

YSDN 4003 - Advanced Topics in Interactivity

# There's an app for that!

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There's an app for that!

Golden Krishna is a design strategist at Google, author of *The Best Interface Is No Interface*, and lecturer of multiple conferences.

His philosophy? The best user interface is no user interface.



Golden Krishna [www.goldenkrishna.com](http://www.goldenkrishna.com)

There's an app for that!

Bold statement indeed, but his message is quite impressive. Right now, a lot of digital applications are available to the customer.

But, is having an interface always the right answer to solving a problem?

In other words, **should the interface always be the outcome?**



The Best Interface is No Interface [www.nointerface.com/book](http://www.nointerface.com/book)

There's an app for that!

# Always more app...

There's an app for that!

Krishna, Golden. The Best Interface Is No Interface: The Simple Path to Brilliant Technology. 1 edition. Berkeley, California: New Riders, 2015.

**Stuck in snow?**

There's an app for that!

**Dead?**

There's an app for that!

**Britney Spears?**

There's an app for that!

**Need to pray?**

There's an app for that!

**Stalking**

There's an app for that!

**Ordination on the go?**

There's an app for that!

**Home security**

There's an app for that!

**Giving birth**

There's an app for that!

**Can't sleep**

There's an app for that!

**Being arrested**

There's an app for that!

**Passover?**

There's an app for that!

**Need a concierge?**

There's an app for that!

**World Cup?**

There's an app for that!

**Moody?**

There's an app for that!

**Staying safe in danger zones?**

There's an app for that!

**Cooking Diner**

There's an app for that!

**Remote Sex?**

There's an app for that!

**Want to save cash?**

There's an app for that!

**Need a college?**

There's an app for that!

**Are you sick?**

There's an app for that!

**Want to save cash?**

There's an app for that!

**Heart Attack?**

There's an app for that!

**New Year's Eve?**

There's an app for that!

**Save the whales?**

There's an app for that!

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BMW Application

**How do you make a better car key?  
... wait *There's an app for that!***

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There's an app for that!

**1 Walk up to my car**

**Me**

2 Pull out my smartphone

3 Wake up my phone

4 Unlock my phone

5 Exit my last opened app

6 Exit my last opened group

7 Swipe through a sea of icons, searching for the app

8 Tap the app icon

9 Wait for the app to load and try to find the unlock action

10 Make a guess with the menu and tap Control

11 Tap the Unlock button

12 Slide the slider to unlock

**13 Physically open the car door**

**My goal**

There's an app for that!

- 1 Walk up to my car
- 2 Pull out my smartphone**
- 3 Wake up my phone**
- 4 Unlock my phone**
- 5 Exit my last opened app**
- 6 Exit my last opened group**
- 7 Swipe through a sea of icons, searching for the app**
- 8 Tap the app icon**
- 9 Wait for the app to load and try to find the unlock action**
- 10 Make a guess with the menu and tap Control**
- 11 Tap the Unlock button**
- 12 Slide the slider to unlock**
- 13 Physically open the car door

**Digital  
Interface**



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Let say we remove the user interface of this task...

- 1 A driver approaches her car
- 2 She opens her car door.

Conclusion

# Value of the Interface

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Does proposing an interface genuinely answer this? Designers should think of the value of the interface and in which capacities it can support the goal/solve the problem.

Automatization, voice recognition, artificial intelligence – all of these topics should be considered with the interface.