absolutely crackers

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four use words

- **useful**
  - functional, does things
- **usable**
  - easy to do things, does the right things
- **used**
  - pretty, available, acceptable to organisation

changes ...

- professional & personal
  - home, family, friends
- enforced & elective
  - personal choice
- product & service
  - continual choice

consequences

- usability & marketing
  - designing experience
- marketing & usability
  - perception as function

designing experience

- usability & marketing
  - designing experience

real crackers
- cheap and cheerful!
- bad joke, plastic toy, paper hat
- pull and bang
designing experience

- virtual crackers
  - cheap and cheerful
  - bad joke, web toy, cut-out mask
  - click and bang

how crackers work

sender
  fill in web form
  receive email
  watch progress

recipient
  open message
  recipient clicks
  cracker opens ...
  very slowly

the crackers experience

real cracker
  shared
  co-experience
  design
  hiddenness
  excitement
  suspense
  surprise
  play
  dressing up
  product
  customer

virtual cracker
  offered to another
  pulled together
  cheap and cheerful
  contents inside
  cultural connotations
  pulling cracker
  bang (when it works)
  plastic toy and joke
  paper hat
  mask to cut out

traditional marketing
  - you make it I’ll sell it

- marketing @ usability
  - perception as function
**user-focused design**  
- make what the user wants

**new marketing**  
- make what will sell

**what you say matters**

**designing experience**
- don’t replicate appearance  
- but deconstruct experience  
- then reconstruct experience  
- perception • experience  
- what you say matters