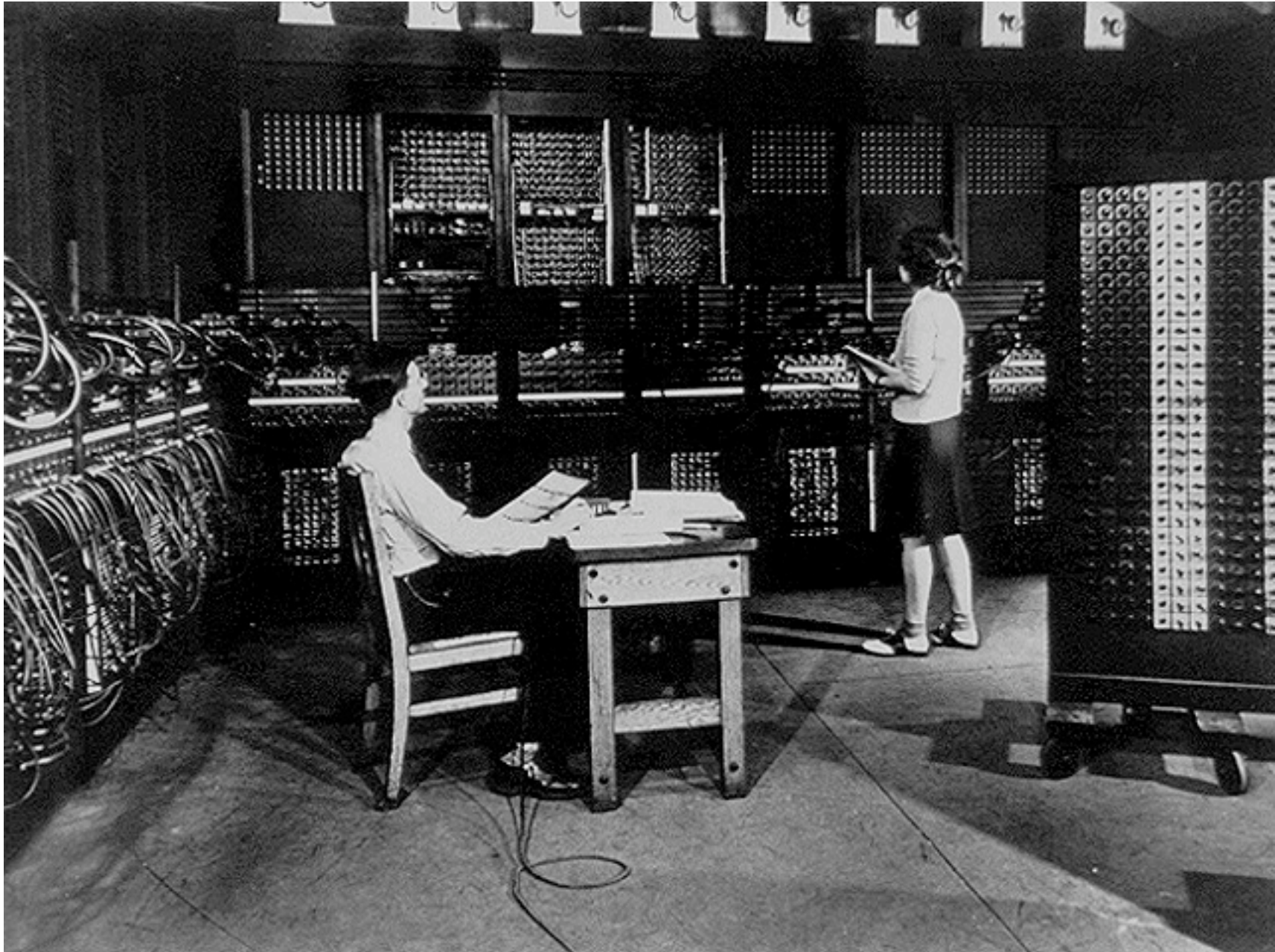


Designing for Homo Ludens

Curious things for curious people

- Computer Evolution and Homo Ludens

Computer



Computer



Computer



Computer



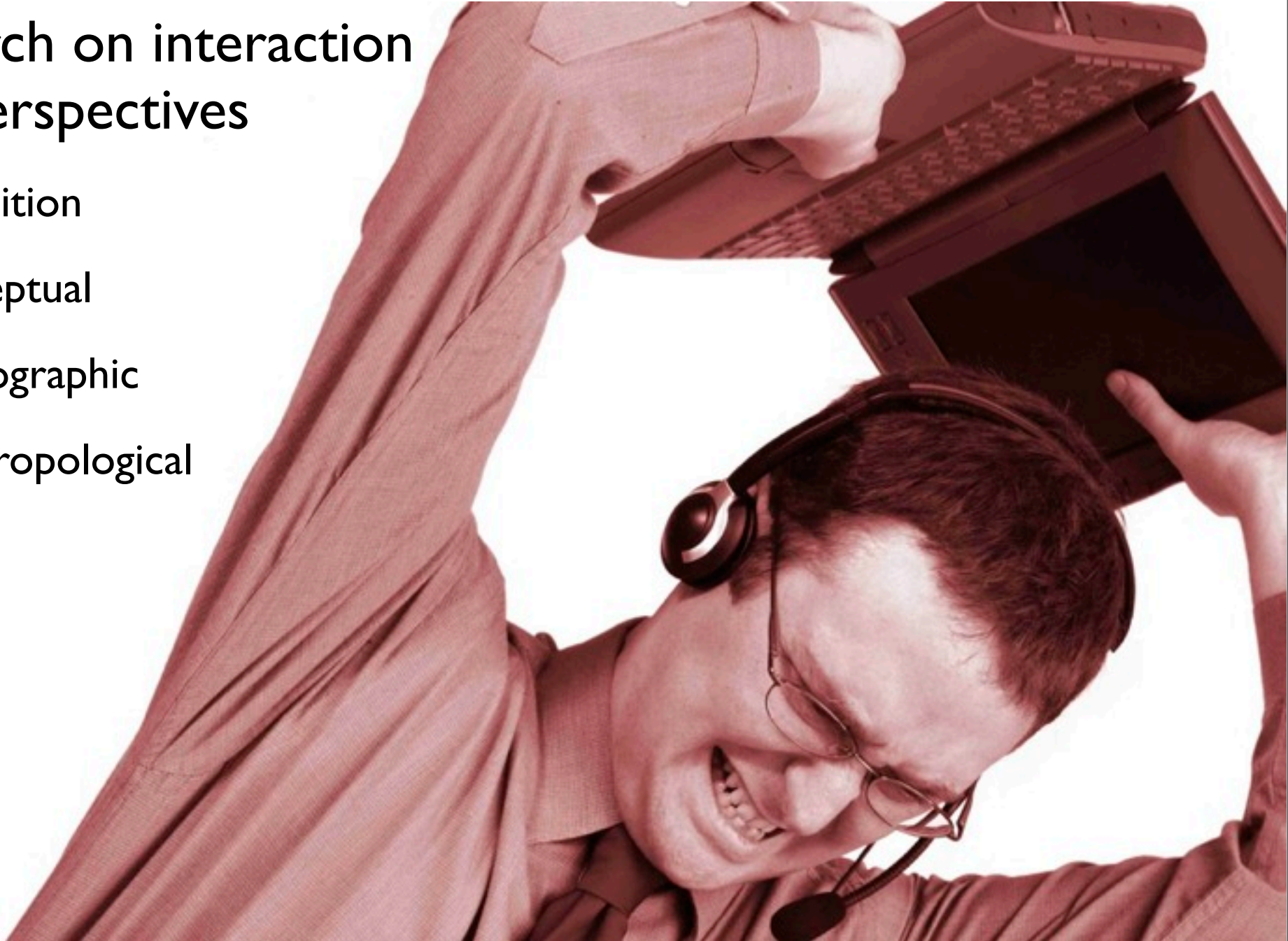
Computer



Computer

Research on interaction new perspectives

- Cognition
- Perceptual
- Ethnographic
- Anthropological



Environment



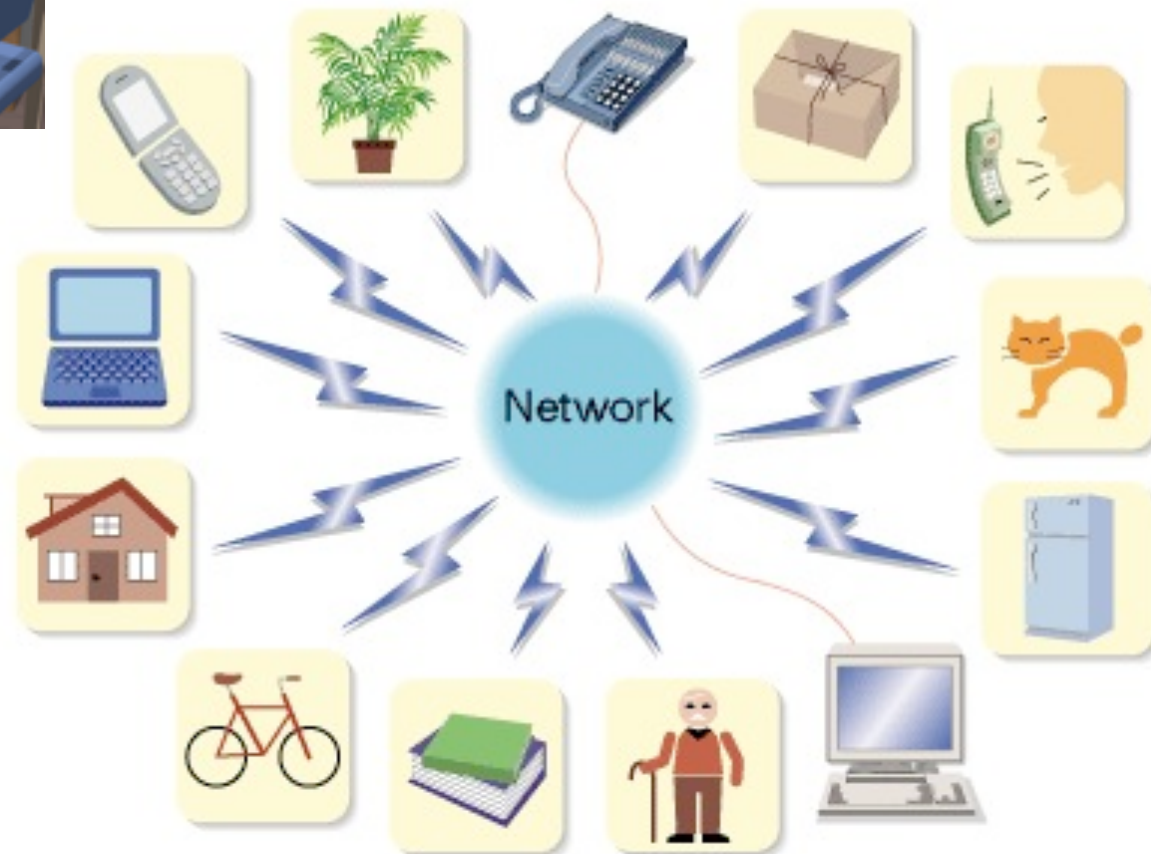
- Work supporting technology
- Support of well defined tasks



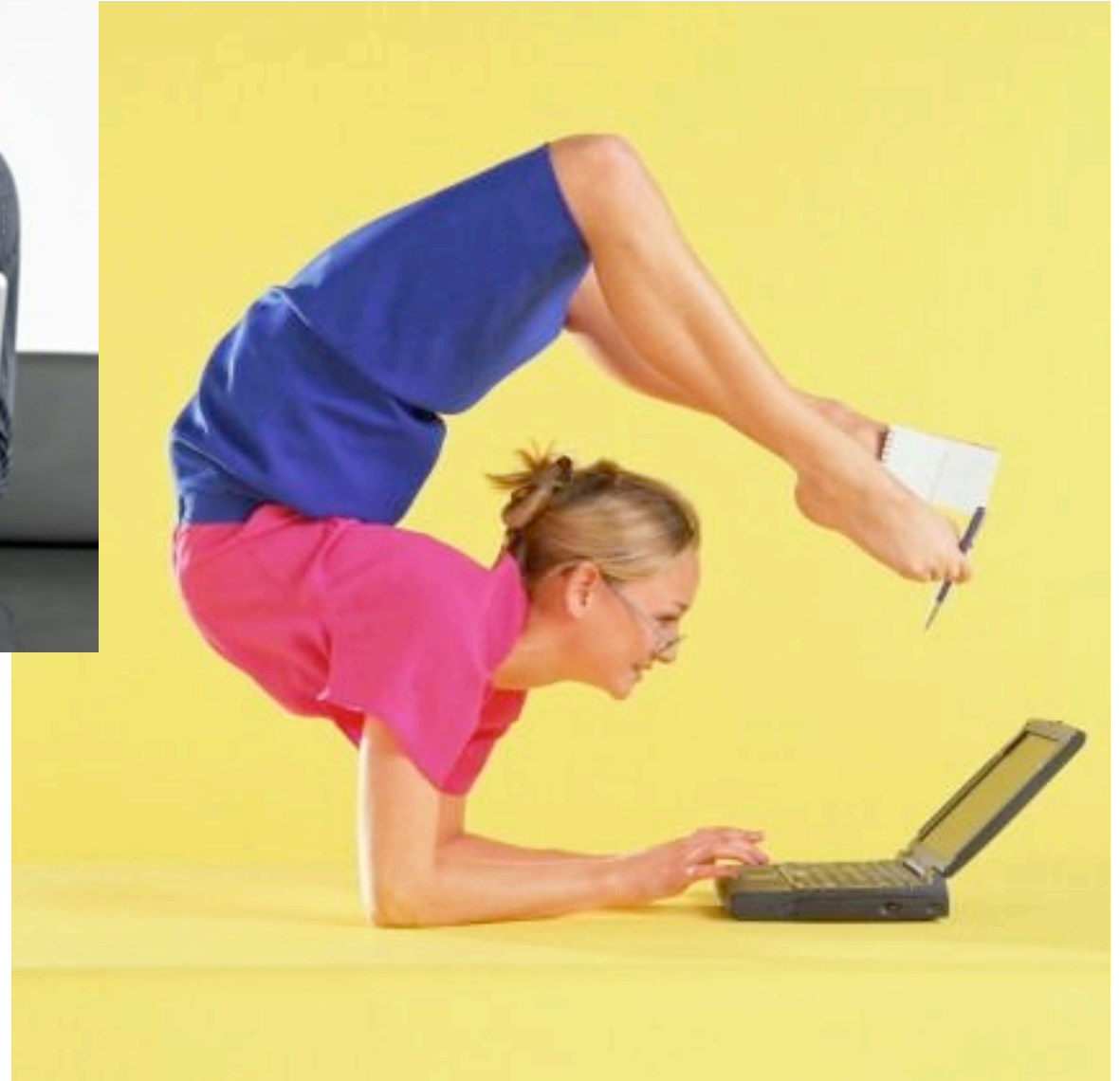
Environment



- Work supporting technology
- Support of well defined tasks



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



...
Designing for
Homo Ludens
...

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

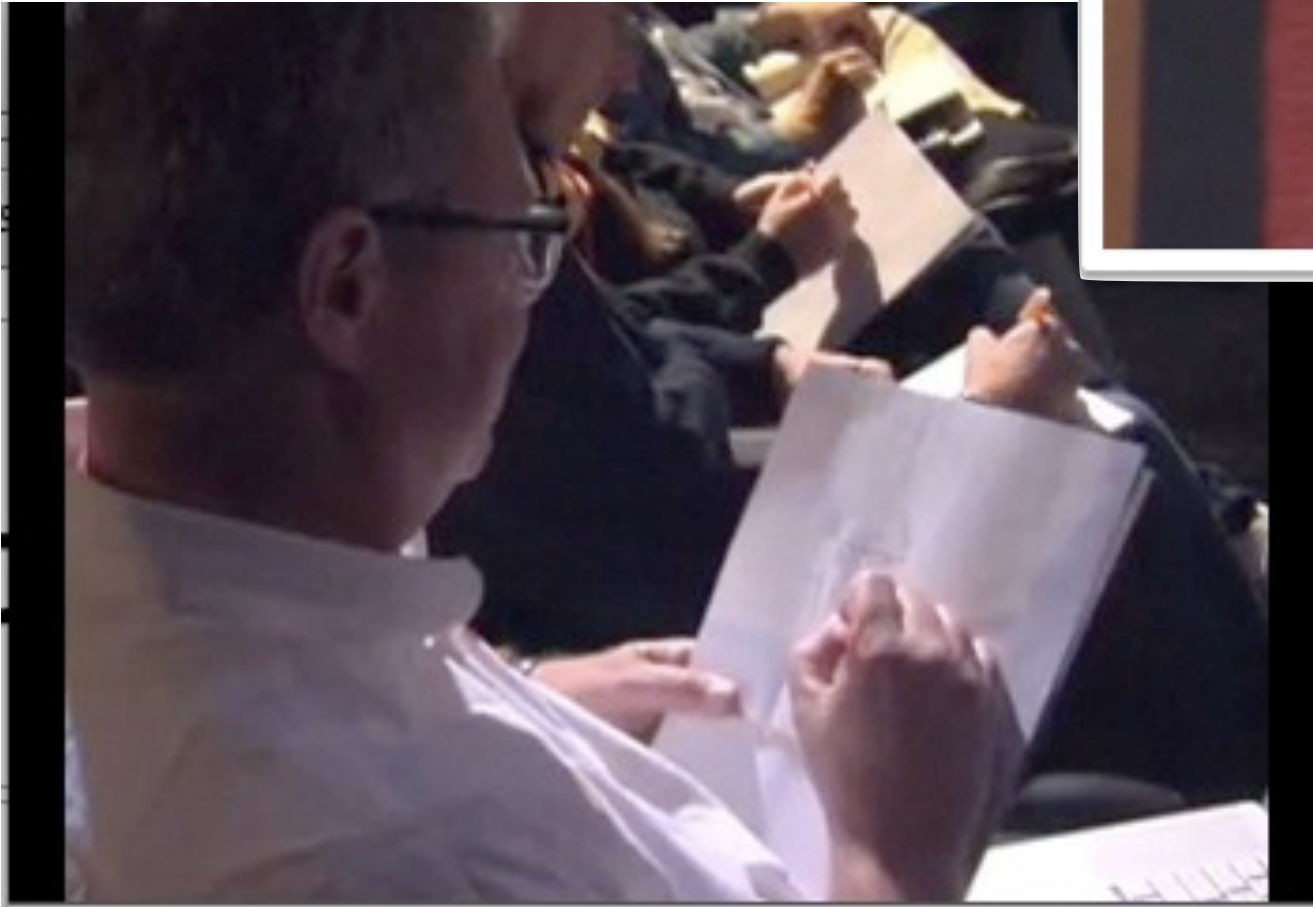
“Some managers are discovering that the process of purposeful play can inject much needed vitality into their organizations.”

MITsloan 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

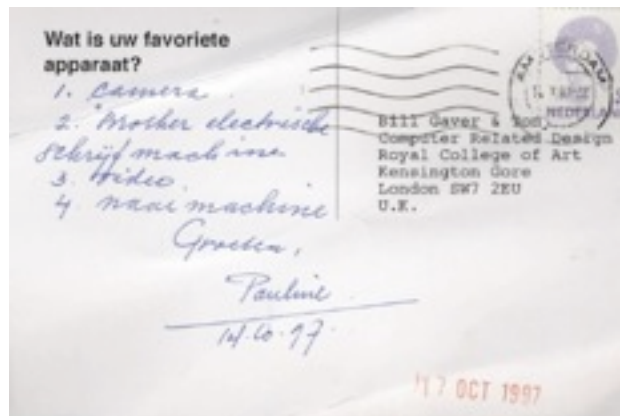
- Context of use

Unfamiliar and diverse audience

Interactivity and engagement

Minimal influence in sensitive queries





Thank you

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