**Design by Fire - 14 October 2011**

52.0846; 5.1202 - Utrecht - The Netherlands

**Design by Fire 2011**
Conference under the auspices of
**IxDA Nederland, the Interaction Design Association**
**www.ixda.nl**

Friday, 14 October 2011
Geertekerk, Utrecht, The Netherlands
www.designbyfire.nl

# Foreword

Most of us associate the name ‘Design by Fire’ with passion for design. This conference indeed provides a stage to share passion for interaction design with peers. Originally however, Andrei Herasimchuk came up with this name as a variation on the expression ‘Trial by Fire’: a test of someone’s ability to perform under pressure. For interaction designers this pressure has several faces: the pressure to make stakeholders and users happy, the pressure from peer critique and — as the design discipline is maturing — the pressure to support human dignity through our designs.

To improve the quality of our work we need to experiment and take risks. Today’s program presents excellent cases of designers who dare to leave the beaten track. And true to its name, the conference itself sees it as an obligation to take risks and to surprise. I would like to challenge you to do the same by actively participating and ventilating your opinion.

Yohan Creemers
Chair of Design by Fire 2011

# The Data Will Improve Rockets

09:30 - 10:15 **Matthew Sheret, Last.fm**
Narratives shape our journeys through data. Those stories don't have to be complicated to have a huge impact. All you have to do is think about your audience - your companions - and where you want to take them. But when 'stories' can mean anything from links to infographics, what lessons can help us make sure these journeys stay relevant and compelling?

Using charts, tweets, diagrams and Doctor Who, Matthew will explore the benefits and skills involved in creating compelling data narratives... as well as the pitfalls that await those who fall short.

@mattsheret:

# Design for Social Dilemmas

10:15 - 10:45 **Nynke Tromp, Delft University of Technology**
Everything we do is supported by design. Whether we meet friends, work out or travel, we continuously make use of products and services. Design fulfills a shaping role in these activities. By stimulating, propagating, encouraging, obstructing or discouraging behavior, design influences how we live our lives.

In this session, Nynke will disentangle the influence of design on human behavior and will show how we can use design to contribute to social change. Examples illuminate what may be the unique value of design in comparison to regular interventions like campaigns, subsidies or regulation.

@nynketromp:

# Interaction Design Beyond Screens

11:15 - 12:00 **Jamin Hegeman, Adaptive Path**
Interaction design has played a strong role in creating better digital products and better experiences for people who use those products. However, there are opportunities beyond the screen to practice their craft. Service design provides these opportunities.

In this presentation, Jamin will discuss the current places for interaction design and why it is well suited for service design. He will talk about service design, why it's important, and the challenges designers face advancing their practice to tackle service solutions.

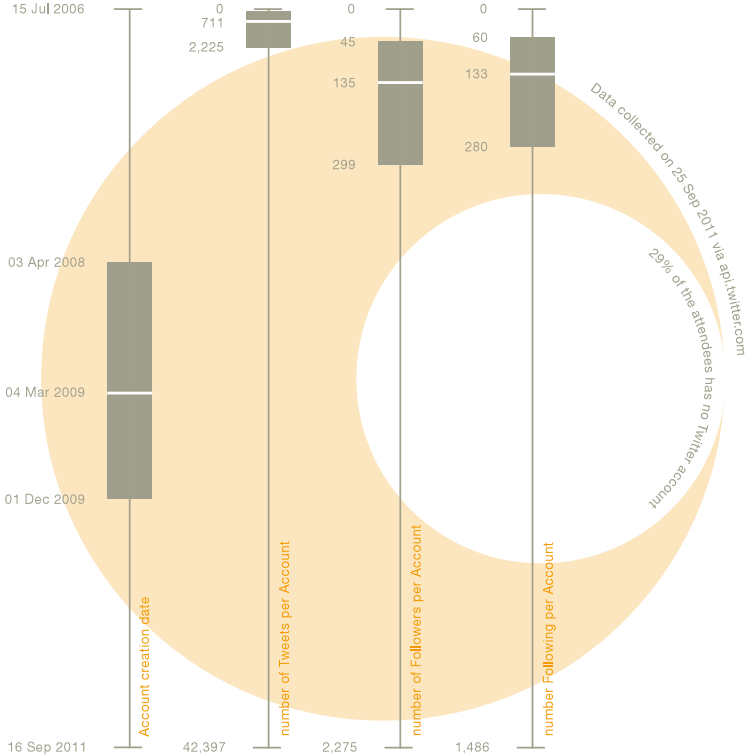
@jamin:

# Tackling Complexity Through Collaborative Play

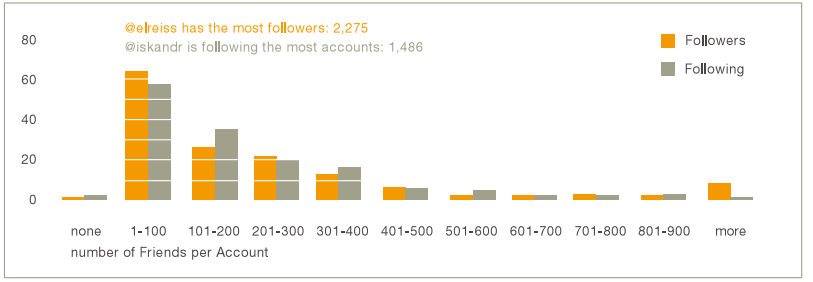
12:00 - 12:30 **Maarten Volders, AGILEMinds**
As the systems we design become more complex, work is changing from a solo activity to a team sport. Cross functional collaboration requires new skills and practices. How can you engage more people in the process, without losing the creative culture and energy that fuels the process?

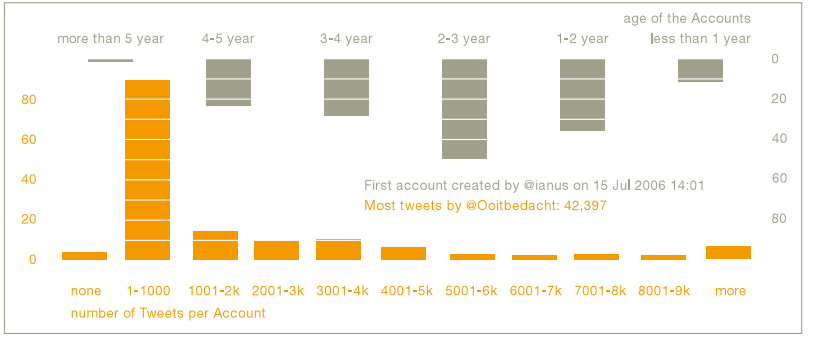
Applying game thinking and game mechanics can help to form simple models of complex systems. Maarten will show how to involve others in your thinking, explore systems and experience them from within — while having serious fun doing so.

@agileminds:


15 Jul 2006
03 Apr 2008
04 Mar 2009
01 Dec 2009
16 Sep 2011
Account creation date
0
711
2,225
42,397
number of Tweets per Account
0
45
135
299
2,275
number of Followers per Account
0
60
133
280
1,486
number Following per Account
Data collected on 25 Sep 2011 via api.twitter.com
29% of the attendees has no Twitter account

71% of the Design by Fire 2011 Conference attendees has a Twitter account
36% is geo enabled
9% is protected


@elreiss has the most followers: 2,275
@iskandr is following the most accounts: 1,486
Followers
Following
80
60
40
20
0
none
1-100
101-200
201-300
301-400
401-500
501-600
601-700
701-800
801-900
more
number of Friends per Account


age of the Accounts
more than 5 year
4-5 year
3-4 year
2-3 year
1-2 year
less than 1 year
First account created by @ianus on 15 Jul 2006 14:01
Most tweets by @Ooitbedacht: 42,397
80
60
40
20
0
0
20
40
60
80
none
1-1000
1001-2k
2001-3k
3001-4k
4001-5k
5001-6k
6001-7k
7001-8k
8001-9k
more
number of Tweets per Account

# Form = Behaviour

13:30 - 14:15 **Daniel Gross & Joris Maltha, catalogtree**
Catalogtree is a multidisciplinary design studio. Its guiding design tactic is “Form = Behaviour”. Typography, generative graphic design and data visualization are daily routines. Other recent endeavors include DIY structured-light 3D-scanning and bristle bot development.

Through a visual essay, Daniel and Joris will discuss the design process of some key projects. Amongst the presented projects will be an interactive iPad documentary on High Frequency trading and the flash crash of the Dow Jones on 6 May 2010.

@catalogtree:

# The Things We Used to Touch

14:15 - 15:00 **Jordi Parra, IDEO**
As we move towards digital services, we are slowly leaving behind physicality in our lives. We are becoming more dependent to computers and smartphones. Digital music, books and other publications are not consumed the way they used to be and this is bringing new challenges to us as designers.

Industrial design is embracing all these new opportunities, but are we really doing a good job in making our lives easier? This talk is a reflection about how everyday objects have changed over time and how we used to do the same tasks in the past.

@zenona:

# Death of the Input Box

15:30 - 16:15 **Didier Hilhorst, Flipboard**
Context is king in the world of devices — location, motion, position, audio, video, photo and social. But ultimately mobile is not about the device, it's about the environment and how, when, where and with who it's used or accessed. With a new context come new design challenges, but more importantly: new prospects.

A mobile context is very powerful, yet also limited in many ways with a necessity to simplify flows and interactions. The input box is not an experience, instead there's a need for single touch, tap or click interactions that delight people — and comprise some magic!

@didierh:

# Thinking about the Future of Interaction Design

16:15 - 17:15 **Eric Reiss, FatDUX**
George Orwell, author of '1984', wrote: "He who controls the past commands the future". As designers, we have controlled the past. It is now our task — our duty even — to define the future for the many millions of people who lack our opportunities, imagination and passion.

Let's not think of innovation as just a new idea, but as a reproducible method that enables us to solve a problem effectively. Let's not let our understanding of the past place constraints on our imagination. We shouldn't waste time trying to define the very boxes we want to think outside of. Let's not worry where we will be tomorrow, let's think where we want to be in 10-20 years.

@elreiss:

# Thanks

**The speakers:** Daniel Gross, Didier Hilhorst, Eric Reiss, Jamin Hegeman, Jordi Parra, Joris Maltha, Maarten Volders, Matthew Sheret and Nynke Tromp.

**Yesterday's workshop leaders:** Andrei Herasimchuk, Caroline Franssen, Jamin Hegeman, Jared Cole and Maarten Volders.

**Special thanks to:** Anique de Jong, Bas Dobbelaer, Chris Snoek, Chris-Anne van Veen, Jeroen Hoogenhout, Kim de Jong, Peter Boersma, Serena Heuven van Staereling, Stephanie Buijs and Tom Wu.

## Colophon

| | |
|---|---|
| Chair | Yohan Creemers, yohan@designbyfire.nl |
| Finance & registration | Sanne 't Hooft, sanne@designbyfire.nl |
| Conference program | Dean Janssen, dean@designbyfire.nl |
| Workshops | Carolien de Kort, carolien@designbyfire.nl |
| Initiative | Arjan Haring |
| Logo design | Andrei Herasimchuk |
| Print design | Martijn Lammerts |

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**IxDA - the Interaction Design Association**

Design by Fire 2011 is presented by IxDA Nederland. By organizing this conference and a bi-monthly Design by Fire Café, we aim to advance the Interaction Design discipline.

The Interaction Design Association is a global network dedicated to the professional practice of Interaction Design. With the help of more than 15,000 members, the IxDA network supports people who are passionate about interaction design.

**Next**

21 November 2011 – Louis Hartlooper Complex, Utrecht
Design by Fire Café #013
http://designbyfire.nl/café

22 November – CMD, Rotterdam
Rotterdam UX Cocktail Hour #3
http://www.meetup.com/rotterdam-ux-cocktail-hours/

1-4 February 2012 - Dublin, Ireland
Interaction12 | Journeys, Connections, Links
http://interaction12.ixda.org

## Schedule

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|---|---|
| 09:30 - 10:15 | **The Data Will Improve Rockets**<br>Matthew Sheret |
| 10:15 - 10:45 | **Designing for Social Dilemmas**<br>Nynke Tromp |
| | Coffee break |
| 11:15 - 12:00 | **Interaction Design Beyond Screens**<br>Jamin Hegeman |
| 12:00 - 12:30 | **Tackling Complexity Through Collaborative Play**<br>Maarten Volders |
| | Lunch |
| 13:30 - 14:15 | **Form = Behaviour**<br>Joris Maltha & Daniel Gross |
| 14:15 - 15:00 | **The Things We Used to Touch**<br>Jordi Parra |
| | Vitamin break |
| 15:30 - 16:15 | **Death of the Input Box**<br>Didier Hilhorst |
| 16:15 - 17:15 | **Thinking About the Future of Interaction Design**<br>Eric Reiss |
| | Closing and drinks |