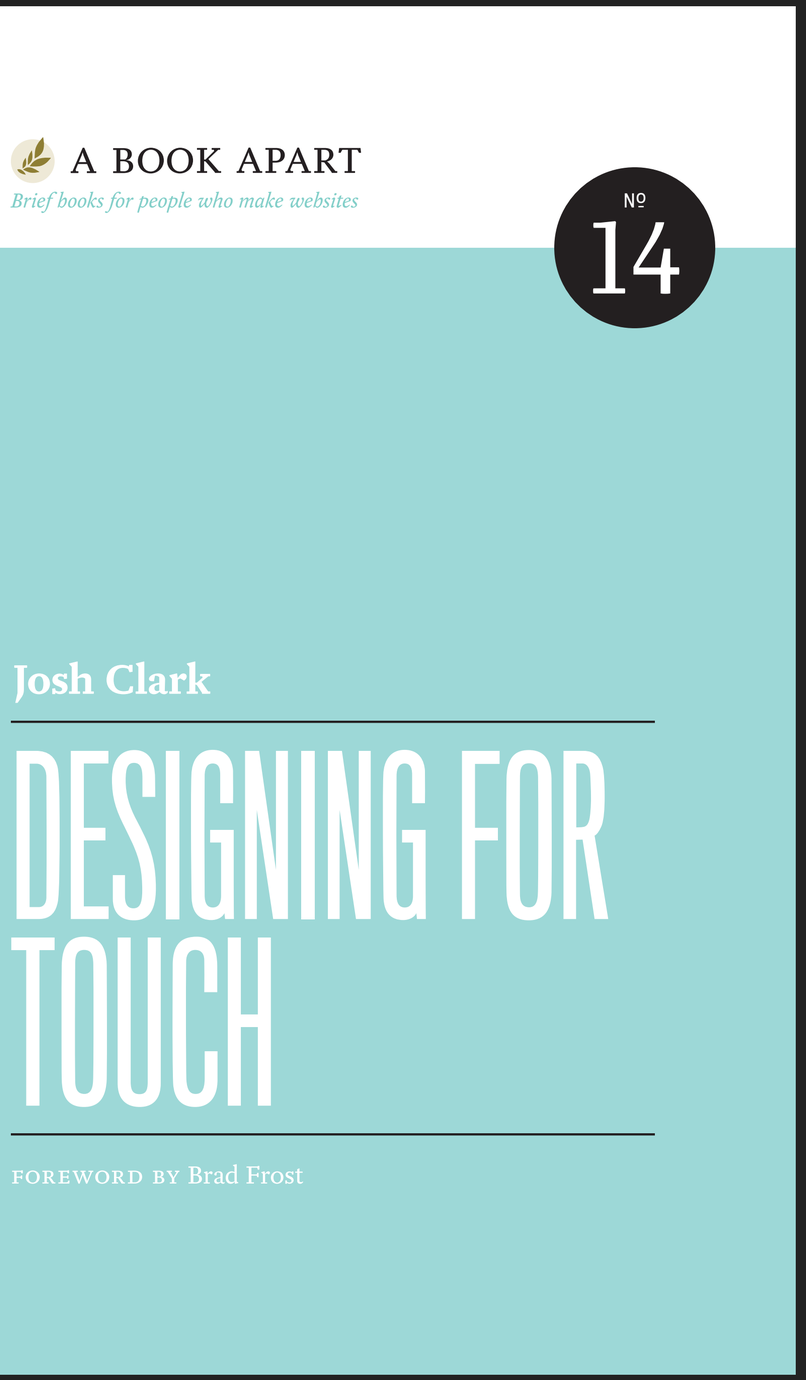
MAGICAL UX

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
№ 14
Josh Clark
DESIGNING FOR TOUCH
FOREWORD BY Brad Frost

THEWANDCOMPANY.COM

GRAB MAGIC

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.


721/7
721/7
721/7


LG
perfect size
tell me more
LG G Pad
and keep in touch
SOFT CARD
$249
$149
$0
$299

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

APPLE AD: "STRENGTH"

BIT.LY/APPLE-STRENGTH

DAILY SMARTPHONE SCREEN TIME:
3 HOURS, 16 MINUTES

BIT.LY/SCREENTIME-STUDY

"WAY OUT"
BIT.LY/WAY-OUT-FILM

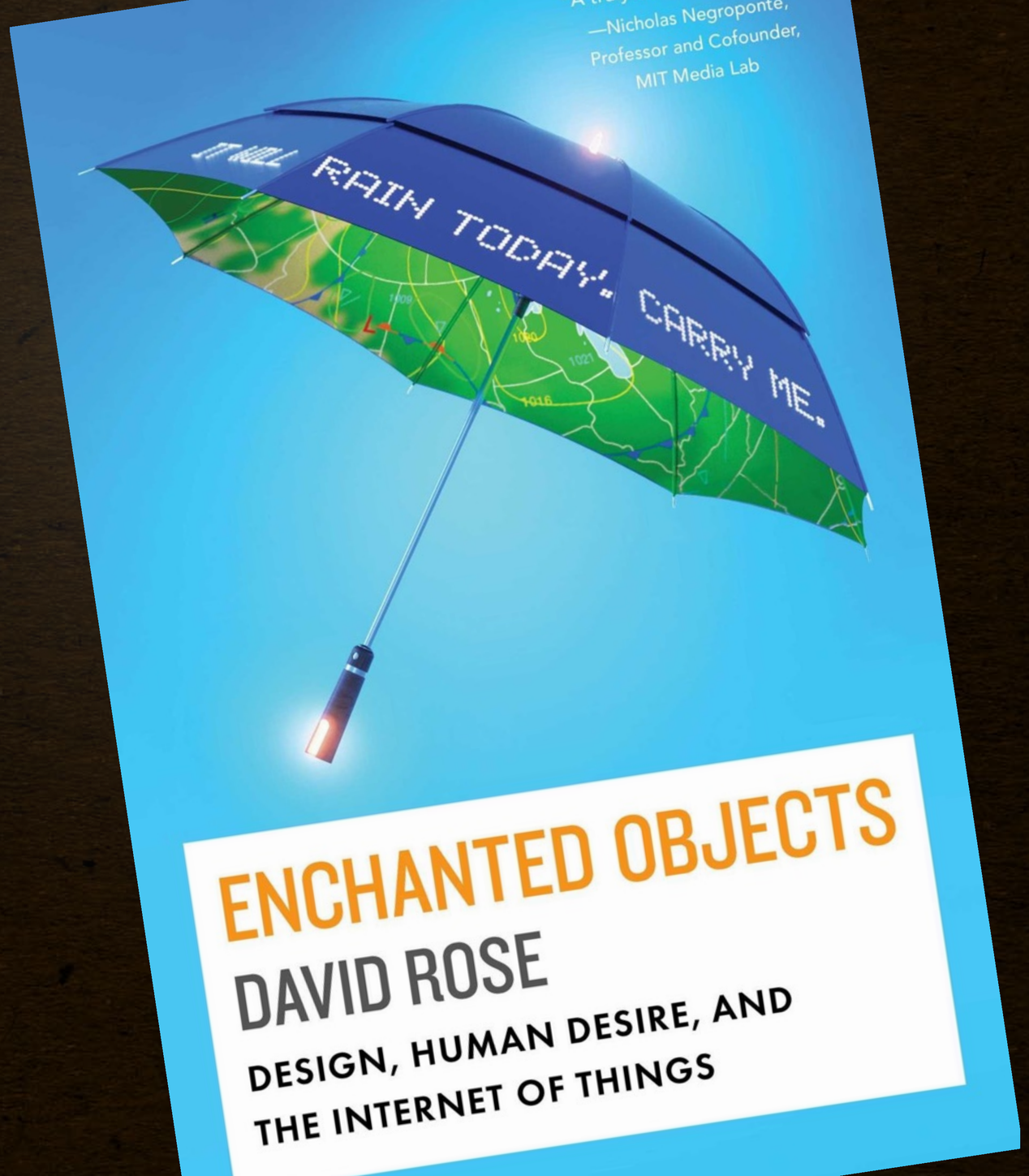
PHOTO: ERIC J. SMITH

AVAILABLE AT THE POINT OF INSPIRATION

INTERACTION WITH THE POINT OF INSPIRATION

NEIMAN MARCUS: MEMORY MIRROR

BIT.LY/MEMORY-MIRROR


—Nicholas Negroponte,
Professor and Cofounder,
MIT Media Lab
WILL RAIN TODAY? CARRY ME.
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

BT.TN


Start
Stop
Tide
Spin speed
Temperature
OK
Cottons
Minimum iron
Woollens
Outerwea
Proofing
Expres


MAXWELL
HOUSE

MAGIC & TECHNOLOGY

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

ACT II

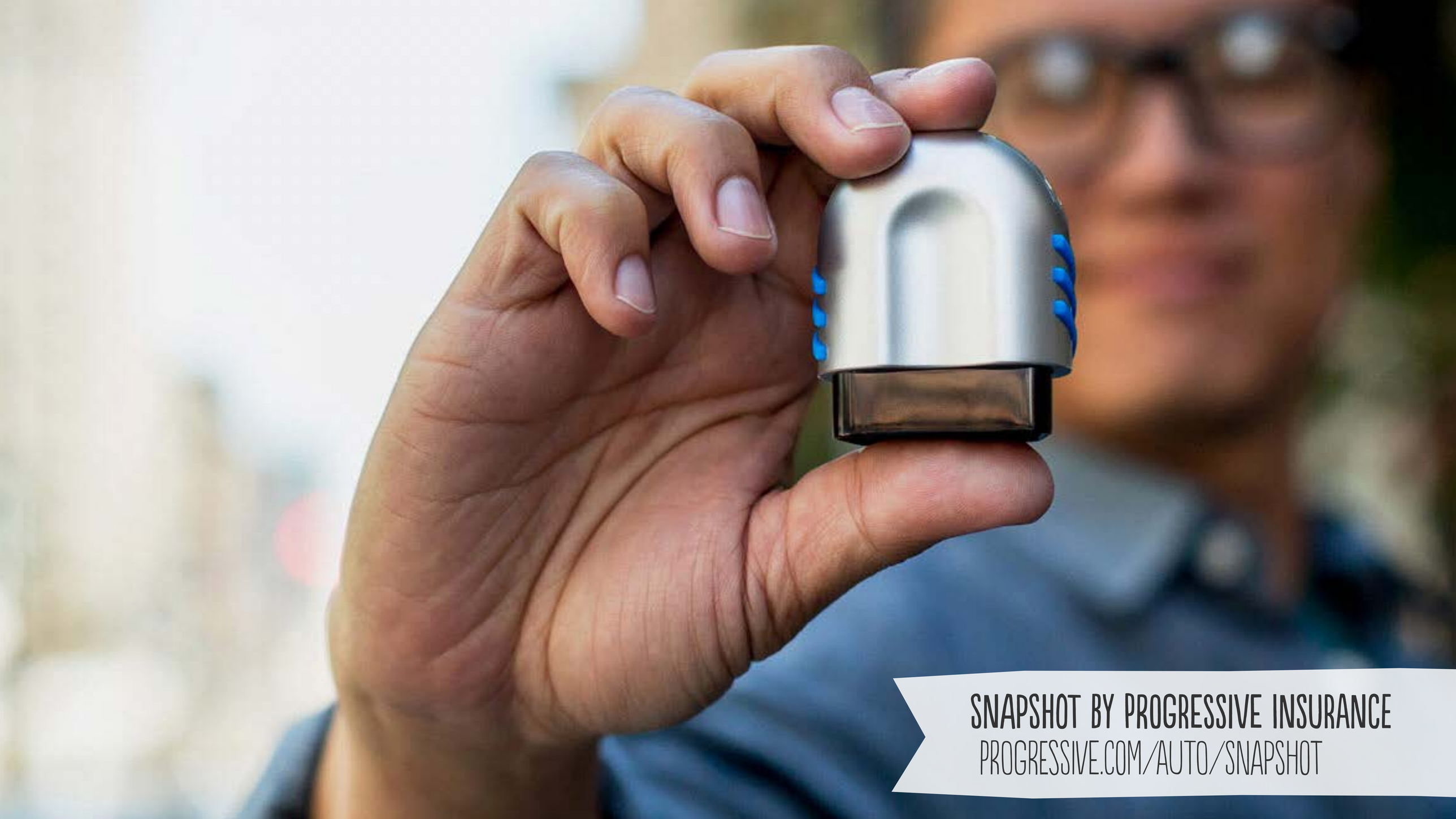
PHYSICAL MEETS DIGITAL

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

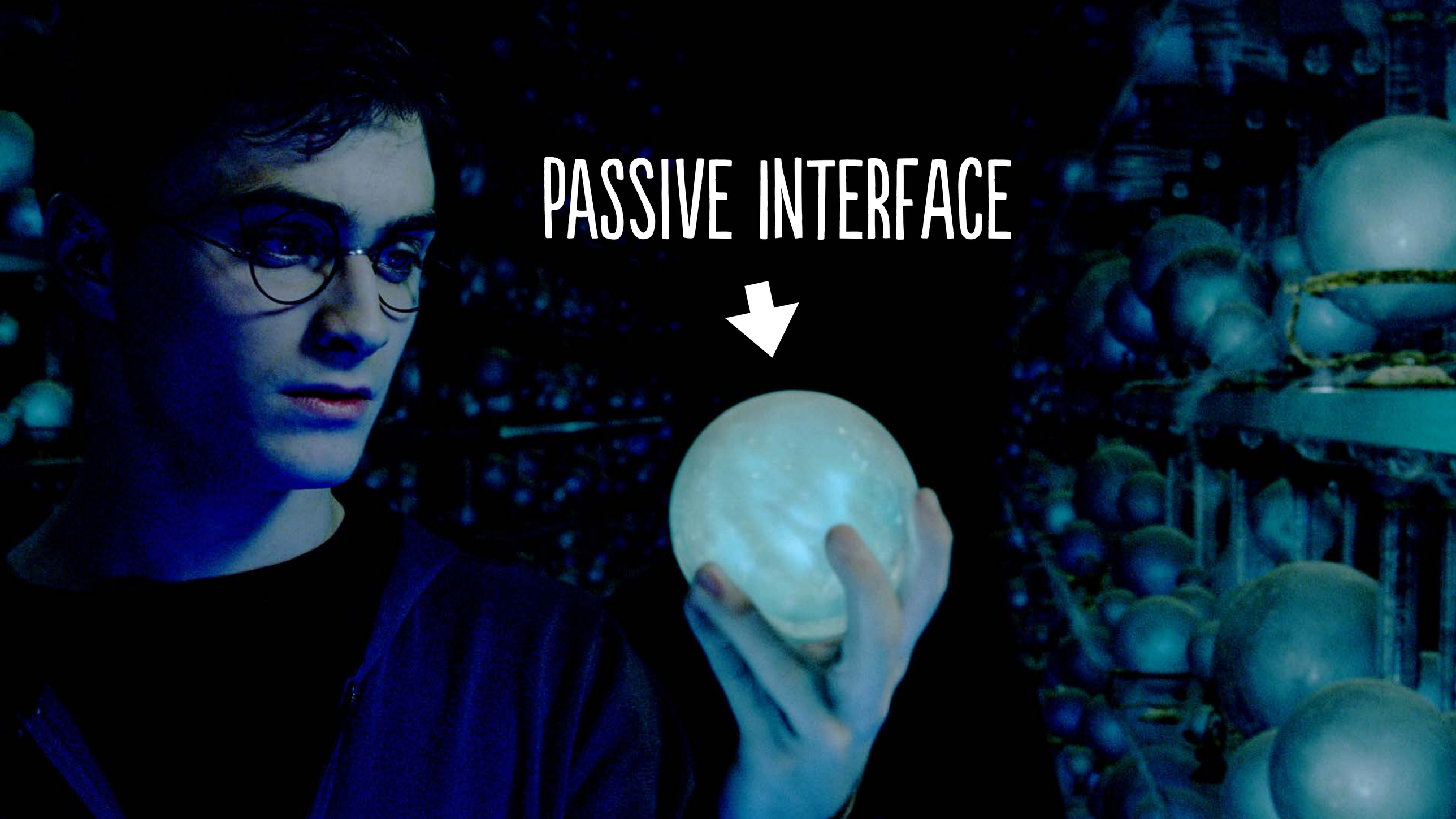

SNAPSHOT BY PROGRESSIVE INSURANCE
PROGRESSIVE.COM/AUTO/SNAPSHOT

AUTOMATIC

AUTOMATIC

BIT.LY/AUTOMATIC-VIDEO

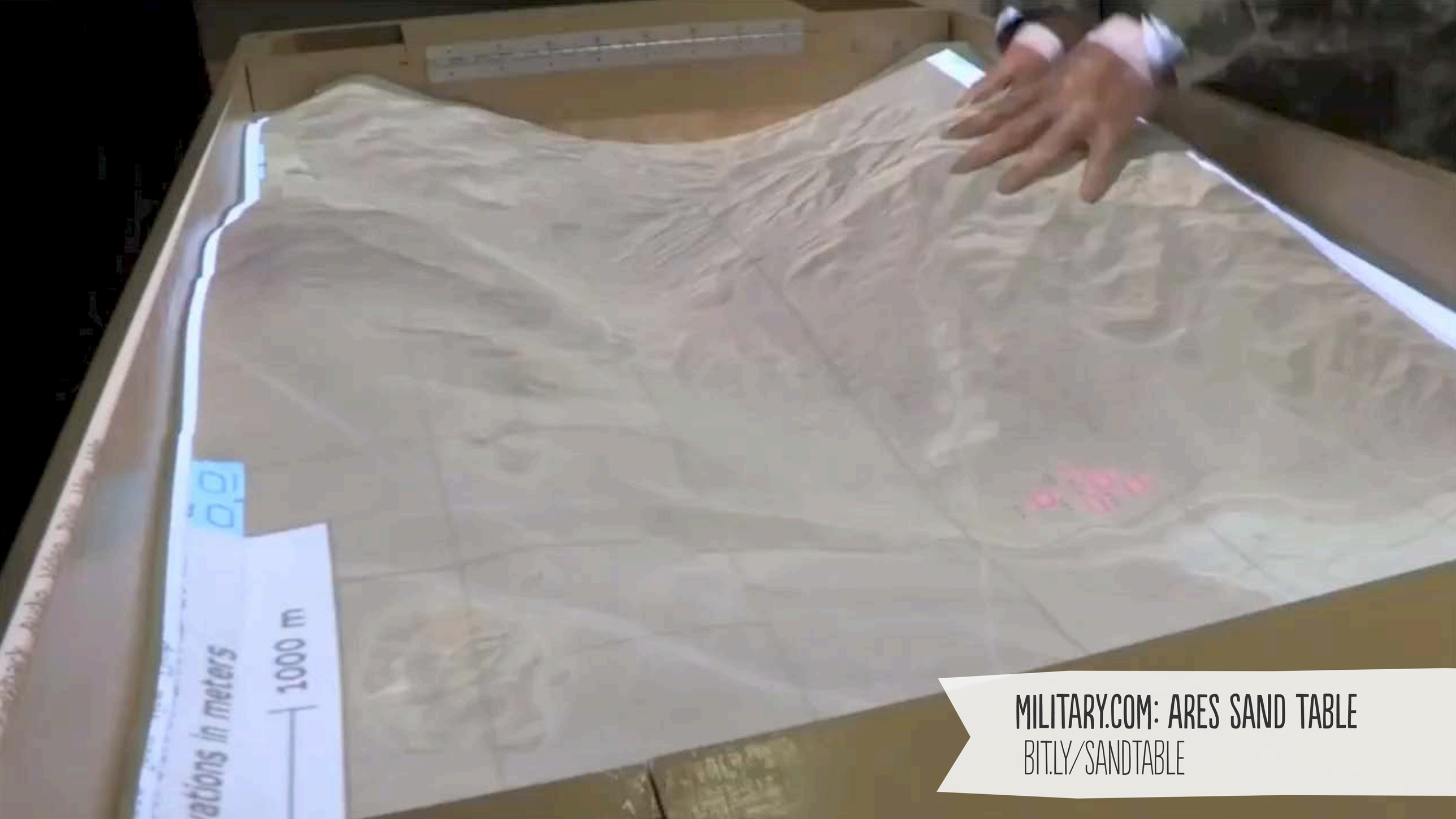
PROPELLERHEALTH.COM


PASSIVE INTERFACE

AUTOMAGICAL

MAGICAL

THE WORLD IS REACTIVE



MILITARY.COM: ARES SAND TABLE

BIT.LY/SANDTABLE

vations in meters

1000 m

THE WORLD IS REACTIVE

- INTENTIONAL INTERFACES

HTTP://PRESTO.WATCH

@PRESTOGESTURE

THEREABLES

~~WEARABLES~~

THE WORLD IS A BIG CANVAS


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

OBLIGATORY MENTION OF
MINORITY REPORT

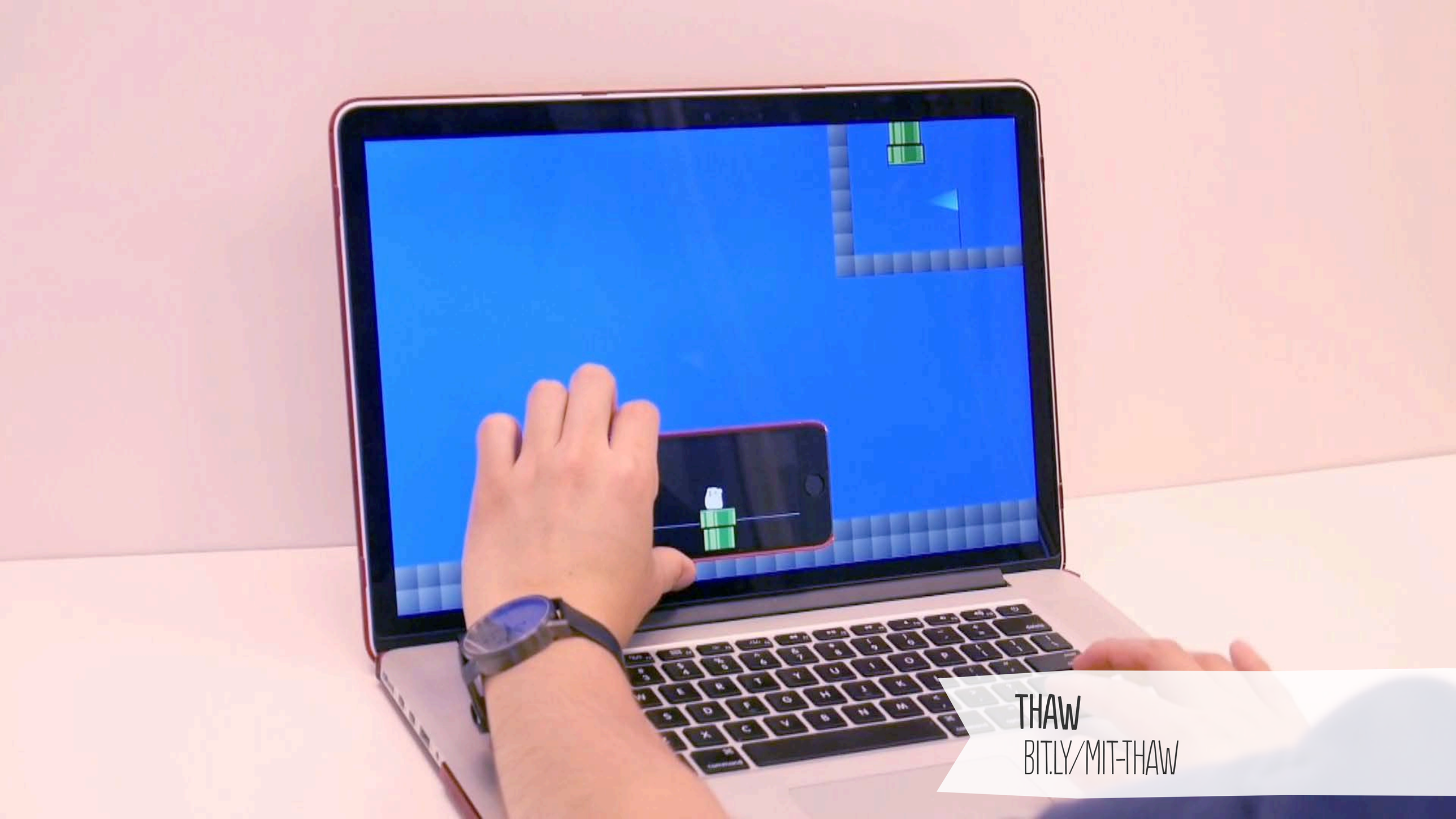
THE WORLD IS A BIG CANVAS

- DON'T BE A JERK

WAYFINDR

BIT.LY/WAYFINDR-DEMO

THE WORLD HAS DEPTH AND MASS


THAW
BIT.LY/MIT-THAW

HAPPY TOGETHER

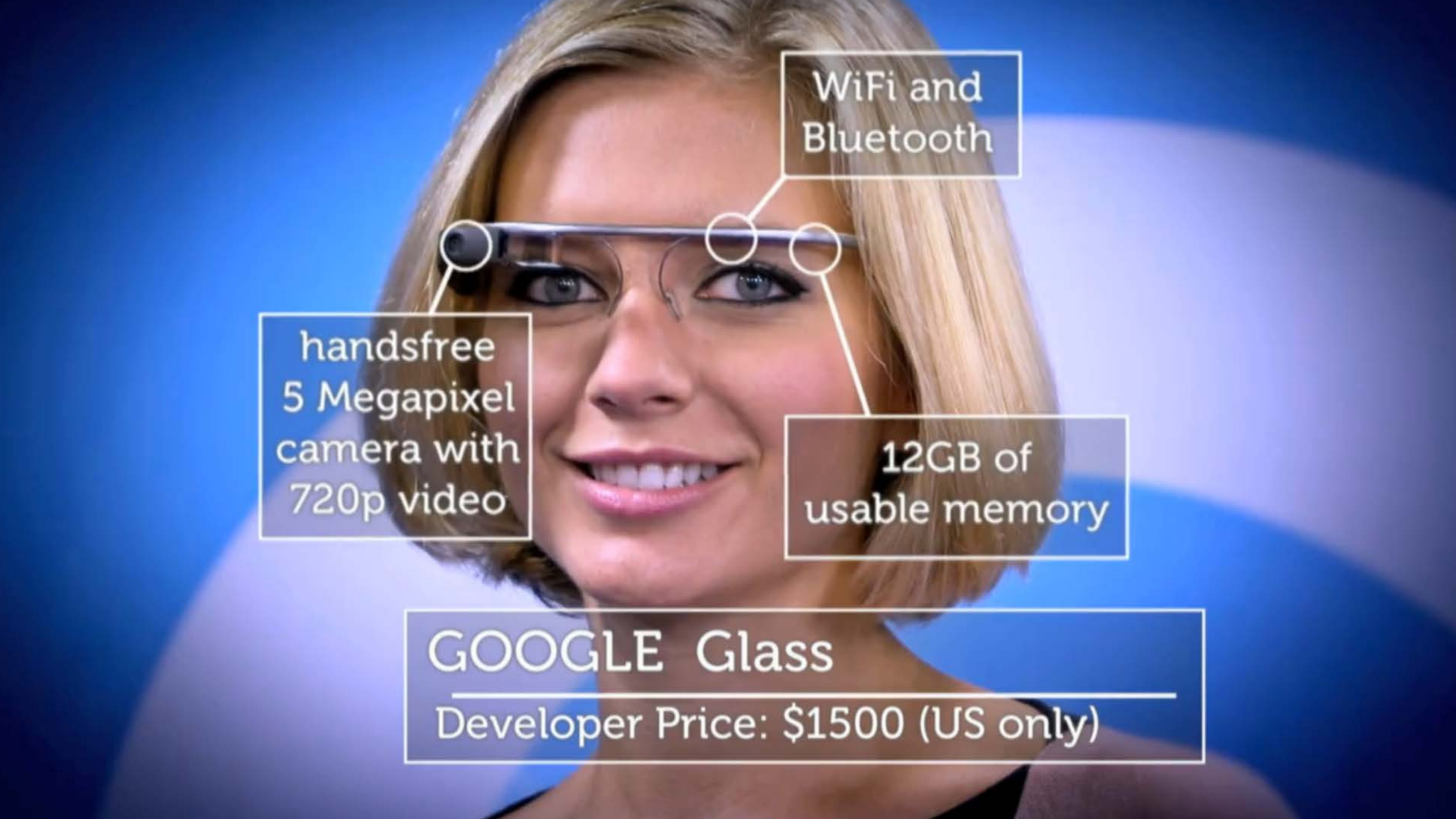
BIT.LY/HAPPY-LARRY

PHYSICAL & DIGITAL

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

ACT III

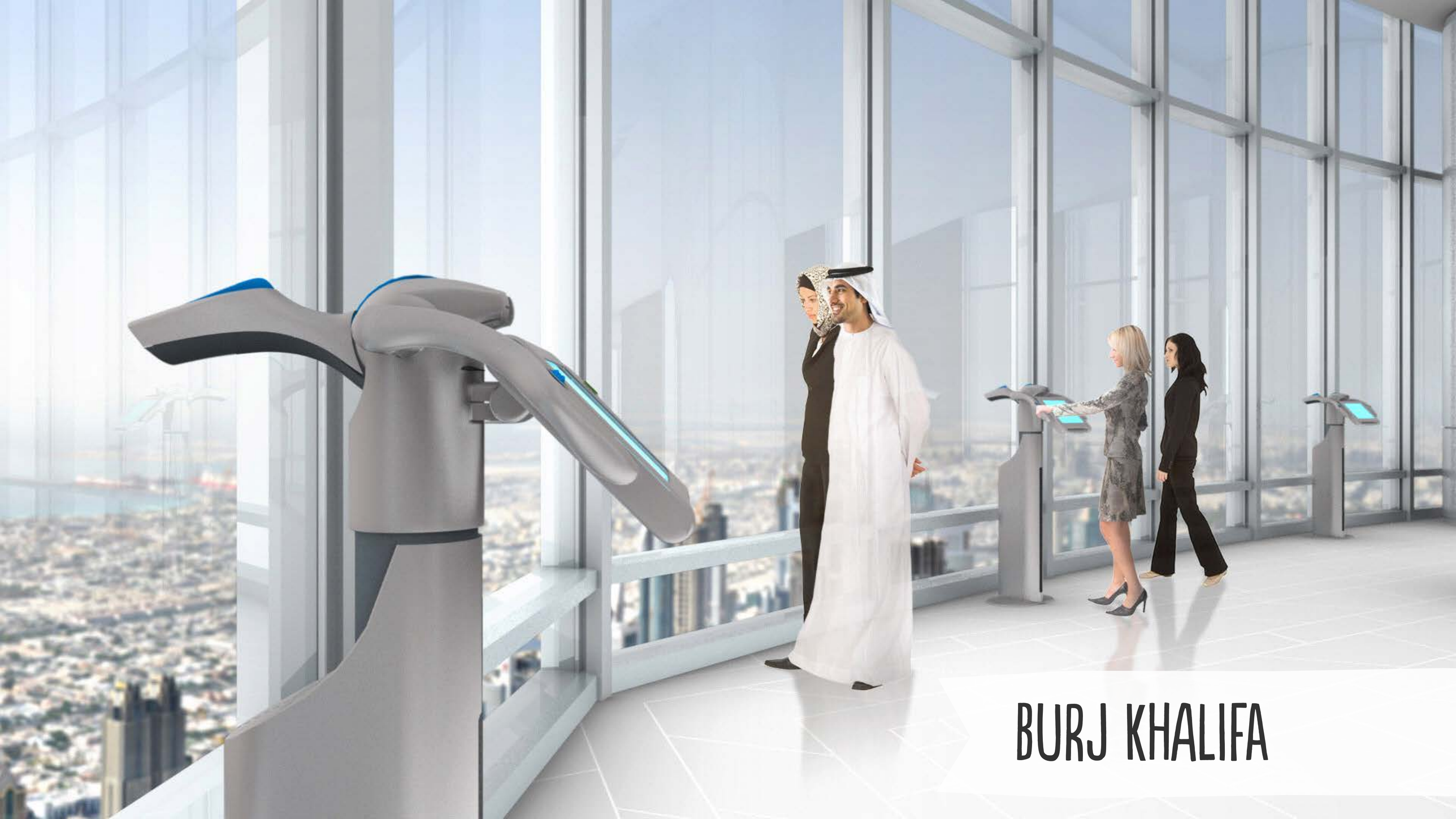
MAGIC, IMAGINED


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


8B

BANK ON ILLUSION.

EMBRACE MISDIRECTION.


YOU ARE
THE CSS
TO MY
HTML


BEER
VESSYL
MYVESSYL.COM

THE COLBERT REPORT

BIT.LY/VESSYL-COLBERT


COMEDY CENTRAL

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://OMERSHAPIRA.COM/BLOG/2014/09/ITS-RAINING-AGAIN/

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 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?

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