



好奇心编年史

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互动设计的启示

互动的价值远远不只是停留在屏幕上的几个按钮，而是在于人与人之间花时间去真正地相处。

9月8日，IDEO的联合创始人Bill Moggridge，在与癌症长期斗争后去世，我想谨以此文作为对他的纪念。

Bill生前向来倡导设计在日常生活中的价值，率先提出了“交互设计”这一概念，并且将人的因素整合到了计算机软件和硬件的设计之中。

在我看来，他对设计的重要贡献在于将复杂的事物人性化，让人们的使用体验变得更简单、更愉悦。每天伴随着笔记本电脑的启动声开始新的一天，轻轻滑动屏幕上的光标找到我要做的下一件事，简单的文本就能自动纠正我糟糕的拼写错误，轻松切换各种程序，帮助我完成每天所有必要的工作，不仅精确性极高，而且让人充满愉悦感。这所有的一切，在很大程度上都要归功于Bill。

1979年，Bill设计了开拓现代笔记本电脑先河的Grid Compass，这款电脑于三年后开始出售。它的设计在外形上呈蛤壳状（需要收起时，可以将屏幕翻下放平），这在当时是极具开创意义的。

在这之后，人们与机器的互动方式发生了翻天覆地的变化。不知不觉中，我们已经可以根据自己的需求来移动机器的位置，而不是由机器决定需求。我们和数据之间的关系变得更加亲密，而不再是被数据控制。转眼间，机器已经可以与我们的日常生活融为一体。这些都是，而且一直都将是我们留给我们的宝贵财富。

但我要讲的并不是这些。在这里，我想分享一件关于他的个人故事。

我刚加入IDEO那会儿，有次和Bill一同去了趟日本，拜访当地一家著名的汽车制造商。那时，我才刚加

入IDEO不久，但Bill显然已经决定要好好关照我，亲切地管我叫“小伙子”，虽然我当时已经快四十了。在日本期间，我们整天马不停蹄，加上时差的困扰，整个行程简直叫人抓狂，但Bill总是不停地跟我提起，“有个地方你一定得去看看。”于是，漫长的一天过后，他把我带到了一家他非常喜欢的餐厅。这家餐厅紧挨一家书店，看上去很不起眼。

这是一家涮涮锅餐厅（Shabu-shabu），维基百科上对这种料理的定义是：涮涮锅是一种日式火锅。Shabu-shabu这个名字来源于把肉放在锅里煮时发出的“刷刷”声。从形式上看，这种料理和寿喜烧差不多，两者都是将肉切成薄片，加上蔬菜，蘸着酱料一起吃。但涮涮锅要比寿喜烧更入味，而且没有寿喜烧这么甜。虽然这是一道冬季的佳肴，但现在人们一年四季都会吃。

进店后，只见Bill对服务员说，给这个“小伙子”来点最好的肉，然后自豪地对我说道：“你能来尝尝这个，我真是太兴奋了。这才是真正伟大的互动设计。”我们共用一个汤底，往里面涮着肉和蔬菜，谈笑风生。锅里的料越烧越浓，最后再放入面条，然后两个人像孩子般咻溜咻溜地吸进嘴里，还不小心溅到了衬衫上，惹得自己哈哈大笑。我们在那里谈了好几个小时，聊设计，聊他的创业经历，我也谈起了自己的职业规划。那是我至今职业生涯中最有意义的时刻之一，因为有这样一个人愿意无私地花时间和我一起，如此热诚地将他的智慧和知识分享给我，就像他早前设计笔记本电脑时一样，让我这个用户感觉自己完全就像是宇宙的中心。

直到如今，那家普通的涮涮锅餐厅依然是我最喜爱的餐厅之一，我已经带了很多人去那儿，而且每次到东京都会径直赶往那里，不论和谁一起去，我都会和他们讲起这个故事。

感谢Bill，是你教会了我，互动的价值远远不只是停留在屏幕上的几个按钮，而是在于人与人之间花时间去相处。

向Bill致敬！

（注：本文开篇特地附上Bill Moggridge的头像，以示纪念。）

作者：Paul Bennett

IDEO首席创意官兼执行合伙人。

Paul愿意在专栏中解答您关于创

意与工作的问题。请把问题发到

pbennettcbn@ideo.com。



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Curious About... Designing Interactions.

The value of interaction is much more than buttons on a screen, but it is in fact, human beings spending time with each other.

IDEO co-founder, colleague and friend Bill Moggridge passed away this week, after a long battle with cancer and I want to dedicate this column to him.

Bill was an outspoken advocate for the value of design in everyday life, and both pioneered the concept of "interaction design" and integrated human factors into the design of computer software and hardware. To me, his contribution to design was to make complicated things human, simple and delightful to use. I am not a technological person at heart and do not understand the complexity of how things do what they do, but nothing to me is more delightful than the audible 'ping' of my laptop when it boots up to start the day, the way my cursor gently glides over screens lighting the way to the next thing I need to do, the simplicity of text that automatically corrects my dreadful spelling, the way I can shift from program to program effortlessly and complete all of my necessary daily chores with a high degree of precision but also delight. All of this, is largely thanks to Bill.

The precursor to the modern laptop, the Grid Compass computer was designed by Bill in 1979, and first sold three years later.

The design used a clamshell case (where the screen folds flat to the rest of the computer when closed) which was pioneering at the time. Devices such as hard drives and floppy drives could be connected via a port which made it possible to connect multiple devices to the addressable device bus. It weighed 5kg (11 lb) and was bulky to say the least. The main buyer was the U.S. government. NASA used it on the Space Shuttle during the early 1980s, as it was both powerful and lightweight. The military Special Forces also purchased the machine, as it could be used by paratroopers in combat.

The way we interact with machines was never the same again – suddenly, we were able to move them to fit our needs, not the other way round, suddenly we could have a more intimate relationship with data, not be controlled by it, and suddenly, machines moved with us (into outer space, even!) and fit into our lives in ways that mattered to us. This was and will be Bill's legacy.

But that is not the story I want to tell. I want to tell a story of something much more personal.

Bill and I went to Japan together when I first joined IDEO, to visit a famous Japanese car manufacturer. I had only recently

joined IDEO and Bill had clearly decided to take me under his wing, fondly referring to me as "the Boy," even though I was in my late thirties at the time. Even though we were jetlagged and running from place to place on a crazy schedule, he kept telling me about a place that I had to see, that it was something I "simply had to experience." Eventually, after a long day, we jumped into a cab and he took me to his favorite restaurant, an anonymous-looking hole-in-the-wall next to a bookstore in a bland part of Tokyo. It was a shabu-shabu restaurant, a cuisine described by Wikipedia thus:

"Shabu-shabu is a Japanese variant of hot pot. The name shabu-shabu is derived from the "swish swish" sound of cooking the meat in the pot. The dish is related to sukiyaki in style, in that both use thinly sliced meat and vegetables and are usually served with dipping sauces, but it is considered to be more savory and less sweet than sukiyaki. It is considered a winter dish, but is eaten year-round."

He told the waitress to bring "the Boy" best meat available, and said proudly: "I am so excited for you to try this. Now this is great interaction design." Over a shared pot of boiling liquid, we swished meat, added vegetables, laughed and tried different combinations as the stock became denser and denser with flavor, eventually adding noodles which we slurped like children and laughed as we spilled it on our shirts. We talked for hours about design, about him founding his business, about me and what I hoped for my career and advice about how to navigate the company I had just joined. It was one of the most significant moments in my career to date, to have someone so selflessly spend time with me, to so clearly enjoy passing on their wisdom and knowledge and to make me, the user, just like he did with his early laptop, feel so completely at the center of the universe. The humble shabu-shabu is still one of my favorites: I have taken many others there, and always make a beeline for it when I go to Tokyo, and tell whoever I am with, this story.

Thanks to Bill, I learned that the value of interaction is much more than buttons on a screen, but it is in fact, human beings spending time with each other, slurping, swishing and laughing.

To Bill.

Columnist: Paul Bennett

IDEO Chief Creative Officer and Managing Partner.

Paul is happy to answer any questions around innovation and design work in his column. Please send your questions to pbennettcbn@ideo.com.
