

Little own theories:

Humanisation Products

The current products get so sophisticated that they almost become human. You don't use a product anymore but you almost have an conversation with it. You would think this is a good development but then think about how annoying it is when somebody is watching their phone when you are talking to them. That is because the person you talk to, no longer communicates with you, but with his phone. I'm pretty sceptical about this development. We are not anymore in reality and become more and more dependent on our products and are ability to communicate with humans will decrease.

Before and after-experience

One of the top patessiers in the Netherlands told me that when creating an ice-cream he also keeps the after experience in mind. On the bottom of his ice-cream, there were crispy crumbs that would stick between your teeth, so that the taste and experience of eating the ice-cream, would remain longer. The so called after-experience.

This made me thinking on how we experience a product. There is more than just experience we get using the product. We also have an expectation on how we will experience using the product by just the look of the product and because we already know why we are going to use it. I call this the before-experience.

As an designer you have to keep in mind that your before-experience matches the experience of really using the product. Also the after-experience is the most important part, because people will not tell what they did with the product, but they will tell what the result was of using the product. That result is already part of the after-experience but also telling a other person about the products all contributes to the after-experience. The user doesn't love a product itself, but they love what they can do with it.

A project is as a raising a child

I noticed that there are a lot of similarities with a project and raising a child and I will explain why. The birth of a baby is like receiving the design brief that has certain demands. For a child it lets you now it wants something and cries, but also a design brief has a list of certain demands in order to make your product successful and your baby happy. But what you really want to figure out is the character in order to fulfil the demands the best you can. In this phase it takes a lot of time and effort and you give your full heart to it.

The next phase your project starts to be more capable of doing more itself and consult other people. For example you take your child to the day-care and have more time for yourself again, but you are assured that the child will be alright. The projects starts to lead its own life more and its development is more in the hand of other people. Now you have more time to start a new project.

In the next phases like primary school and secondary school your child will develop more on its own and will start to finds its own identity. Just like a project, the more people will see it, the more feedback you will get and know where it fits. In the ideal situation you can have multiple projects at the same time, all needing a lot of attention in the beginning and by giving it out of hands less attention.