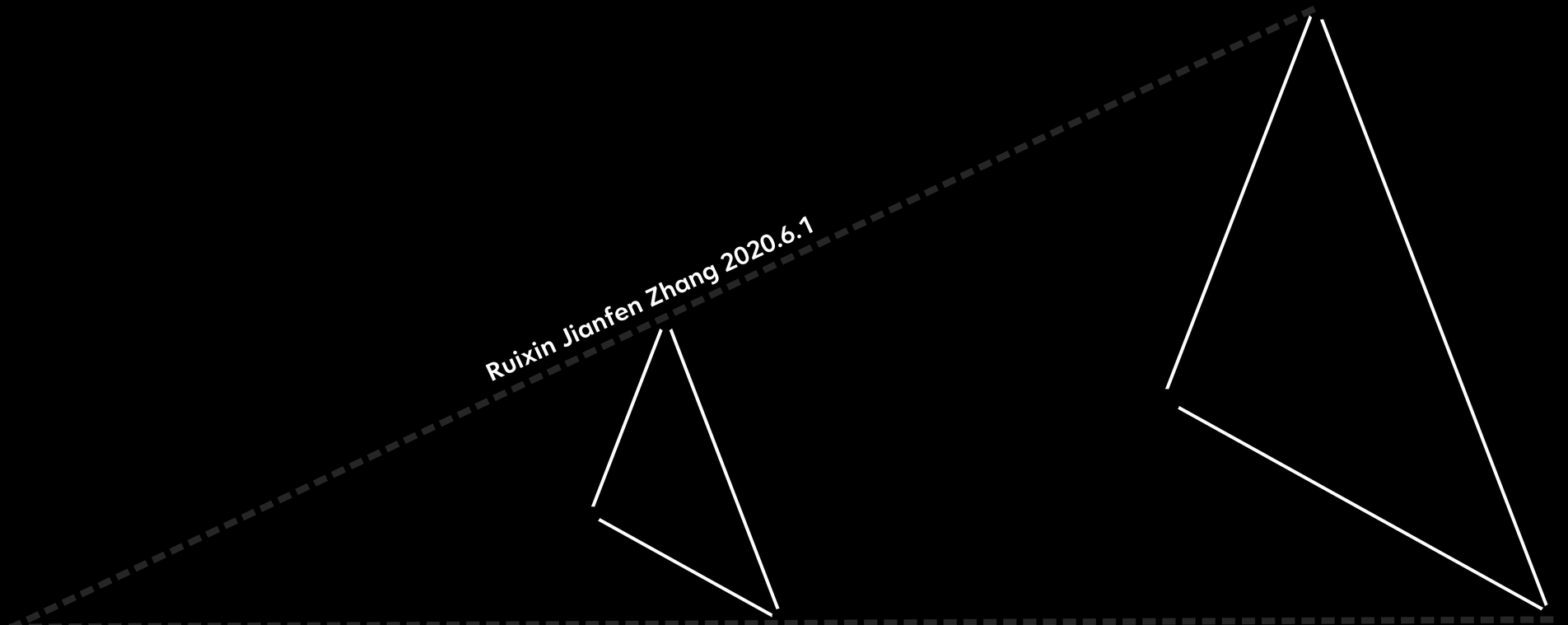
Future digital design



Future
Digital
Design

Ruixin J. Zhang

I am a digital product designer. I have been working in digital design for 8 years up to now. I worked in some of the big companies (Philips, Baidu, Microdoft), as well as some start-ups (Impraise, Hunch.ai, etc.). My works covers user interface design, experience design, and user research. I do design through the whole product design cycle.

Future
Digital
Design

Brief History of UI
Design Language System
Beyond the Desktop

Future
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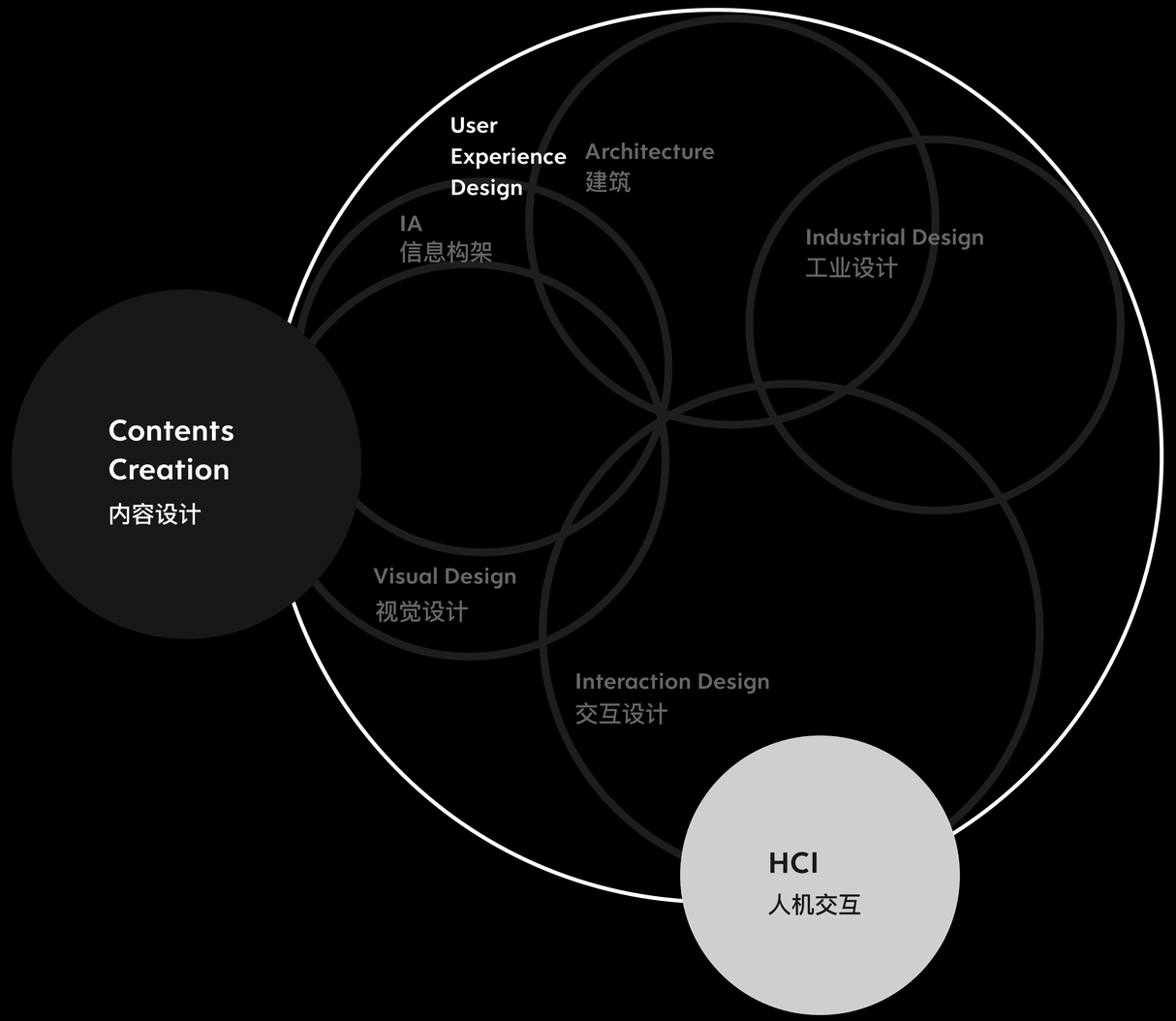
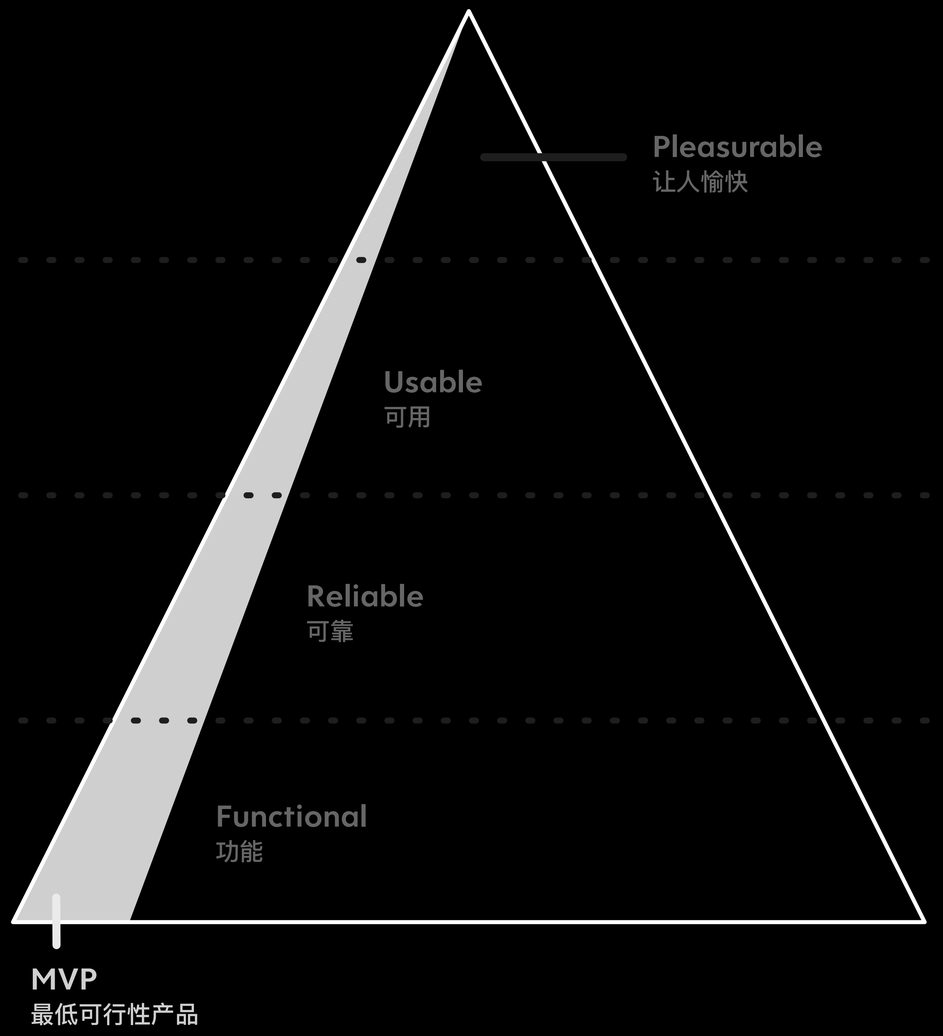
用户体验设计



一次完整可行的体验



Reference: https://www.nngroup.com/articles/theory-user-delight/#:~:text=Only%20when%20a%20product%20is,only%20if%20it%20is%20usable.

Future Digital Design | Brief History of UI

WIMP

1968 - 1970

Douglas
Engelbart's NLS

Macintosh

1979 - 1984

Steve Jobs visit
Xerox PARC

Natrual UI

1990 - present

Steve Mann
MS PixelSense, MS Kinect,
3D immersive touch.

Reference: https://en.wikipedia.org/wiki/User_interface https://en.wikipedia.org/wiki/Natural_user_interface

> A natural user interface is a user interface designed to use natural human behavior for interacting directly with content.

- Blake J. (2011)

Design Language System is a set of rules or guidelines that heightens the level of harmony in a digital ecosystem.

Future Digital Design | Design Language System

Material

Google **UI Foundation + Guidelines**

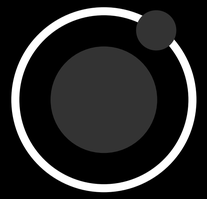
Atlassian

Atlassian **Brand + Marketing + Product**

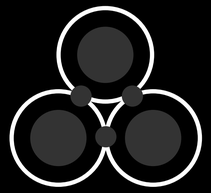
Carbon

IBM **UI + Code library**

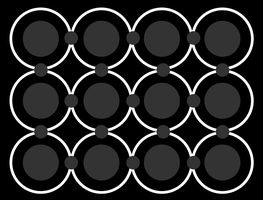
Future Digital Design | Design Language System



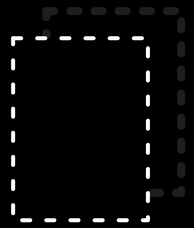
Atoms



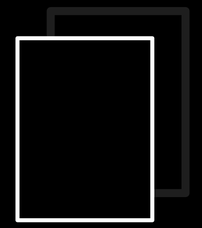
Molecules



Organisms



Templates

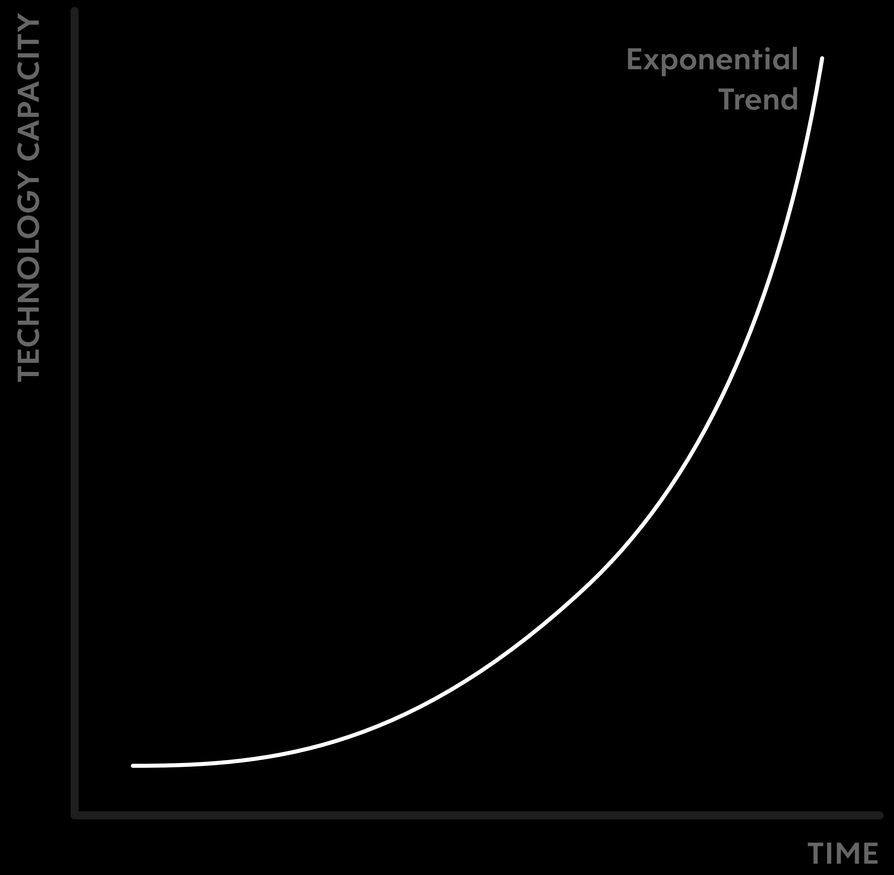


Pages

Orginal Graph: “Atomic Design” by Brad Frost - slightly adjusted here
https://atomicdesign.bradfrost.com/chapter-2/

> The most profound technologies are those that can disappear.

- Mark Weiser: Father of Ubiquitous Computing & Calm Technology



Graph: Exponential growth of information based technology.
Ray Kurzweil - Chapter 1 from The Singularity Is Near

Technolgy grows, always, faster than you think.

Employing and leveraging our natural, bodily interaction abilities and embeding computing within the social and physical contexts in which we live and work.

Future
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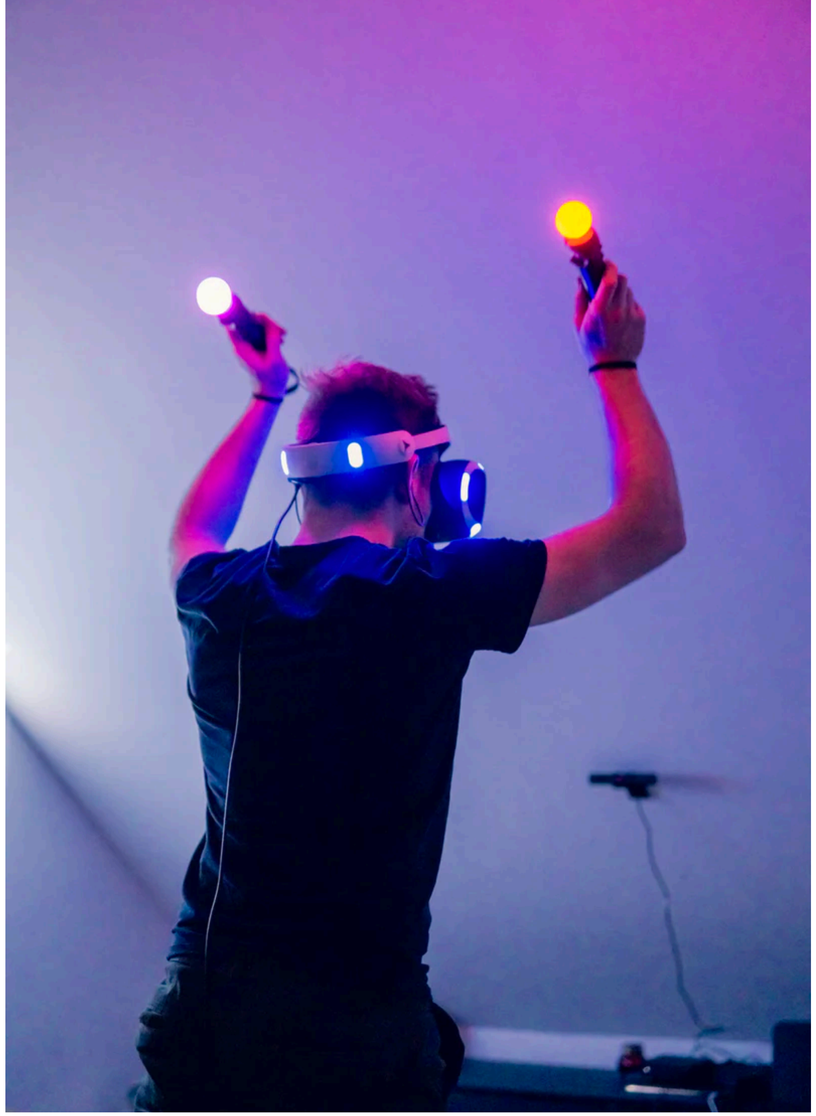
Beyond
the
Desktop

Embodied

Vitrual Reality
Tangible Computing
Affective Computing



Future Digital Design | Beyond the Desktop

Embedded

Ubiquitous Computing
Augmented Reality
Location Based System

Future
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Design

Beyond
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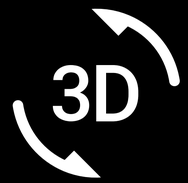
Desktop

Gesture
Control



Spatial
UI/UX

Gesture recognition via changing of wifi signals

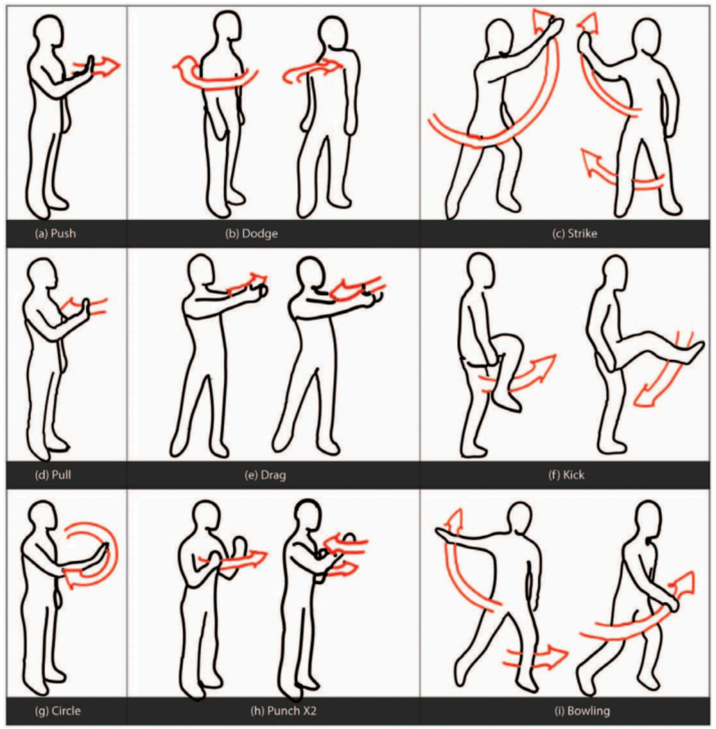


FIGURE 1. Gesture sketches: WiSee can detect and classify these nine gestures in line-of-sight, non-line-of-sight, and through-the-wall scenarios with an average accuracy of 94%.

Image: From the paper “Whole-home gesture recognition using wireless signals” by Q Pu, S Gupta, S Gollakota, S Patel 2013.
Reference: https://dl.acm.org/doi/abs/10.1145/2500423.2500436

Hologram and AR enable us to go into the new Spatial UI world with new “reality”.

Photo by the Dan Smalley Lab at Brigham Young University in January 2018
Hologram/projection: https://phys.org/news/2018-01-holograms-d-thin-air.html
Smart glasses: Rokid, Magic Leap, Hololens 2/3, etc.

Future
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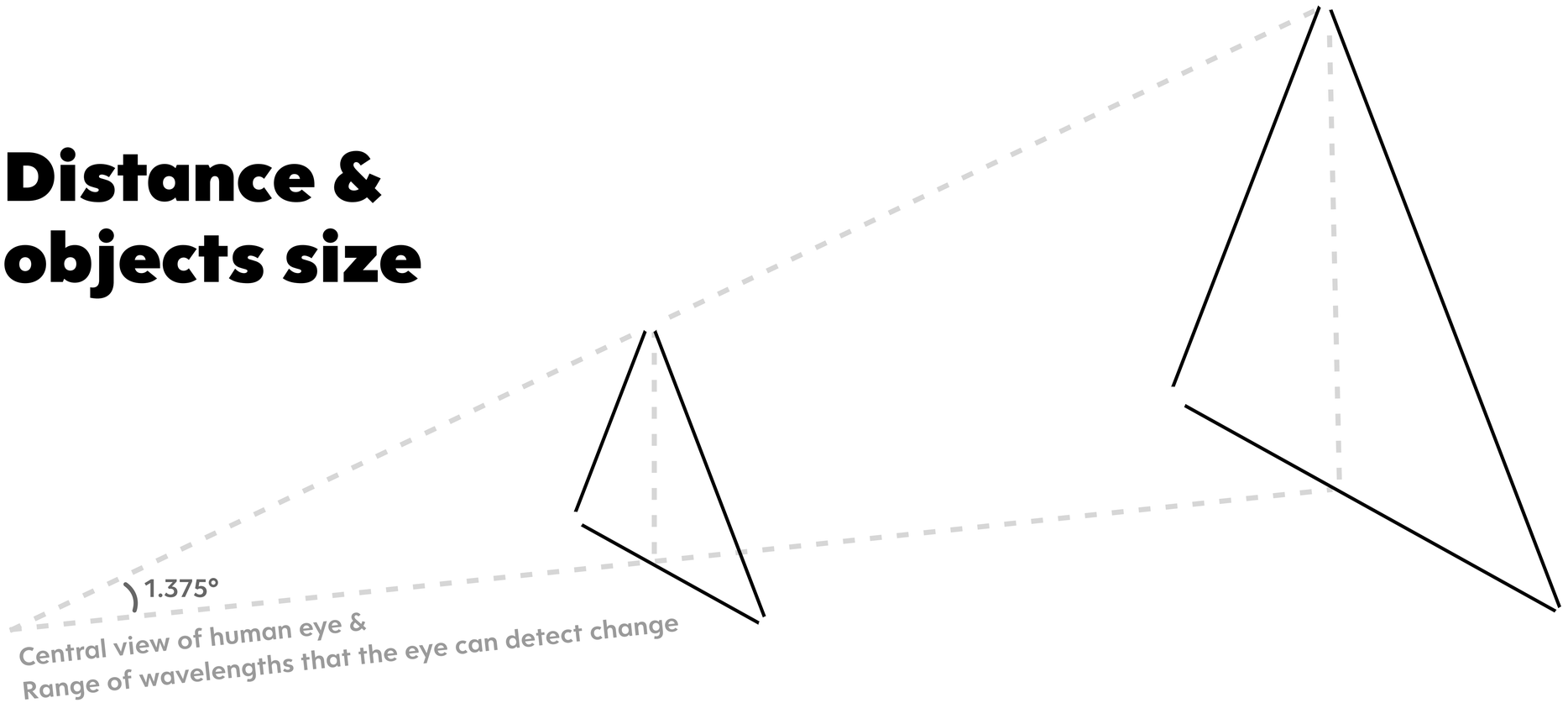
Beyond
the
Desktop

What is **reality**

Distance & objects size



Focus and out of focus

NEW DESIGN QUESTION

However, how to manipulate this new world?

Future
Digital
Design

Get
Prepared as
Designers

Sketch

After Effects

Cinema 4D

Unity

Future
Digital
Design

Thanks! Questions?

Contact me if you have more questions or interested in some of my projects and work.

ruixinz@hotmail.com
jenz_weixin