

# MAGICAL UX

AND THE

# INTERNET OF THINGS

AN ASTONISHING PERFORMANCE BY JOSH CLARK

KNOWN THROUGHOUT THE WORLD AS @BIGMEDIUMJOSH







THEWANDCOMPANY.COM



**GRAB MAGIC**  
[BIT.LY/GRAB-MAGIC](https://bit.ly/grab-magic)



# THREE ACTS

I. MAGIC & TECHNOLOGY

II. PHYSICAL MEETS DIGITAL

III. MAGIC, IMAGINED

ACT I

# MAGIC & TECHNOLOGY

ANY SUFFICIENTLY  
ADVANCED TECHNOLOGY IS  
INDISTINGUISHABLE  
FROM MAGIC

ARTHUR C. CLARKE



ONE GOAL:

THE COMPUTER DISAPPEARS

INTO THE ENVIRONMENT

ALAN KAY



FANTASY FULFILLS A NEED  
FOR A SIMPLER, MORE  
CONTROLLABLE WORLD.

ALAN KAY





THEWANDCOMPANY.COM

OLLIVANDERS

MAKERS of FINE WANDS  
SINCE 382 B.C.



FLORENCE FOREST





721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

721/7

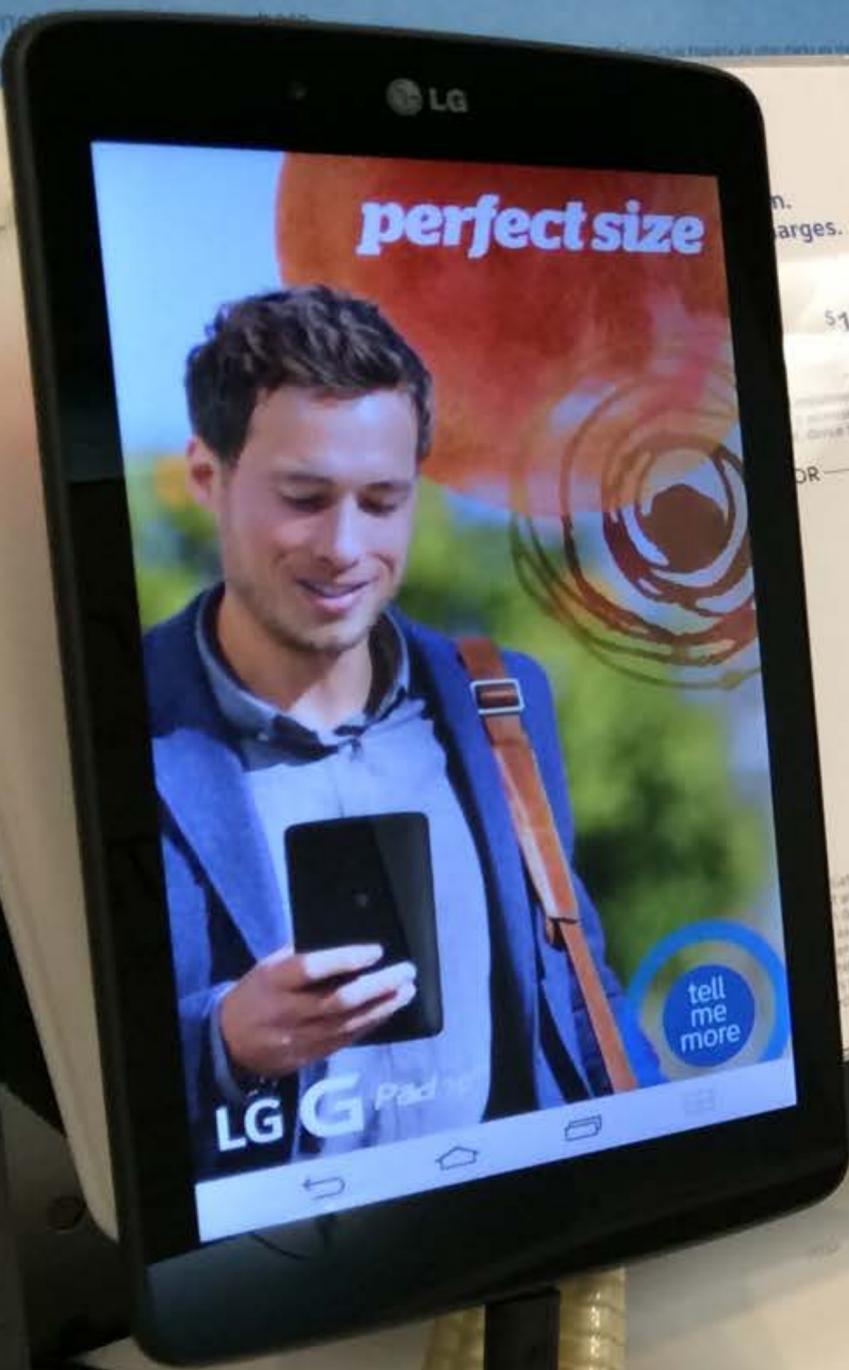
721/7

721/7

721/7

721/7

721/7



n.  
arges.  
\$1250  
OR  
\$249<sup>99</sup>  
\$149<sup>99</sup>  
\$99<sup>99</sup>



50 down.  
Monthly Charges.  
\$15<sup>99</sup>  
\$19<sup>99</sup>  
\$23<sup>99</sup>  
OR  
\$199<sup>99</sup>  
\$149<sup>99</sup>  
SOFT CARD



LG Web R  
\$299

with voice recognition  
Compatible with Android 4.1 or higher  
smartphones



THE PHONE IS THE FIRST

MAGIC WAND

FOR EVERYONE



THE PHONE IS THE FIRST  
INTERNET OF THINGS  
DEVICE FOR EVERYONE

SENSORS + SMARTS + CONNECTIVITY



AVAILABLE

AT THE

POINT OF INSPIRATION



MOBILE PHONES BRING

COMPUTING POWER TO

IMMOBILE OBJECTS



**NAPPY NOTIFIER**  
[BIT.LY/DIAPER-APP](https://bit.ly/diaper-app)



**APPLE AD: "STRENGTH"**  
[BIT.LY/APPLE-STRENGTH](https://bit.ly/apple-strength)



PHOTO: ERIC J. SMITH



AVAILABLE

AT THE

POINT OF INSPIRATION



INTERACTION

WITH THE

POINT OF INSPIRATION



**NEIMAN MARCUS: MEMORY MIRROR**  
[BIT.LY/MEMORY-MIRROR](https://bit.ly/memory-mirror)







—Nicholas Negroponte,  
Professor and Cofounder,  
MIT Media Lab

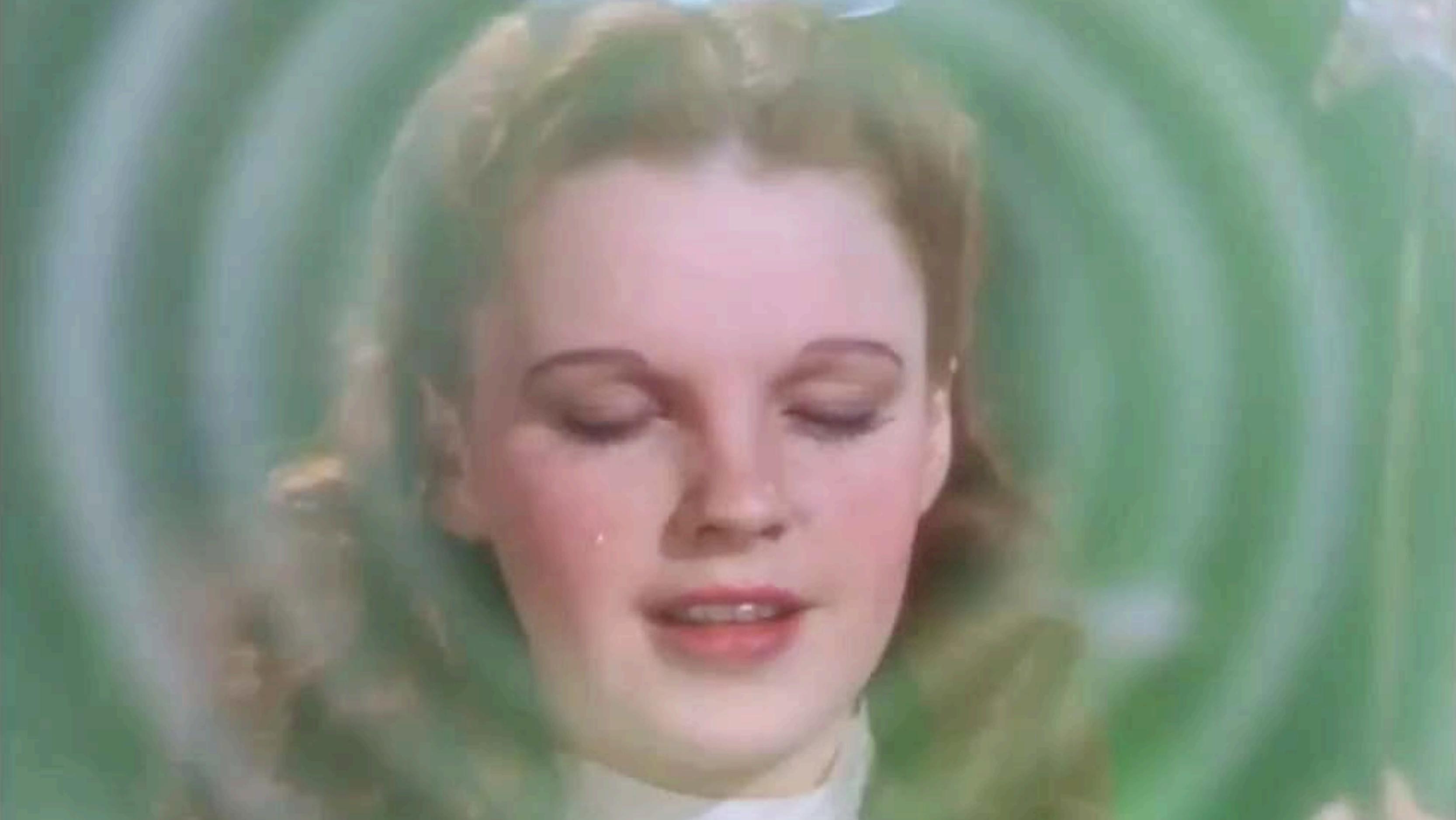


# ENCHANTED OBJECTS

DAVID ROSE

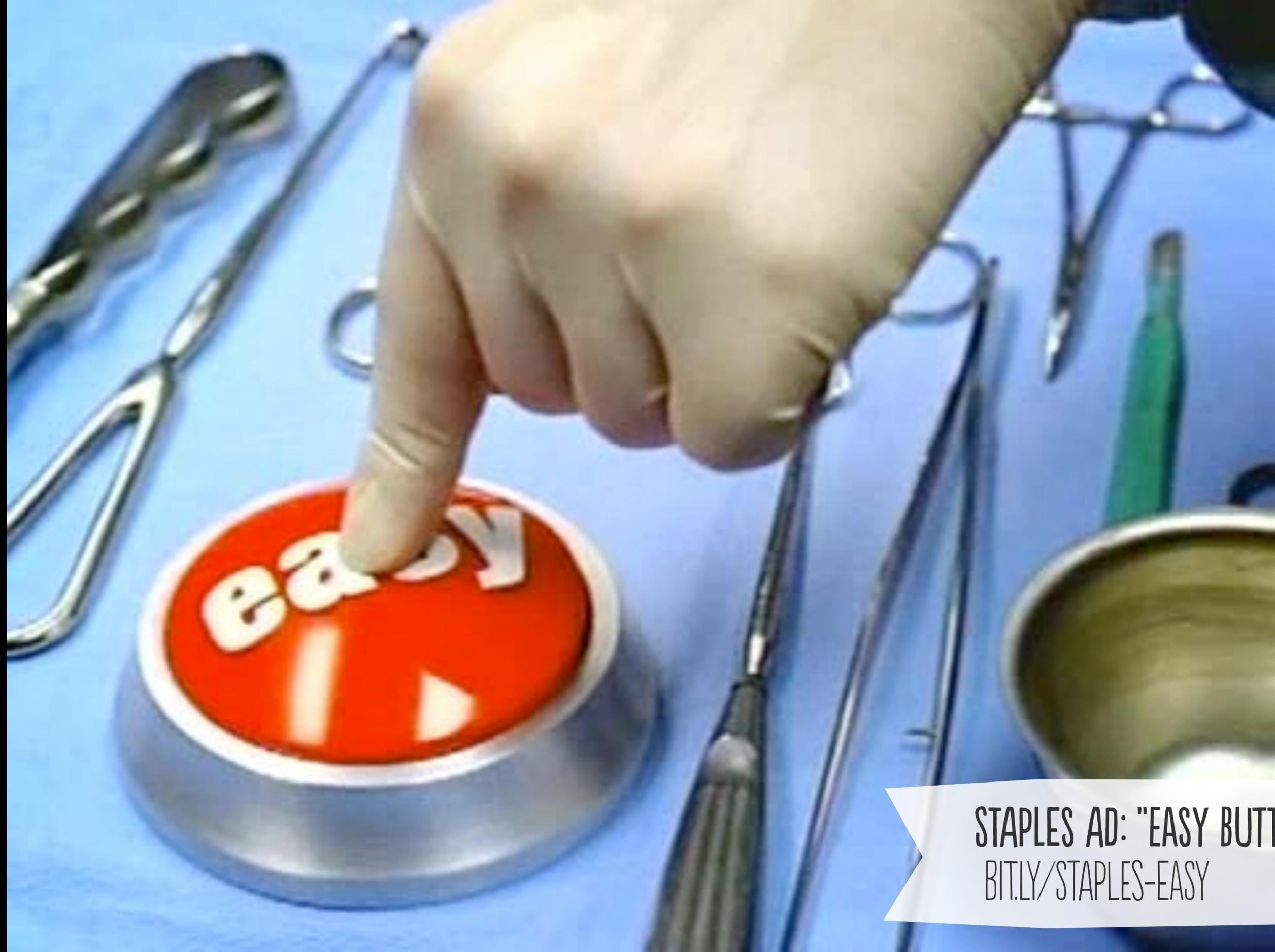
DESIGN, HUMAN DESIRE, AND  
THE INTERNET OF THINGS







**DOROTHY**  
BIT.LY/RUBY-SHOES



**STAPLES AD: "EASY BUTTON"**  
[BIT.LY/STAPLES-EASY](https://bit.ly/staples-easy)



BT.TN



Delay start

Temperature  
OK

Spin speed

Start  
Stop



PC

- Cottons
- Minimum iron
- Woollens
- Outerwear
- Proofing
- Express

Further program  
Steam  
Garment



Generally, you don't see that kind of behavior in a major appliance.





AWS IOT BUTTON



# MAGIC & TECHNOLOGY

- ★ THE COMPUTER IS INVISIBLE
- ★ THE POINT OF INSPIRATION
- ★ EMBEDDED SMARTS
- ★ CENTURIES OF UX IDEAS

ACT II

**PHYSICAL MEETS DIGITAL**



PHYSICAL

INTERACTION WITH A

DIGITAL API



THE WORLD

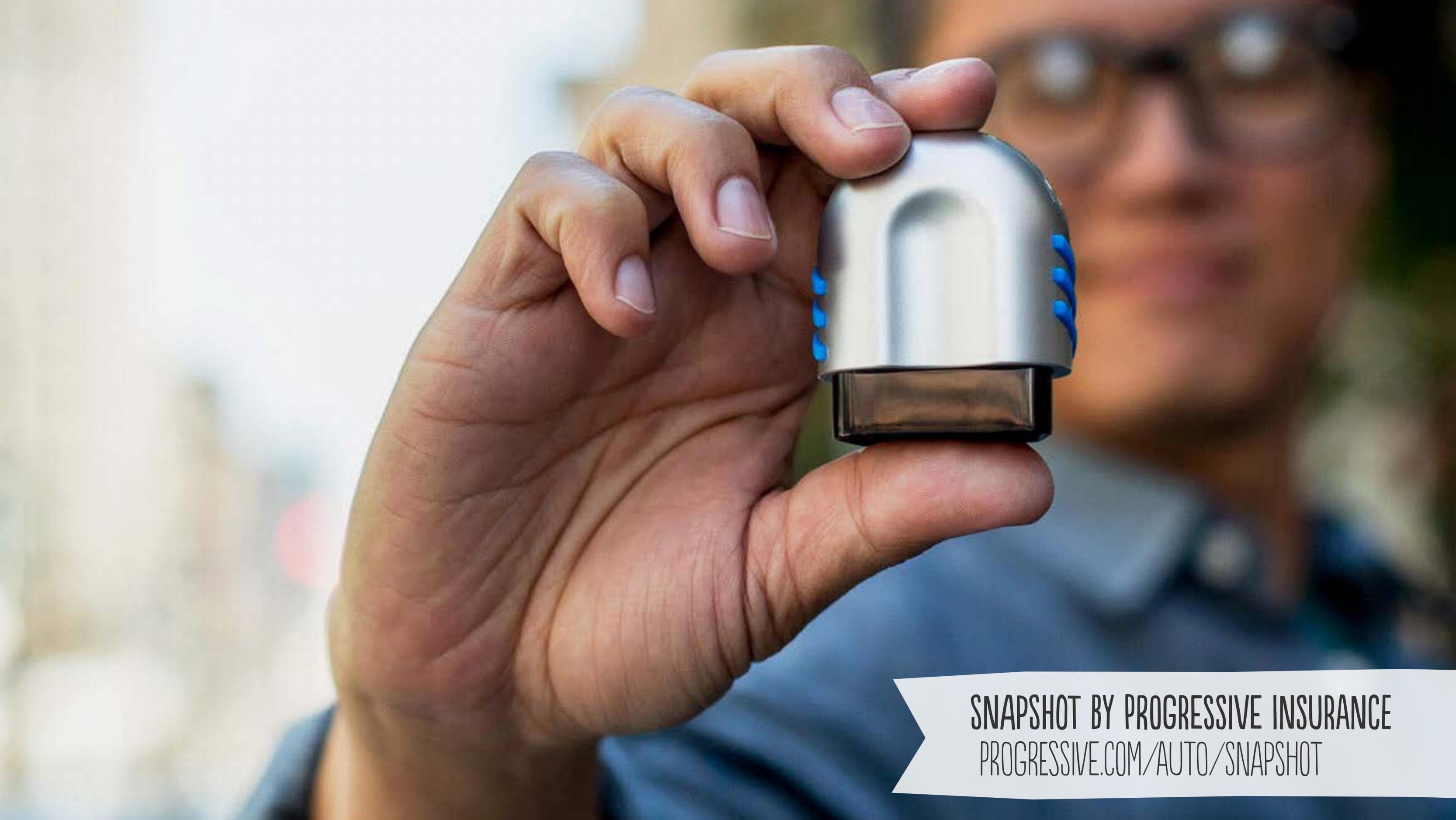
IS THE INTERFACE \*

\* YOU KNOW, LIKE IT ALWAYS HAS BEEN



THE WORLD IS

A DATA SOURCE



**SNAPSHOT BY PROGRESSIVE INSURANCE**  
[PROGRESSIVE.COM/AUTO/SNAPSHOT](https://www.progressive.com/auto/snapshot)



**SNAPSHOT BY PROGRESSIVE INSURANCE**  
[PROGRESSIVE.COM/AUTO/SNAPSHOT](https://www.progressive.com/auto/snapshot)



**AUTOMATIC**



**AUTOMATIC**  
[BIT.LY/AUTOMATIC-VIDEO](https://bit.ly/AUTOMATIC-VIDEO)



Hello, Alex! [Sign Out](#)

Madison

Air Quality: **Good**

71°



This Week at a Glance

Degree of Asthma Control <b>Good</b> 😊	<b>Atrivent</b> Last sync: 10/25/2012	Rescue Events: <b>2</b>	You're doing well this week! Keep it up!	Over Time ■ Atrivent ■ Flovent 
	<b>Flovent</b> Last sync: 10/26/2012	Control Medication Adherence: <b>75%</b>		

Alerts

No Alerts

Dust Mites

Give all of your bedding a hot wash at least once a week, and dry it thoroughly. Use dust-proof covers for pillows and mattresses.

[Read More...](#)

My To-Dos

Here are some suggestions for you to follow to manage your asthma care.

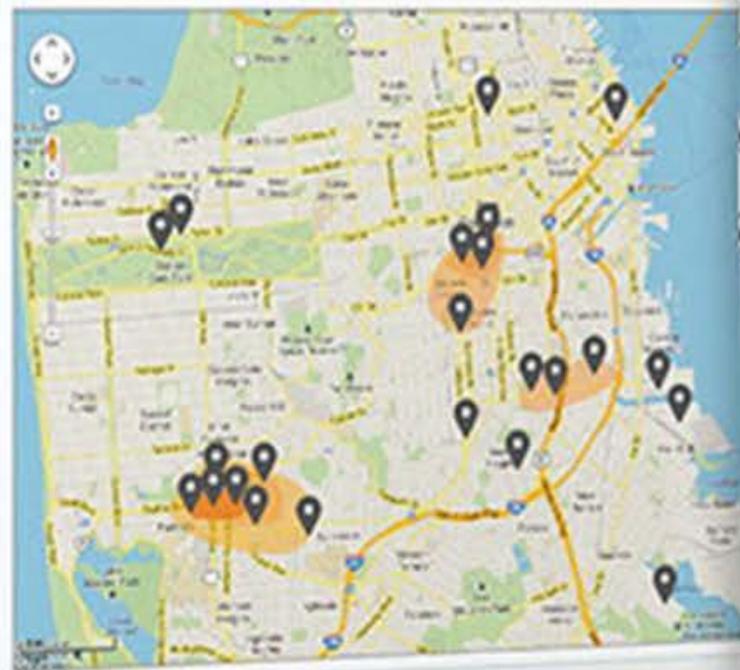
30% of the way there

Regularly dust to remove allergens from your home.

Don't forget to use your doctor prescribed control inhaler. [Set a reminder](#)

Reduce tobacco use.

Events in the Last 30 Days



Community Trends

<b>77%</b> Users Having Events	<b>Exercise</b> Most Common Trigger	<b>Difficulty</b> Most Common
-----------------------------------	----------------------------------------	----------------------------------

PROPELLERHEALTH.COM



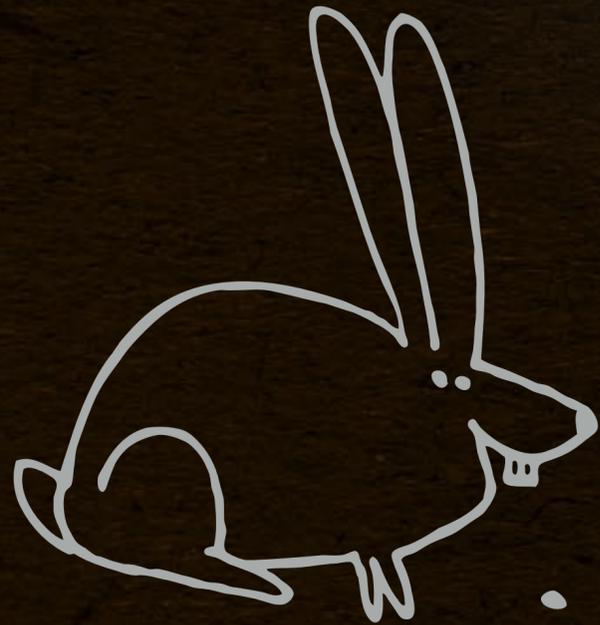
# PASSIVE INTERFACE





AUTOMAGICAL

MAGICAL





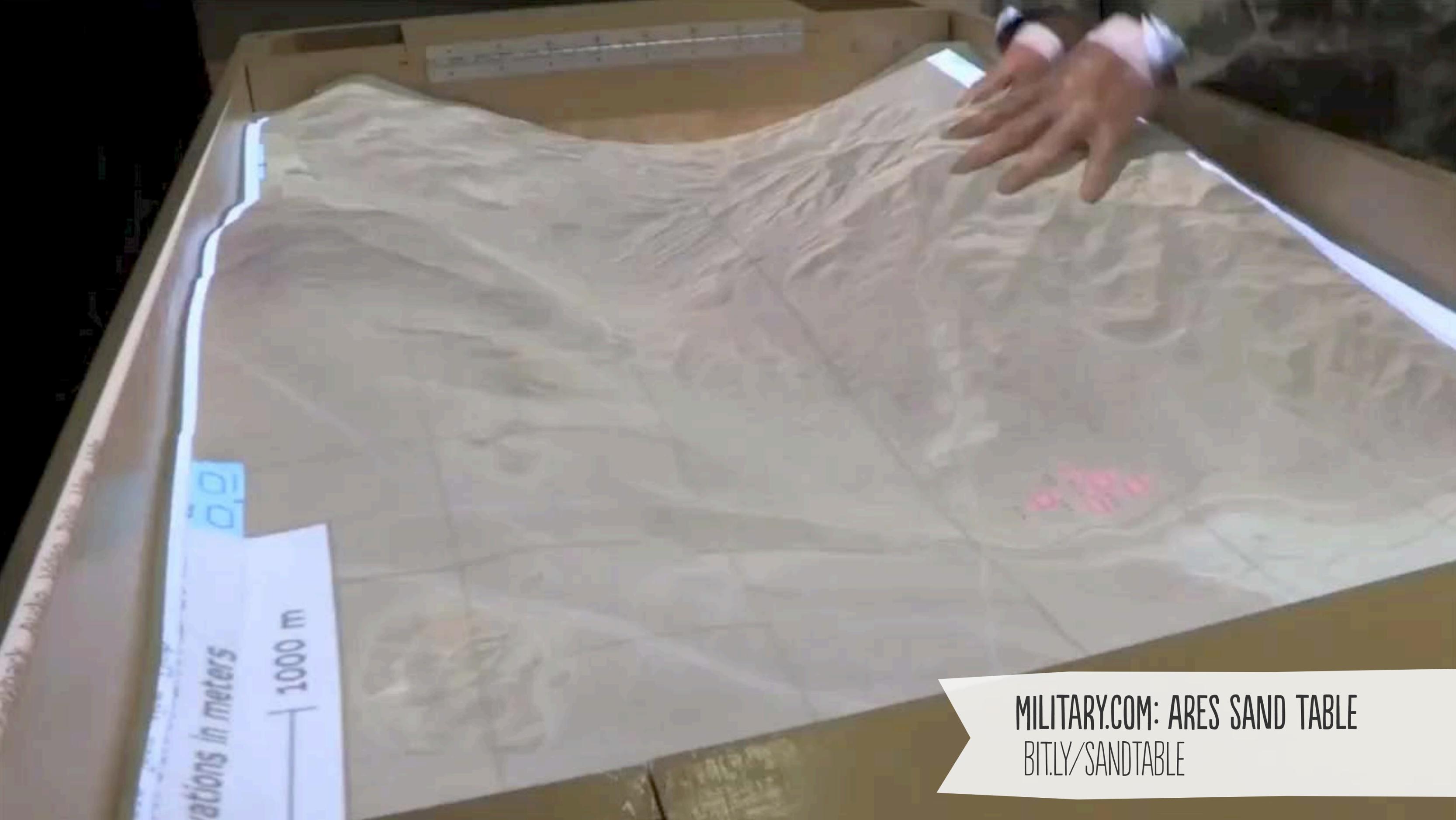
THE WORLD IS

REACTIVE









0.0

ations in meters

1000 m

**MILITARY.COM: ARES SAND TABLE**  
[BIT.LY/SANDTABLE](https://bit.ly/sandtable)



THE WORLD IS

REACTIVE

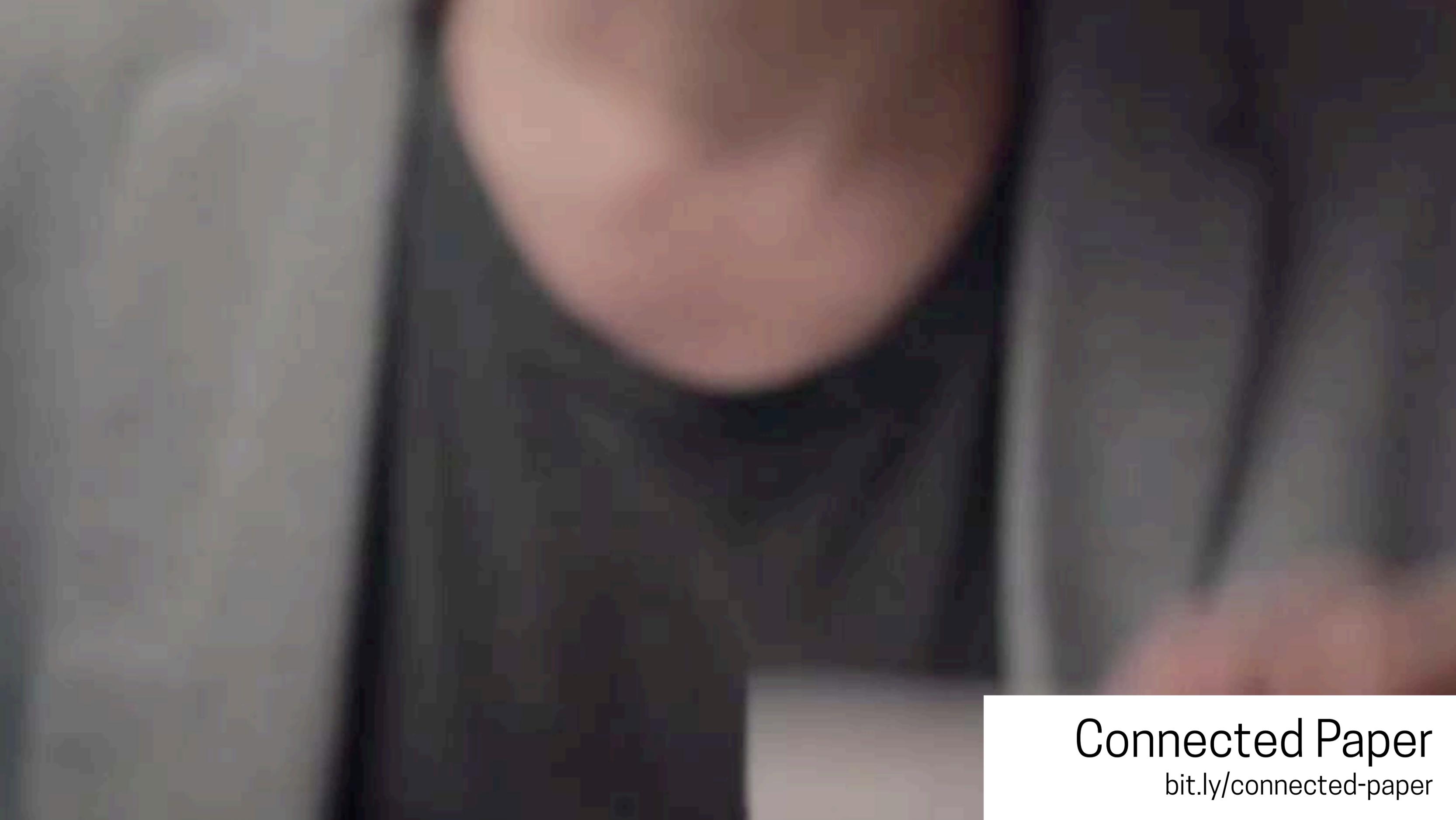
★ INTENTIONAL INTERFACES

THE REABLES

~~WEARABLES~~

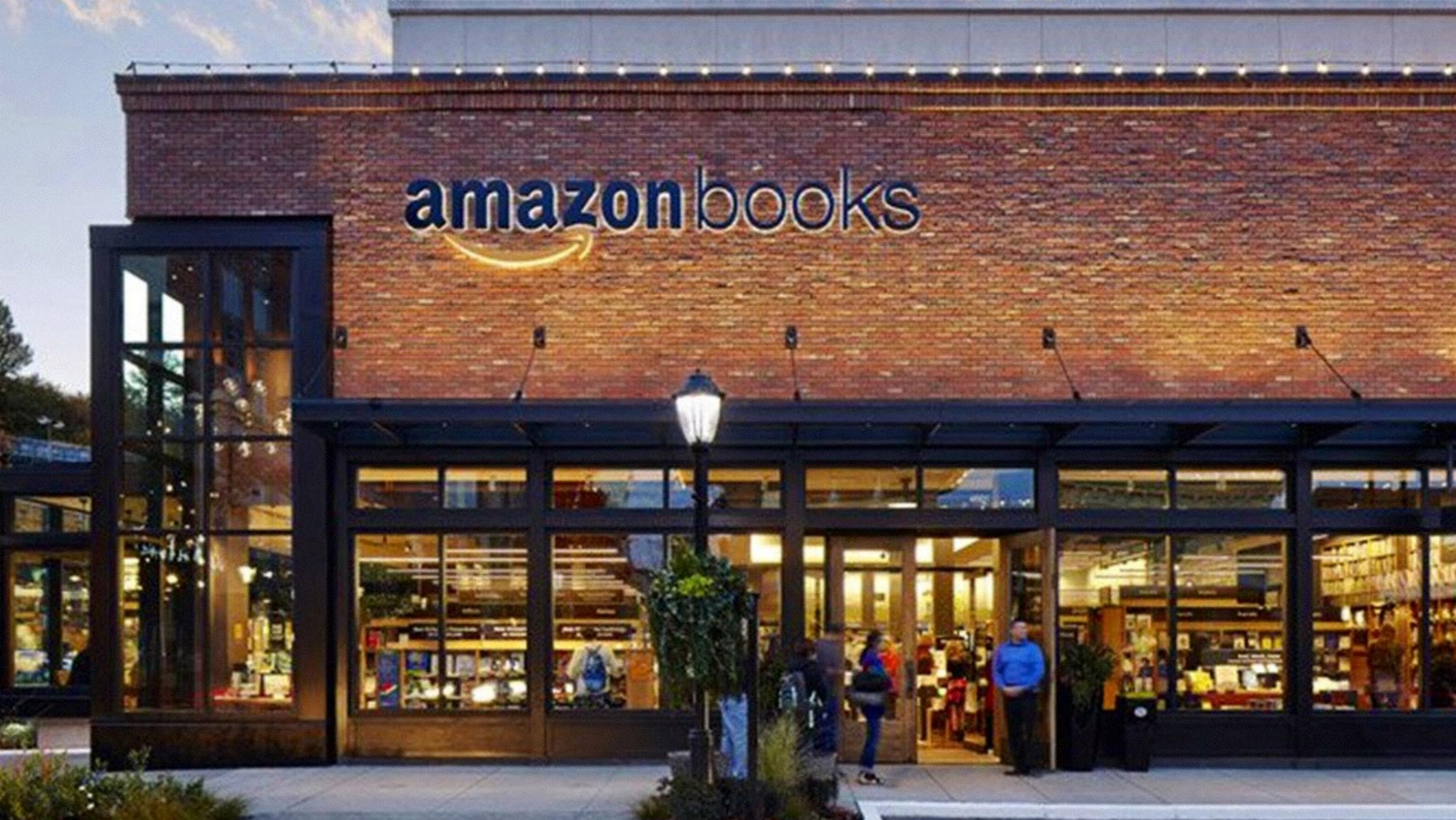


THE WORLD IS  
A BIG CANVAS



Connected Paper  
[bit.ly/connected-paper](http://bit.ly/connected-paper)

amazon books





Entertainment

Entertainment

Elizabeth Warren

PHYSICALS

RAP  
GOLDEN  
PRODIGY  
PRODIGY

DOCTORS

PSYCHO

**Amazon Customer Review**

“Lee's debut historical fiction simply made me fall for the history of America, cowboys, the Oregon Trail, unbreakable friendships, first loves, means to survival, racial in-differences and the wild, wild west.”

– ADITI SAHA

---

**Under a Painted Sky**

by Stacey Lee

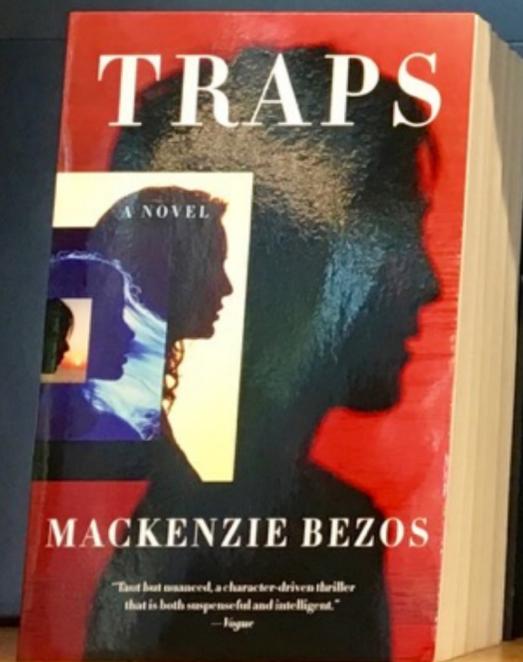
**4.8 stars - 78 reviews**



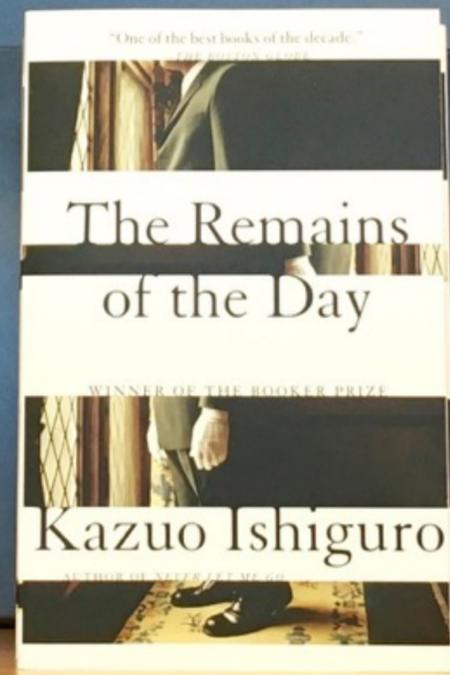
as of 2/23/2016



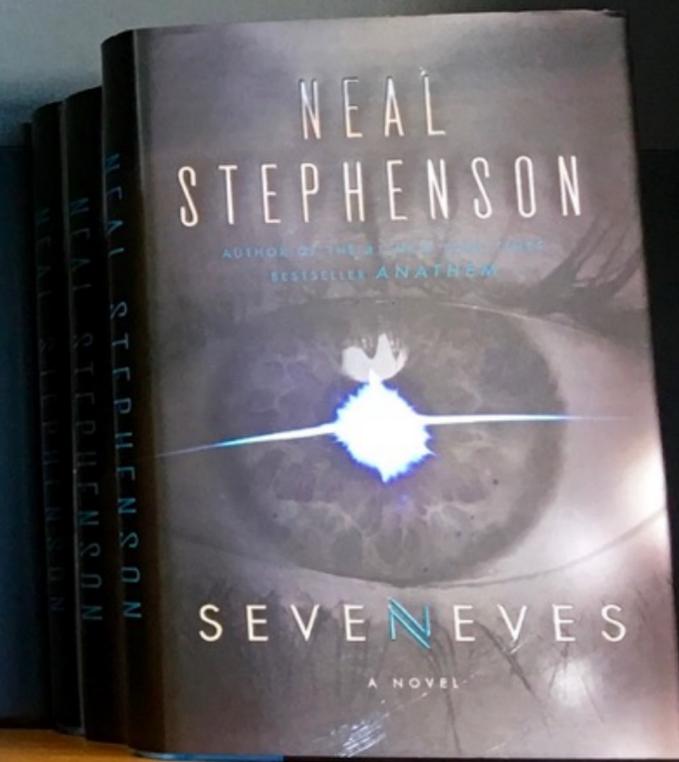
# Staff Favorites



Jeff Bezos, Founder & CEO, Amazon.com



Jeff Bezos, Founder & CEO, Amazon.com



Jeff Bezos, Founder & CEO, Amazon.com

# Kazuo Ishiguro

AUTHOR OF NEVER LET ME GO



**Jeff Bezos, Founder & CEO, Amazon.com**

**My favorite book. It teaches the dangers and sorrows of life regret better than any nonfiction book ever could.**

---

**The Remains of the Day**  
by Kazuo Ishiguro

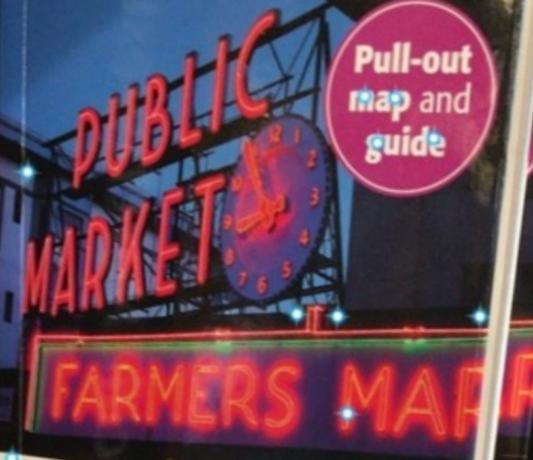
**4.4 stars - 539 reviews**



as of 3/9/2016



# SEATTLE



Pull-out map and guide

- Best restaurants in each area
- Loveliest lakes, gardens & parks
- Great places to stop for coffee
- Places to cycle, sail, or ski
- Best bars, clubs & live music venues
- Ferry excursions on Puget Sound
- Most fun places for children
- Loveliest festivals & cultural events
- Best shopping districts & markets
- Insider tips for every visitor

YOUR GUIDE TO THE 10 BEST OF EVERYTHING

### Amazon Customer Review

"My fiancée and I only had 2 days to spend in Seattle and this book was the key to our success. ... while we were wandering the city we were able to pull it out to make sure we were hitting the most important sites in each neighborhood."

— Snapifer

Top 10 Seattle (Eyewitness Top 10 Travel Guide) by Eric Amrine

4.0 stars - 24 reviews as of 10/28/2015

History >



Eric Amrine and 1 more

# Top 10 Seattle (Eyewitness Top 10 Travel Guide)

★★★★★ (26)



Format **Paperback** >

List Price: \$14.00

Price: **\$9.33** ✓ Prime

Save: \$4.67 (33%)

**In Stock.**

Ships from and sold by Amazon.com. Gift-wrap available.



## Big Magic: Creative Living Beyond Fear

\$13.72

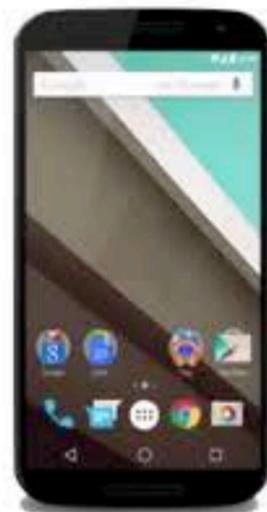
List price: \$24.95

Save: \$11.23

and it so  
We toil alone, and  
accompanied by spirits,  
We are terrified, and we are brave,  
Art is a crashing chore and  
a wonderful privilege.  
The work waits to be made, and  
it waits to be made through you.











SONOS

Sonos



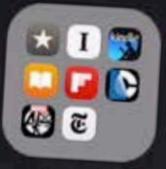
Music



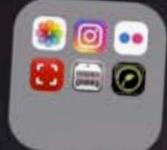
Spotify



Google Maps



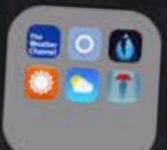
Read



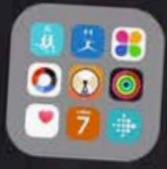
Photos



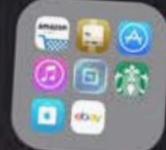
Settings



Weather



Adonis



Shop



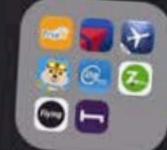
Yelp



Notes



Docs



Travel



\$\$\$



News



Google



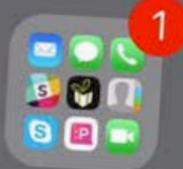
Tips



Watch



Camera



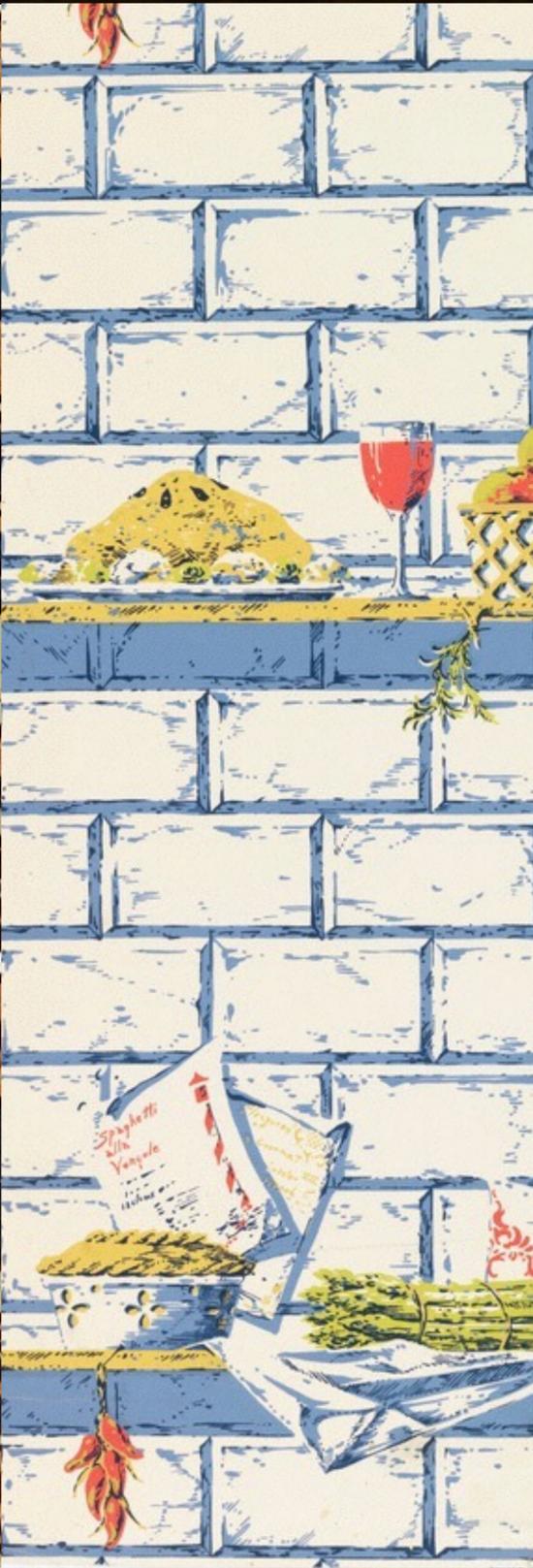
Connect



Social



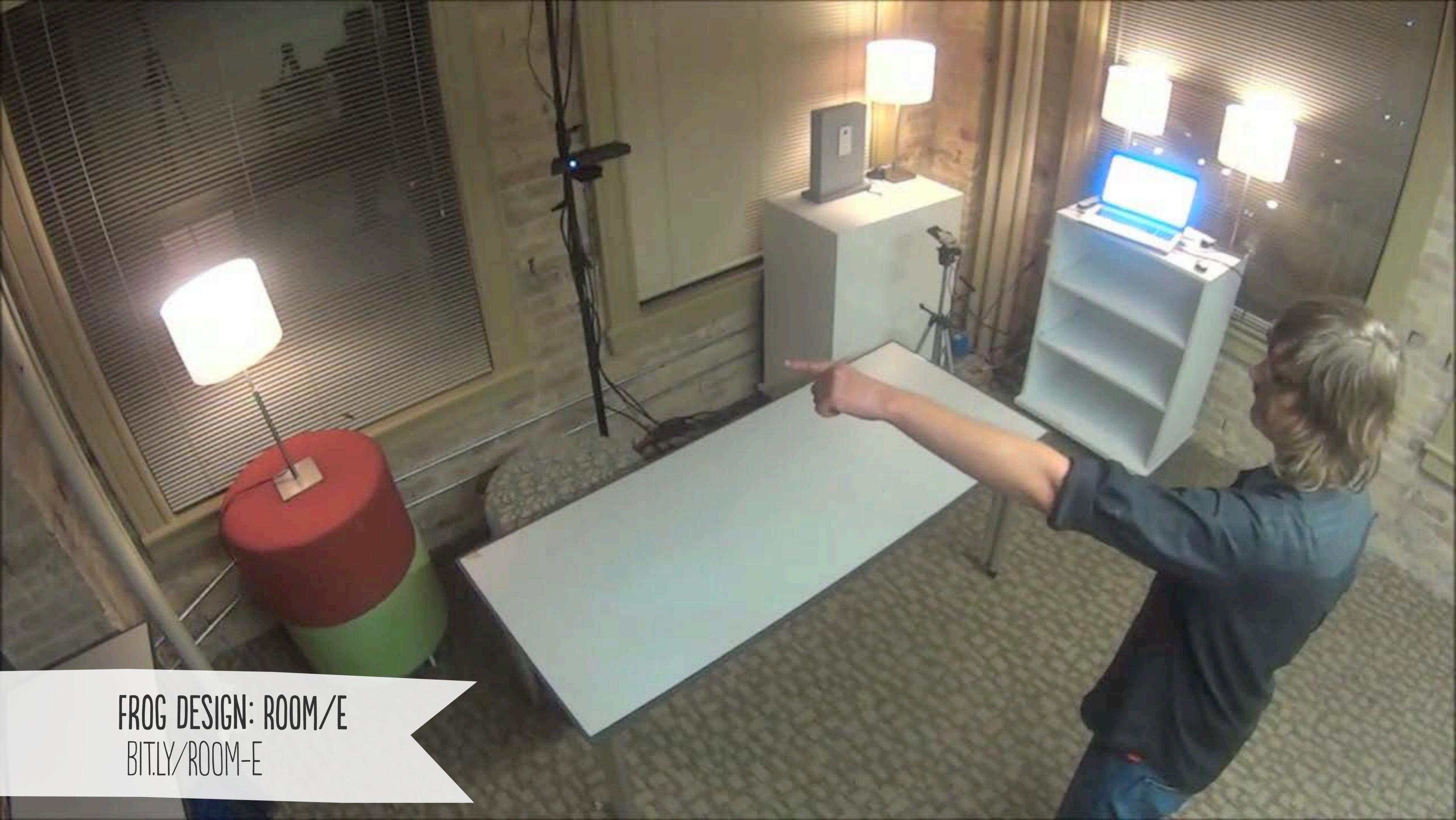
Dash











FROG DESIGN: ROOM/E  
BIT.LY/ROOM-E



OBLIGATORY MENTION OF  
MINORITY REPORT



THE WORLD IS  
A BIG CANVAS



THE WORLD IS  
A BIG CANVAS

★ DON'T BE A JERK



**WAYFINDR**

[BIT.LY/WAYFINDR-DEMO](https://bit.ly/wayfindr-demo)



THE WORLD HAS

DEPTH AND MASS



THAW  
[BIT.LY/MIT-THAW](https://bit.ly/mit-thaw)



**HAPPY TOGETHER**  
BIT.LY/HAPPY-LARRY



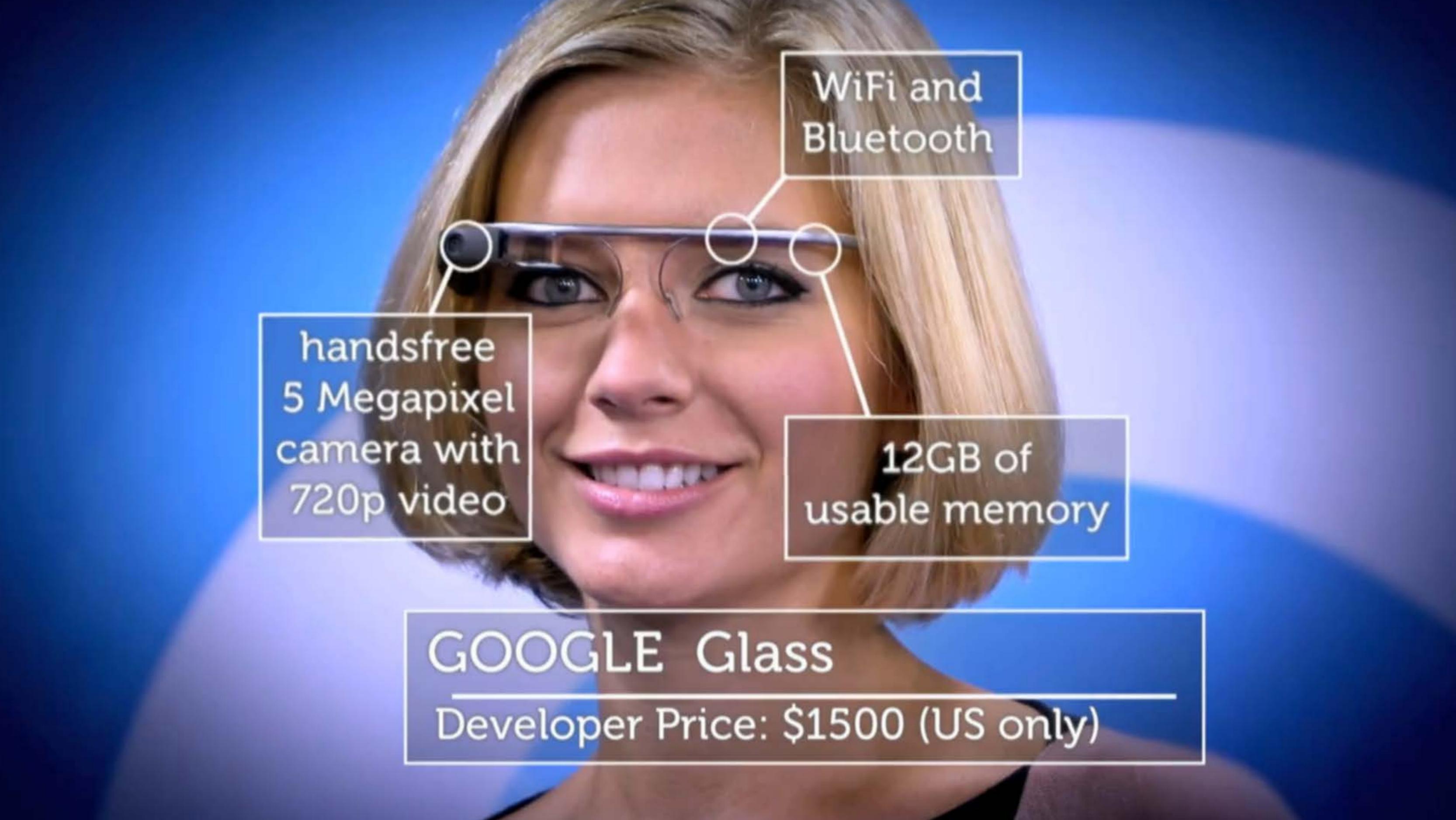
# PHYSICAL & DIGITAL

- ★ GATHER DATA FOR INSIGHT
- ★ CHANNEL INTENTION
- ★ USE THE WHOLE BIG CANVAS
- ★ INTERACTIONS HAVE MASS

ACT III

**MAGIC, IMAGINED**





WiFi and  
Bluetooth

handsfree  
5 Megapixel  
camera with  
720p video

12GB of  
usable memory

**GOOGLE Glass**

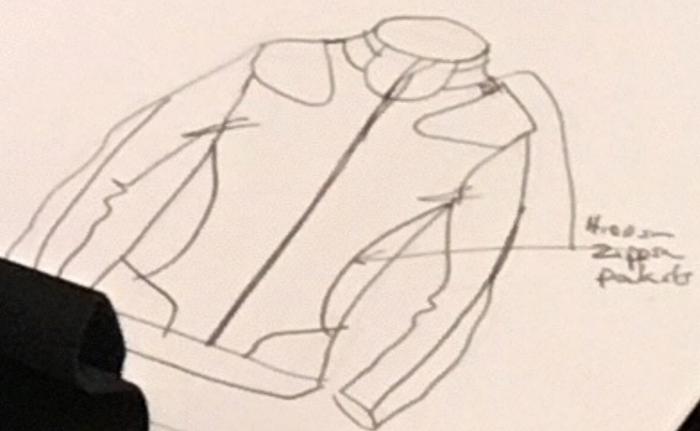
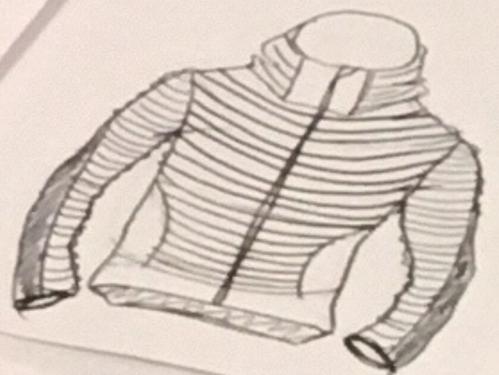
Developer Price: \$1500 (US only)



WHAT IF  
THIS THING WAS  
MAGIC?



YOU ARE  
THE CSS  
TO MY  
HTML



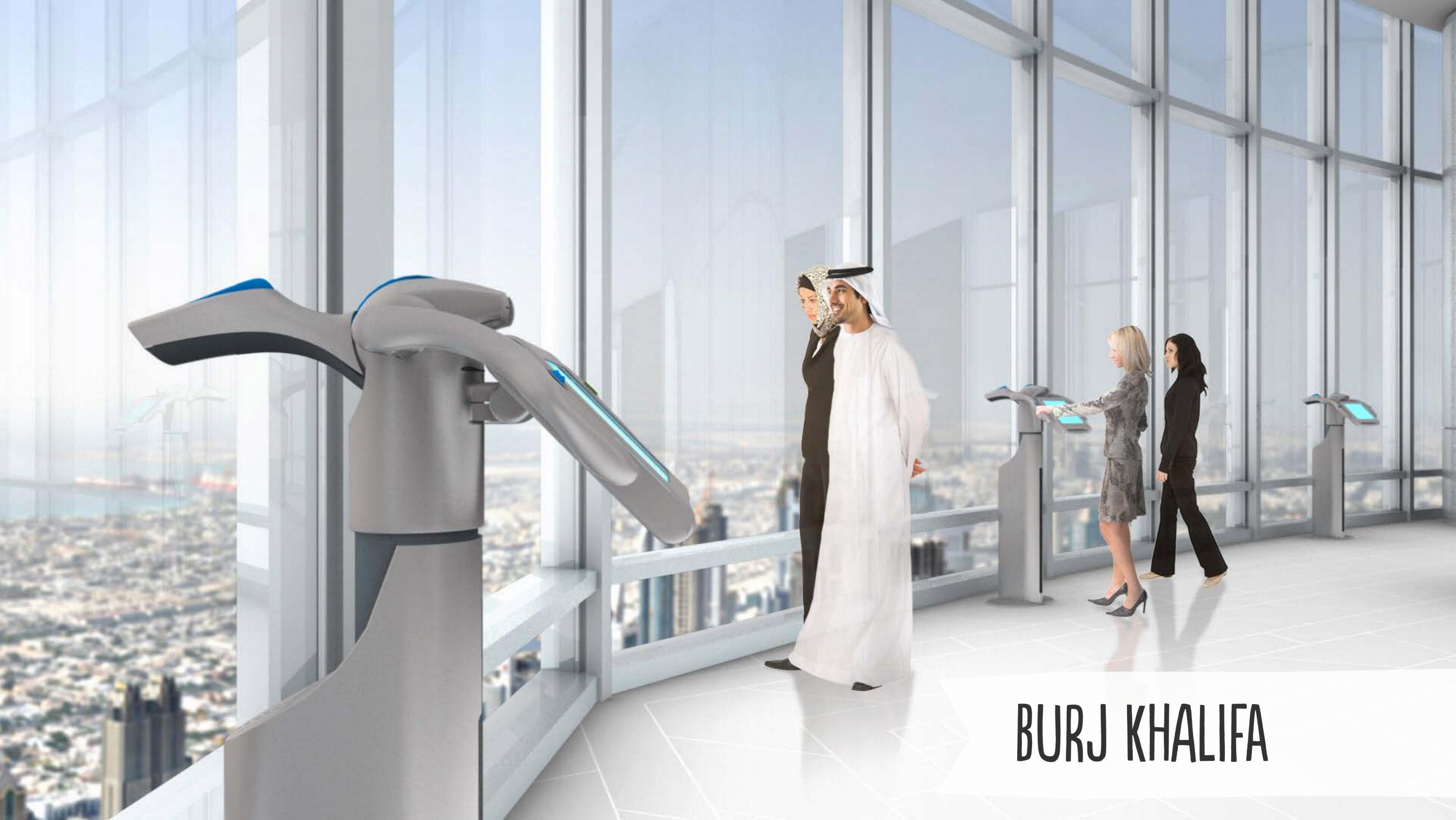


DESIGN FOR  
THE THING'S

ESSENTIAL THINGNESS







**BURJ KHALIFA**





BANK ON ILLUSION.

EMBRACE MISDIRECTION.



YOU ARE  
THE CSS  
TO MY  
HTML

A close-up photograph of a hand holding a white, cylindrical water bottle. The bottle has a silver-colored cap and a silver-colored base. The word "Vessyl" is printed vertically on the side of the bottle. The background is blurred, showing a light-colored surface and a dark area.

Vessyl

**VESSYL**  
MYVESSYL.COM

**Nutrition Facts**

Serving Size 1 can  
 Servings Per Container 1

Amount Per Serving  
 Calories 140

	% Daily Value*
Total Fat 0g	0%
Sodium 45mg	2%
Total Carbohydrate 39g	13%
Sugars 39g	
Protein 0g	

\*Percent Daily Values are based on a diet of other people's secrets.



THE COLBERT REPORT  
 BIT.LY/VESSYL-COLBERT



DON'T JUST ADD DATA.

ADD INSIGHT.

=====UPDATE=====

- > You have 15 pairs of underwear left.  
[Ok] [buy more underwear] [find help online]
- > Your cat checked in at the litterbox.
- > Your microwave just heated a lasagna.
- > Record: You stared out the window for 23 minutes.  
[Ok] [post your score]
- > Your couch likes your microwave's status update.
- > It's raining again.  
[Ok]
- > 15 of your things are broken.
- > You haven't left the house in 5 days.  
[Ok]



<https://twitter.com/jergason/status/730973872221093888>



TALKING IS

NOT THE GOAL.

THE GOAL SHOULD BE

BETTER CONVERSATION.

MAGICAL JUNK SHOP



MAGIC

ALWAYS GOES

WRONG

The  
*Atlantic*

SUBSCRIBE SEARCH MENU



Steve Marcus / Reuters

# How a Bunch of Hacked DVR Machines Took Down Twitter and Reddit

And Spotify, and Github, and *The New York Times*.

ROBINSON MEYER | OCT 21, 2016 | TECHNOLOGY



# How a Bunch of Hacked DVR Machines Took Down Twitter and Reddit

And Spotify, and Github, and *The New York Times*.

ROBINSON MEYER

OCT 21, 2016

TECHNOLOGY

# Wink: Robot Butler

[bitly.com/wink-butler](http://bitly.com/wink-butler)



HOW **SMART** DOES  
YOUR **BED** HAVE TO BE,  
BEFORE **YOU ARE AFRAID**  
TO GO TO SLEEP AT NIGHT?

RICH GOLD





# A robot vacuum tried to eat its sleeping owner's head

By [Molly McHugh](#)   [Follow](#) on February 08, 2015

The future of robots is simultaneously thrilling and terrifying. For every mental image of sweet *Wall-E*, there's one of *Terminator's* invincible red eye. Will our robotic overloads be task-oriented, adorable, and friendly... or will they try to murder us in our sleep?

18k

Shares 

17k



BUILD SYSTEMS

SMART ENOUGH

TO KNOW THEY'RE

NOT SMART ENOUGH

# Curious Rituals

[curiousrituals.nearfuturelaboratory.com](http://curiousrituals.nearfuturelaboratory.com)







TECHNOLOGY SHOULD

AMPLIFY OUR  
HUMANITY

THE MAGIC IS NOT ABOUT THE THING

INTERNET OF THINGS

THE ~~MAGIC~~ IS NOT ABOUT THE THING



# MAGIC IMAGINED

- ★ "WHAT IF THIS WAS MAGIC?"
- ★ ADD INSIGHT, NOT JUST DATA
- ★ HONOR INTENTION, DON'T ASSUME IT
- ★ MAKE IT ENCALMING & HUMANE



THIS IS NOT A  
CHALLENGE OF TECHNOLOGY.

IT'S A CHALLENGE OF

**IMAGINATION.**

FIN

JOSH CLARK IS @BIGMEDIUMJOSH

BIGMEDIUM.COM