New Conditions for Interaction Design

Products are increasingly connected to other products beyond company control - and users expect them to function together. Many products are ‘hybrid’ with both physical and digital user interfaces.

**Product connectivity**

The ‘customer journey’ is a popular method. It describes goal-directed, single-user activities, but with more complex, social interaction the method falls short.

**Think product ecologies, not systems**

The theory of Product Ecology allows us to see products in the larger picture of other products, people, contexts. Here the ecology is illustrated with balloons in a sandbox.

**Technology has agency**

Actor Network Theory focuses attention on the agency of technologies. The ‘actor’ and ‘actant’ clothespins uphold a ‘programme of actions’

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"Someone is harvesting lots of data, but we don’t know how to use it!" said one of our collaborators. Designers find less time to do field studies but at also find it difficult to trust big data.

**Data tsunami**

Classic data visualisations provide averages rather than the particulars of what people do and why.

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Like a splash in a pond, interaction problems increasingly ripple across organizational structures. Designers need to fight for user friendliness.

**Organisational silos**

This poster gathers design managers’ concerns about the many skills designers need in an organisation.

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The words we use shape how we understand the world. Classification Theory sharpens our attention on how words limit movements. Funny shaped postits help.

**Challenge the ways we talk of design**

**Recognise forms of capital in negotiations**

Bourdieu’s Forms of Capital theory helps explain the resources designers may draw upon when negotiating in the organisation.

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Our dilemma cards condense industry interviews into a set of typical situations, designers need to master.

**Project aims 2019-2022:** Current methods, processes, and structures do not sufficiently support interaction design teams in industry in dealing with the challenges of increased digitalization.

We found there is a need for theoretical perspectives, rather than more new methods.

We propose a fun, tangible way of introducing theories: Tangible Theory Instruments.

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