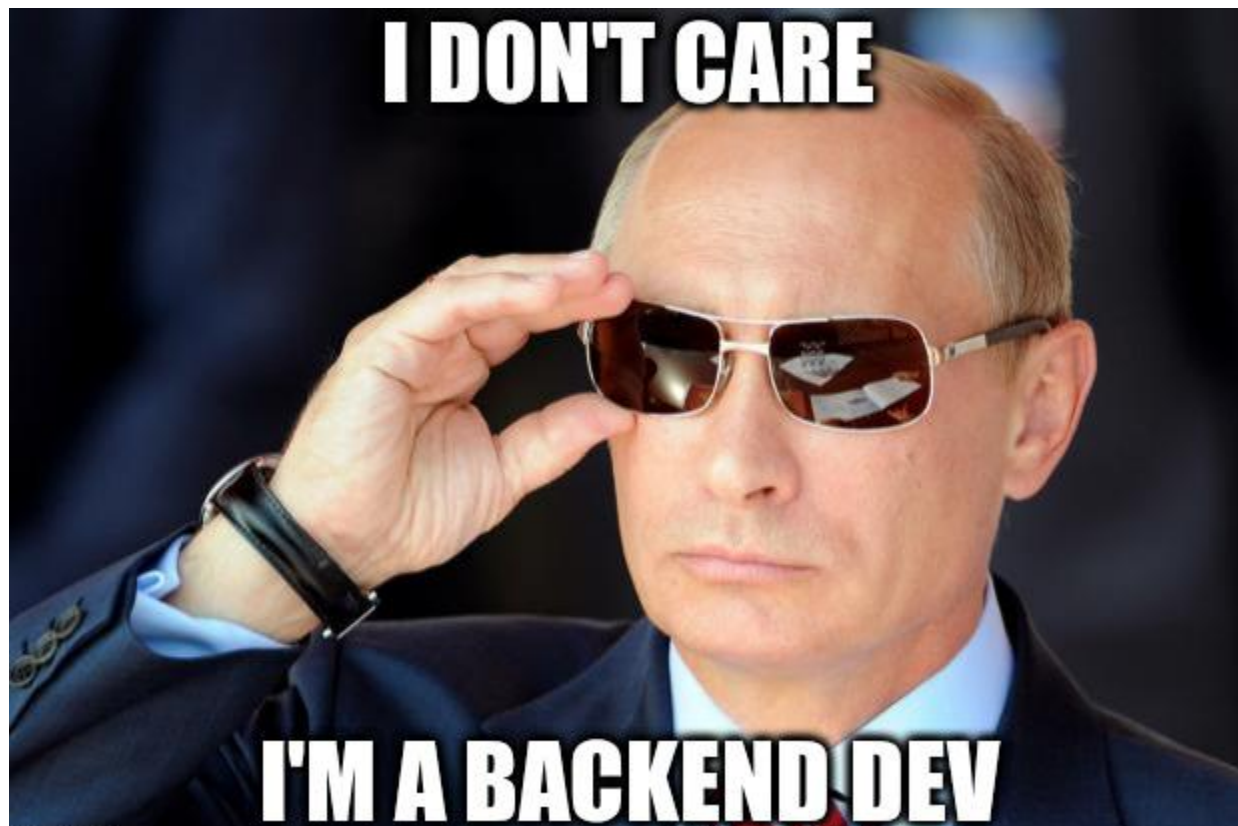


Why High-Tech Products Drive Us Crazy and How to Restore the Sanity





Alan Cooper ?

You can call it Daddy

- ▼ Software Developer before you were born
- ▼ Father of Visual Basic
- ▼ Father of Interaction Design, UX
- ▼ Inventor of personas
- ▼ Create the first consulting firm dedicated to interaction design



The Inmates

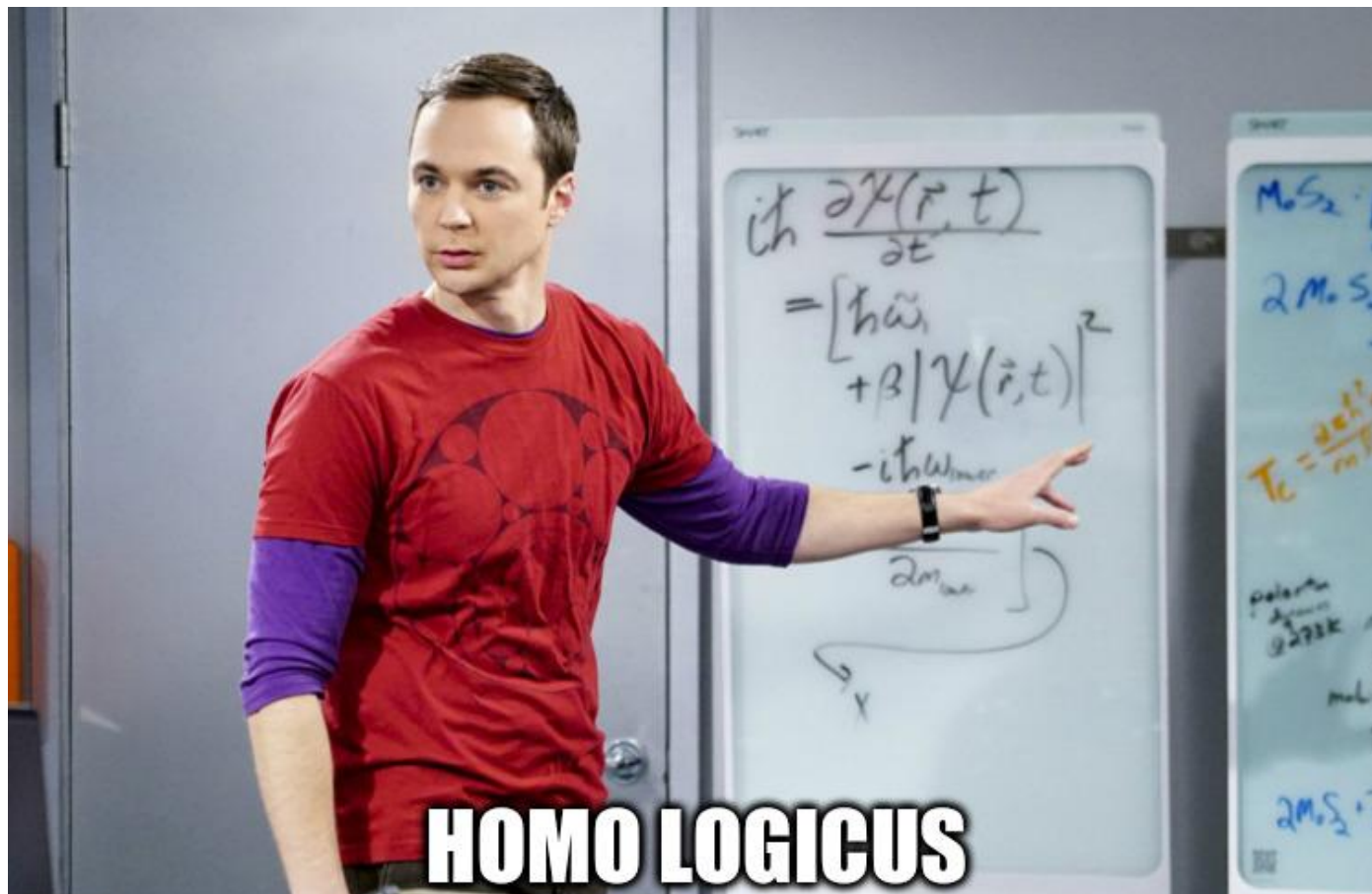






NO





Homo Sapiens

- ▼ wants simplicity
- ▼ accept less control
- ▼ wants success
- ▼ accepts less understanding
- ▼ concerned with probable case
- ▼ accept occasional setbacks

Homo Logicus

- ▼ wants control
- ▼ accept complexity
- ▼ wants to understand
- ▼ accepts failure
- ▼ concerned with possible case
- ▼ accept advance preparation
- ▼ know only three number : 1, 0, Infinity

The Asylum

car keys



car keys + computer









How to restore Sanity

Software must be polite

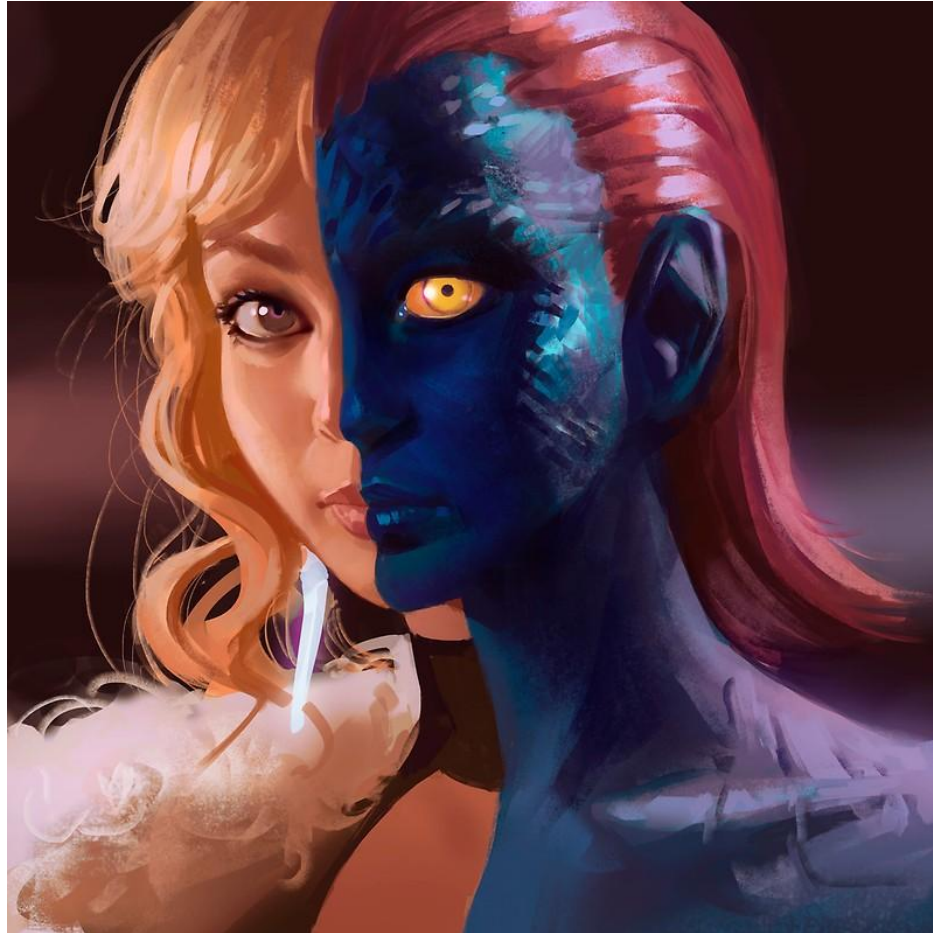
- ▼ Anticipates my need
- ▼ Remember me
- ▼ Has common sense
- ▼ Don't ask annoying question





Goals

- ▼ independent of technologie
- ▼ task are not goal
- ▼ personal goal
 - ▼ not make mistakes
 - ▼ get an adequate amount of work done
- ▼ practical goal
 - ▼ avoid meetings
 - ▼ handle client's demands
- ▼ corporate goal
 - ▼ increase profit
 - ▼ go public

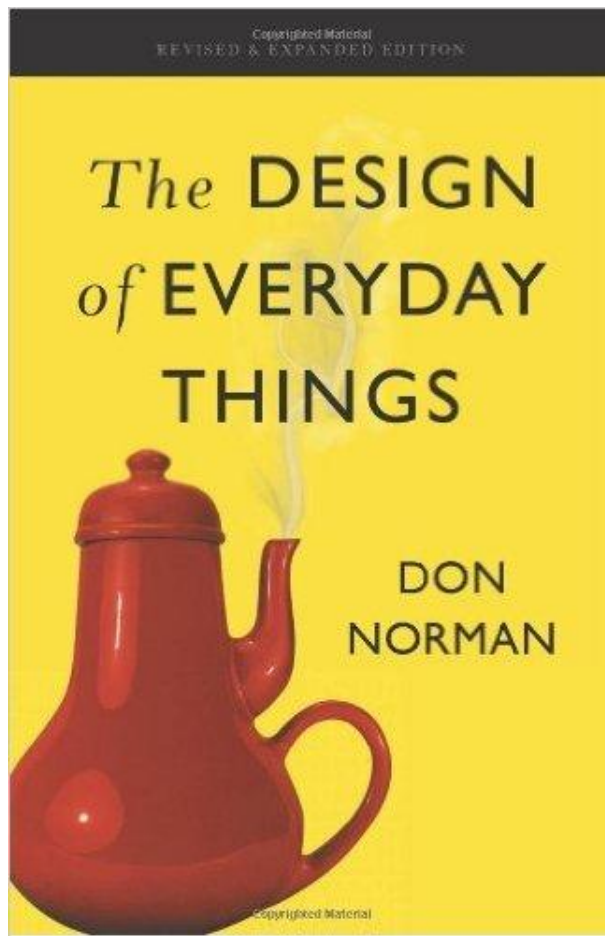


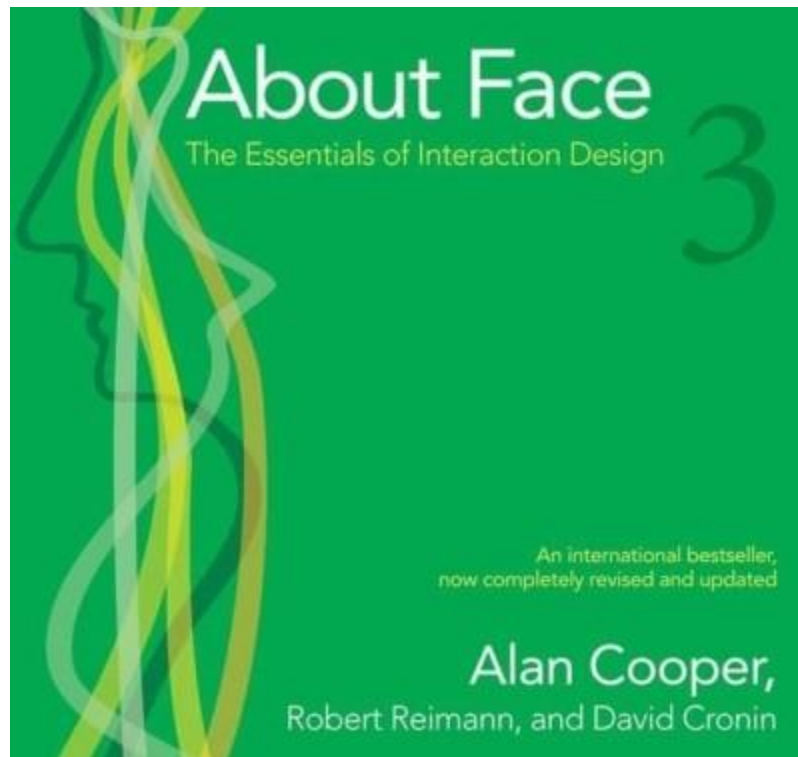
Software must be polite

Software must be human



More





Thank You

