Designing New Consumer Experiences In The Era of IoT

Irene Ng's 4 new capacities of IoT that contribute to new ways to design experiences.

The Set-Up

IoT gives physical objects new capacities

Liquefy Information
- Send a physical object's information across space and time.
- Combine several sources for new information density.

New Visibility

Digital Materiality
- What software embedded in a physical object can do.
- Harvest real time. information from the object to sense and respond – e.g. programmability.

Operability

Assemblage or Service System
- Objects / devices work together for abilities none of them could perform on their own.
- Door lock + camera + internet + tablet = security system

Augmentation

Modularization for Transactions and Service
- A task network + links + transfers.
- E.G., cooking module linked to shopping module.

Agile Response

New Affordances

Situations

Situational traits that predict consumer behavior e.g. how I take my morning coffee.

Contexts

E.G. home, office, retail store.

Design new personalized solutions for new situational and contextual needs.

- Streaming music for your gym workout.
- Health and hygiene monitoring and measuring in your bathroom space.