WEEK 9 February 27, 2017

APD STUPID BOYS SQUAD
Stay in the Loop

APD1  Product Analysis
APD2  Degree Project
BA1   Design Project 1
BA2   Internships
BA3   Degree Project
ID1   Interaction and Expression / Portfolio Time
IxD1  Communication Design for Co-creation
• IxD2  Degree Project
TD1   Storytelling in Design
• TD2  Degree Project

(Monday) workshop cleaning
Friday kitchen cleaning
Wednesday kitchen cleaning

#lifeatuid

Share your projects, fikas, and class moments with UID by sending your photos to wozzop@gmail.com

Indian Pub

Credits

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Contributions: all #lifeatUID contributors!

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Thanks for your contributions. Future articles & photos can be sent to wozzop@gmail.com by Friday evenings.

We love hearing from you!
A few things I learned from the first day at #IxDA17

Bite-sized learnings from the first day of Interaction 17 in NYC—with topics ranging from Virtual Reality, to Design Ethics, all the way to US politics.

(by Fabricio Teixeira)

Interaction 17 is one of the biggest UX conferences in the world. Organized by IxDA, it brings together design leaders, professionals, and students from different continents to discuss the future of Interaction Design and our role and responsibility as designers in creating experiences for our users—as well as the larger impact the products we create can have in the world.

The event is incredibly inspiring, in many ways. Not only to be able to see so many minds that think alike getting together to celebrate our profession, but also for the fact that the topics covered in the conference force everyone to step back a hundred miles from our day-to-day activities and look at the larger picture of where our discipline is headed.

Here are a few things I learned in the first day of the conference.

Stop with the business as usual

We can’t just discuss business as usual when there are so many terrible things happening in the world.

The political situation in the US inevitably came up, several times, during the first day of the conference.Consciously. “A conference like this can’t just be about business as usual when there are so many terrible things happening in the world”, says Josh Clark, one of the organizers, right at the start of the day.

As you would expect, the topic came up again in pretty much every presentation throughout the day.

When we feel powerless about topics that seem far beyond our reach, we have to remind ourselves about the positive impact Design can do in the world—and how, as a community, it’s our responsibility to keep pushing for the changes we want to see in the world. Let’s hope we talk not only about the problem, but about potential solutions moving forward.

Look at a journey through all its pieces

Chelsea Mauldin shared a bit of her experience working at the Public Policy Lab, in a very inspiring talk about Design and Power. After explaining the concept of the three fiduciary duties—care, loyalty, and obedience—and how that can be applied to Design, Chelsea reminded us that it is our job as designers to be obedient to our users’ requirements and needs.

To get there, we need to start seeing users as owners of the experience. Who owns the jail experience are the prisoners, not the people we tend to think are “in command”. Prisoners are the owners of the experience. They are living their lives in that space; they are defining the rules; they are shaping the stories that happen within those walls.

The opposite is also true: we need to start seeing who we think as “owners”, as the end users. The prison officer is a user of the jail as much as the prisoners are. The bus driver is a user of the bus as much as the passengers are. The experience a bus driver has with the bus defines the experience that everyone else has.

The bus driver is a user of the bus as much as the passengers are. Their experience defines every one else’s.

Point being: we need to look more holistically at the experiences we help design—at the entire journey, including other actors than the one you’ve been asked to focus on, including other channels than the one you’re responsible for.

Intent and capability are intrinsically related

I’ll leave this one on an abstract note. But here’s a quote from Brenda Laurel on her talk about VR and AR (I actually think her talk was about much more than that).

“When we are young, we don’t take action until we feel an intense love for something. When adults, until we see something and we grace.”—Brenda Laurel

Immersive experiences reduce comprehension

The wider the angle of the Cinematic VR experience users are viewing, the less story comprehension and retention they will have.

Gary Hustwit, the mastermind behind some of the best design documentaries ever done (including Helvetica, Objectified and Workplace), shared some of his learnings on crafting audience experiences in Cinematic VR. For those who are not familiar with the term, Cinematic VR is a branch of virtual reality that covers high-quality, 360° 3D video experiences, preferably with ambisonic audio, and possibly with interactive elements.

Gary shared an interesting experiment they did with real users going through a story that was told in a Virtual Reality environment:

They ran the test with 3 different group of users, each one seeing the VR environment at a narrower or wider angle (90, 180 and 360 degrees), to gauge how much people were able to retain details of the story such as character names, narrative and words used.

The results showed that the more visual complexity users had access to, the more they would get distracted from focusing on the core of the narrative. When you expand their visual field, they start to pay attention to details that are in the scene that are not really relevant for the narrative—distracting them from the core of the experience they were supposed to be having in a Cinematic VR story.

On unconscious bias

Roughly 11% of creative directors are female, while 73% of consumer purchasing decisions are made by women.

Jen Hualesswood reminded us that, without realizing it, biases can manifest themselves into a lot of our design decisions.

A few years ago, a male-led design team was working on a brief for a major athletic apparel company. When the team presented its work to the client, the reaction was honest: the work was too clinical and serious. Perhaps female designers would help take the work in a different direction? As a result, a few women were brought in to diversify the team. The end result: work which was more simple, friendlier and easier to understand.

Considering diverse teams from the outset is so important as we create work for cross-cultural products and services targeted toward diverse, global audiences.

The concept of “Skeuomorphic cycles”

Interesting concept shared by the folks at Local Projects as part of their presentation on Designing Interactions Beyond the Screen.

This was actually just a quick slide in the middle of a pretty amazing presentation showcasing the work they have been doing embedding interactions into physical systems: the concept of skeuomorphic cycles, or simply reverse skeuomorphi

The iPhone was launched and touch screens started to become popular, designers all over the world started using skeuomorphism to make digital interfaces resemble their real-world counterparts.

It was a practical way of helping people understand more clearly the function a digital interface had.

The same way physical objects started informing digital interfaces back then, now we are starting to see digital affordances informing the way physical spaces are designed and built. Moving forward, this mutual influence will start to function in a cycle, and we will see more and more examples of physical and digital design blending in.

Read it online: https://uxdesign.cc/7-things-i-learned-from-the-first-day-at-interaction17-ixda17-29ed346576d8#.8zrbra6y7
Janaina Barbosa
PhD student

10 words or less about yourself
I’m from Brazil and visit PhD student at UID until June.

Something most people don’t know about you
Every morning I do yoga to think better!

An interesting fact from your country
At this moment my country is in a “carnival mood”!

The New Black in WEB
https://www.youtube.com/watch?v=-TPnStsYZ5Q
“Patience is the antidote to anger”. Jetsunma Tenzin Palmo is a nun from England. In this video she talks about the daily practice of patience even in the face of the problems.

The New Black in SLANG
“Banana” is one of the 10 portuguese words that all the world speak. I love bananas :)

The New Black in RANDOMNESS
I’m looking forward to the Swedish summer :)
A young Asian boy has a dream of having nice beard or mustache. But life made a joke on him that he can never have any of them. So maybe designers can do something to make his dream come true?

**Mustache Me!**

**Beard Me!**

Voting session on 3rd of March (Friday), to decide the winner.

Lu will cook a secret (but nice) Chinese dish to the winner!!!!