### deconstructing experience

#### three use words

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

# changes ...

- professionalpersonal
  - home, family, friends
- enforced → elective
  - personal choice
- product → service
  - continual choice

## john ruskin

the cursed animosity of inanimate objects

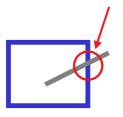
### changing media

• original page design



### changing media

- original page design
- for the web?
  - straight lines OK
  - crossing hard



#### understand the effect

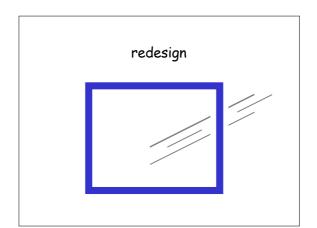
#### surface elements

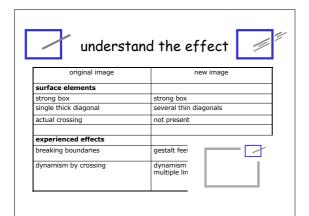
- strong box
- single thick diagonal
- actual crossing



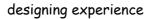
#### experienced effects

- breaking boundaries
- dynamism by crossing







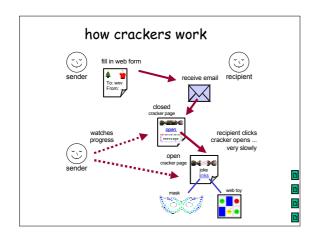




- virtual crackers
  - cheap and cheerful
  - bad joke, web toy, cut-out mask
  - click and bang



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#### The crackers experience real cracker simple page/graphics web toy and joke cheap and cheerful design play plastic toy and joke dressing up paper hat mask to cut out Experienced effects shared offered to another sent by email message sender can't see content until opened by recipient recruited expectation co-experience pulled together

pulling cracker slow ... page change bang (when it works) WAV file (when it works)

first page - no contents

cultural connotations

contents inside

excitement hiddenness

suspense surprise

# designing experience

- don't replicate appearance
- but deconstruct experience
- then reconstruct experience