absolutely crackers

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http://www.hcibook.com/alan/papers/crackers2001/

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four use words

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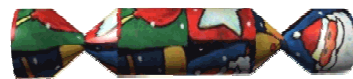 - pretty, available, acceptable to organisation

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changes ...

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

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consequences

- usability ® marketing
  - designing experience

- marketing ® usability
  - perception as function

- usability ® marketing
  - designing experience

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designing experience

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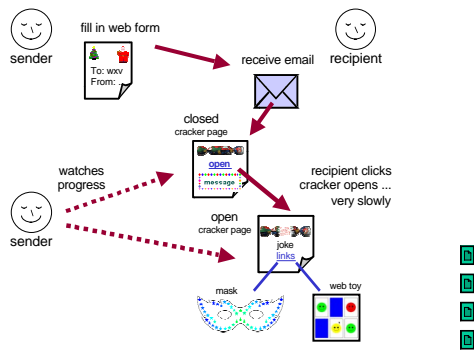
designing experience

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

designing experience

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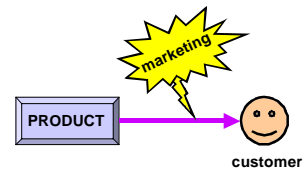 - click and bang

how crackers work

sender — fill in web form — receive email — recipient

closed cracker page
open
message

watches progress

sender

recipient clicks cracker opens ... very slowly

open cracker page
joke links

mask

web toy

the crackers experience

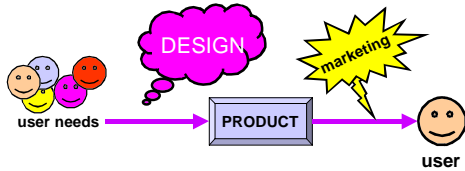|	real cracker	virtual cracker
shared	offered to another	sent by email, message
co-experience	pulled together	sender can't see content until opened by recipient
design	cheap and cheerful	simple page/graphics
hiddenness	contents inside	first page - no contents
excitement	cultural connotations	recruited expectation
suspense	pulling cracker	slow … page change
surprise	bang (when it works)	WAV file (when it works)
play	plastic toy and joke	web toy and joke
dressing up	paper hat	mask to cut out

- marketing ® usability
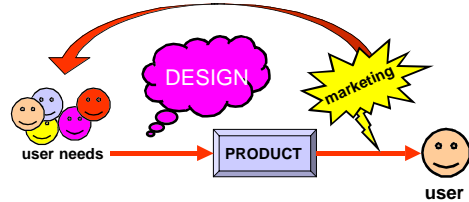 - perception as function
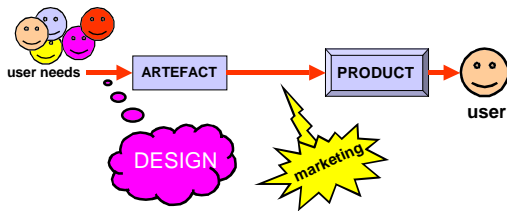
traditional marketing
– you make it I'll sell it

marketing

PRODUCT

customer

user-focused design
— make what the user wants

DESIGN

marketing

user needs → PRODUCT → user

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new marketing
— make what will sell

DESIGN

marketing

user needs → PRODUCT → user

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what you say matters

user needs → ARTEFACT → PRODUCT → user

DESIGN

marketing

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designing experience

- don't replicate appearance
- but deconstruct experience
- then reconstruct experience
- perception ® experience
- what you say matters

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designing experience

- don't replicate appearance
- but **deconstruct** experience
- then **reconstruct** experience
- perception ® experience
- what you say matters