

Questions?

- HW #7 due today
- Project fair
- Check your grades!

Growing up

(From The Invisible Computer, Don Norman)

- Technology
- Customers
- Product development



1922

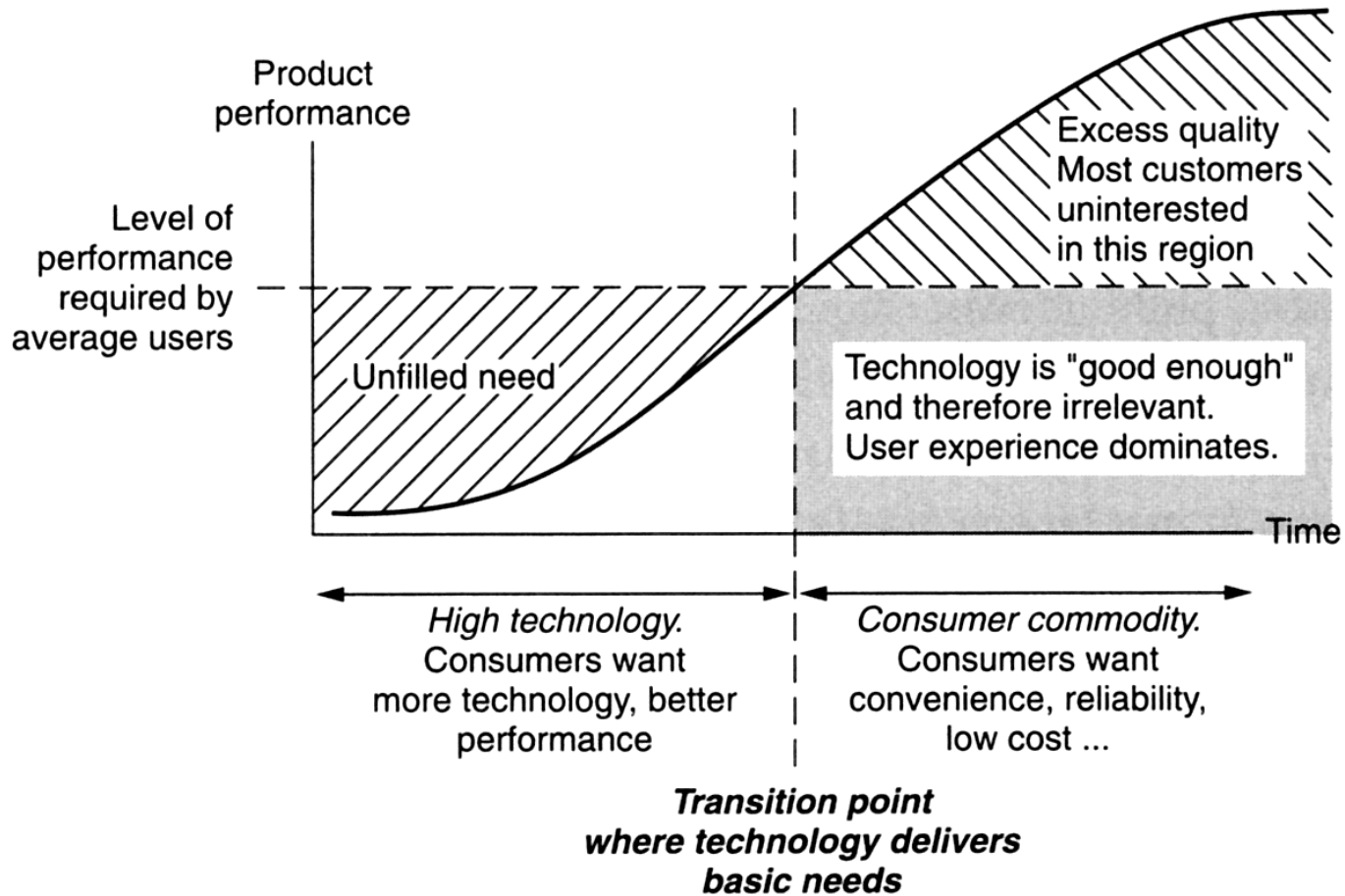


1945



199X

Technology: the need-satisfaction curve



Examples

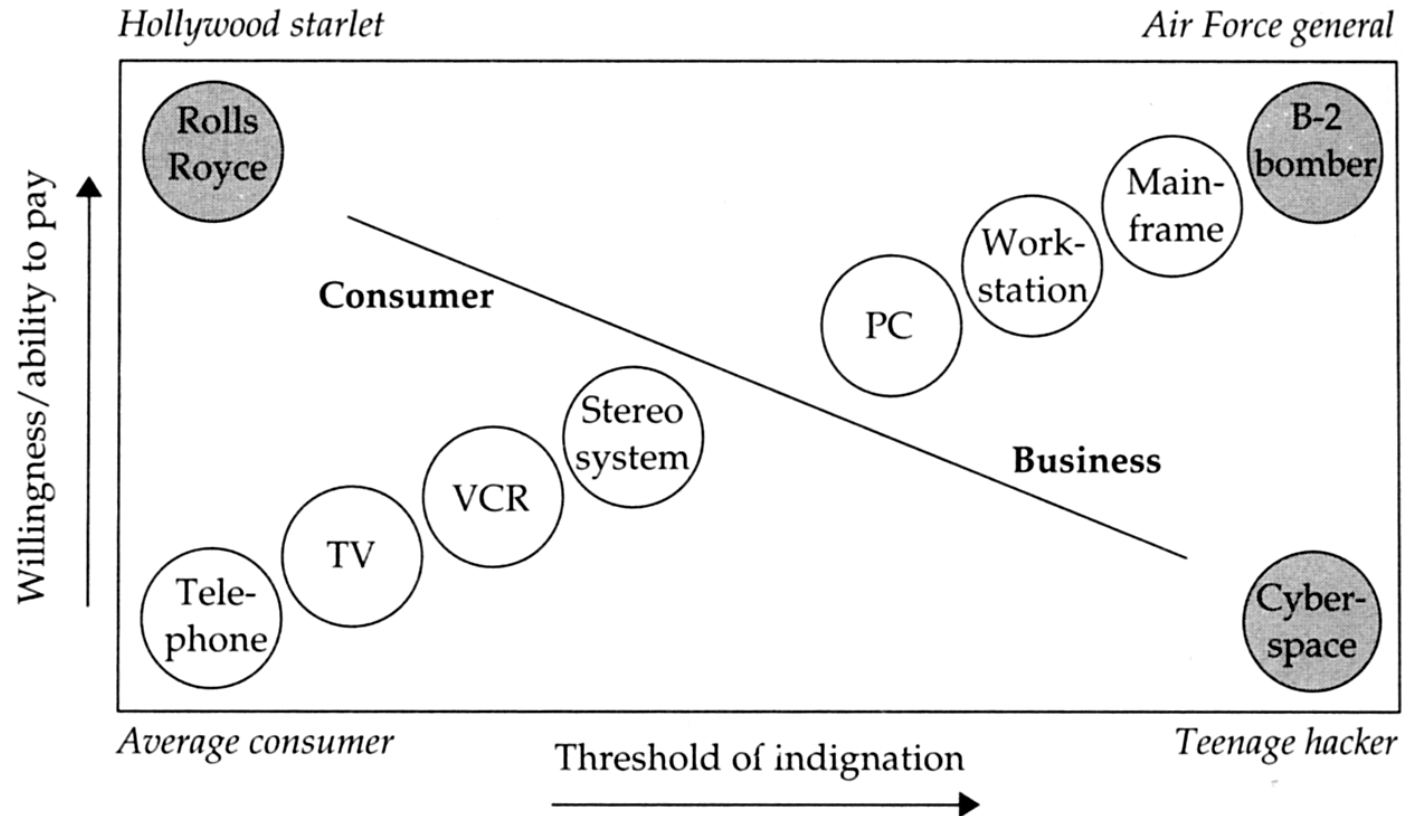
- Photography
- Car
- Radio
- Personal computers
- Internet

Examples

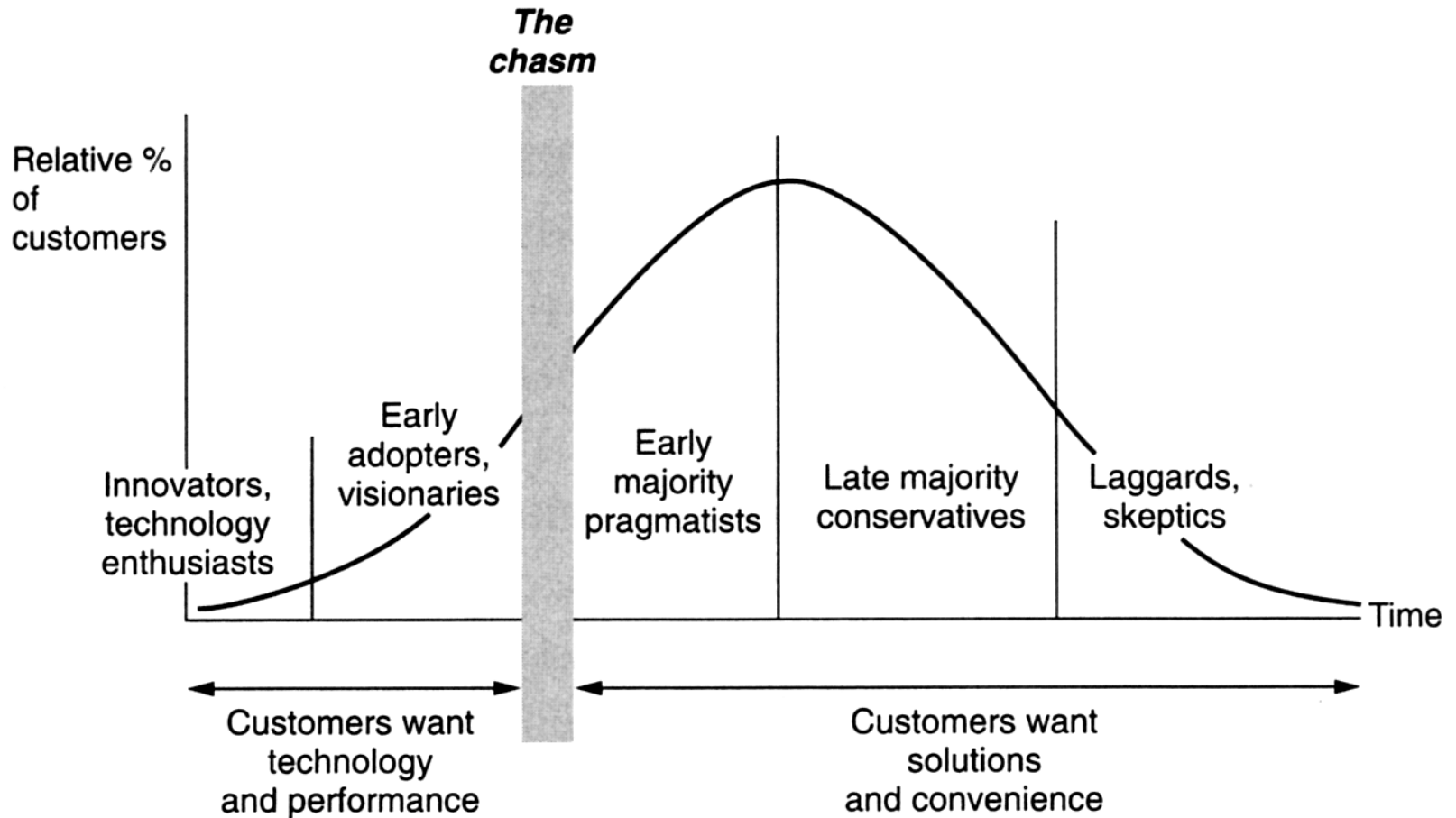
- Photography
 - Easy to process film (Kodak)
- Car
 - Affordable and easy to fix Ford-T (Ford)
- Radio
 - Extensive use of transistors (Sony)
- Personal computers
 - Easy “on your desk” printing (Apple Mac)
- Internet
 - Easy access from your home computer (AOL)

Price-indignation curve

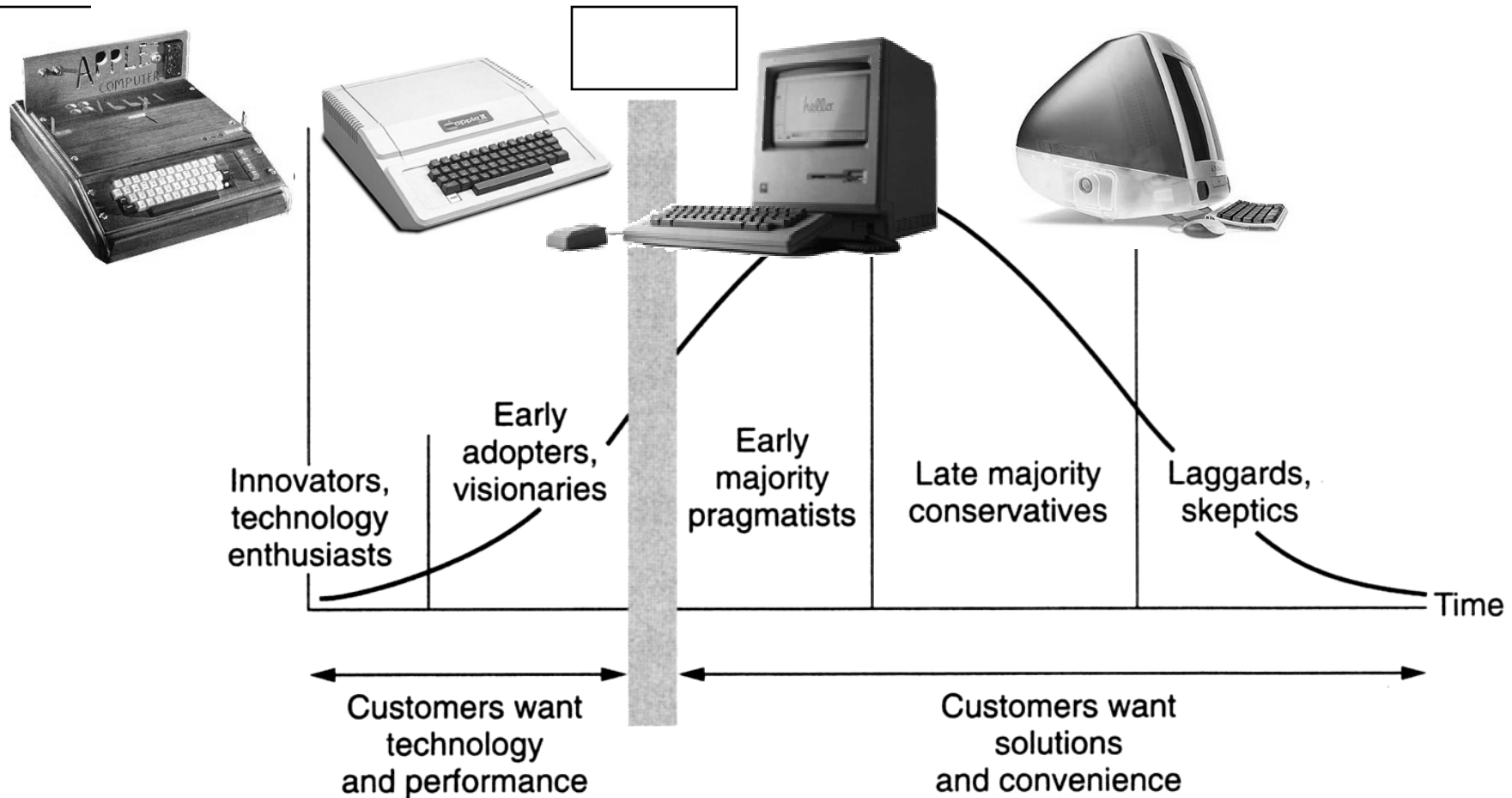
(Paul Safo in Bringing design to software)



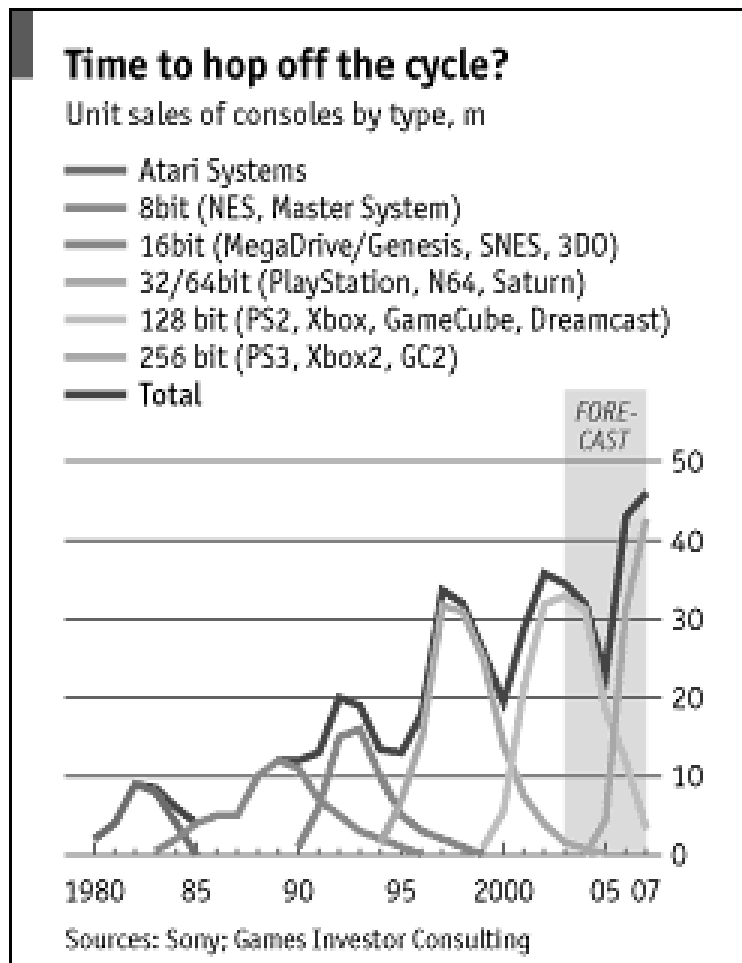
Customer: adopter categories



Customer: adopter categories



Games consoles cycles



The Economist Dec 4th 2003

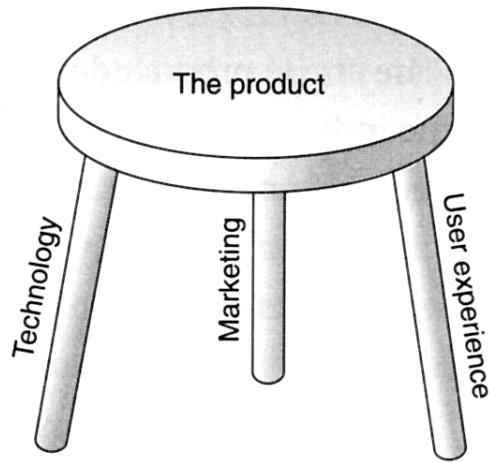
Examples

- Xerox Star
- Cellular phones
- Personal computers?

Examples

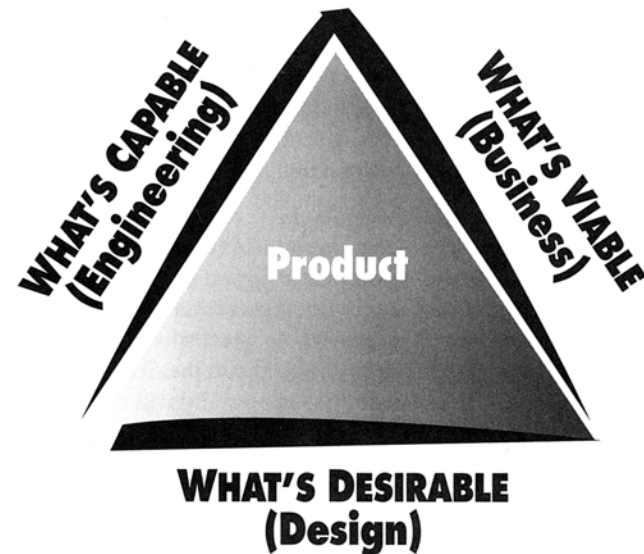
- Xerox Star
 - Targeted casual users, but lacked necessary performance
- Cellular phones
 - Almost at the laggards stage
- Personal computers?

The 3 legs of product development



The business case

The invisible computer, Don Norman



The inmates are running the asylum, Alan Cooper

Examples

(from *The inmates are running the Asylum*, Alan Cooper)

- Novell
- Microsoft
- Apple

Examples

(from *The inmates are running the Asylum*, Alan Cooper)

- Novell
 - NetWare dominated the market only while being the only game in town
- Microsoft
 - Good value, lot of features but how many loyal customers?
- Apple
 - Saved by its design of the user experience!