

# Designing the FUTURE

## HOW TO CREATE THE NEXT BIG IDEA FOR THE MOBILE INTERACTION



TOUCH REFERENCE DESIGN BY

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**W**hen it comes to the user interface on a mobile device, it takes but a second to decide if you like it. It must be love at first sight. It must be intuitive -- almost anticipating your touch, your wants and desires. But such instant romance can't last without something deeper, and more meaningful. People don't buy technology, they buy experiences.

Marko Vanska, Idean GM for APAC Region, explains how to get more wow out of the user interface for the long-term (hint: it's about knowing the future).

### IS BEAUTY MORE THAN SKIN DEEP?

The user interface is often misunderstood to be just the pretty graphics you first see. But that's not nearly as important as the brains behind the human-device relationship. To create an experience that's enjoyable over the long-term, throughout all the features on a device, requires user research, needs analysis, concepting and novel interaction design. It can't be accomplished with guess work.

### WHAT'S THE MOST IMPORTANT FACTOR IN A GREAT INTERFACE EXPERIENCE?

Sometimes the hardest thing is keeping it simple. The ultimate interface should need no manual. It should be like an invisible teacher, leading you to what you want to achieve -- and in the fewest possible steps. A great UI should be like a game, it should reveal more to those who can perform at higher levels, yet be as simple as possible for beginners.

To create this we must understand how different people who buy different devices with different functionality at different price points each need an interface that suits them. It's crucial to build a "go-to-market" strategy into the deepest layers of the user interface.

### WHO IS CREATING THE FUTURE?

When designing a "wow" user experience you need to be able to look at least two years into the future. Considering that it takes a full year for the latest designs that are being created today to reach market, the "wow" has to be futureproof -- still capable of impressing people when it's finally launched. Keeping two years ahead of the market is challenging, but it's what the bravest companies are doing. They create the trends. They are willing to say, "Let's go make a disruption!"

It's that passion for disruption that brings success in the future

### WHERE CAN WE FIND THE DISRUPTIVE IDEAS OF TOMORROW?

Idean provides brain power for hire. We run real-time disruption workshops. We come up with new ways -- better ways -- to solve old problems. We consult, strategize, analyze and perfect new ideas for a wide range of clients.

New concept creation is possible. It can happen for you.

### BUILDING THE NEXT BIG THINGS IS ABOUT PEOPLE.

Our team comes from many different professional fields. We are psychologists, user experience specialists, interaction designers, graphic designers, IT professionals, market researchers, consultants, and strategists.

The magic happens when the right mix of people is put to work together. Listen. See. Think. Analyze. Innovate. Design. Create. Make it Happen.

We have made our reputation with things mobile, but we do more. We know the Web, Web 2.0, PC and mobile applications and more -- our domain is interaction between humans and digital devices.

Find out more on our website:

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