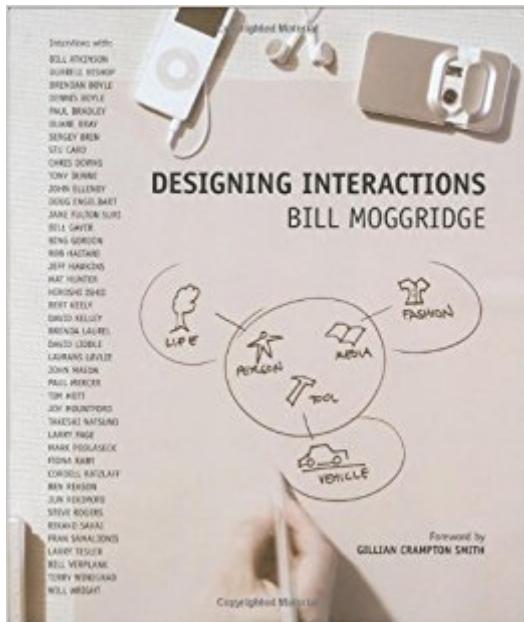


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# Designing Interactions (MIT Press)



## Synopsis

Digital technology has changed the way we interact with everything from the games we play to the tools we use at work. Designers of digital technology products no longer regard their job as designing a physical object -- beautiful or utilitarian -- but as designing our interactions with it. In *Designing Interactions*, award-winning designer Bill Moggridge introduces us to forty influential designers who have shaped our interaction with technology. Moggridge, designer of the first laptop computer (the GRiD Compass, 1981) and a founder of the design firm IDEO, tells us these stories from an industry insider's viewpoint, tracing the evolution of ideas from inspiration to outcome. The innovators he interviews -- including Will Wright, creator of The Sims, Larry Page and Sergey Brin, the founders of Google, and Doug Engelbart, Bill Atkinson, and others involved in the invention and development of the mouse and the desktop -- have been instrumental in making a difference in the design of interactions. Their stories chart the history of entrepreneurial design development for technology. Moggridge and his interviewees discuss such questions as why a personal computer has a window in a desktop, what made Palm's handheld organizers so successful, what turns a game into a hobby, why Google is the search engine of choice, and why 30 million people in Japan choose the i-mode service for their cell phones. And Moggridge tells the story of his own design process and explains the focus on people and prototypes that has been successful at IDEO -- how the needs and desires of people can inspire innovative designs and how prototyping methods are evolving for the design of digital technology. *Designing Interactions* is illustrated with more than 700 images, with color throughout. Accompanying the book is a DVD that contains segments from all the interviews intercut with examples of the interactions under discussion. Interviews with: Bill Atkinson, Durrell Bishop, Brendan Boyle, Dennis Boyle, Paul Bradley, Duane Bray, Sergey Brin, Stu Card, Gillian Crampton Smith, Chris Downs, Tony Dunne, John Ellenby, Doug Englebart, Jane Fulton Suri, Bill Gaver, Bing Gordon, Rob Haitani, Jeff Hawkins, Matt Hunter, Hiroshi Ishii, Bert Keely, David Kelley, Rikako Kojima, Brenda Laurel, David Liddle, Lavrans LÃƒÂ¢vlie, John Maeda, Paul Mercer, Tim Mott, Joy Mountford, Takeshi Natsuno, Larry Page, Mark Podlaseck, Fiona Raby, Cordell Ratzlaff, Ben Reason, Jun Rekimoto, Steve Rogers, Fran Samalionis, Larry Tesler, Bill Verplank, Terry Winograd, Will Wright

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## Customer Reviews

An engaging, informative, and enjoyable history of interaction design that helps us appreciate the contributions of some incredible people who shaped this corner of the design field. What fun! (Dan Boyarski, Professor and Head, School of Design, Carnegie Mellon University) All in all, I cannot recommend this book too highly: it is fascinating, stimulating and illuminating. (Professor Tom Wilson Information Research) During the past forty years, interaction designers have powerfully transformed the daily lives of billions. Designing Interactions is a deeply knowing, intimate portrayal of these people: who they are, how they think, and precisely what they do. If you live or work with computers or cell phones -- and who among us has any choice about that? -- then you owe it to yourself to read this. A labor of love that was years in the making, this classic has no rival in its field. (Bruce Sterling, author of Shaping Things) Designing Interactions offers multiple interfaces in its own right. It's not just a well-designed, nicely indexed book, with a heft that strains the tendons (the back of my review copy cracked after only a few hours of gentle use), but also an enclosed DVD with interviews, and a website (designinginteractions.com) that includes a weekly downloadable chapter. There's an inherent lesson in this arrangement, which is the value of choice. The very randomness of Moggridge's archive shows the truest quality of good interaction design: personality. (I.D. Magazine) This is one hell of a book...Part history lesson, part computer science thesis, part design education, part personal design philosophy, it is fascinating, inspirational, occasionally baffling, and often hilarious. (Helen Walters BusinessWeek.com) This will be the book that summarizes how the technology of interaction came into being and prescribes how it will advance in the future. Written by the designer who was there, who helped make it happen, who pioneered the digital revolution. Essential, exciting, and a delight for both eyes and mind. (Don Norman, Nielsen

Norman Group and Northwestern University, author of Emotional Design)

The award-winning designer Bill Moggridge, pioneer in interaction design and integrating human factors disciplines into design practice, was Director of the Cooper-Hewitt National Design Museum in New York City and a founder of IDEO, the famous innovation and design firm.

This is a good textbook, but there is an issue that readers might want to be aware of. The book I purchased was published in 2007, but the most of the examples detailed in the book are of products/software older than that. Really that isn't an issue as the focus of this textbook is on functionality and human interaction. I only mention that because some people might dismiss this book as being outdated because of those older examples - it's not. Even given that the book was published nearly ten years ago the basic underlying fundamentals discussed in the book are still valid today. So try to overlook the historic feel of the examples and pay more attention to the content instead. Personally, I find it educational to look at the concepts presented in this book and consider how designs have evolved over time since it was published. It would be nice to see an updated edition covering the changes in design since 2007 to the present. The book comes with a video DVD that has several videos associated with a number of the different chapters in the book. Most of these are video interviews of people who have had some role in shaping the functionality of hardware/software back-in-the-day. Again, since this book was published nearly ten years ago these are more of historic value. I'm happy with my purchase and think this textbook would be of value for anyone interested in interactive design theory.

The title of this book might suggest that it's an introduction to the field of human-computer interaction (HCI). It's not, though I would recommend it to anyone going into that field. Rather, this is a collection of interviews, heavily edited and stylized, that tell the story of the mouse; the Xerox Star (though not in the depth it deserves); the Mac; the iPod; and hundreds of other design innovations. The book only superficially talks about the particular elements of these designs that made them revolutionary. The focus is, instead, on the story of how those elements were allowed to come together to bear fruit. Managers should read this book closely. The book deserves style points, with color pictures jammed into every page to keep things lively. My only major complaint is that it's too much of a good thing. There are a lot of interviews in here that are nice in and of themselves, but just don't fit the theme. Will Wright (creator of the Sims and Spore) is always an interesting guy, but his big thing--"Let's make software that works as open-ended toys, not closed games," to

paraphrase--is tangentially related to interaction design, at best. I would have enjoyed this more as a slimmed-down, tightly-focused volume than as the hefty hardcover behemoth it is. For those who are interested in this sort of history, I'd strongly recommend the entrepreneur interview collection—Founders at Work.

This is a great history book of interaction and product design by the heavy hitters in the digital industry. It's great for history, but if you want a book to learn from, this is not it. It's a huge collection of 42 interviews and is 735 pages with a lot of photos of how those experts did it. The last chapter, which is 94 pages, is the main chapter you can learn from. And there are 22 completely blank pages in the book. I would have been happy if they would have at least put some interaction design principles on those 22 pages. They could have really packed a lot of useful material on how to design interactions. (And they could use the enclosed CD to follow-up on those 22 pages with some great visual material and then you would have a complete course on "Designing Interactions") That's what the name of the book is, "Designing Interactions". I challenge them to put together a "design team" for the next edition and put the most important principles of interaction design on those 22 pages! I bet they can't or won't do it! Just think how much more valuable a book it would be. Then it wouldn't just be a history book of interaction design but something where learning could be integrated with the history. But that is probably too radical of a concept and the editors and publishers and decision makers just won't go for it. I bet they won't do it.

Outstanding read about the history of how some of the things we use daily were conceptualized and designed. Moggridge interviews some of the coolest and relevant inventors of the modern (technology) era. The book hit a dry spell toward the end but finished strong. As a usability and design professional I found this book to be a good read on perspective, and to read the techniques and methods used to develop new things.

Fascinating Seminal Work.

This book has so much good information it's unbelievable. The layout is clear and easy to read. The content covers historical trends related to current ones. Bill Moggridge passes away in 2012. So sorry he is gone.

I was a little disappointed to find that this book was mostly just a "who's who" in the history of

interface design. There isn't much practical information here...

The book has little to no substance on \*designing interactions\*. It has lots of information about the career and motivation of designers. Perhaps it gets better later, but I have better things to do with my time than keep reading, hoping that the 10th person who was involved in the invention of the mouse has something to actually teach the reader about designing interactions. This book should be listed as a human interest piece not a "Manager's Guide to Computing". If that's what you're looking for, then it might be for you. But be careful to read the reviews before you spend your hard earned money.

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