

DESIGNING DIGITAL EXPERIENCES IN 2020

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Nuts+Bolts

15 JUNE 2016

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.”

2016 2017 2018 2019 2020 2021 2022 2023

CLARIFICATION:

**EXPERIENCES
NOT
ARTIFACTS**

3,100,000+

Installs of Top 5 themes on WordPress

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.](#)



NEW YORK, June 7, 2016 /PRNewswire/ — [Wix.com Ltd.](#) (Nasdaq: [WIX](#)), a leading cloud-based web

Digital Experiences

An experience, either physical or digital, that facilitated 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

MADISON

HAPPY

Time logged: 06:39:52

30%



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

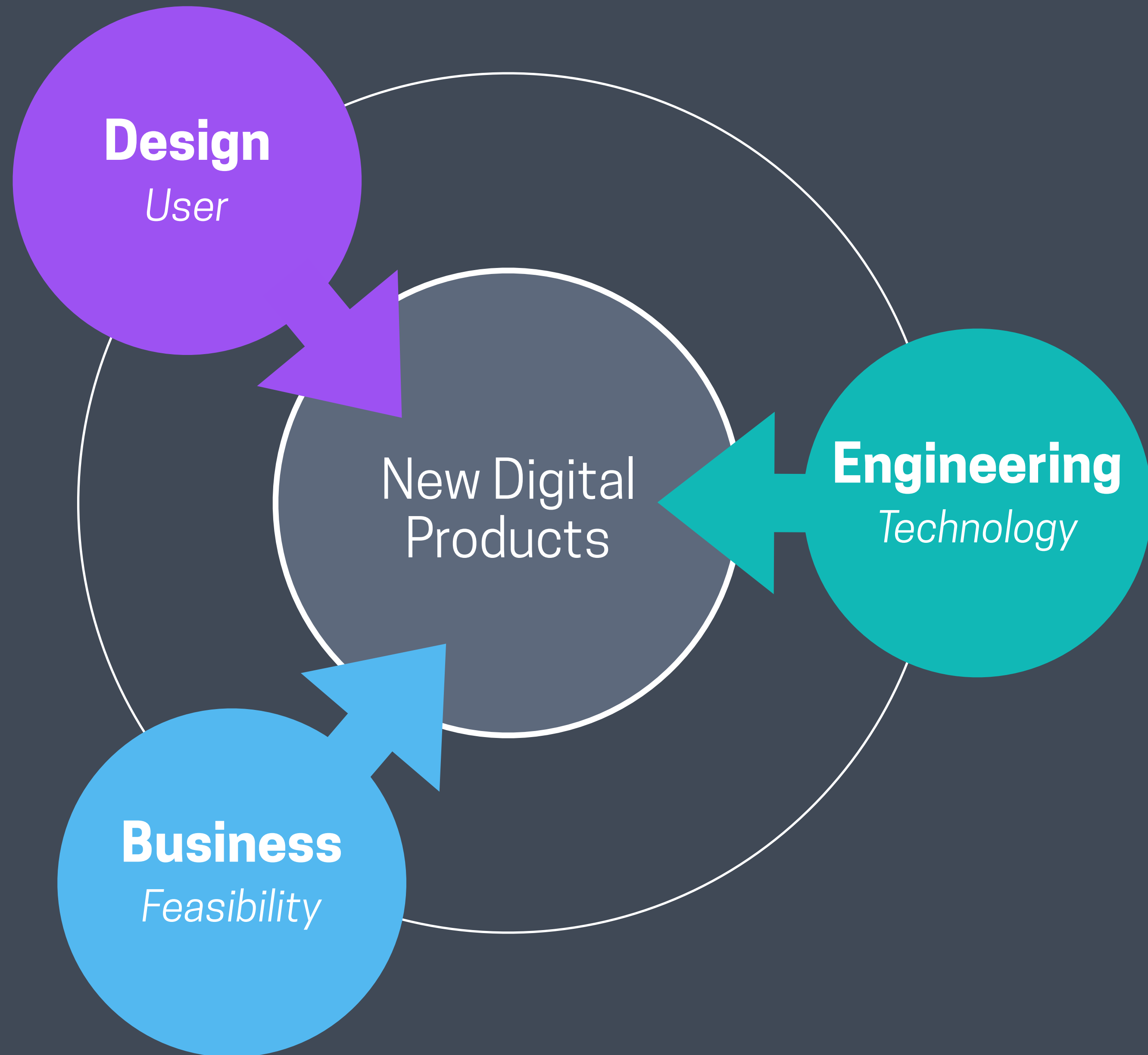
drone experience designer

gesture control designer

chief experience officer

real-time 3D designer

metaverse UX designer



TWO

TEAM

TRENDS

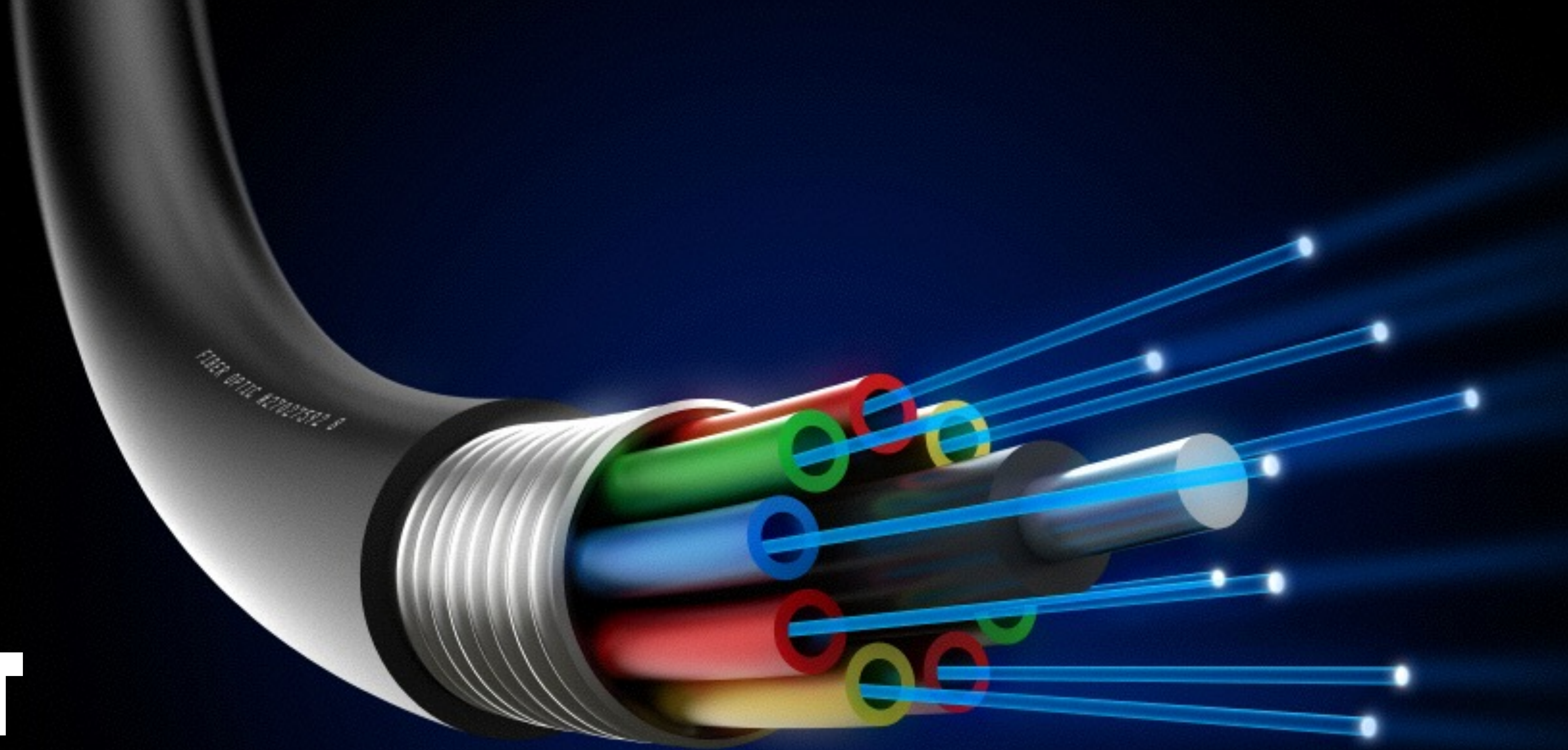
Technology is rapidly becoming more...

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.”

POWERFUL



POWERFUL

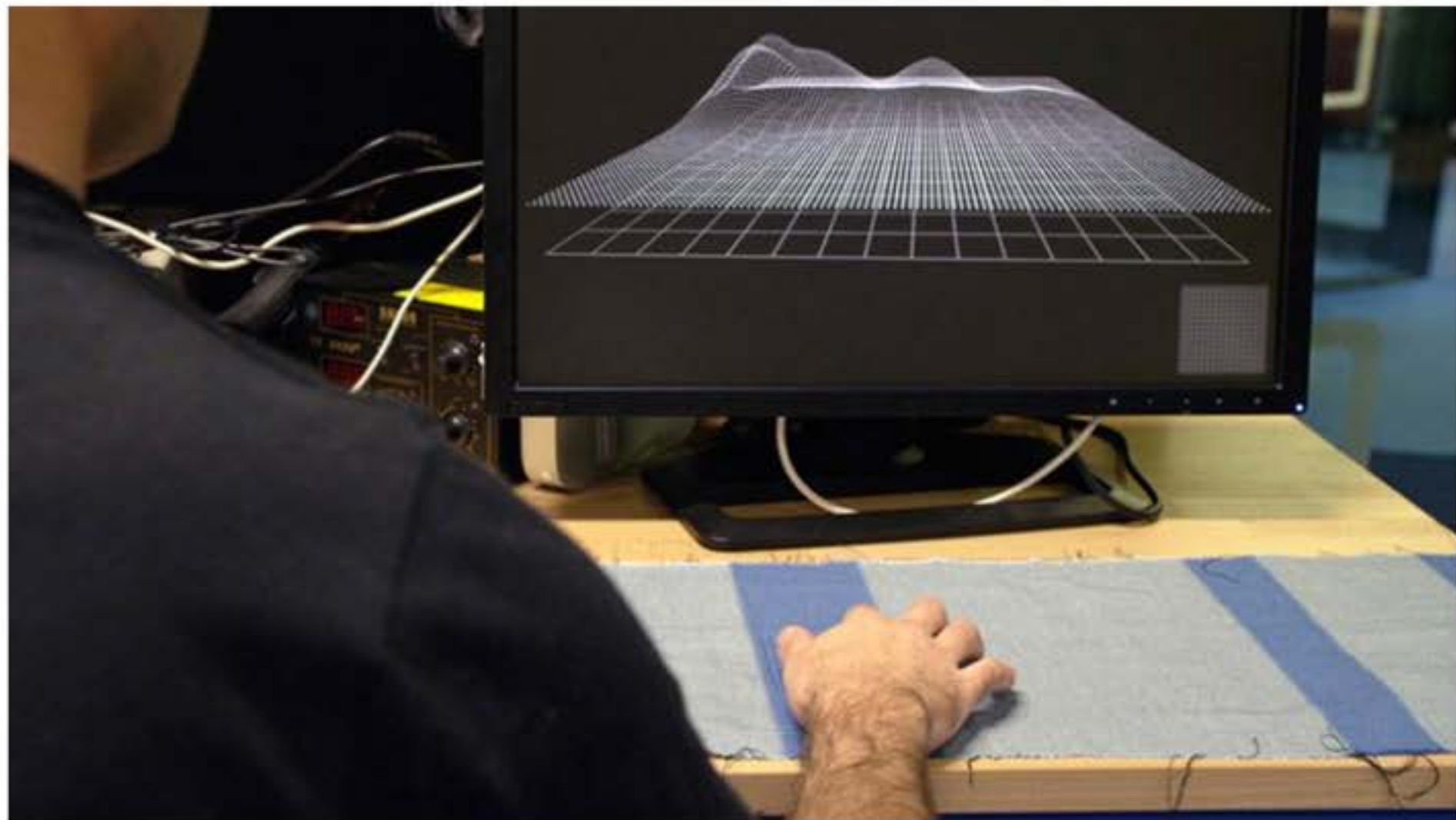
UBIQUITOUS

money.cnn.com/2015/05/29/technology/google-smart-clothing

CNN Money U.S. + Business Markets Tech Media Personal Finance Small Biz Luxury stock tickers

Google and Levi's to make smart clothing that interacts with your devices

by Heather Kelly @heatherkelly
May 29, 2015: 6:25 PM ET



Recommend 789

Social Surge - What's Trending

- Buzzfeed terminates contract and refuses to take Trump ads
- Human-carrying drone debuts at CES
- John Oliver makes 'TV history' by forgiving \$15 million in medical debt

Search for Jobs

Powered by Indeed

Millions of job openings!

Job title

Location

Google and Levi's are teaming up to make digitally connected clothing, literally, smarty pants.

UBIQUITOUS



AUTONOMOUS

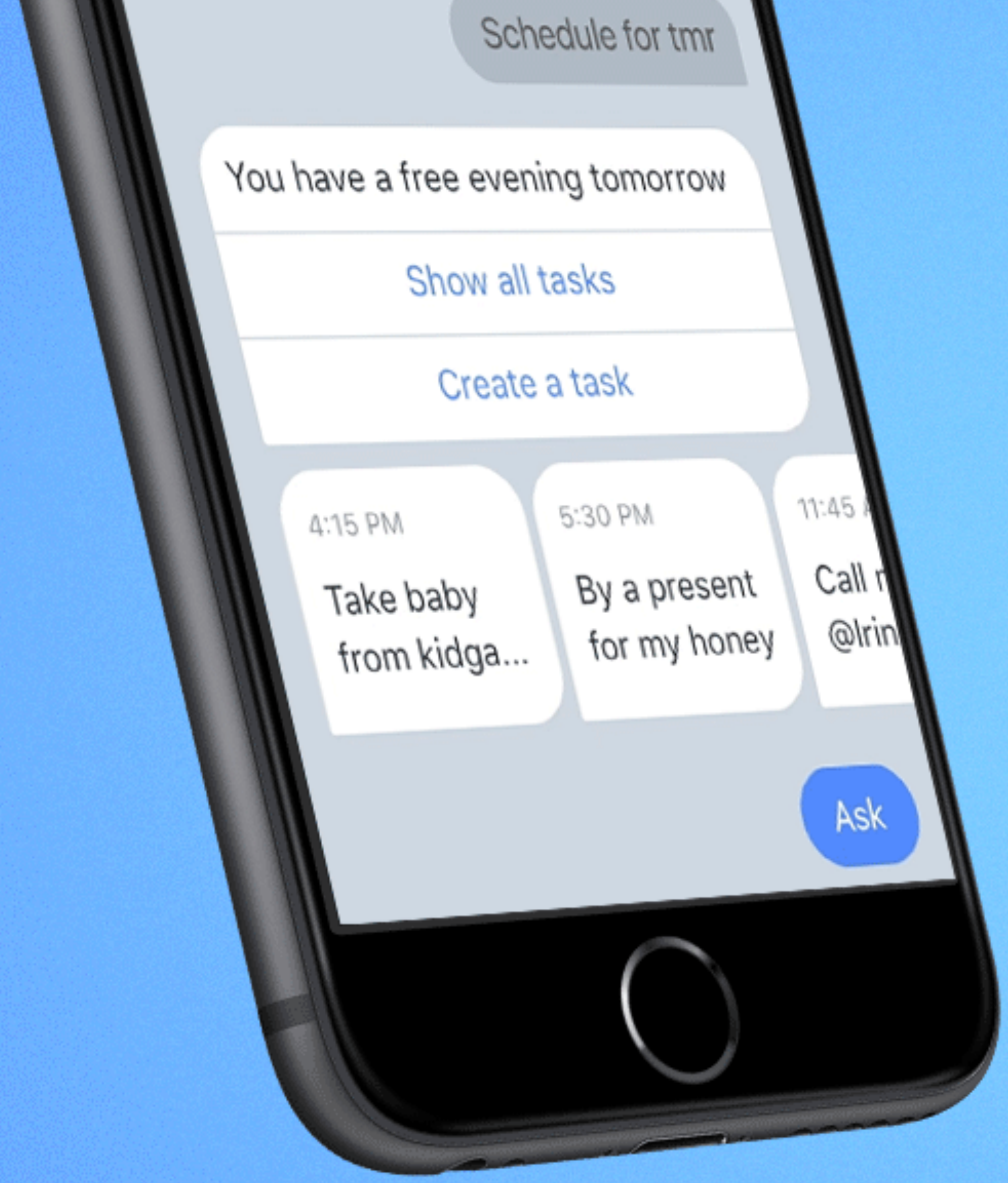
UBIQUITOUS

SLACKBOT IS LIFE



SLACKBOT IS LOVE

AUTONOMOUS

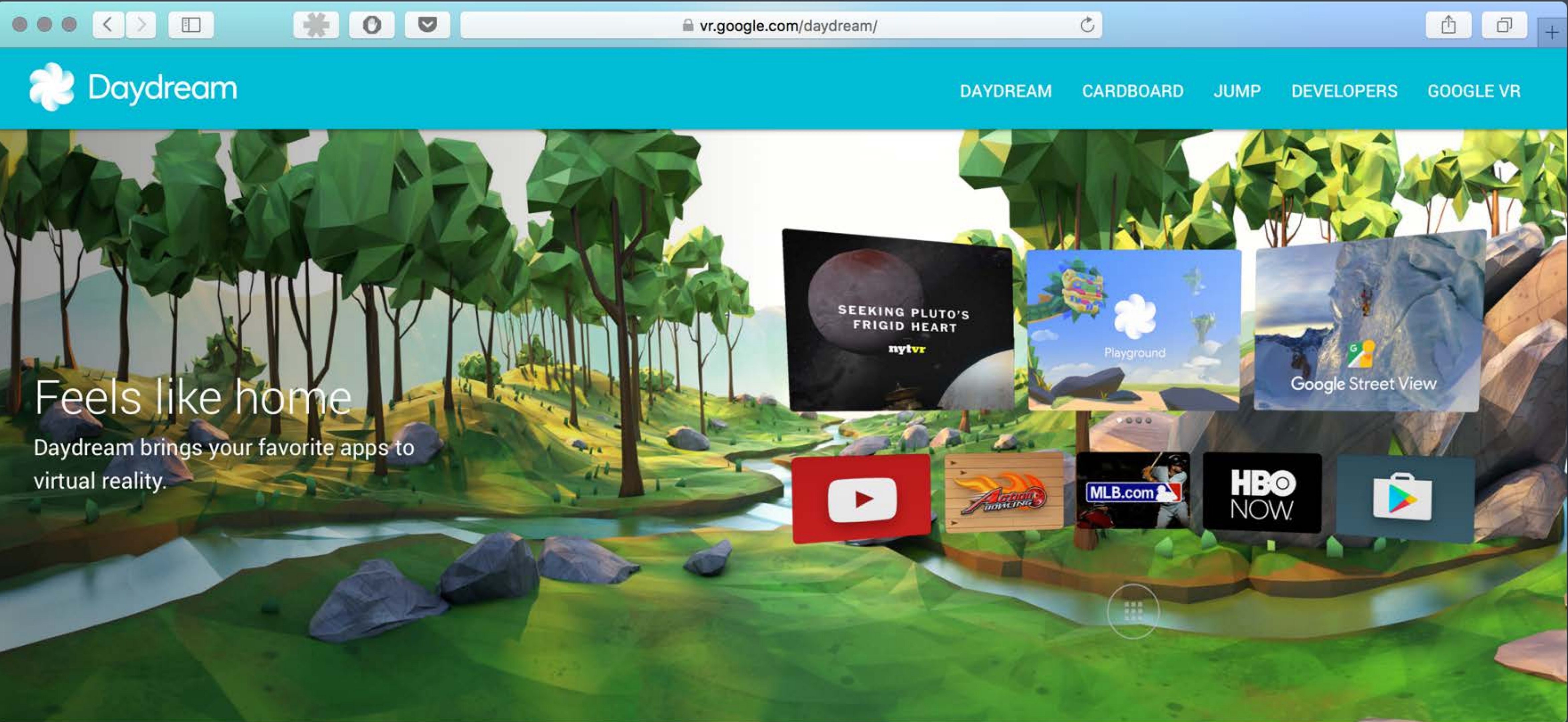


AUTONOMOUS



POWERFUL

PERSONAL



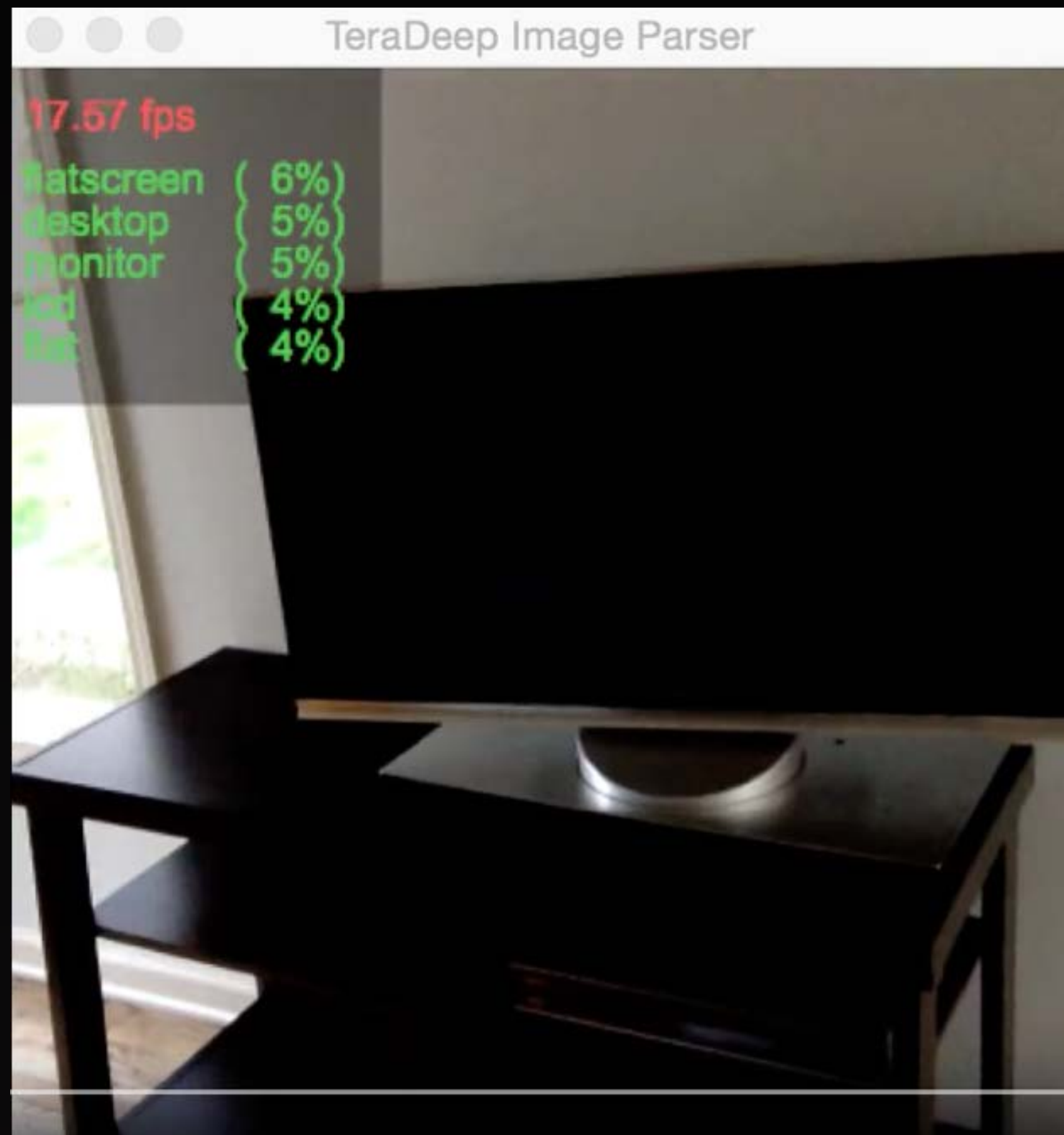
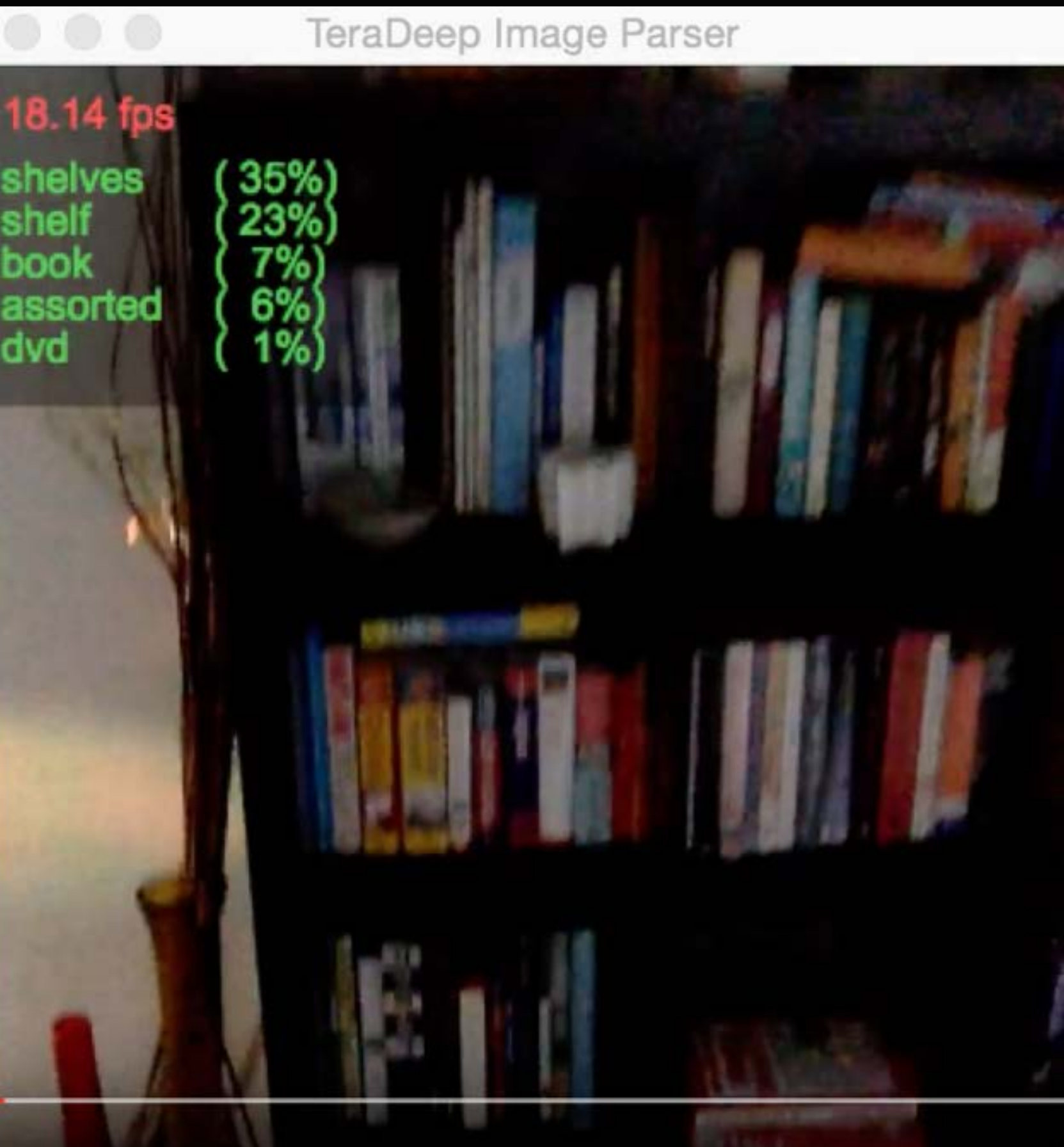
Feels like home

Daydream brings your favorite apps to virtual reality.

PERSONAL



PERSONAL



POWERFUL

AUTONOMOUS

AUTONOMOUS

UBIQUITOUS

POWERFUL

PERSONAL

THREE

DESIGN ABILITY

FORM

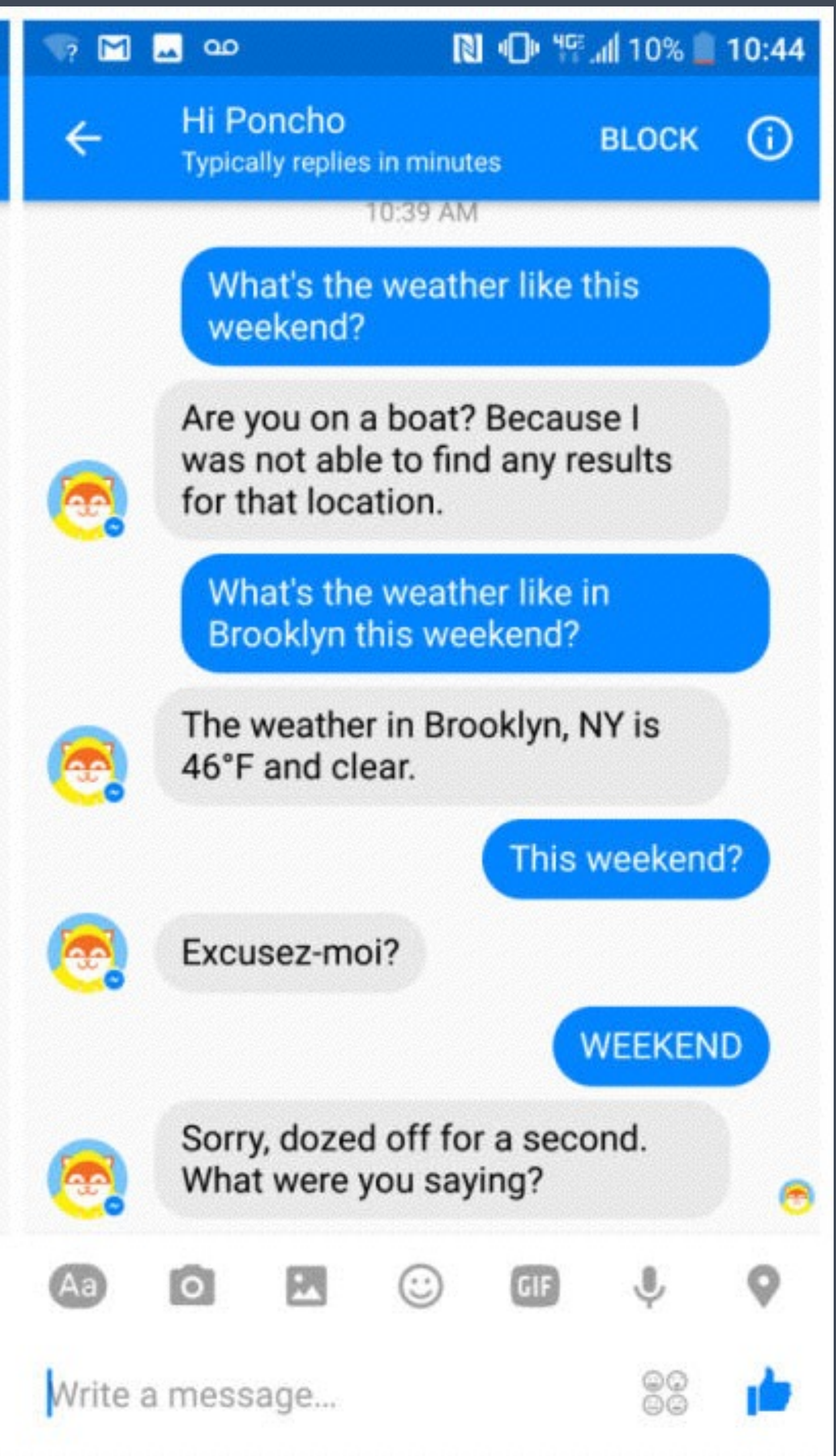
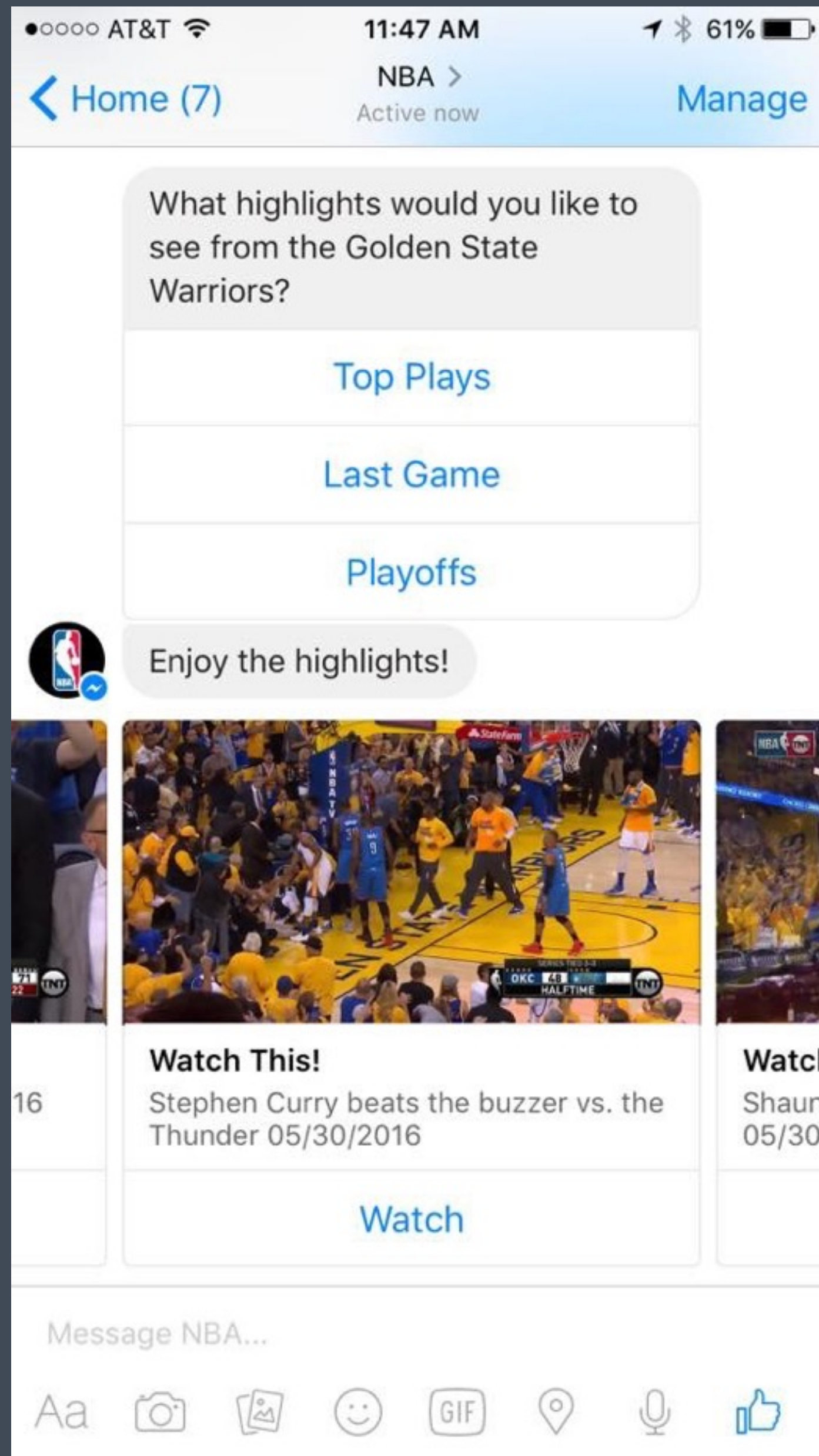
APPROACH



APPROACH

FORM / ONE

Manage a wider range of elements, including the **non-visual**, into a design solution.





S U B W A Y S Y M P H O N Y
BY JAMES MURPHY



Potential non-visual skills

Copywriting

Communication theory

Acting

Character building

Sound design

FORM / TWO

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

APPROACH / ONE

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
25 ZAGAT 90 reviews 


The London Bridge Experien...
 zombies · darkness · adrenaline fix · recreated slaughterhouse
14 ZAGAT 39 reviews 

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

[SHOW MORE](#)




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



[Get directions / 33min](#) via 101

[Alternate route / 45min](#) via 280

Pacifica Airlines ⋮
 flight 2340 

Status: Delayed / Wed, June 27, 2012

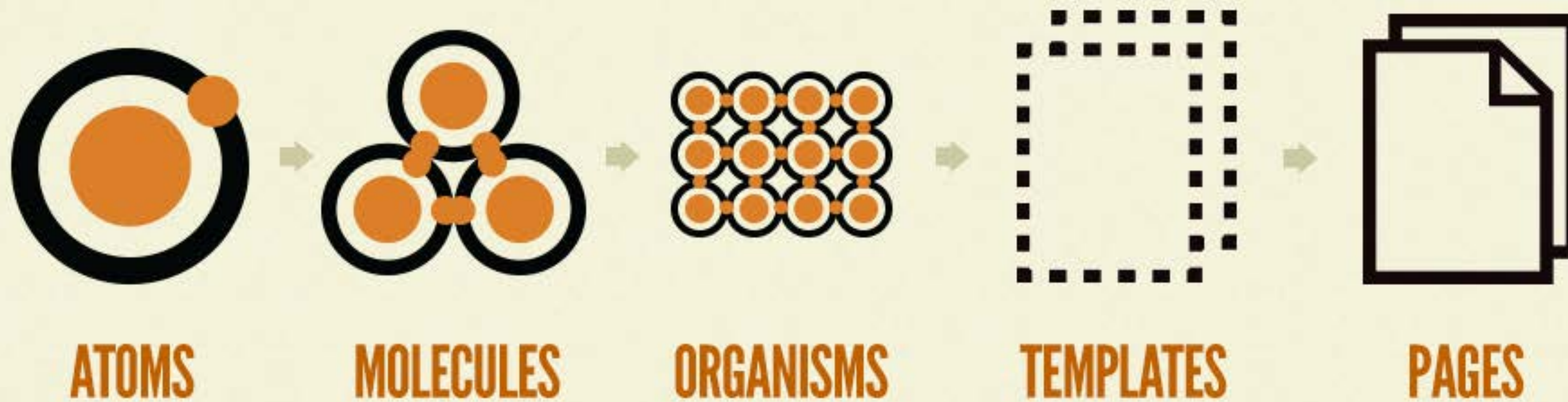
Depart San Francisco

SFO 7:09pm (sched. 5:20pm)
 Terminal 4, Gate A3

Arrive Taipei

TPE 10:32pm
 Terminal 2, Gate 50

[Navigate to SFO / 34 min](#)



Potential uncertainty-management skills

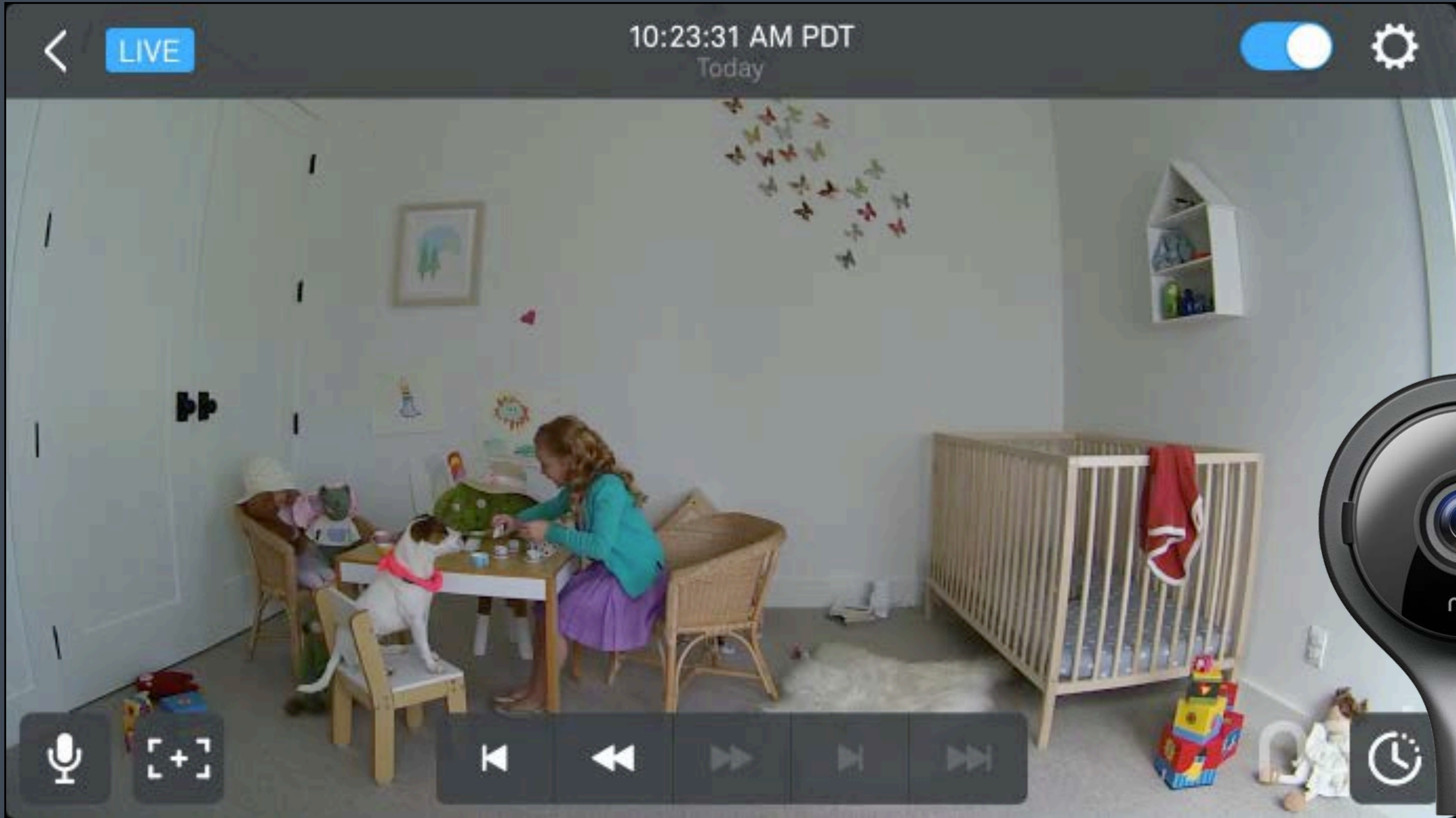
Understand big data

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

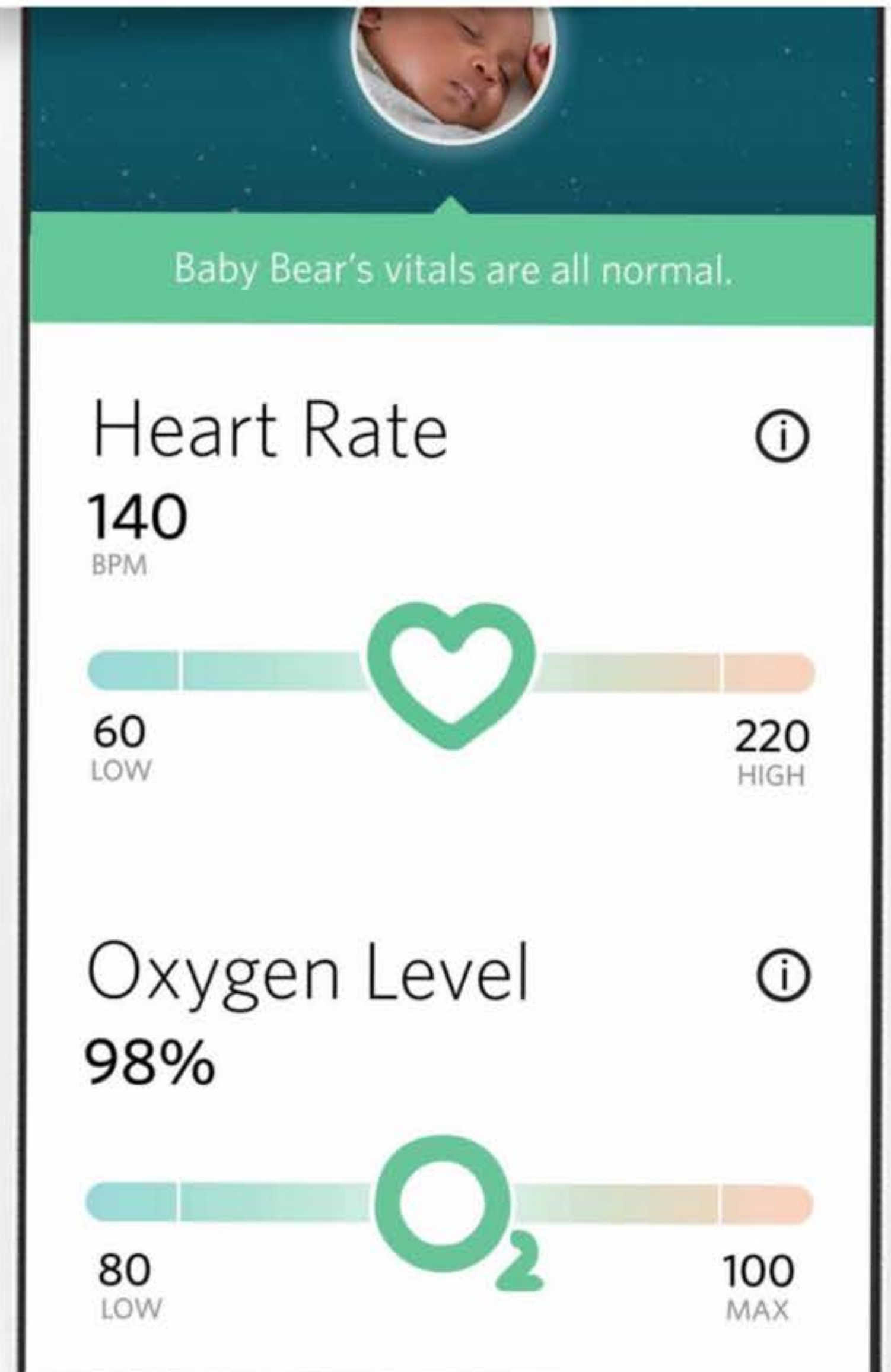
Enable users to control privacy settings

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



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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