

Designing Interactive Systems I: Lab 8

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





Cheap wine in expensive glasses

Beautiful Things

- If designers followed Norman, the objects they designed would be usable but ugly.















Effects of Emotions

- Biological processes inside our bodies
- Neurotransmitters change the way we function and act



Three Processing Levels

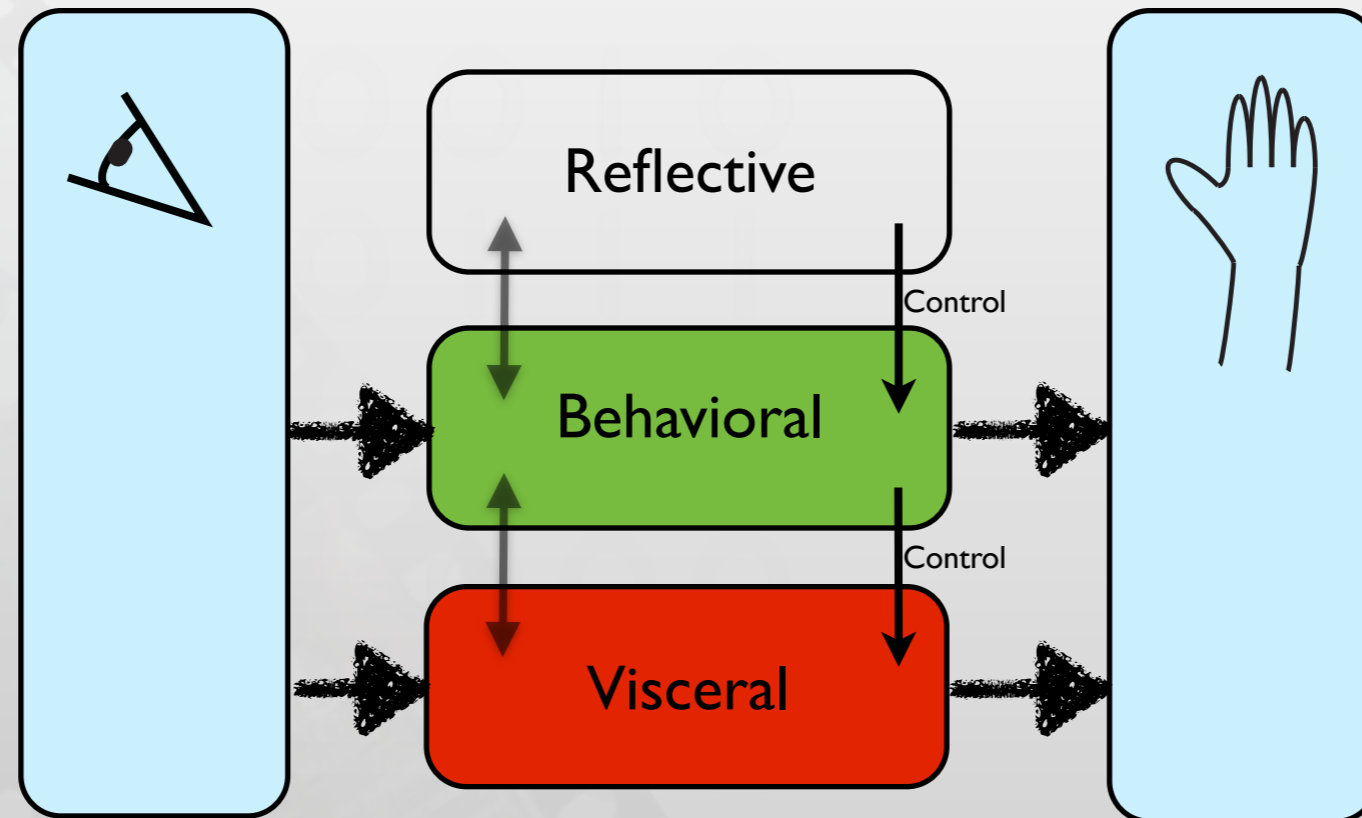
- Visceral
- Behavioral
- Reflective



Sensory

Brain

Motor





Level Interplay





Visceral Design

- Initial reactions
- Look, feel and sound





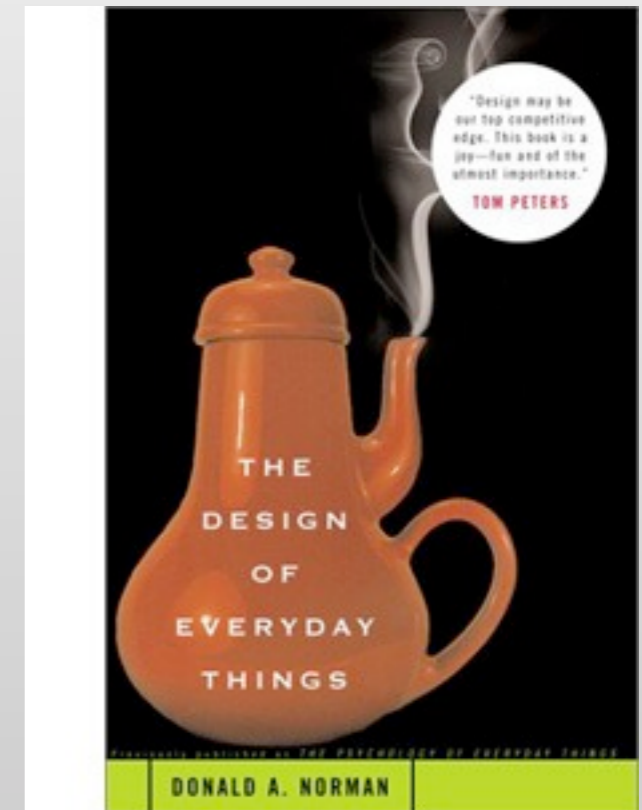
Jaguar E type



Lada Samara

Behavioral Design

- Usability and Performance





John's Phone





Dirt Devil

Reflective Design

- Cleverness
- Social Status
- Personal Satisfaction





24 Carat MacBook Air



ROLEX
OYSTER PERPETUAL DATE

YACHT-MASTER
SUPERLATIVE CHRONOMETER
OFFICIALLY CERTIFIED

SWISS T 25

10 20 30 40

8





swatch 



Games

- Appeal on the visceral level
- Satisfy the reflective level



Southern End of the Quadrangle

You are near the southern end of the Quadrangle. Rubble and broken pavers crunch under your feet. You can sense an awful stench and can see to the northwest a hole torn in the ground. The ground is stained but you notice many footprints in the accumulated dust, reasoning that this is a well-worn path to somewhere. To the south lies a building and the quadrangle opens out before you to the north.

Obvious exits: north, south, east, west.

<22Hp 2Mp> **u**

Facing the Void

You stand near the middle of a large paved quadrangle with bits of smashed timber furniture strewn around, scorched and smouldering. To the north is a rough hole in the ground, revealing a sub-terranean chamber seemingly filled with a green seething mass of slime. The stench emanating from the hole is eye-watering. It appears you are walking on the roof of an underground cavern, age and structural damage seem to have caused the partial collapse you see before you.

Obvious exits: north, south, east, west.

<22Hp 2Mp> **n**

Subterranean Cavern

You fall into a sub-terranean cavern, beside a large rectangular puddle of the most vile-smelling slime you have ever seen. This may have been a public swimming pool in its hey-day but has fallen into disrepair and damp decay since the filtration equipment failed. Looking up you can see the weak daylight fighting to illuminate the chamber. You can see the remains of some stairs leading up out of this foul stench to the north.

Obvious exits: north.

<22Hp 2Mp> **eq**

On arms: a grey shirt
On legs: some grey flannel trousers
On head: an akubra
On feet: some shoes
Wielded: a sword

<22Hp 2Mp> **n**

Underground Arena Entry

You stand in an underground entry that once led into the Arena. The entrance is blocked with heavy machinery and piles of rubble that is stacked high here. You can discern rooms here, and imagine you hear the sound of laughing and playing but cannot determine where the noise is coming from. The stench here is overpowering but it is mixed with an altogether different odour - that of sweat and impatience. There is an opening that leads to the floor of the arena here.

Obvious exits: up, south, arena.

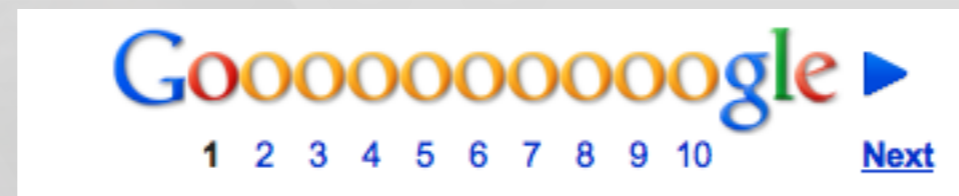
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DnD (Dungeons and Dragons)



Diablo III Gameplay

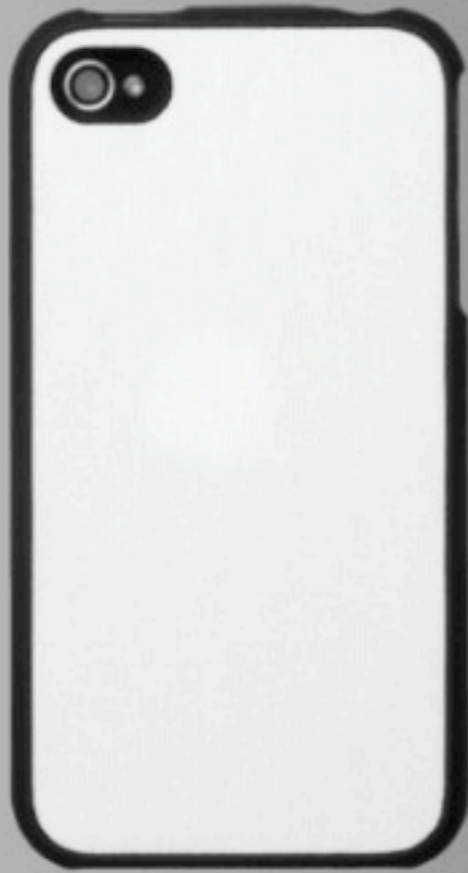
Fun and Pleasure



Personalization

- Personal touch on mass production products
 - Adding emotional values to products
- Customization
- We are all designers





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Recap

- Three processing levels
- Interplay
- “If you want a successful product, test and revise. If you want a great product, one that can change the world, let it be driven by someone with a clear vision.” - Don Norman
- “Let’s not forget that the little emotions are the great captains of our lives and we obey them without realizing it” - Vincent van Gogh

