UNDERSTANDING INDUSTRIAL DESIGN

Principles for UX and Interaction Design

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DIGITAL
PHYSICAL
INDUSTRIAL REVOLUTION
Prototype Engelbart mouse (Replica), Stanford Research Institute (SRI), US, ca. 1964

SRI engineer Bill English built the first Engelbart mouse prototype, which used knife-edge wheels and had space for only one button.

Gift of SRI International, 102633683
John's passion drives the design of the Mac

After his return from Xerox PARC, Steve Jobs became obsessed with designing a computer with a GUI interface. He began developing the first Mac model, and the team worked tirelessly to make it the best computer they could. They named it after a friend of Jobs, Jobsy.

Xerox lets a great idea slip away

Xerox established its Palo Alto Research Center (Xerox PARC) to encourage creativity and inventiveness. The staff included researchers who had worked with Doug Engelbart, and they built on his ideas. When the PARC group developed the GUI interface, with pictures on a screen that you could manipulate with a mouse, Xerox's corporate leaders didn't recognize its potential.

Apple co-founder Steve Jobs visited Xerox PARC in 1979, and immediately saw what Xerox missed—a design innovation that changed the way people would interact with computers.

The management said go create the new world. We don't understand it.

—Larry Tesler, former Xerox PARC Researcher
TERRY WINOGRAD
“SMART”
“In the history of cybernetics, **skeuomorphs** acted as threshold devices, smoothing the transition between one conceptual constellation and another.”

— Katherine Hayles
DEMATERIALIZE
DIGITAL? PHYSICAL? EITHER/BOTH
SENSORIAL
THOUGHTFUL
BEAUTIFUL
PLAYFUL
ENDURING
SIMPLE
SUSTAINABLE
SENSORIAL
THOUGHTFUL
BEAUTIFUL
PLAYFUL
ENDURING
SIMPLE
SUSTAINABLE
SENSORIAL
MATERIAL SHELF
ROSS LOCKWOOD
http://www.materialshelf.com/
“Shooting with a Leica is like a long tender kiss, like firing an automatic pistol, like an hour on the analyst’s couch.”

— Henri Cartier-Bresson
SMELL
PLAYFUL
And you wouldn’t even notice you were doing it until someone pointed it out to you.
“Design dissolving in behavior.”

— Naoto Fukasawa
SIMPLE
“[Minimalism] represents a reaction to complexity whereas simplicity relies on an understanding of the complex.”

— Tim Brown
“When you start looking at a problem and it seems really simple, you don’t really understand the complexity of the problem. Then you get into the problem, and you see that it’s really complicated, and you come up with all these convoluted solutions. That’s sort of the middle, and that’s where most people stop...”

— Steve Jobs
“...keep on going and find the key, the underlying principle of the problem.”

— Steve Jobs
REELIGHT GO
SONICARE DIAMOND CLEAN
“Tangible computing is of interest precisely because it is not purely physical. It is a physical realization of a symbolic reality.”

— Paul Dourish
LESS IS MORE?
LESS IS MORE?

“JUST ENOUGH IS MORE.”

— Milton Glaser
Simple?
Simple?
Complex!
Simple?
Complex!

SIMPPLICITY.
SIMPLICITY.
“SMART” & GOOD
SENSORIAL
THOUGHTFUL
BEAUTIFUL
PLAYFUL
ENDURING
SIMPLE
SUSTAINABLE
THANKS.

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