Designing for Homo Ludens

Curious things for curious people
• Computer Evolution and Homo Ludens
Computer
Computer
Computer
Computer
Computer

Research on interaction new perspectives

• Cognition
• Perceptual
• Ethnographic
• Anthropological
Environment

- Concerns for clarity and productivity
- Finding solutions to problems

- Work supporting technology
- Support of well defined tasks
Environment

- Concerns for clarity and productivity
- Finding solutions to problems

- Work supporting technology
- Support of well defined tasks

Thursday, October 29, 2009
Interaction
Computer as a concept
• Work based tool
• Virtual Environment for exploration and experimentation

Computational Environment
• Laboratory, Office, Workplace
• Everywhere

Interaction
• Task oriented
• New ways of interaction
Homo Ludens

- Playful creatures (Huizinga, J., 1950)
- Explorers
- Inventors
- Curious
- Love diversion

Homo Ludens Designs

- Antidotes to assumptions that technology should provide clear, efficient solutions to practical problems.
Play is a serious business

- Play is not just mindless entertainment
- Play is an essential way of engaging with and learning about the world and ourselves

“Play has to be reframed and seen not as an opposite to work but rather as a complement,”

“Curiosity, imagination and creativity are like muscles: if you don’t use them, you lose them.”

David Elkind

“Some managers are discovering that the process of purposeful play can inject much needed vitality into their organizations.”

MIT Sloan Management Review
Play is a serious business

Tim Brown, CEO of the "innovation and design" firm IDEO
• Designing for Homo Ludens
How to design for Homo Ludens?

- Allow room for people to appropriate technologies
How to design for Homo Ludens?

- Pleasure comes before performance; engagement before clarity.

- Designers themselves need to be homo ludens.

- Scientific approaches to design need to be complemented by more subjective, idiosyncratic ones
• Homo Ludens Design Methods
Homo Luden Design Methods

• Cultural Probes

  Developed in 1999 by Bill Gaver, Tony Dunne and Elena Pacenti
  Project at the Royal College of Art:
  “Develop innovative technologies in domestic environments”

  Designed to stimulate thought and capture experiences

• Context of use

  Unfamiliar and diverse audience
  Interactivity and engagement
  Minimal influence in sensitive queries
Thank you
References

• Designing for Homo Ludens: Bill Gaver

• Curious Things for Curious People: William W. Gaver

• http://joannachoukeir.wordpress.com/2009/05/25/cultural-probes-coming-soon/

• http://www.hcibook.com/e3/casestudy/cultural-probes/


• http://www.ted.com/talks/yves_behar_on_designing_objects_that_tell_stories.html

• http://preschoolers.about.com/b/2009/02/16/scientific-american-why-play-is-serious-business.htm

• http://sloanreview.mit.edu/the-magazine/articles/2005/fall/47106/the-serious-business-of-play/

• http://www.architecture-page.com/go/projects/low-rez-hi-fi___3