

Appeal Your Verdict

A cultural probe that continues from Side Eye. Each person gets their own Side Eye data back as a case file, then answers the verdict.

FROM SIDE EYE

Side Eye measures behavior. Time, visits, longest session, scroll distance, late time.

It can't measure why, or whether that time felt like you.

Taste only exists per app, so a great hour and a numb hour score the same.

The probe hands the numbers back and lets people answer.

LOGISTICS

3 people, ideally designers or creative people.

Run Side Eye for 2 days, then hand over the case file.

No time or no extension? Use phone Screen Time screenshots as the receipt.

THE CASE FILE

01 Your receipt

Their real Side Eye numbers printed on receipt paper, verdict included.

02 Annotate the evidence

Next to each line, write what was actually happening.

03 The appeal

Guilty, not guilty, or it's complicated. Then a few lines of defense.

04 Re-rate the moment

Worth it, meh, and regret stickers on single sessions, not whole apps.

05 Rewrite your call-out

Pick one Side Eye line and rewrite it the way you'd want to hear it.

06 Set your own standard

A blank verdict scale. What does thriving look like for you? Is it a number at all?

Verbs it covers: notice, annotate, choose, alter, make.

WHY IT FITS

Continues straight from my provotype.

Stickers test my good, bad, neutral scale.

Rewritten call-outs show voice.

The blank scale collects other people's definitions of thriving.

WATCH FOR

Accepting the verdict but defending anyway

Sessions nobody can rate

Call-outs rewritten harsher than savage

Refusing a number on the standard card

What gets left out