

# MAGICAL UX

AND THE

# INTERNET OF THINGS

AN ASTONISHING PERFORMANCE BY JOSH CLARK

KNOWN THROUGHOUT THE WORLD AS @BIGMEDIUMJOSH



 **A BOOK APART**  
*Brief books for people who make websites*

NO  
**14**

Josh Clark

---

# DESIGNING FOR TOUCH

---

FOREWORD BY Brad Frost





THEWANDCOMPANY.COM



**GRAB MAGIC**  
[BIT.LY/GRAB-MAGIC](https://bit.ly/grab-magic)



# THREE ACTS

I. MAGIC & TECHNOLOGY

II. PHYSICAL MEETS DIGITAL

III. MAGIC, IMAGINED

ACT I

# MAGIC & TECHNOLOGY

ANY SUFFICIENTLY  
ADVANCED TECHNOLOGY IS  
INDISTINGUISHABLE  
FROM MAGIC

ARTHUR C. CLARKE





ONE GOAL:

THE COMPUTER DISAPPEARS

INTO THE ENVIRONMENT

ALAN KAY



FANTASY FULFILLS A NEED  
FOR A SIMPLER, MORE  
CONTROLLABLE WORLD.

ALAN KAY





THEWANDCOMPANY.COM

OLLIVANDERS

MAKERS of FINE WANDS  
SINCE 382 B.C.



FLORENCE FOREST





721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7



n.  
arges.  
\$1250  
OR  
\$249<sup>99</sup>  
\$149<sup>99</sup>  
\$99<sup>99</sup>



50 down.  
Monthly Charges:  
April 11 \$15<sup>99</sup>  
April 28 \$19<sup>99</sup>  
April 12 \$23<sup>99</sup>  
OR  
Price \$199<sup>99</sup>  
Price \$149<sup>99</sup>  
SOFT CARD



LG G Web TV  
\$299

with voice recognition  
• Heat treat monitor  
• Compatible with Android 2.2 or higher  
smartphones



THE PHONE IS THE FIRST

MAGIC WAND

FOR EVERYONE





THE PHONE IS THE FIRST  
INTERNET OF THINGS  
DEVICE FOR EVERYONE

SENSORS + SMARTS + CONNECTIVITY



AVAILABLE

AT THE

POINT OF INSPIRATION



MOBILE PHONES BRING

COMPUTING POWER TO

IMMOBILE OBJECTS



**NAPPY NOTIFIER**  
[BIT.LY/DIAPER-APP](https://bit.ly/diaper-app)



**APPLE AD: "STRENGTH"**  
[BIT.LY/APPLE-STRENGTH](https://bit.ly/apple-strength)



DAILY SMARTPHONE SCREEN TIME:  
3 HOURS, 16 MINUTES

[BIT.LY/SCREENTIME-STUDY](https://bit.ly/screentime-study)

"WAY OUT"  
[BIT.LY/WAY-OUT-FILM](https://bit.ly/way-out-film)



PHOTO: ERIC J. SMITH



AVAILABLE

AT THE

POINT OF INSPIRATION





INTERACTION

WITH THE

POINT OF INSPIRATION



**NEIMAN MARCUS: MEMORY MIRROR**  
[BIT.LY/MEMORY-MIRROR](https://bit.ly/memory-mirror)







—Nicholas Negroponte,  
Professor and Cofounder,  
MIT Media Lab



# ENCHANTED OBJECTS

DAVID ROSE

DESIGN, HUMAN DESIRE, AND  
THE INTERNET OF THINGS







**DOROTHY**  
BIT.LY/RUBY-SHOES





**STAPLES AD: "EASY BUTTON"**  
[BIT.LY/STAPLES-EASY](https://bit.ly/staples-easy)



BT.TN

Delay start

Temperature  
OK

Spin speed

Start  
Stop



- Cottons
- Minimum iron
- Woollens

PC

- Outerwea
- Proofing
- Express

Further program

Steam  
Garn





# MAGIC & TECHNOLOGY

- ★ THE COMPUTER IS INVISIBLE
- ★ THE POINT OF INSPIRATION
- ★ EMBEDDED SMARTS
- ★ CENTURIES OF UX IDEAS

ACT II

**PHYSICAL MEETS DIGITAL**



PHYSICAL

INTERACTION WITH A

DIGITAL API



THE WORLD

IS THE INTERFACE \*

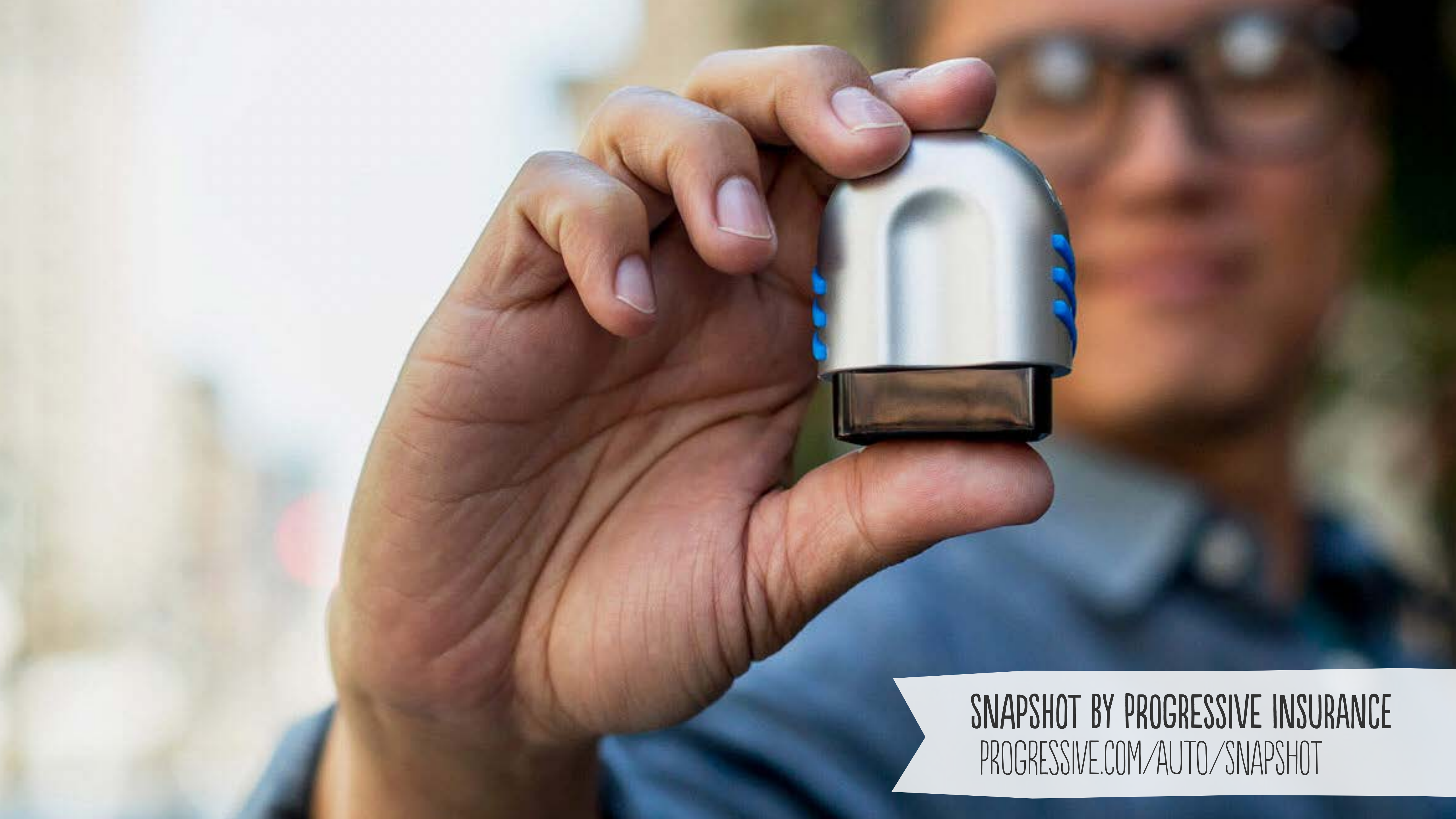
\* YOU KNOW, LIKE IT ALWAYS HAS BEEN





THE WORLD IS

A DATA SOURCE



**SNAPSHOT BY PROGRESSIVE INSURANCE**  
[PROGRESSIVE.COM/AUTO/SNAPSHOT](https://www.progressive.com/auto/snapshot)



**SNAPSHOT BY PROGRESSIVE INSURANCE**  
[PROGRESSIVE.COM/AUTO/SNAPSHOT](https://www.progressive.com/auto/snapshot)



**AUTOMATIC**



**AUTOMATIC**  
[BIT.LY/AUTOMATIC-VIDEO](https://bit.ly/AUTOMATIC-VIDEO)

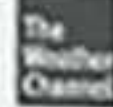


Hello, Alex! [Sign Out](#)

Madison

Air Quality: **Good**

71°



This Week at a Glance

<b>Degree of Asthma Control</b> <b>Good</b> 😊	<b>Atrivent</b> Last sync: 10/25/2012	Rescue Events: <b>2</b>	You're doing well this week! Keep it up!	Over Time ■ Atrivent ■ Flovent 
	<b>Flovent</b> Last sync: 10/26/2012	Control Medication Adherence: <b>75%</b>	Your monthly adherence is lower than it should be.	

Alerts

No Alerts

Dust Mites

Give all of your bedding a hot wash at least once a week, and dry it thoroughly. Use dust-proof covers for pillows and mattresses.

[Read More...](#)

My To-Dos

Here are some suggestions for you to follow to manage your asthma care.

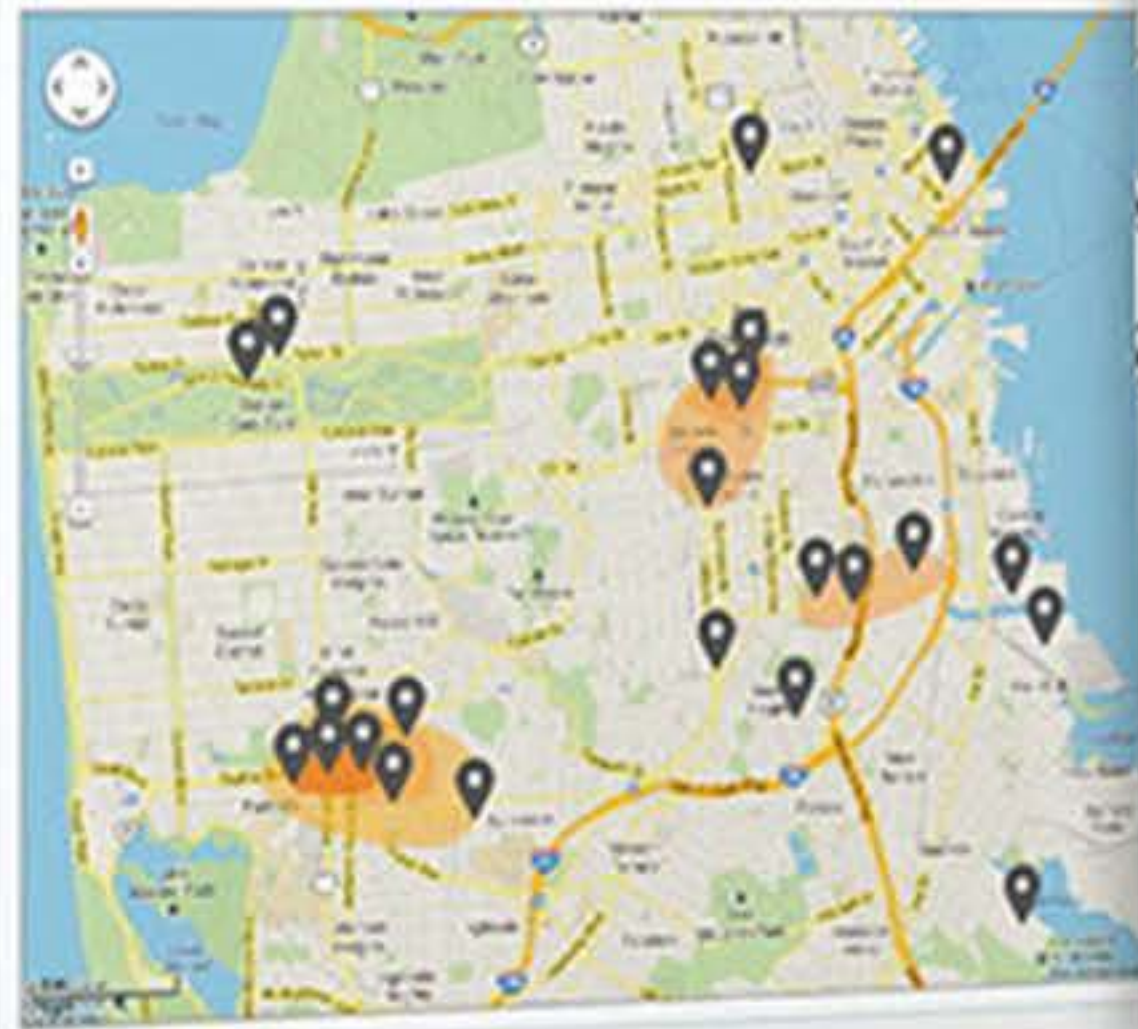
30% of the way there

Regularly dust to remove allergens from your home.

Don't forget to use your doctor prescribed control inhaler. [Set a reminder](#)

Reduce tobacco use.

Events in the Last 30 Days



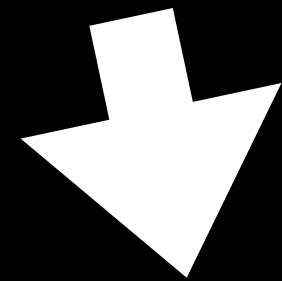
Community Trends



PROPELLERHEALTH.COM



# PASSIVE INTERFACE





AUTOMAGICAL

MAGICAL







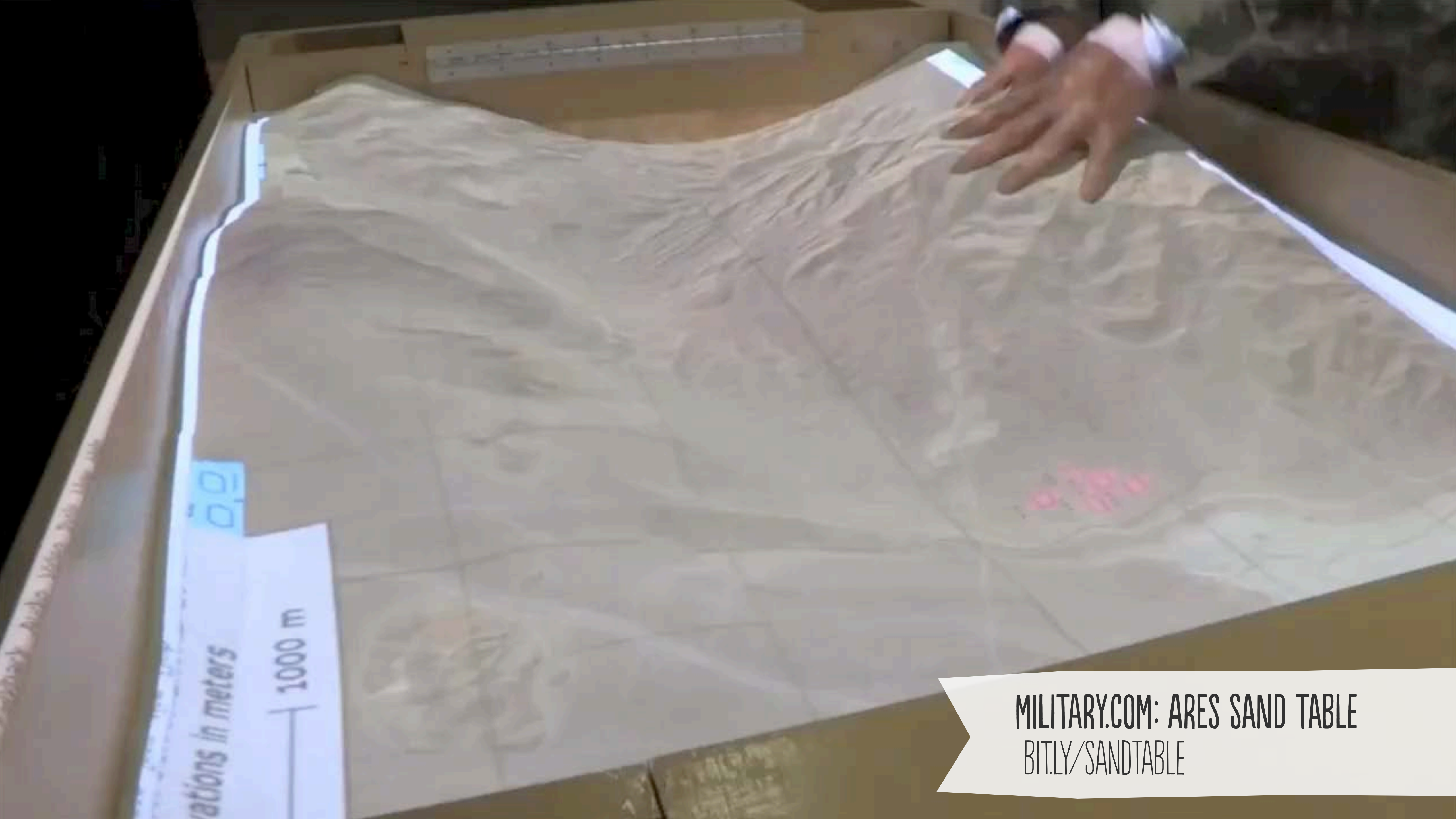
THE WORLD IS

REACTIVE

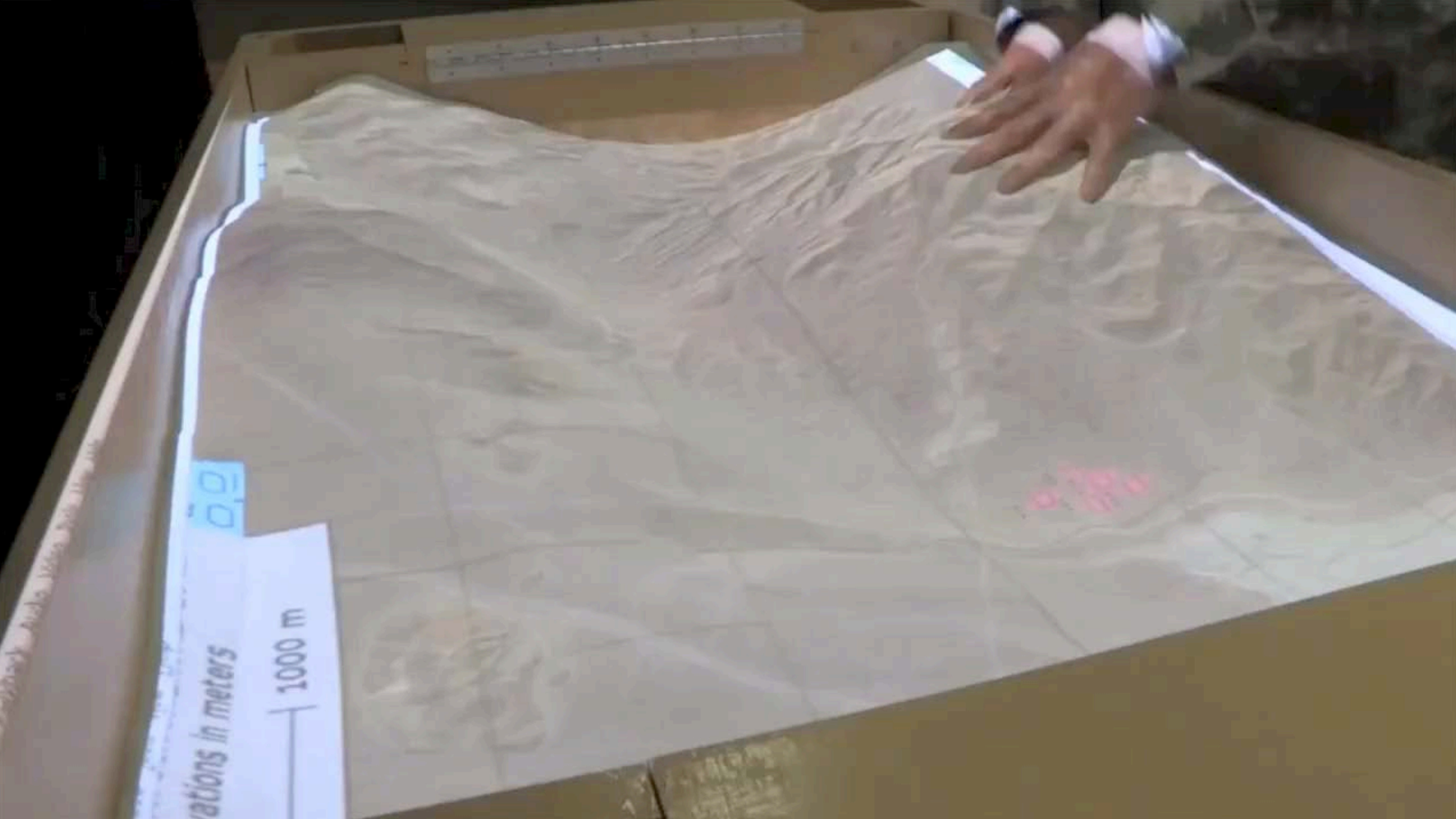








**MILITARY.COM: ARES SAND TABLE**  
[BIT.LY/SANDTABLE](https://bit.ly/sandtable)



ations in meters

1000 m

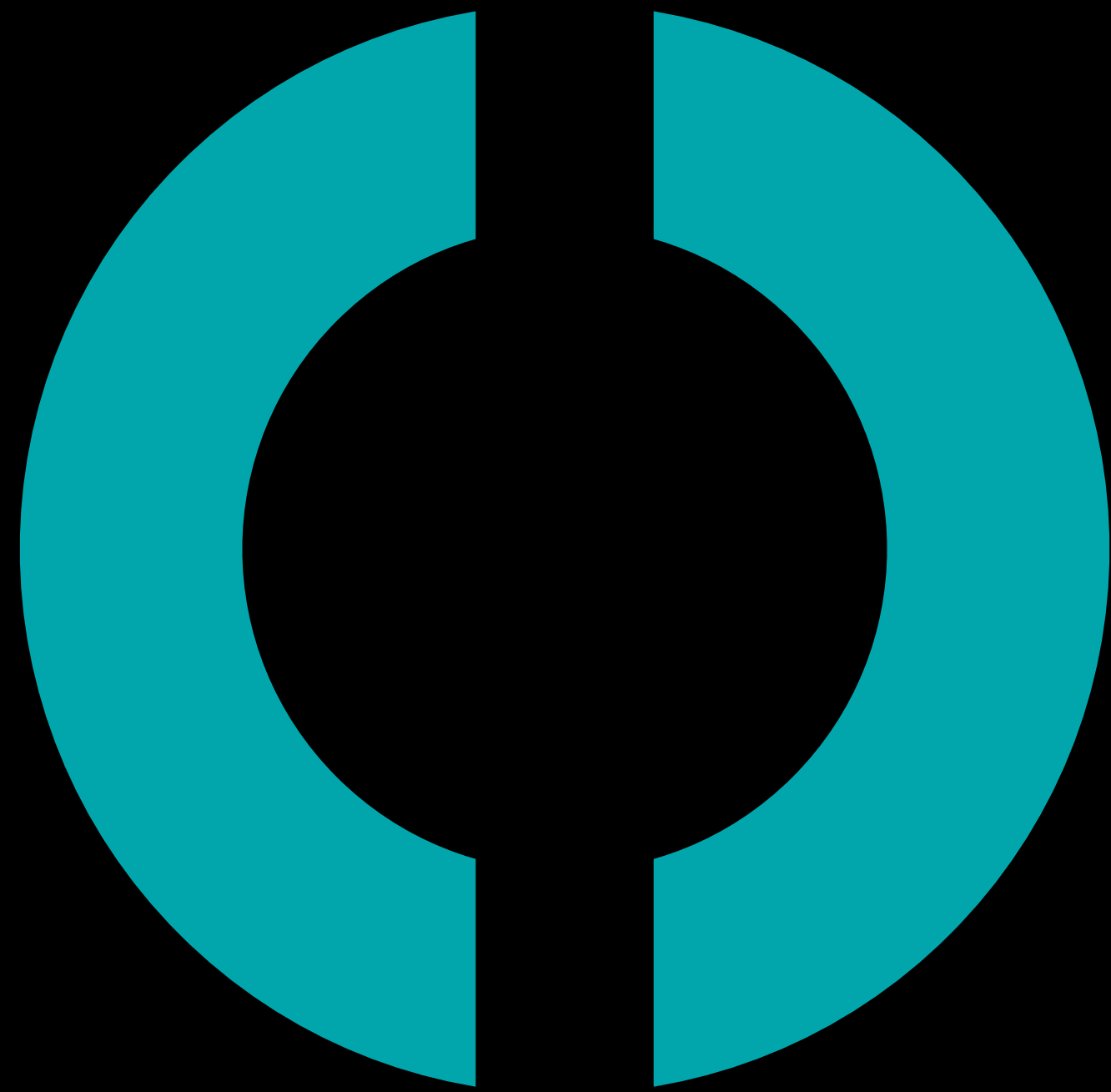
0.0



THE WORLD IS

REACTIVE

★ INTENTIONAL INTERFACES



[HTTP://](http://PRESTO.WATCH) **PRESTO.WATCH**

**@PRESTOGESTURE**



THEREABLES

~~WEARABLES~~



THE WORLD IS  
A BIG CANVAS



FROG DESIGN: ROOM/E  
BIT.LY/ROOM-E



Escaping Predictions

OBLIGATORY MENTION OF  
MINORITY REPORT



THE WORLD IS  
A BIG CANVAS

★ DON'T BE A JERK



**WAYFINDR**

[BIT.LY/WAYFINDR-DEMO](https://bit.ly/wayfindr-demo)



THE WORLD HAS

DEPTH AND MASS



THAW  
[BIT.LY/MIT-THAW](https://bit.ly/mit-thaw)





HAPPY TOGETHER  
BIT.LY/HAPPY-LARRY



# PHYSICAL & DIGITAL

- ★ GATHER DATA FOR INSIGHT
- ★ CHANNEL INTENTION
- ★ USE THE WHOLE BIG CANVAS
- ★ INTERACTIONS HAVE MASS

ACT III

**MAGIC, IMAGINED**





WiFi and  
Bluetooth

handsfree  
5 Megapixel  
camera with  
720p video

12GB of  
usable memory

**GOOGLE Glass**  
Developer Price: \$1500 (US only)



WHAT IF  
THIS THING WAS  
MAGIC?



YOU ARE  
THE CSS  
TO MY  
HTML

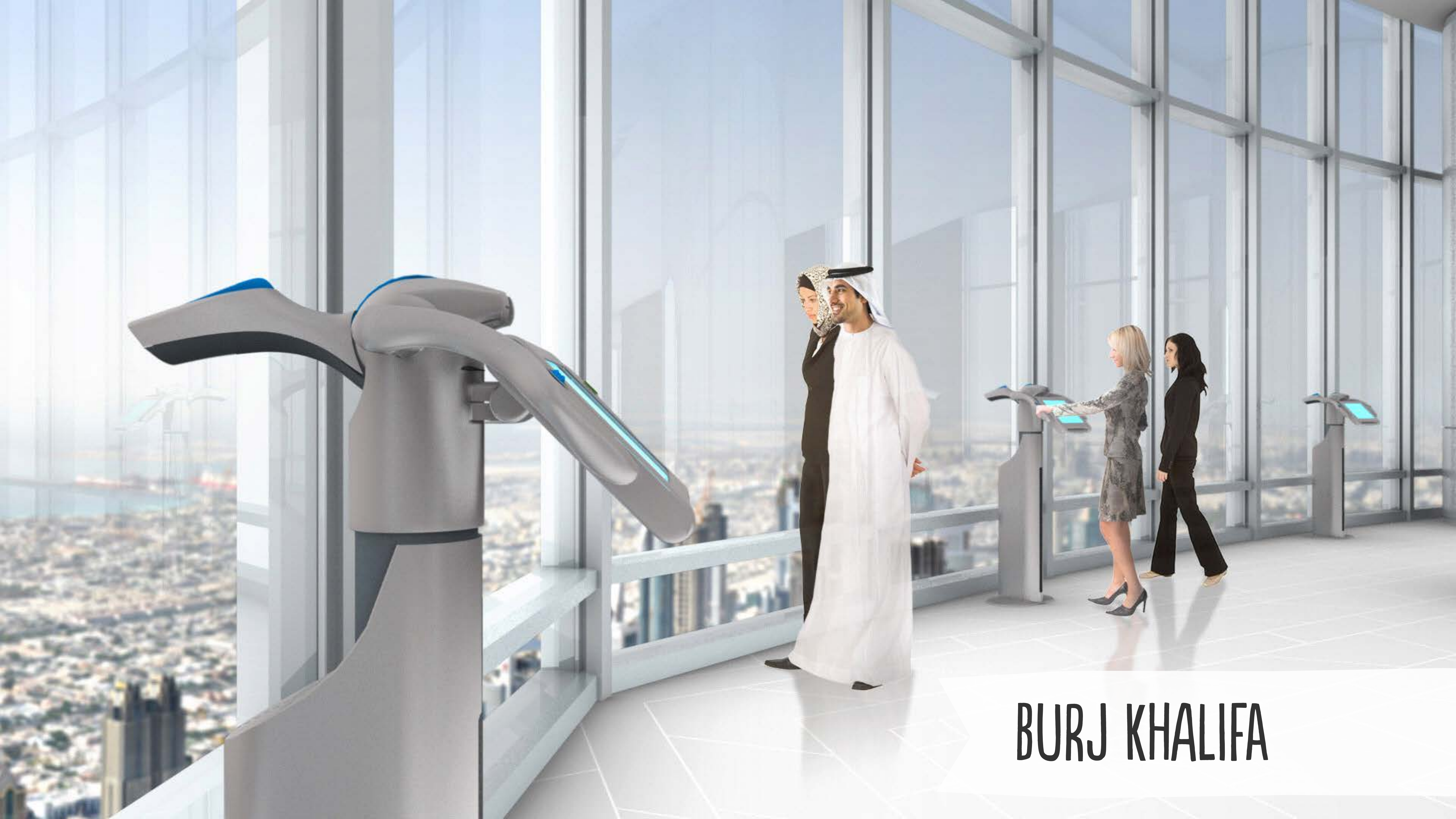


DESIGN FOR  
THE THING'S

ESSENTIAL THINGNESS







**BURJ KHALIFA**





BANK ON ILLUSION.

EMBRACE MISDIRECTION.



YOU ARE  
THE CSS  
TO MY  
HTML

POWER

VESSYL  
MYVESSYL.COM

**Nutrition Facts**

Serving Size 1 can  
 Servings Per Container 1

Amount Per Serving  
 Calories 140

	% Daily Value*
Total Fat 0g	0%
Sodium 45mg	2%
Total Carbohydrate 39g	13%
Sugars 39g	
Protein 0g	

\*Percent Daily Values are based on a diet of other people's secrets.



THE COLBERT REPORT  
 BIT.LY/VESSYL-COLBERT



COLBERT

REPORT





DON'T JUST ADD DATA.

ADD INSIGHT.

=====UPDATE=====

- > You have 15 pairs of underwear left.  
[Ok] [buy more underwear] [find help online]
- > Your cat checked in at the litterbox.
- > Your microwave just heated a lasagna.
- > Record: You stared out the window for 23 minutes.  
[Ok] [post your score]
- > Your couch likes your microwave's status update.
- > It's raining again.  
[Ok]
- > 15 of your things are broken.
- > You haven't left the house in 5 days.  
[Ok]



TALKING IS

NOT THE GOAL.

THE GOAL SHOULD BE

BETTER CONVERSATION.

MAGICAL JUNK SHOP



MAGIC

ALWAYS GOES

WRONG

HOW **SMART** DOES  
YOUR **BED** HAVE TO BE,  
BEFORE **YOU ARE AFRAID**  
TO GO TO SLEEP AT NIGHT?

RICH GOLD






# A robot vacuum tried to eat its sleeping owner's head

By [Molly McHugh](#)   [Follow](#) on February 08, 2015

The future of robots is simultaneously thrilling and terrifying. For every mental image of sweet *Wall-E*, there's one of *Terminator's* invincible red eye. Will our robotic overloads be task-oriented, adorable, and friendly... or will they try to murder us in our sleep?

18k

Shares 

17k



BUILD SYSTEMS

SMART ENOUGH

TO KNOW THEY'RE

NOT SMART ENOUGH





TECHNOLOGY SHOULD

AMPLIFY OUR  
HUMANITY

INTERNET OF THINGS

THE ~~MAGIC~~ IS NOT ABOUT THE THING



# MAGIC IMAGINED

- ★ "WHAT IF THIS WAS MAGIC?"
- ★ ADD INSIGHT, NOT JUST DATA
- ★ HONOR INTENTION, DON'T ASSUME IT
- ★ MAKE IT ENCALMING & HUMANE



THIS IS NOT A  
CHALLENGE OF TECHNOLOGY.

IT'S A CHALLENGE OF

**IMAGINATION.**

FIN

JOSH CLARK IS @BIGMEDIUMJOSH