



Embedding experience:

Bridging the gap between design & reality

Morgan McKeagney, Director, iQ Content

A (brief) history of  
everything..

# Back in the day / A physical universe





# Place / Curated experiences





# Pantheon / Inspire awe and submission



**M·AGRIPPA·L·F·COS·TERTIVM·FECIT**

# Vitruvius / Three Design Principles (Father of UX)?



## Utilitas

**Functionality:**– the arrangement, quality and interrelationship of spaces and how the building is designed to be useful to all.

## Firmitas

**Build Quality:** the engineering performance of the building, which includes structural stability and the integration, safety and robustness of the systems, finishes and fittings.

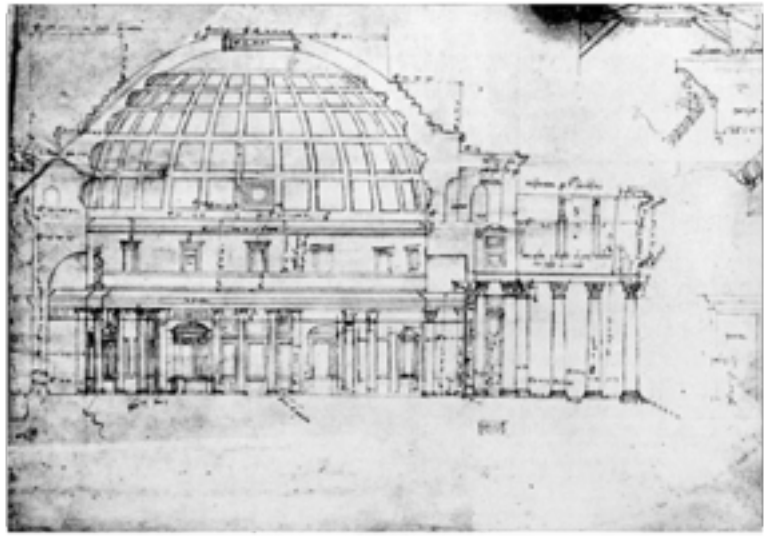
## Venustas

**Impact:** the building's ability to create a sense of place and have a positive effect on the local community and environment.



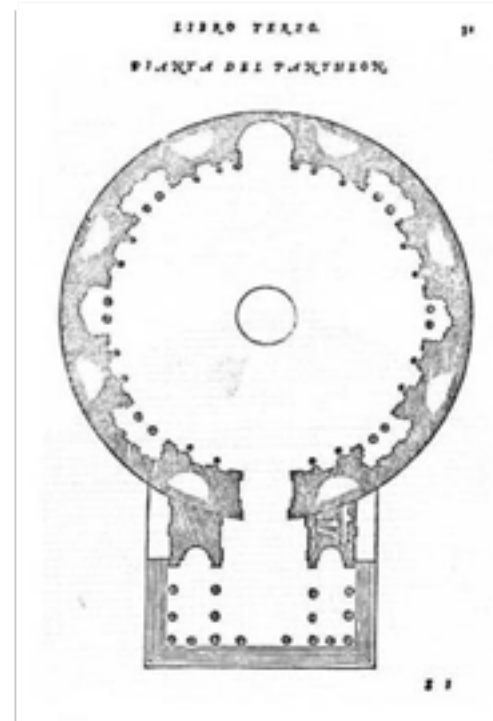
# Documenting design / Communication, understanding

## Sketch

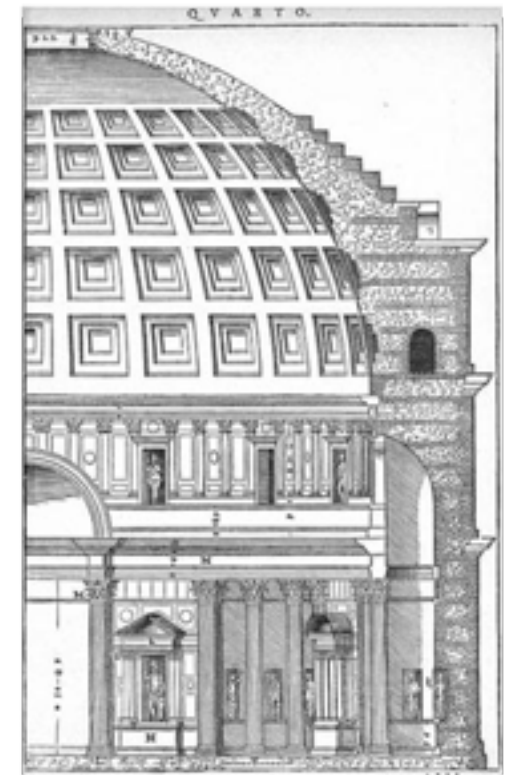


Peruzzi, 1500

## Plan, section, elevation



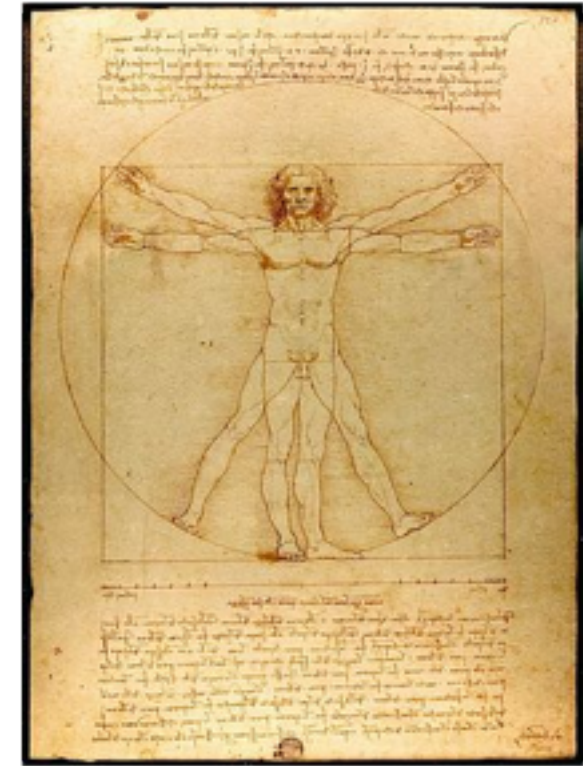
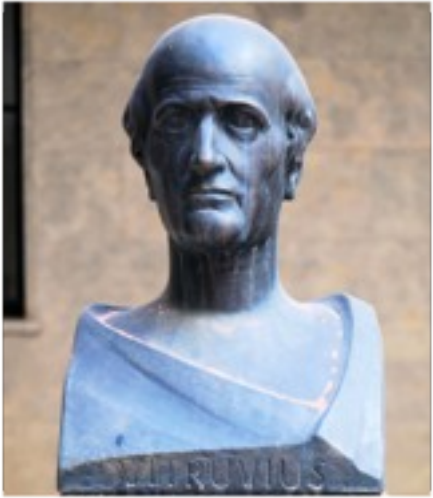
Serlio, 1540



Palladio, 1570



# Renaissance Men / Ying & Yang



# Art & Science / The Great Divergence

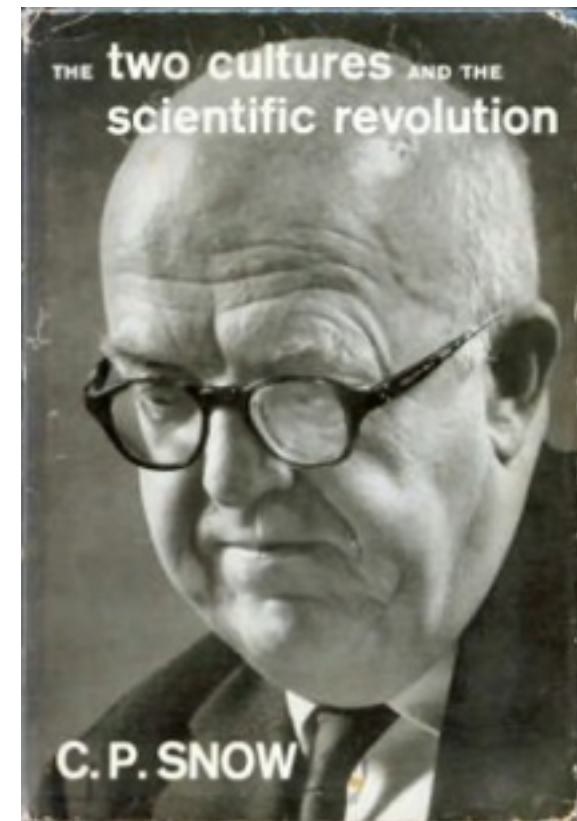


1519



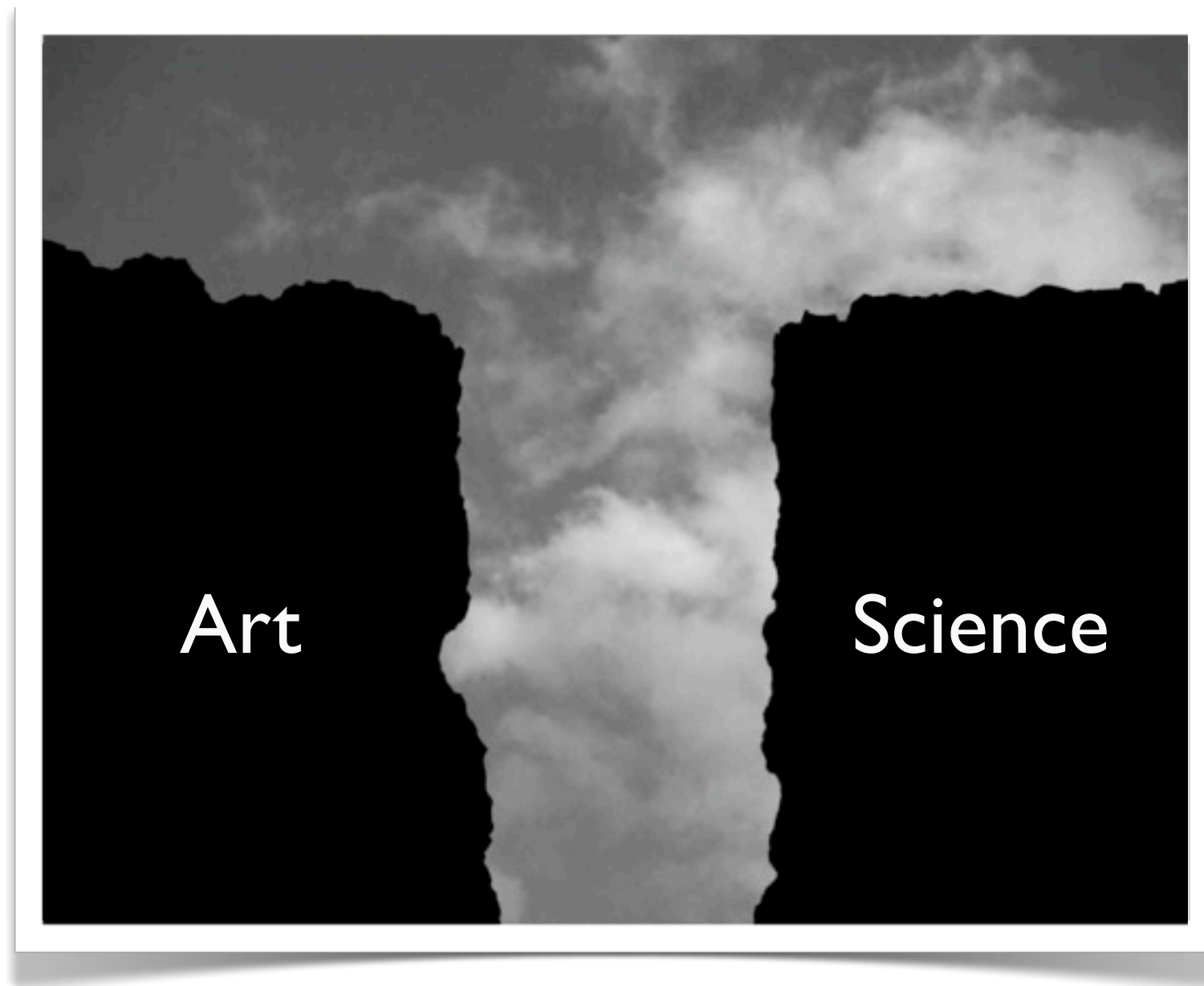
Science...

Art...



1959

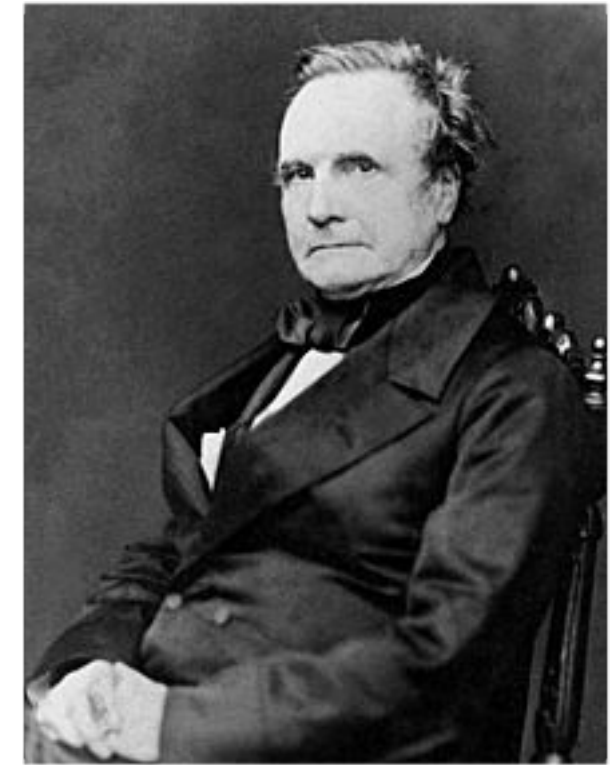
# Art & Science / Mind the gap





Computers, screens, UX

# OK Computer / A machine, by Babbage



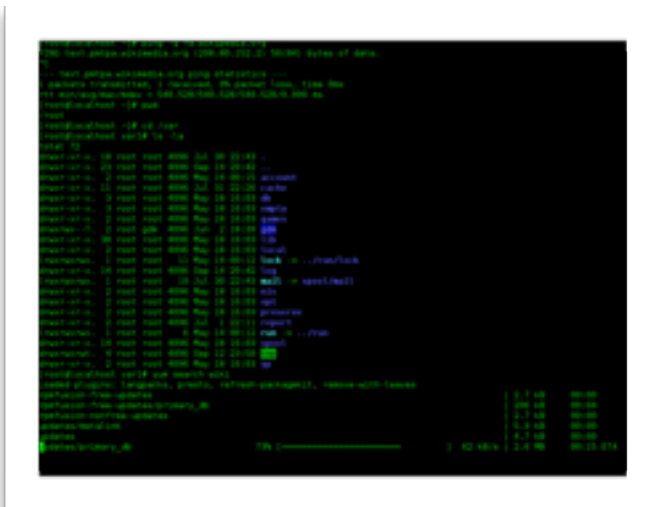
**Charles Babbage**, (1791 – 1871)  
**English polymath:** mathematician,  
philosopher, inventor and mechanical  
engineer.

# Web 1.0: Tethered Computing / Where is the internet?





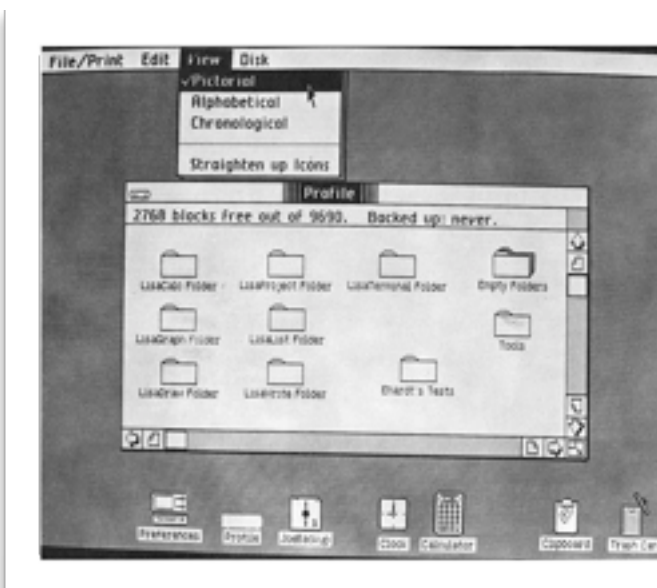
# Screens & UIs / Humanising machines



Command Line



PARC Alto, 1973



Apple LISA, 1983



Windows 1.0, 1985

# UX is born / We fix what's broken



National Museum of Ireland  
Ard-Mhúsaem na hÉireann



NATIONAL MUSEUM OF IRELAND  
you'll want to stay  
*for ages*

[National Museum of Ireland](#) [Archaeology & History](#) [Decorative Arts & History](#) [Natural History](#) [Country Life](#)

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NATIONAL MUSEUM OF IRELAND



Welcome to the National Museum of Ireland - the nation's premier cultural institution and that with the strongest emphasis on Ireland's art, material culture and natural history.

Our collections and their exhibitions are centred on four sites, three in Dublin and one in the west in Co. Mayo.

[MORE](#)

**Joyce's Burmese Buddha**



As part of the centenary celebrations for Bloomsday on 16th June 2004, the National Museum of Ireland is displaying an important Burmese statue of the Reclining Buddha from its collections.

This artistic work is referred to twice during the course of James Joyce's masterpiece, 'Ulysses' in both the Lotus-Eaters and Penelope episodes.

[MORE](#)

event *highlights*

**Throughout the Month - Travel Through Time at the Barracks!**  
*Decorative Arts & History*  
Date: 27-July-2004 to 31-July-2004  
[MORE](#)

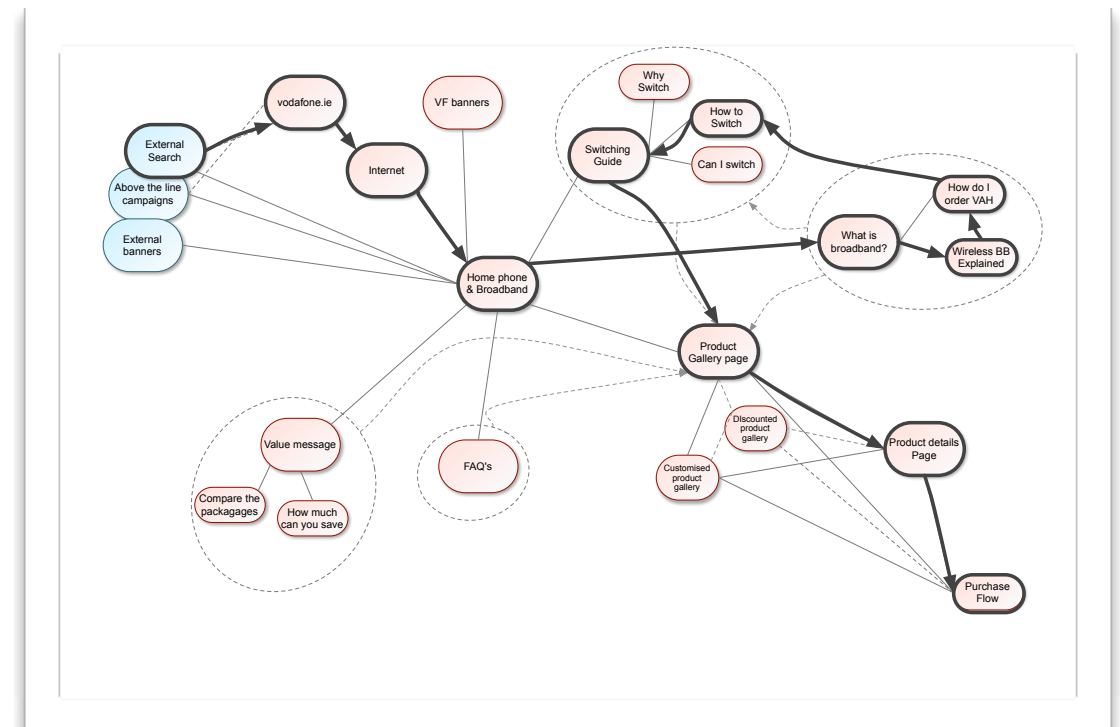
**SUMMER SCHOOL for Teenagers: My Museum**  
*Country Life*  
Date: 27-July-2004 to 30-July-2004  
[MORE](#)

**Craft Workshop - A 101 uses for Straw**  
*Country Life*  
Date: 28-July-2004  
[MORE](#)

**Special Children's Tours: Enormous**  
*Natural History*  
Date: 29-July-2004  
[MORE](#)

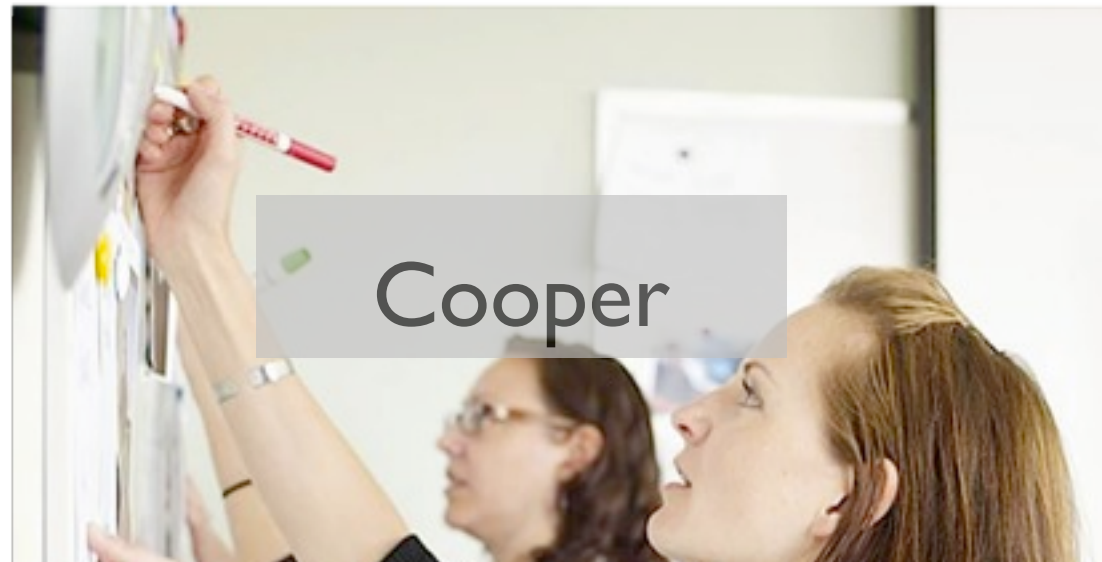
eu2004.ie [HOME](#) [LEGAL](#) [Government Awards](#)

# Design principles / **Applied.**





# We evolve common techniques / **Stickies**



**Cooper**



**Flow**



**iQContent**



**Fjord**

Lose site of what matters / Incessant navel gazing...

IA?

iXD?

UX?

content strategist?

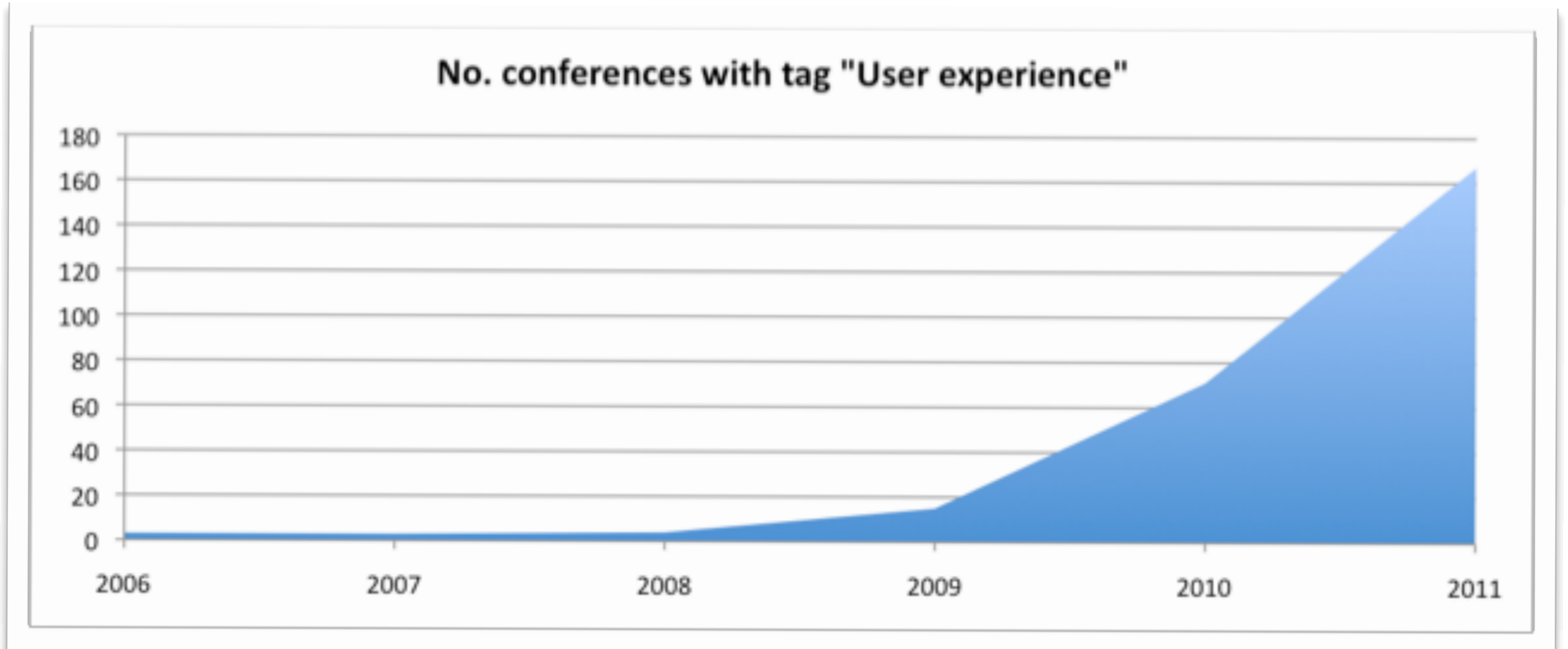


People's Judean's Front? / %^\$ Off!



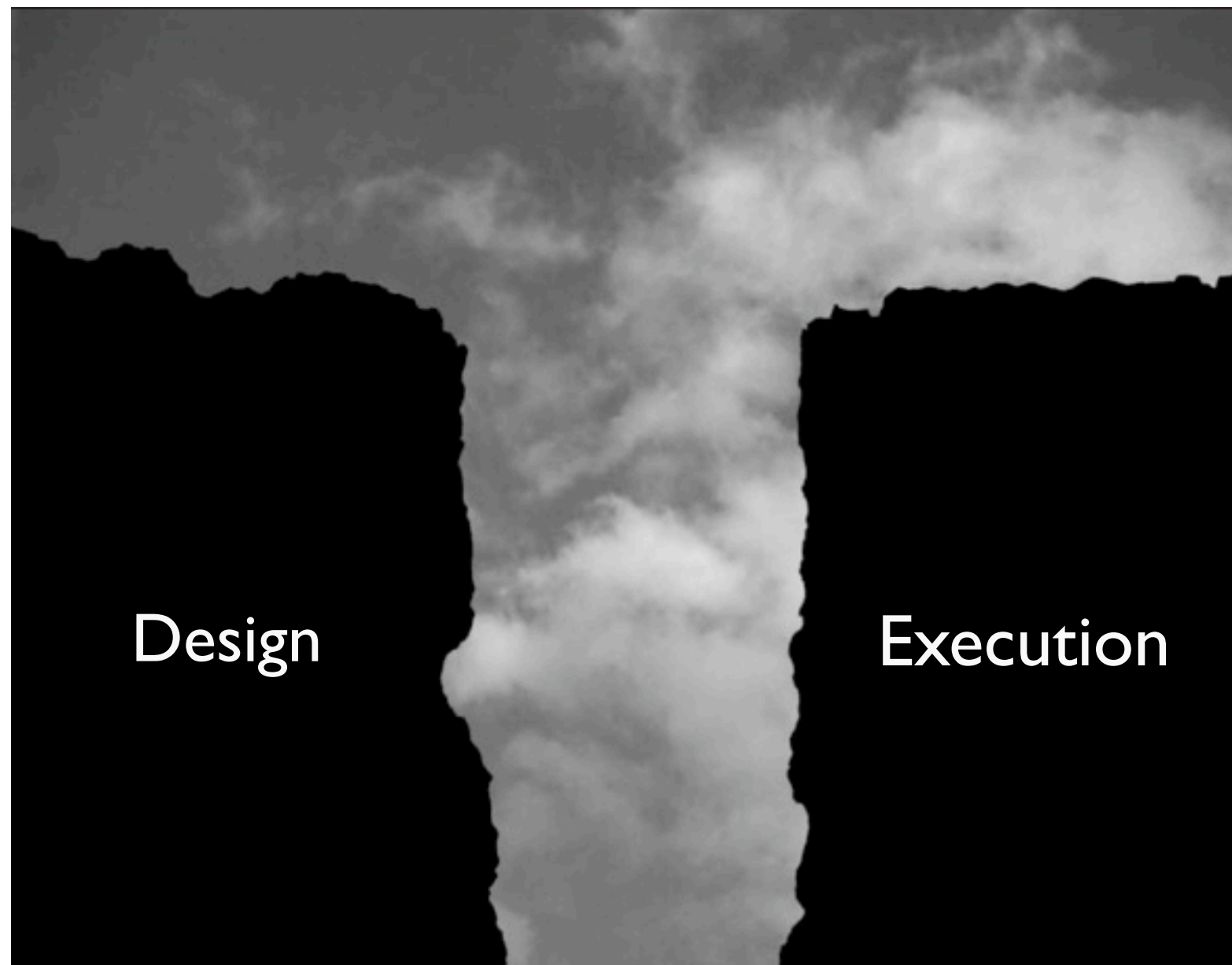


# Inflation of ego, costs, chatter / Self-important



Source: Lanyard.com, 12th September 2011

# Design & Execution / Mind the gap



Genie, leaves bottle.



# Epiphany with a plumber / Brave New World



# Mobile Explosion / 2010-2011 Liftoff

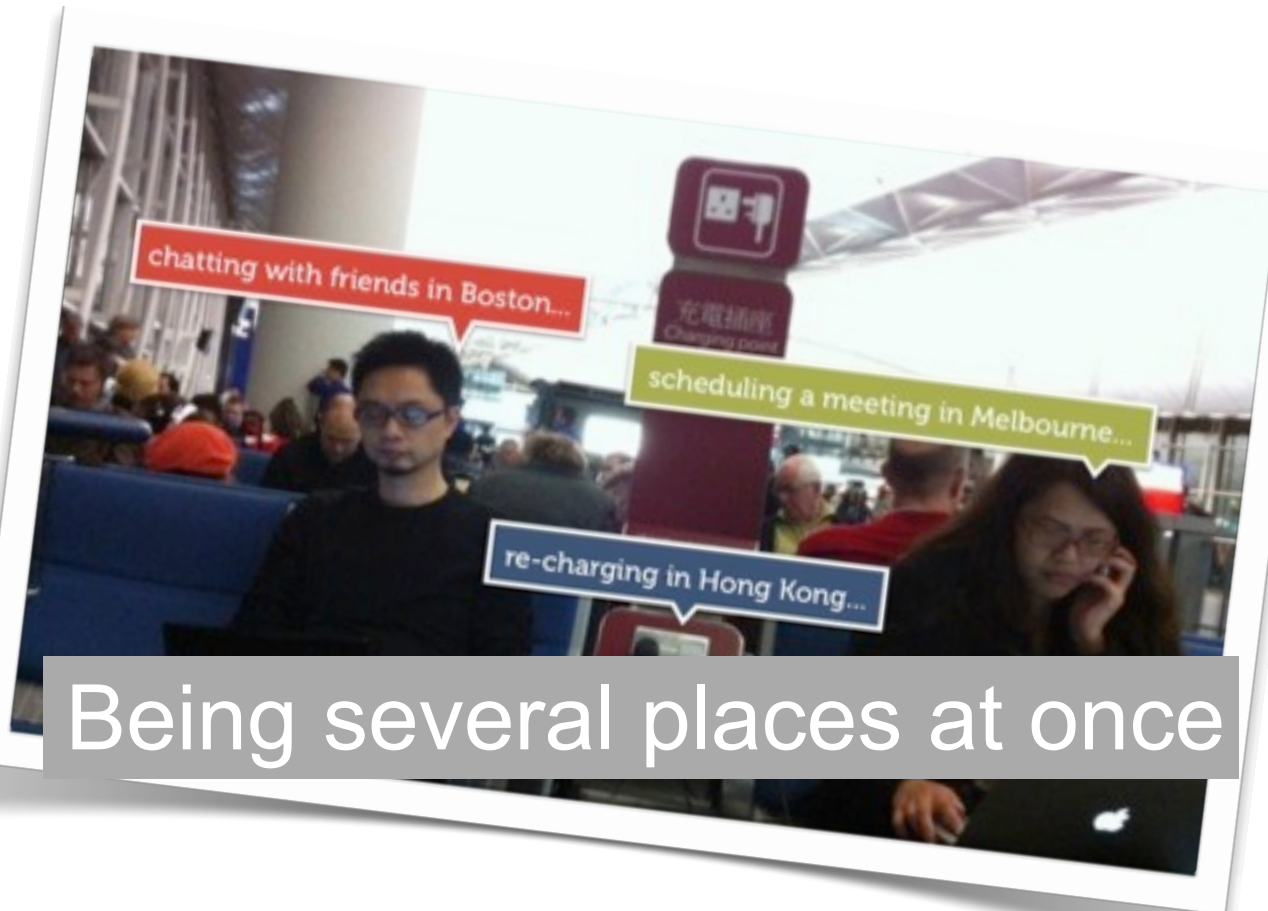


Jan  
2010

March  
2011

**2044% increase in 15 months**

# Context & Place / Reconnection with the physical & social



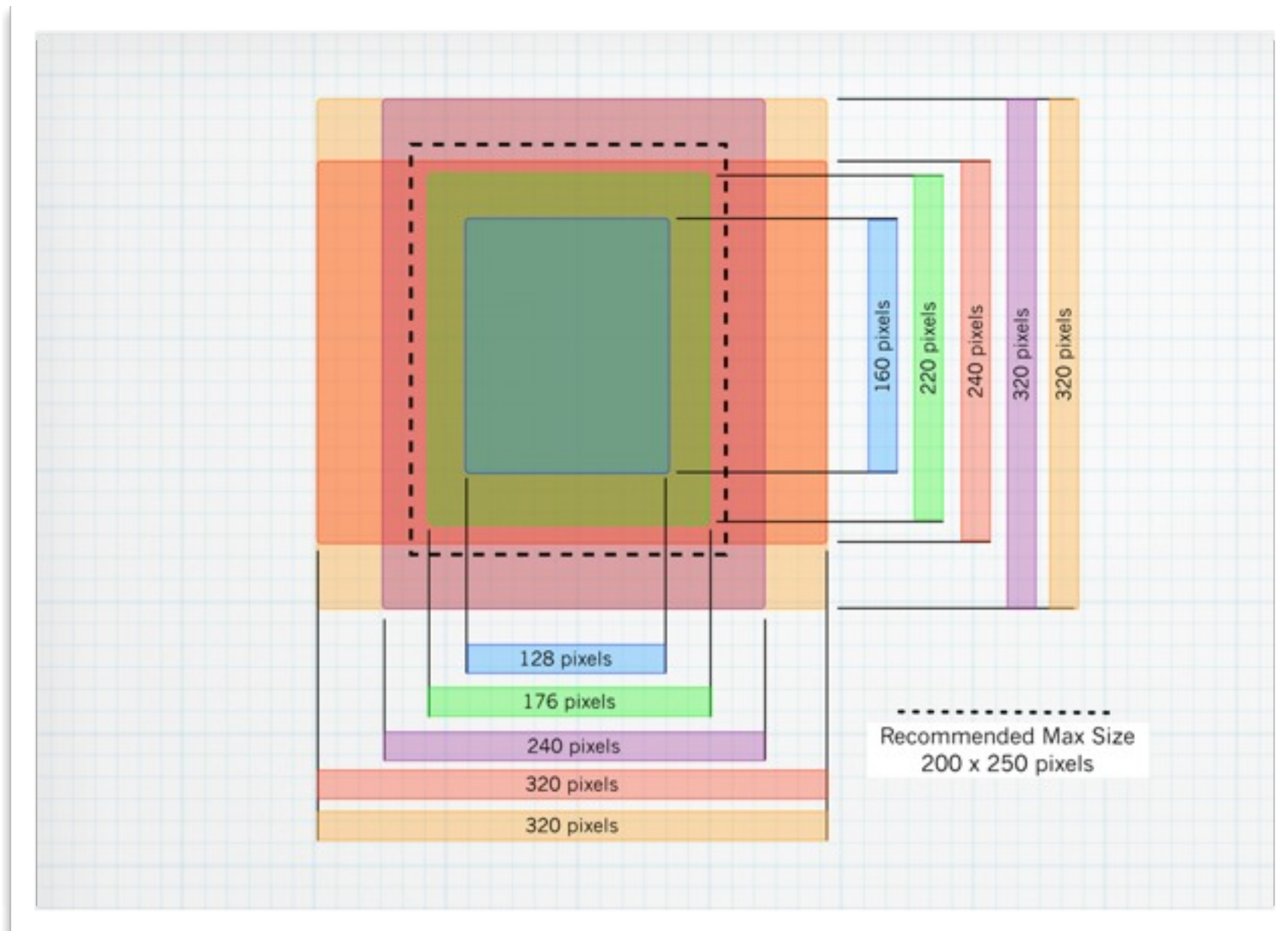
Being several places at once



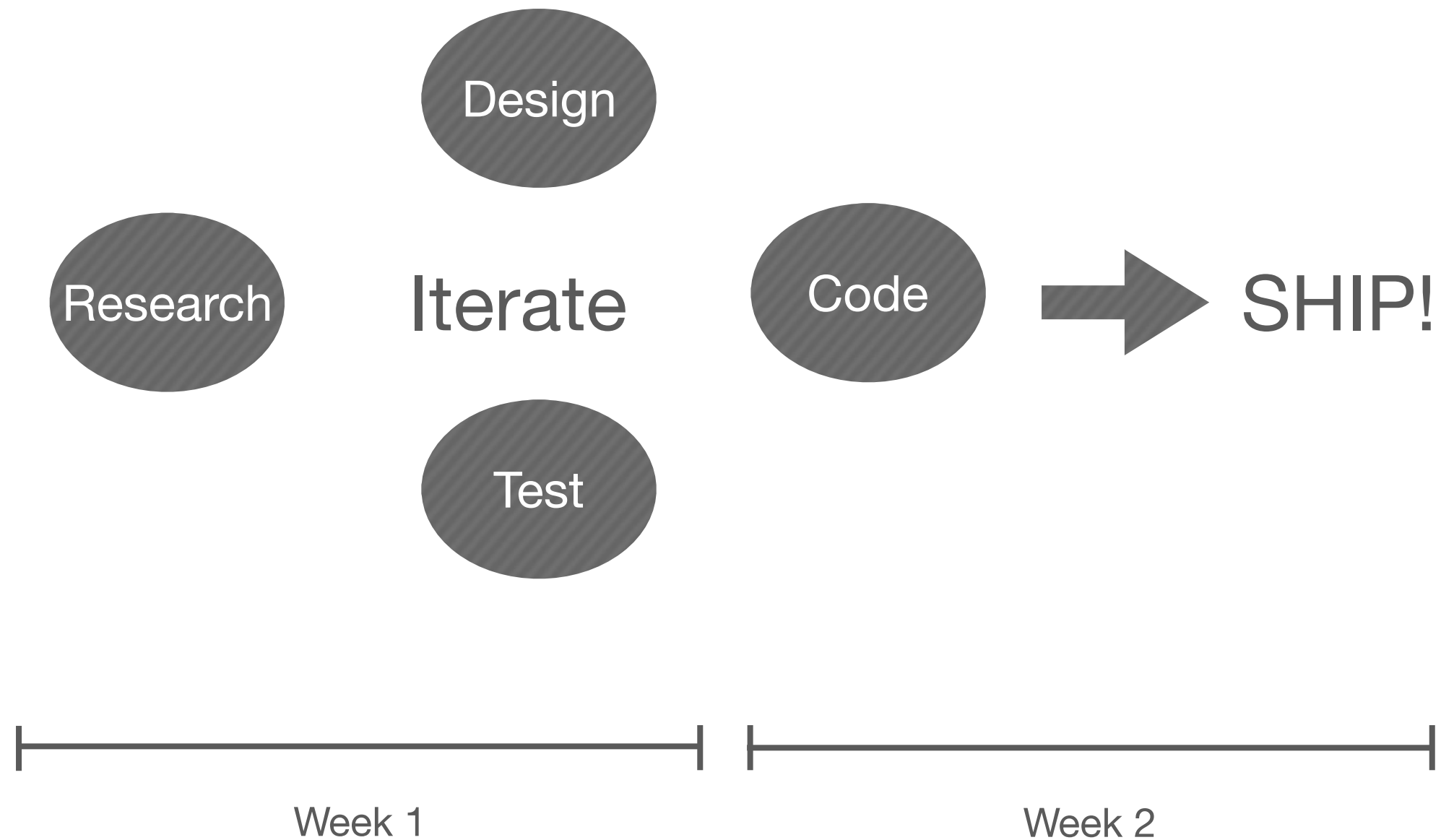
On different devices



# Design complexity / Explosion in devices & screen sizes



# Demand for speed & agility / Process shrinks



# What's now / Physical, wearable, social





# An explosion of experiences / All to be designed

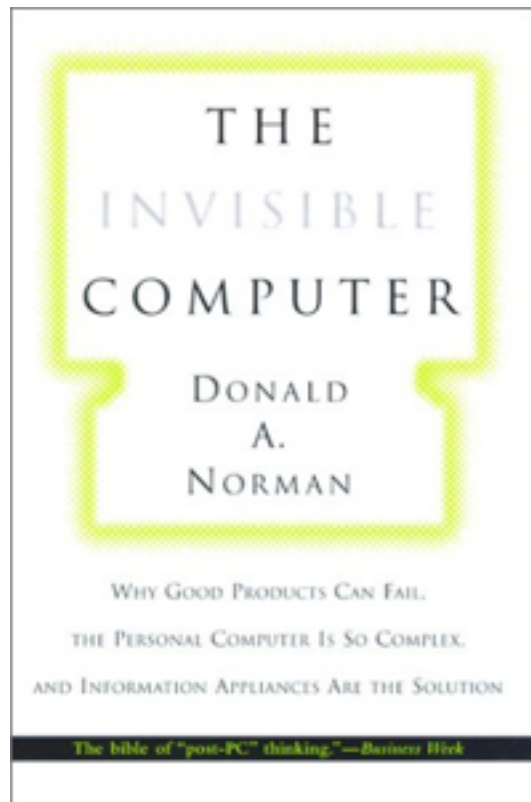


Everything's an interface / Nothing's an interface

How the \$%\$ do you  
wireframe that?



# The Best UI / No UI?



“No matter how cool your interface is, less of it would be better.”

Alan Cooper, About Face

UX  $\neq$  UI

Golden Krishnan



# Embedded Experiences

World has shifted / UX must adapt





# A Dublin Allegory / Selling UX to the new software elite



Google

facebook

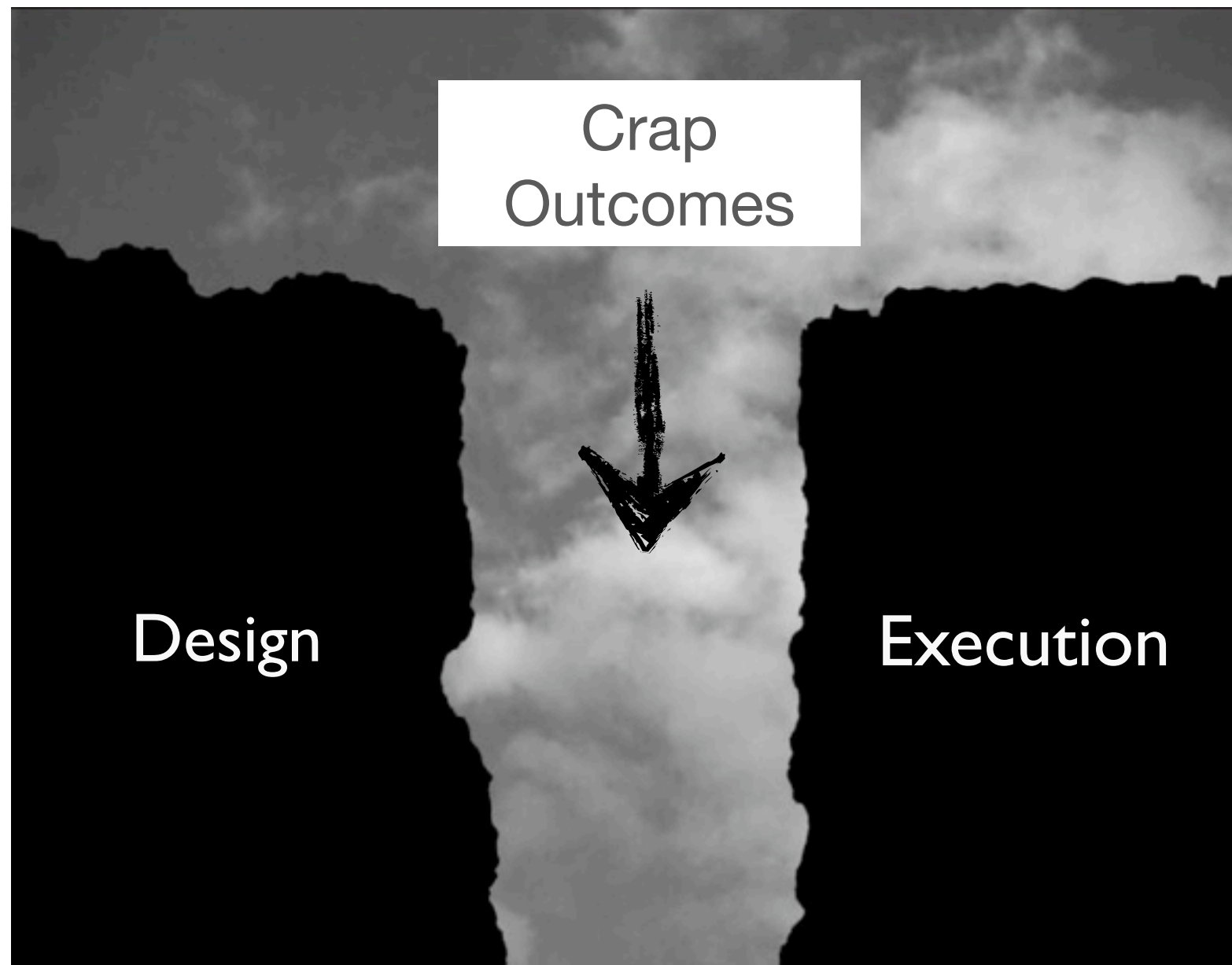
twitter

tripadvisor

airbnb

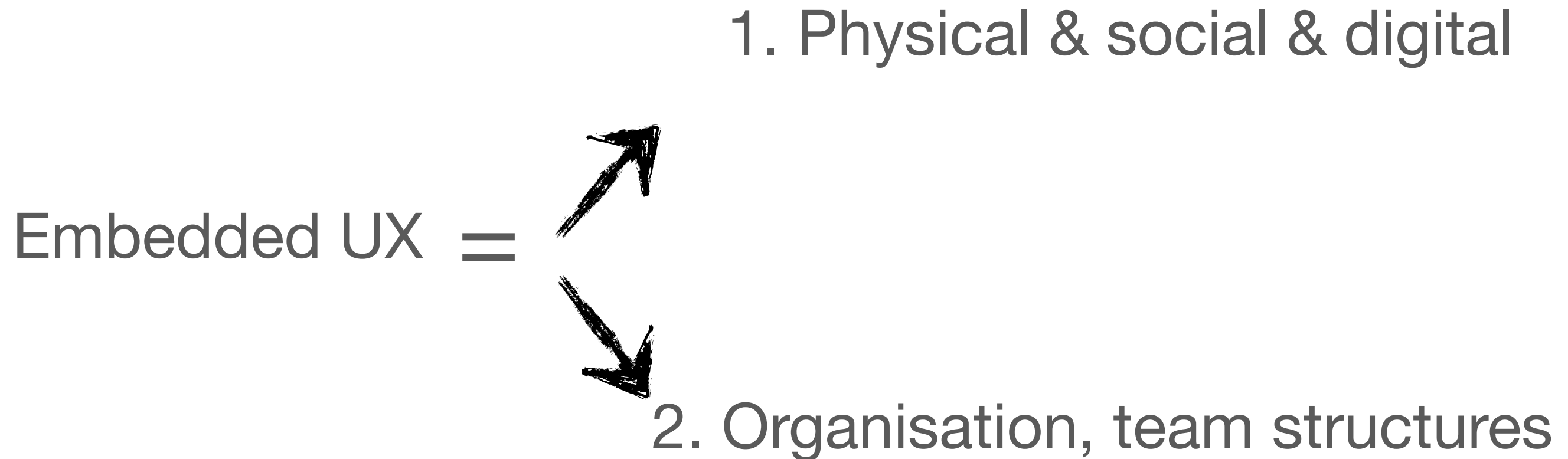


# Mobile universe / Design gap leads to crap outcomes



# Closing the Gap / Experiences, not interfaces







# Revenge of Renaissance Man / Genius of Experience



Hardware + Software

+

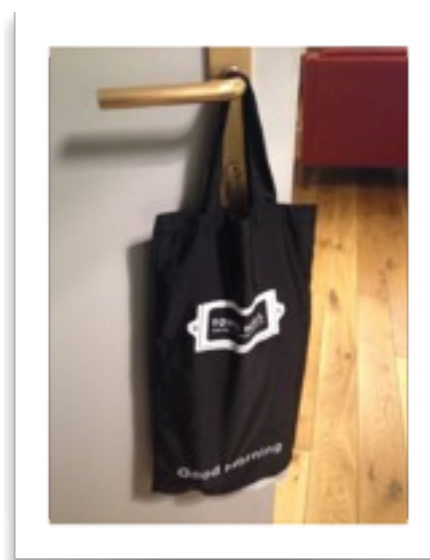
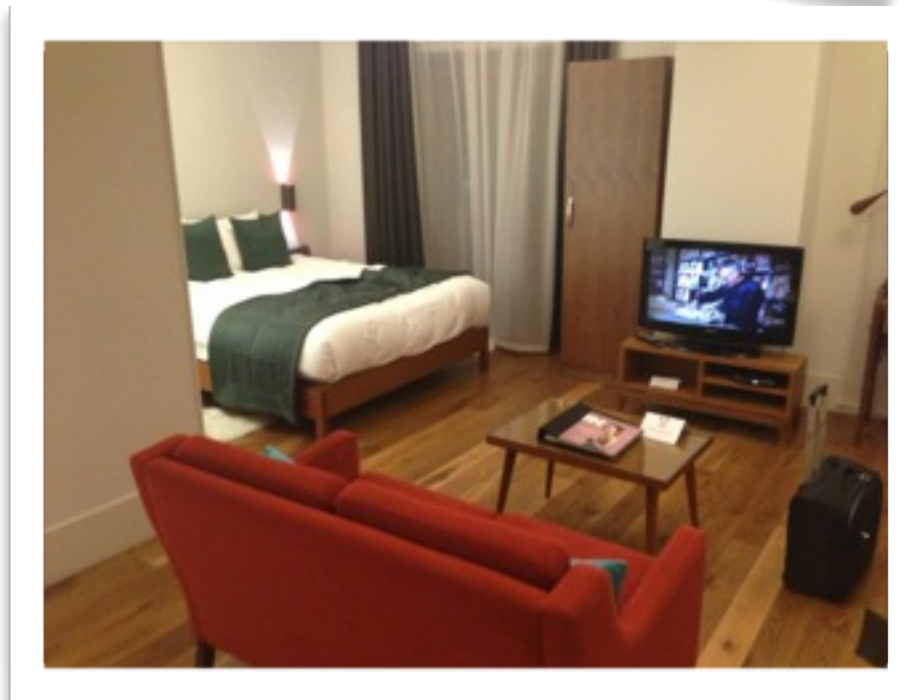
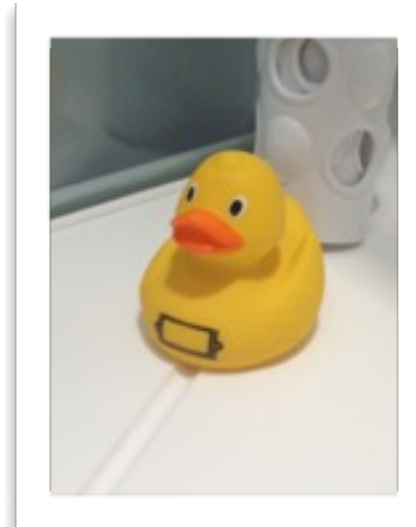
Services

+

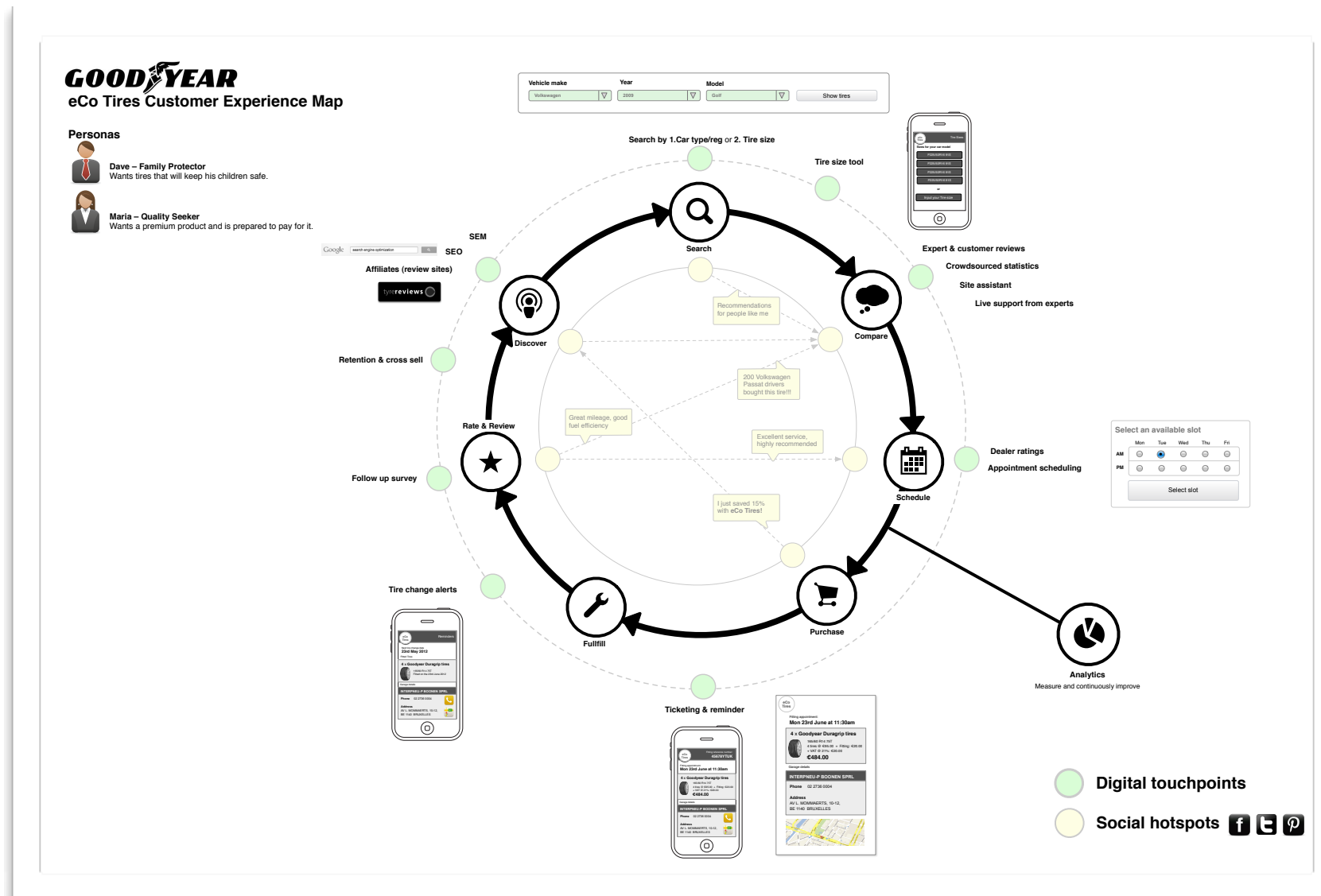
Physical Experiences

**“Design is how it works”**

# The Boutique Hotel / 1,000 small interactions

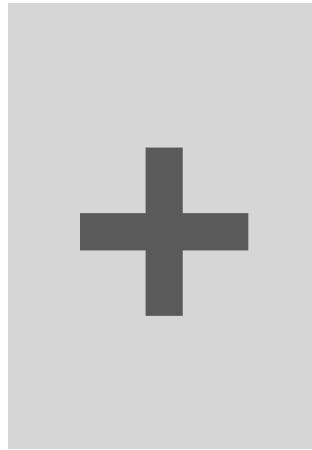


# Back to our core / Solving problems, making connections

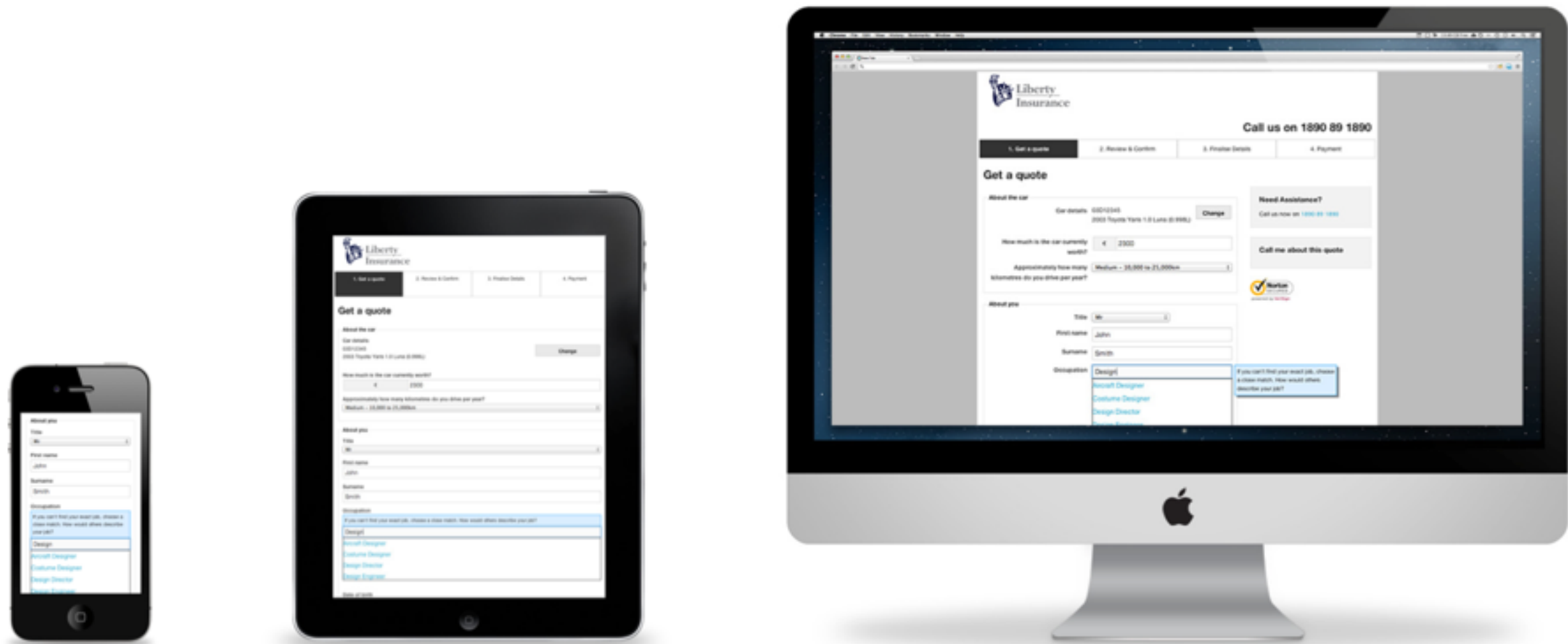




# Multidisciplinary Teams / 1 + 1 = 11

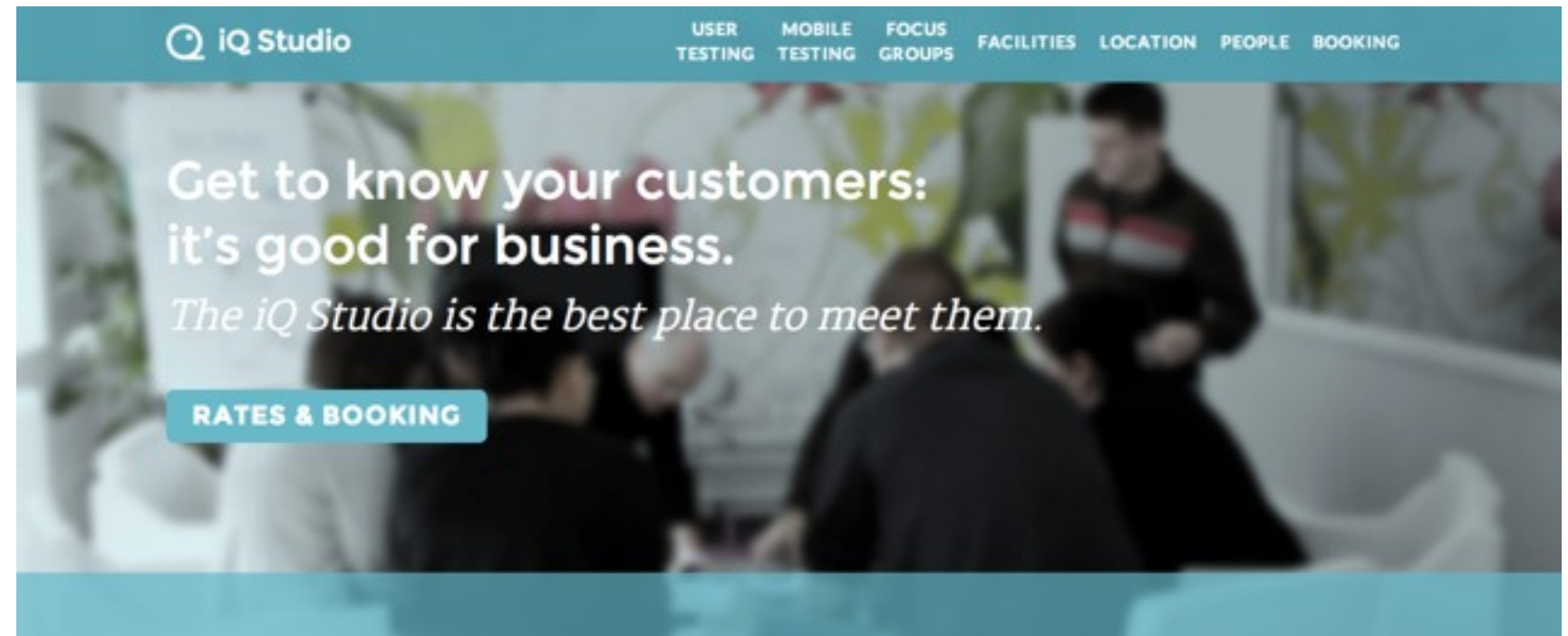


# Changing deliverables / Prototypes, not wireframes



Responsive prototype for the Liberty Insurance motor quotation journey.

# Evolving our toolkit / End of the PSD?



**webflow**

**Foundation**

**Google** Web Designer



# Client relations / Dancing & embedding



The Citibank logo, featuring a red arc above the word 'citibank' in a blue, sans-serif font.

Research / Out of the lab, into the field.



Genevive Bell,  
Intel's Anthropologist

Concluding



# UX is a Ghetto / But the world's our oyster

- The world is changing, UX must evolve
- Get back to our Renaissance roots
- Make sense of physical, social, digital
- Have fun doing it

# Thanks for listening!

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