DXf · conference

Foreword

In his book Lila, philosopher Robert M. Pirsig introduces the concepts of static and Dynamic quality. Static quality regulates society and protects it from slipping back to a lower level; but is at the same time rigid and intolerant of criticism. A society needs Dynamic quality to reach a higher level. It's immoral to suppress attempts to change the status quo, as only time can tell whether such an attempt is foolish or ingenious.

This view easily translates to interaction design. Usability focuses on predictable interaction. That's good. It assures an experience that meets the expectation. But to exceed the expectation, we have to question existing quality levels. Even better: designs could deliberately leave room for free interpretation so users can fill in blanks in an unintended way.

The Design by Fire Conference provides a stage for people who dare to bend the rules. Time will tell whether they're fools or geniuses. We don't care. It's the effort to strive for higher quality that counts. You're invited to participate actively in today's conference and share your opinion. Enjoy!

Yohan Creemers
Chair of IxDA Nederland

The Beauty of Constraints

09:30 - 10:15 Faruk Ateş, four53
Making any product is an exciting as well as challenging endeavor, especially in technology and software. As humans we are prone to let our creativity run free - but freedom is not always the best solution to solving problems. Sometimes we need constraints more than anything else to truly ignite our creativity.

In his session, Faruk will talk about the values and lessons learned from imposing (sometimes arbitrary) constraints on projects, applied against UI, software, and API design.

@kurafire:

What's Wrong with Elitist UX?

10:15 - 10:45 Andrew Heaton, Brilliant Chemistry
Experience design has gone soft. It's our own fault. We worry about users and best practices and working collaboratively. We design for safety, when we should aim for adventure. We believed those who told us users are idiots, and the work shows.

In this session, Andrew discusses the value of designing for a smarter user, and answers the question: What's Wrong with Elitist UX?

@tigerstripe:

Mind Control -
This IS What You're Looking for!

11:15 - 11:45 Ben Sykes, Google

"Small groups of persons can, and do, make the rest of us think what they please about a given subject." - Edward Bernays (Father of Propaganda)

Look around you. Some would say you are the sum total of your choices. The question is, what influences impacted your choices and how can we as designers influence users to make the choices we want?

In this talk, we'll examine the full spectrum of persuasion principles and set a step-by-step plan of action to improve both your current design/process and introduce a pre-flight checklist to ensure you are maximizing the 'hearts and minds' of your users.

@bensykes:

Microinteractions:
Designing with Details

11:45 - 12:30 Dan Saffer, SMART Design

"The details are not the details. They make the design." - Charles Eames

The difference between a good product and a great one are its details: the microinteractions that make up the small moments inside and around features. How do you turn on mute on your phone? How do you know you have a new email message? All these little moments can change a product from one that is tolerated to one that's beloved. This talk provides a new way of thinking about designing digital products: as a series of microinteractions that are essential to bringing personality and delight to applications and devices. We'll discuss the secret history of microinteractions, then delve into the structure of microinteractions: Triggers, Rules, Feedback, and Loops.

@odannyboy:

- Adjunct Professor
- Art Director
- Associate Director
- Business Development
- CEO
- Community Manager
- Creative Director
- Design Director
- Design student
- Designer
- Director of User Experience
- Founder
- Interaction Design Lead
- Interaction Designer
- Lead User Researcher
- Manager of Client Engineering
- Manager Web Business Solutions
- Personalization Product Owner
- Principle UX Designer
- Product Designer
- Product Manager
- Senior Interaction Designer
- Senior Product Designer
- Senior UI Designer
- Senior UX Designer
- Software Developer
- Technology Director
- Tomfoolery
- UI Artist
- User Experience Architect
- User Experience Designer
- User Experience Researcher

The Rise of Lean Startup

13:30 - 14:15 Janice Fraser, LUXr
Business managers have begun to consider that perhaps their teams could be more innovative and less wasteful. This presents a fantastic opportunity for designers.

But what does Lean Startup mean? And will it play well with User Experience? A crash course on Lean Startup, Customer Development, and how these trends are resolving some of the most difficult problems UX professionals face.

@clevergirl:

The Future is Real

14:15 - 15:00 Mike Simonian & Maaike Evers
The future is real,
when we see users as people,
when designers are real,
when brands are authentic,
when our work is informed by idealism,
and we take it personally.

The future is what we want it to be, let's make it real.
Mike & Maaike share their experiences and excitement for what's to come…

@mikeandmaaike:

Earning Money without Stepping on Your Users

15:30 - 16:15 Meekal Bajaj, Twitter
Ads and content are often antagonists in a product's design. Both compete for attention and scarce real estate. Steady decline in ad engagement however, has lead to ads becoming more prominent than content itself. Ads have now become the necessary evil that lets content be free.

Great products align monetization with experience. Ads need to rise in quality to the level of the content. By building in incentives for advertisers and paying attention to how users respond, we can change what ads mean to you. In this session, Meekal will investigate a future where you look forward to ads because they have earned the right to your attention.

@mbe:

Hello World!

16:15 - 17:00 Brendan Dawes
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.

@brendandawes:

Thanks

The speakers: Andrew Heaton, Ben Sykes, Brendan Dawes, Dan Saffer, Faruk Ateş, Janice Fraser, Maaike Evers, Meekal Bajaj and Mike Simonian.

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Colophon

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IxDA - the Interaction Design Association
Design by Fire 2012 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 Design by Fire Conference is supported by IxDA San Francisco, committed to serving the needs of the Bay Area interaction design practitioners and those interested in topics related to Interaction and User Experience Design.

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
27-31 January 2013 - Toronto, Canada
Interaction13 | Innovation with impact
http://interaction13.ixda.org

Schedule

09:30 - 10:15	**The Beauty of Constraints**
	Faruk Ateş
10:15 - 10:45	**Design for Social Dilemmas**
	Andrew Heaton
	Coffee break
11:15 - 11:45	**Mind Control – This IS What You're Looking for!**
	Ben Sykes
11:45 - 12:30	**Microinteractions: Designing with Details**
	Dan Saffer
	Lunch
13:30 - 14:15	**The Rise of Lean Startup**
	Janice Fraser
14:15 - 15:00	**The Future is Real**
	Mike Simonian & Maaike Evers
	Tea break
15:30 - 16:15	**Earning Money without Stepping on Your Users**
	Meekal Bajaj
16:15 - 17:00	**Hello World!**
	Brendan Dawes
	Closing and drinks