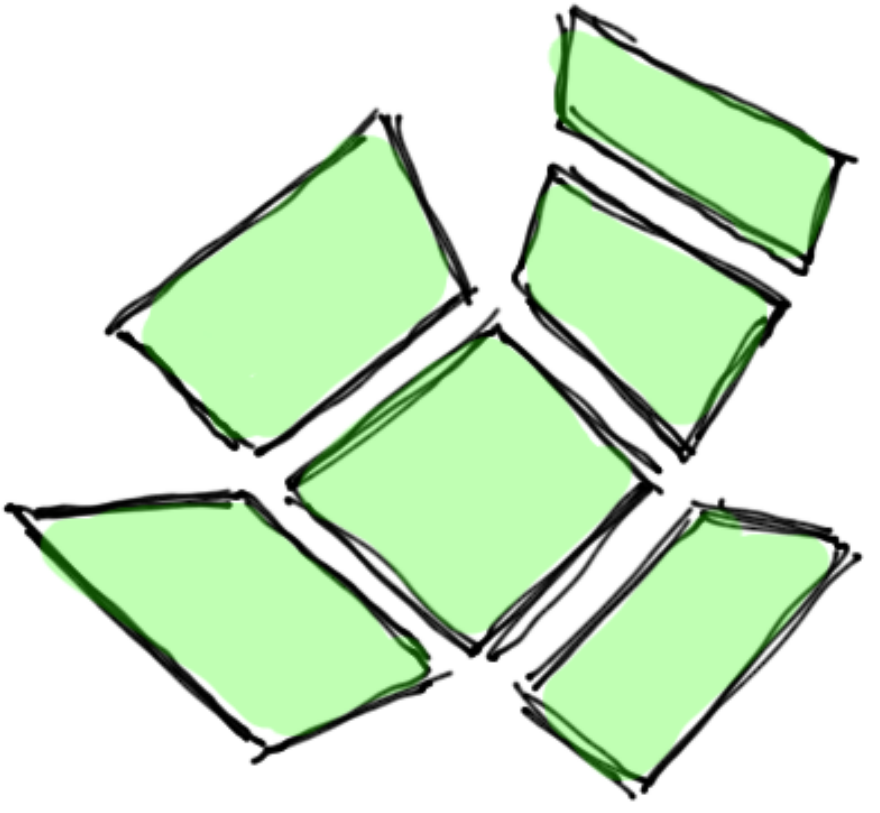
dConstruct



DAVIDE 'FOLLETTO' CASALI
intenseminimalism.com

Don Norman

Where is your Business Model?

Google → the advertisers are users
the people are the product

>>> You are the Product <<<

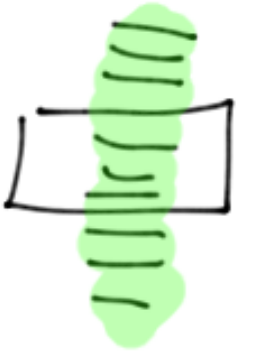
they tell the advertisers
who does what, where, when.

"The first thing I have to tell a startup: you have to FOCUS."

you don't know how to pass Apple's evaluation.

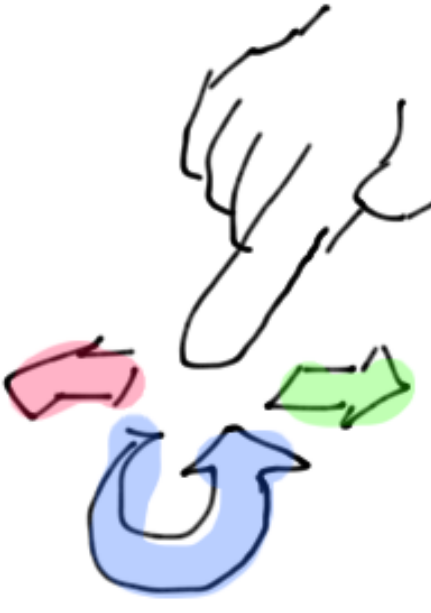
lots of different devices...

scroll text
or windows



The differences in scrolling bothered Apple...

(...and what about dual boot PCs?)



touch

pinch

swipe

scroll

Everything is changing...

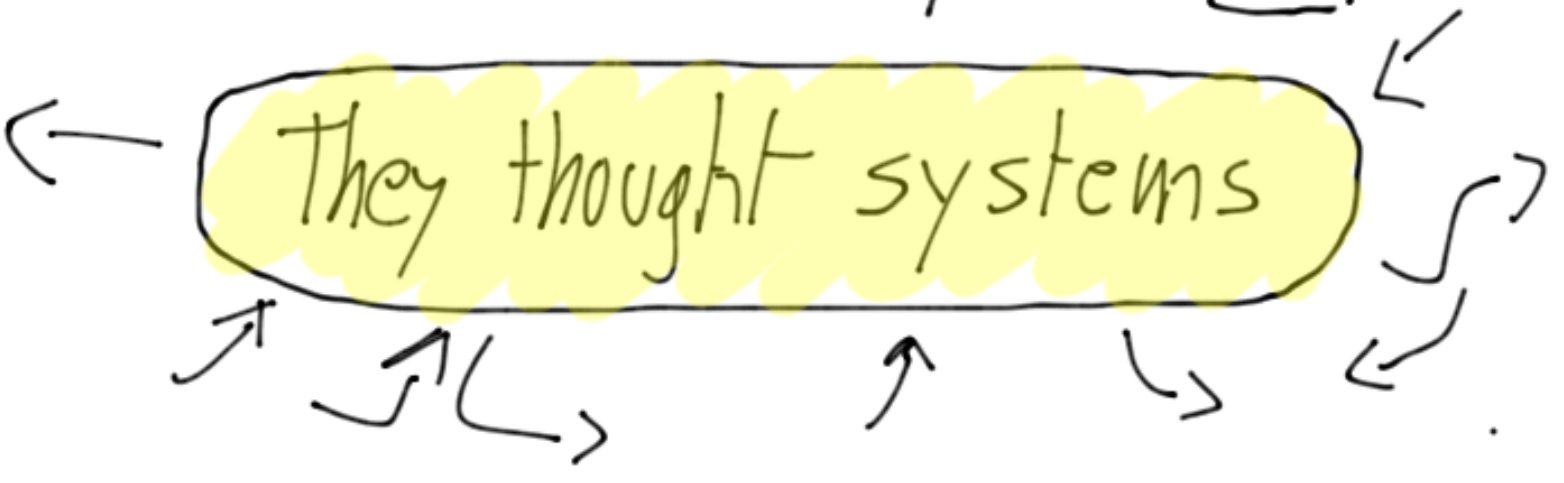
...are you ready?

Patents

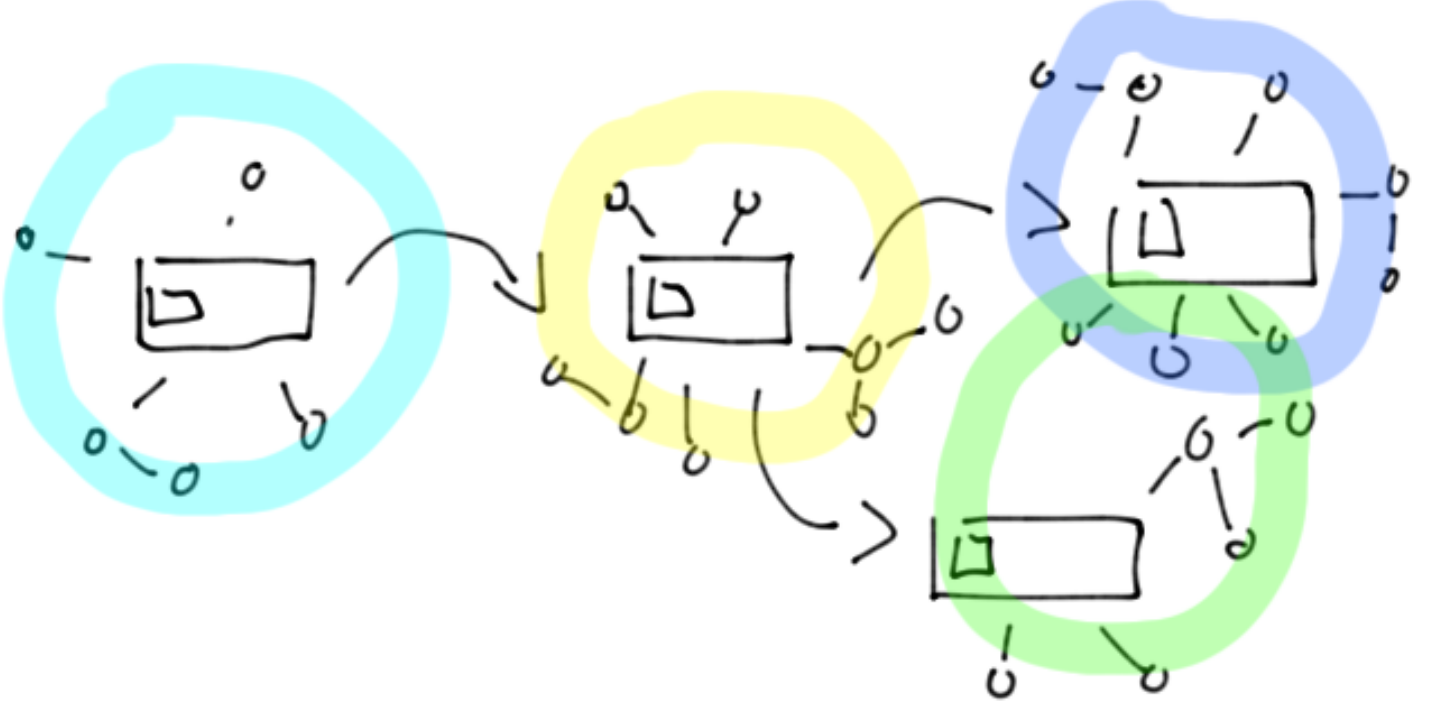
lots of touch patents made in Apple and shared with Microsoft

1. Apple made music legal
2. Apple made music findable
3. Apple made music trivial to buy
4. Apple made music trivial to move it to the iPod

Amazon did the same with ebooks



The tweet is good because through RT jumps from cluster to cluster.



at first it was function

then we want it to be

beautiful
fun
emotional
⋮
an experience

What is important isn't the experience, but the memory.

it doesn't matter
if you had a bad experience
if the memory is good

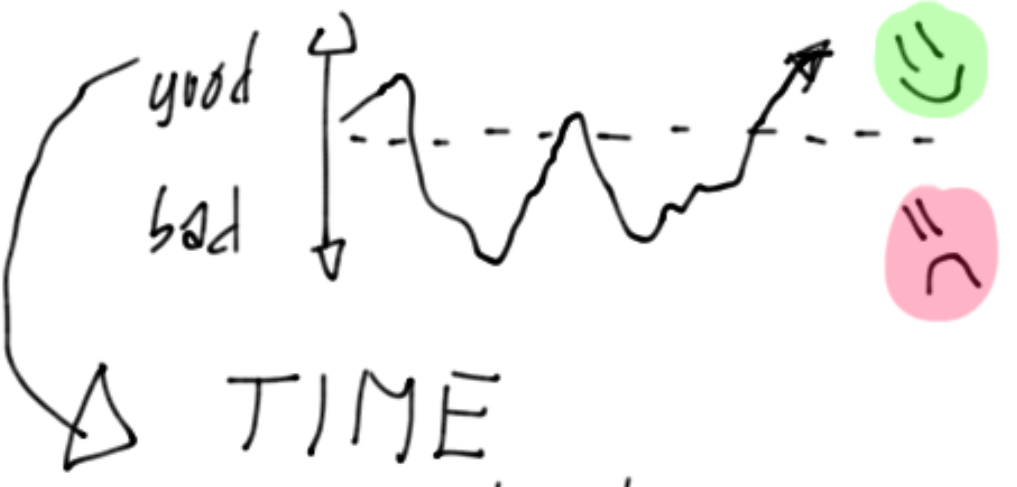
Scroll to the end of a long page in Safari and Firefox.

in Firefox it just stops

in Safari it bounces

and even in apps where it bounces it might not bounce so elegantly.

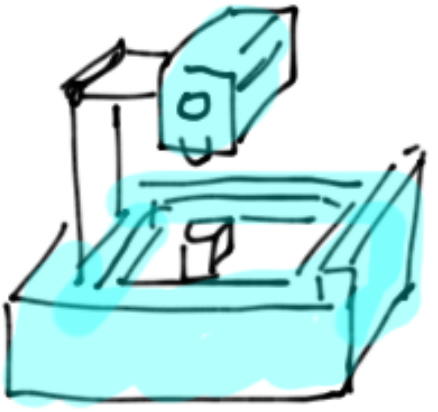
What makes a movie wonderful are the obstades.



is important

Look at the attractivness of angry games.

you fail but you feel you could have succeeded "if only"



3D printing machines
we are at the beginning

Give creative power
to the people.

---

command line: memorize
GUI: visual
touch: memorize again?

We are developing systems

We are building memories

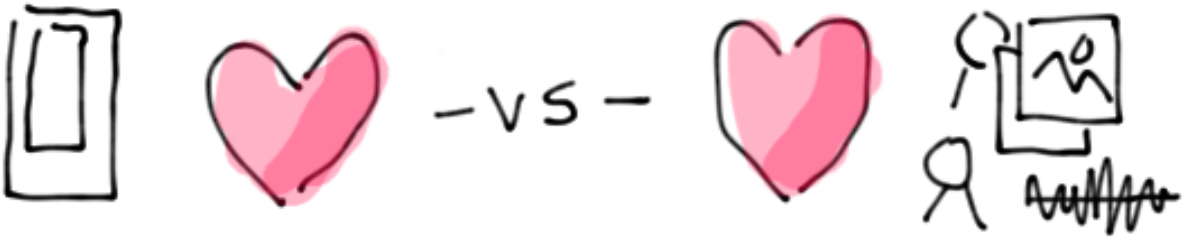
We lost physical embodiment

but it's coming back

Kelly Goto

DESIGN ETHNOGRAPHER

Do you love your phone, or the experiences in it?



You have to think at the space between the experiences you create.

Addiction ~ Fun

raise your head again

we need to evolve back!

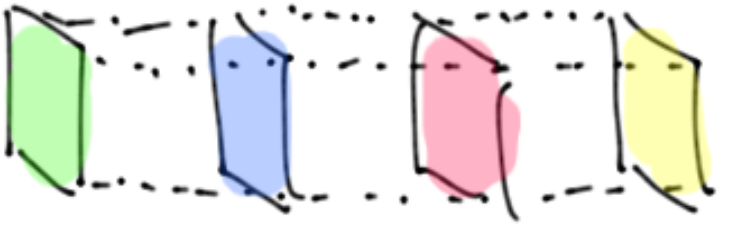
We need to understand the rituals

"The surrounding context completely dominated the emotional driving experience."

- Design & Emotion Moves

Focus group gives an indication on what people THINK will do, and it's heavily influenced by others.

We need to break the experience apart to understand what exactly causes what.



it's home
gives comfort
and safety

Function is now a given

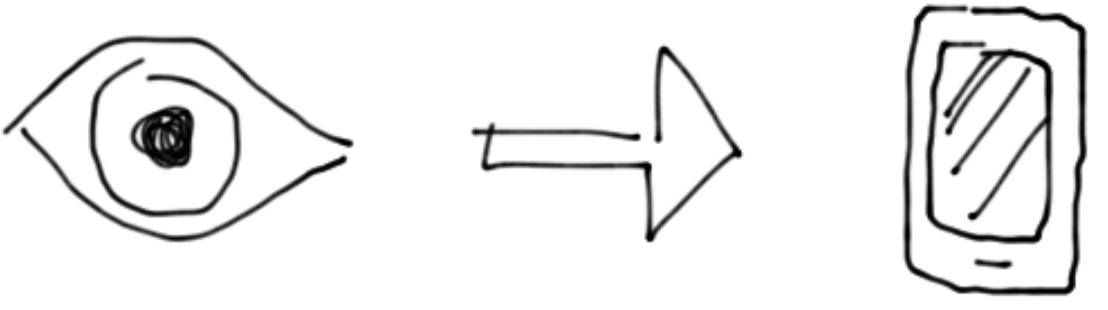
Usable is now a given

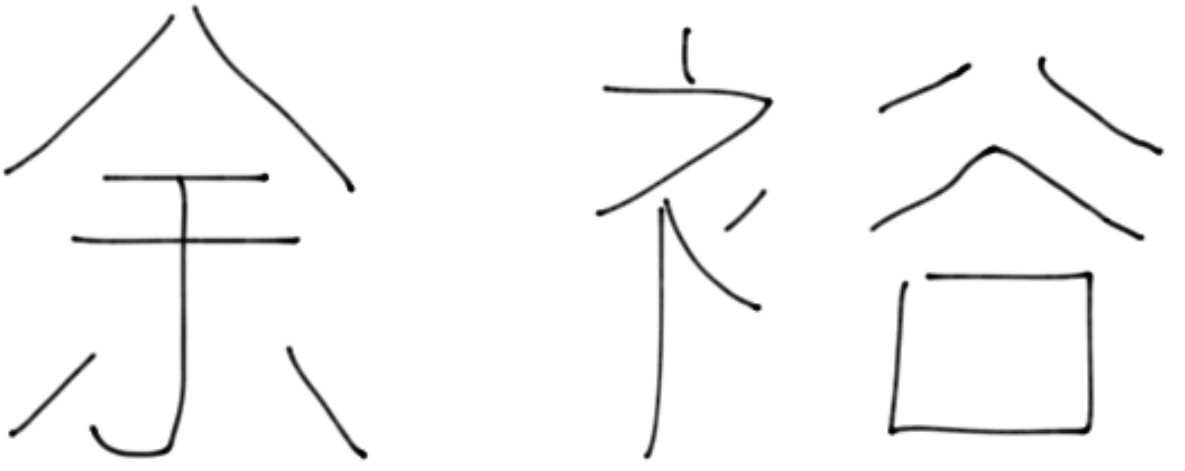
Experiences is

our current challenge

Kansei

understanding sensory feedback into technology





Stephanie Rieger
Brian Rieger

You find an idea
build a process
an share with other people
an so on in a chain

Ideas → grow

→ replicate

→ evolve

events · threats · opportunities

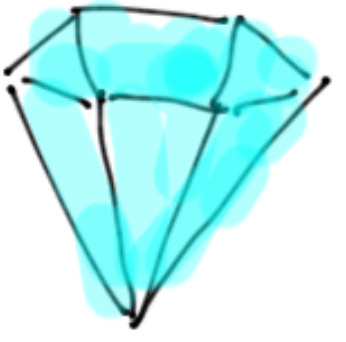
are now

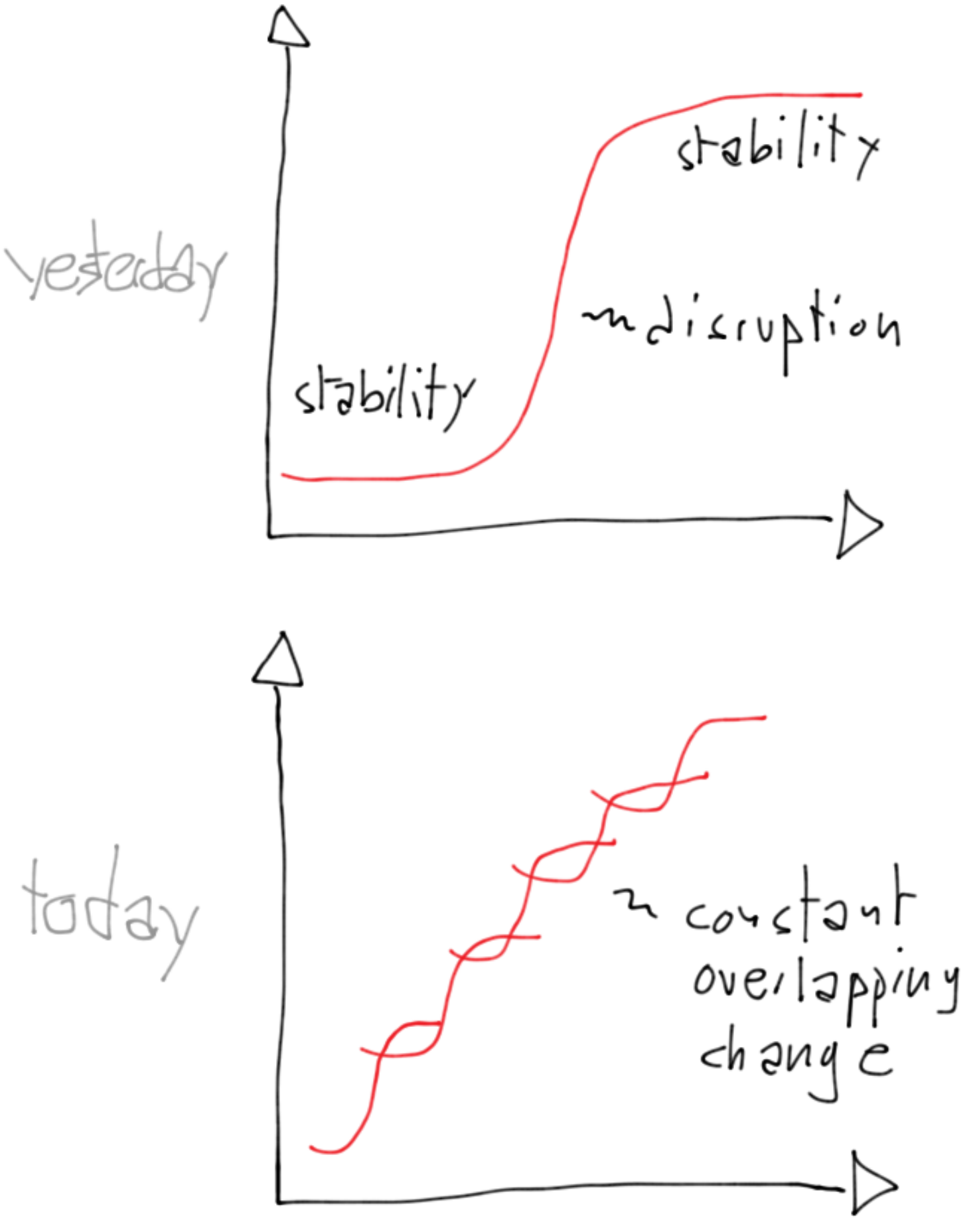
faster & combining

creativity

solves

There's increasingly evidence that people don't necessarily want something perfect.




yesterday
stability
stability
~disruption
today
~constant
overlapping
change

TV 10 years

iPod 5 years

Yootube 6 months

G+ 2 months

controlling the full experience ecosystem is hard, expensive and rare.

successful products → simple

successful products → flexible

Adam Silver:
"The best design sets the staye but falls shoct in defiuing the full experience"

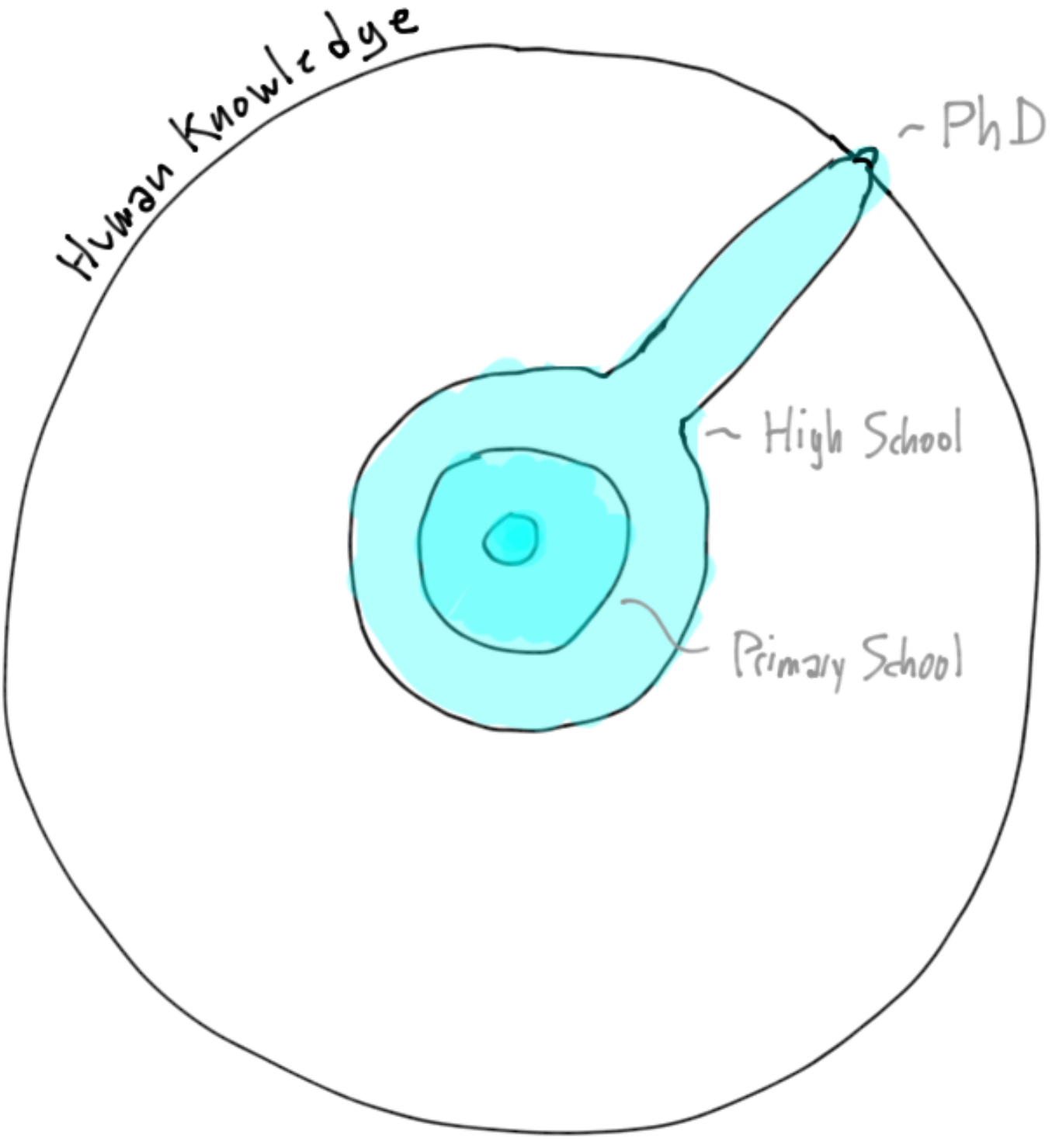
the experience is with the user

Craig Mod

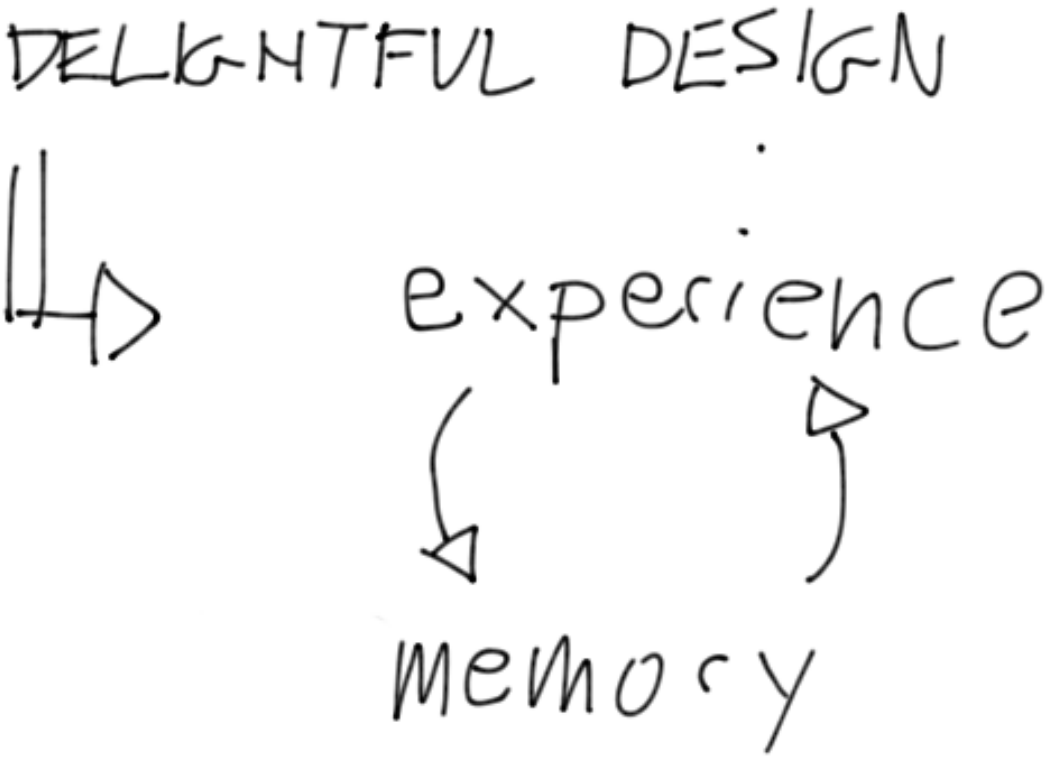
1 Tame unfiltered data

2 Produce quiet data

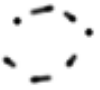
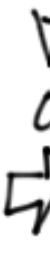
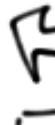
3 Corral data


Human Knowledge
~ PhD
~ High School
Primary School

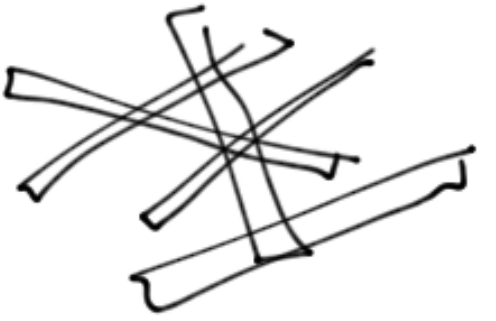
Frank Chimero



ANALOG vs DIGITAL

visible	 invisible
 remember	forget
find	 search
own	access
|| or	&& and

PALPABLE
STACK



PHANTOM
PILE

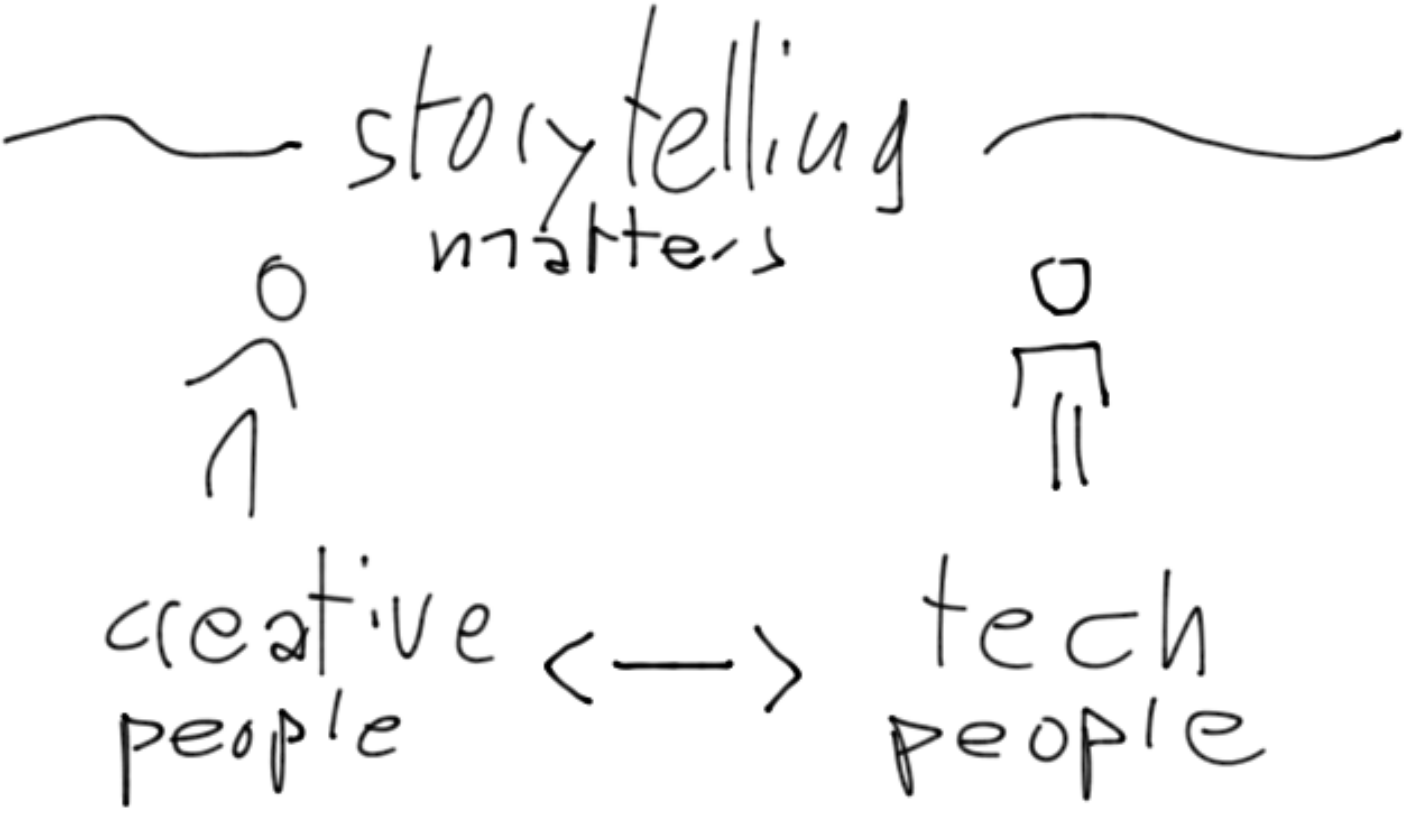
CURATION AS
AUTHORSHIP

Find -> Collect -> Arrange

Location
Alphabet
Time
Category
Hierarchy

-> Biblion NYPL

Dan Hon



Sorry reade, but Dan
tdd lots of good stories:
hard to summarize.

Kars Alfrink

"New ideas must use old buildings."

Baarle-Nassau

a town mixed between NL and BE

-> China Miéville - "The city & the city"

riot as a way to hack
into the attention economy

~

Nomic

- a game about rules of itself
  ~ metaphore of the legal system

Social Resilience through Games

everyday

scale matters ~ barcamp bubcross

-> rules as memes

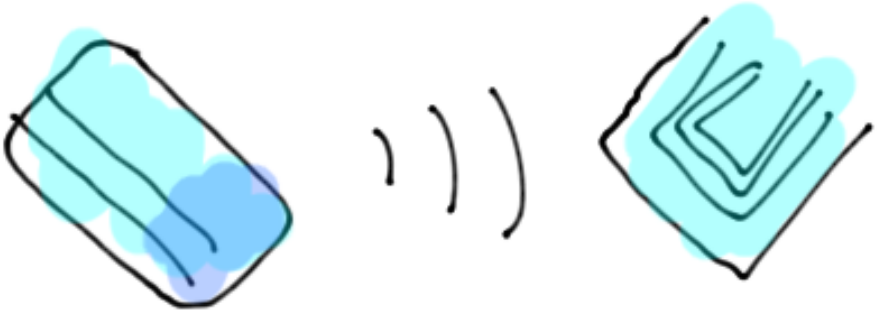
-> self-spreading

Matthew Sheret

pocket watch as a diffused and common sync tool

"people see through each device to the service it represent"

Pocket-scale objects as totems



the oyster is an avatar of the person that exists only in the relation card-reader.

Visualization of data reflects things back to me.

Graffiti:

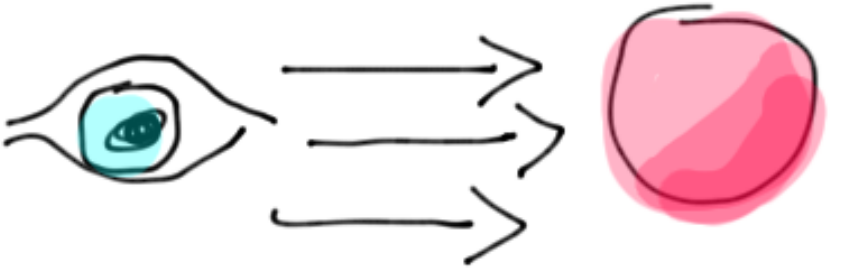
"arcally really slow instagram"

Kevin Slavin

->Upside down and backwards town (movie)

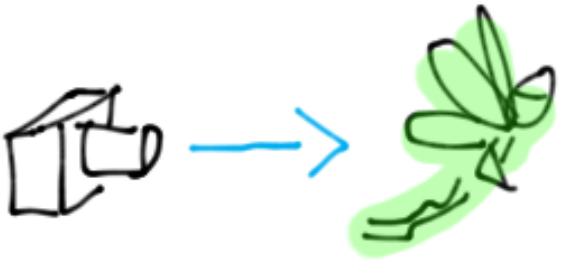
EMISSION THEORY

the world is "rendered" by rays coming out the eye



50% of college students believe in it, even after the explanation.

"it's easy to believe in ghosts because they are invisible"



we used cameras to see the invisible

"It's not about what things look like, but what they do"

TAMAGOTCHI

momo

haptic navigator

the eyes are restored
to their original function !

HUDs for drivers failed or under perf.

Reality isn't augmented by adding layers:

new ways to see,

not more things to see.