DESIGNING DIGITAL EXPERIENCES IN 2020

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An increasing number of our graduates will work exclusively in digital media.
References to “digital” anything in Designer of 2015

3. Broad understanding of issues related to the cognitive, social, cultural, technological and economic contexts for design

5. Understanding of and ability to utilize tools and technology.

8. Understanding of how systems behave and aspects that contribute to sustainable products, strategies and practices
Research sources

Literature review (link at the end)
Interviews with professionals
Survey with professionals (ongoing)
Personal industrial experience
ONE

THE FUTURE

TWO

TECH TRENDS

THREE

DESIGN ABILITY
ONE

THE

FUTURE
By 2025, “experts predict the Internet will become ‘like electricity’ — less visible, yet more deeply embedded in people’s lives for good and ill.”
CLARIFICATION:

EXPERIENCES NOT ARTIFACTS
Installs of Top 5 themes on WordPress

3,100,000+
85,000,000

Wix users, worldwide
Wix.com Launches Wix ADI - Artificial Design Intelligence - and Delivers the Future of Website Creation for Desktop and Mobile Websites Worldwide

New AI Technology Enables Users to Easily Build and Manage their Businesses Online by Automatically Creating a Stunning, Tailored Website

Jun 07, 2016, 15:40 ET from Wix.com Ltd.
Digital Experiences

An experience, either physical or digital, that facilitates or enhanced by digital technology.

These have...

- A goal-driven process
- A defined flow of action
- Interdependent steps or artifacts
“our terrifying dystopian future”
LAT: 51.5079 LONG: -0.1278
Subjects scanned: 217
Miles travelled: 15
Altitude: 5m

Zone 1

Winter collection 50% SALE

gender: F / age: 18-24
recent search:
“waterfall cardigan”
response: positive

HAPPY

Time logged: 06:39:52  30%

Source: Drone Aviary: https://vimeo.com/124292043

Nuts+Bolts | Ganci

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Digital Experiences

automation experience designer
human-machine persona designer
augmented reality designer
neural virtual experience designer
wearables (tattooables, injectables, earables) designer
avatar designer
human tissue and organ designer
drone experience designer
gesture control designer
chief experience officer
real-time 3D designer
metaverse UX designer
New Digital Products

Design
User

Engineering
Technology

Business
Feasibility
TWO

TECH TRENDS
Technology is rapidly becoming more…

- Autonomous
- Ubiquitous
- Powerful
- Personal
GIGABIT CONNECTIONS

POWERFUL

“Most people are not yet noticing the profound changes today’s communications networks are already bringing about; these networks will be even more disruptive in the future.”
Google and Levi's are teaming up to make digitally connected clothing, literally, smarty pants.
AUTONOMOUS

UBIQUITOUS

Source: Amazon
SLACKBOT IS LIFE

SLACKBOT IS LOVE

AUTONOMOUS
You have a free evening tomorrow

Show all tasks

Create a task

4:15 PM
Take baby from kidga...

5:30 PM
By a present for my honey

11:45 AM
Call my honey @Irin

Ask
Feels like home
Daydream brings your favorite apps to virtual reality.
PERSONAL

Source: http://hellowynd.com/
THREE

DESIGN
ABILITY
Manage a wider range of elements, including the **non-visual**, into a design solution.
Potential non-visual skills
Copywriting
Communication theory
Acting
Character building
Sound design
Get comfortable with new dimensions. 3-D and 4-D (motion).
Potential multi-dimensional skills

Digital 3-D rendering
Analog 3-D rendering (sculpture/set design)
3-D printing
Motion design
Animation
Human factors/ergonomics
FORM

APPROACH
Get comfortable with uncertainty.
42 miles in August
23 miles less than July

Summary of July & August
13 miles walking
26 miles walking
52 miles cycling
22 miles cycling

Based on your device's location which is periodically sent to google. Learn more

Attractions nearby

Science Museum
imax cinema - science history - sandwich shop - cafe
ZAGAT 90 reviews

The London Bridge Experience...
zombies - darkness - adrenaline fix - recreated slaughter/house
ZAGAT 39 reviews

London Eye
observation wheel - river thames - tallest in world - city views
ZAGAT 41 reviews

SHOW MORE

Lunch with Brad @ 12pm
2368 3rd Street, San Jose, CA 94107

Get directions / 33min via 101
Alternate route / 46min via 280

Pacifica Airlines flight 2340

Status: Delayed / Wed, June 27, 2012
Depart San Francisco
SFO 7:09pm (sched. 5:20pm) Terminal 4, Gate A3
Arrive Taipei
TPE 10:32pm Terminal 2, Gate 50

Navigate to SFO / 34 min

Source: http://s3.amazonaws.com/digitaltrends-uploads-prod/2013/03/google-now-screenshots2.jpg
ATOMS ➞ MOLECULES ➞ ORGANISMS ➞ TEMPLATES ➞ PAGES

Source: Brad Frost; http://atomicdesign.bradfrost.com/chapter-2/
Potential uncertainty-management skills
Understand big data
Responsive/Adaptive design
Systems-level design
APPROACH / TWO

Become familiar with the ethics of privacy.
Potential privacy-focused competencies
Understand how private data is collected
Advocate for user privacy
Enable users to control privacy settings
APPROACH / THREE

Appreciate the importance of the experience as part of someone’s life.
Over the river and through the woods...

To Grandmother’s house we go! If Grandma doesn’t have Wi-Fi, your monitor will still work because the Base Station connects directly to the smart sock and acts as your primary alarm, making it even more reliable. Your Apple device is just a convenience so you can check in on your baby in real time, even when you’re on a date. You need an Apple device to set up the Owlet Monitor.
80% of medical data in hospitals will soon be obtained using wearable device.

“Health Technology in Perspective” by Tae-Il Kim
Source: http://guardianlv.com/2014/06/google-glass-used-during-surgery/
56.7 million Americans have a disability.*

That’s nearly 20% of the population.

*Number from 2010 census
Potential value-recognition competencies
Evaluative research strategies
Transdisciplinary Collaboration
Psychology
Empathy
Modesty
Craft
The [Digital] Designer of 2020 needs to be able to…

1. Demonstrate a robust knowledge of technology that can enhance or enable digital experiences.

2. Solve communication problems with a wide range of visual and non-visual elements.

3. Work and prototype comfortably in 2-D, 3-D, and 4-D environments.

4. Create designs that are able respond to specific contexts.

5. Manage issues of privacy and recognize its relevance in distinct contexts.

6. Discuss the importance of digital experiences in people’s lives.

7. Seek challenging design problems that can radically change someone’s life.
Thank you

ganci.co/nutsbolts

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