

## Exercise 3

### **Task 1:**

Explain the roles of an enthusiast, a professional and a consumer when a new technology is released with help of a technology or product of your choice (not yet named in the lecture).

### **Task 2:**

Choose an example and use it to briefly explain Bill Verplank's model of Interaction Design.

### **Task 3:**

Explain the term "Affordances" and its characteristics towards an own example. Name an object from your real life (explicitly not digital life!) which shows a clear affordance to you. Can you come up with an example where affordances can "go wrong"? How does the term fit into Bill Verplank's model of Interaction Design?

### **Task 4:**

Mat Hunter described the process of creating an Interaction Architecture for Kodak. Briefly explain the stages and their implications.

### **Task 5:**

Explain the problems that occurred during the development of PhotoStitch (by Canon). Why was the concept not successful in the beginning? Do you know another product which has/had the same problems?

### **Task 6:**

Explain the term "Mapping". Give one example (not yet named in the lecture) where mapping can be misinterpreted.

### **Task 7:**

Explain the difference of digital and human time and name possible problems if they are not in sync.

### **Submission**

Submit your solution as PDF or TXT to UniWorx (<http://www.pst.ifi.lmu.de/uniworx>).

Deadline: 06.06.2011 10:00am