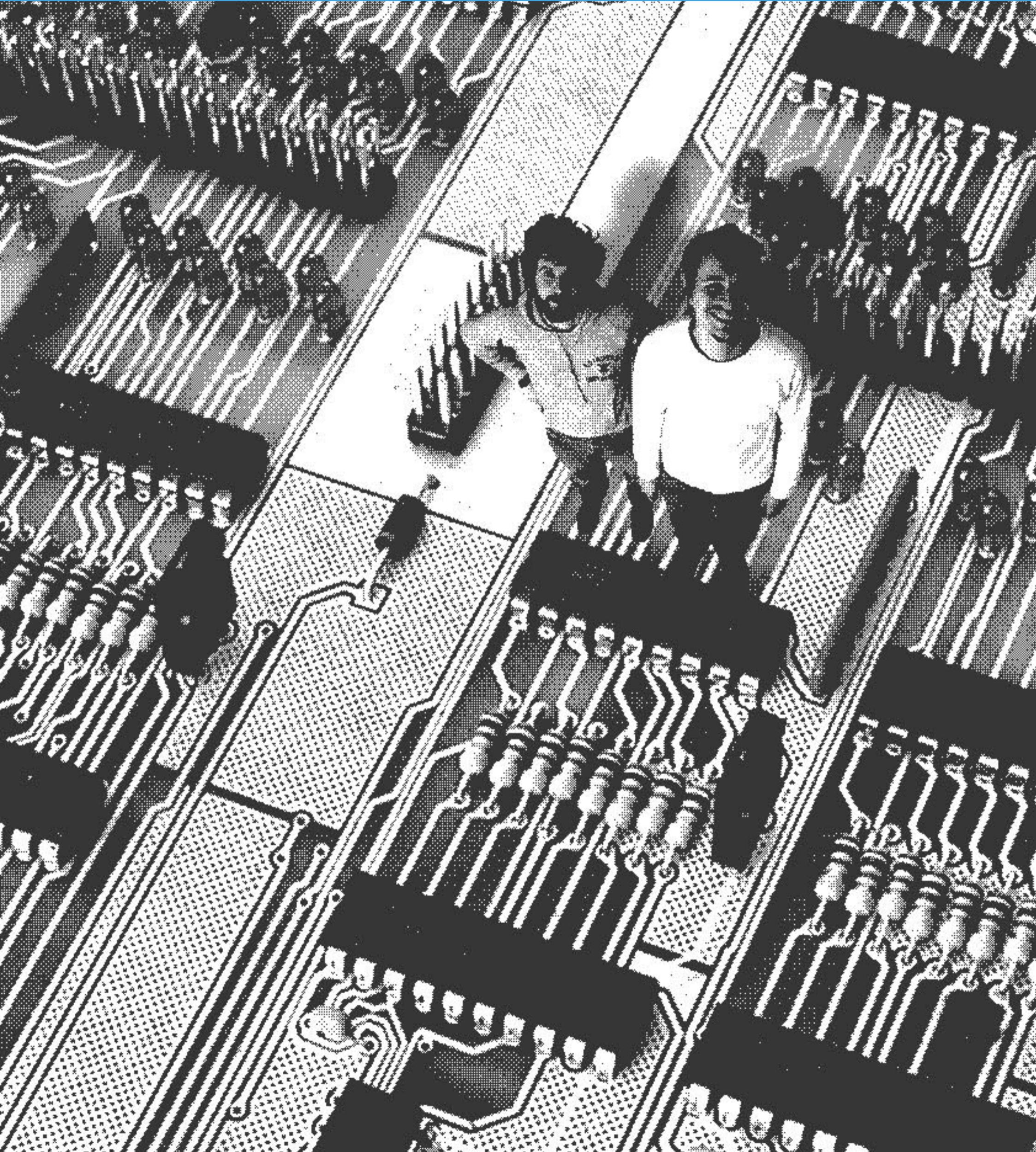


# CASE HISTORIES

"A COLLECTION OF SUCCESFUL AND INTERESTING EXPERIENCES IN THE  
INTERACTION DESIGN FIELD..."





Since the beginning of time, humans have always had this fascination for the market. Sell, buy, barter all kinds of possible trade and businesses: i give you money, you give me camel, etc. The market shaped the ancient cities, in Greece and Rome, in the Western part of the world as well as in the East. The Japanese ideogram for city comes from "market"; short circuits between different civilizations happened because of this desire and need of commerce. Marco Polo was a trader, Samarkand, Hong Kong and San Francisco were all born as trading posts. The market shapes our cities, our culture, our life. If to this universe you add the Internet and fun part of an auction, then you get 34,100,000.

What is this number? The amount of active users on the ebay platform who bid, bought, or listed over the year 2003.

In the image: Jamal El Fnaa, Marrakesh, Morocco.

eBay - New & used electronics, cars, apparel, collectibles, sporting goods & more at low prices  
http://page.ebay.com/plusPageName=it-home-25  
Buy Sell MyeBay Community Help  
Powered By EBML  
Buy Now Watch Click Here  
Log In

Welcome to eBay

Shaping countries, brand names, and cultures one item at a time. From shape to media...

**1 Find**  
Search or browse for an item

What are you looking for?  
Search This Site  
Advanced Search  
Browse by item type  
Browse by category  
Feedback Requests

You need to register to bid or buy. It's fast, easy, and free!

Register Now! Log In

**2 Buy**  
Use "Buy It Now" or place a bid

You won't have to wait for the auction to end - purchase your item instantly.  
Place a bid  
Enter the maximum amount you want to spend. eBay bids for you, up to the bid set by you.

Review Feedback  
Feedback ratings are based on a user's past interactions and help you learn about the seller you're dealing with.

PayPal  
PayPal makes an email from eBay explaining how to pay the seller.

Most sellers accept PayPal. It's a safe, fast, easy and free way to pay for items, and you'll be protected up to \$500 on unshipped listings through PayPal Buyer Protection.

Many sellers also accept payment by check or money order.

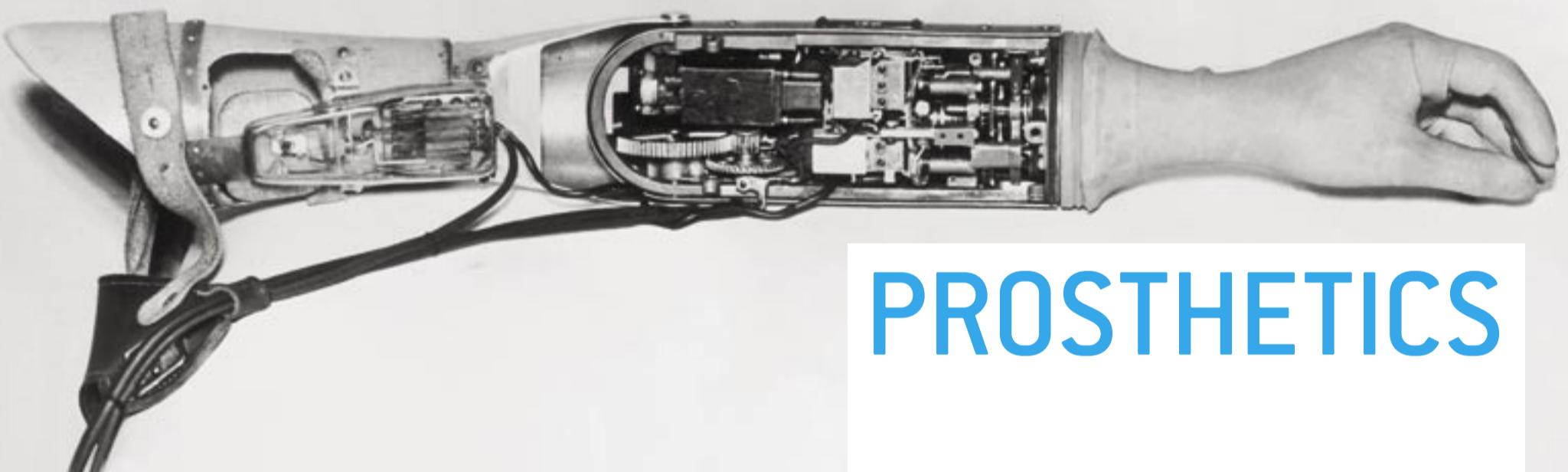
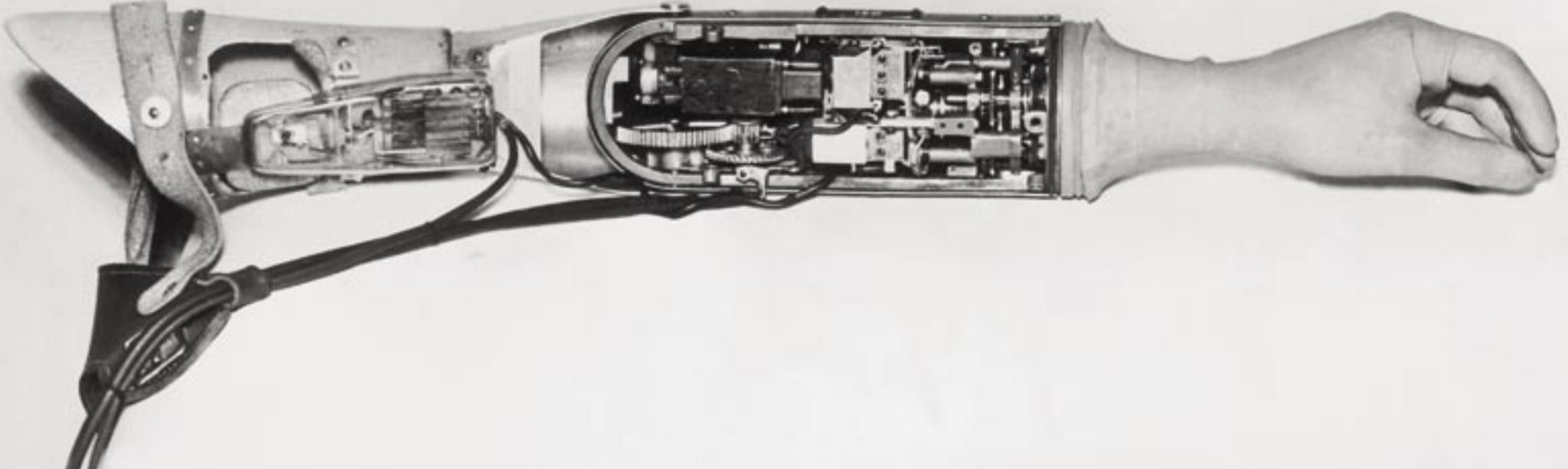
Get Your Item  
After the seller receives your payment, the item is sent to you. It's that easy!

Read More Continue

Featured Items

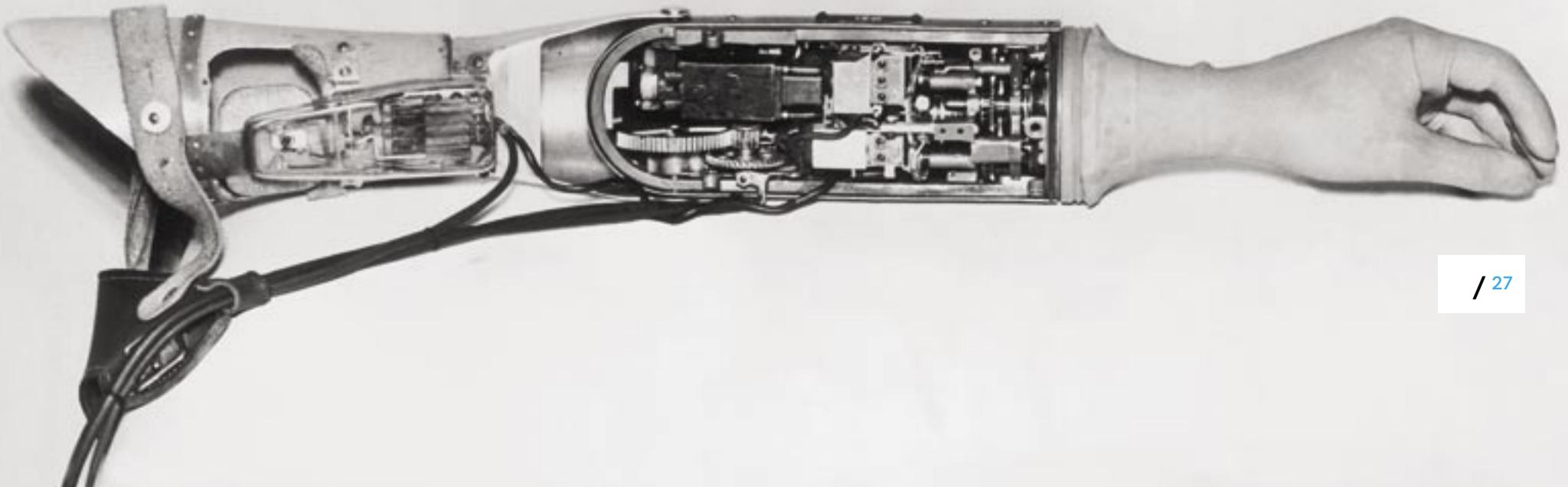
# EBAY.COM





## PROSTHETICS

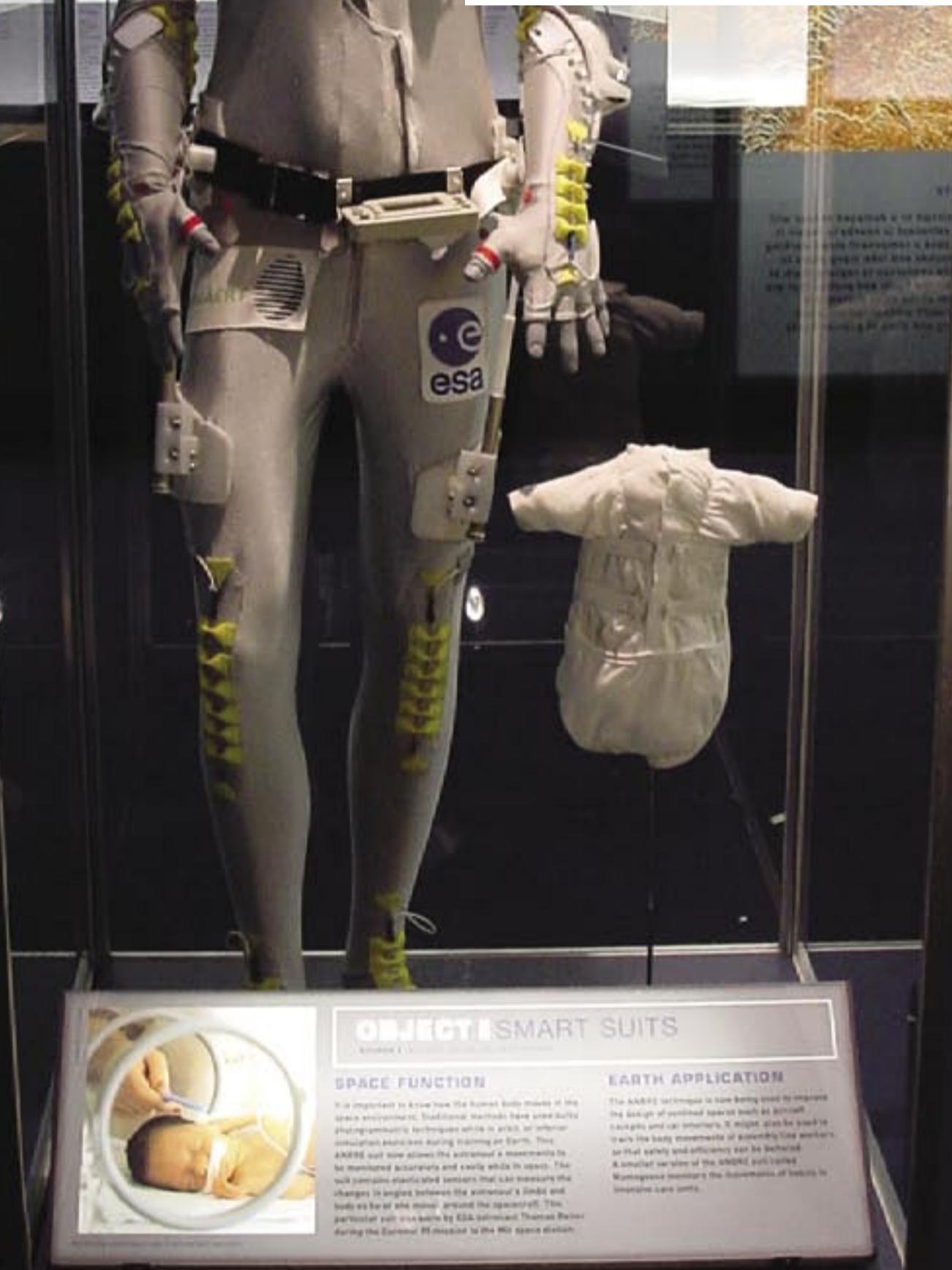
The first Terminator movie was shot in 1984. It was only 20 years ago but it looks a millennium ago. Although we thought that Arnold Schwarzenegger was a science-fiction character, we now understand he was not. Not because he became the Governor of California, but because he was making a documentary on possible applications of contemporary prosthetics.



# SENSORIZED PYJAMA

These pyjamas are a great opportunity to talk (finally) about the so-called “technology transfer”. What’s a “technological transfer?” Easy. It is when you have an astronaut suit filled with sensors to measure the astronaut’s condition (heartbeat, blood pressure, various body-generated data) and you move it into another realm. In this case, a hospital, specifically the pediatric unit. Child-sized pyjamas, with all these sensors, let you measure the condition of the child patient right away.

Space Suit–Mamagoose display. Project by ESA.

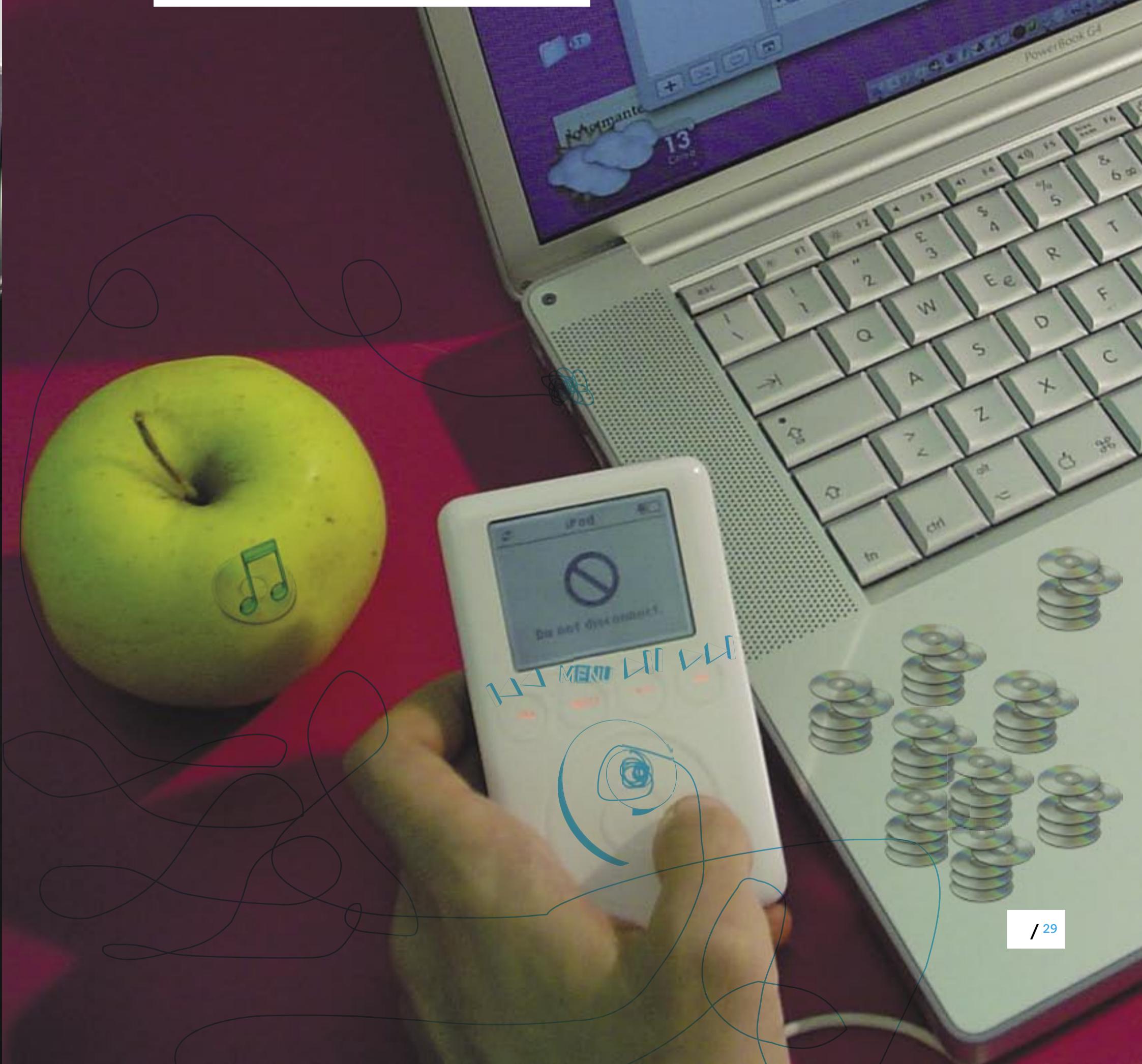


# IPOD iTUNES

We have this feeling that the iTunes/iPod system was an enormous success because of its perfect overlap between the service and the product.

If your perfect service is carried by a perfect product, you multiply their power. Apple did this great thing, of transforming a good service into an object of desire. Designing desire is always the first step to increase market share.

iPod and iTunes are projects developed by Apple.



# 1 SEARCH

Ryanair.com - The Low Fares Airline

**RYANAIR.COM**  
THE LOW FARES AIRLINE

SEARCH · SELECT · TO书MAI · CONTACT · PAYMENT · DISCOUNTS

From: Paris (CDG) To: London (LHR), United Kingdom (GBR)

Date to fly out: 20 December 2004 Date to come back: 30 December 2004

Number of passengers: 1 Adult, 0 Infants (0 to 2) or 0 Toddlers

**SEARCH FOR FLIGHTS**

Flights do not accept unaccompanied children under the age of 14 years or toddlers.

Important information on the use of child seats between 8 days to 23 months.

Only 8 passengers with reduced mobility can be accepted on one flight. Please note that flights with reduced mobility passengers cannot be guaranteed.

Priority Boarding will not result in you being unable to board the aircraft.

Terms and Conditions



# 2 BUY

Ryanair.com - The Low Fares Airline

Flight: FR318 Date: 30 Dec 04 Time: 10:50 Depart: Brussels (BRU) Arrival: London (LHR)

**Pricing**

Going Out (Prog.Fare)	15.99 EUR
Taxes, Fees & Charges	15.36 EUR
<b>Coupon/Book (Offer/Line)</b>	44.99 EUR
Taxes, Fees & Charges	13.36 EUR
<b>Total</b>	92.61 EUR

**Fare Rules**

All bookings are non-refundable except in circumstances where Ryanair cancels a flight. Flight taxes, fees and surcharges are subject to change. Please see the Ryanair Terms and Conditions for further details. [Read more](#)

Please always remember that all passengers purchase suitable travel insurance. Please see our website for online travel insurance special offers.

**Important!**

Please read and accept Ryanair's terms and conditions, privacy policy and the cookie notice and tell about all other passengers travelling as part of this reservation of those conditions.

[Please check how to continue](#)

**Check flight**

If the flight fare stated, including optional tax class, is 90% off the [CONFIRM FLIGHTS](#) button to continue.

**CONFIRM FLIGHTS**

You only after 30s. (Secure Socket Layer technology to protect your personal information.)

# 3 FLY

Ryanair.com - The Low Fares Airline

**RYANAIR.COM**  
THE LOW FARES AIRLINE

SEARCH · SELECT · TO书MAI · CONTACT · PAYMENT · DISCOUNTS

Okay, almost there! Please enter the information on this page. Once you have provided payment details, and are ready to complete your booking, click the 'Purchase Now' button. Don't forget you can purchase travel insurance at the end of your booking.

**Total**

Total Payment Amount: 92.61  
Excluding handling fee: 92.61

**Payment**

Payment amount: 92.61

Card Payment Type: Visa

Cardholder Name: John Doe Card Number: 4111 1234 5678 9012 Expiry Date: 12/12 Name on Card: John Doe

Bank Account Holder: John Doe Bank Account Number: 12345678901234567890 Expiry Date: 12/12 Name on Bank Account: John Doe

We should talk about how easy the interface is, how simple it is to buy a ticket. The simplest way to understand this is for you to go to the Ryanair website and buy yourself a ticket. But we'd like to mention is something different: the map of Europe changed because of Ryanair and other low-cost airlines. Some distances grew, others shrank. From Ivrea, near Torino—Italy, it is faster and cheaper to go to London than to go to Firenze. The European map is not the same anymore. The easiness of the process had a relevant part in the overall recipe. Nice! □

# RYANAIR



Alexandria, The Name of the Rose, Borges, the unaccessible libraries in the Vatican City... [→](#)

A whole world shaped as a library. A whole library shaped as a world. A library that is more of a concept than a physical place. At first precious collections belonging to kings and emperors. Then to monks in the monasteries of the European Middle Ages. The concept remained, changing shape and its physical manifestation

over the following centuries. The library became public, the library became synonym of collective memory. In the digital age, paradoxically enough, the finest public library is a private enterprise. For an author, to achieve recognition is no longer to be published, but rather to be in Amazon's web-based catalogue. It started with books, tapes, and little by little it is wrapping itself into an enormous collection of goods and services. [→](#)

## AMAZON.COM





Your wallpaper is boring.

No, wait: you do not have wallpaper in your house, not any more, precisely because it is boring. On the other hand, your house is full of large boxes that deliver exciting information when they are on, and simply take up space when they are off. What if wallpaper turned into a medium, a kind of large quiet display, quietly presenting the information of your choice?

Computer-controlled thermal plates activate a color transition in specially-treated wallpaper, turning on and off credit card-sized pixels. A greyscale image or short fragments of text can be appreciated from a distance; the same plates can also operate as touch sensors, turning the wall into an input device. This device gives you information only when you want it. And when you want to be quiet, it literally disappears into the wall.

Interaction Design Institute Ivrea 2004.  
Project by Dario Buzzini and Massimo Banzi.  
<http://www.nsww.org>

# NOT SO WHITE WALLS

# INSTANT SOUP

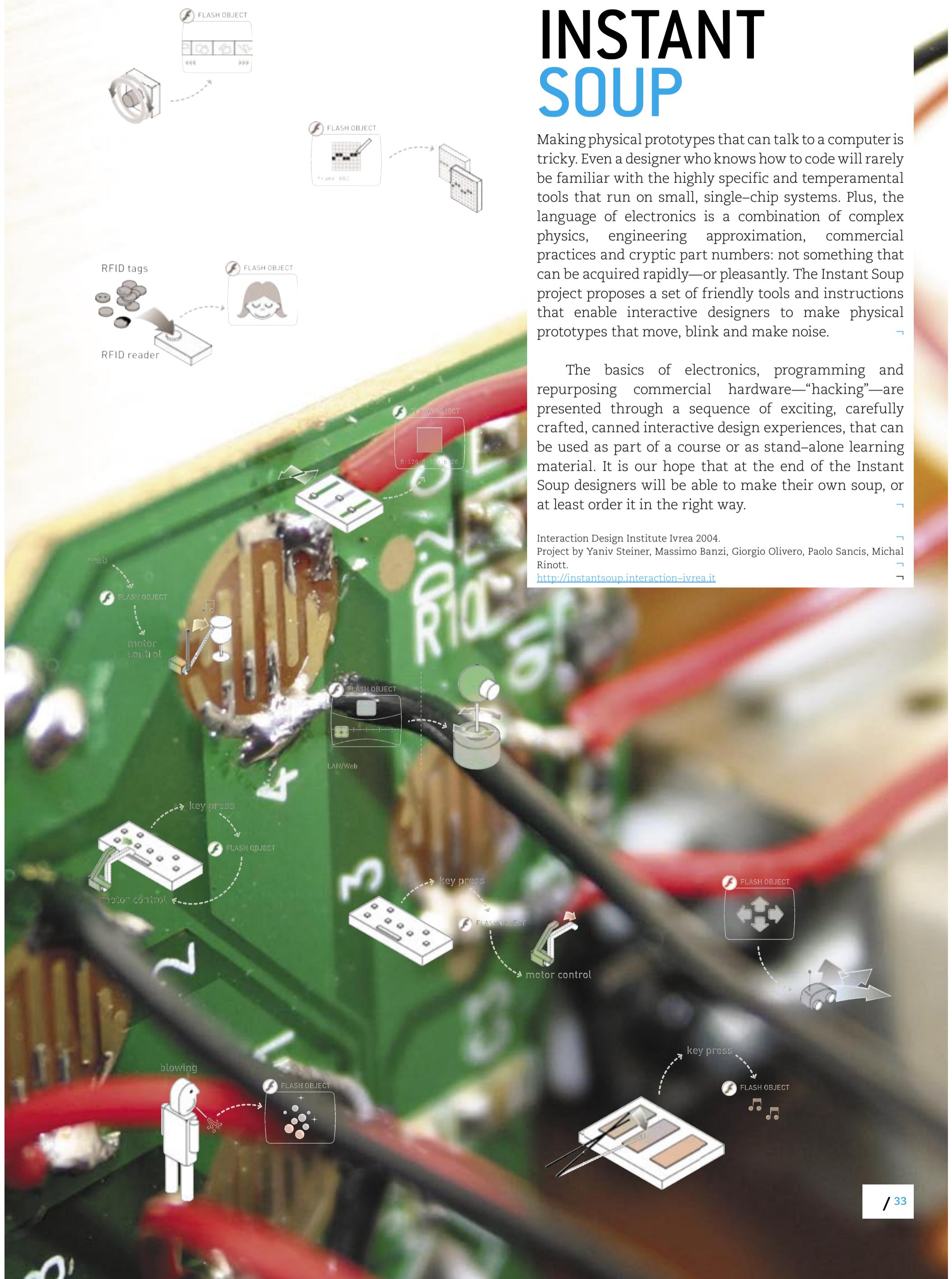
Making physical prototypes that can talk to a computer is tricky. Even a designer who knows how to code will rarely be familiar with the highly specific and temperamental tools that run on small, single-chip systems. Plus, the language of electronics is a combination of complex physics, engineering approximation, commercial practices and cryptic part numbers: not something that can be acquired rapidly—or pleasantly. The Instant Soup project proposes a set of friendly tools and instructions that enable interactive designers to make physical prototypes that move, blink and make noise.

The basics of electronics, programming and repurposing commercial hardware—“hacking”—are presented through a sequence of exciting, carefully crafted, canned interactive design experiences, that can be used as part of a course or as stand-alone learning material. It is our hope that at the end of the Instant Soup designers will be able to make their own soup, or at least order it in the right way.

Interaction Design Institute Ivrea 2004.

Project by Yaniv Steiner, Massimo Banzi, Giorgio Olivero, Paolo Sancis, Michal Rinott.

<http://instantsoup.interaction-ivrea.it>





# LONDON SCIENCE MUSEUM

One of the natural applications of interaction design is the universe of museums. In almost every western language, 'museum' is a synonym for 'boredom'. [→](#)

Terrifying displays, lengthy explanatory notes, dusty artefacts. Interaction design proves that this universe is not static and can change. There are a number of institutions where you can see this process happening. The Science Museum in London is one of these. Feel free to explore the Wellcome Wing or spend a nice afternoon in the new 'Energy' section. [→](#)

Interactive Gaming Tables by Durrel Bishop and Andrew Himiak at the Wellcome Wing. [→](#)



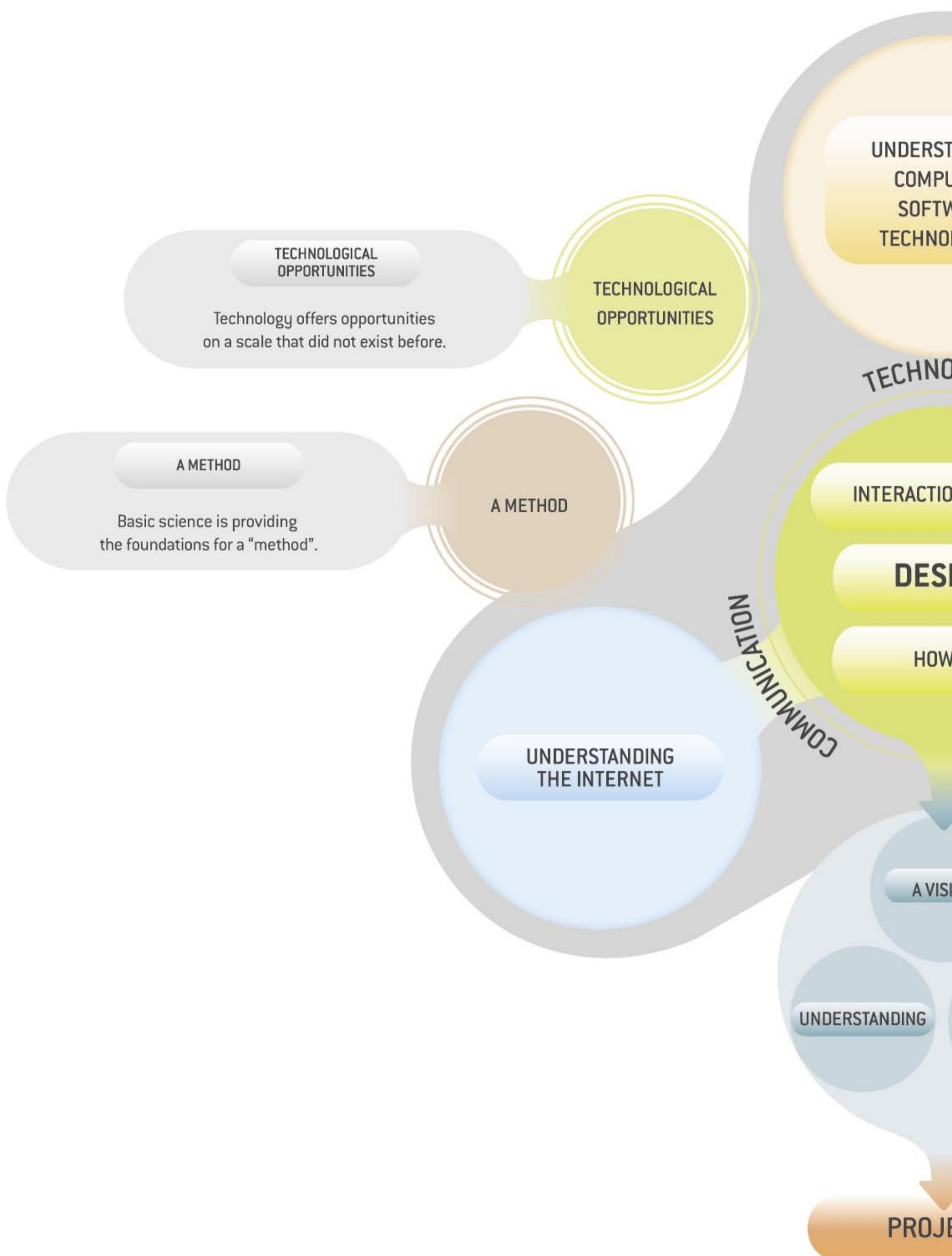
The best selling computer game in history, first released in 2000 and then supplemented with expansion packs. The Sims, in brief, allows you to play God. You build the environment where a group of artificial people live... Happily? Hatefully? Violently? You decide. There is no stated goal in the game, so people play it according to their own characters.

The Sims players really like to be gods of their own pocket universe. So much that, when Maxis launched The Sims Online, a multiplayer environment where humans could interact in a Sims-like world through various themed cities, the project flopped. Not enough customers were interested: game + internet does not equal success necessarily. The Sims 2, by the way, is single-user.

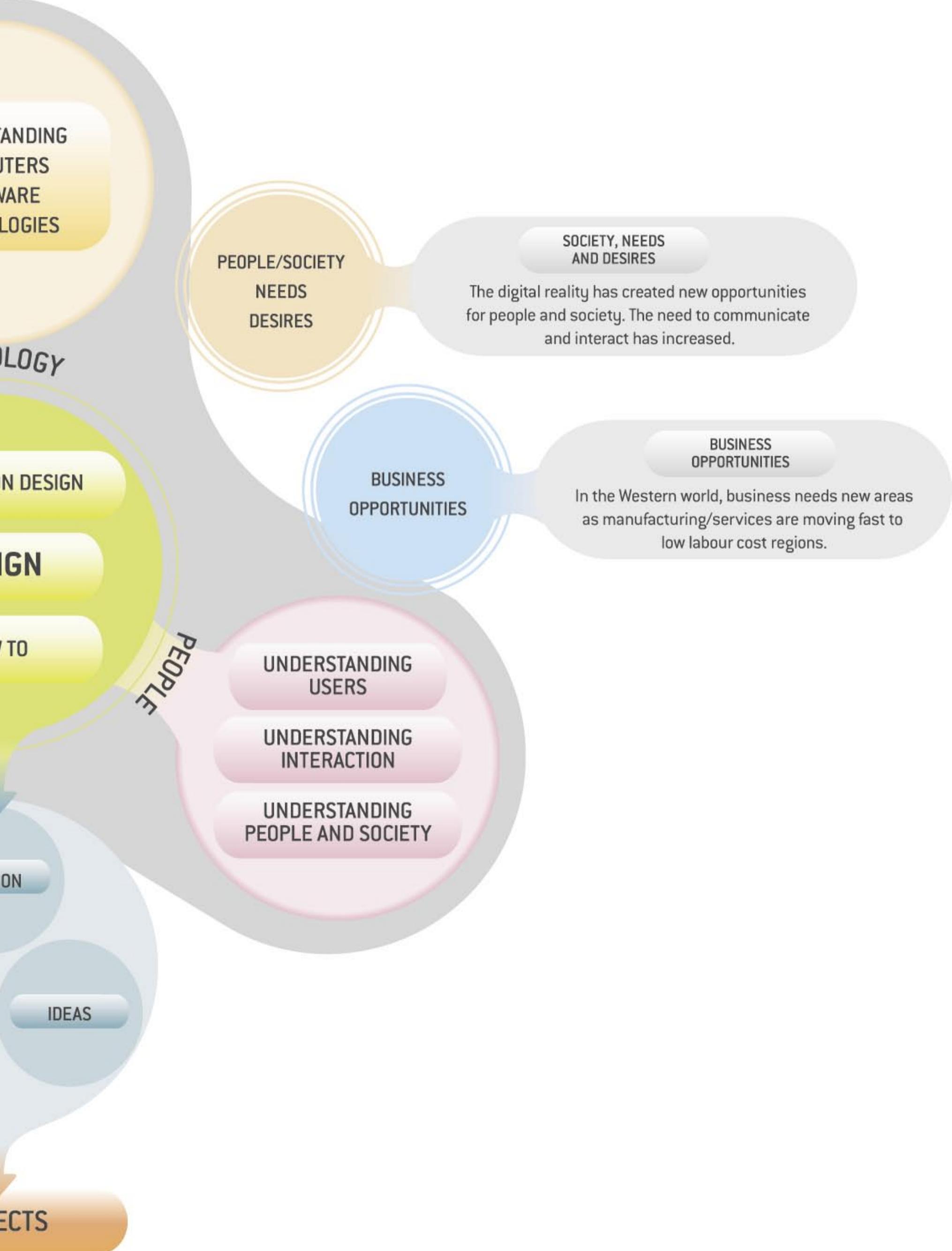
The Sims is designed by Will Wright at Maxis, a division of Electronic Arts.

# THE SIMS

# THE METHOD OF



# OF INTERACTION





# GOOGLE.COM

Whatever we might write, say or comment on Google is quite obvious and already stated. If you create a product, and this product becomes a verb “to google”, from then on, there isn’t much to say.

What fascinates us the most are Google’s secondary features and functions: Google University, Google Blogger, special searches and Google Labs; and the service where you volunteer to translate all the texts in your own language; the locally-based search; the Yellow Pages search, or the product-based search. You can google on different platforms: on your palm, on your phone, then in your hard-disk. Have you tried? And the translation services, aren’t they disturbing? Yes, disturbing but at the same time intriguing. Like the relationship between Google and money. Google in your own hard disk, try typing your own name... ...the results will be rather spooky.



The relationship between military research and human progress has been fully explained by Manuel De Landa in his book "War in the age of intelligent machines" published in 1992. From the age of the catapult to today, technology moves forward because of military research. It was like this for Carthage, Rome, the Middle Ages

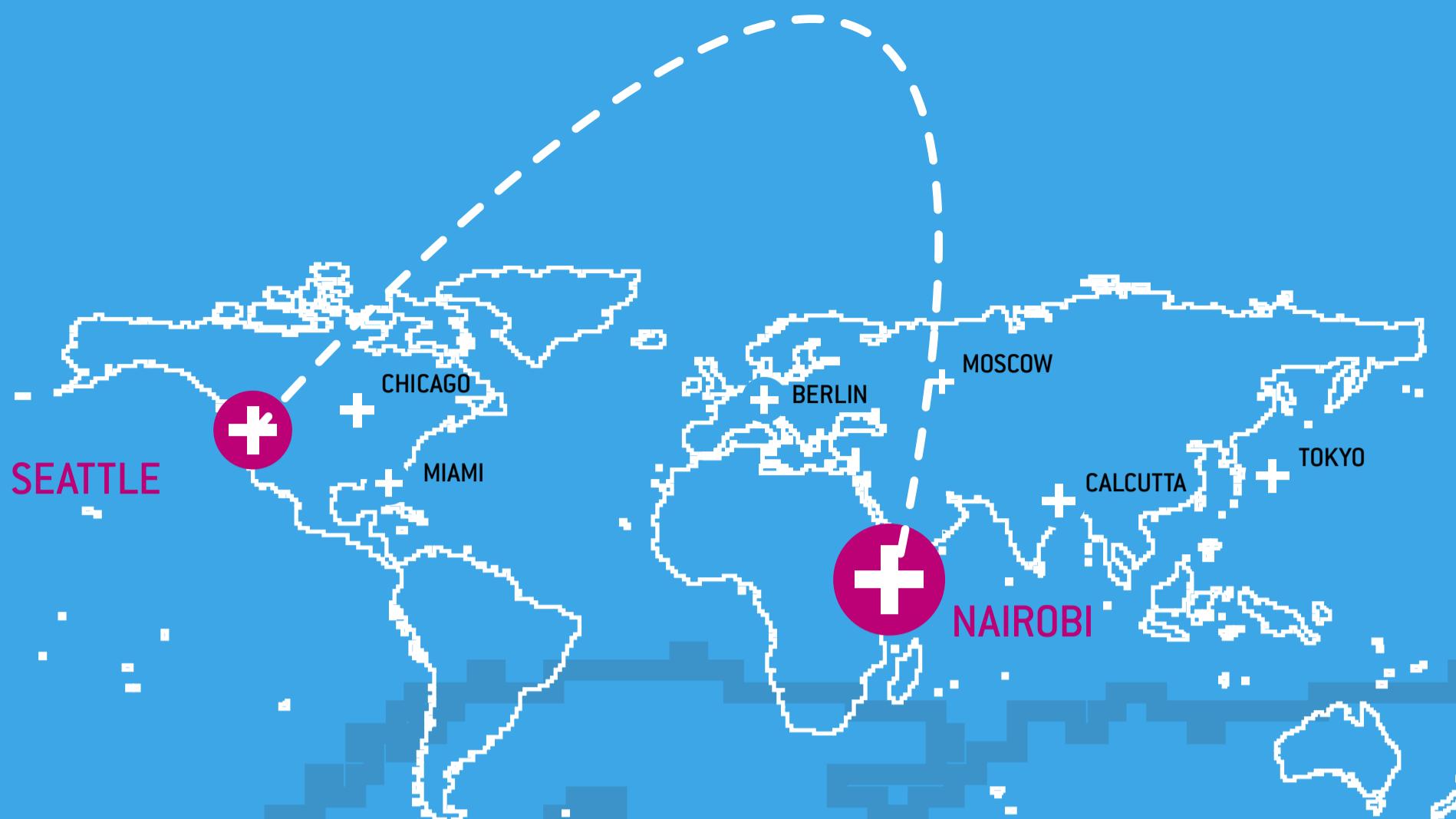
and during WWII. In each case, the real money went to the real need: to fight people who do not belong to your family/clan/city/state. Of course, it is now the same. The real money goes to military research. What is left goes to porn, but that's another story.

## MILITARY RESEARCH



# CAR NAVIGATOR

There isn't much to say about the car navigator. What's intriguing from our point of view is to understand why we don't have a human navigator. It would be rather easy and simple. It would be very useful and handy. Still no one has one. When we drive a car it is such a relief to have someone telling you where the next gas station is, or which direction you are supposed to go. This would be even more useful when walking. Still, for some unknown reason, although such a product exists, almost no one uses it.



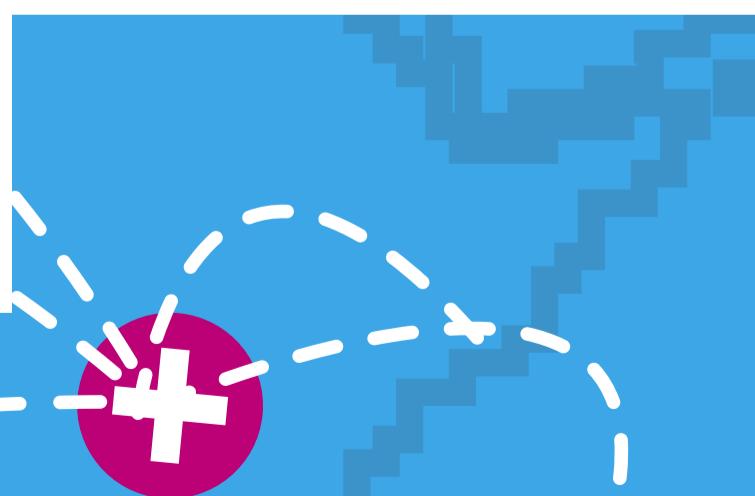
Imagine a super-talented and skilful surgeon. There are only two or three like him in the world. He is based in Seattle and cannot spend all his life travelling. At the same time, it is very difficult and incredibly expensive to move patients. What to do? To invest money in robotic surgery, improving the state of the art until we reach a level where the surgeon moves his hands using

instruments in Seattle, and a second pair of instruments operates on the patient in Nairobi.

Is this science fiction?  
No. It's already real. Now.

The "da Vinci" surgical system by Intuitive Surgical.

## ROBOTIC SURGERY





## ATM

The best interaction design is the invisible one. The one that creeps into your life and you don't even notice. When we drink a glass of water, we never think about the enormous achievement of hydraulic engineering. We simply drink a glass of water from the kitchen tap. The same applies to interaction design and ATM machines. Do you remember that we used to live in a world where ATM cards were not there?

In the image, a curious mobile ATM machine.

We all love Bernini and Borromini, we all love Baroque architecture. You enter a church and you get numb. The power of architecture is astonishing. Techno-baroque is similar.

We went to New York, we went to L.A. The dream of modern architecture was a positive one, to use modern technology to build fancy chairs for the working class. The chairs are still fancy, the working class became

middle class and still does not sit on (or like) Mies' or Breuer's tubular stuff. Having to choose, we do prefer the decadent approach used by Koolhaas for the Prada stores. He does things for rich people and doesn't even lie about it.

Hail to the rich!

In the image: Delayed Mirror project by IDEO with OMA-AMO.

## PRADA DELAYED MIRROR



In the future everybody will have a videophone, we fear. Not only we will be able to sound dull and embarrassed, we will even look dumb—with uniformly oversized noses. The third generation of phones will put us on a stage. One of the traditional solutions to the horrors of live performance on stage is playback.

[\[link\]](#)

And this is exactly what Phony Star does: we can be turned, on demand, into videotars, and impress our friends and lovers. Prepare your videophone call, choose an audio track from a library of songs made for seducing, impressing and terrifying your friends. At the right point of the conversation start the music and be a star!

[\[link\]](#)

Interaction Design Institute Ivrea 2004.

Project by Søren Pors.

[\[link\]](#)

[\[link\]](#)

# PHONY STAR



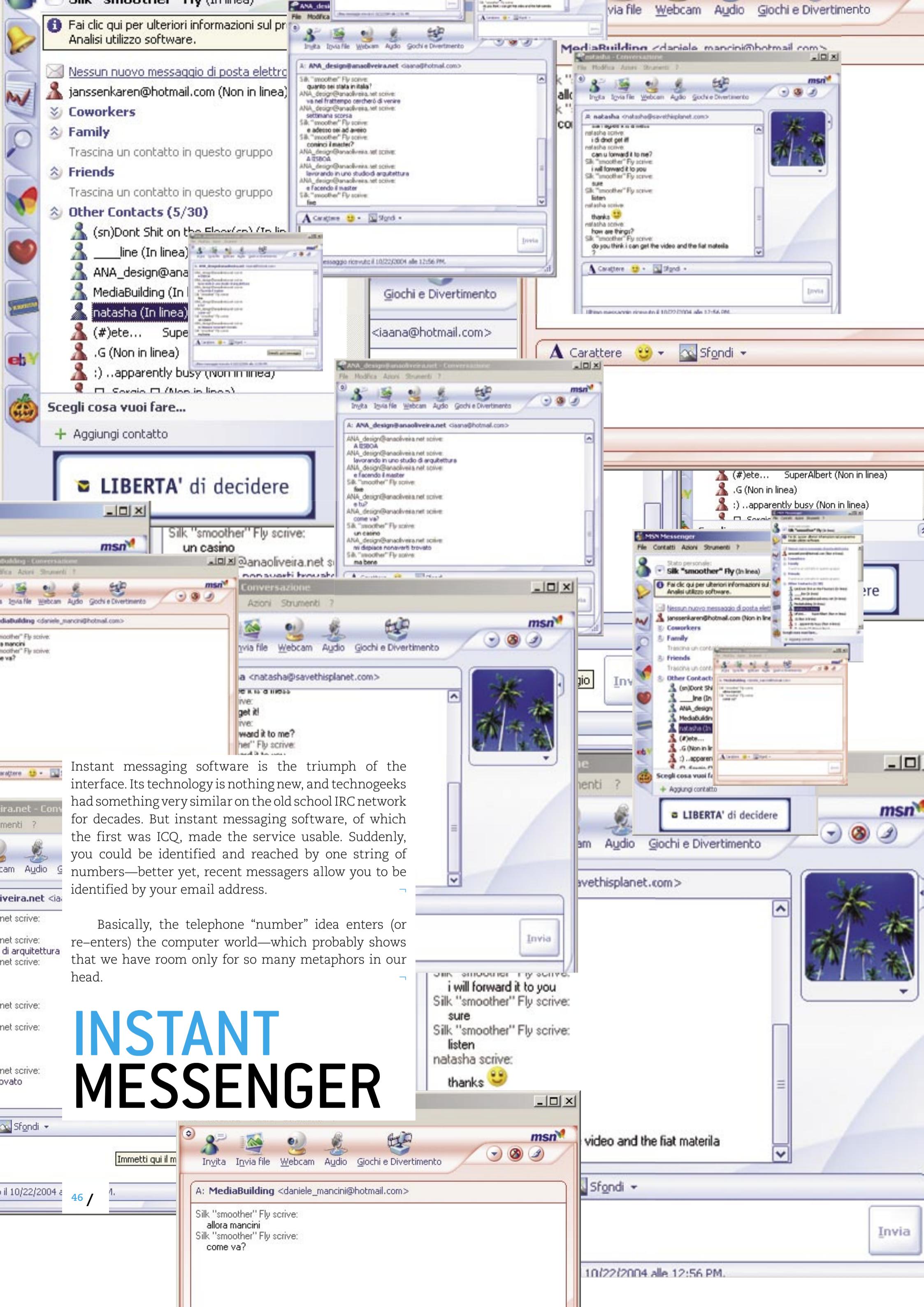


# PROCESSING /WIRING

Designers don't like programming, they like to design, to experiment, to sketch and to try out things. Most programming environments don't lend themselves to exploration: the steep learning curve beginners must laboriously climb makes it hard to get satisfaction from what they do. "Processing", a Java-based programming language that runs under Windows, Mac OSX and Linux; and "Wiring", a simple programming language that runs on a small and cheap single board computer; aim to squash that toe. Both languages provide a friendly environment, where programs are entered into an editor, compiled, debugged and executed with great simplicity.

"Processing" and "Wiring" provide both the first step into programming the PC and embedded systems, but also enable a user to engage in higher complexities "Wiring" provides a set of primitives for controlling lamps, motors and data streams based on the input from buttons and sensors.

Interaction Design Institute Ivrea 2004.  
Processing is a project by Casey Reas and Ben Fry.  
Wiring is a project by Hernando Barragán.  
<http://processing.org> | <http://wiring.processing.org>



Fai clic qui per ulteriori informazioni sul progetto. Analisi utilizzo software.

Nessun nuovo messaggio di posta elettronico.

janssenkaren@hotmail.com (Non in linea)

Coworkers

Family

Trascina un contatto in questo gruppo

Friends

Trascina un contatto in questo gruppo

Other Contacts (5/30)

(sn)Dont Shit on the Floor (In linea)

\_\_\_\_\_line (In linea)

ANA\_design@anaoliveira.net

MediaBuilding (In linea)

natasha (In linea)

(#)ete... SuperAlbert (Non in linea)

.G (Non in linea)

:) ..apparently busy (Non in linea)

Sergio (Non in linea)

Scegli cosa vuoi fare...

+ Aggiungi contatto

## LIBERTA' di decidere

Instant messaging software is the triumph of the interface. Its technology is nothing new, and technogeeks had something very similar on the old school IRC network for decades. But instant messaging software, of which the first was ICQ, made the service usable. Suddenly, you could be identified and reached by one string of numbers—better yet, recent messengers allow you to be identified by your email address.

Basically, the telephone “number” idea enters (or re-enters) the computer world—which probably shows that we have room only for so many metaphors in our head.

# INSTANT MESSENDER



via file Webcam Audio Giochi e Divertimento

MediaBuilding <daniele\_mancini@hotmail.com>

MediaBuilding - Conversazione

File Modifica Azioni Strumenti ?

Invita Invia file Webcam Audio Giochi e Divertimento

A: natasha <natasha@savethisplanet.com>

natasha scrive:

i did not get it!

natasha scrive:

can u forward it to me?

Silk "smoother" Fly scrive:

i will forward it to you

Silk "smoother" Fly scrive:

sure

Silk "smoother" Fly scrive:

listen

natasha scrive:

thanks :)

natasha scrive:

how are things?

Silk "smoother" Fly scrive:

do you think i can get the video and the fiat materia

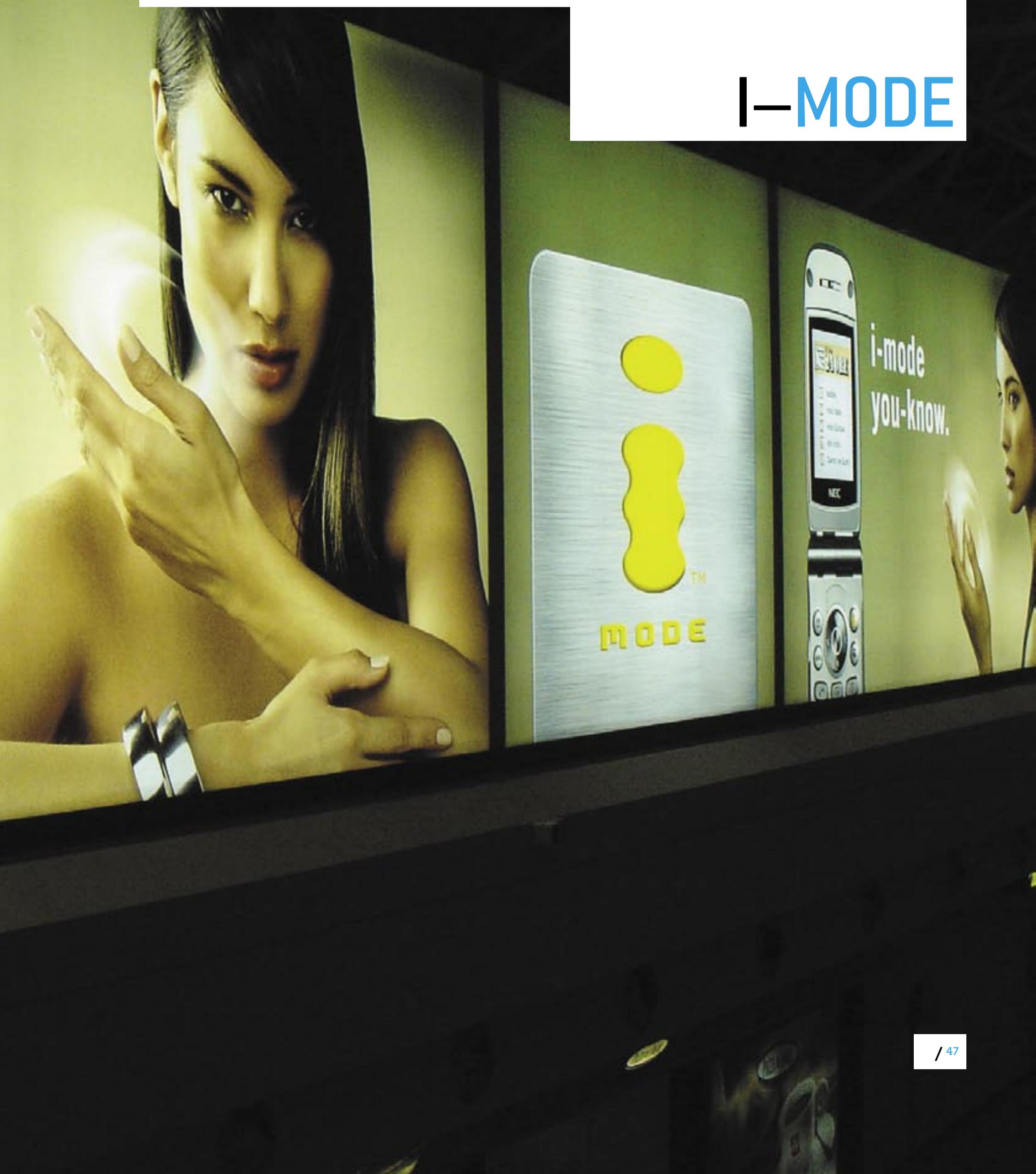
?

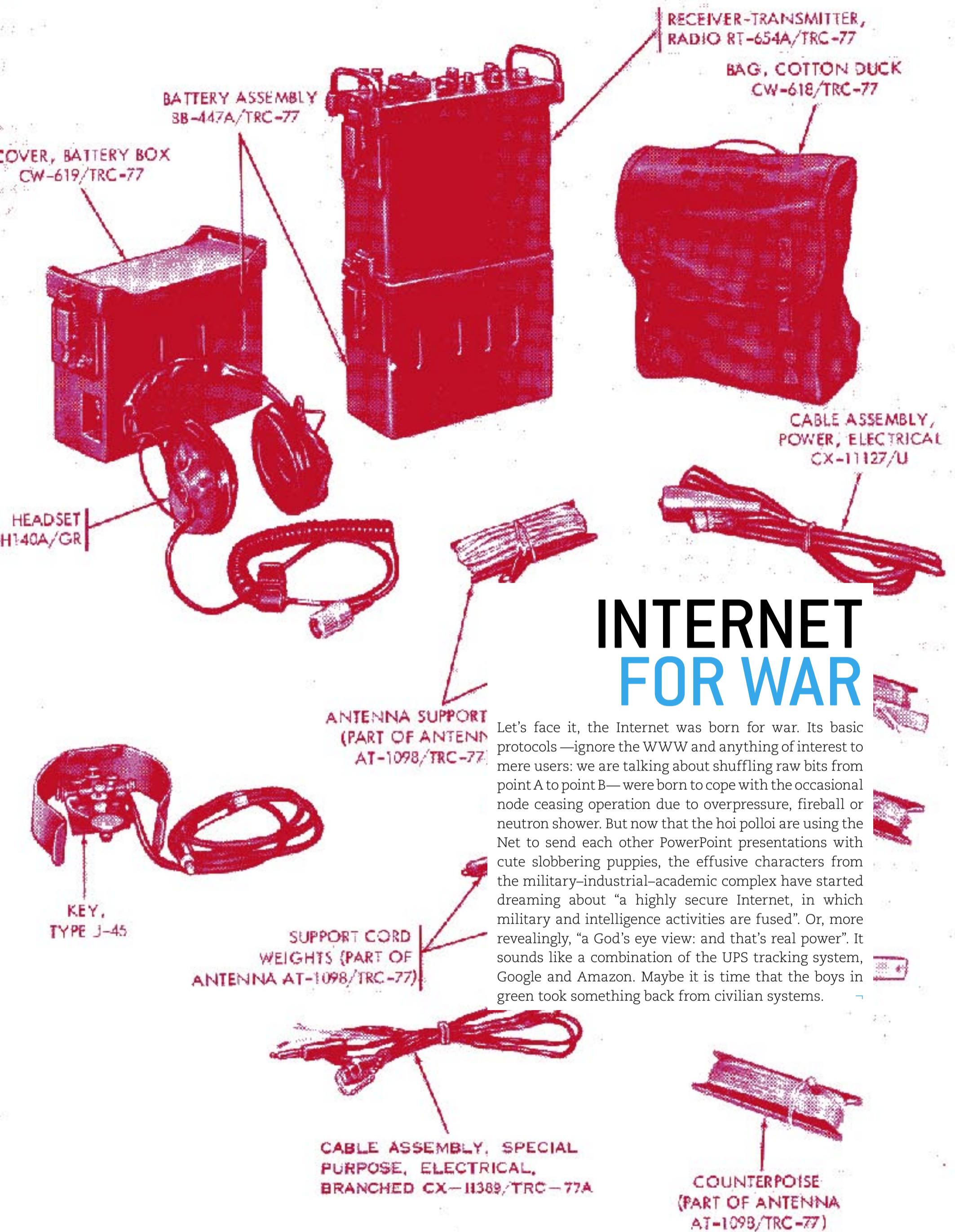
Invia

i-mode. In Japan it has been the key phenomenon for a whole generation of consumers. In Europe it really never caught on. Until now. From now on, we don't know. It might develop, it might fail. The original Japanese service was quite simple and easy. You are on a subway, endless time to commute back and forth to and from work, in a social environment where to talk is considered impolite. Imagine that you have a cellphone through which you can reach a wide selection of services. Chit chatting with your friends,

downloading various kind of content, playing games and using it for practical purposes as well as just for leisure. The i-mode's Japanese success was because the phenomenon started with teenagers. This was the biggest difference from European WAP. While the i-mode was for the teenager, WAP was for the businessman, busy with his endless financial transactions. Teenagers versus businessmen. It looks like a stiff competition but the distance might be not as big as it looks.

## I-MODE





## INTERNET FOR WAR

Let's face it, the Internet was born for war. Its basic protocols —ignore the WWW and anything of interest to mere users: we are talking about shuffling raw bits from point A to point B—were born to cope with the occasional node ceasing operation due to overpressure, fireball or neutron shower. But now that the hoi polloi are using the Net to send each other PowerPoint presentations with cute slobbering puppies, the effusive characters from the military-industrial-academic complex have started dreaming about “a highly secure Internet, in which military and intelligence activities are fused”. Or, more revealingly, “a God’s eye view: and that’s real power”. It sounds like a combination of the UPS tracking system, Google and Amazon. Maybe it is time that the boys in green took something back from civilian systems.

Figure 1-1. Radio Set AN/TRU-77A.

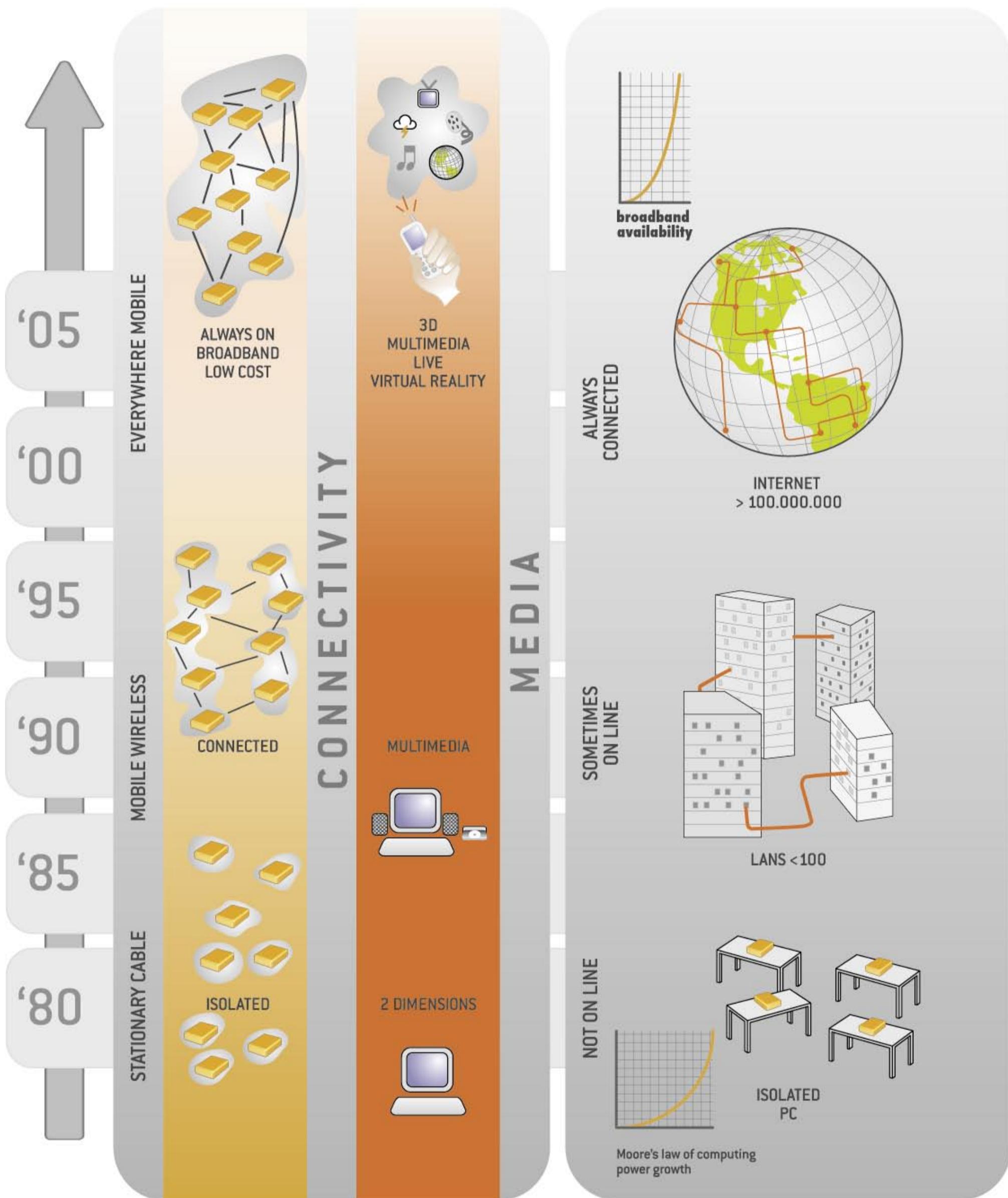


# RFID & DRUG BOTTLES

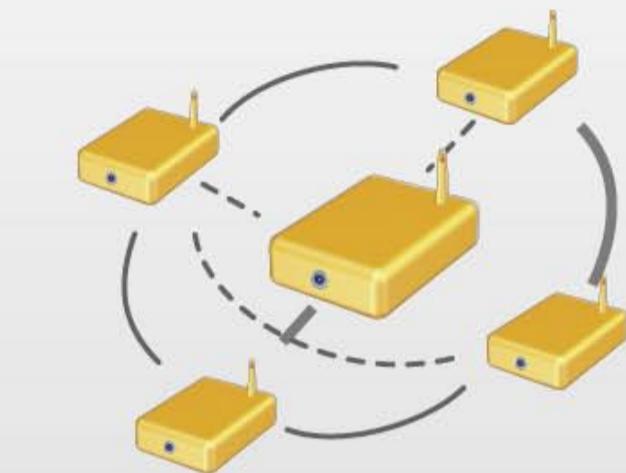
Radio Frequency ID is the new old technology from the '70s that suddenly bleeped onto everybody's radar. Privacy advocates are terrified, Wal-Mart is audibly panting in excitement, MIT has set up a research center about it. Tiny tags, readable and writable from a distance, carry just enough bytes to be useful and dangerous: a product ID, an SSN number, a crypto key. Potential applications range from the ho-hum automated check out in supermarkets, to slightly spooky Benetton scenarios where the store recognizes what sweater you

are wearing and proposes matching socks, different from the ones you bought two weeks ago in Sydney; to seriously scary giant interlocking databases where you, the customer/citizen/culprit/target, are pinpointed and flayed on the anatomical table of perfect identification. What is stopping them? Civil liberties? No. It is just that RFID's price curves are still over the magic red line of one eurocent apiece. Wait till it gets there, and privacy will be simply too cheap to meter.

# COMMUNICATION A

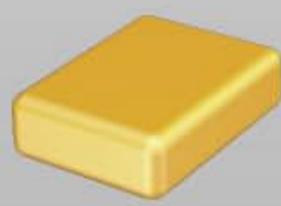


# EVOLUTION AND INTERACTION

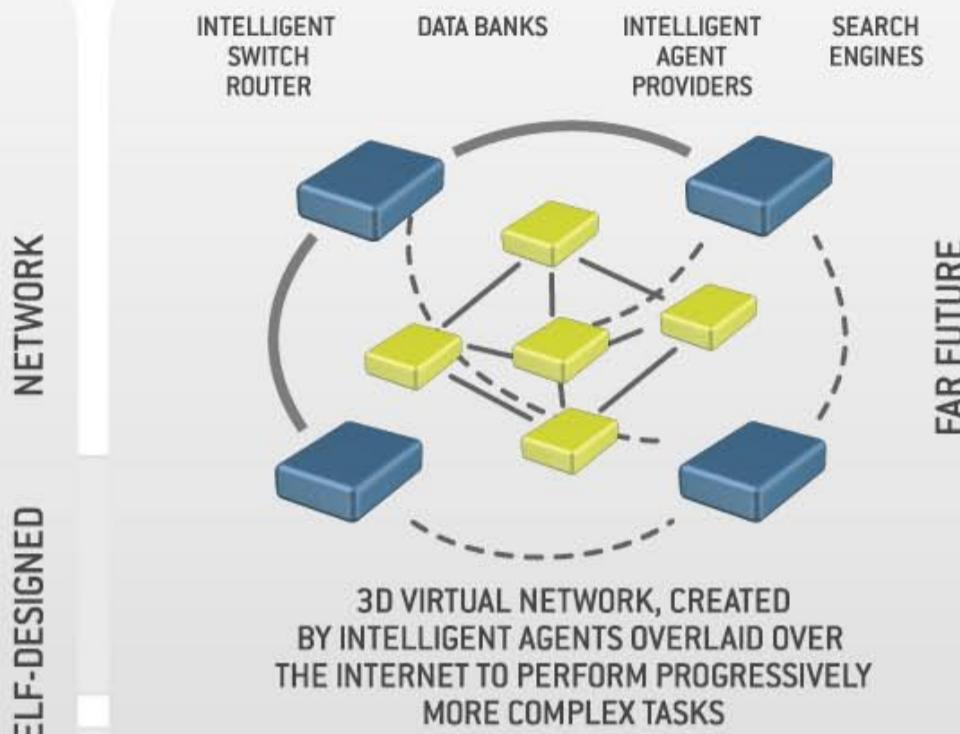


- RFID
- CLOCK
- GPS
- IDENTITY
- TIME
- LOCATION

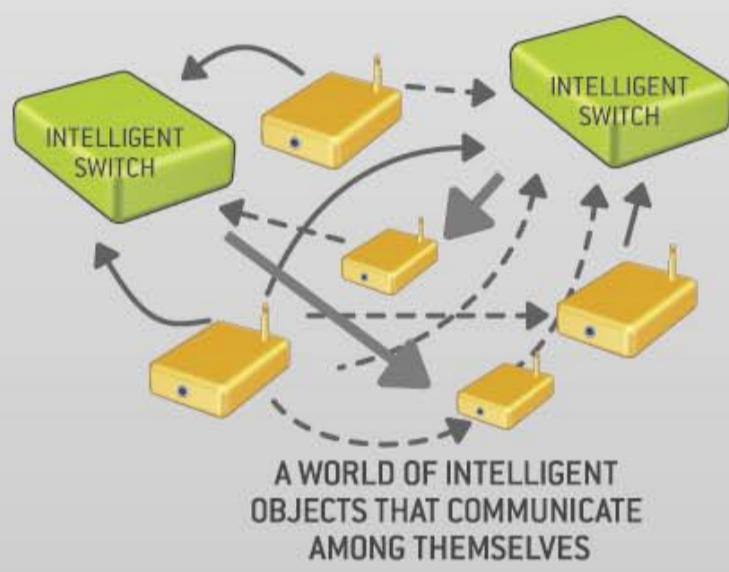
INTELLIGENT OBJECTS THAT CAN COMMUNICATE



SILENT OBJECT

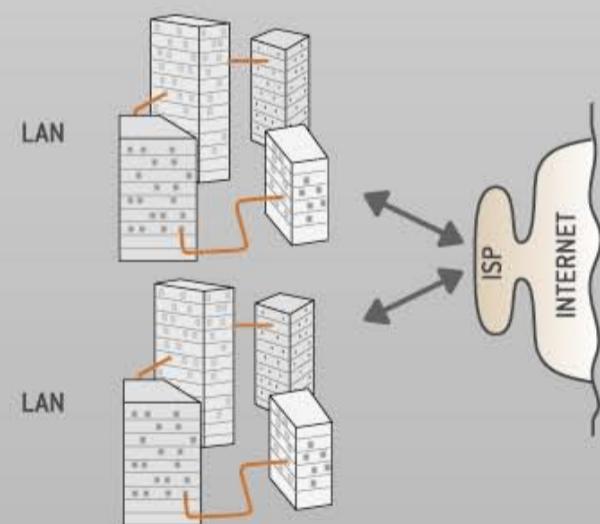


EXISTING NETWORK



BROADBAND      ALWAYS ON      WIRELESS MOBILE

NO NETWORK



'15

'10

'05

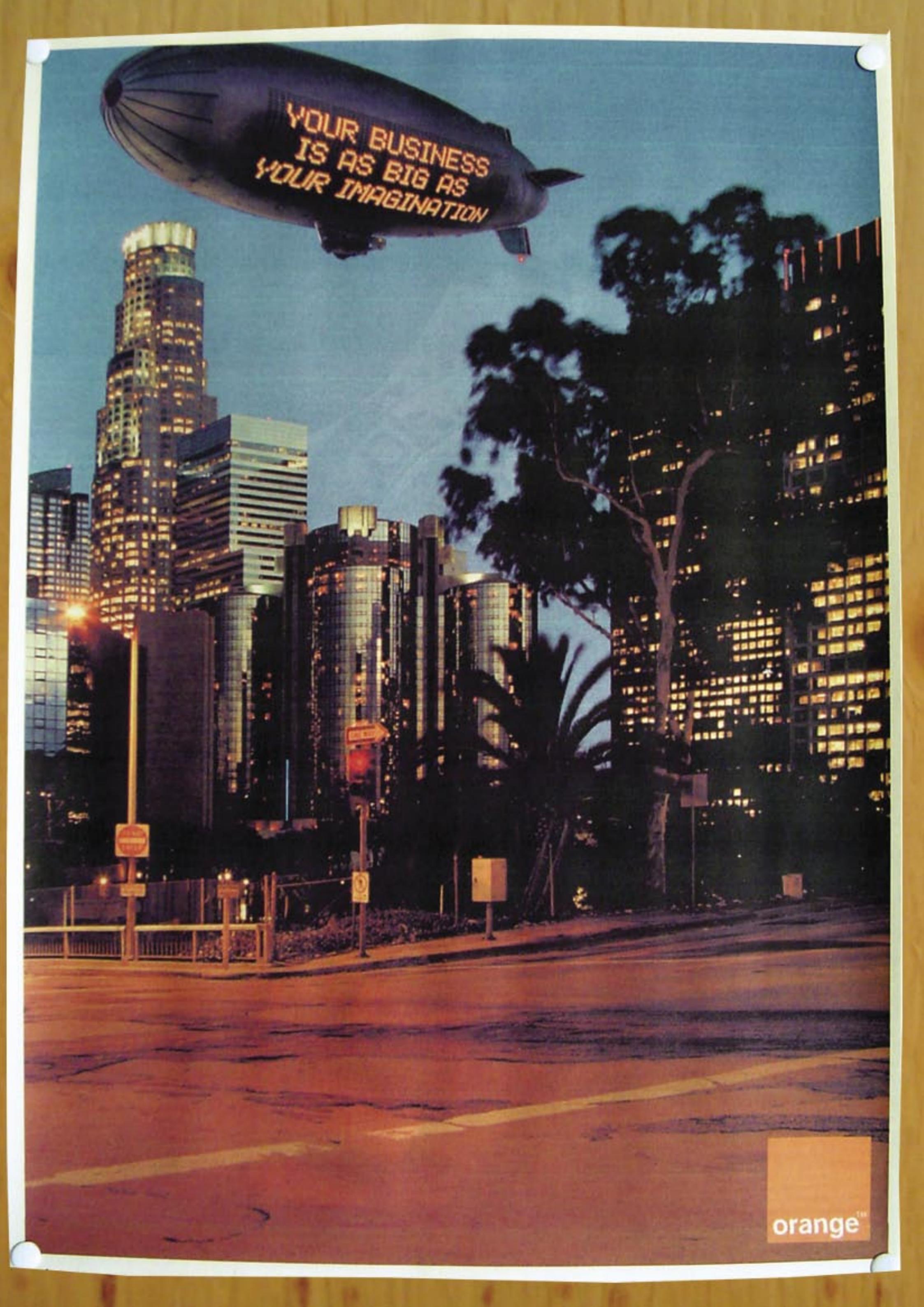
'00

'95

'90

NETWORK AND FUTURE

EVOLUTION OF INTELLIGENT OBJECT



YOUR BUSINESS  
IS AS BIG AS  
YOUR IMAGINATION

orange™