

Proliferation & Convergence

More and more products are emerging that have:

- :: a digital aspect
- :: a physical aspect
- :: a storage component
- :: an organizational component
- :: communication abilities
- :: customization abilities



TiVo Series2 80 Hour Digital Video Recorder



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Palm Zire 71 Handheld

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Complexity

These devices are recognized and defined by their interfaces – their physical and digital interactions with their users.

It is no longer enough to simply design the form.

It is not even enough to design the interface.

What the heck are we supposed to do, then?



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Complexity

As designers, our task is to **design and understand** the entire user experience of the complex, interconnected world in front of us.

- :: The product
- :: The product Line
- :: Physical Interfaces
- :: Digital Interfaces
- :: Branding
- :: Manufacturing Processes
- :: The online experience
- :: Identity
- :: Distribution Networks
- :: Supply Chain
- :: Information Systems
- :: Human Factors
- :: Usability Engineering
- :: Packaging

We are architecting the entire user experience – and not just for the “end user”. For all users.

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Complexity

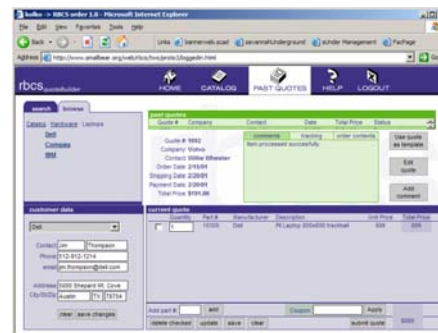
What on earth are we talking about?

:: Understanding the **holistic** user experience

Information Architects work on the **whole thing**.

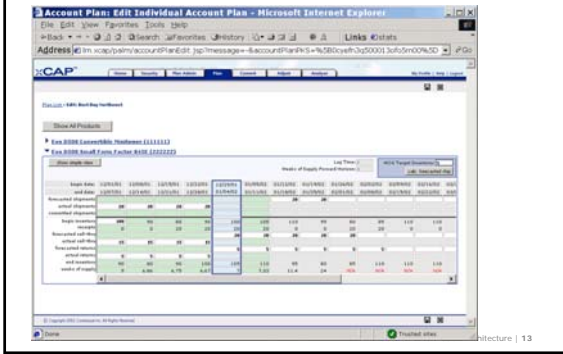
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Complexity : Some Examples

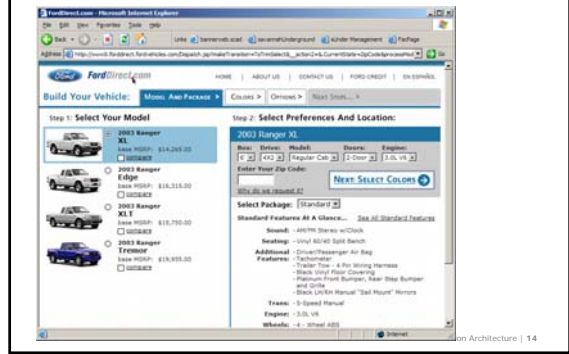


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Complexity : Some Examples



Complexity : Some Examples



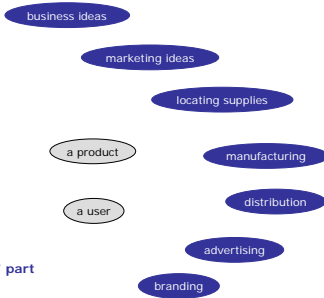
Complexity

All of these things need to be designed.

People interact at all of these product touchpoints.

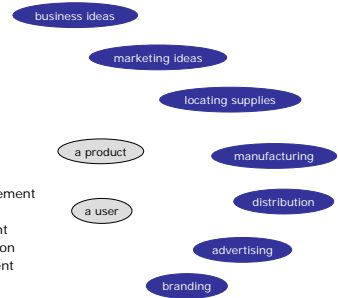
Interaction Designers are in a prime position to take a project management role and claim ownership of this process.

what does it mean to "own" part of a design process?



Complexity

dynamic pricing
high end configuration
needs analysis
library systems
supply chain management
customer relationship management
content management
automated brand management
eCommerce portal configuration
incentive program management



Solutions

In order to "tame the complexity", we need better tools.

What was the hardest part of assignment #1?
How about assignment #2?

Solutions

Research being done for potential new tools:

- :: [Media Visualization Techniques](#) (2001)
- :: [Fluid Interactions with High-Res Wall-Size Displays](#) (2001)

Summary

Proliferation & Convergence
Complexity
Solutions

**Opportunities to branch out from Industrial Design exist.
Take them.**