The Interactive Home

A research project of the IIT Institute of Design
How do we define smart today?
How do we define smart today?
How will we define smart tomorrow?
How will it change notions of value?
How will it change notions of home?
How will it change notions of privacy?
What can we learn from the past?
And how might we design for the *future*?
Current work

User Typologies

Proximity Scale

Four-question model
User typologies

Hackers/Makers  DIY customizers  Guided customizers  Decision delegators
Proximity scale

Hackers/Makers

Proximity Level 4
Maker and User are the same person or know each other.

DIY customizers

Proximity Level 3
Maker and User are directly related.

Guided customizers

Proximity Level 2
Maker and User are connected via a Service Provider.

Decision delegators

Proximity Level 1
A relationship exists only between the User and Service Provider.
Four-question model

Food storage platform
A smart food storage system that includes sensor-embedded consumer products, connected devices and a software application.

This shows the relationships between four key questions that can be used to give organizations a complete view of projects and opportunities.

Why will it create value?
Unlike other offerings, the system links products, services and information from in and outside the company and creates feedback loops. In return, the company gains loyalty and trust and can improve based on actual user experience.

Who is it for?
- Those with sensory limitations, allergies
- Tech geeks, hackers, tinkerers
- Restaurant and service industry
- Institutions (schools, food banks, camps, etc.)
- Hospitals, healthcare industry
- Environmentalists
- Budget conscious shoppers

What is it?
- People: users
- Objects: sensor-embedded liners, storage containers
- Messages: visual freshness indicators, “save money,” “shop smarter,” “protect your health”
- Services: tracking and monitoring, mobile application and desktop dashboard, integration with grocery retailers, food banks, other relevant ecosystems

How will we do it?
- Technology: sensor technology and communications network, software that integrates with existing technology ecosystems, open API
- Design: utilitarian and aesthetically pleasing products, interaction design
- Ecosystem of partners: food producers and retailers, food banks, logistics services like Uber
- Marketing and branding: appropriate positioning, voice (responds to social network, doesn’t drive it)

The POEMS framework—people, objects, environments, messages and services—describes the elements that help the offering compete.

The offering may be designed to affect one or more of 6 human factors: cognitive, physical, emotional, aesthetic, social and cultural.

Arrows illustrate the value exchanged between the service provider and the user.

Porter’s Activity Systems illustrate strategic goals (large circles) and tactical activities needed to support the offering and its execution.

Four-question model

DRAFT INTERACTIVE HOME PROJECT | IIT Institute of Design

Understand and respond to user terrains
Integrate products, services and data
Differentiate via partnerships and collaborations
Increase margins

Food storage platform

Why will it create value?

Who is it for?

What is it?

How will we do it?

Credits: Refrigerator by Nathan Thomson from The Noun Project
Thanks.

Questions?