

## Intro to Interactive Product Design

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## Big Ideas

We are in the heart of an information revolution, and most "high tech products" are the equivalent of the [Wright Brothers flights of 1908](#).

We are amazed that the plane gets off the ground **at all**.

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## Big Ideas

In the **very near future**, people will not be amazed that it simply works at all. They will demand more:

- .. that it works well
- .. that it is easy to use
- .. that it doesn't make them feel dumb
- .. that it looks nice

.. **that it provides an enjoyable experience of use**

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## Big Ideas

Additionally, as people demand more of "it" ..

.. "it" becomes harder to define.



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## Big Ideas

This class is called **Interactive Product Design**.

What is an **Interactive Product**?

*Of or relating to a program that responds to user activity*

For the purposes of this class, an interactive product:

1. encourages a natural dialogue between product and user
2. encompasses some form of technological advancement
3. becomes cohesive when the user "uses" the product

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## Big Ideas



Interactive Products are historically **driven by function**.

Does the cell phone work – can you call people?

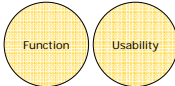
Can we create compressed audio that still sounds good?

How big can we make our LCD screens?

How fast can we make that computer before it overheats?

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Big Ideas

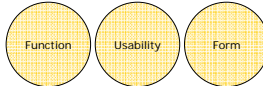


The internet brought **usability** to the forefront.


Can people figure out how to buy stuff on amazon.com?  
Is their credit card information safe?  
How do they know when their credit card has been charged?

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Big Ideas




Some companies like to pretend they care about **form**.



They all look pretty similar to me.

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Big Ideas

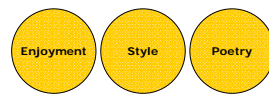


What about these?

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Big Ideas

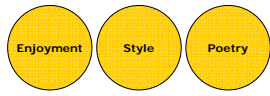
This class is about creating Interactive Products that encourage **Enjoyment, Style, and Poetry**:



- The presentation of interactive products
- The importance of instruction
- Understanding and shaping culture surrounding technology
- Encouraging flow and creativity
- "User experience"

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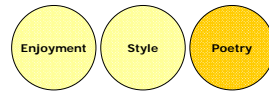
Big Ideas



What is an example of a product that **successfully** embodies these qualities?

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Big Ideas



*'This music crept by me upon the waters'  
And along the Strand, up Queen Victoria Street,  
O City city, I can sometimes hear  
Beside a public bar in Lower Thames Street,  
The pleasant whining of a mandoline  
And a clatter and a chatter from within  
Where fishmen lounge at noon: where the walls  
Of Magnus Martyr hold  
Inexplicable splendour of Ionian white and gold*

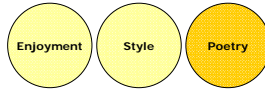
l.s. Elliot; the wasteland, 1922

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## Big Ideas

What makes something Poetic?

Can a product be Poetic?



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*t.s. eliot; the wasteland, 1922*

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## Books



Steven Johnson, **Interface Culture: How New Technology Transforms the Way We Create and Communicate.**

Mihaly Csikszentmihalyi, **Creativity: Flow and the Psychology of Discovery and Invention.**

Terry Winograd, **Bringing Design to Software.**

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## Summary

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