### 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 ...
- **professional** ➔ **personal**
  - home, family, friends
- **enforced** ➔ **elective**
  - personal choice
- **product** ➔ **service**
  - continual choice

#### john ruskin

> the cursed animosity of inanimate objects

#### 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

redesign

understand the effect

<table>
<thead>
<tr>
<th>original image</th>
<th>new image</th>
</tr>
</thead>
<tbody>
<tr>
<td>surface elements</td>
<td>new image</td>
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<tr>
<td>strong box</td>
<td>strong box</td>
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<tr>
<td>single thick diagonal</td>
<td>several thin diagonals</td>
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<td>actual crossing</td>
<td>not present</td>
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<tr>
<td>experienced effects</td>
<td>new image</td>
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<tr>
<td>breaking boundaries</td>
<td>gestalt feel</td>
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<tr>
<td>dynamism by crossing</td>
<td>dynamism multiple in</td>
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</tbody>
</table>

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
how crackers work

The crackers experience

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