Designing in the post-screen era

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Hi there!

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Designer. Developer.

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Any designers in the room?
It’s an amazing time to be a designer.

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Classic interaction design:
Receive inputs.
Provide outputs.
Preferably in an engaging way.

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New interaction design:

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Multiple inputs.
Video.

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Voice.

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Location.
Health data.
Context.
Adaptive design.

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Timely.
Proactive.
We’re slowly reaching our “uncanny valley” moment in user experience.

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Why?

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“The emergence of proactive experiences is tied to the changing role technology plays in our lives”

— Tony Costa, UX Magazine

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I, for one welcome our new computer overlords.

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“The Future”
Screens. Screens everywhere.
But wait... There’s more!

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Caramelized Onion Bacon Tart

Ingredients:
- 2 cups Parmesan cheese
- 2 cups chopped, roasted onion
- 1 cup bacon bits
- 1/2 cup cream
- 1/2 cup grated Parmesan cheese

Directions:
1. Preheat oven to 375 F.
2. Spread bacon bits into a tart pan. Bake until crisp.
4. Pour cream mixture into the tart pan. Bake 15 minutes.
“I always wanted to be able to browse the Web on my fridge.”

— Nobody, ever.
It’s safe to assume we have enough **touchscreen devices** in our homes already.

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The Future:

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Beacons.

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Wearables.

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Internet of Things.

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Smart fabrics.

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Connected devices.
ON THE INTERNET OF THINGS
NOBODY KNOWS YOU'RE A FRIDGE
What can we do right now?
Fitness.

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Environment (weather etc.)

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On-board computer in your car.
Health.
Sleep.

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Environment.
Provide help to people with medical conditions.

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Provide seamless experience.

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Learn from user behaviour.
Provide contextual, timely notifications.

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Do all kinds of awesome stuff.

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The experience becomes the product.

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Stop thinking screens.
Start thinking systems.
“As device simplicity goes down. System complexity goes up”

— Cliff Kuang, Wired
Human becomes the interface.

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Augmented humans.

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What’s important?
Data.
Context.
Continuity.
“Real-time, hands-on proactive experiences (...) are becoming the expectation.”

— Dan Nett
Security.

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Privacy.
Making devices talk to each other.

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Systems evolve by turning data into wisdom.

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Proactive design.
Personal assistant.
“How to help people solve their problems as they appear?”
Context-aware.
Design with sensors.

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Anticipate needs.
Provide guidance, not data.

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Build a conversation.

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Be “smart enough”.
Start with “Why?”
Don’t overthink.

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Think about touchpoints.
Think about real-life interactions.
What’s the most natural interaction you can think of?
Go beyond touch and click.

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Common pitfalls:

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Making wrong assumptions.
Not allowing choice.
Business objectives over user objectives.
Being a creep.

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Proactive design case study:

Train station
Good ideas:

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Fitbit.
Ambient umbrella.
Aether Cone music player.
August Smart Lock

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Disney World MagicBands.

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Nest.

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Dialog bracelet.

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Bad ideas:
“Any sufficiently advanced technology is indistinguishable from magic.”
“Live in the future and build what’s missing”

— Paul Graham, YCombinator
Thank you!

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