

What People Miss in the Moment

A conceptual proposal about people's selective and effective attention

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The Item

Object Description

- A very small microphone-camera device that attaches to a person's hair
- Records audio and/or visuals that the user does *not* pay conscious attention to

Audience Encounter

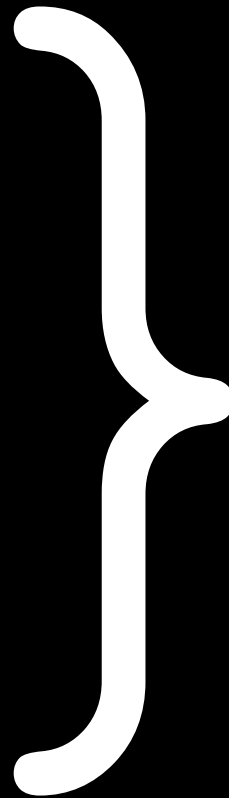
- A singular device that they tie on at the beginning of the day and remove later that night
- Recordings of audio and visuals around the user

Audience Occurrence?

- Things that were not paid conscious attention to (but we still perceived in some way) are recorded and revealed at the end of the day



Visual Reference



Color Options

Visual Reference



Hair pin to attach to hair



USB-C Connection port
(charging and to transfer
audio/video files)



Connect to computer to
access audio/video files

Revealing the Invisible and Non-selected

- It indirectly reveals how much a person actually pays attention to in their daily lives by revealing how much a person doesn't pay attention to.
- We like to think that we pay attention to a lot of things, extracting information through our senses and using them to make informed decisions, especially for those whose personalities tend to pay high attention to detail (or jobs that require it), but we actually miss lots of information.

Changes to Us & Reality

- This camera-microphone attachment reveals that every moment and day we live in has far more than just what we consciously see or hear.
- People become more aware of what they miss out on daily.
- It makes the absent (to the user) visible and audible.

The Reasoning

The Audience

For whom?

- Anyone interested in learning about their selective audible and visual perception
- Anyone who wants to recall more fine, possibly-missed details in their lives

They bring?

- Their current attention span and conscious visual and auditory perception of the world
- Their preconceptions of how much they actually perceive in the world

They get?

- Audio and video recording evidence of information (and how much) information slipped past their selective attention onto their computers
- Knowledge that they are not as perceptive as they once thought

The Proposal

People pay less attention to, experience, and truly understand far less of their world and daily lives than they believe; they subconsciously overlook a lot of audio and visual cues that could be harnessed if handled properly.

The End

Image Sources:

Visual References: [Supercraft.ai](https://supercraft.ai)