Hazy, Crazy, Lazy Days are Over
time for designers to think

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unlikely bed fellows?

mobile  broadband
• different market
• different technology
• different constraints

ideas!

incongruity + analysis
= innovation
outline

• the past
  • let it all hang loose
• the future
  • transformative technology
• the present
  • but looking forward

user focus

• from
  want to use the computer
• through
  want to do things using the computer
• to
  want to do things

the past
if a computer were a restaurant

- 1960s & early 70s
  - rather inferior pizza delivery service
- late 70s and early 80s
  - mind your Ps and Qs and stick to the menu
- late 80s and 90s
  - there’s the kitchen, get on with it

interaction focus

language

- command/menu based

action

- GUI

interaction?

the screen

let it all hang out!

don’t think what’s needed?
when it’s needed?

just put it all there …
… and let the user decide
bandwidth

(mobile/broadband difference?)

computer → user

use screen to trade bandwidth?

trade bandwidth? - NO!

information per click ~ \log(nos buttons)

Fitts’ law - time ~ \log(area target/area screen)

=> input bandwidth approx constant

real screen gains

relevant actions - screen changes
changing contextual ‘alphabet’ = bigger bandwidth

rapid eye movement
how much can YOU see?
the eye is interactive!
the future

PopuNet everywhere
everyone

everywhen

products for PopuNet?

what are they? ...
... I wish I knew!

include:
- e-shopping (rather than e-buying)
- sharing
- fun!
everywhere technology - thrift is in

space:  mobile - small screen
       TV - use screen for more important
            ⇒ can’t squander screen space

time:  consumers want to live their lives
       if it takes time, they won’t do it
            ⇒ can’t squander user’s time

⇒ contextual interfaces
      offering the right thing when its needed

the present

understanding context
static and dynamic
appropriate intelligence
static context

• understand the task!

what needs to be known?

look at flow chart

decision = information need

static context

• traditional task analysis - what is done
• now want - what needs to be known
dynamic context

aQtive onCue
- watches while the user works
  context = clipboard
- suggests web services
- and desktop applications

appropriate intelligence
- simple heuristics
- right much of the time
- valuable when its right
  ⇒ appropriate interaction

  e.g. Excel Σ button, but not …

more …
- me:
  - cyberspace, mobile etc.
    http://www.hiraeth.com/alan/topics/
  - PopuNet
    http://www.hiraeth.com/magisoft/PopuNET/
- aQtive:
  - theoretical background and use in research
    http://www.aqtive.com/community/research/
  - aQtive home (including cracker link)
    http://www.aqtive.com/