the intentional spectrum

radical change

• Stephen Pemberton said
  Mac sparked the HCI revolution

• incidental / zero-intention interaction
  far more radical

• need new models, architecture, design

interaction models

• intentional cycle
  – Norman execution/evaluation loop

• some exceptions
  – multiple goals, displays, opportunistic

• guidelines
  – feedback, transparency

cognition

natural intelligences

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natural intelligences
designing incidental interaction

- need richer representations
  - of the world, of devices, of artefacts
  - wider ecological concerns
- two tasks
  - purposeful task – for interpretation
  - supported task – for actions
- uncertainty
  - in sending and in application

appropriate intelligence

- often simple heuristics
- combined with the right interaction

rules of standard AI interfaces

1. it should be right as often as possible
2. when it is right it should be good

rules of appropriate intelligence

1. it should be right as often as possible
2. when it is right it should be good
3. when it isn’t right …
   it shouldn’t mess you up

what makes a system really work!
Hit or a Miss?

* paper clip
  - can be good when it works
  - but interrupts you if it is wrong

✓ Excel 'Σ' button
  - guesses range to add up
  - very simple rules
  - (contiguous numbers above/to left)
  - if it is wrong ...
    simply select what you would have anyway