# New Conditions for Interaction Design

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.

Product connectivity

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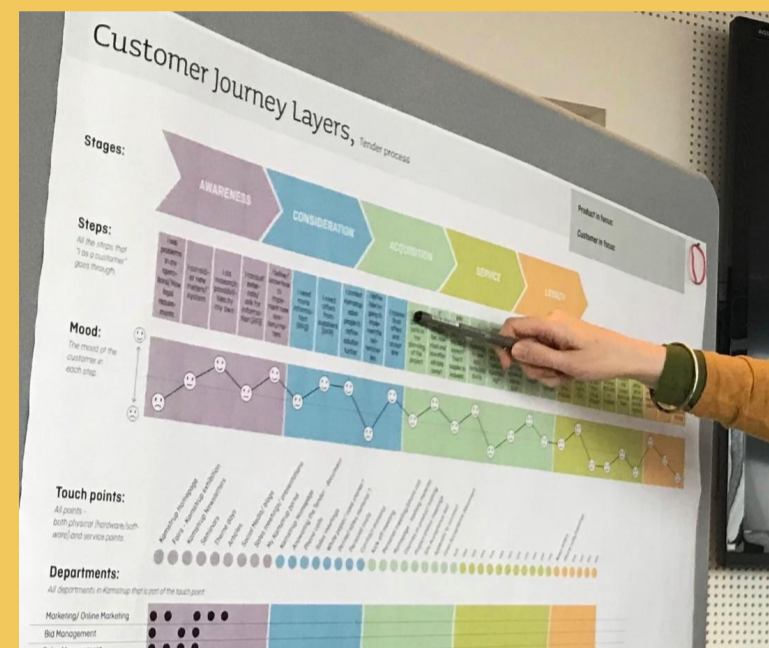
The 'customer journey' is a popular method. It describes goal-directed, single-user activities, but with more complex, social interaction the method falls short.

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.
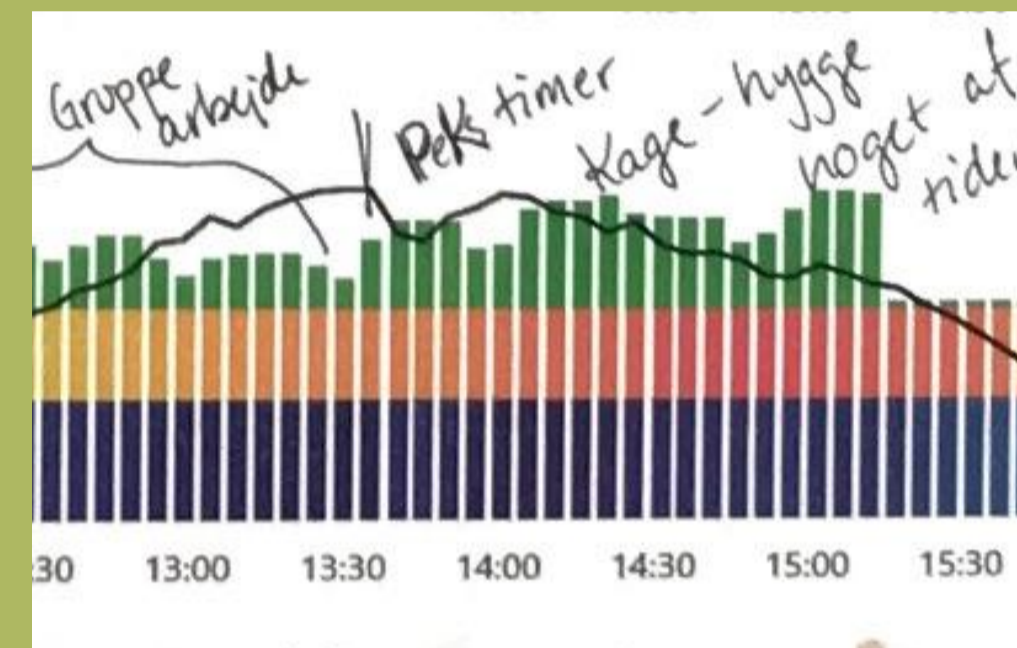
Technology has agency

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

Data tsunami

"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.

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

Reciprocity rather than information exchange

Anthropology theories of Exchange and Reciprocity help understand the new relations with customers. The seesaw shows give-and-takes of customer data.

Make data touchable

Data Physicalization is a new way of engaging people in making sense of data. Each pearl counts a minute in public transport for 100 individual citizens.

Organisational silos

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

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

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

Recognise forms of capital in negotiations

Bourdieu's Forms of Capital theory helps explain the ressources designers may draw upon when negotiating in the organisation
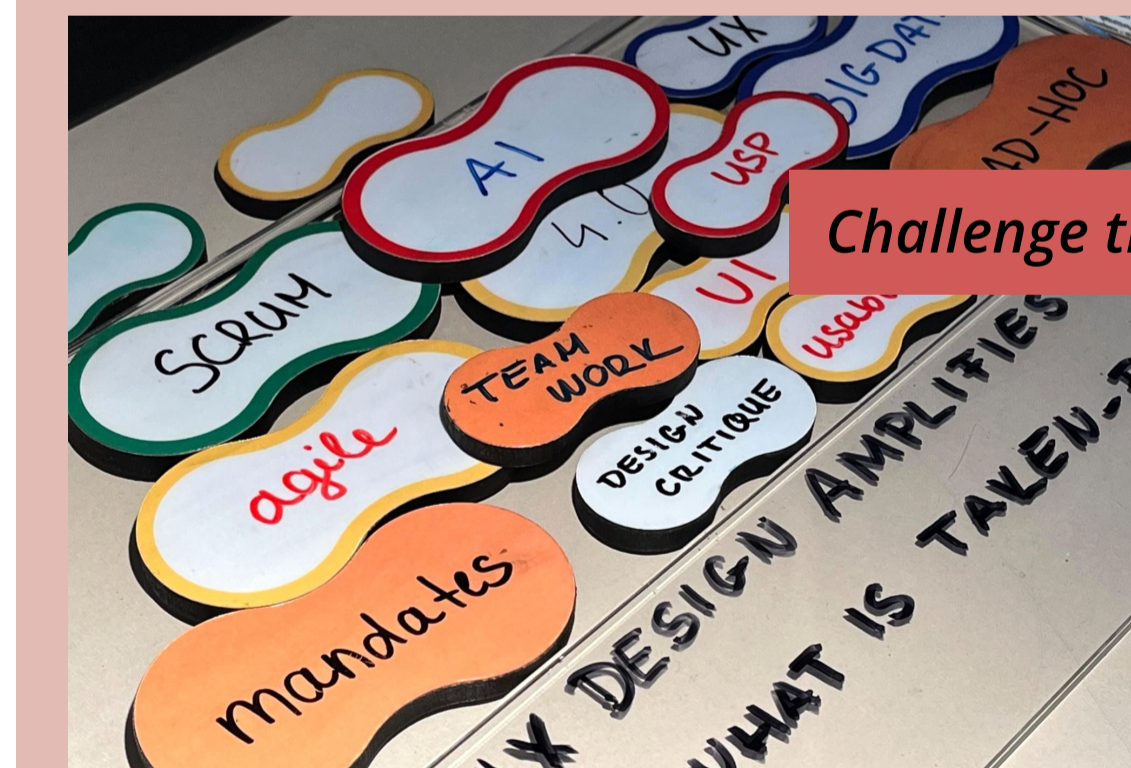
Challenge the ways we talk of design

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

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Companies:

Novo Nordisk
Kamstrup
Grundfos
Danfoss
LEGO
Linak
Monta

Vizgu
Agillic
Trackunit
Itelligence
Ada Health
Solar Danmark
Blue Ocean Robotics

macio
Is it a Bird
dknl Design
Future Minds
Flying October
Human Interface Design
Syddansk Sundhedsinnovation

Publications:

Buur, J; Karyda, M; Kjærsgaard, M; Sorenson, JE; Ağça, AÖ and M Antonelli, M. (2023). A Collection of Tangible Theory Instruments for Design Anthropology. 17th Internat. Conf. on Tangible, Embedded and Embodied Interactions
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networking universities