

YSDN 4003 - Advanced Topics in Interactivity

There's an app for that!

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Golden Krishna is a design strategist at Google, author of *The Best Interface Is No Interface*, and lecturer of multiple conferences.

His philosophy? The best user interface is no user interface.



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There's an app for that!

Bold statement indeed, but his message is quite impressive. Right now, a lot of digital applications are available to the customer.

But, is having an interface always the right answer to solving a problem?

In other words, should the interface always be the outcome?



The Best Interface is No Interface www.nointerface.com/book

There's an app for that!

Always more app...

There's an app for that!

Krishna, Golden. *The Best Interface Is No Interface: The Simple Path to Brilliant Technology*. 1 edition. Berkeley, California: New Riders, 2015.

Stuck in snow?
There's an app for that!

Dead?
There's an app for that!

Britney Spears?
There's an app for that!

Need to pray?
There's an app for that!

Stalking
There's an app for that!

Ordination on the go?
There's an app for that!

Home security
There's an app for that!

Giving birth
There's an app for that!

Can't sleep
There's an app for that!

Being arrested
There's an app for that!

Passover?
There's an app for that!

Need a concierge?
There's an app for that!

World Cup?
There's an app for that!

Moody?
There's an app for that!

Staying safe in danger zones?
There's an app for that!

Cooking Diner
There's an app for that!

Remote Sex?
There's an app for that!

Want to save cash?
There's an app for that!

Need a college?
There's an app for that!

Are you sick?
There's an app for that!

Want to save cash?
There's an app for that!

Heart Attack?
There's an app for that!

New Year's Eve?
There's an app for that!

Save the whales?
There's an app for that!

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BMW Application

**How do you make a better car key?
... wait *There's an app for that!***

There's an app for that!

1 Walk up to my car

- 2 Pull out my smartphone
- 3 Wake up my phone
- 4 Unlock my phone
- 5 Exit my last opened app
- 6 Exit my last opened group
- 7 Swipe through a sea of icons, searching for the app
- 8 Tap the app icon
- 9 Wait for the app to load and try to find the unlock action
- 10 Make a guess with the menu and tap Control
- 11 Tap the Unlock button
- 12 Slide the slider to unlock
- 13 Physically open the car door**

Me

My goal

There's an app for that!

- 1 Walk up to my car
- 2 Pull out my smartphone**
- 3 Wake up my phone**
- 4 Unlock my phone**
- 5 Exit my last opened app**
- 6 Exit my last opened group**
- 7 Swipe through a sea of icons, searching for the app**
- 8 Tap the app icon**
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- 10 Make a guess with the menu and tap Control**
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- 13 Physically open the car door

Digital Interface

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Let say we remove the user interface of this task...

- 1 A driver approaches her car
- 2 She opens her car door.

Conclusion

Value of the Interface

There's an app for that!

Does proposing an interface genuinely answer this? Designers should think of the value of the interface and in which capacities it can support the goal/solve the problem.

Automatization, voice recognition, artificial intelligence – all of these topics should be considered with the interface.