

Designing Play

playful design
designing digital play

Menu of the day

- words on design**
- the kingdom of usability**
- mental models design**
- a different user**
- designing (for) play**



element 8

element 9

element 10



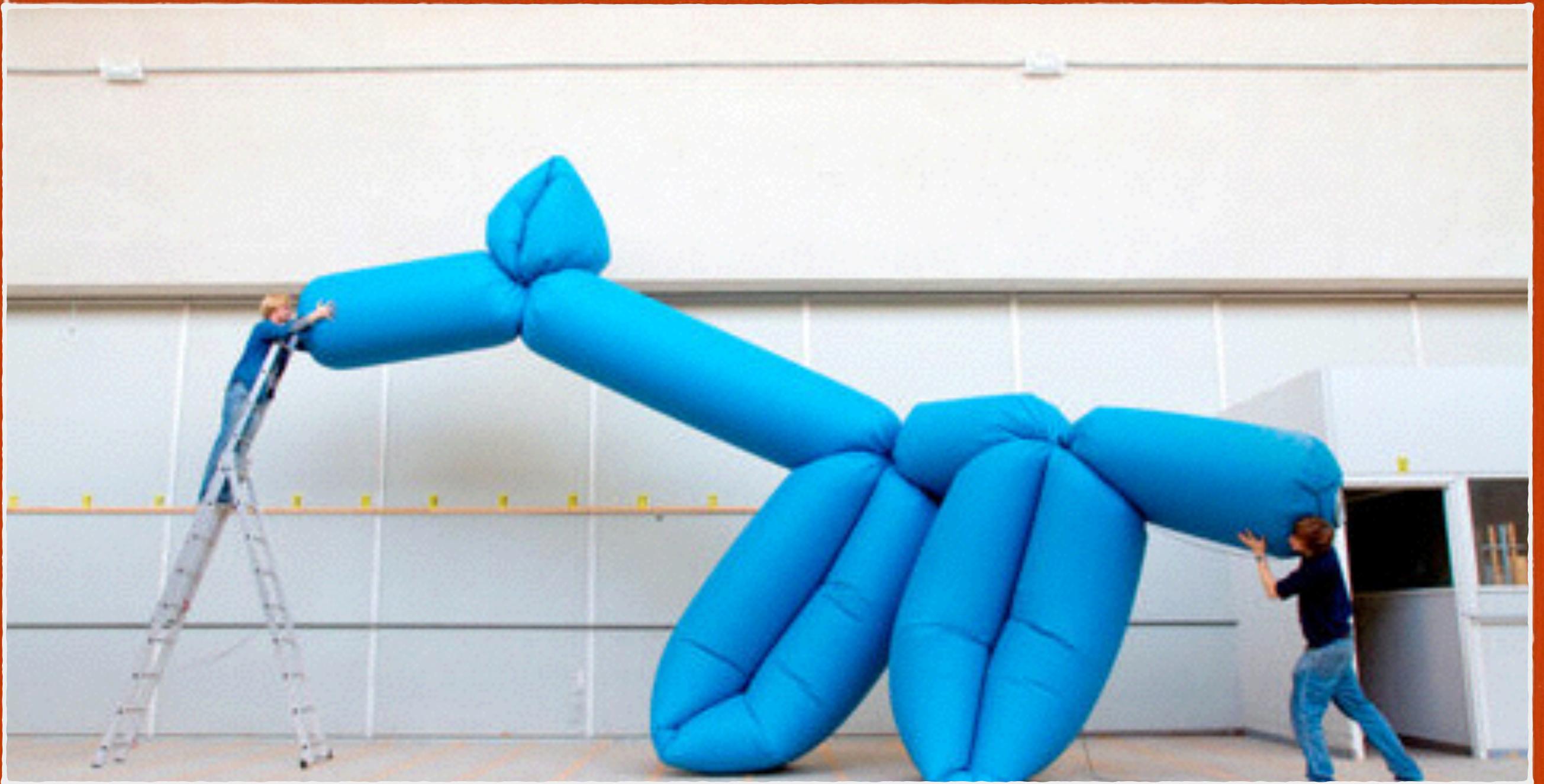
WE HAVE THE POWER TO MORPH INTO
ANIMALS!

WHAT NOW? laugh

This painting is not available in your country.



Materiality for people

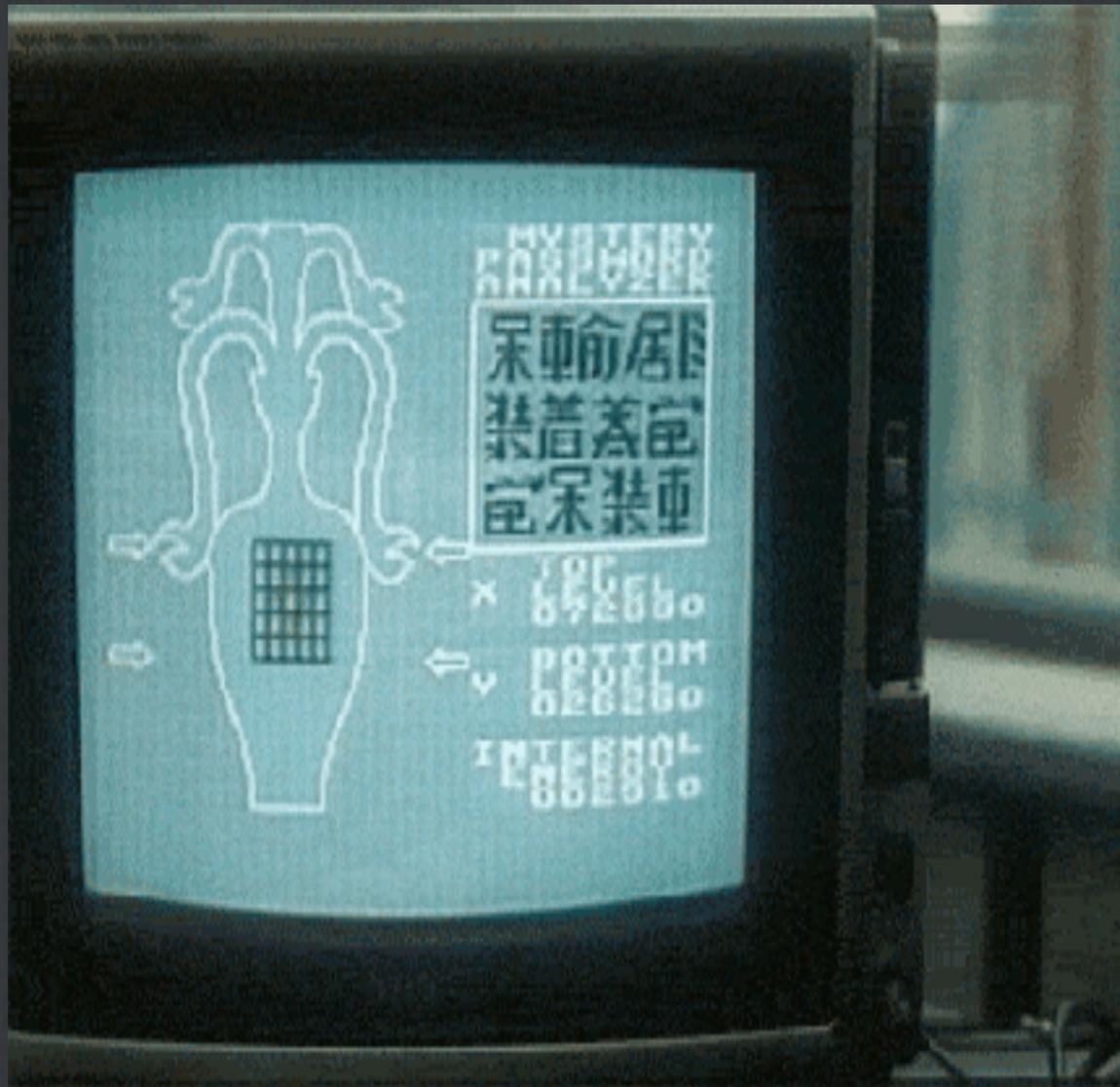


designing play



why is ninja “fun”?

Back to basics: usability



- Appliances/Software
- Efficiency
- Clarity
- Transparency
- User friendliness

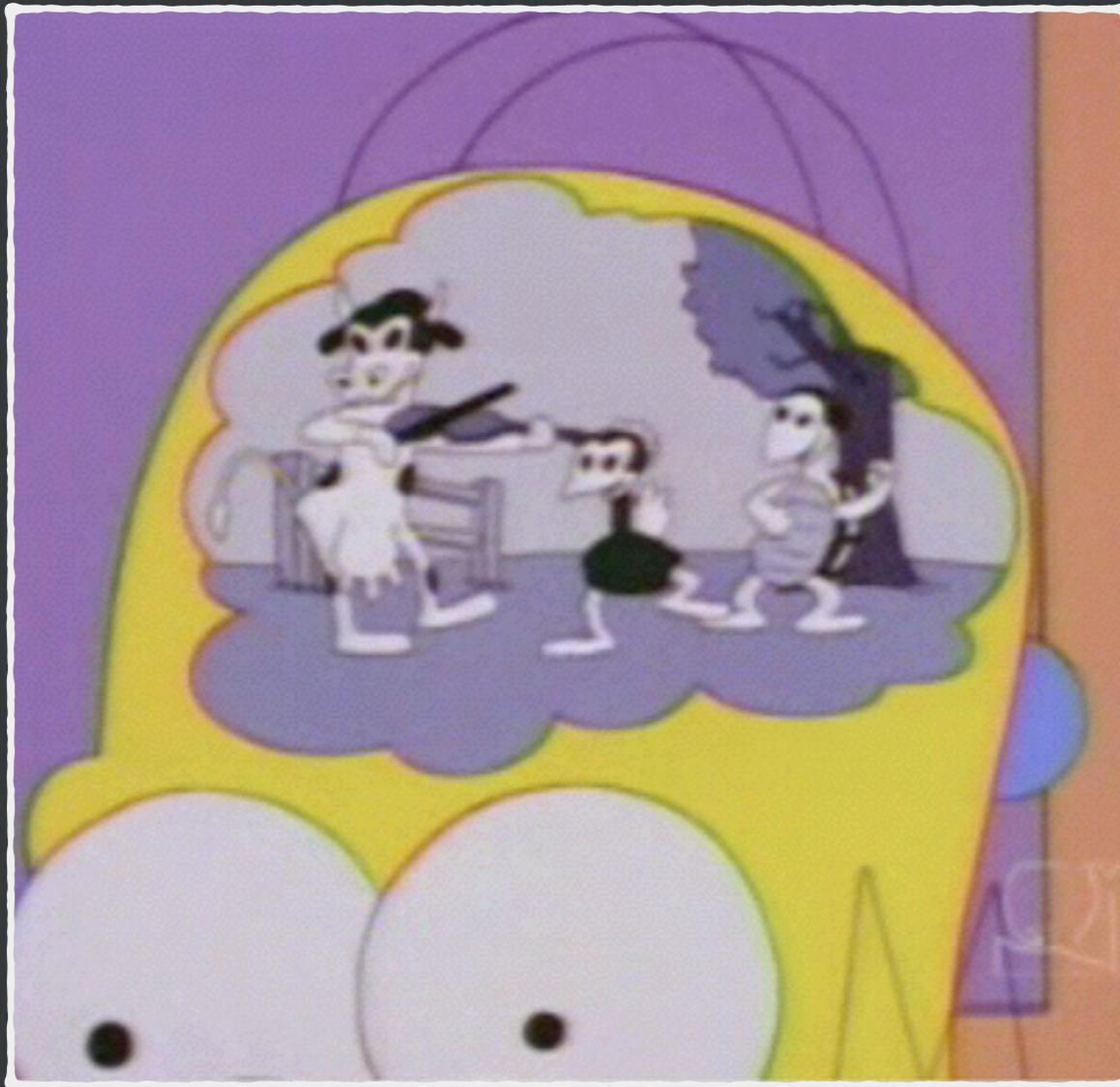
Critiques

Norman: emotional design

Dunne/Raby: user
unfriendliness



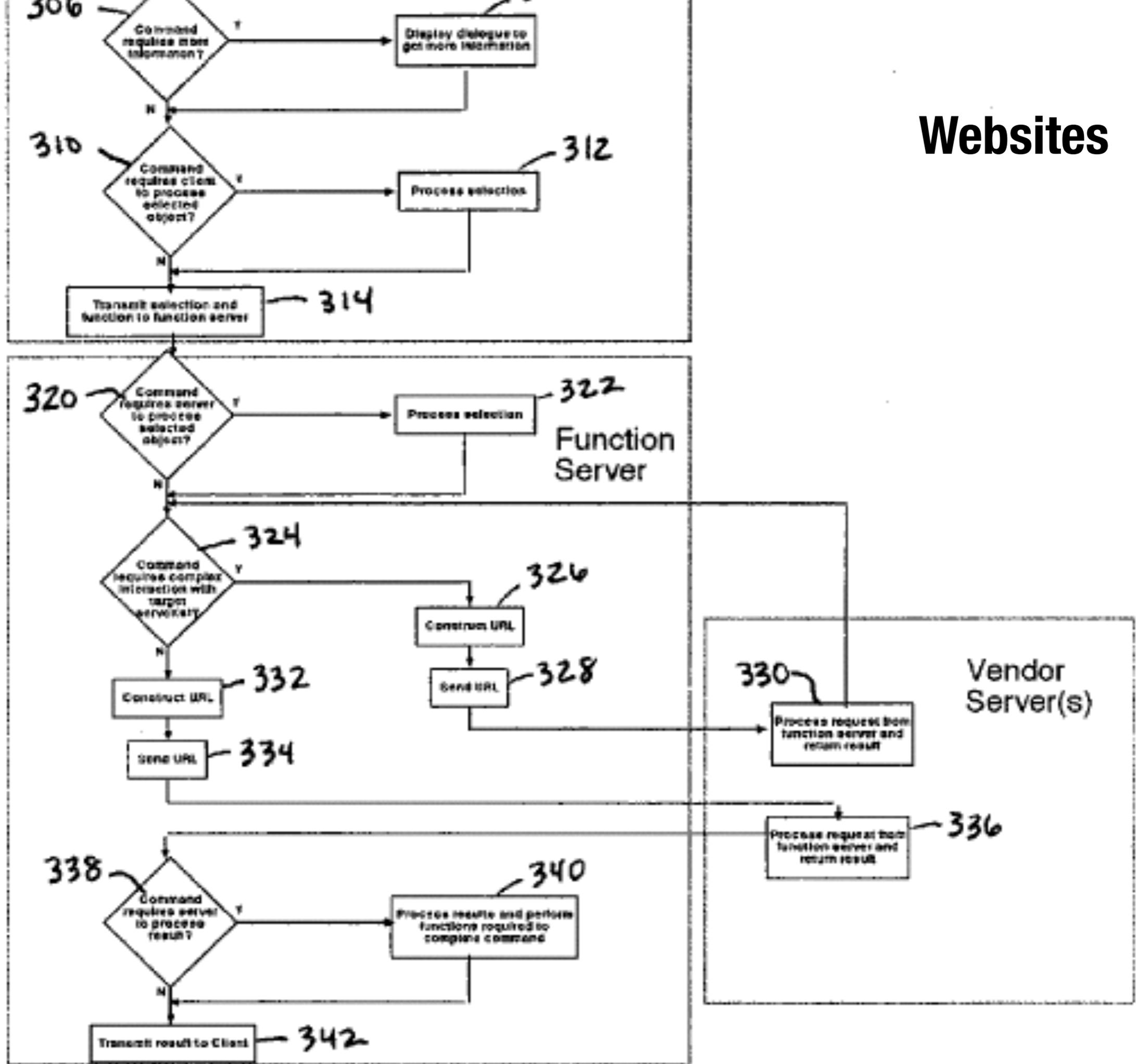
Mental Models Design

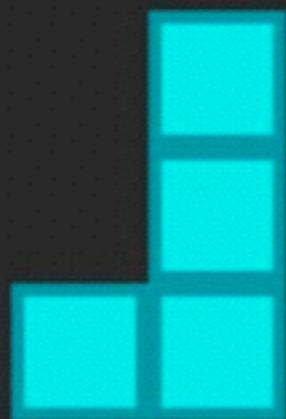
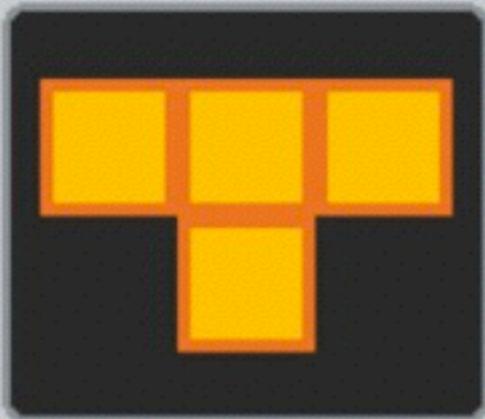


- When we interact with an object, we create a mental model of how it works.
- The object projects a system image (signifiers, affordances, constraints).
- The designer also has a model of how the object should be used.
- All three of them interact in the design process, from production to consumption.

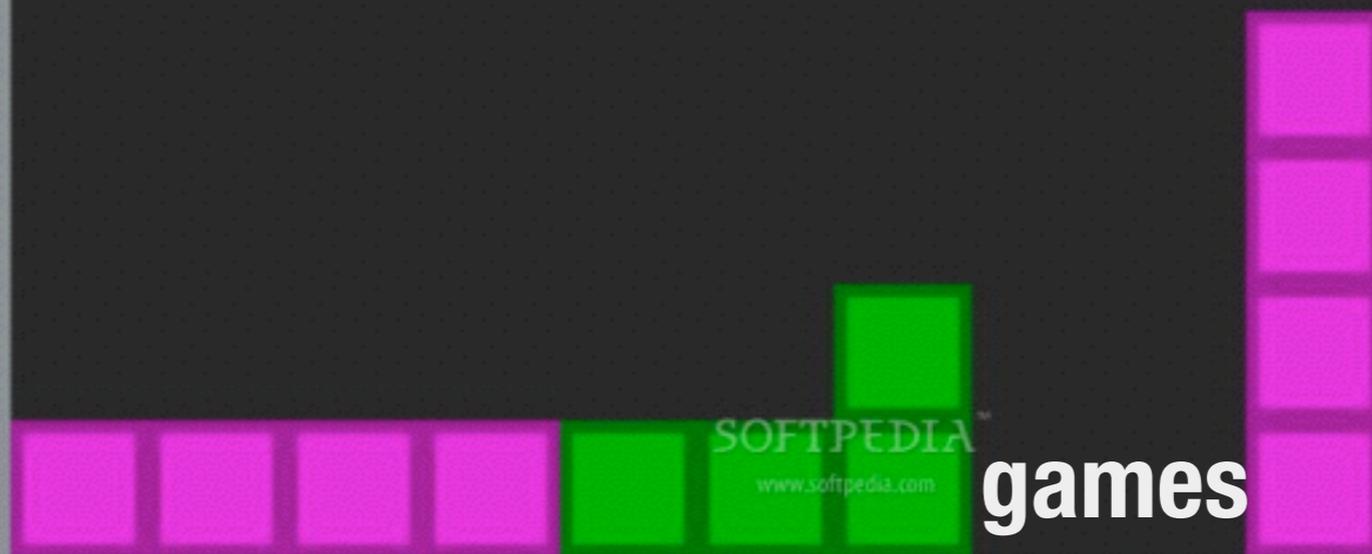
Examples

Websites





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Quick task



- Find an object in this room
- Reverse engineer it: mental models.



Let's complicate this idea

Play against Design



- Play questions some instrumental myths.
- Play has its own seriousness, its own efficiency, its own beauty.
- Play is ...

Who are we designing for?



- Classic usability: homo faber, the laborious worker.**
- Classic usability: the rational agent.**
- Play design: homo ludens.**

Designing for *homo ludens*



- Playful design should be:
 - open for creativity and appropriation.
 - open for interpretation.

How?



- good usability: the interaction should not get in the way of the experience (unless it is part of the experience).**
- breaking conventional expectations/interpretations.**
- downplay system authority.**
- bring the body into play.**

A task

Quickly redesign the object you chose at the beginning of the lecture focusing on these ideas.



Let's look at toys



- By design, toys do all these things.**
- That's why the design of play should start here.**
- Think about how a toy creates play.**



Design a
situation,
not a
process

Downplay
system
authority



Play design

- lose coupling
- wiggle spaces
- stage setting
- negotiation
- appropriation
- submission

