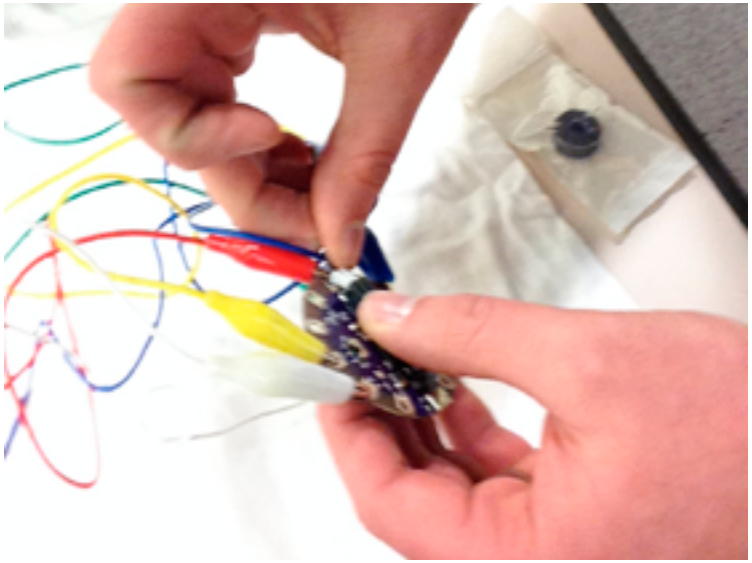
USER'S RANK (E.G., 'MEGA SOCKEYE SALM-ON') COULD BE FRONT AND CENTER. BRAGGING RIGHTS.

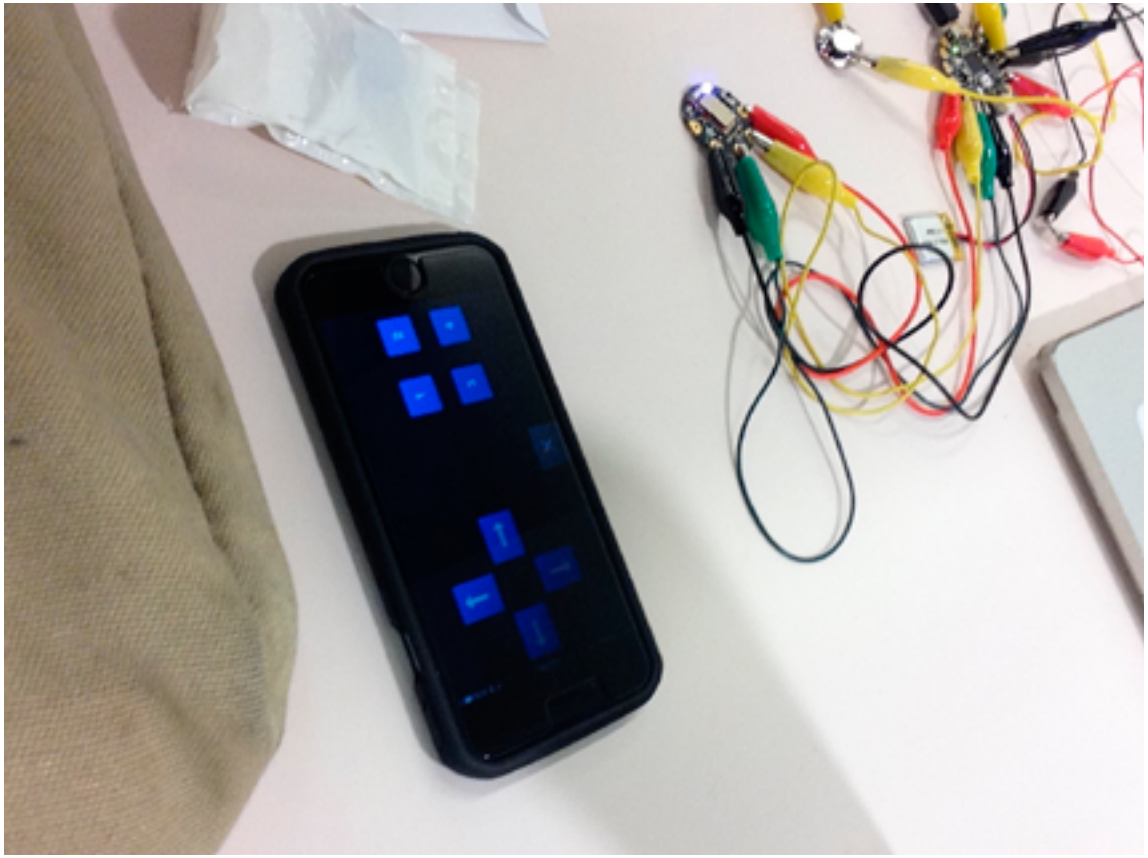
IDEA:
PUT USERNAME AT TOP

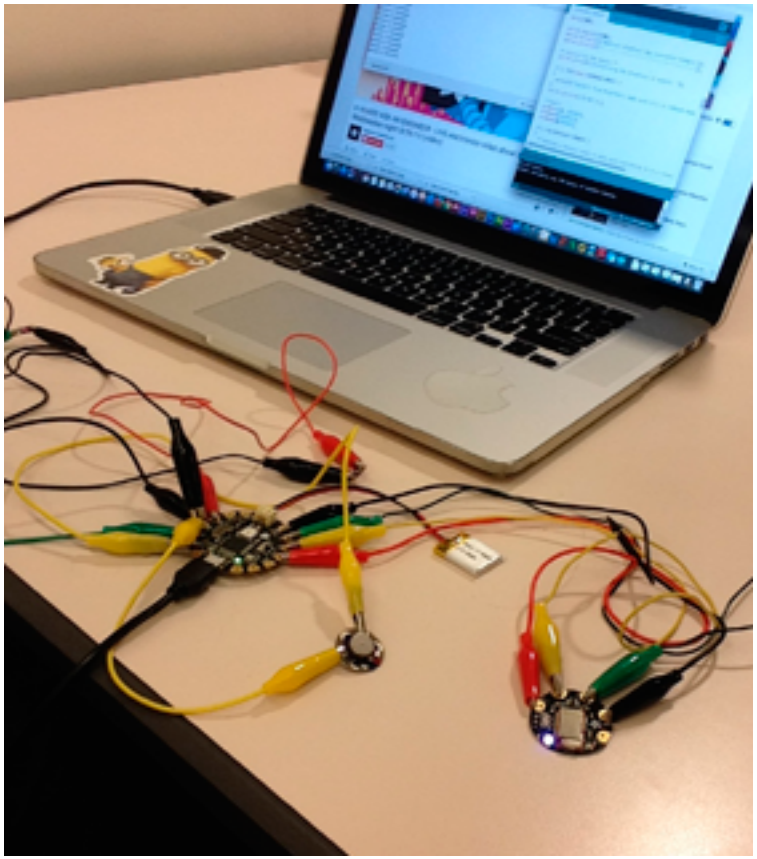
IDEA:
ADD SALMON ICON?

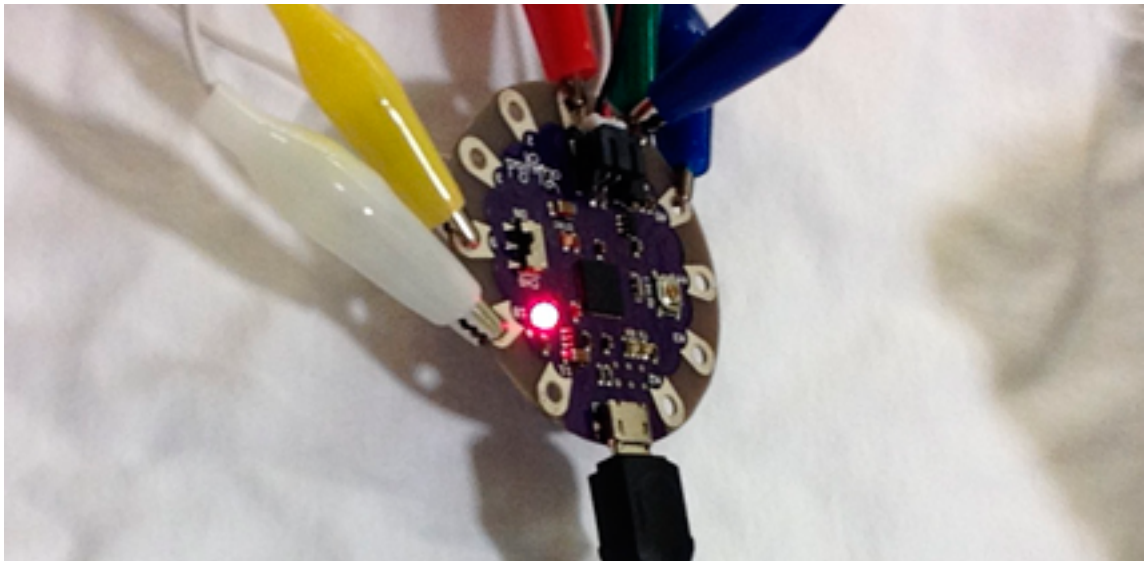
ARDUINO PROGRESS

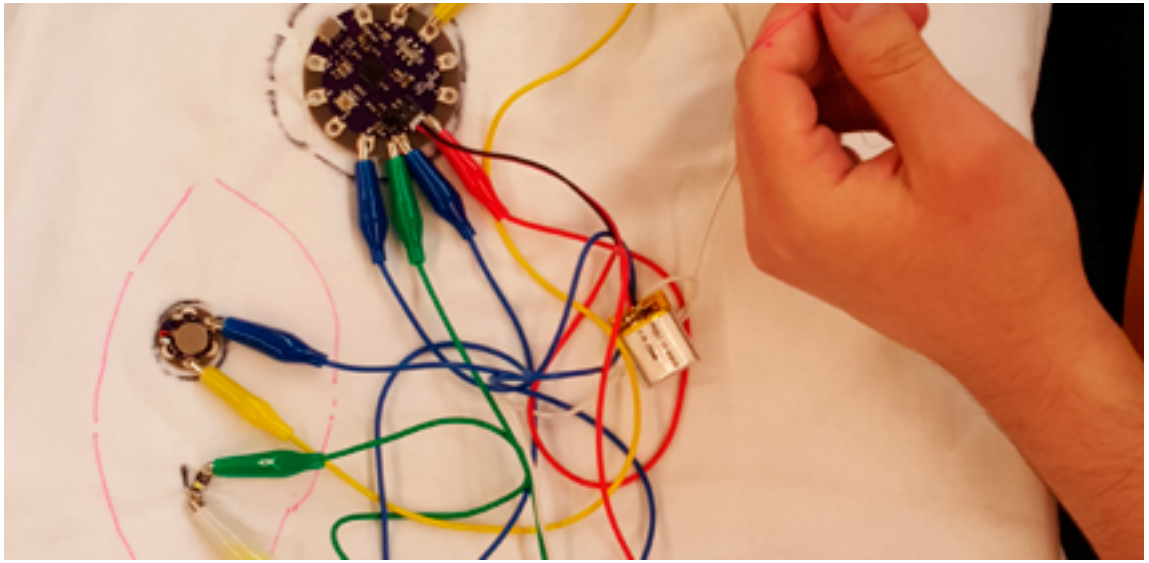


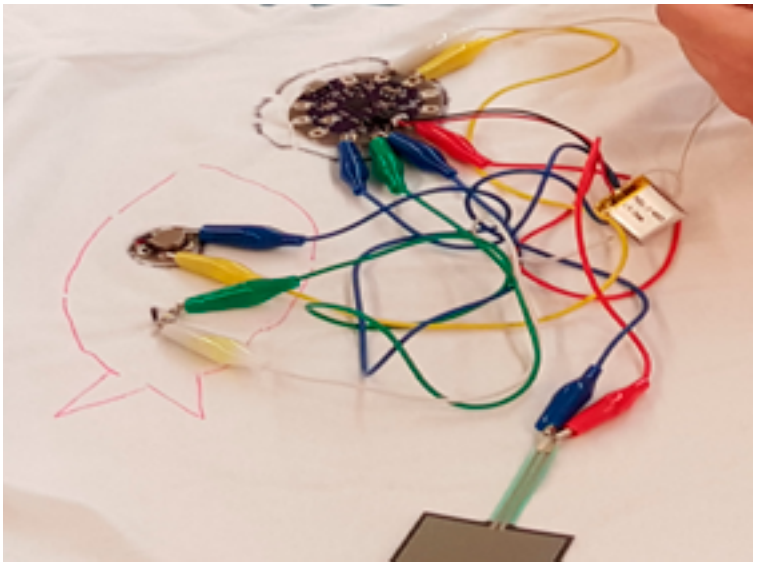


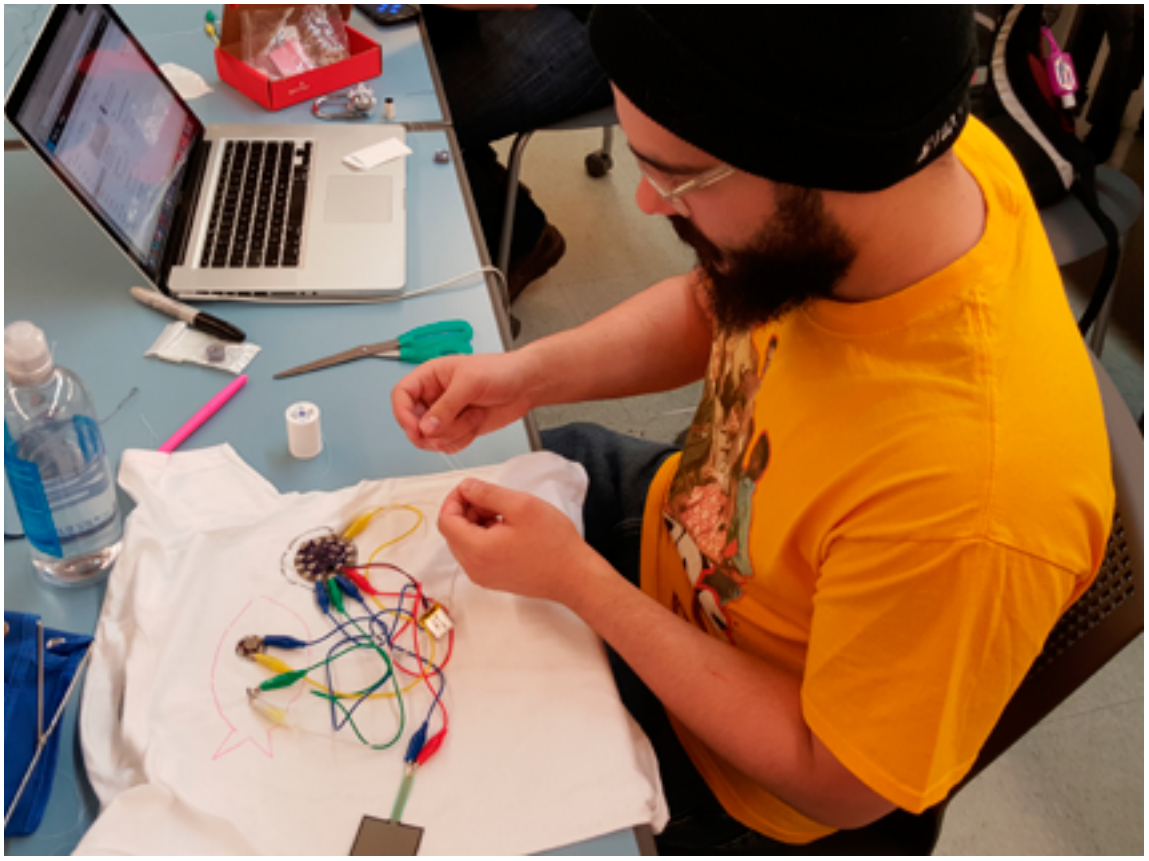


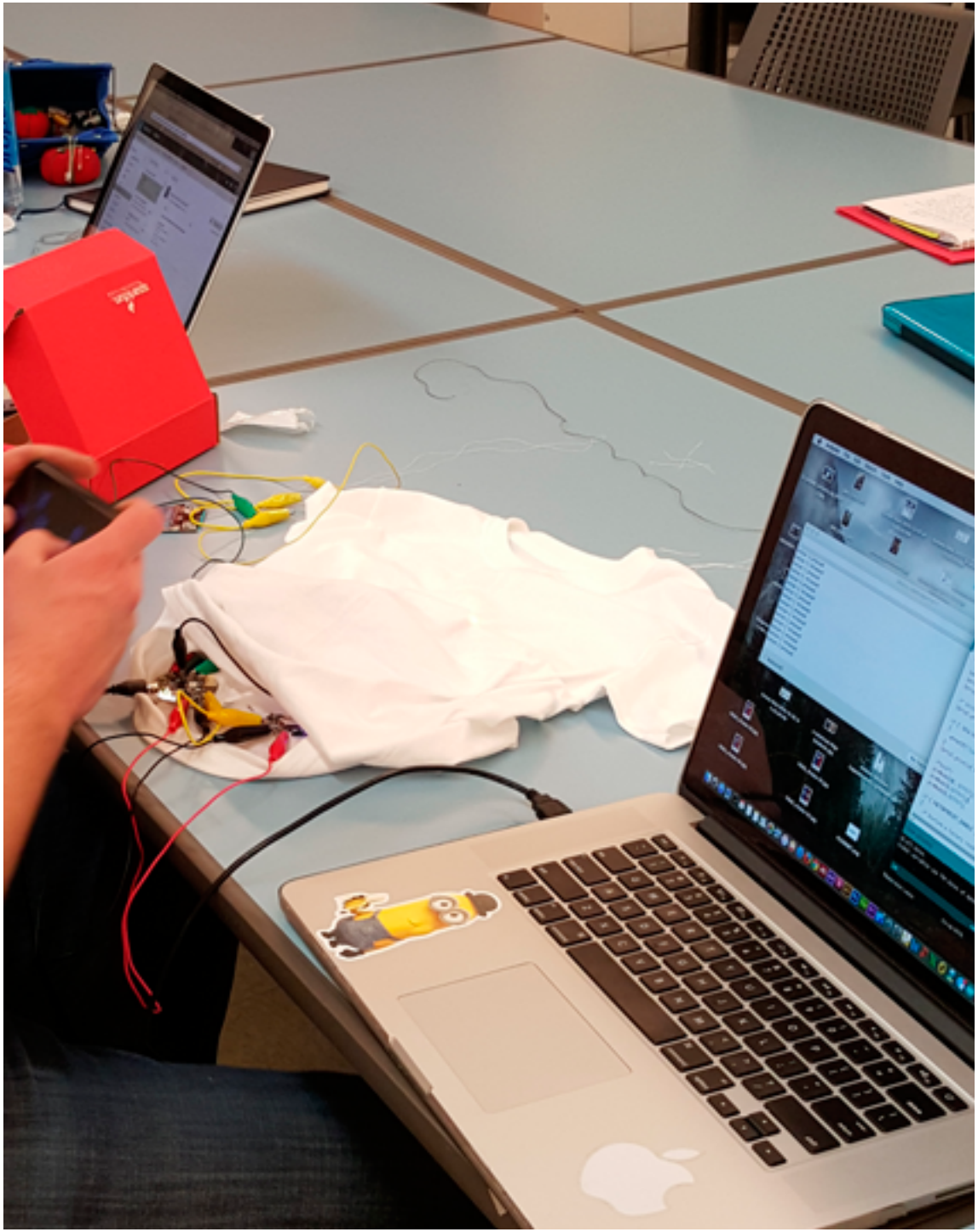


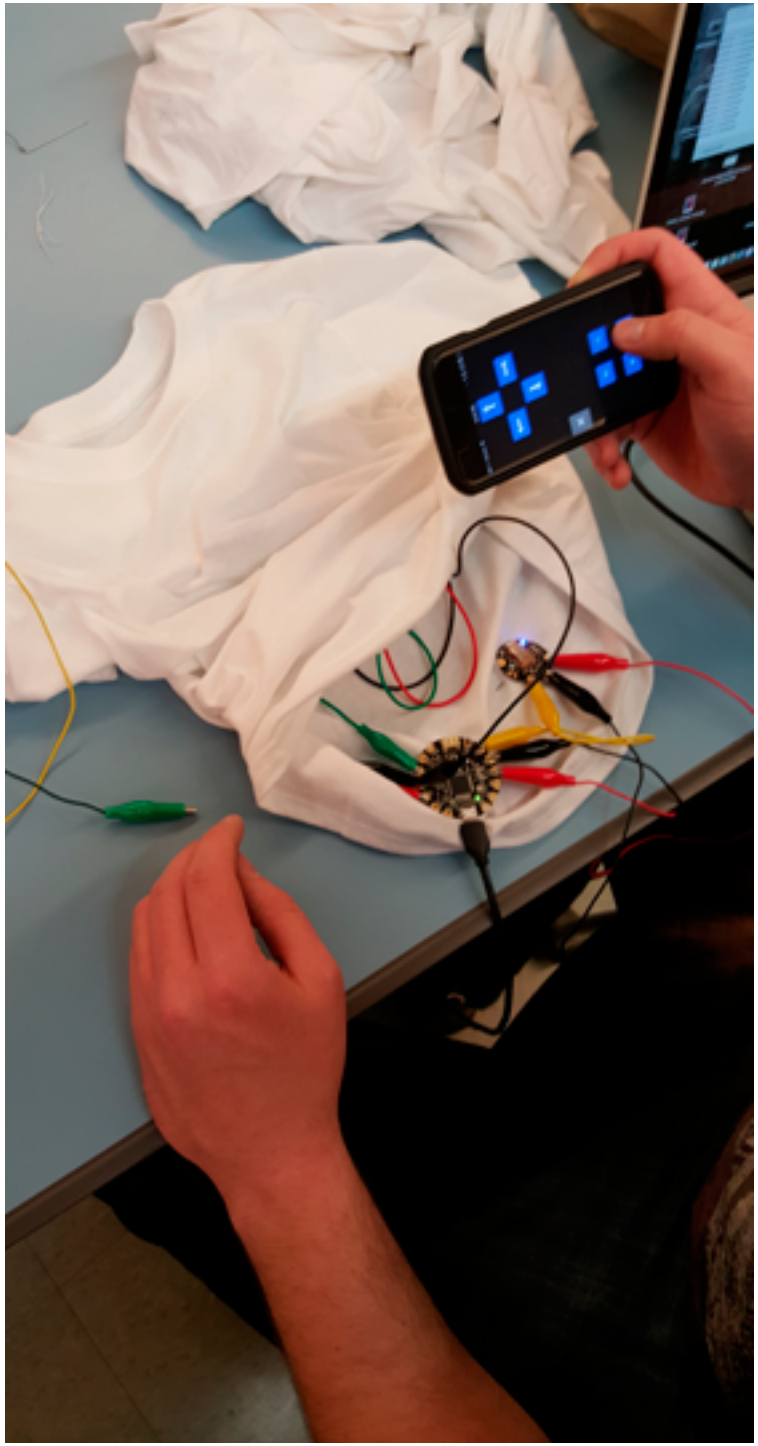


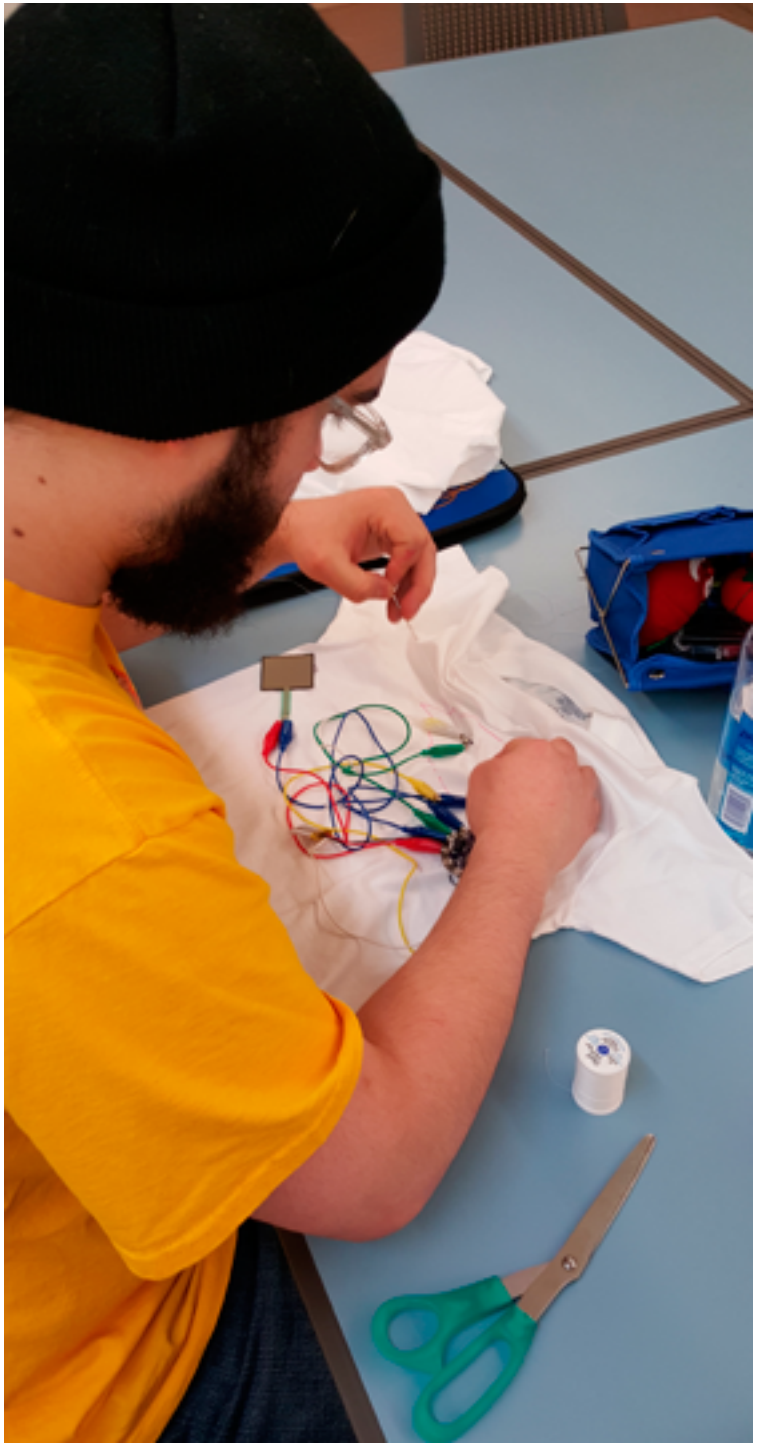


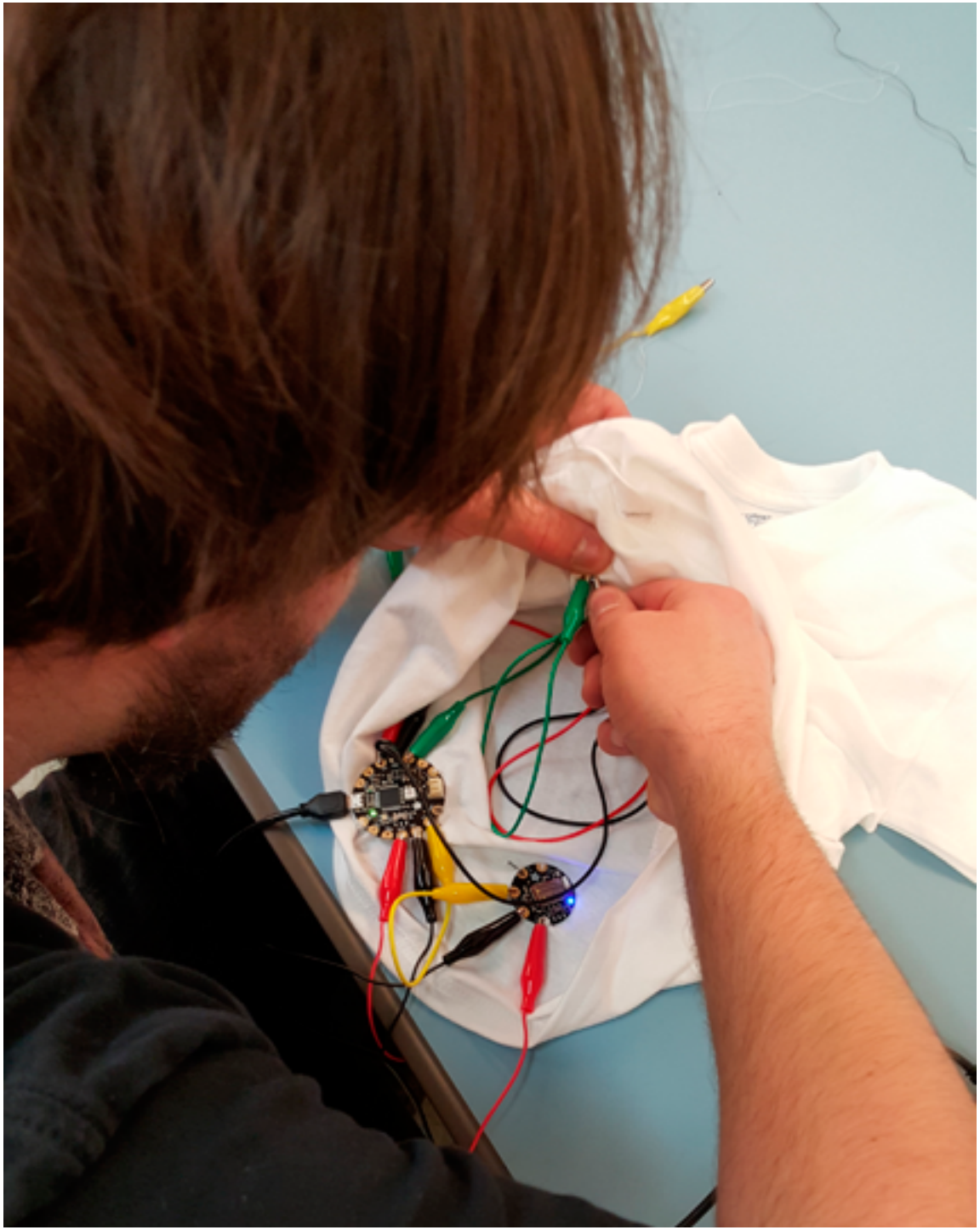










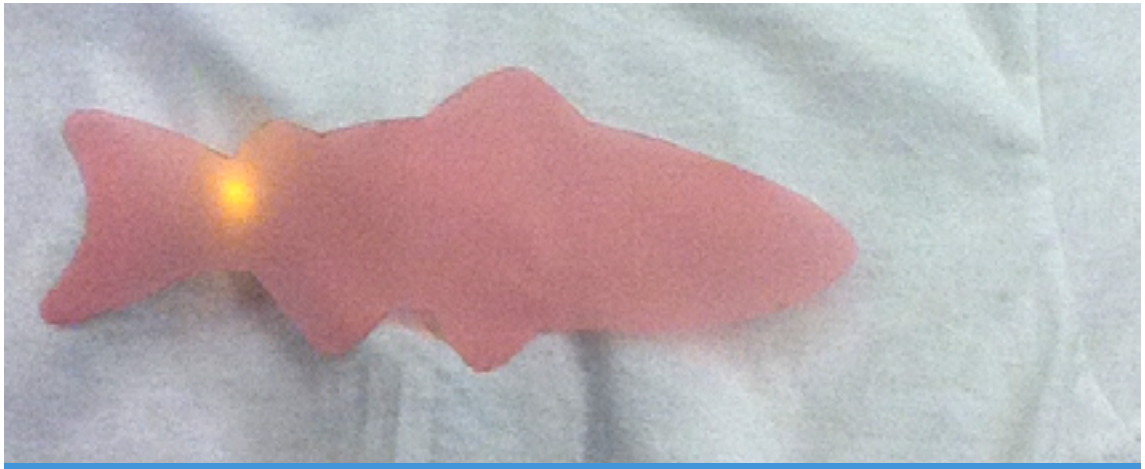



SUPRA
#CELEBRATE
Sarah
Knockaround
GoPro

SAMPLE CODE, V1 (LED + LED)

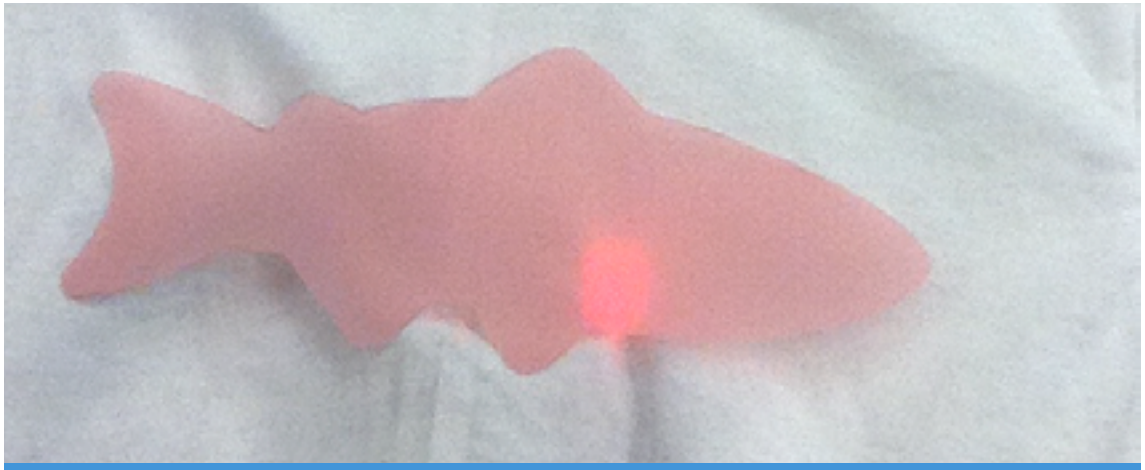
WORKING PROOF OF CONCEPT: V1

1. PRESS BUTTON 1

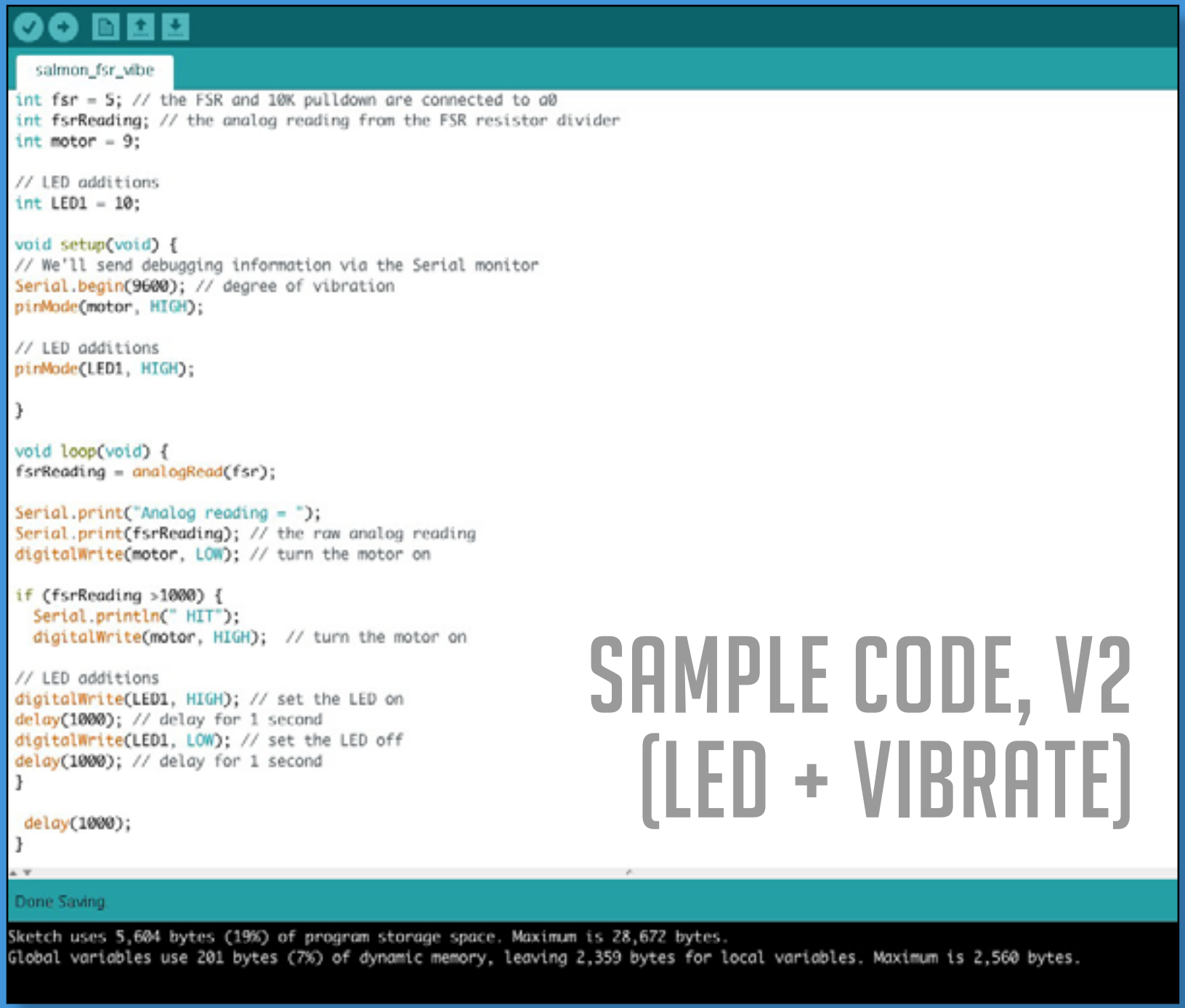


2. LEFT LED

3. PRESS BUTTON 2



4. RIGHT LED



SAMPLE CODE, V2 (LED + VIBRATE)

WORKING PROOF OF CONCEPT: V2

1. TAP THE SENSOR

2. LED LIGHTS UP, SERVO VIBRATES

POTENTIAL CONFERENCES

2016 AMCIS SAN DIEGO

AMCIS - SAN DIEGO!
(AUGUST 11-13, 2016)
HTTP://AMCIS2016.AISNET.ORG/

HUMOR RESEARCH CONFERENCE - TEXAS A&M!
(FEBRUARY 19-21, 2016)
HTTP://WWW.TAMUC.EDU/ACADEMICS/COLLEGES/HUMANITIESSOCIALSCIENCESARTS/NETHRC/

International Humor Conference

INTERNATIONAL SOCIETY FOR HUMOR STUDIES (ISHS) - DUBLIN!
(JUNE 27 TO JULY 1, 2016)
HTTP://WWW.IRISHCOMEDY.IE/

THOUGHTS GOING FORWARD

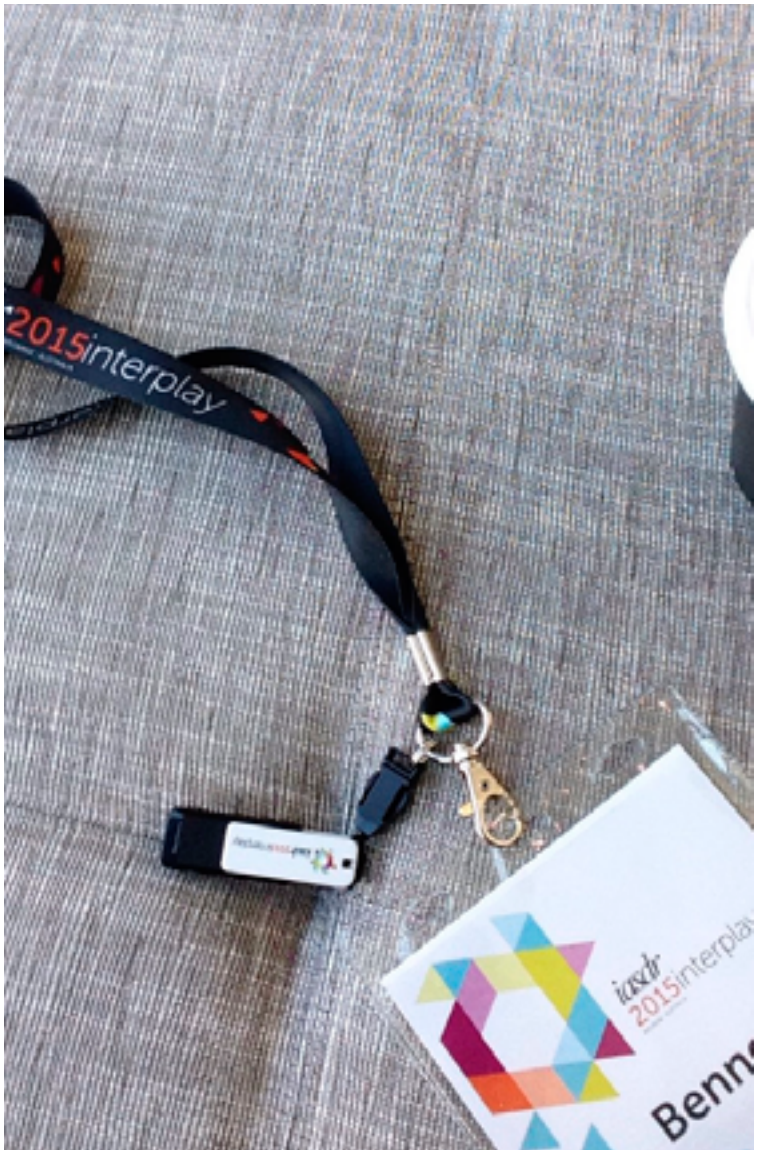
HINDSIGHT (SHOULD HAVE DONE MORE OF...)

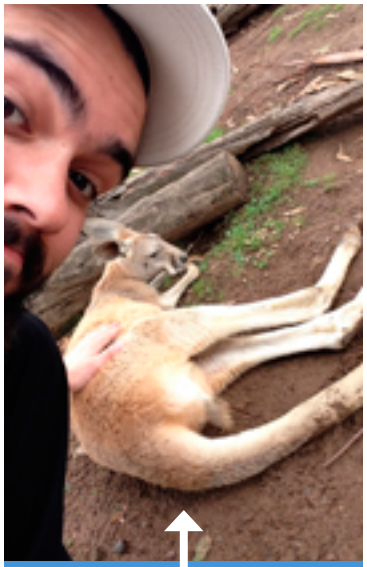
- USER TESTING
- ARDUINO EXPERIMENTATION
- VISTAPRINT EXPERIMENTATION

NEXT STEPS

- SUBMIT PROGRESS TO CONFERENCES
- REFINE PHYSICAL PIECE
- INTEGRATE PHYSICAL COMPONENT INTO APP
- PUBLISH APP ON APP STORE

BONUS PAGE (AUSTRALIA, IASDR 2015)





THE SALMON APP ALSO EARNED ME A KANGAROO VISIT :) :) :)