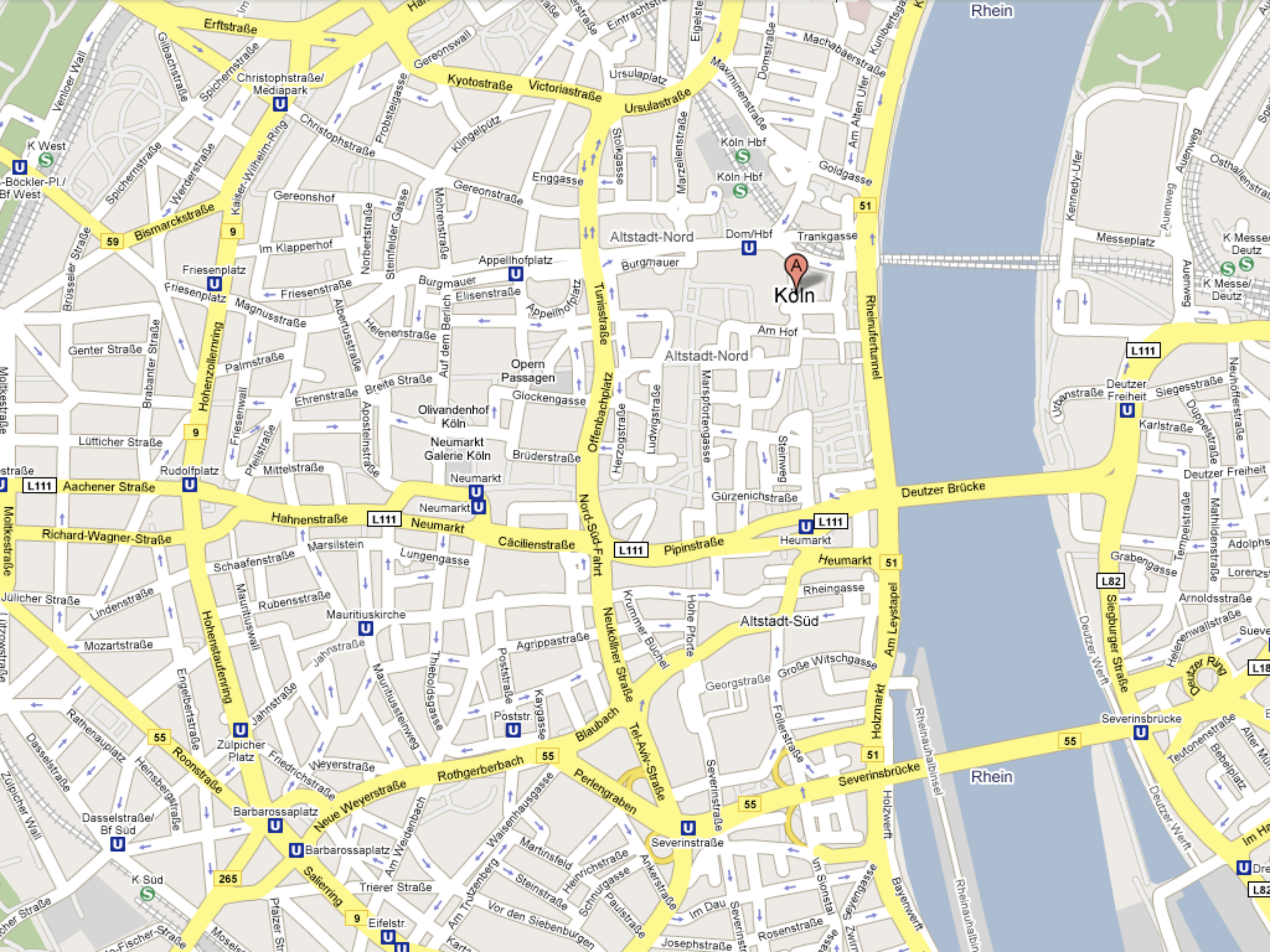
RWTH AACHEN UNIVERSITY

Of Sweet Spots and Baroque Technology

Jan Borchers
Media Computing Group
RWTH Aachen University
hci.rwth-aachen.de/sweetspot

Keynote
Adaptive Hypermedia 2008
Hannover, Germany, Aug. 1, 2008


Rhein
Köln
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Altstadt-Nord
Altstadt-Süd
Dom/Hbf
Köln Hbf
Opern Passagen
Olivandenhof Köln
Neumarkt Galerie Köln
Mauritiuskirche
Zülpicher Platz
Barbarossaplatz
Severinstraße
Severinsbrücke
Deutzer Brücke
Heumarkt
Rheinauhalbinsel
Holzwerft
Deutzer Freiheit
K West
K Süd
K Messe/ Deutz
Messeplatz
Rudolfplatz
Friesenplatz
Appellhofplatz
Poststr.
Dasselstraße/ Bf Süd
Am Hof
Trankgasse
Goldgasse
Enggasse
Gereonstraße
Gereonshof
Im Klapperhof
Burgmauer
Elisenstraße
Glockengasse
Brüderstraße
Neumarkt
Breite Straße
Ehrenstraße
Palmstraße
Magnusstraße
Friesenstraße
Helenenstraße
Mittelstraße
Lütticher Straße
Aachener Straße
Hahnenstraße
Richard-Wagner-Straße
Cäcilienstraße
Pipinstraße
Gürzenichstraße
Rheingasse
Große Witschgasse
Georgstraße
Mozartstraße
Jülicher Straße
Rothgerberbach
Perlengraben
Blaubach
Neue Weyerstraße
Weyerstraße
Friedrichstraße
Trierer Straße
Eifelstr.
Vor den Siebenburgen
Josephstraße
Rosenstraße
Im Dau
Severinstraße
Deutzer Ring
Deutzer Werft
Rheinauhalbinsel
Bismarckstraße
Erftstraße
Kyotostraße
Victoriastraße
Ursulastraße
Ursulaplatz
Christophstraße/ Mediapark
Christophstraße
Venloer Wall
Gilbachstraße
Spichernstraße
Werderstraße
Brüsseler Straße
Genter Straße
Brabanter Straße
Moltkestraße
Hohenzollernring
Kaiser-Wilhelm-Ring
Gereonswall
Eintrachtstraße
Eigelstein
Machabäerstraße
Kunibertsgasse
Am Alten Ufer
Maximinenstraße
Marzellenstraße
Stolkgasse
Klingelpütz
Probsteigasse
Norbertstraße
Steinfelder Gasse
Mohrenstraße
Auf dem Berlich
Albertusstraße
Apostelnstraße
Friesenwall
Pfeilstraße
Offenbachplatz
Turiastraße
Nord-Süd-Fahrt
Ludwigstraße
Herzogstraße
Marsplortengasse
Steinweg
Appellhofplatz
Am Leystapel
Holzmarkt
Severinsbrücke
Rheinufertunnel
Kennedy-Ufer
Auenweg
Osthalleenstraße
Messeplatz
Urbanstraße
Siegesstraße
Karlstraße
Duppestraße
Neuhöffenstraße
Deutzer Freiheit
Grabengasse
Tempelstraße
Mathildenstraße
Arnoldsstraße
Siegburger Straße
Deutzer Werft
Helenenwallstraße
Teutonenstraße
Bebelplatz
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Holzwerft
Bayenwerft
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Am Weidenbach
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Martinsfeld
Heinrichstraße
Schnurgasse
Ankerstraße
Paulstraße
Steinstraße
Am Trutzenberg
Im Sionstal
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Zwirnerstraße
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Kaygasse
Jahnstraße
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Rubensstraße
Schaafenstraße
Marsilstein
Lungengasse
Lindenstraße
Engelbertstraße
Rathenauplatz
Heinsbergstraße
Zülpicher Wall
Dasselstraße
Pfälzer Straße
Moselstraße
Hohe Pforte
Krummer Büchel
Neukölner Straße
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Rheingasse
Große Witschgasse
Georgstraße
Mozartstraße
Jülicher Straße

Photo: TomTom

Photo: TomTom

Photo: Jan Borchers

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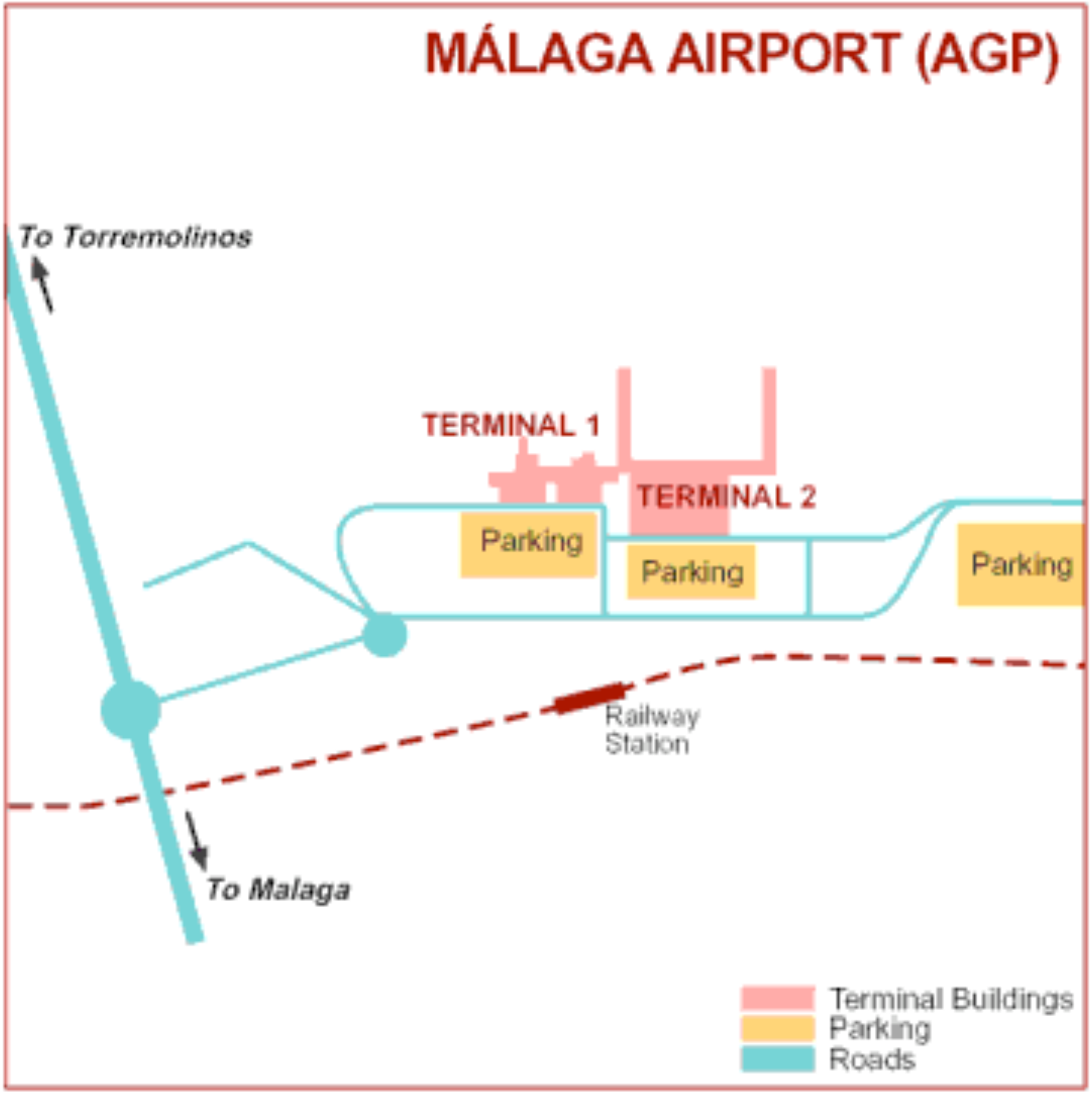
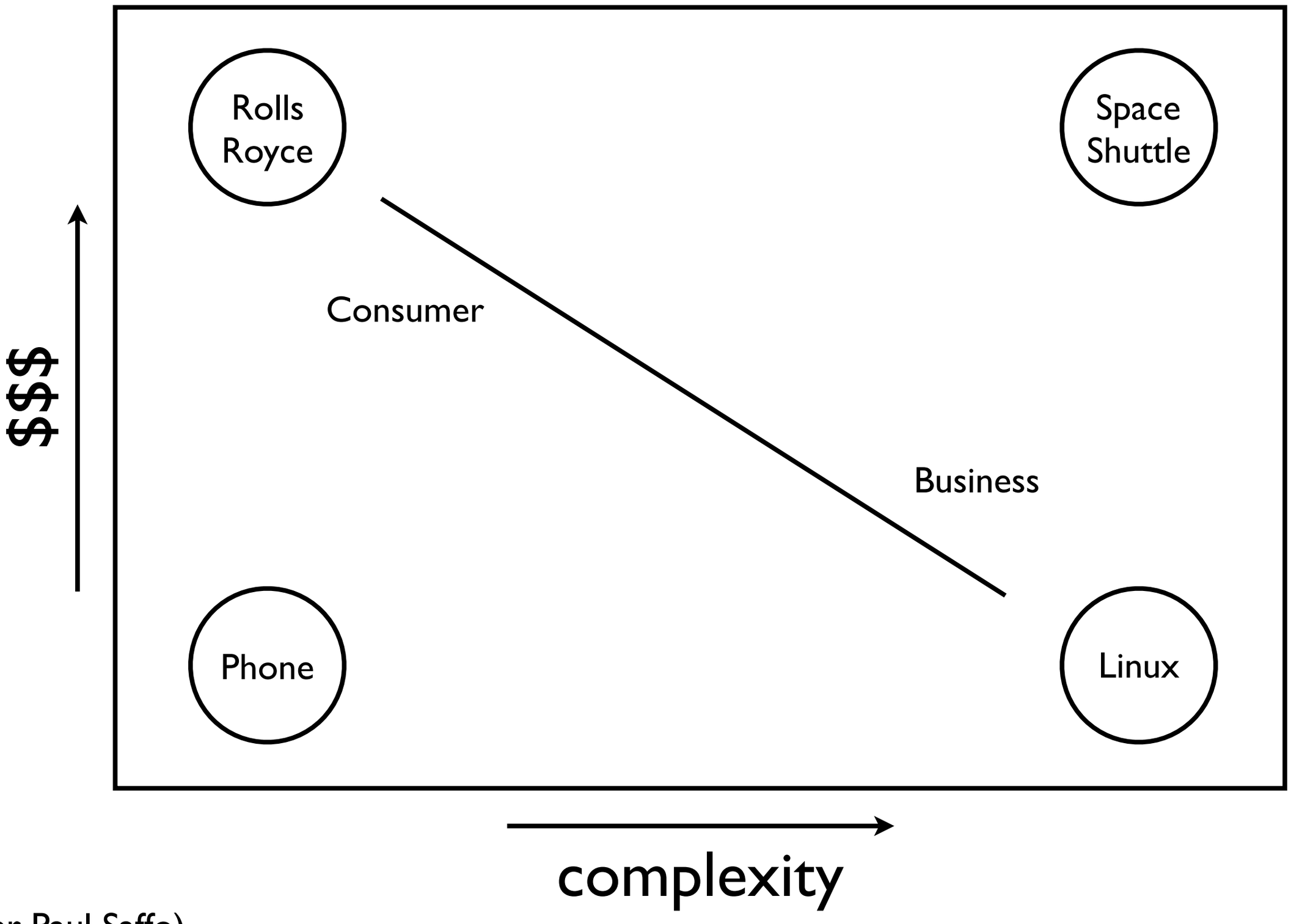
MÁLAGA AIRPORT (AGP)



NOKIA
C
1 oo
2 abc
3 def
4 ghi
5 jkl
6 mno
7 pqrs
8 tuv
9 wxyz
0
#
*
+

Dusche/WC
Retzendorf
Bäckerei
Huber
Retzendorf 2 km
Waldbad
Roth 21 km
Abenberg 10 km
Ansbach 21 km
Spalt 14 km
Heilsbronn 12 km
Reuth 5 km
Merkendorf 12 km
Wolfr.-Eschenbach 8 km
Ihr Haus von...
KLEBL
www.klebl-hausbau.de
Telefon 09181 - 900 444
Burgenstraße
FW
FREIE WÄHLER
Reparaturen

Photo: TomTom



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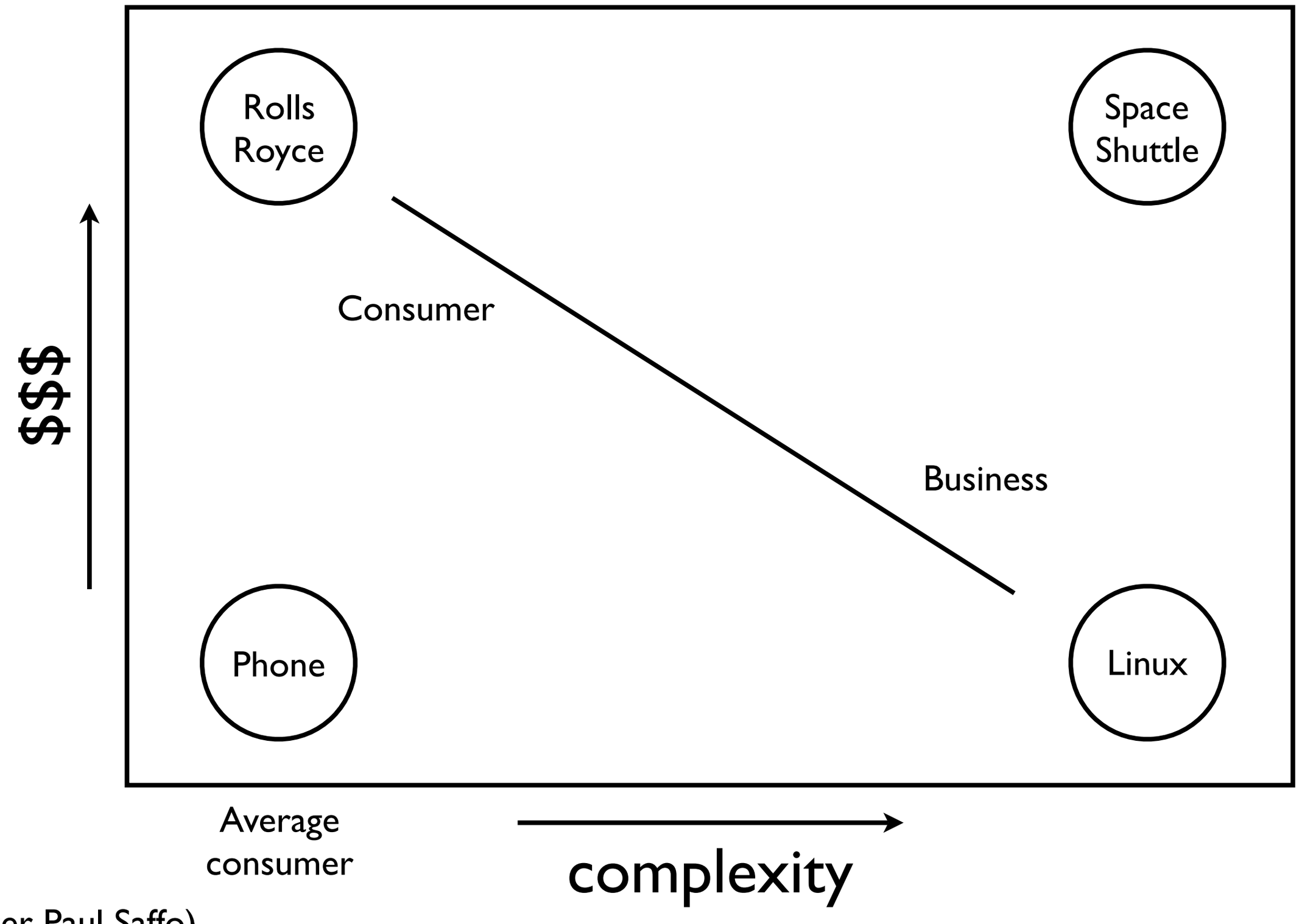

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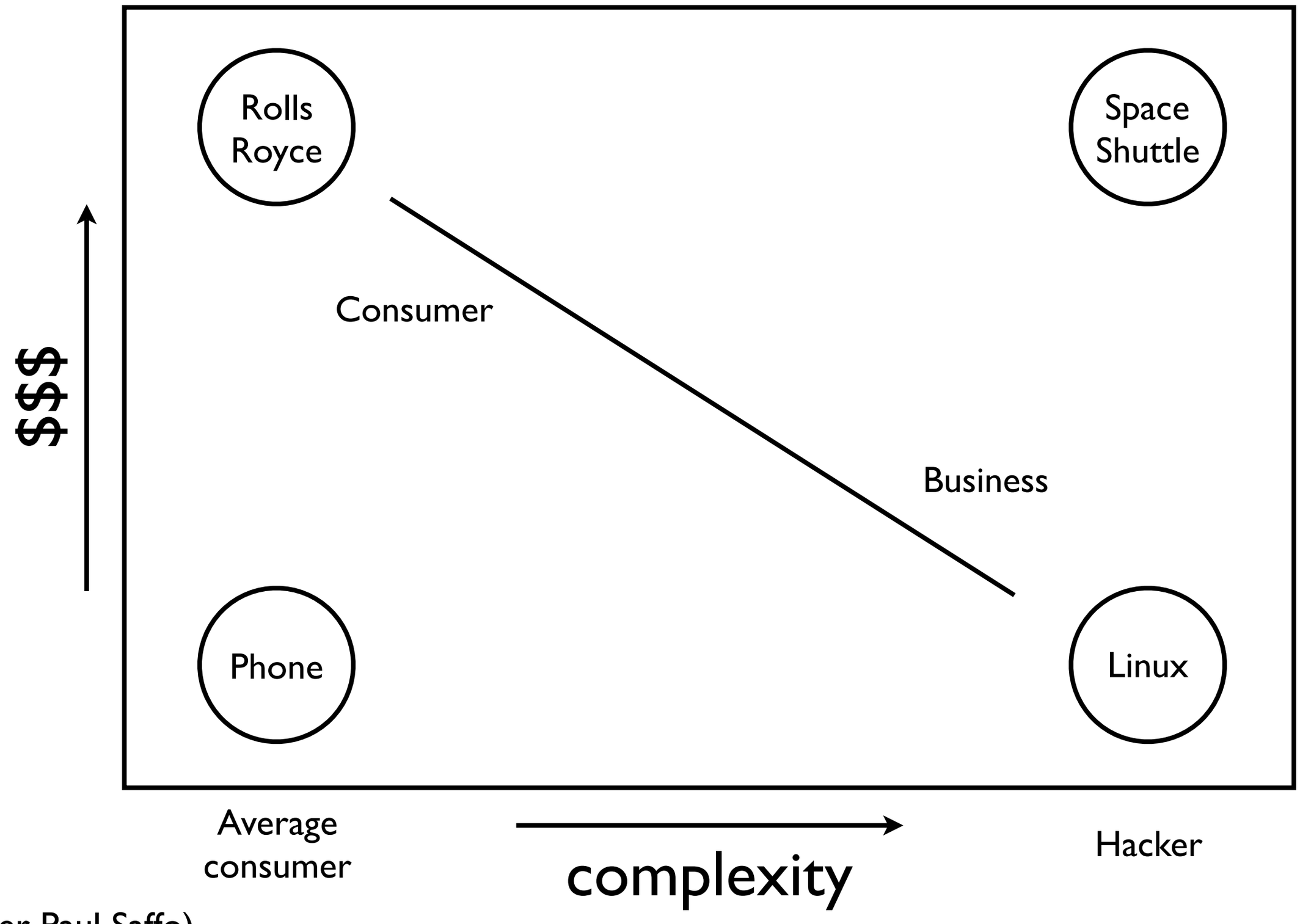

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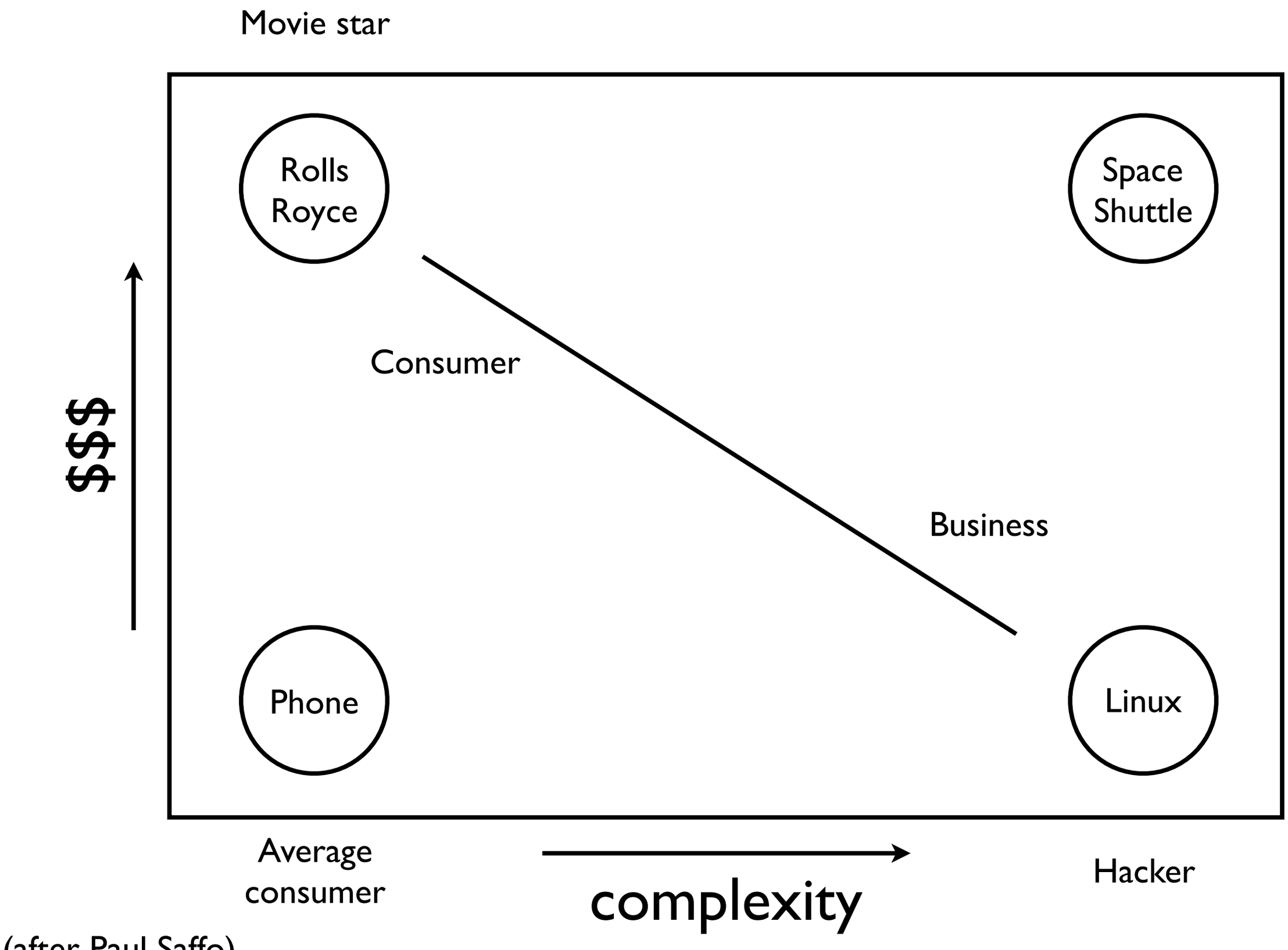

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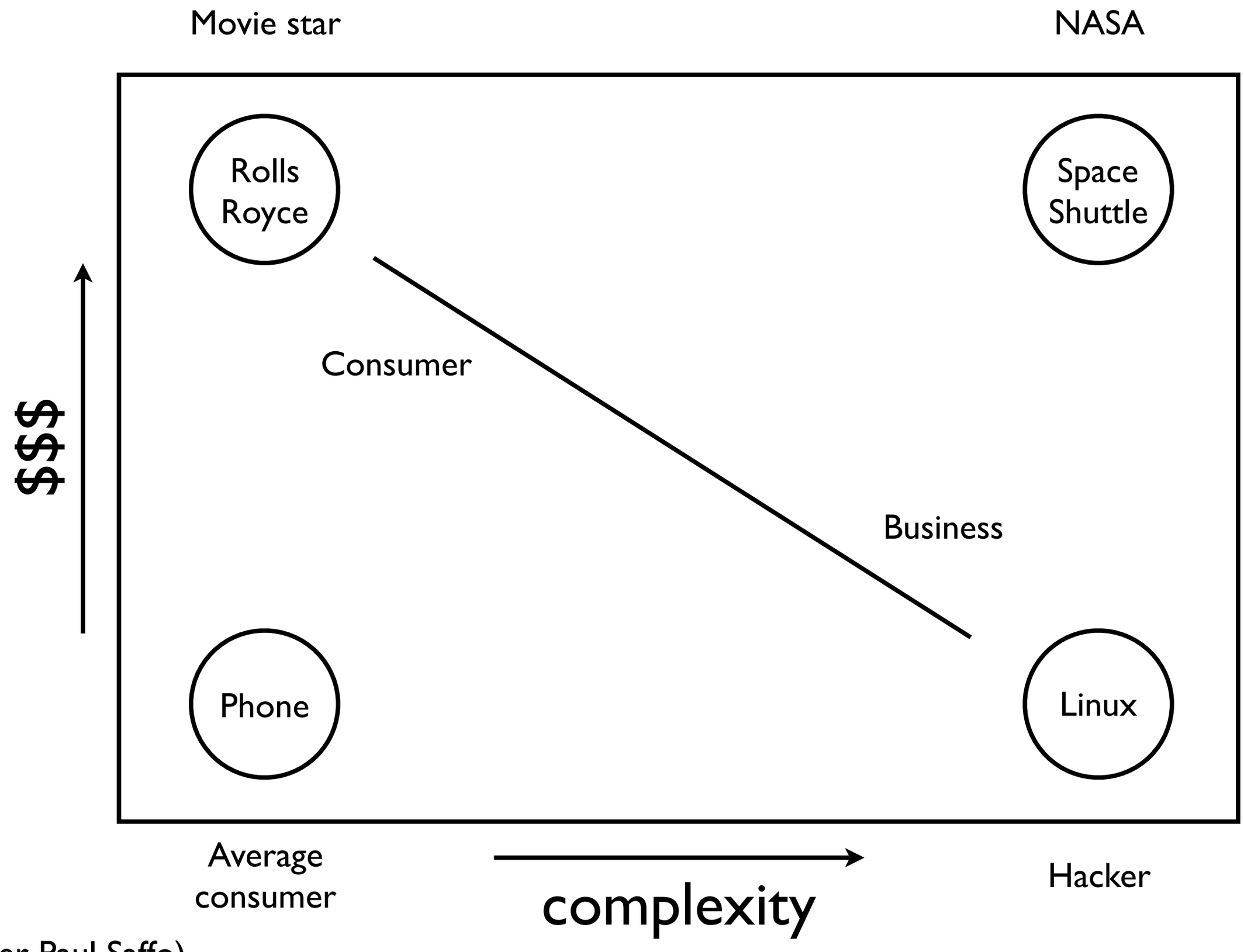

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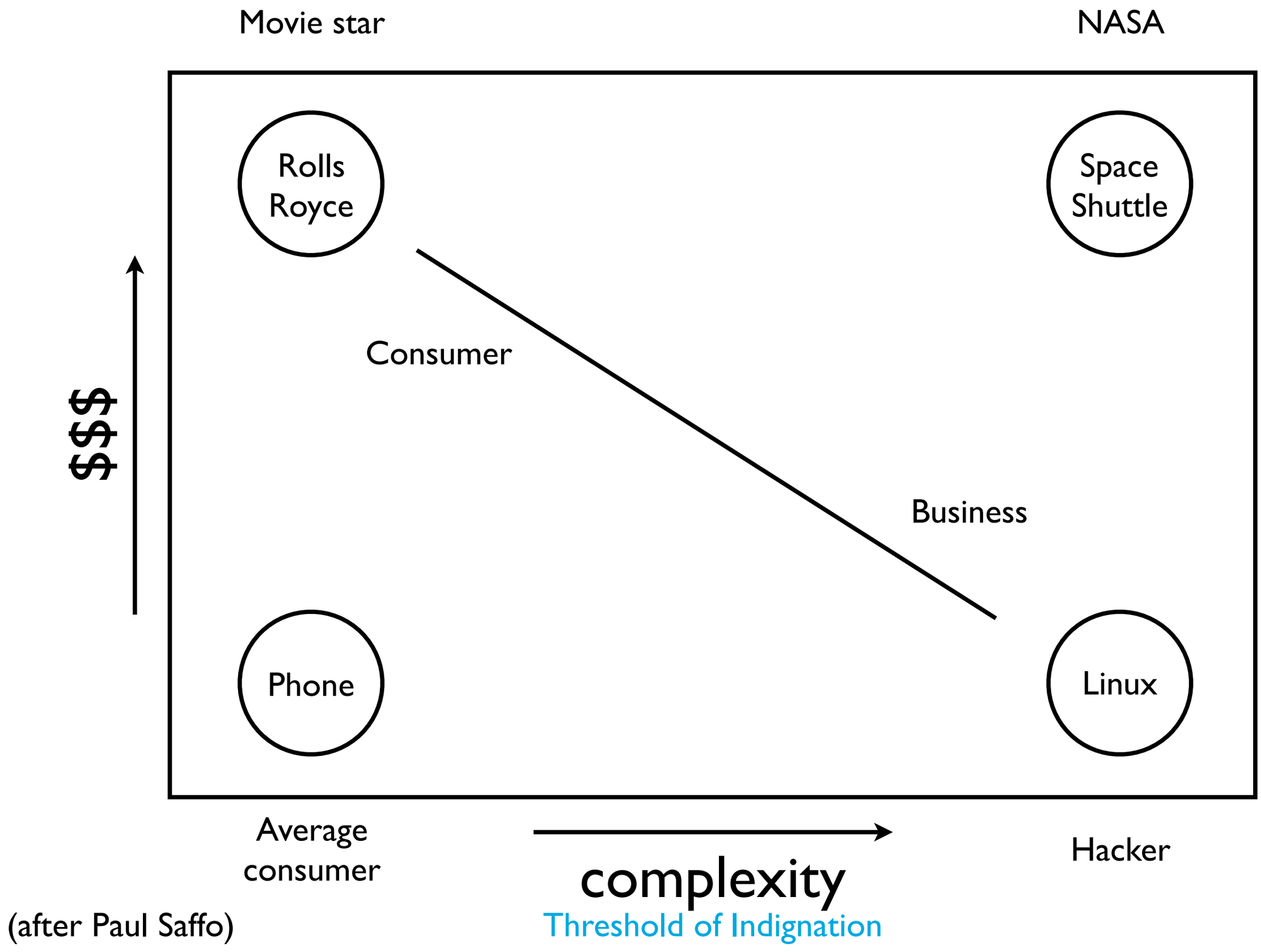

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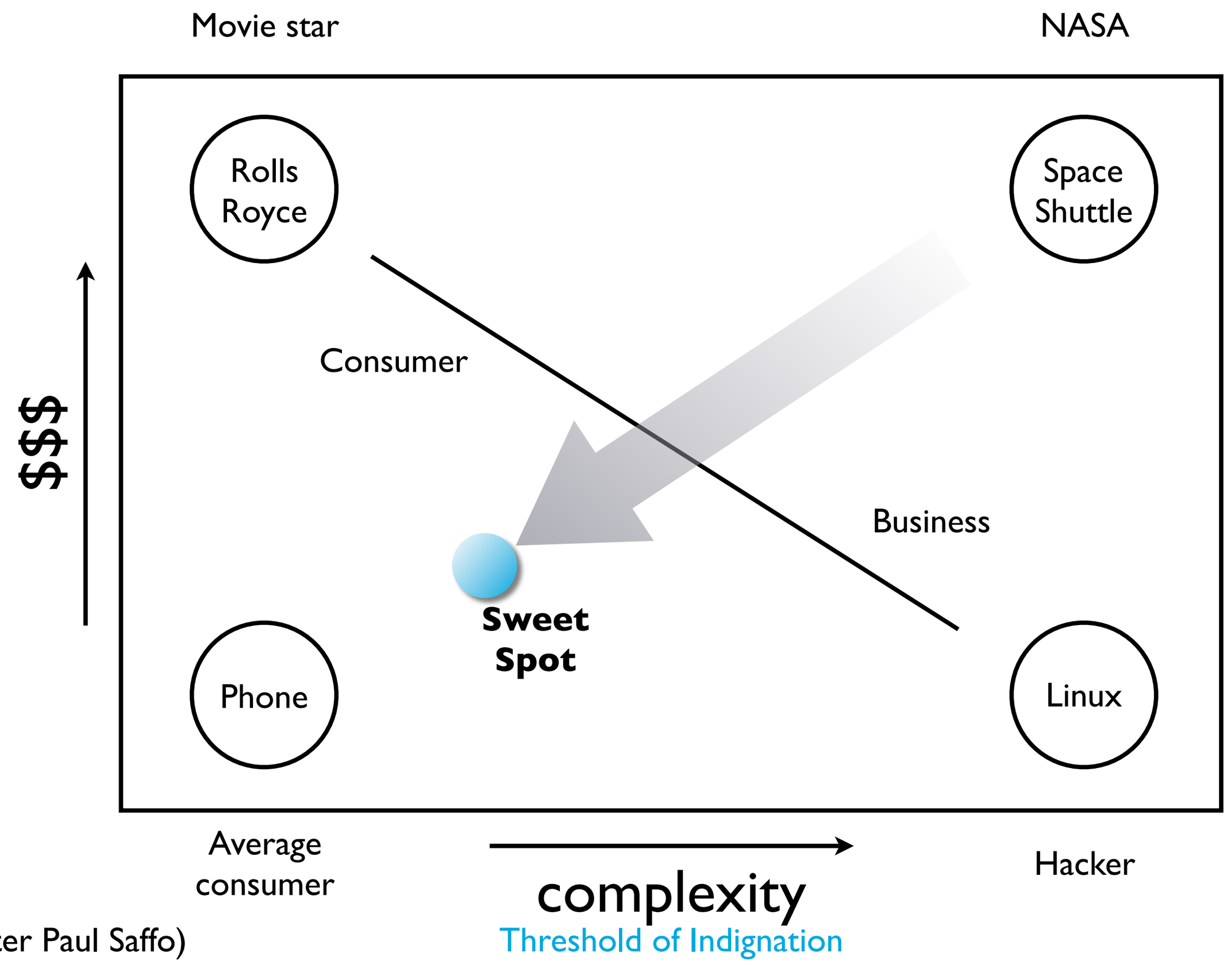


(after Paul Saffo)

UX

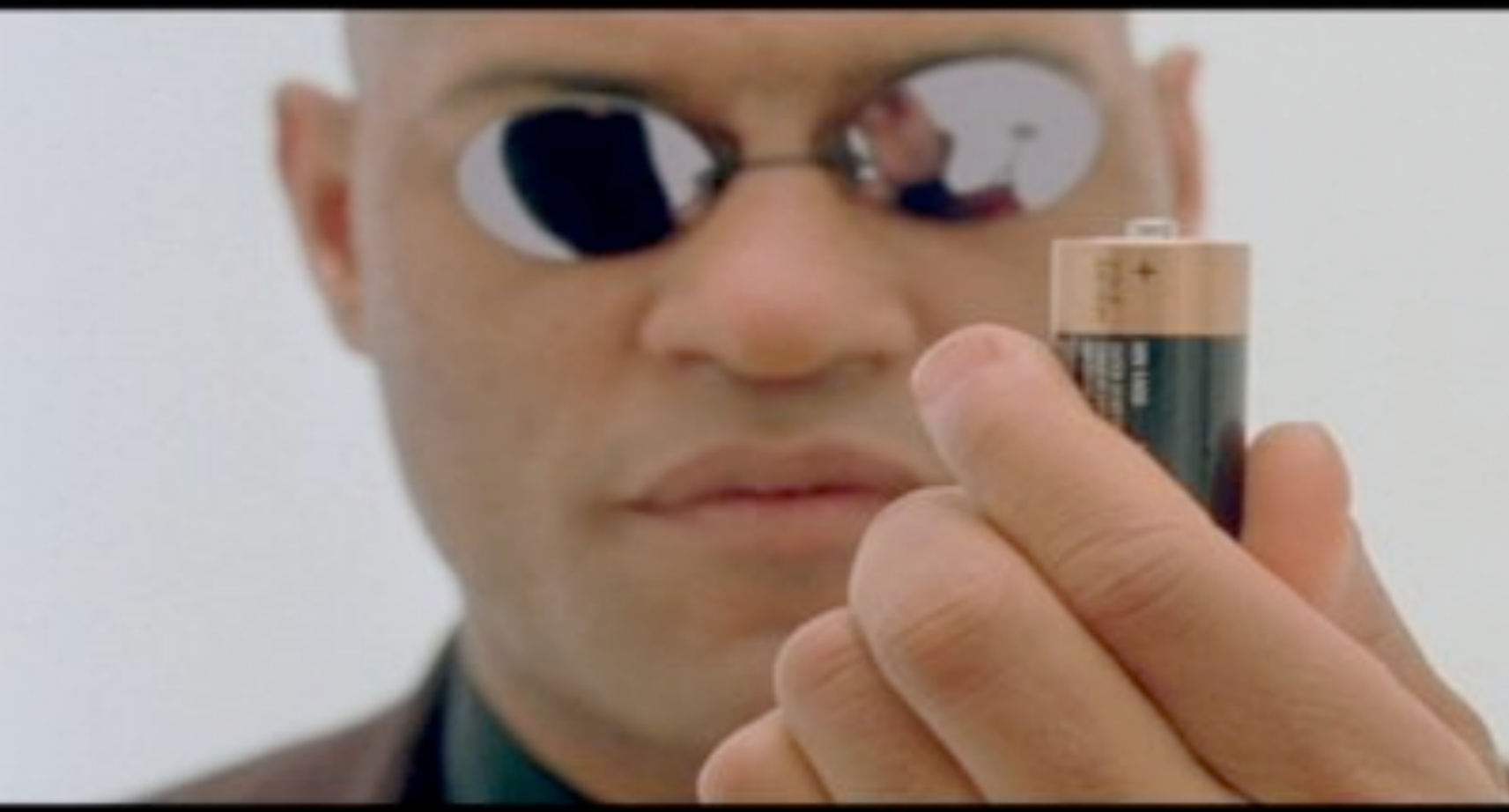
iPhone porn

Designed by Apple in California

Designed by Apple in California

Phone
Mail
Safari
iPod

Photo: www.iphone.cz



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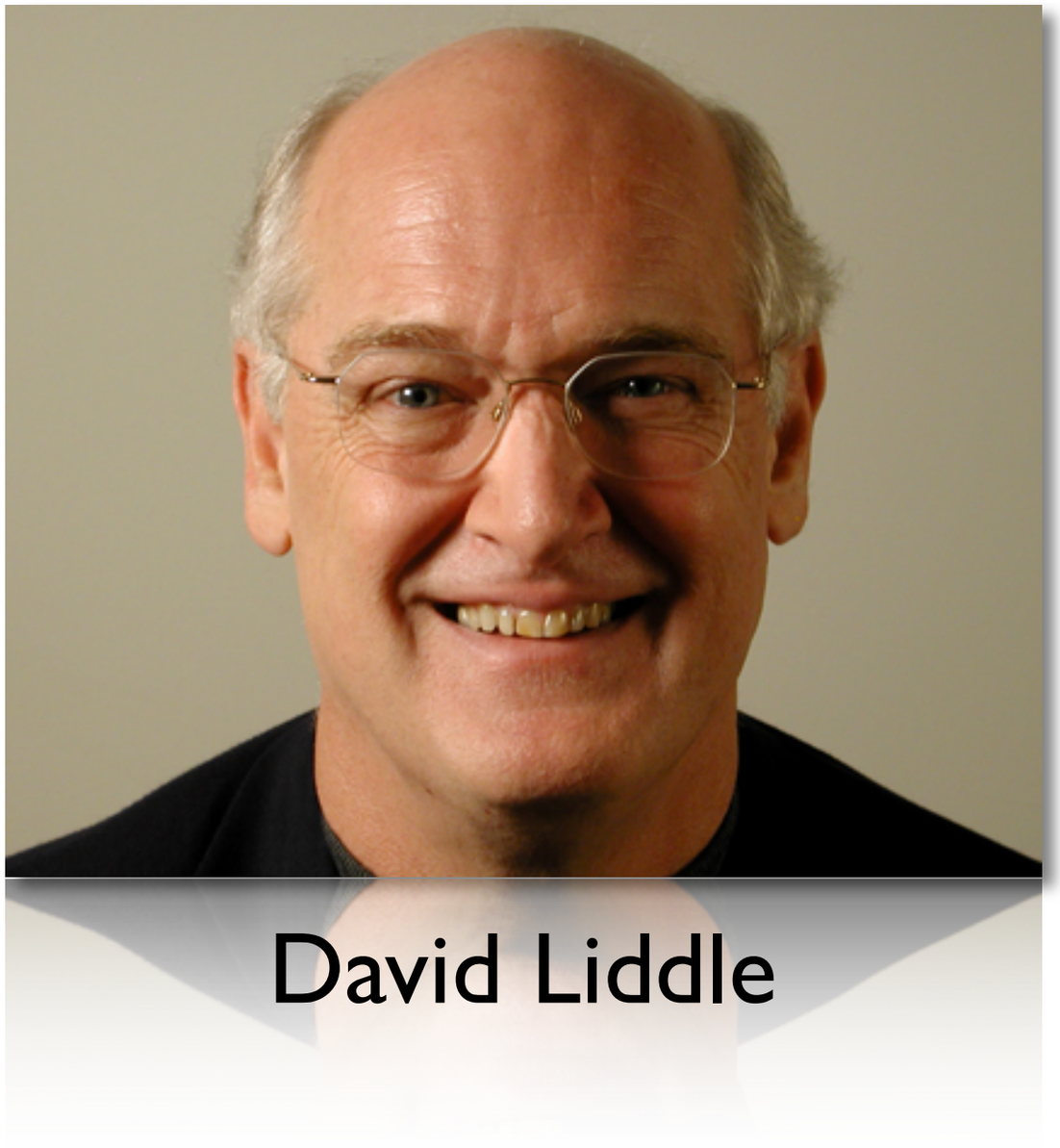
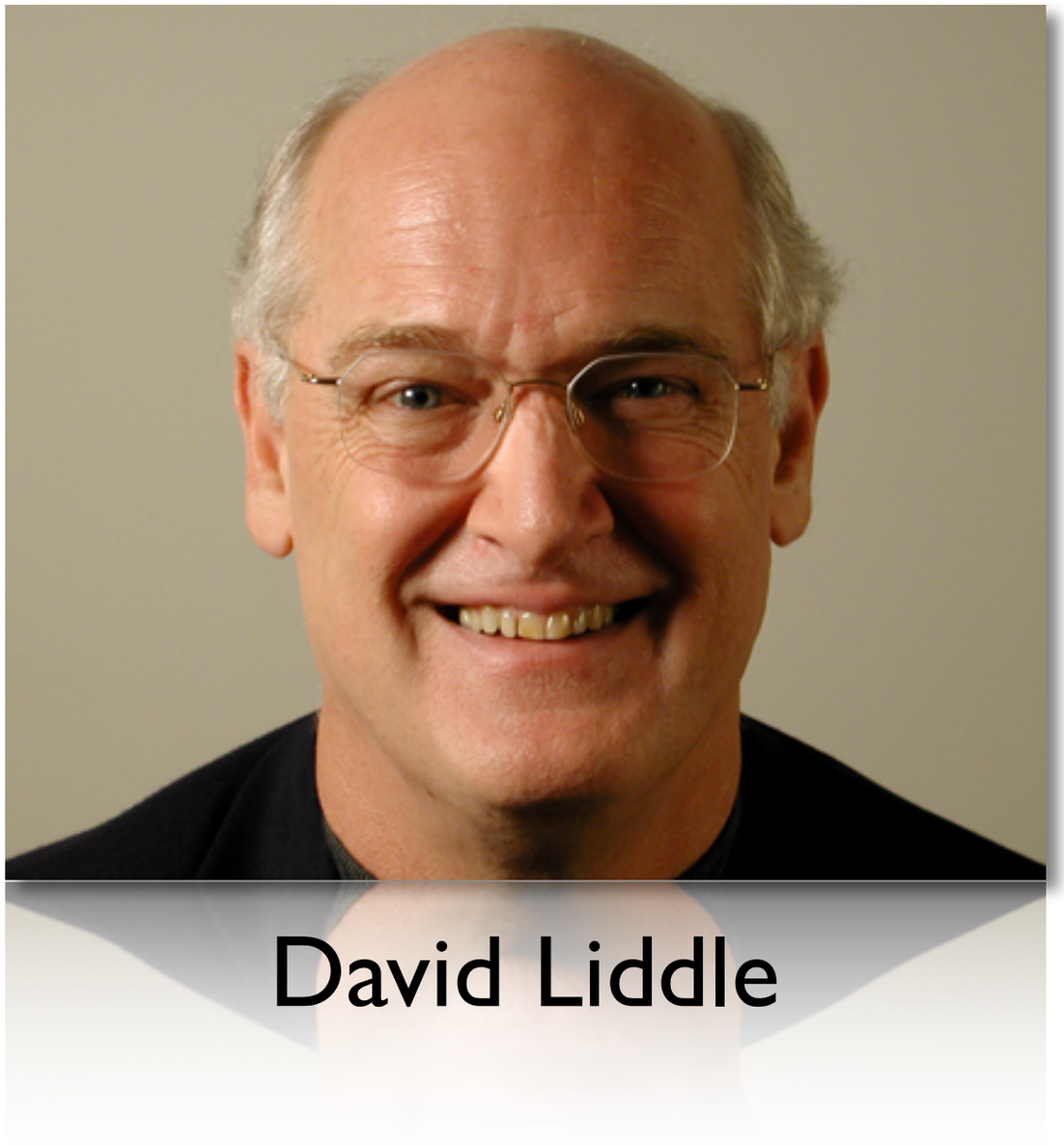
>WHAT IS... THE SWEET SPOT?_

Social changes

the bad news.



David Liddle



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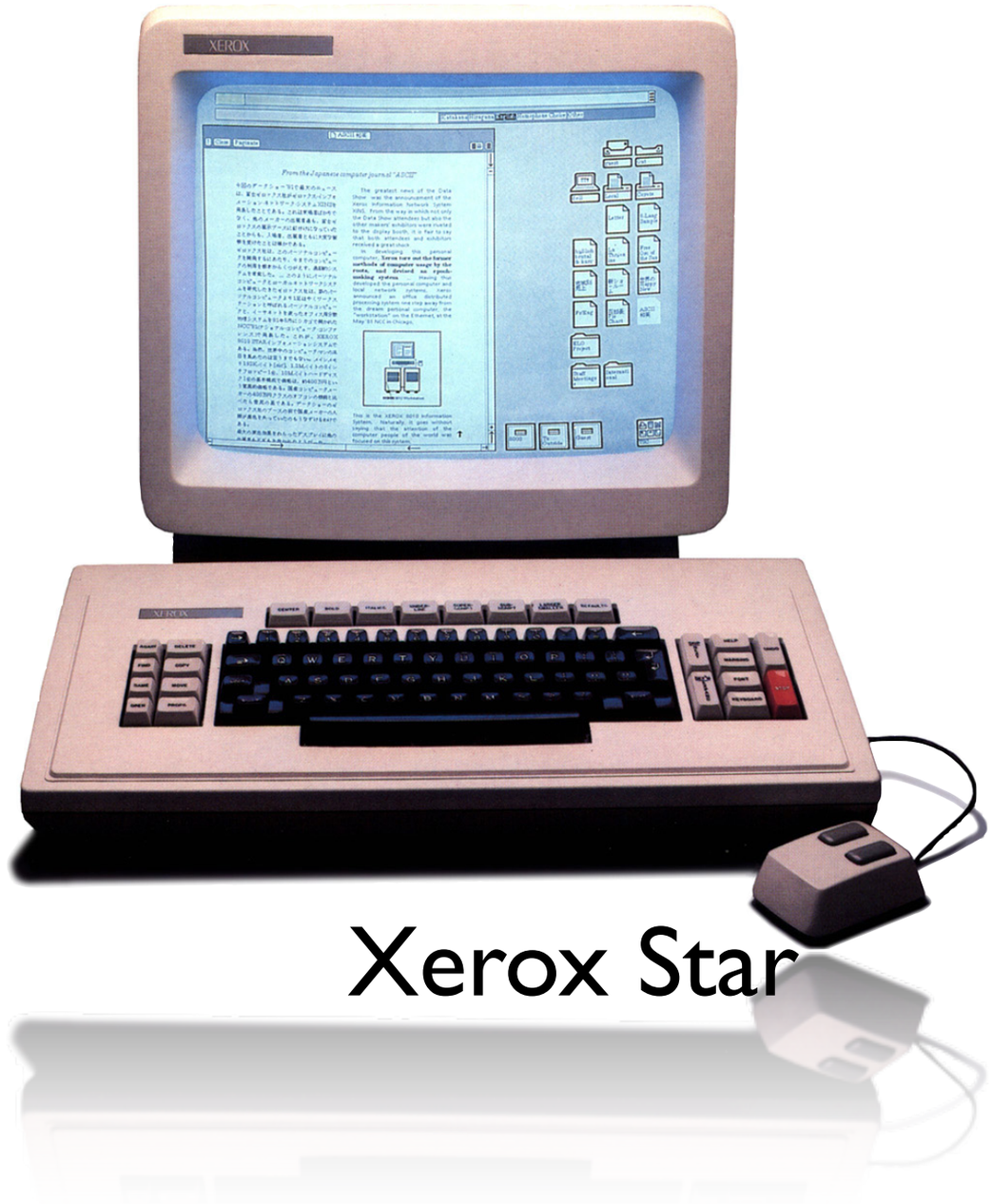
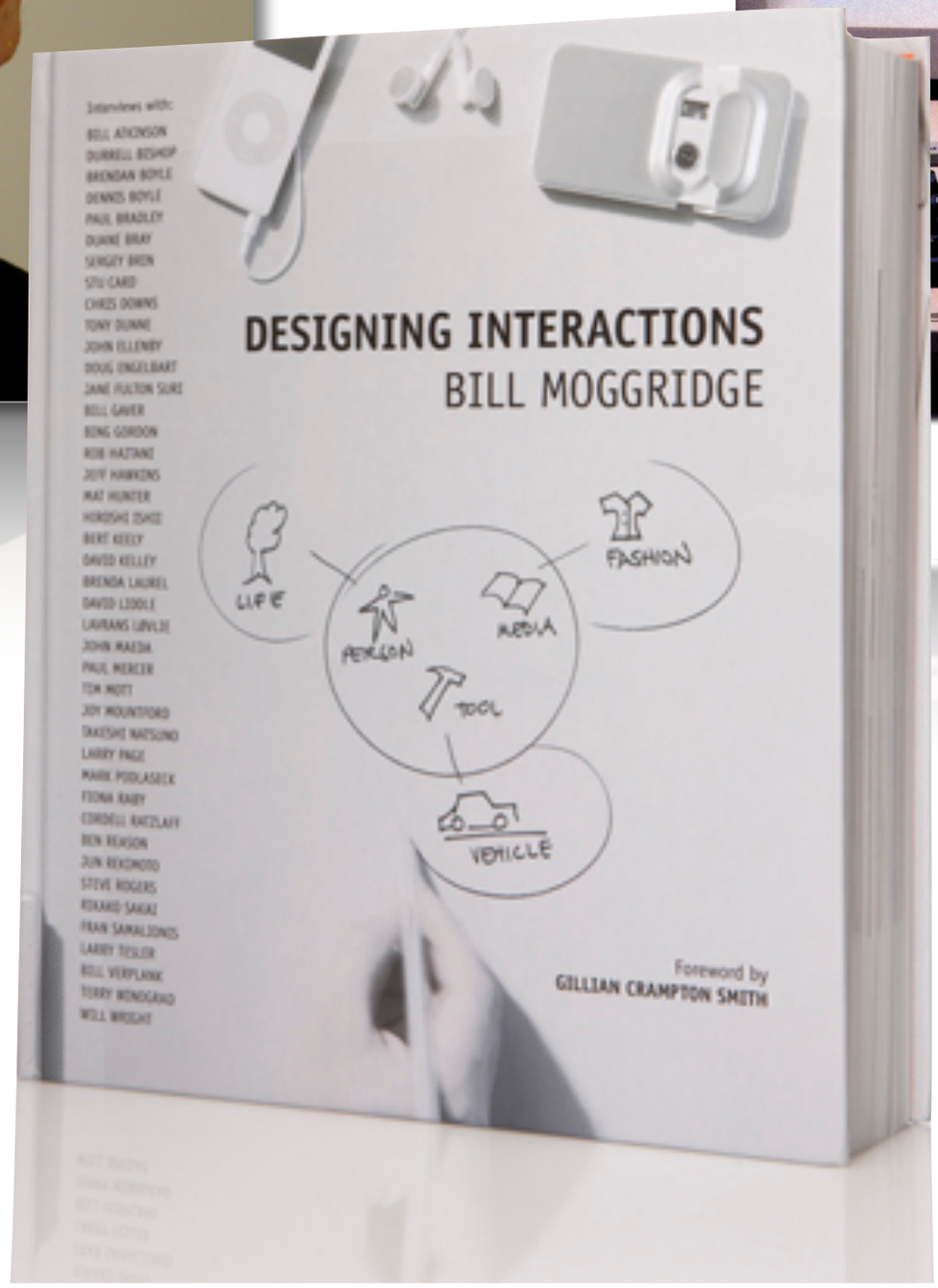
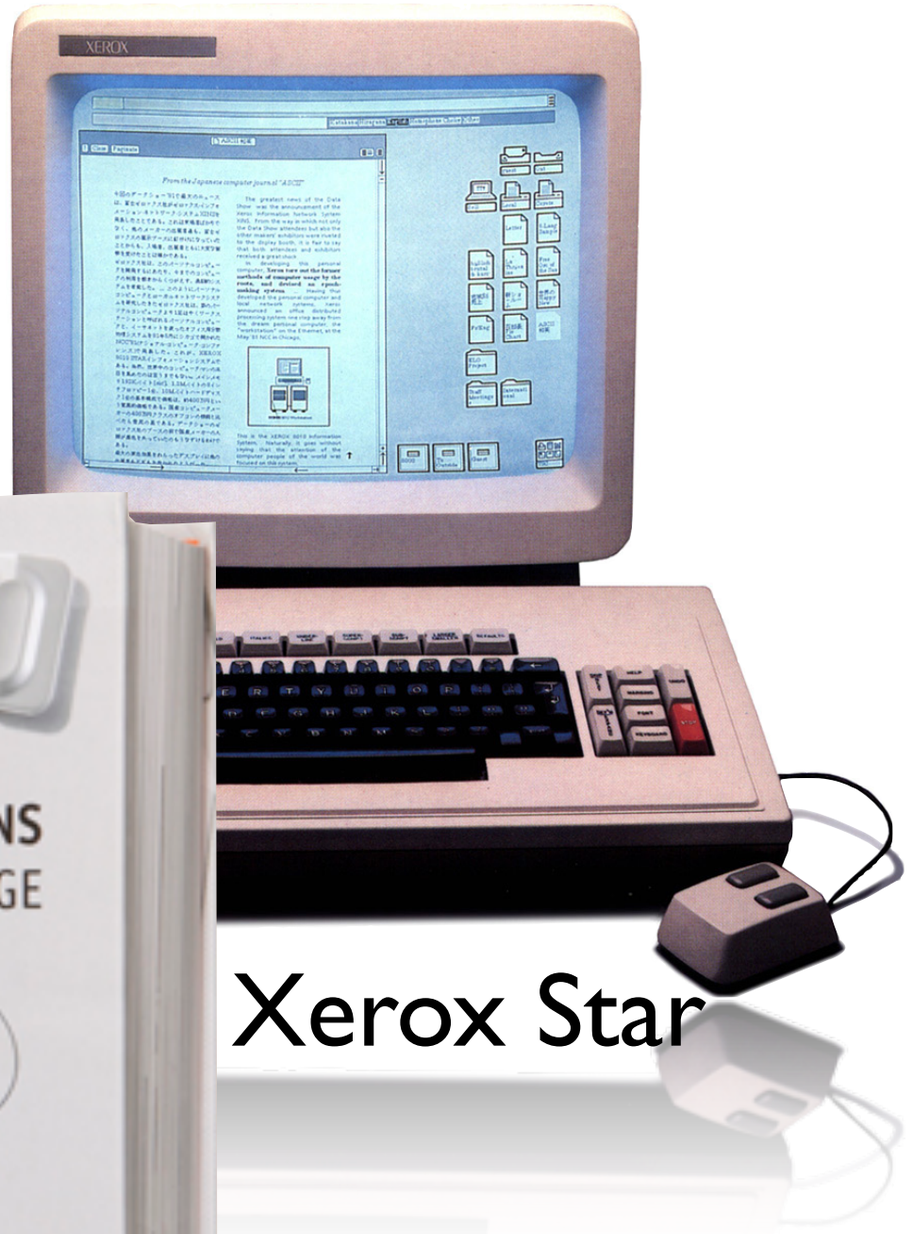


Xerox Star

David Liddle



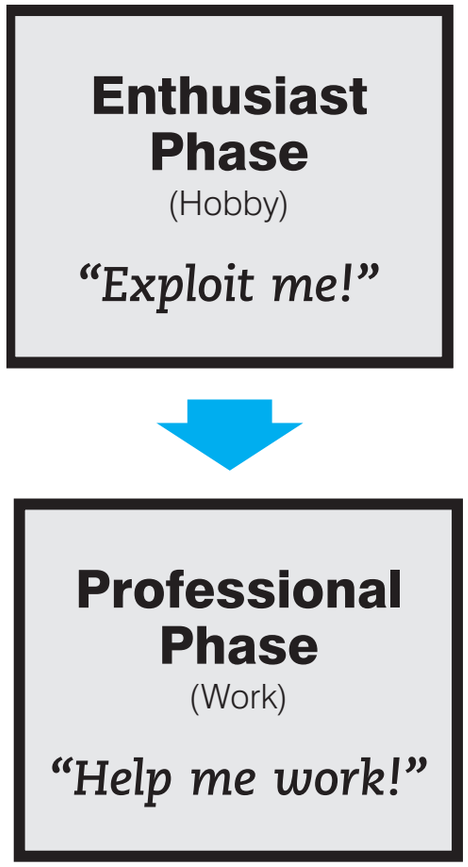


Xerox Star

Enthusiast Phase
(Hobby)

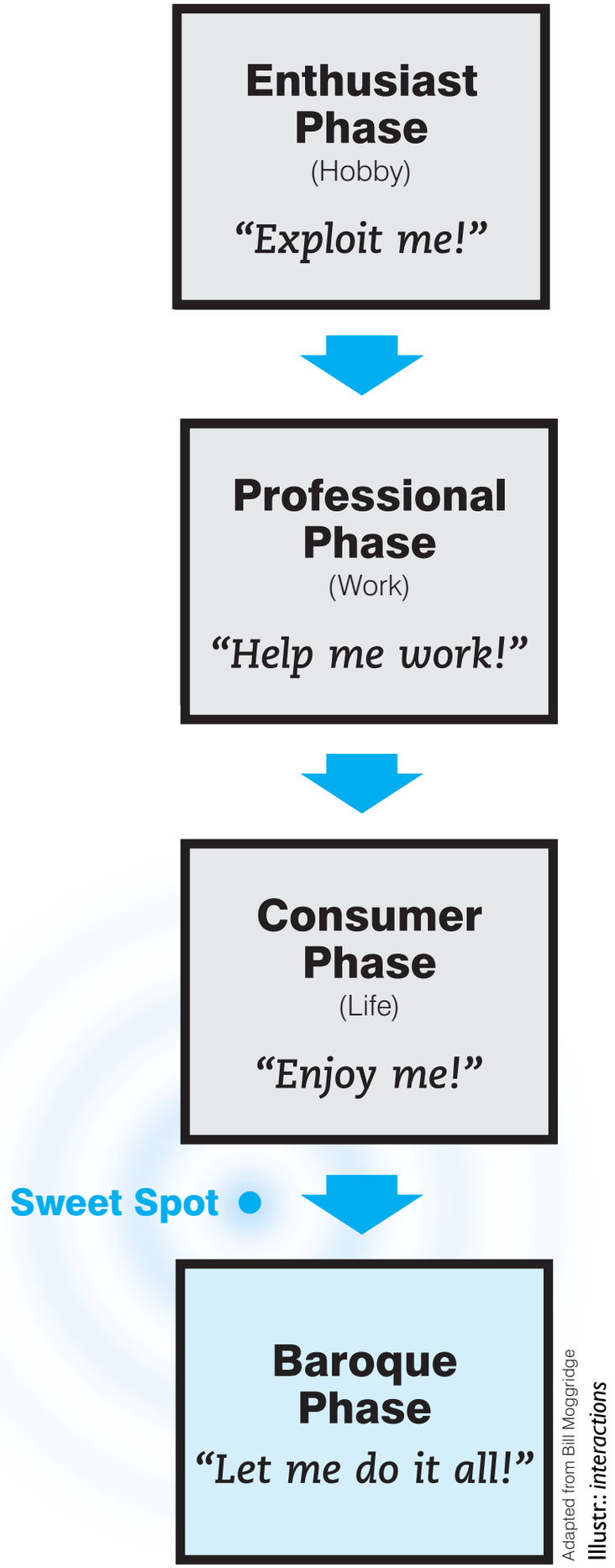
"Exploit me!"

Illustr.: *interactions*



Illustr.: *interactions*

Illustr:: *interactions*



Adapted from Bill Moggridge

Illustr:: *interactions*

Photo: Krups

Enthusiast Phase
(Hobby)

"Exploit me!"

Professional Phase
(Work)

"Help me work!"

Consumer Phase
(Life)

"Enjoy me!"

Sweet Spot

Baroque Phase

"Let me do it all!"

Adapted from Bill Moggridge

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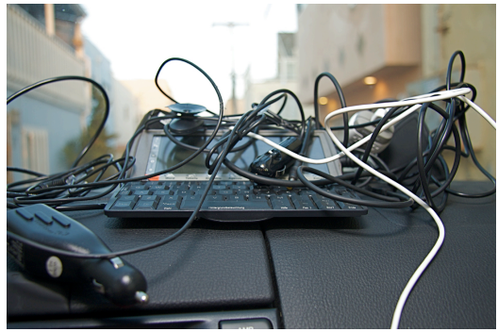

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Consumer Phase
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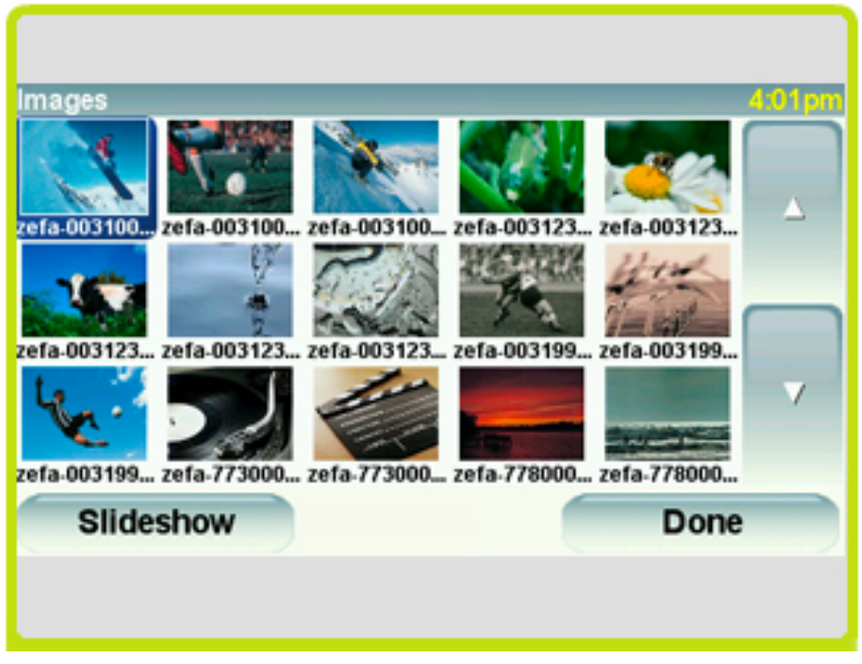

Adapted from Bill Moggridge

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Baroque Phase

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Adapted from Bill Moggridge

Photo: Ericsson

Sweet Spot

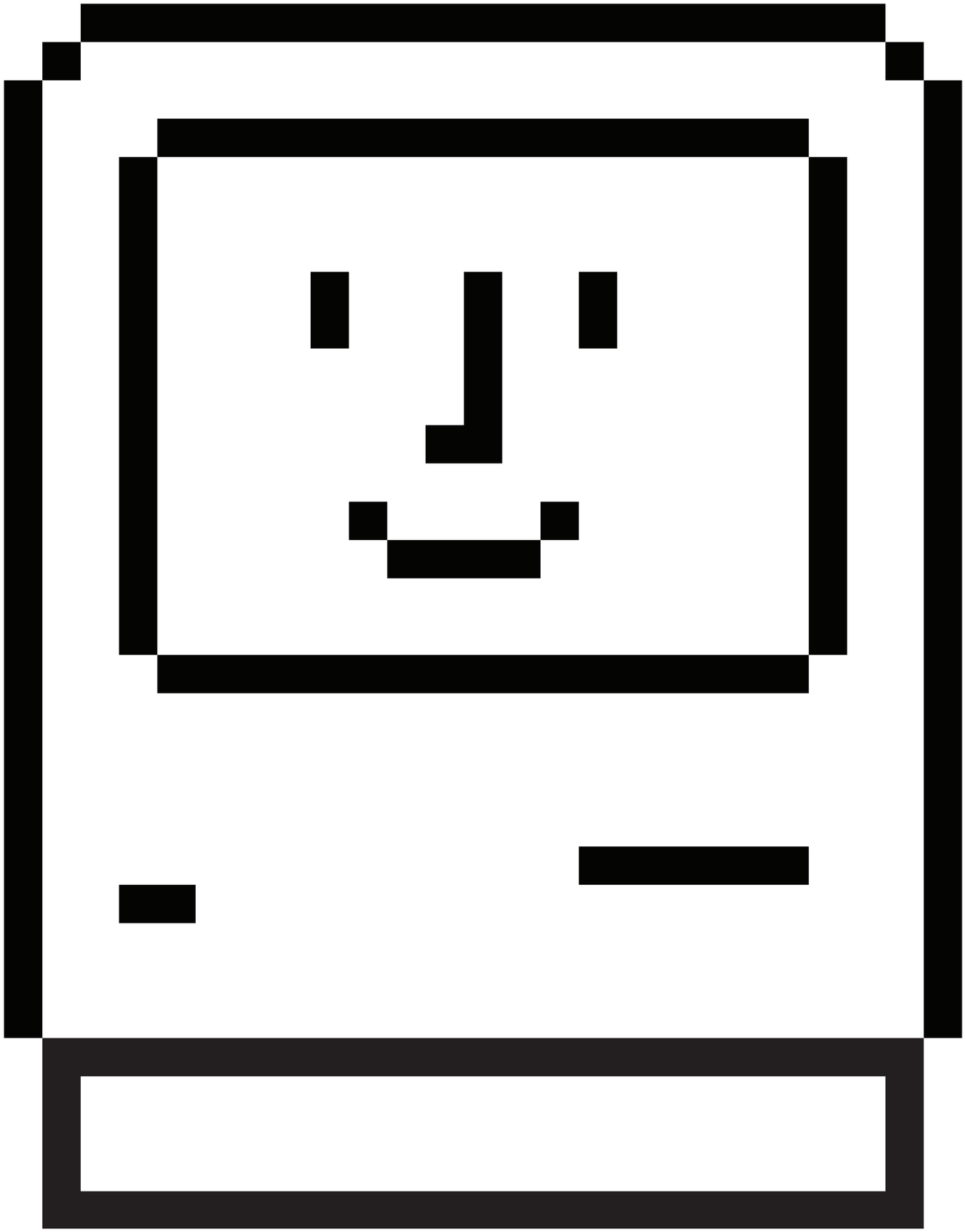
- Simplifies your life
- Rule-changing new functionality

Baroque Phase

- Complicates your life
- Feature creep

Backpedal

Photo: Thorsten Karrer

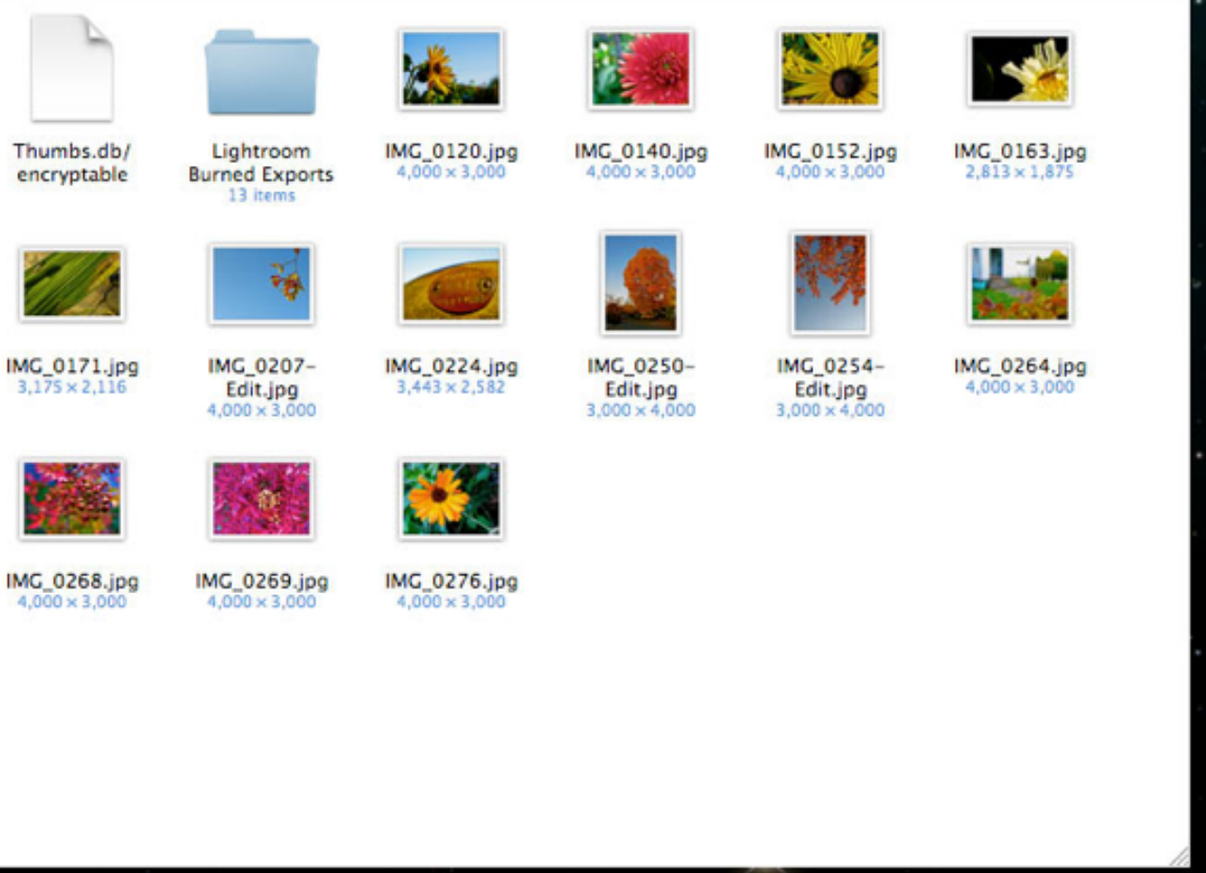


Backpedal

Design: Susan Kare

upload

15 items, 34.99 GB available



Yesterday

Today

Now

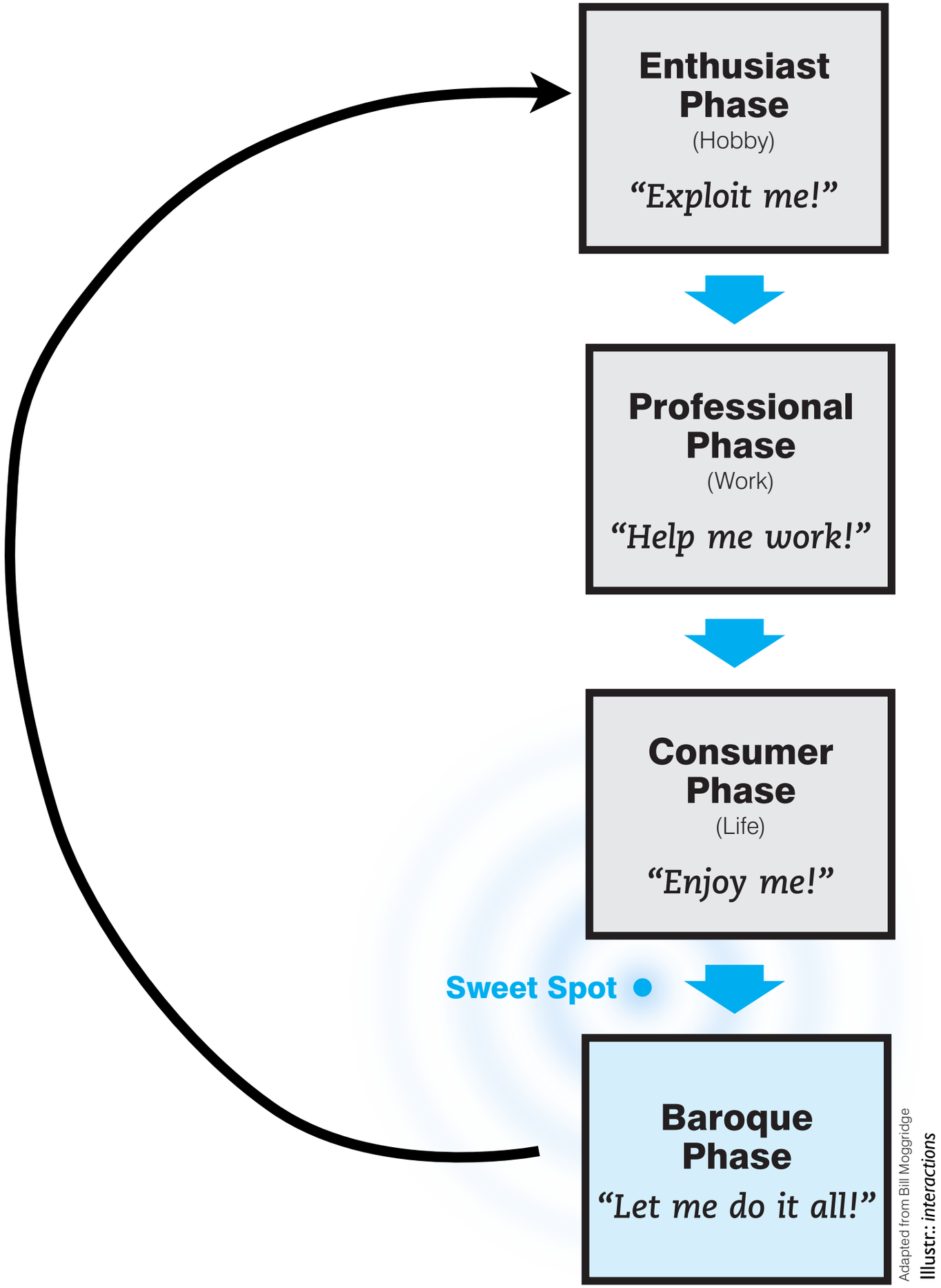
Cancel

Yesterday at 5:03 AM

Restore

Innovate Out

Photo: Apple



Adapted from Bill Moggridge

Illustr:: *interactions*

Vertical Design

Vertical Design

Photo: Apple

Vertical Design

Photo: Apple

Vertical Design

Photo: Apple

Vertical Design

Photo: Apple

Vertical Design

Photo: Apple

Vertical Design

Photo: Apple

Vertical Design

Photo: Apple

Photo: Symbian

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HCI!

Sweet Spot

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Illustr:: *interactions*

Long-Term Storage

- Hobby – Pro – Consumer –Sweet Spot – Baroque
- New genre, simplifying
- Do Sweet-Spot, not Baroque systems
- Vertical design
- User interface is key
- hci.rwth-aachen.de/sweetspot