

# Designing Interactive Systems I

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<http://hci.rwth-aachen.de/dis>





How to get the key out of BMW Series I?

## Theory

- ✓ Models of interaction
  - ✓ Affordances, mappings, constraints, types of knowledge, errors, feedback
- ✓ Design principles
  - ✓ Nine golden rules, responsiveness
- Human cognition and performance
- History and vision of HCI

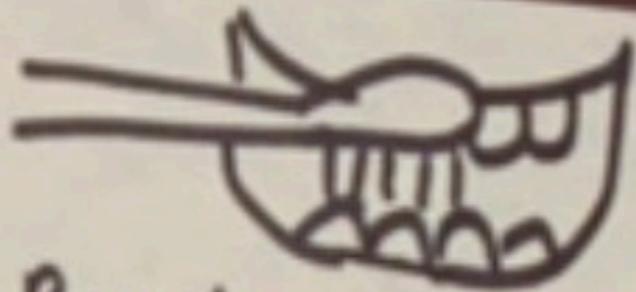
## Practice

- ✓ Sketching
- ✓ User observation
- ✓ Iterative design
- ✓ Prototyping
- ✓ Ideation
- User study and evaluation









Brush - spit  
Brush - spit  
Brush - spit

Rinse

X 3

Leaves water  
running  
throughout

“...looking at people and go through steps that people are going through as a source of inspiration.”

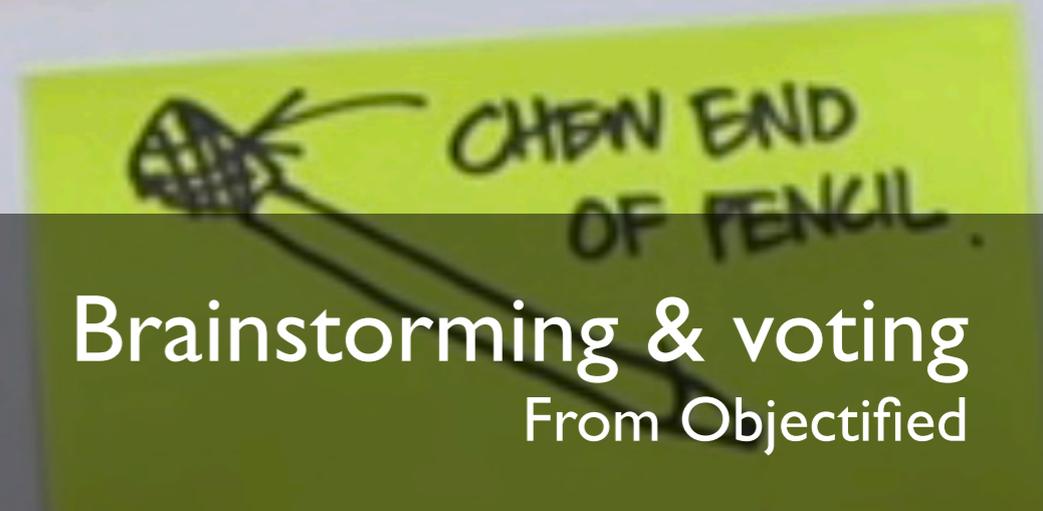
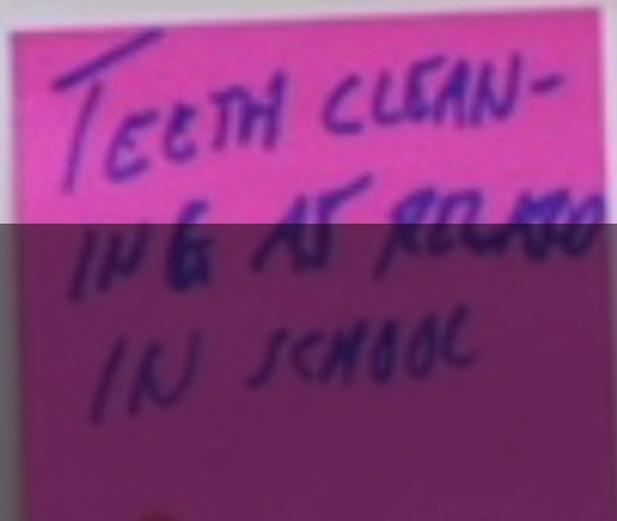
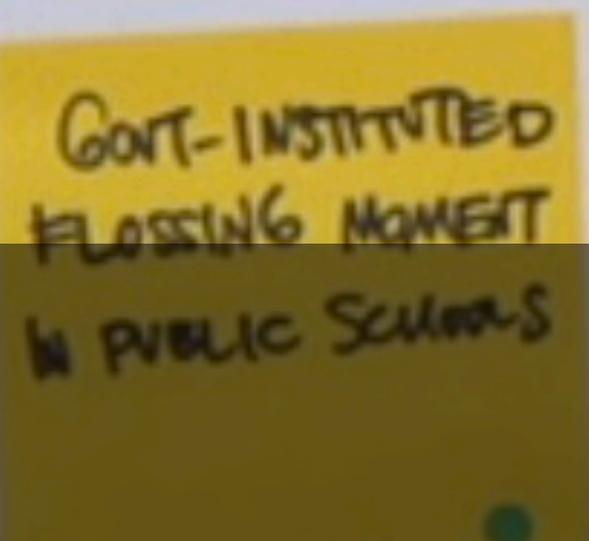
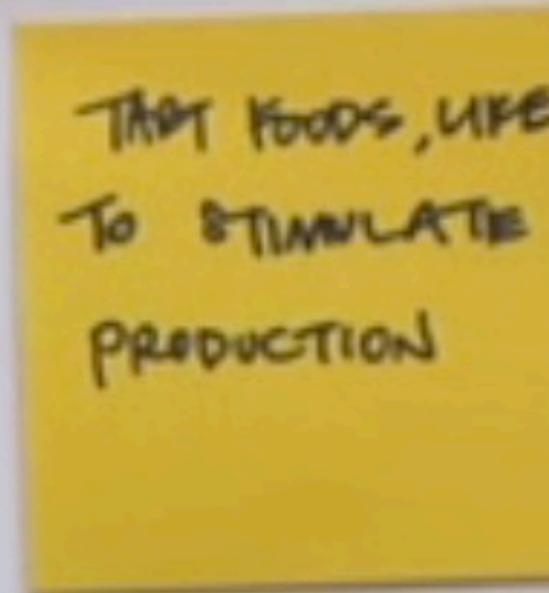
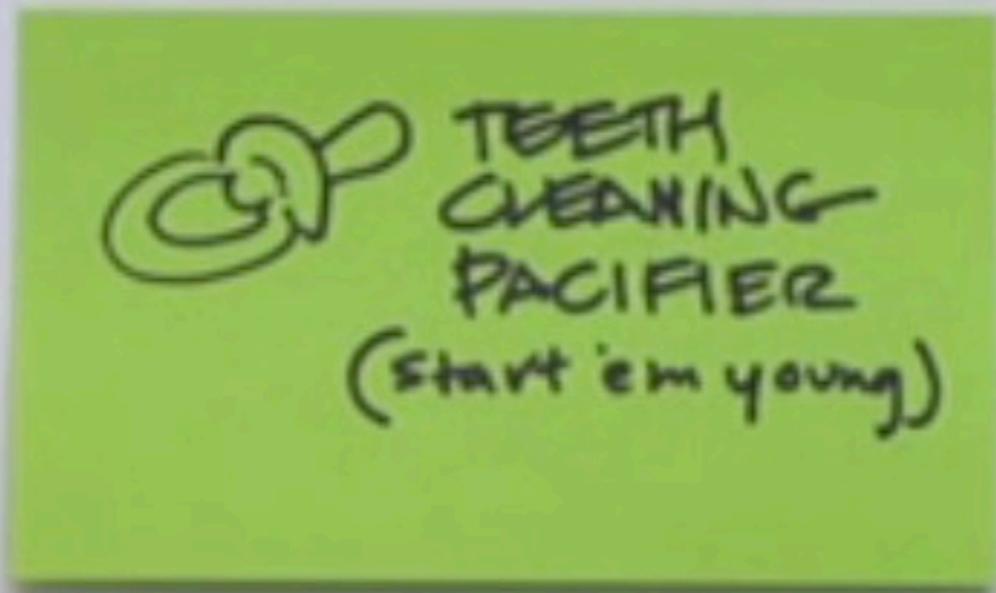
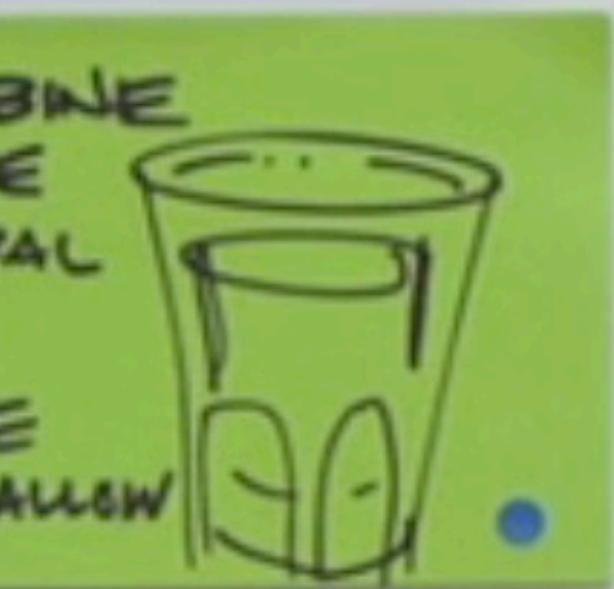
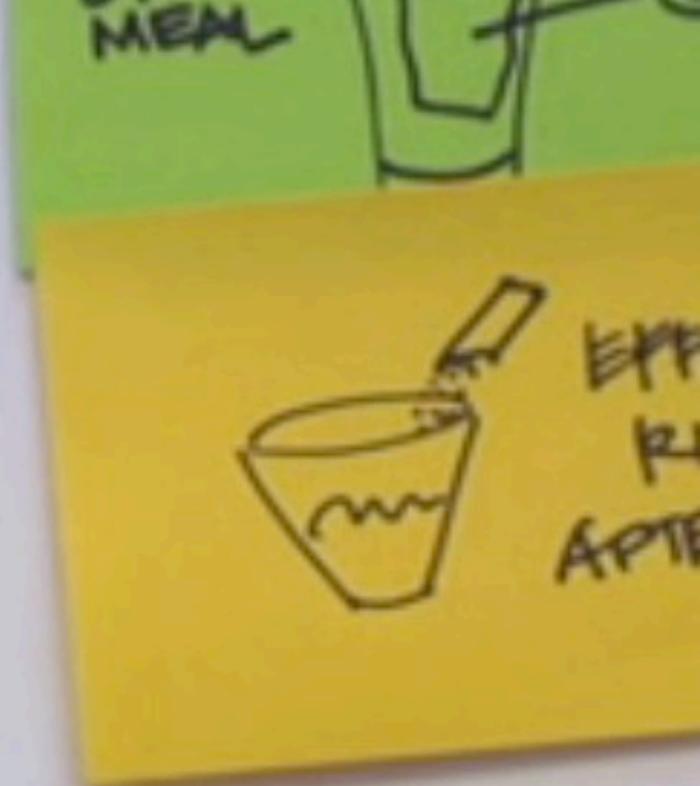
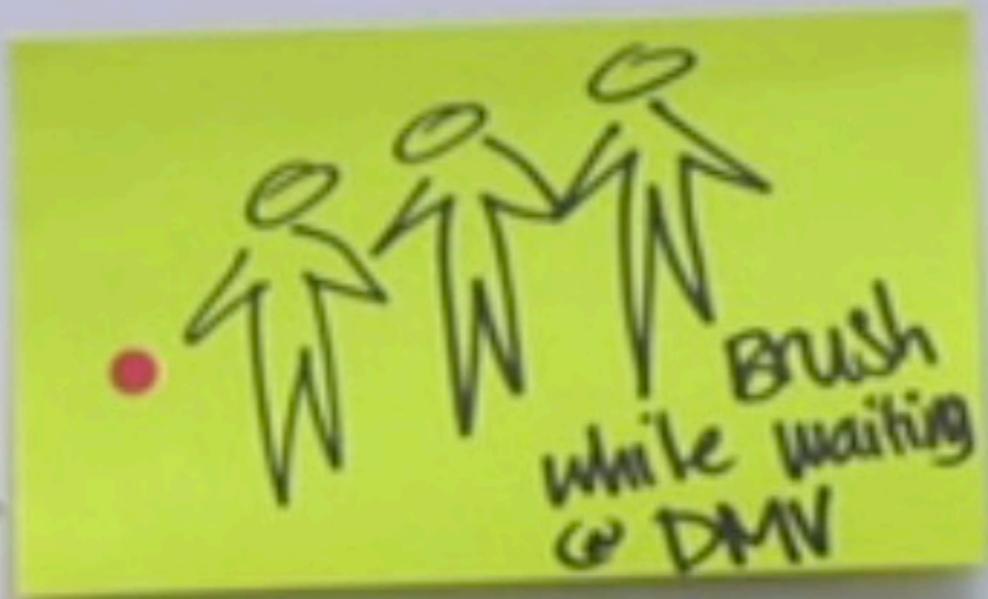
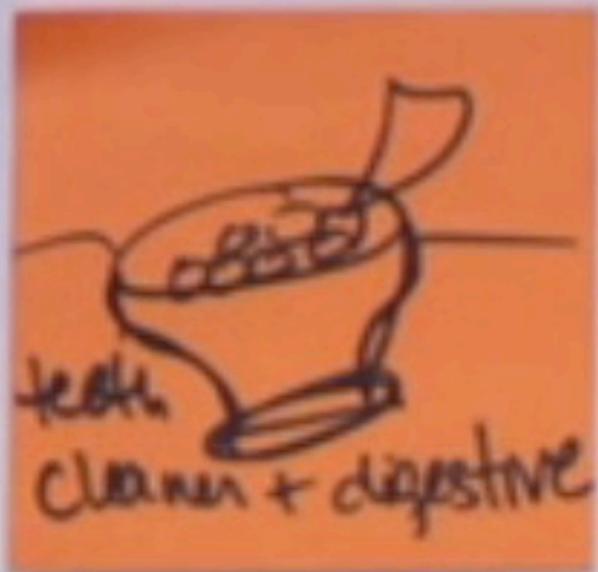
Jan Fulton Suri (IDEO) from Objectified



Discarded prototypes of a peeler  
From Objectified



Drawing the pressure points on the glove  
From Objectified



Brainstorming & voting  
From Objectified



“...I’m looking for excuse to use these materials”

Mark Newson (Marc Newson Ltd.) from Objectified





“...without thought”  
Naoto Fukasawa (MUJI) from Objectified



“A calm and considerate solution that speaks of how you are gonna use it, not the terrible struggle that we designers and engineers had”

Jonathan Ive from Objectified



Increasingly immaterial culture  $\Rightarrow$  enormous conflict within design

Alice Rawsthorn (International Herald Tribune) from Objectified



“...[a product] should reflect what it is...”

Chris Bangle (BMW) from Objectified



“...why do we keep visiting archetypes again and again?”  
Karim Rashid (New York) from Objectified



“...wearing in instead of wearing out”  
Bill Moggridge (IDEO) from Objectified



“...[companies] want more stuff and want more people to buy it”

Rob Walker (The New York Times Magazine) from Objectified



“Designers, for most of the time, design products for 10% of the population who already earn too much.”

Alice Rawsthorn (International Herald Tribune) from Objectified

Good design should be innovative.  
Good design should make a product useful.  
Good design is aesthetic design.  
Good design will make a product understandable.  
Good design is honest.  
Good design is unobtrusive.  
Good design is long-lived.  
Good design is consistent in every detail.  
Good design is environmentally friendly.  
Last but not least, good design is  
as little design as possible

Dieter Rams

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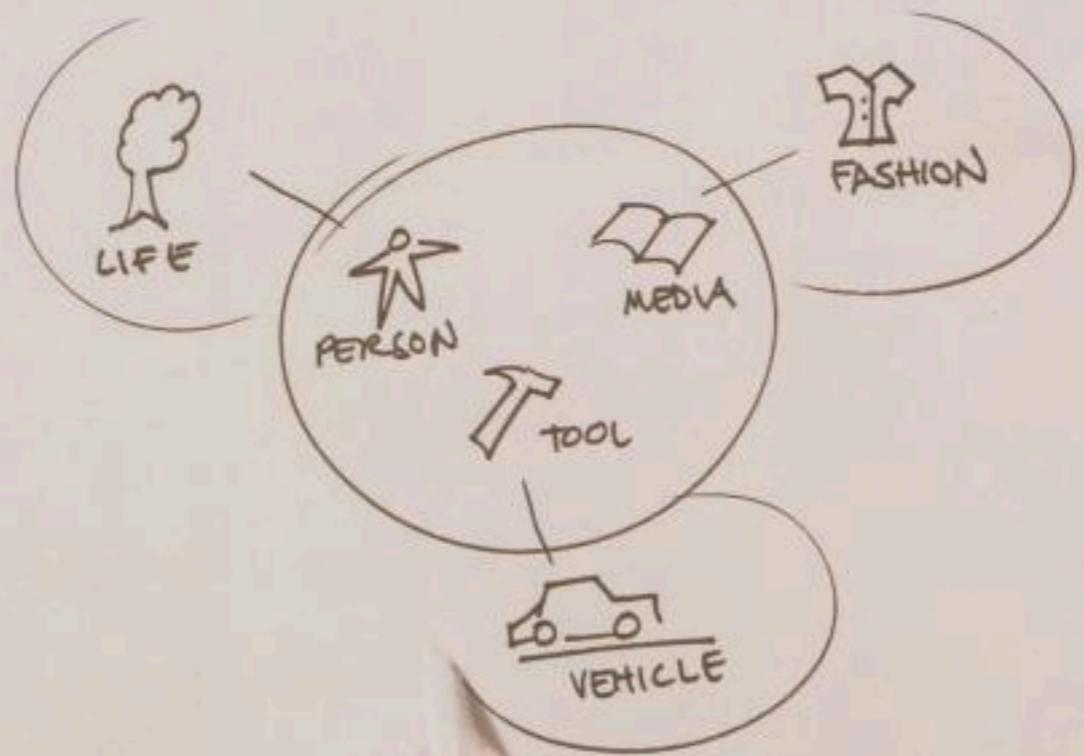
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 DUANE BRAY  
 SERGEY BRIN  
 STU CARD  
 CHRIS DOWNS  
 TONY DUNNE  
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# DESIGNING INTERACTIONS

## BILL MOGGRIDGE



Foreword by  
**GILLIAN CRAMPTON SMITH**

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