

# COMPUTING IS EVERYWHERE

## NEW COMPUTING PARADIGMS

New paradigms like ubiquitous, tangible and social computing are making software pervasive and in many occasions transparent

Ubiquitous computing



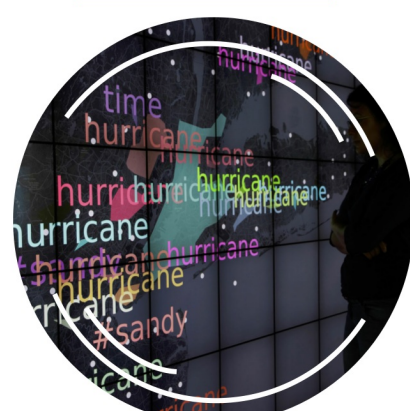
Computing leaves the desktop to invade our living spaces

Tangible computing



Interaction with software and physical objects

Social computing



Social interaction using technology

## NEW DESIGN PARADIGMS

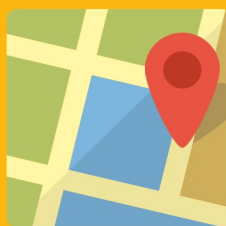
This pervasiveness into our daily activities is turning the focus of development from the software to the experiences it supports

### WHAT



The task performed with the product

### WHERE



The context the product is used in

### WHO



The people who will use the product

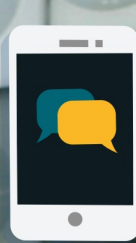
## DESIGNING FOR HUMAN EXPERIENCES



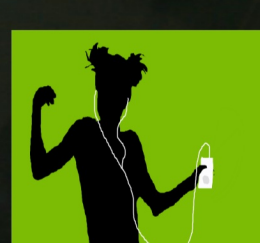
EASY TO USE



USABLE EVERYWHERE



AESTHETIC



DISTINCTIVE