

国际体验设计大会
INTERNATIONAL CONFERENCE OF
EXPERIENCE DESIGN 2015

IXDC

重新定义用户体验

REDEFINE USER EXPERIENCE

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HCI design 4 Sustainability



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Beijing • China

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[Narrative of 4 Systems]



Nature





Human-Nature Interaction

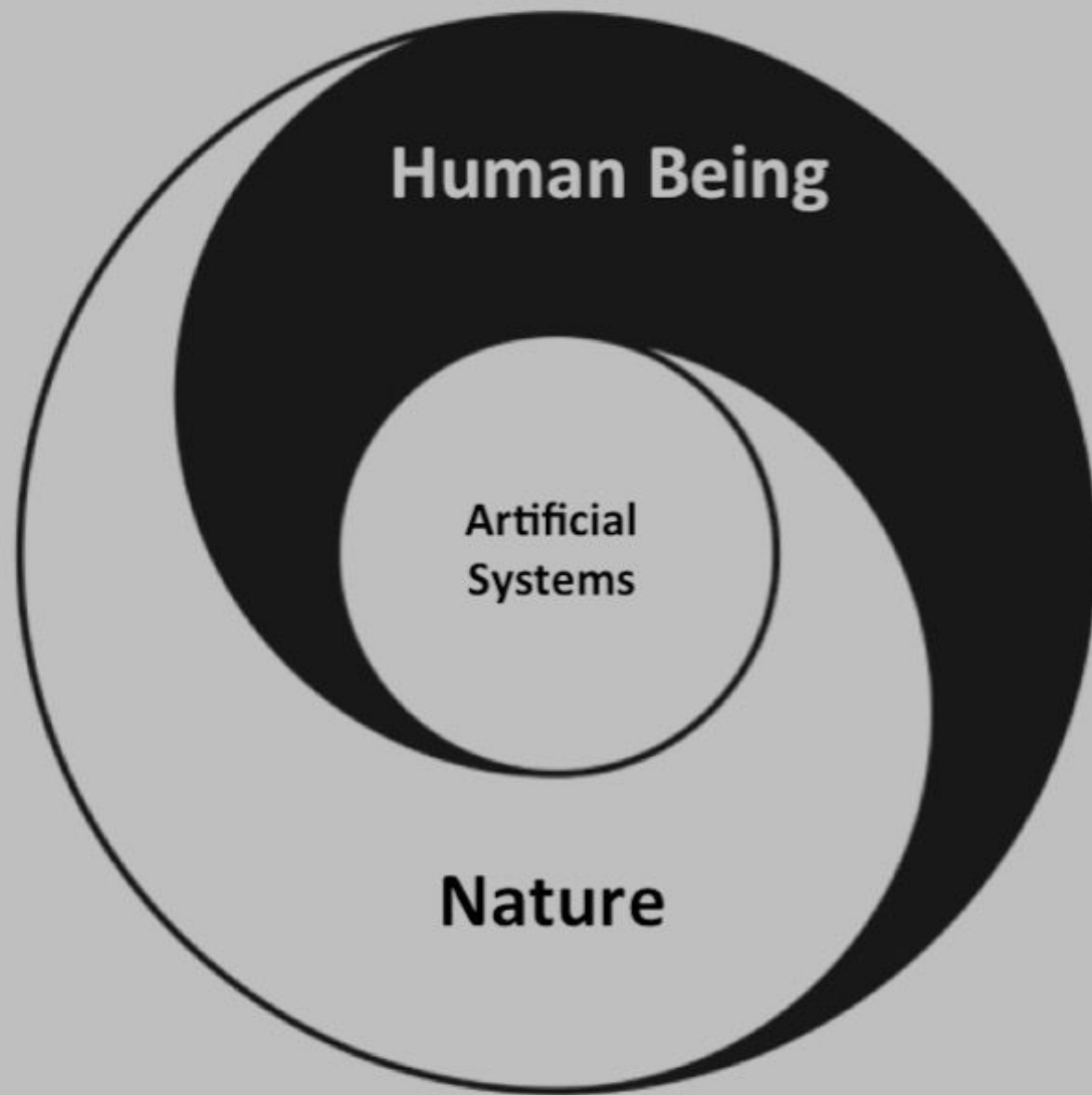


Human



Nature

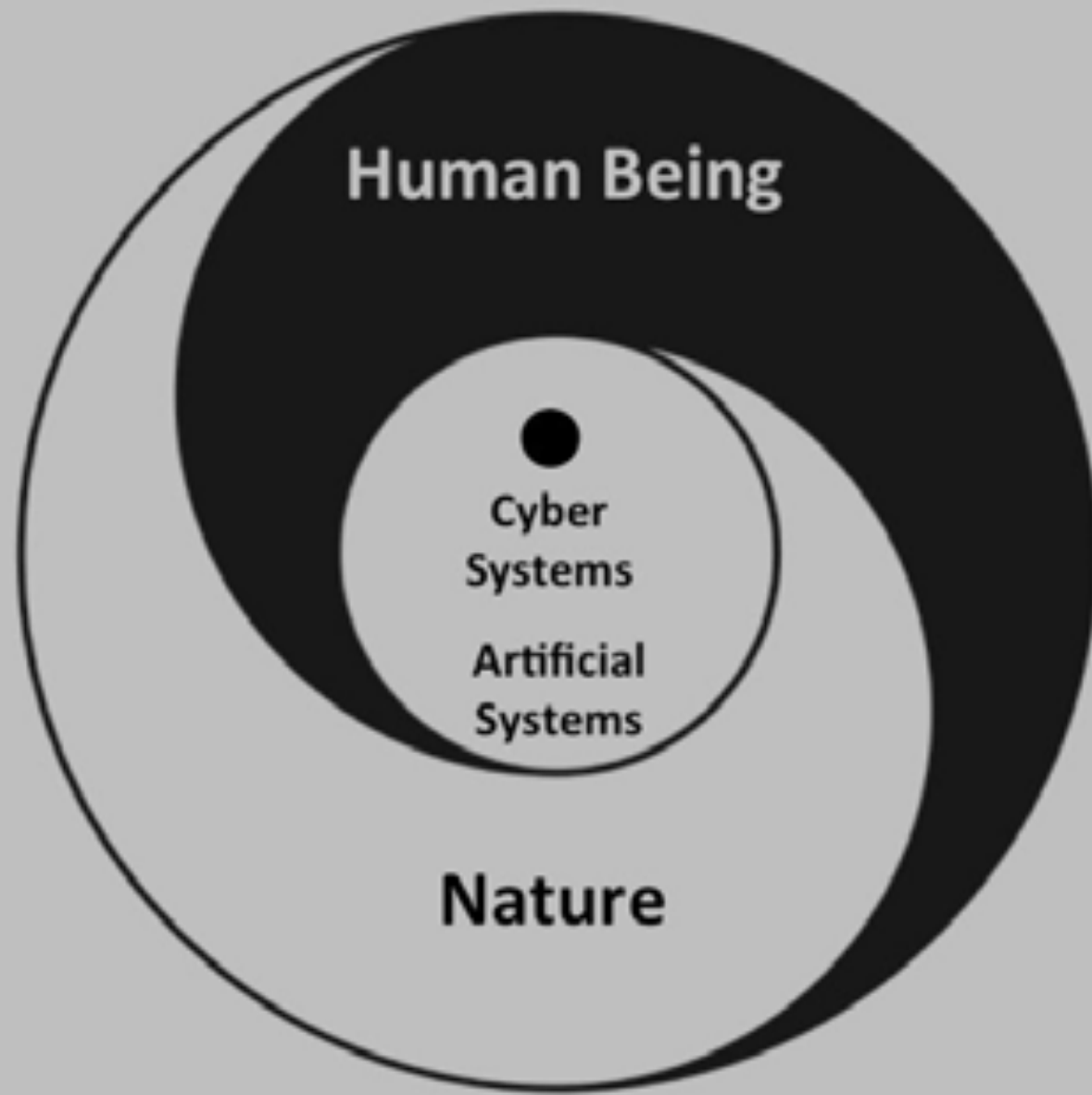


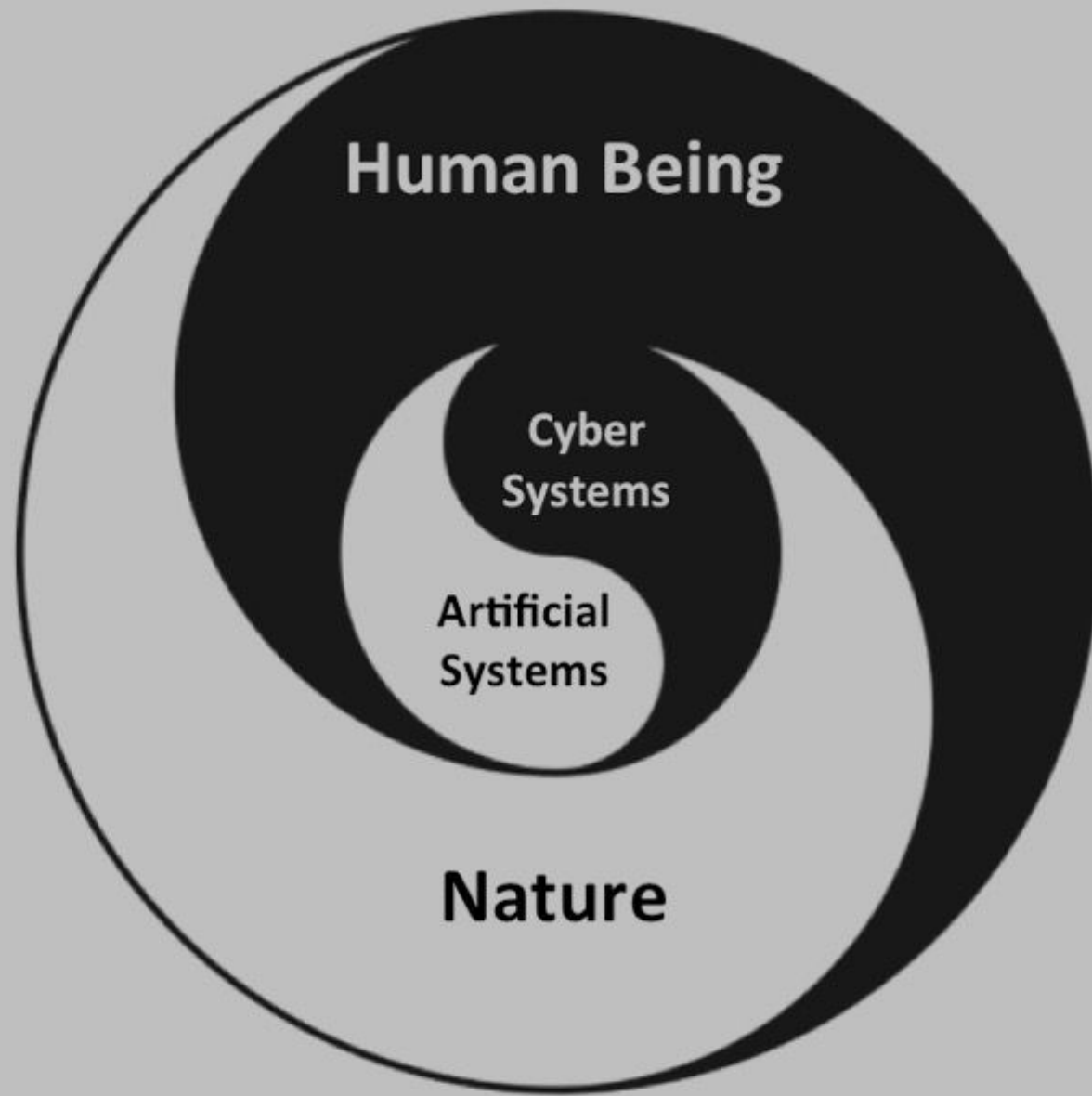


Dujiangyan, an irrigation infrastructure built in 256 BC, China











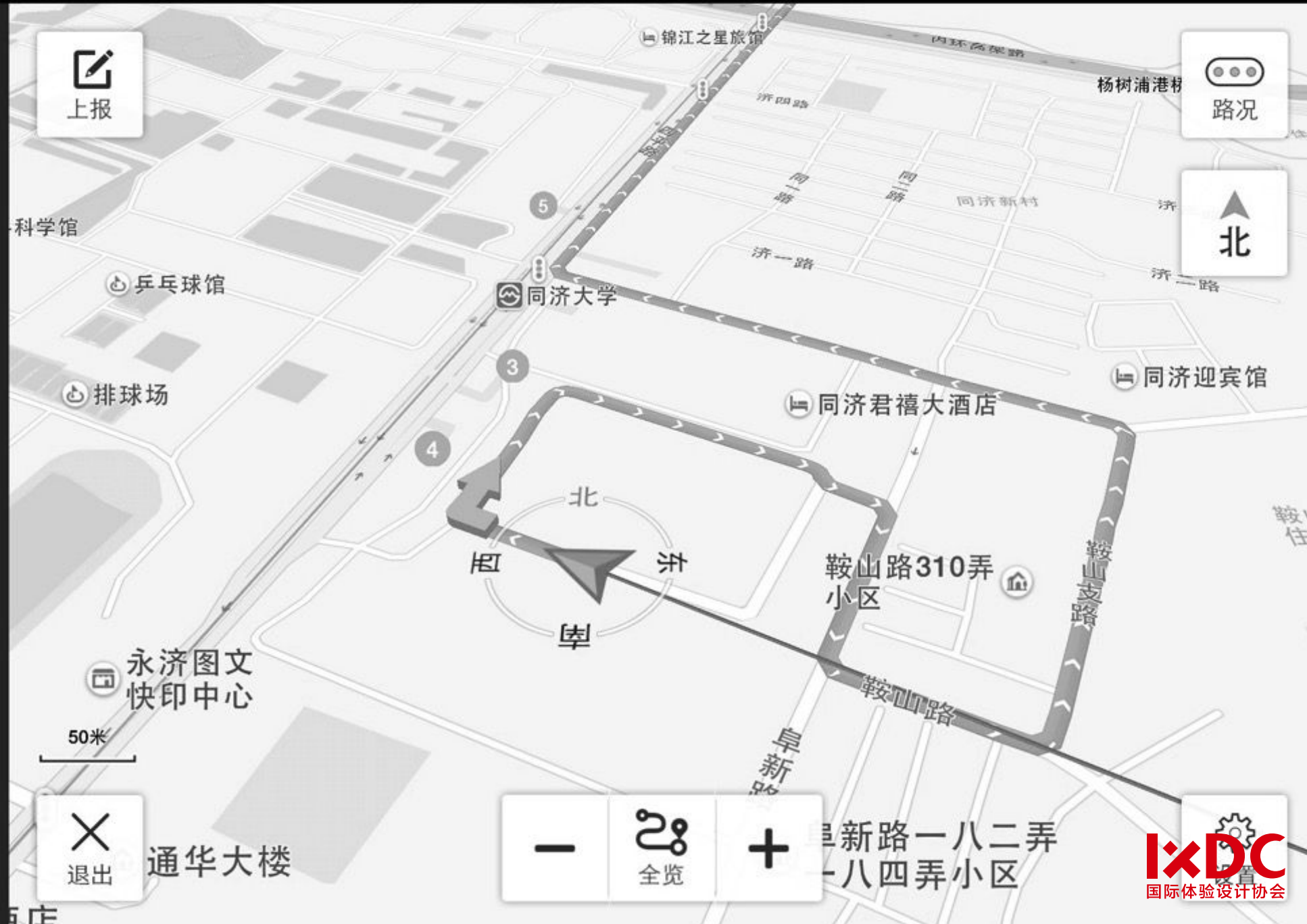
72米后



从无名道路进入

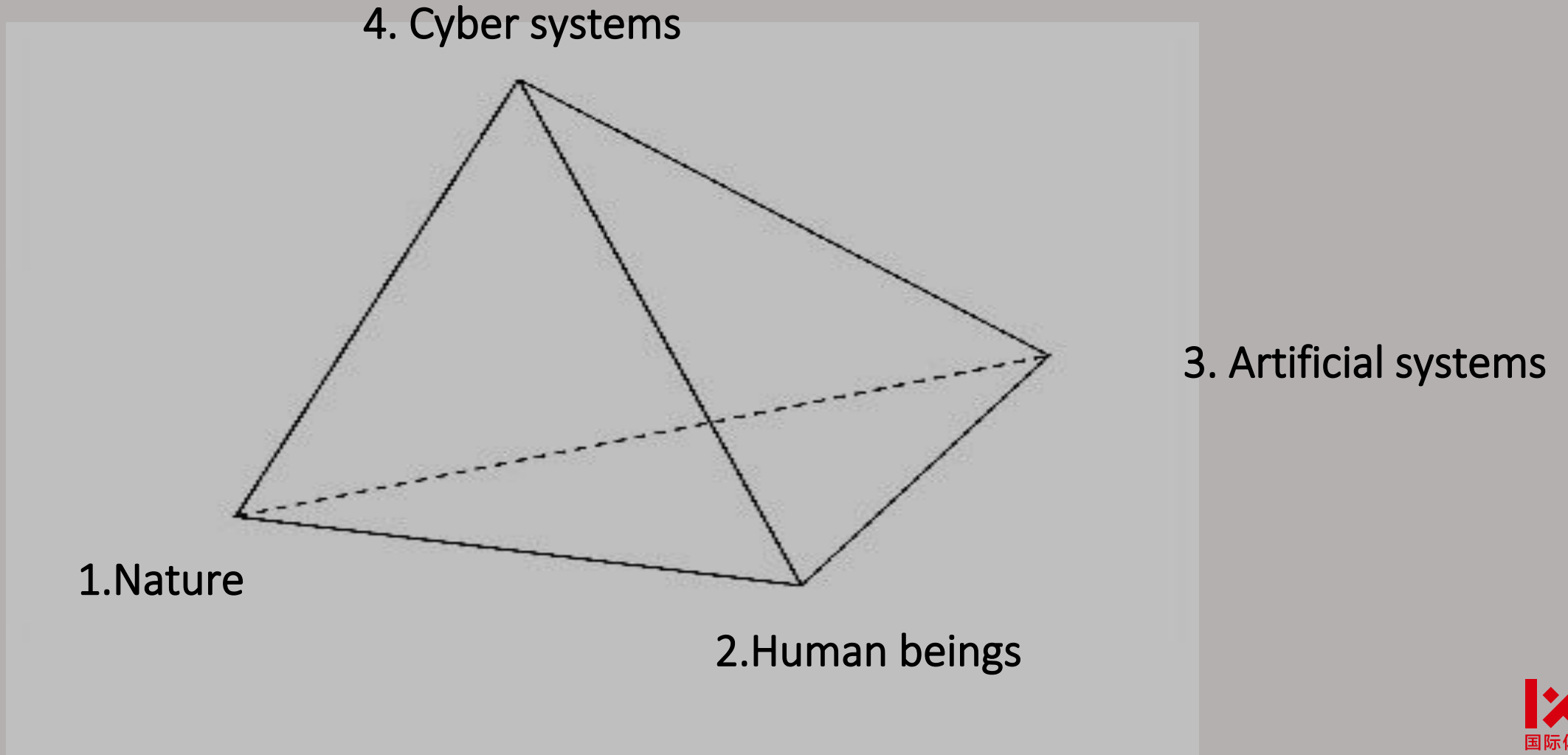
无名道路

继续导航

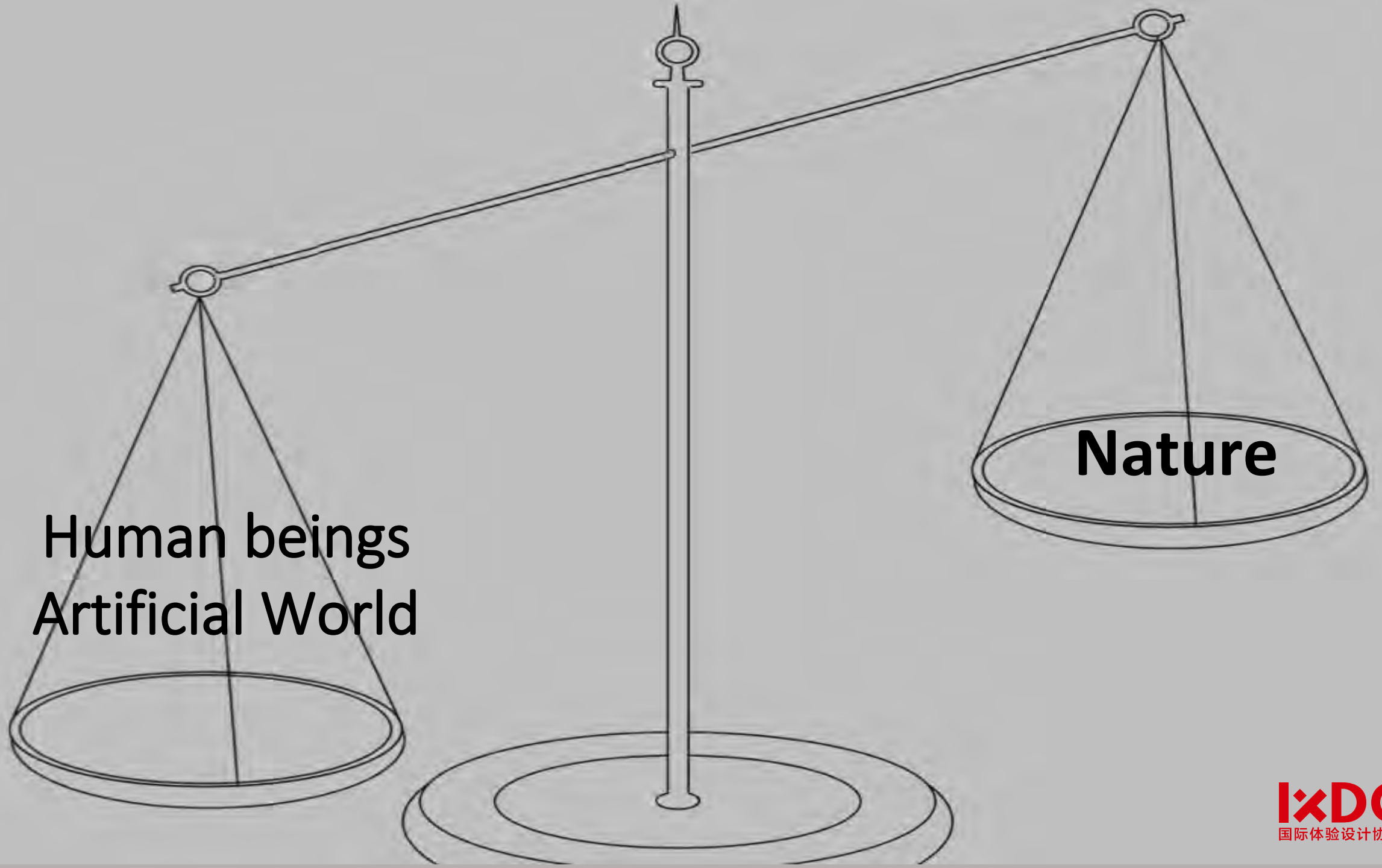


**Who makes decisions?
Who executes decisions?**

Interrelationship of four systems



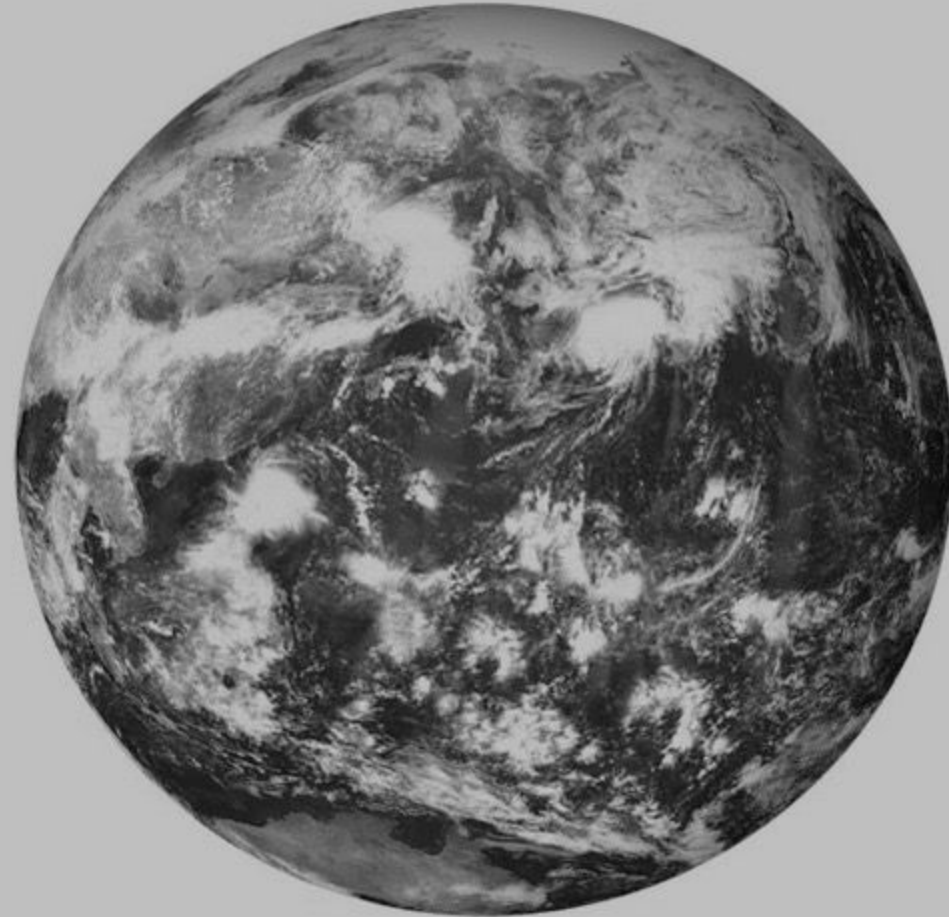
[Sustainability]



Human beings
Artificial World

Nature

**The earth doesn't care!
The earth will be here**



Human beings must care! We may vanish.



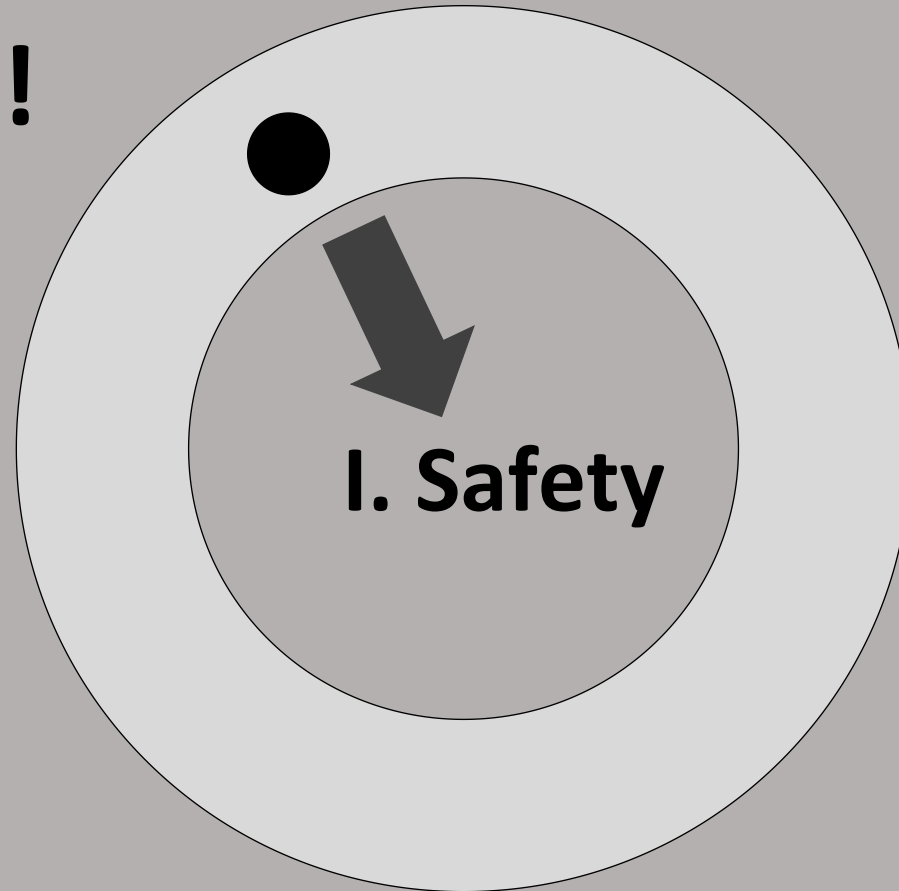
Source: Rockström, J., et al, 2009, A safe operating space for humanity, Nature, 24 Sept, vol 461, no 7263

**It doesn't matter who started
these problems. We must end
them!**

Repair our world before it collapses!

Development/Capacity Resilience

We are here!



II. Criticality

III. Collapse

Restorative development



Restorative development

New Value

-

New System

-

New Action

Top-down / Bottom-up?

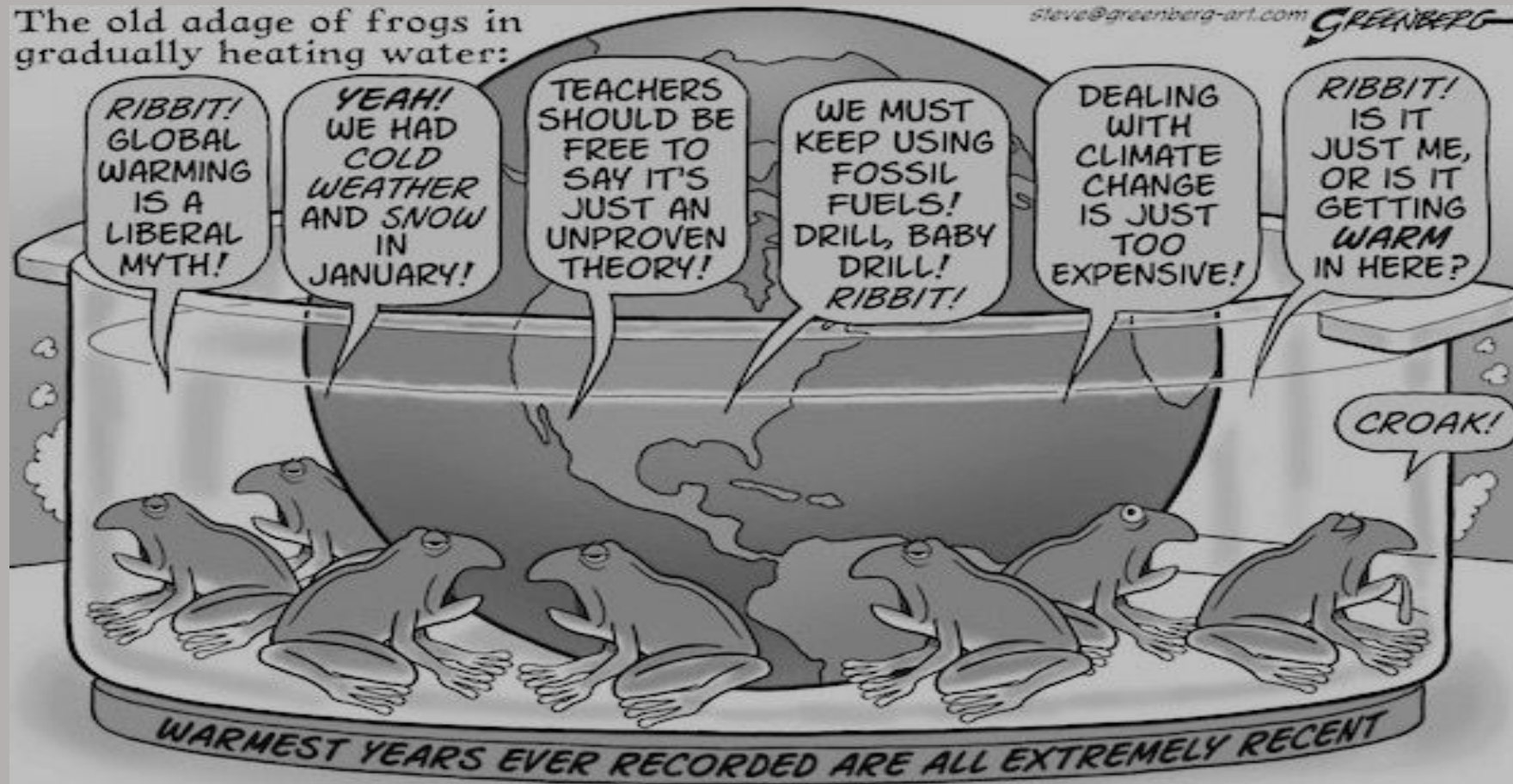
China's sustainable development outline (2007)

2015-2020-2030-2050

- 2020 Well-off society Initially built
- 2030 Zero growth rate of population
- 2040 Zero growth rate of the consumption of energy and natural resources
- 2050 Zero growth rate of the environment degradation

Challenges

Weak signal/slow/inertia



by Steve Greenberg

I can't see

-

I don't want to change

-

I don't know how

-

I don't have channels

-

I can't do alone

Collective behavior changes

Scale

Scale

[Design]



**She: set up,
plan**

**Ji: calculate,
strategy**

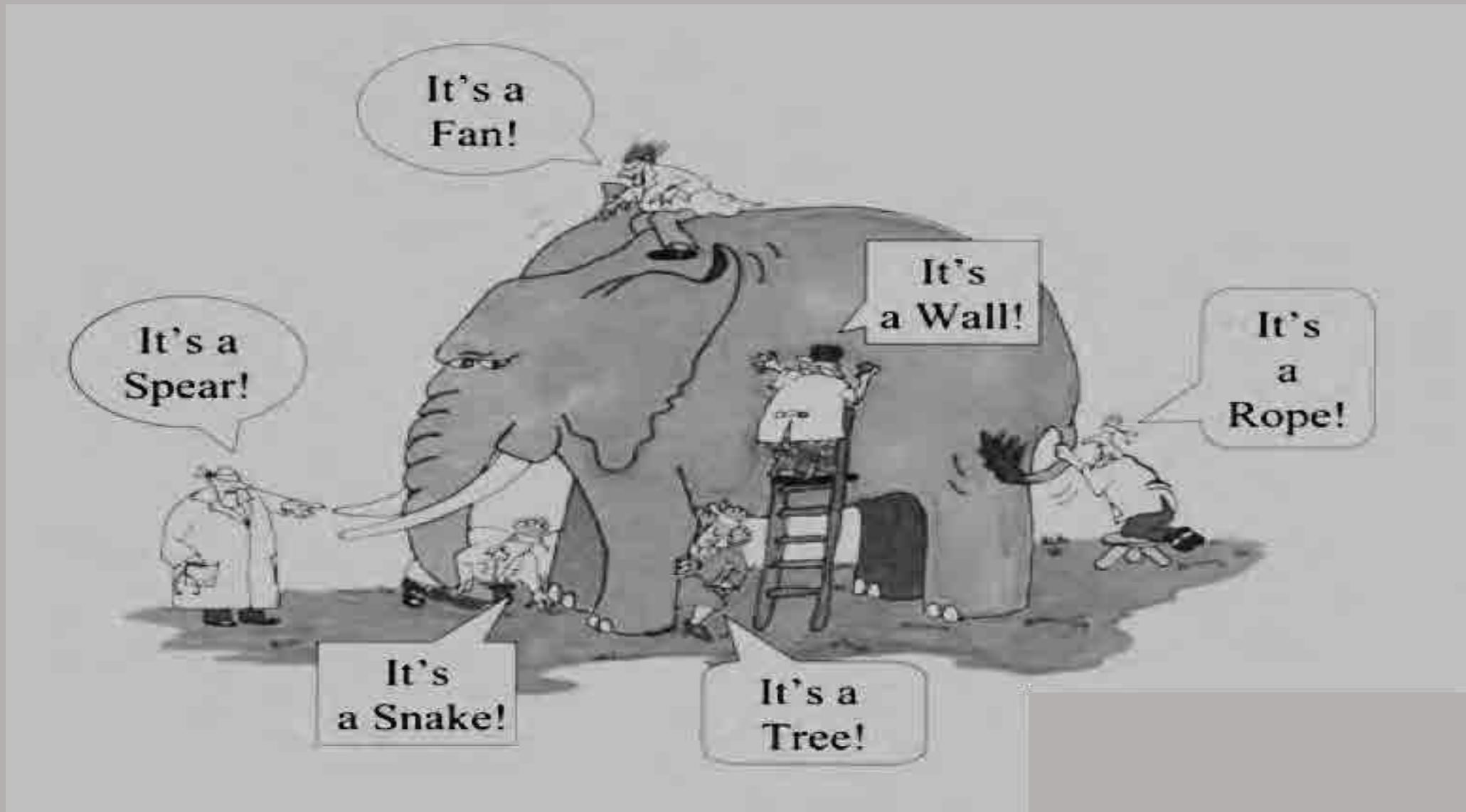
Mission:

Sustainability (strategic)

Transformation (tactical)

Design in and for
a new system

Interfaces and touch points



How can design change
values and behavior?

a question

A high heel shoe metaphor



Design & Desire

**Create feedback as
the reward**

**Where there are problems,
There is a need for design**

The evolution of Design

Design 1.0

modern design, the creation and design of products for industries.

Design 2.0

Expanded from material to immaterial, from product to service, from doing to thinking, from artifact to strategy, from object to system, greatly expanded, but still proposal oriented.

DesignX statement

By Ken Friedman, LOU Yongqi, Don Norman, Pieter Jan Stappers, Ena Voute, and Patrick Whitney @Tongji Design Week 2014



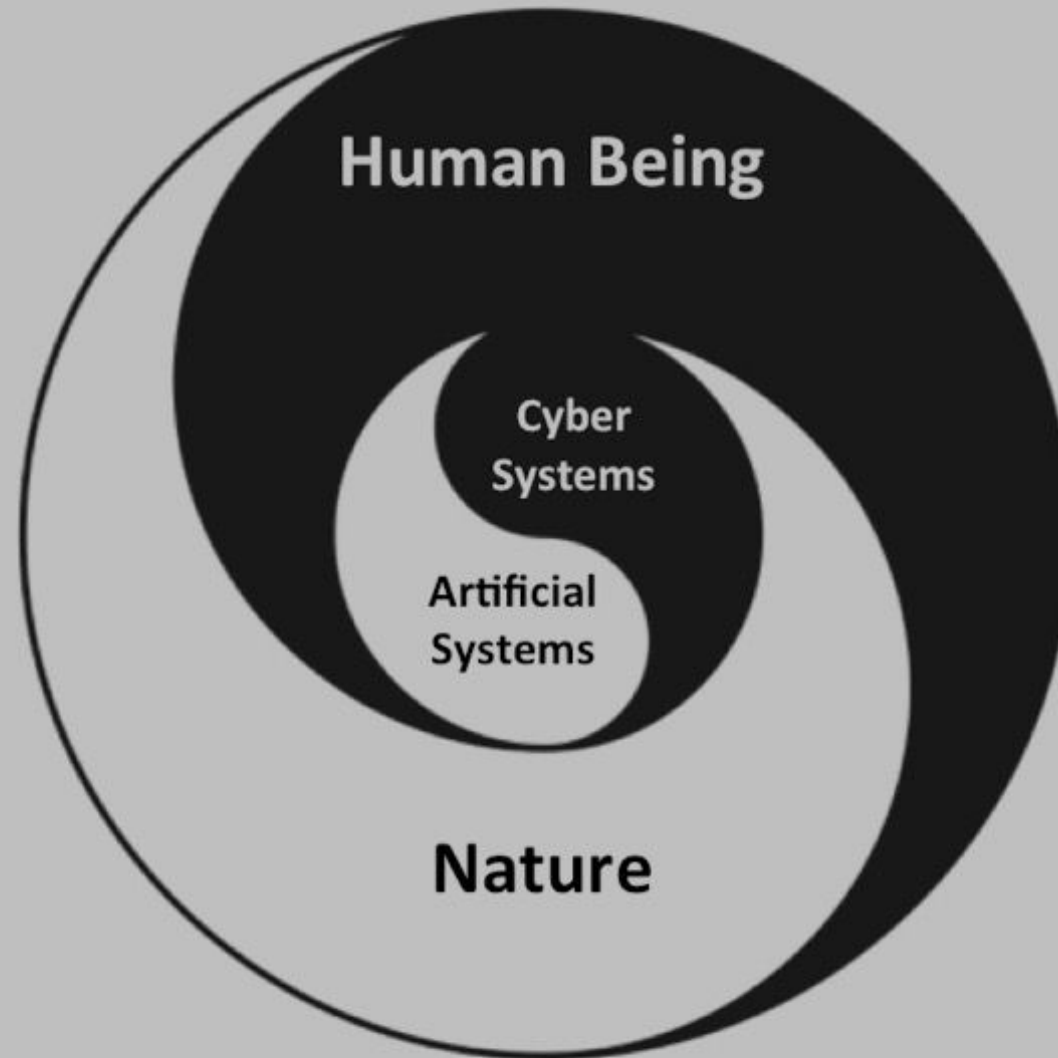
DesignX



- Based on real world challenges such as climate change, health, education, rural development issues.
- Multidisciplinary, combining creativity, business and technologies together, to involve complex systems of stakeholders and issues.
- About relational, systemic thinking to connect the natural, human, and artificial worlds.
- New activism, entrepreneurial spirit. Requires proposing solutions and implementing solutions.
- New capitalism/socialism.

**Sustainability is a
DesignX issue**

Redesign the relationality



[HCl]

Designing interactions

Mouse and Desktop



When computers
are connected

When computers
become mobile

When computers
become invisible

When computers
start to think

A new HCI is coming

Intelligent Cyber-Human Interaction

**How can this new HCI design enable
sustainable changes?**

Cyber systems are good at handling :

complexity

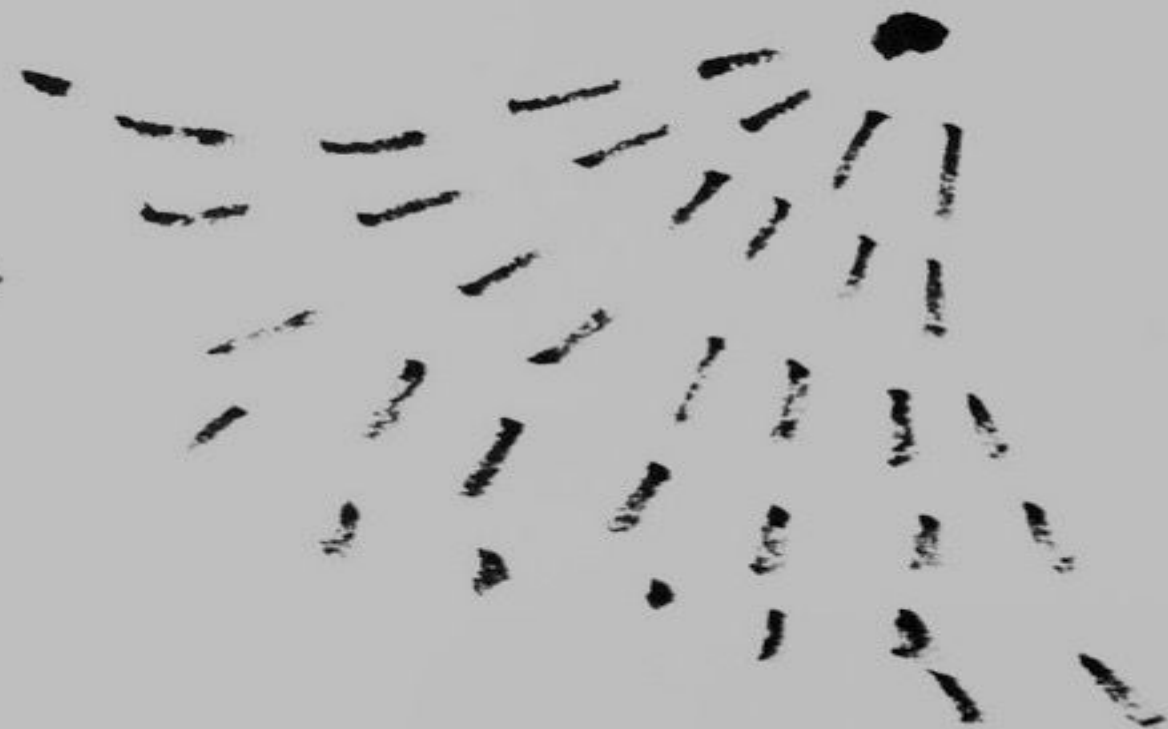
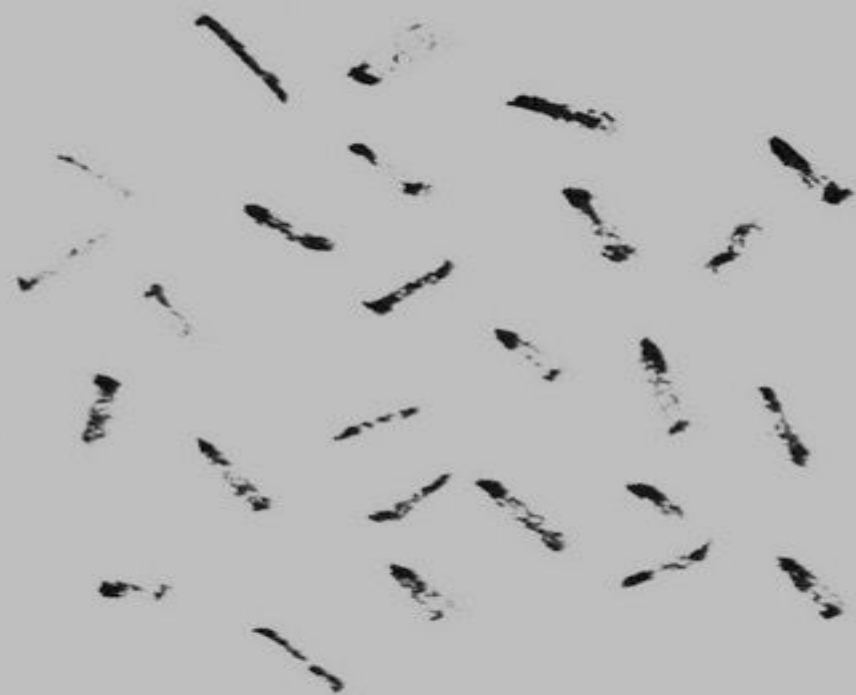
ambiguity

uncertainty

Cyber systems can be used to enable:

transparency

synergy



Cyber-Human Interaction Design

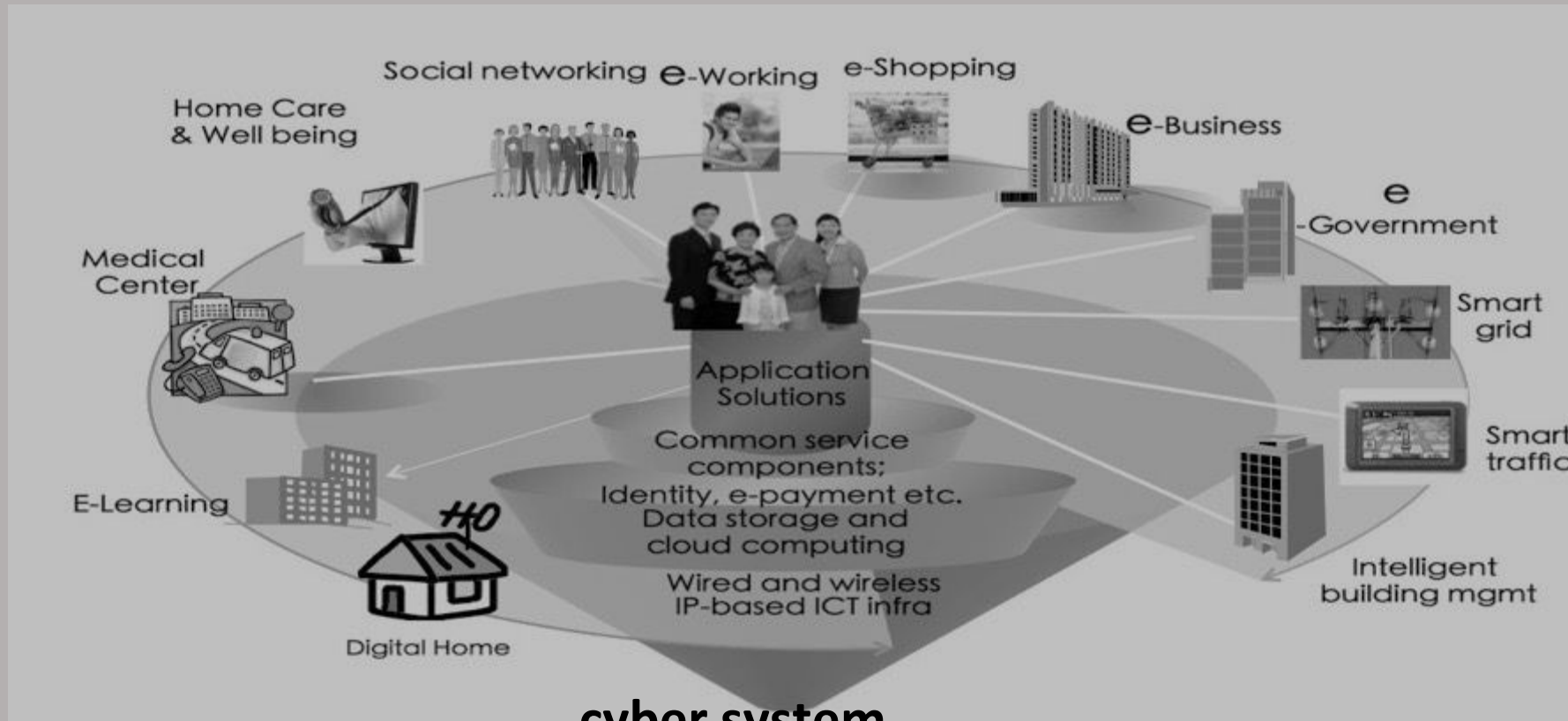
Must redesign and manage the
relationality and interaction
between
cyber systems and human beings
towards sustainability.

It's a big economy!

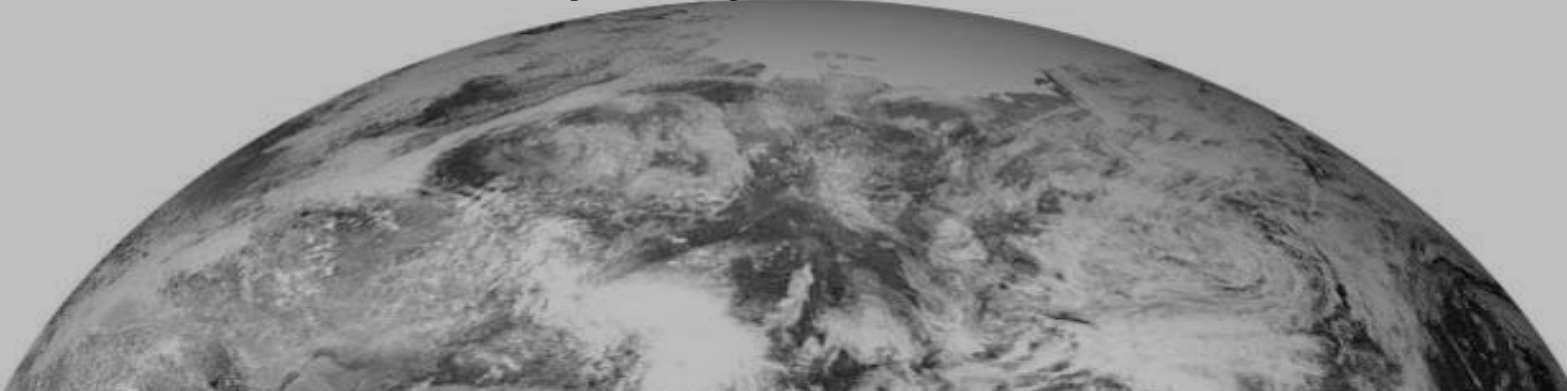
[Beyond]

How intelligent should the cyber systems
be?

A possible scenario



cyber system



A danger:
what if they
can think and act?

They might not need us!

Or they might need us
to create them.

Then, who are the lord, who are the
tools?

The politics between human beings
and artificial intelligent cyber
systems we create.

What we should do?

HCI

HCII

Thanks!

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