DXf · conference

Design by Fire
Conference under the auspices of
• Chi Nederland, association for Human Computer Interaction
• IxDA Nederland, the Interaction Design Association.

Tuesday, October 21, 2008
Media Plaza, Utrecht, The Netherlands
www.designbyfire.nl

Interaction / Design :: Foreword

Douglas Adams, author of the Hitchhiker's Guide to the Galaxy, characterized the beginning of the new millennium with the phrase: 'When we started to get interactivity back'.
After a century of being controlled by passive media, developments as web2.0, ubicomp and natural interfaces bring the opportunities for renewed interaction between people. Facilitated, but no longer hindered by machines. The technologies required are now ready to use. For interaction designers a challenging era has started.

In your hand is the program booklet for Design by Fire 2008. The conference strives to be the breeding ground for the newest ideas on interaction design. We proudly present seven inspirational sessions that acknowledge the broadness and innovativeness of the field we're working in. You're invited to participate in the discussions following each session.

We hope you will gain a lot of inspiration and food for thoughts today.

Enjoy!
Yohan Creemers
Chair of Design by Fire 2008

Schedule

09:30 - 10:30	**C30, C60, C90, GO!**	
	Brendan Dawes, magneticNorth	
	Coffee break	
11:00 - 11:45	**Motivations for cookbooks and llowlifes**	
	Gert Hans Berghuis, Fabrique	
11:45 - 12:30	**Predicting the Past**	
	Joe Fletcher, Microsoft	
	Lunch	
13:30 - 13:45	WiiJ Timski	
13:45 - 14:30	**Software creativity, Innovation and Design in a World of Engineering**	
	Jonathan Arnowitz, Google	
14:30 - 15:15	**User centered innovation**	
	Thomas Küber and Julian Masuhr, D-LABS	
	Coffee break	
15:45 - 16:00	Jan Willem Huisman, IJsfontein	
16:00 - 16:45	**Architecture = Interaction**	
	Marthijn Pool, ONL	
16:45 - 17:30	**Generation random**	
	Thomas Castro, LUST	
	Closing and drinks	

C30, C60, C90, GO!

09:30-10:30 Brendan Dawes, magneticNorth
Brendan Dawes his work and career has largely been based on the process of iteration. Being led by how one thing leads to another, though usually in a very roundabout way.
In this session Brendan will take you through his approach to interaction design and creativity with both real world examples and personal experimental work that often have "play" and "fun" at its core.

Tags:

Motivations for cookbooks and llowlifes

11:00-11:45 Gert Hans Berghuis, Fabrique
Why do people keep a cookbook on the Albert Heijn site? Why do people blog about their last holiday? Gert Hans Berghuis identified eight reasons why people contribute to online/shared content. Illustrated with cases from his own design portfolio he will suggest ways to address these different motivations in social web applications.
He will furthermore discuss the differences between anonymous and credited contributions, and investigate the contrast between co-creation for effect and as pastime.

Tags:

Predicting the Past

11:45-12:30 Joe Fletcher, Microsoft
A new inflection point in human-computer interaction is upon us. Along with other technologies, Microsoft Surface marks a departure from graphical user interface or GUI into the world of Natural User Interface or NUI. This talk for the UX Community focused a lens on how one design team is thinking about designing for a new era in which intuitive interaction is the imperative.
Using theoretical models drawn from a mix of history, science, philosophy, and even video game design, this presentation revealed some principles behind experience design for Microsoft Surface and beyond.

Tags:

able 13 about 6,7 acknowledge 3 action 12 actual 11 actually 12 adams 3 address 6 after 3 albert heijn 6 along 7 anonymous 6 another 5 applications 6 approach 5,11 architect 12 architecture 12 arnowitz 10 assists 11 author 3 back 3 backends 10 based 5 been 5,13 beginning 3 behind 7 being 3,5,13 berghuis 6 between 3,6 beyond 7 blog 6 booklet 3 both 5,13 breeding 3 brendan 5 bring 3 broad 11 broadness 3 build 10 building 12 buildings 12 business 11 button 12 career 5 cases 6 castro 13 centered 11 century 3 challenging 3,13 characterized 3 co-creation 6 coherent 13 communicative 13 community 7 concepts 13 conference 3 content 6 contrast 6 contribute 6 contributions 6 controlled 3 cookbook 6 cookbooks 6 cooperate 11 core 5 creative 10 creativity 5,10 credited 6 culture 13 d-labs 11 damn 10 dawes 5 deadlines 10 defined 13 departure 7 design 3,5,6,7,10,11,12,13 designer 10,13 designers 3,10,11 designing 7 desires 10 determines 12 developed 12 developers 11 developing 11 developments 3,13 differences 6 different 6 discuss 6 discussions 3 diverging 11 document 10 does 10 domain 12 done 10 douglas 3 drawn 7 each 3 early 11 effect 6 eight 6 emphasis 11 encourage 3 engineering 10 engineers 10 enhanced 11 environment 10,12 essence 12 even 3,7 ever 11 evolution 12 examples 5 expected 3 experience 7 experimental 5 fabrique 6 face 10 facilitated 3 factors 11 field 3 fire 3 fletcher 7 focused 7 following 3 food 3 foreword 3 forms 13 from 6,7 furthermore 6 galaxy 3 game 7 generating 11 generation 13 gert hans 6 give 11 goals 10 google 10 graphical 7 ground 3 guide 3 hand 3 hands 10 hard 10 have 5 hindered 3 history 7 hitchhiker 3 holiday 6 home 3 hope 3 human-computer 7 ideas 3,11 identified 6 identify 11 identities 13 illustrated 6 imperative 7 inflection 7 information 12 innovation 10,11 innovative 11 innovativeness 3 input 12 inspiration 3 inspirational 3 intelligence 12 interact 12 interaction 3,5,7,11,12 interactive 12 interactivity 3 interested 13 interface 7 interfaces 3 into 7,11,13 intuitive 7 investigate 6 ipod 10 iteration 5 jonathan 10 julian 11 just 10,10,13 küber 11 keep 6 kind 10 language 13 largely 5 last 6 latent 11 later 10 leading 10 leads 5 lean 3 lens 7 light 13 like 12,13 linear 13 listed 3 llowlifes 6 long 12,13 longer 3 love 10 lust 13 machines 3 magneticnorth 5 maintain 10 makes 12 management 10 managers 10 manners 12 market 11 marks 7 marthijn 12 masuhr 11 means 12 media 3 meet 11 methods 11 microsoft 7 millennium 3 model 12 models 7,13 more 11 motivations 6 name 3 natural 3,7 needs 11 newest 3 next 10 non-hierarchical 13 non-hierarchy 13 non-linearity 13 often 5 ones 13 online 6 onls 12 oosterhuis_lénárd 12 open 10 opportunities 3 other 7 outcome 12 outcomes 10 output 12 overview 11 participate 3 passive 3 past 7 pastime 6 path 10 people 3,6 personal 5 philosophy 7 phrase 3 play 5 point 7 poise 10 pool 12 portfolio 6 position 13 practical 13 predicting 7 present 3 presentation 7 previous 13 principles 7 process 5,12 processes 10 producers 13 product 10 products 11 program 3 prototype 11 proudly 3 pushing 12 random 13 range 11 ready 3,11 real 5 reasons 6 recent 13 registry 10 regulates 12 renewed 3 replaced 13 required 3 requirements 11 researchers 11 responsive 12 revealed 7 roundabout 5 science 7 seeing 13 seek 11 session 3,5 sessions 3 seven 3 shapes 12 shared 6 shortsighted 13 site 6 social 6 software 10,11 solutions 11 some 7 spread 13 stage 11 standard 12 started 3 stated 11 strategy 13 strives 3 strong 11 structured 13 success 11 such 10 suggest 6 sure 10 surface 7 take 3,5,13 talk 7 team 7 teams 11 techniques 11 technologies 3,7 that 3,5,11,12,13 their 6,10,11,12 them 13 theoretical 7 these 6 they 10,11,13 thing 5,10 thinking 7 this 5,7,10,12,13 thomas 11,13 though 5 thoughts 3,11 thrive 10 through 5 throw 10 tight 10 time 12,13 today 3 touch 10 translate 13 trigger 12 triggered 12 truly 11 tuesday 10 ubicomp 3 unique 13 unknown 10 until 10 upon 7 user 7,11 user-centered 11 users 11,12 using 7 usually 5 very 5 video 7 view 13 visual 13 want 10 ways 6 web20 3 when 3 where 10 which 7 will 3,5,6,10,11 with 3,5,6,7,11,12 work 5 working 3 world 5,7,10,13 your 3

Software creativity, Innovation and Design in a World of Engineering

13:45-14:30 Jonathan Arnowitz, Google
"We want this software to be the ipod of document management registry backends. But we want it done by next Tuesday." Engineers love hard goals, tight deadlines and sure outcomes. Designers thrive on open processes where the path they are leading us is unknown until the end. Add to this mix Product Managers who just throw up their hands, "Just build the damn thing, we'll fix it later."
How does a designer thrive in this kind of environment. How can you maintain the poise to be creative in the face of such out of touch desires.

Tags:

User centered innovation

14:30-15:15 Thomas Küber and Julian Masuhr, D-LABS
In the ever more diverging market of software enhanced products, innovation can be stated as one of the key factors for business success. The Design Led Innovation approach assists in developing solutions that truly meet their users' needs. Thomas and Julian will give an overview of their methods and techniques. With a strong emphasis on generating a broad range of ideas at an early stage, they seek to get innovative thoughts into market ready products. Teams of user researchers, interaction designers and prototype developers cooperate to design user-centered solutions.

Tags:

Architecture = Interaction

16:00-16:45 Marthijn Pool, ONL [Oosterhuis_Lénárd]
ONL's non standard architecture is developed in the domain of information. The essence of information determines the evolution of a design process and it's outcome. The building is actually an information model that can be triggered at any time. The architect regulates input and output and shapes the information. Buildings do interact with their users and environment as long as the building can process input and output. This makes interactive architecture, not in responsive manners like pushing a button to trigger an action, but in means of intelligence.

Tags:

Generation random

16:45-17:30 Thomas Castro, LUST
The position of the designer has been defined for a long time as producers of structured communicative visual forms and identities. This view is shortsighted in light of recent developments in our culture. Previous linear models are being replaced by non-hierarchical ones. The world of design has not been able yet to spread the use of non-hierarchy and non-linearity into a coherent design strategy or unique visual language. At LUST they are interested in seeing just how far they can take concepts like this and translate them into practical forms that are both challenging and communicative.

Tags:

Thanks

The speakers: Brendan Dawes, Gert Hans Berghuis, Joe Fletcher, Jonathan Arnowitz, Julian Masuhr, Marthijn Pool, Thomas Castro and Thomas Küber.

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Colophon

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Registration   powered by www.yled.nl

i !   I N F O R M A A T

De afdeling GITS (Group IT Services) van Achmea is als serviceorganisatie verantwoordelijk voor alle merken van Achmea in Nederland. Op dit moment is er concrete behoefte aan:

Drie interaction designers

Binnen de serviceteams intranet-internet, internet Centraal Beheer en internet FBTO vervul jij de rol van ontwerper in een multidisciplinair team. De standplaats is Apeldoorn.

Je kernactiviteiten zijn:
Bepalen van de eisen, wensen en behoeften van gebruikers in samenhang met die van de stakeholders en deze vertalen naar een goed interactieontwerp.

Achmea biedt jou:
Een bedrijf waar jij de user experience intern en extern een eigen gezicht kan geven. Daarnaast heeft Achmea een uitstekend arbeidsvoorwaardenpakket met vaste eindejaarsuitkering.

De werving en selectie voor deze vacature gebeurt door Informaat
Voor een uitgebreid profiel: www.informaat.nl

Heb je interesse?
Bel of mail gerust naar Silje Harthoorn,
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achmea