MAGICAL UX AND THE INTERNET OF THINGS

AN ASTONISHING PERFORMANCE BY JOSH CLARK
KNOWN THROUGHOUT THE WORLD AS @BIGMEDIUMJOSH
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
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
APPLE AD: "STRENGTH"
BITLY/APPLE-STRENGTH
DAILY SMARTPHONE SCREEN TIME: 3 HOURS, 16 MINUTES

"WAY OUT"
BITLY/WAY-OUT-FILM

BITLY/SCREENTIME-STUDY
AVAILABLE
AT THE
POINT OF INSPIRATION
INTERACTION WITH THE POINT OF INSPIRATION
ENCHANTED OBJECTS

DAVID ROSE

DESIGN, HUMAN DESIRE, AND THE INTERNET OF THINGS

RAITH TIDDAL. CTHRY. MFR

Raih Tiddal, Cthry. Mfr

Adapted from "Magic and the Computer,"
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
PASSIVE INTERFACE
AUTOMAGICAL

MAGICAL
THE WORLD IS REACTIVE
MILITARY.COM: ARES SAND TABLE
BIT.LY/SANDTABLE
THE WORLD IS REACTIVE

★ INTENTIONAL INTERFACES
HTTP://PRESTO.WATCH
@PRESTOGESTURE
THEREABLES
THE WORLD IS A BIG CANVAS
OBLIGATORY MENTION OF MINORITY REPORT
THE WORLD IS
A BIG CANVAS

★ DON'T BE A JERK
The world has depth and mass
HAPPY TOGETHER
BITLY/HAPPY-LARRY
PHYSICAL & DIGITAL

- Gather data for insight
- Channel intention
- Use the whole big canvas
- Interactions have mass
ACT III

MAGIC, IMAGINED
handsfree 5 Megapixel camera with 720p video

WiFi and Bluetooth

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
BANK ON ILLUSION.
EMBRACE MISDIRECTION.
The Colbert Report
Bit.ly/Vessyl-Colbert
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]

HTTP://OMERSHPIRA.COM/BLOG/2014/09/ITS-RAINING-AGAIN/
TALKING IS NOT THE GOAL. THE GOAL SHOULD BE BETTER CONVERSATION.
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

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?
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