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We are social creatures, after all, and we do not see a few elected to help us develop our Tastes" that's why we call these people Tastemakers.yet Holtzblatt seems to say that coldness can literally be designed in a product. I see coldness like fleeting, something scarce. She says there is a connection between learning and joy and perception of cold. I think fresh is external. We as certain things and find it cool because tell the world something about us and as we would like to be perceived. You could play fun, in other words, but could it really be cool? Perhaps if you were great. The rest of us are just pretending it.She and I fundamentally disagree about the nature of the cool, and disagreements do for good conversation, so I recently called it to talk about ideas in his book.fast company: what is What a reality do, and how did you do it Karen Holtzblatt?: IA LL give you my usual step. When I entered the high-tech industry over 20 years ago, my training was as a psychologist, in cognitive psychology, and this was right when he started the technology used by being real human beings people who were not engineers. How was it a useful psychologist then? There was no problem, there was really wanting to understand how technology has been put together. And in those days, there were very few usability engineers, not to mention UX [User experience] or [UI user interface] Designer. I had a much broader sort of applied background and it was already fundamentally making usability tests in my laboratory work and field. People were like something you mean you'll going out and talk to people about what they are doing and how do they do it? "A, There's a little in a place where I a M card called a mystical and typical heretic.The way then, and again, somehow, was to ask people what they want. But people don't really know what they want. People donate technology knows or yourself or their lives. And then, there Arena t interested in truth, we are interested in doing things that people love. Out of this came my first book, which is used by university and companies around the world, on user-centered design processes. I a M Now. now, like this type of voice of understanding customers in the field. I would like to consider Myself | Well, they call me a guru.okay. This Cool thing: I think I think we see in the eyes here. Your idea is that you can build something fresh. This is right. If you think about it the idea that's a What's front part of the front? [Long pause] I don't Know.You came to mind an idea, iteration, validated, and the user experience part is cooked in that process. When talking about the user's experience, WEA we are not talking about fresh lady gaga. The cold world has a variety of meanings and recruitment. So what I wanted to know I started cold research was what was happening so that people exclaiming, could not stop talking about their technology, which had become cold. How did you look for this? I went out into the field. I asked people, what were the size that defined this experience, which the fresh word was a geiger counter for. for. a complicated way to put it! Well, we didn't say exactly that. We started with 60 people and asked them to put their stuff, what they thought was cool that he had some technological component. When we speak of the results of this study, come on, look at a, ITA's cool, because people brought this together and said so."We went to their homes, each of things Sometimes it was a radio or a vacuum cleaner; It was always on their mobile device, their DVR, their big screen TV; sometimes it was their car. The tech gadgets were always high on the list. But Thema asked you said that there had to be a component.Sure technology. But it could also have been a refrigerator or microwave. We then said, a Okay, let me see what he does in your life in the structure of your day, and we looked at what was really going on and looked for themes. When we did, there were seven fundamental concepts that are the driving issues of the entire user experience. The general experience is that of being the joy snatched from your guts.I Don't believe I own any piece of technology that makes me feel this way.Well, what's interesting joy is you can not create cognitive joy. You t You can not think your way into joy. But effectively your joy is linked to something moving. EA e sa little 'metaphysical' it moves into your soul. Talking about their interesting tools, people were going bananas. They speak their phone the same way people talk about a puppy. I find that kind of sad.Well, if I had told the designers to design for joy, would be just as useless as a mean to design for cool."But the fact of the matter is that human beings never forget that IA MA psychologist's development are born with fundamental concepts. Small children can experience joy. It happens because of certain experiences. Touch, for example, is one of our most central human reasons we are supporting a lot more. We touch things that have never touched before with technology. The way in which these basic concepts work, the fresh concepts, more of them tap, the cooler your is.What What are the fresh concepts? The cold concepts are proprietary. Every concept has a set of 10 sentences. I don't want to write the phrase, but it's possible to write the concept. Can we use an example? piece knows what's really cool technology today? Here, for the truly transformative technology that will shake the foundation, something has to be so transformative that punches a hole in the human experience, and goes a Whoa, You know? The first product that has probably been doing this for a lot of people was the spreadsheet. (Sound literal me doing a spit-take, only with air, in it's only so pfffttttttttttt) No really! It allows you to do one thing I's, a on a large scale for the first time. He made the first Apple computer. If there Wasn't a spreadsheet, which is the application that made the box. In fact, in one pass it was a radical change. So where to drop Google Glass? Pretend it's a prototype and this is a business experiment. In fact, we don't know yet if people want something in their eyeball. I don't think Google Glass is very cool. Let's use of Google Glass as an example, IA and I'll tell you the seven cold concepts. My daughter works for Google, among others. So the first and most important is the experience of achievements in life, the difference between doing a task and efficiently, you know if you look a bit their child zipper closure for the first time, and burst into a smile of joy, when you try to do something and you do it and you go, a yes to and He hates boredom: at the bus stop, in the medical office, pay bills. You could read your book online now. Now we are planning for tiny Timea fragments of time at work or problem home.my is: it gives me t see the problem with boring. Moreover, by the way, I think many of us are not paying bills or reading, but playing Candy Candy Joy, cool, is doing your overwhelming life done. And the requirement for Google Glass is, can you help you make my life? I thought, at this point, the requirement is more like: we need people who go well with this strange photographic internet so that they don't don punch other people wearing in the face. That's part of the problem, certainly, but if the glass was more useful, it would be more accepted. Also, always-on appearance is a problem. People break the day and autointerrupt. In the old days, they got up, go to the bathroom, talk to someone. People don't want to do the chores during their fundamental time, they want to do it over time. We have always had these responsibilities, we have never been able to manage them in motion. What I practically think is that dads have attached their nose in the paper and hiding in the bathroom for a very long time. Now it's not really different. So the technology is escapist, and this has always been the allure.Technology is revealing what is the humans' nucleus. Escapism, realization. But also the connection: the interesting tools allow distributed families and friendship groups to stay in touch. Three of the fundamental principles have to do with how often it is touched, conversational content, collaboration and planning. What is Google Glass doing for connection? Is it really in the way you interact with someone? The way laptops move in relationship mode, with Google Glass, you don't have the chance to share what you are looking at. Furthermore, there is really no way to look nice to wear it, be honest. This is also. If a product helps you do things that make you a professional, it's not just interesting points for realization, but for identity. So we collect data for relationships, your life, the nature of yourself. What makes you feel whole, complete and joyful. Google Glass, really? That's me? Is what I want to be? Look at the first Sony Walkman: the black was for professionals, the yellow was for the working class. The only way glasses work...] If he helps and say something about you in your profession. I buy this, because it now seems that the only people who are usually using glass are surgeons or technicians at work. Certainly not so much at bars during socialization. So what is the last of these cool concepts. The last is the feeling. We were born. Children are simply sensual. We afflict, let's laugh in the wind. There are joy in which we love the beauty of the aesthetics of things. People now expect a modern and industrial design. If you don't have it, you don't like them. But this is the least important attribute, because if it doesn't actually do anything, it's not important. question.

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