

Smile Design

Kazuhiko Yamazaki

Designer/Manager, User experience design center, IBM Japan, Ltd.

+

PhD. Candidate, Frontier Science, The University of Tokyo

Q.

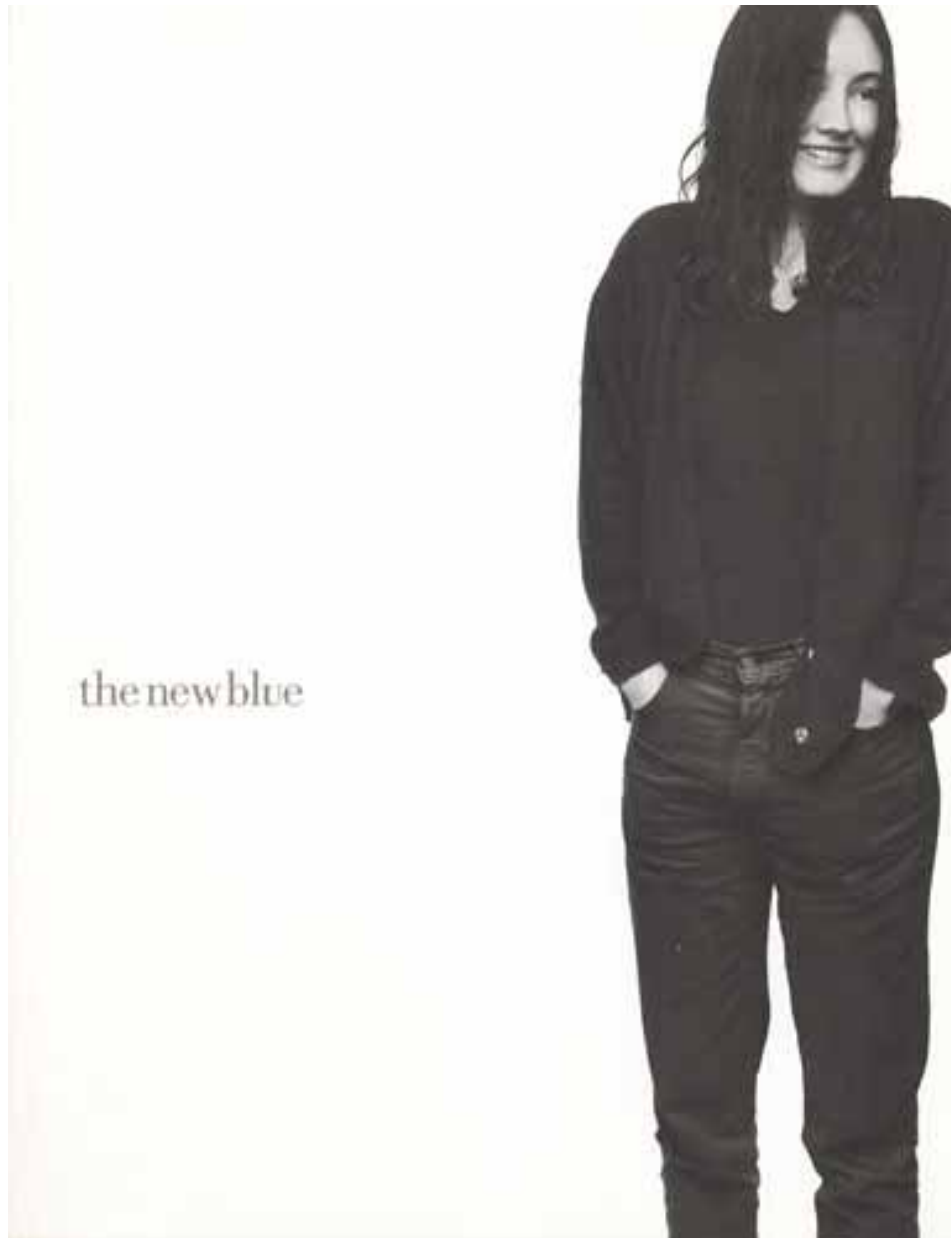
How
To make
The product
Many people
Loves?

Smile Design?

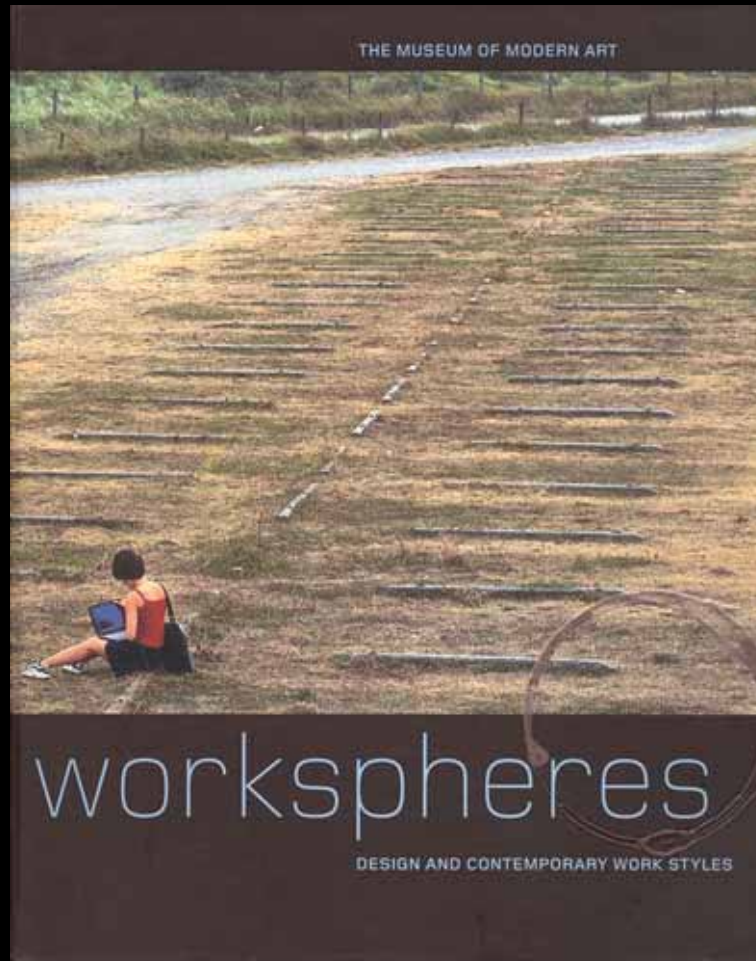
ThinkPad



IBM Annual Report



The Museum of Modern Art, New York



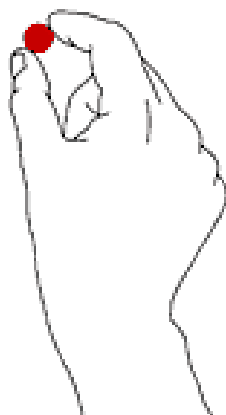
Richard Sapper (German, b. 1935),
Kunihiko Takahashi (Japanese, b. 1935),
Kunihiko Yamashita (Japanese, b. 1935),
and David Hockney (British, b. 1937) of 1988
Exhibition Design, IBM ThinkPad (1994),
1994. Carbon fiber, reinforced plastic, and
ABS, 17 1/2 x 13 1/2 x 11 1/2 in. (44 x 34 x 29 cm).
MoMA Collection, 1994, 1995.



IBM Design from Japan

Design for ease of use –User Centered Design

IBM Design from Japan



© 1999 IBM Corp.

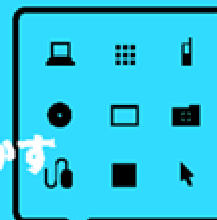
使いやすさのための デザイン

ユーザーセンタード・デザイン

日本アイ・ビー・エム株式会社

山崎和彦
秋田典子
白沢良典 監修

IBMがあかす
商品開発
webサイト制作
ソフトウェア開発の革新



丸善株式会社

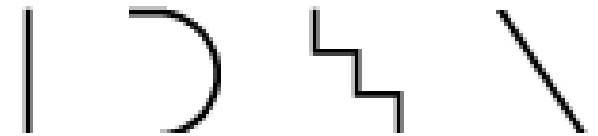
Introduction: University + Company



Introduction: Articles + Design Award



'04 INDUSTRIAL DESIGN EXCELLENCE AWARDS



I.D.



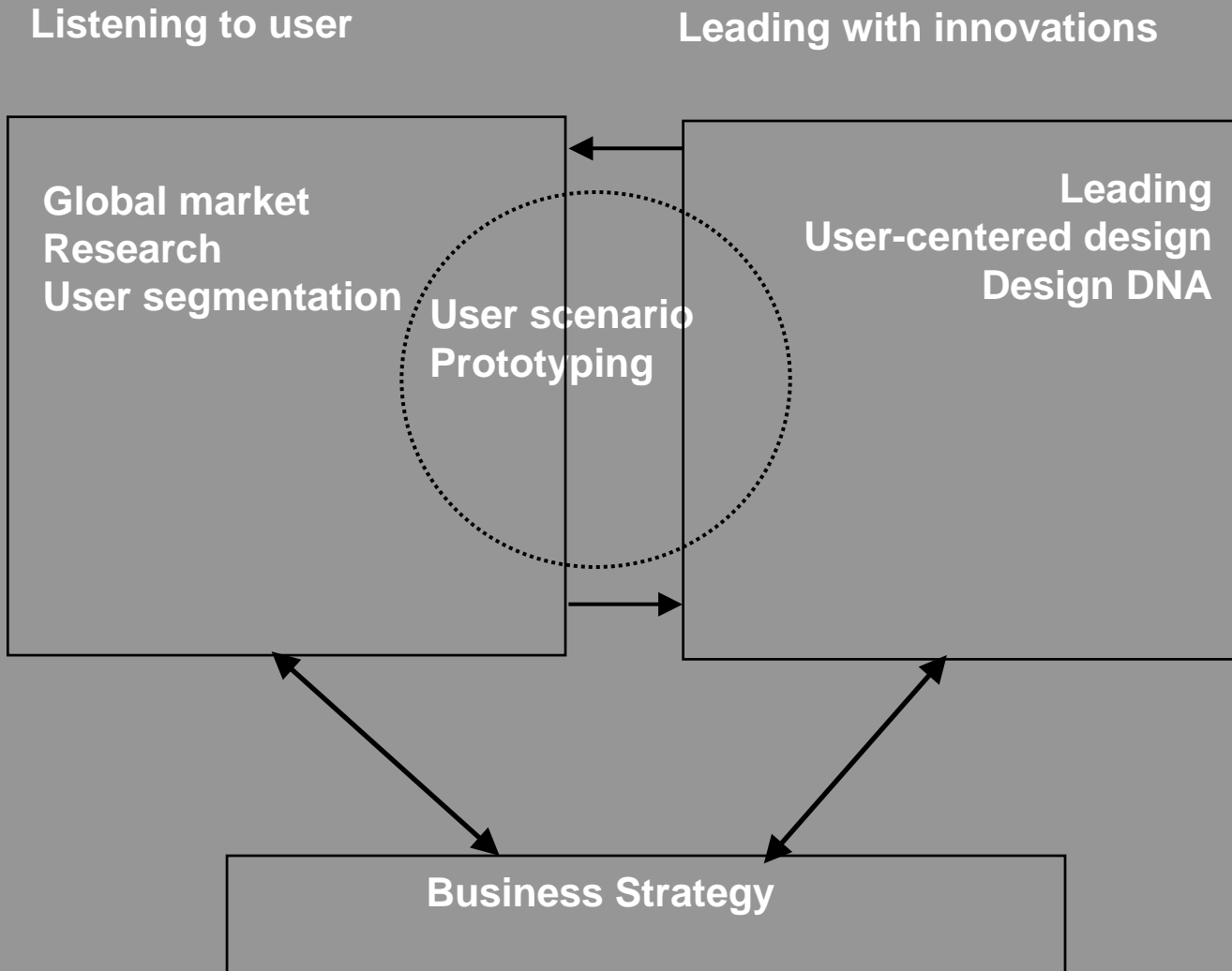
red dot
best of the best



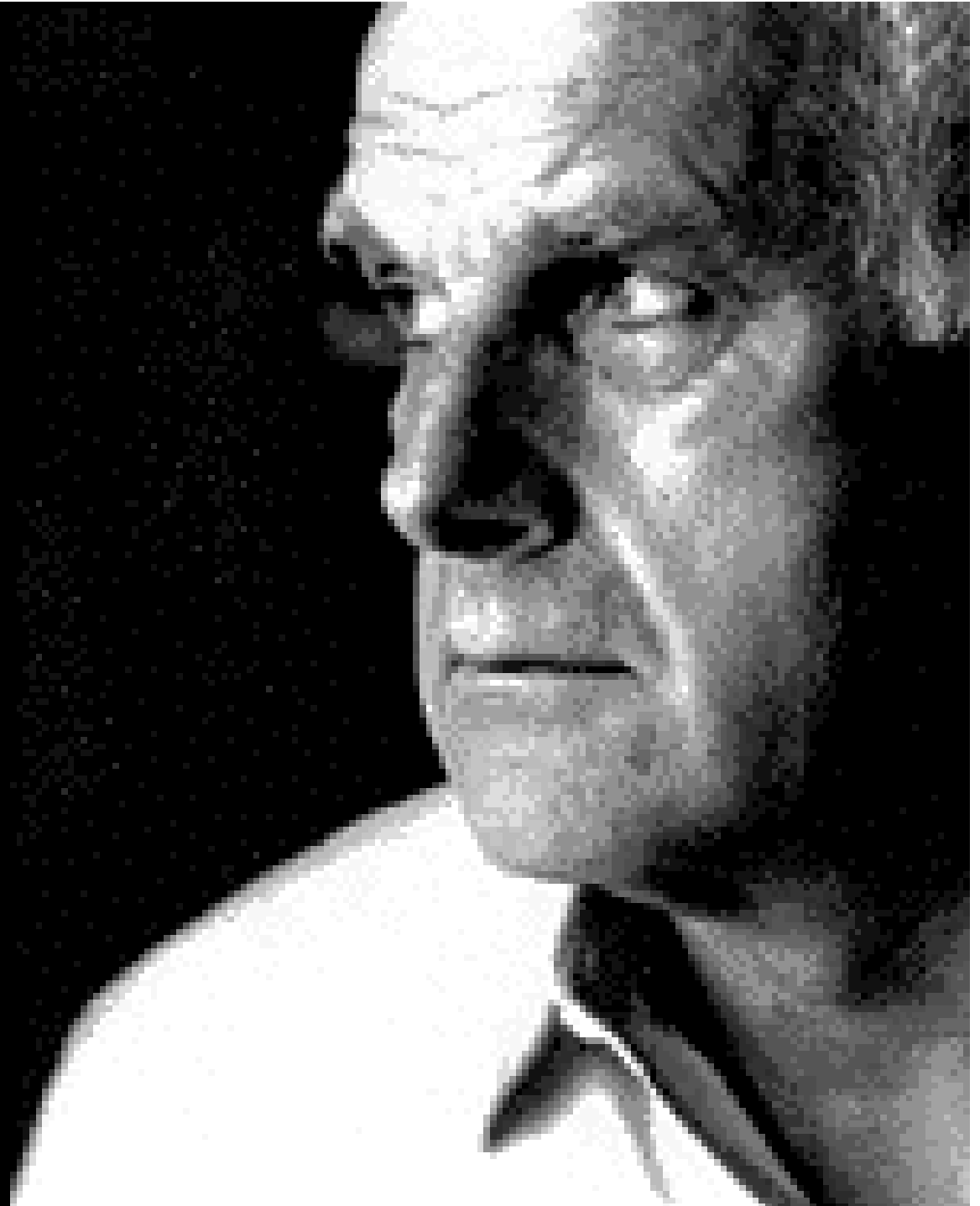
Good Design Award

IBM ThinkPad

User Centered Design




Consultant: Richard Sapper





Visual User Scenario

IBM ThinkPad







A better e-xperience



IBM ThinkPad is the innovative and easy-to-use notebook that is tailored to my needs, and delivers a surprising and cool experience.

Status Seekers



I want to project a sophisticated high-tech image and use the smallest, hottest technology to reflect who I am.

Paper Prototype



Extend ThinkPad Design DNA



Extended ThinkPad Design DNA



Exclusive finishes and touches



Compact with usable design





Built-in advanced technology

Gift Box



Opening Experience






Option






Welcome

Setup Instructions for ThinkPad® Computer

- 1 **Install battery:** Your battery is charged and ready to use. Turn your system over to view the bottom. From the rear of the computer, align the front of the battery with the battery compartment; then gently push the battery into the compartment. Slide the battery latches to lock it in place. 



- 2 **Connect to power:** First connect the ac adapter to the power jack at the rear of the computer and then connect the power cord to the ac adapter. Finally, connect the power cord to an ac outlet. 



- 3 **Turn on the power:** Open the computer display by sliding the latch, and then position the display so that it is suitable for viewing. Press the power switch.

- 4 **Point and Scroll:** Press the TrackPoint® cap at the center of the keyboard gently with your finger in the direction you want to move the cursor. The left and right buttons below the space bar function like mouse buttons. Learn more about the TrackPoint pointer in Access ThinkPad.



- 5 **Configure the Operating System:** After turning on your computer, follow the instructions on the screen to setup the operating system. This process takes approximately 30 minutes, during which your computer restarts several times.



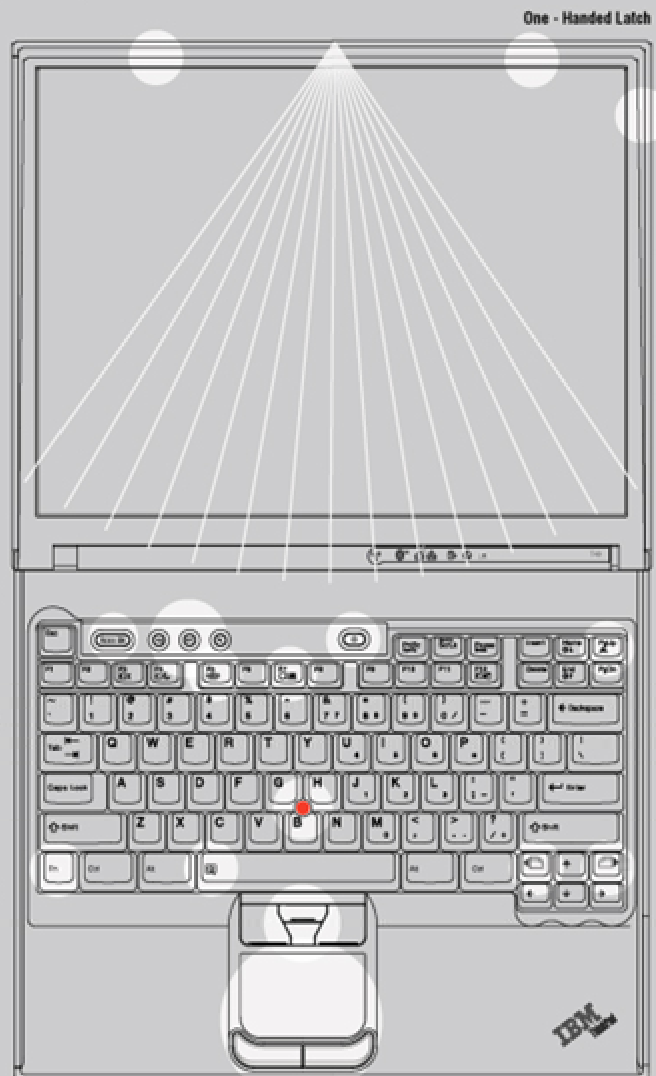
Service & Troubleshooting Guide

- 6 **Press the Access IBM Button:** Easily view online documentation, unique features, and get support.



Modem Cord

IBM® ThinkVantage™ Design



One-Handed Latch

UltraConnect™ Wireless Antenna
Optimal placement provides superior range and performance

ThinkLight® Keyboard Light
Illuminates your keyboard, so you can work in the dark

Presentation Director
Easily configure video settings to give presentations or use multiple monitors

TrackPoint (tm) Caps
Choose your preferred cap from three options

Internet Navigation Keys
Move back and forward in your web browser

TrackPoint Center Button
Use with the TrackPoint pointer to scroll documents or magnify an area of the screen

Volume and Mute Buttons
Sentence describing Volume and Mute buttons

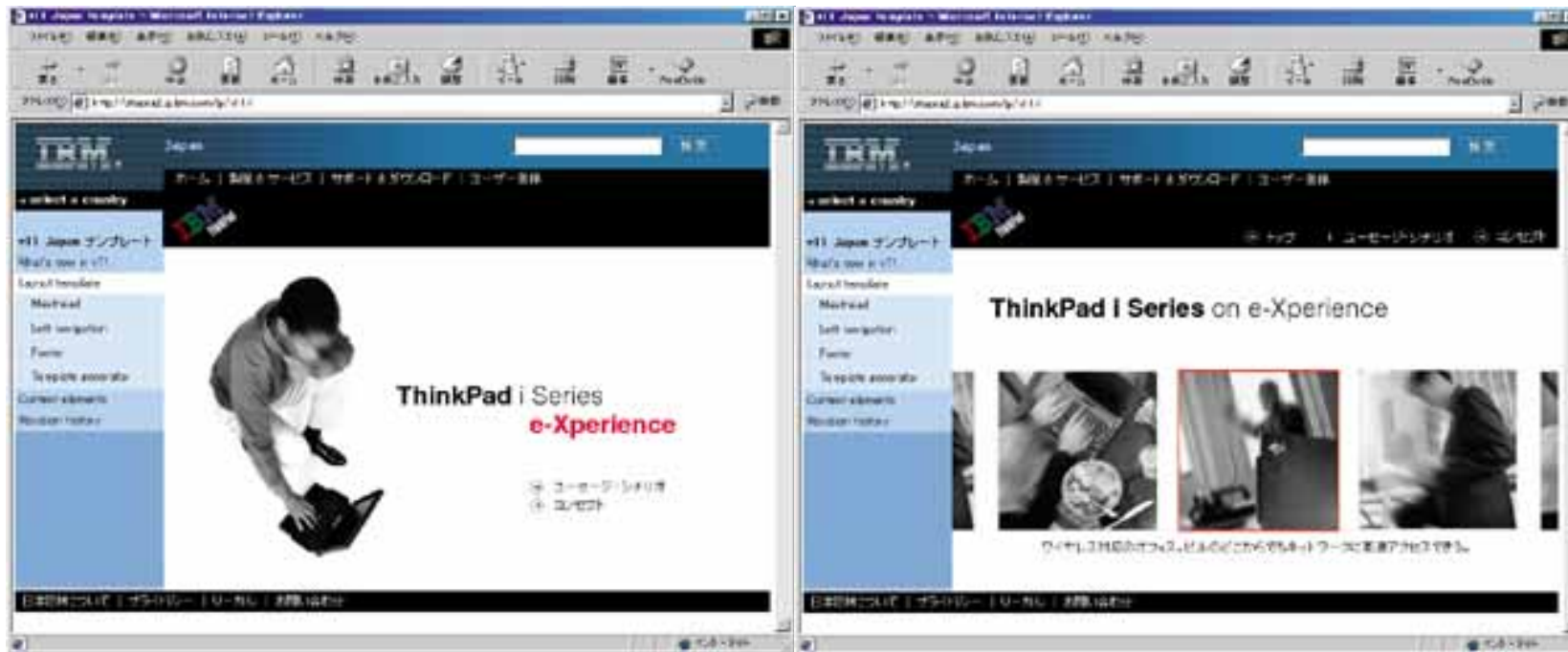
Wireless Radio Control
Quickly enable or disable your wireless radios

Fn Key
Use in combination with keys with blue icons to access special ThinkPad features

Full Screen Magnifier
Zooms the entire screen

UltraNav™ Multi-pointing Navigation System
Control the on-screen pointer with the Trackpoint pointer, touch pad, or both


Web Experience




Paper Experience

ThinkPad i Series

インターネットからでもディスプレイまで
スリムなデザインにスマートな機能も付いた。
新しいThinkPad iシリーズ











Broadband and Wireless



どんな場面(とき)でも
準備がある。


最新のGASTY-10000000
2.0GHzのCPU
RAM: 4GB (4GB) / 8GB (8GB)
HDD: 1TB (1TB) / 2TB (2TB)
OS: Windows 7 (64bit)
ディスプレイ: 15.5" (15.5") / 17.1" (17.1")
カメラ: 1.3MP (1.3MP) / 3MP (3MP)
キーボード: 日本語配列 / 英語配列

ThinkPad i Series s30

 <p>wireless LAN モジュール内蔵</p>	 <p>約10時間の ロングバタリ</p>
 <p>新しいデザインの入力装置 トラックポイント</p>	 <p>ユーザーインターフェースを 拡張したキーボード</p>
 <p>クールな新デザイン フラットディスプレイ</p>	 <p>コンパクト</p>
 <p>オンラインヘルプ Access ThinkPad</p>	 <p>らくらくインターネット EZ モデル</p>

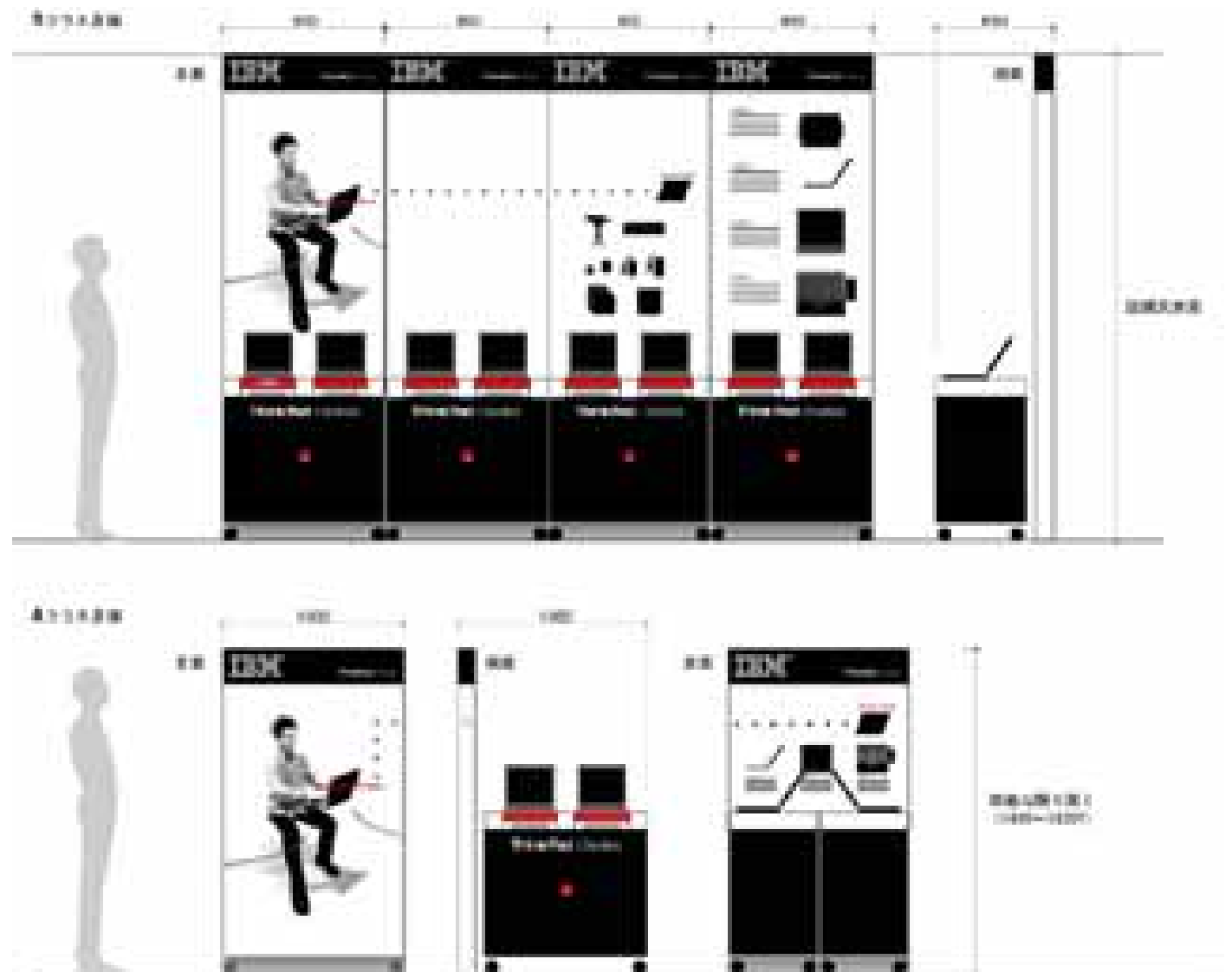
**標準的! 万が一のとき
緊急も保証するPC Careサービス**

PCハードウェア修理保証

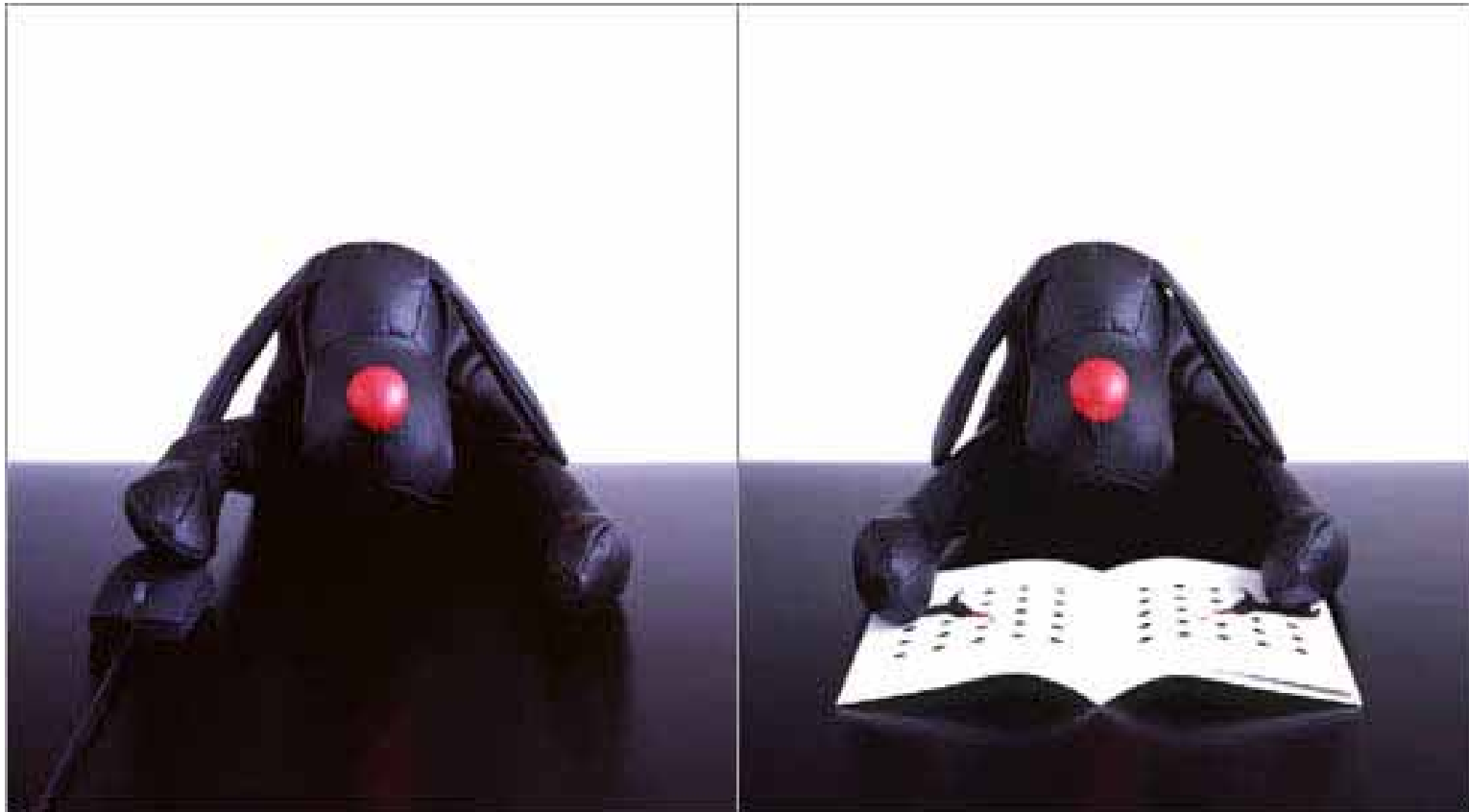
 e-business tools

01-5月版

Shop Experience



ThinkPad Dog



IBM PC Option

Portable CD-ROM Drive



DVD Player



Portable HDD



Quick Charger



USB Camera

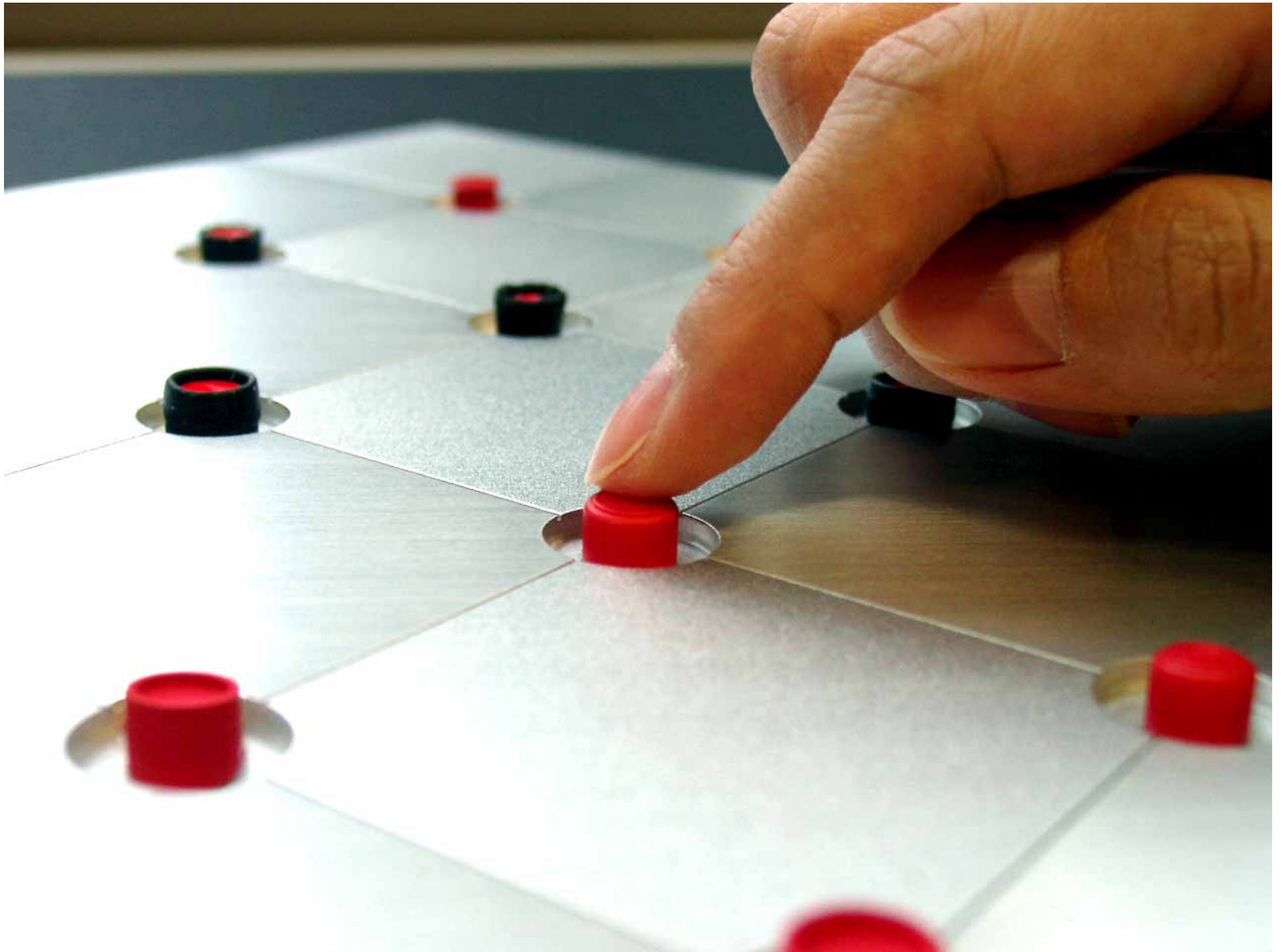


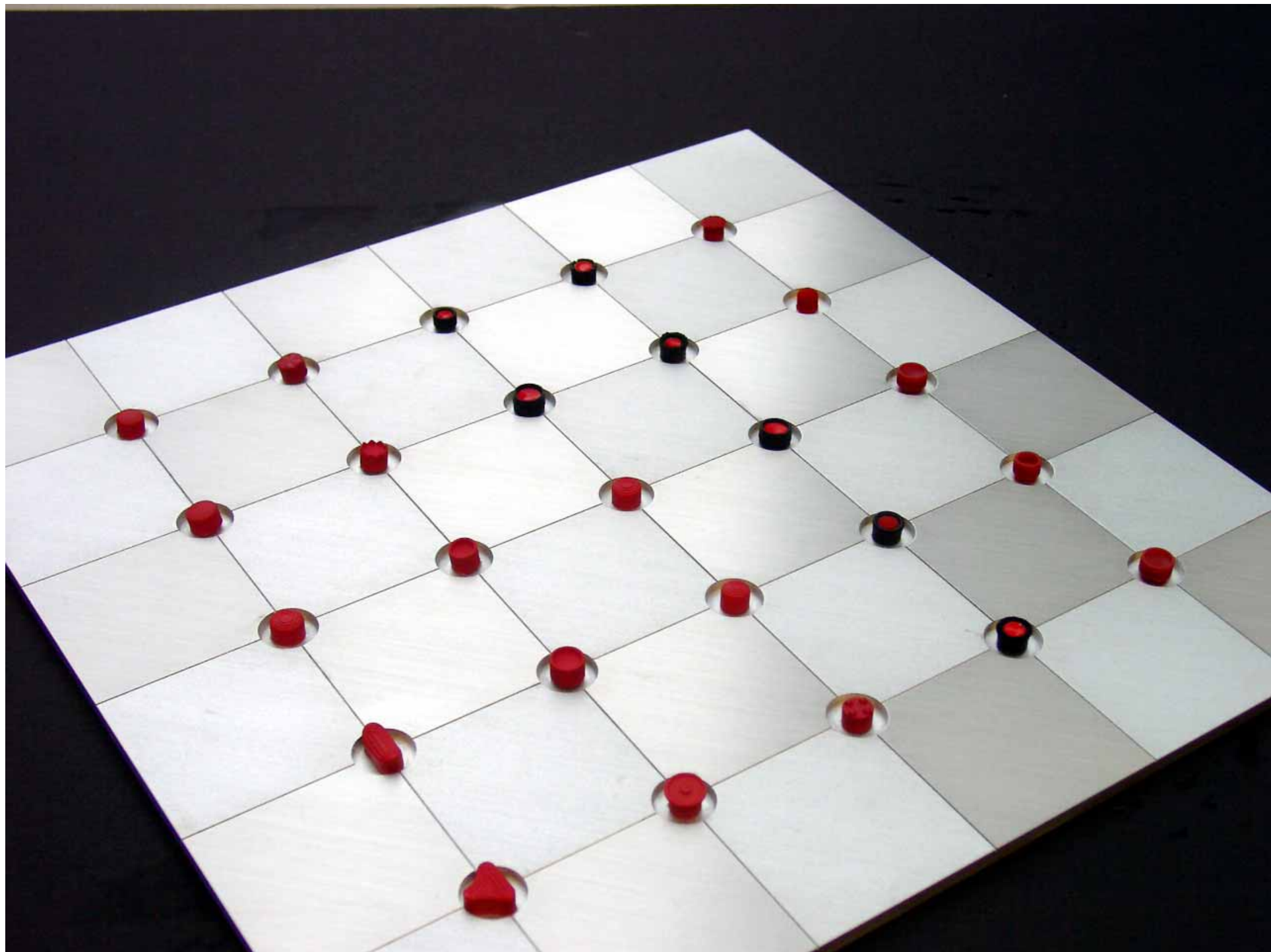
Portfino





IBM TrackPoint





3 TrackPoint Caps



日本アイ・ビー・エム 「トラックポイント・キャップ」 (2001-03)



ノートPC「ThinkPad」シリーズなどのポインティングデバイスとして、同社では従来から「トラックポイント」を採用している。キーボード中央に配置されたこのデバイスを赤いポインティングデバイスと比べた場合、タイピング時のホームポジションから手を離すことなく操作できる点や、指の上で操作するときなどに扱いやすいという点が特徴。一方で、長時間にわたってポインティング操作を続けた場合に、指先に違和感を感じるというユーザーからのコメントがあった。そこで、より長時間稼働している限りなく、さらに操作しやすいポインティングデバイスを開発して、新たなキャップモデルの開発を行った。

操作の慣れしやすさ、指にくさ、正確さ、設計のしやすさ、汚れの付きにくさ、形状の彫りなどの観点により、多くのアイデアを制作した。また、それぞれのキャップを比較、検討するためにチェス盤のような面をつくった。制作したキャップをこの面の上で移動させたりして、簡単に比較したり、グリップングしたりといった検討ができる。

当初は新しいトラックポイント・キャップをデザインすることが目的だったが、開発によってユーザーごとに好みが分かれることがわかった。その結果、現在発売中のノートPC製品には「クラシック・ホーム」「ソフト・ホーム」「ソフト・リム」という3タイプのキャップが搭載されている。それぞれのユーザー設定では、自分の好みのキャップを選択することで、高い満足度を得られることが確認した。

Conventionally, the trackpoint has been used as the aim pointing device on notebook PCs and other products. Positioned in the center of the keyboard, the device provides a point from which operation can be done without removing the hands from their home position when typing, and is easy to operate when the PC is perched on the user's knees. Users have commented, though, that the trackpoint loses its appealing touch when used for lengthy periods of time.

To solve this, IBM tried out numerous ideas for new caps from various stand points, looking for something that was easy to make, didn't slip easily, was accurate, didn't tire the user, didn't get dirty, and had an attractive shape. The company created a stand similar to a chess board for comparing and testing these devices. The prototype caps could be set on the stand and moved for easy comparison and grouping. The original goal was to design a new design in cap, but the company found that different users had different ideas, and this led to bringing out three types of caps on the notebook PCs that IBM currently has on the market.

IBM Japan
TrackPoint Cap (2001-03)

キャップタイプ: IBM Japan Inc. 開発者: 中野浩一, 山崎浩二 / PCデザイン: デザイン・エス・エス
Copyright: IBM Japan Inc., 2001. All rights reserved. IBM Design Center / Class PC, PC Design
<http://www.ibm.com/jp/ibm414/>

Wearable PC Project

Universal PC Project

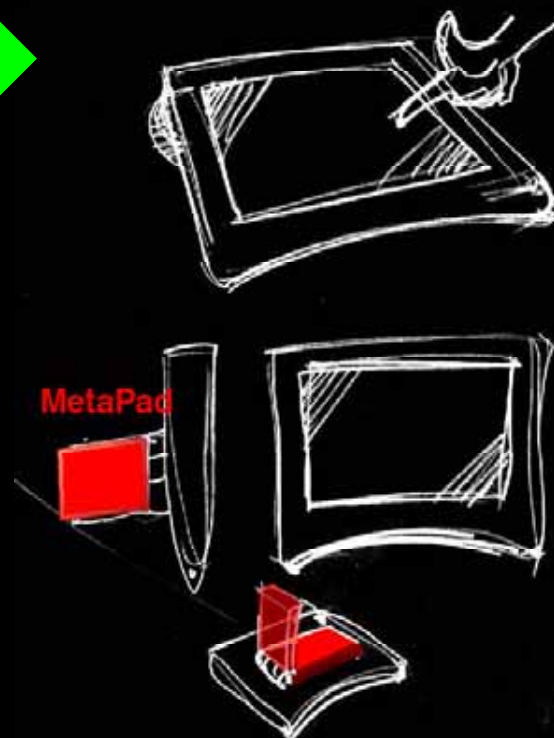
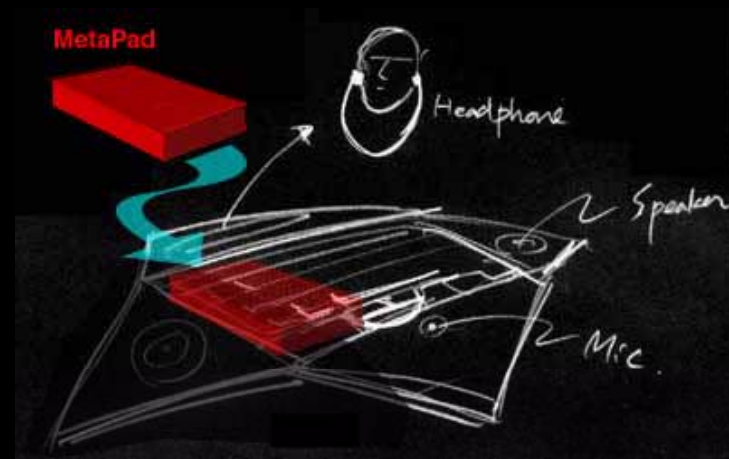




WatchPad



Universal PC Project



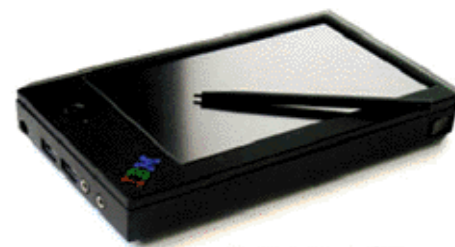




PDA (使用時)



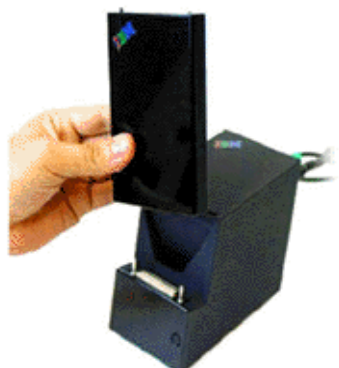
PCコアとPDAシェル (展開)



PCコアとPDAシェル (収縮)



PCコア (HDD・CPU内蔵)



PCコアとデスクトップ・クレイデル (展開)



PCコアとデスクトップ・クレイデル (収縮)



PDAシェルとデスクトップ・システム

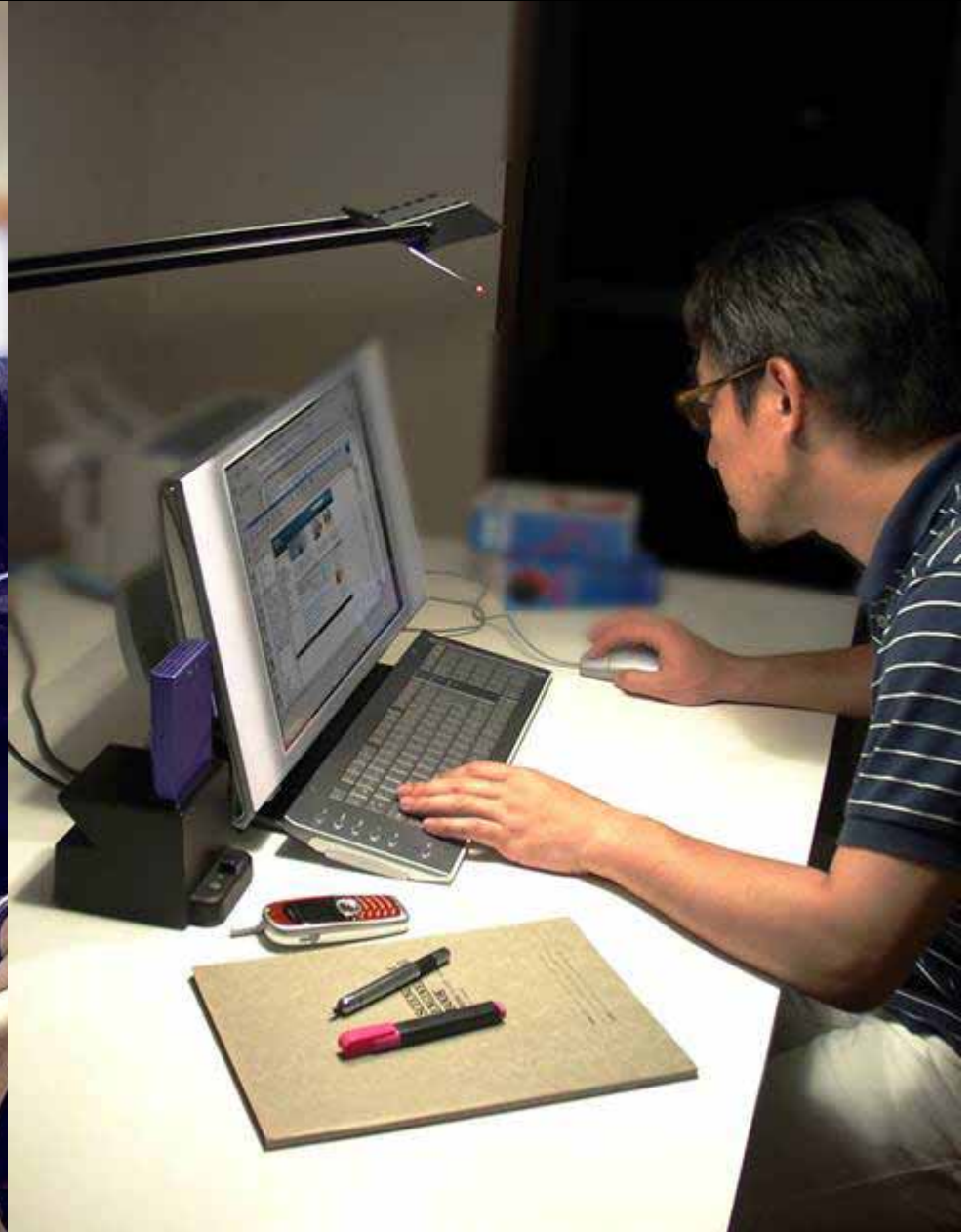


PDAとデスクトップ・クレイデル

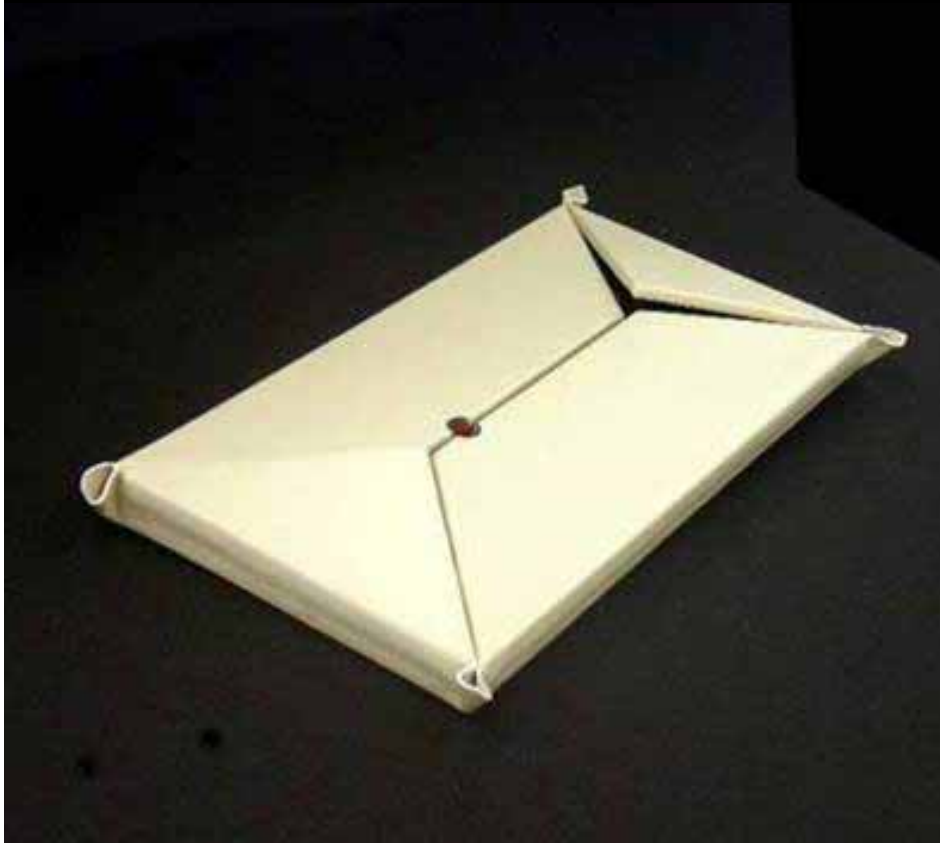
Universal PC Project : Kids



Universal PC Project : Kids



Universal PC Project: Senior



Pocket Project

Participants: Four Business persons

Businessperson A (30s Male)



Businessperson B (50s Male)



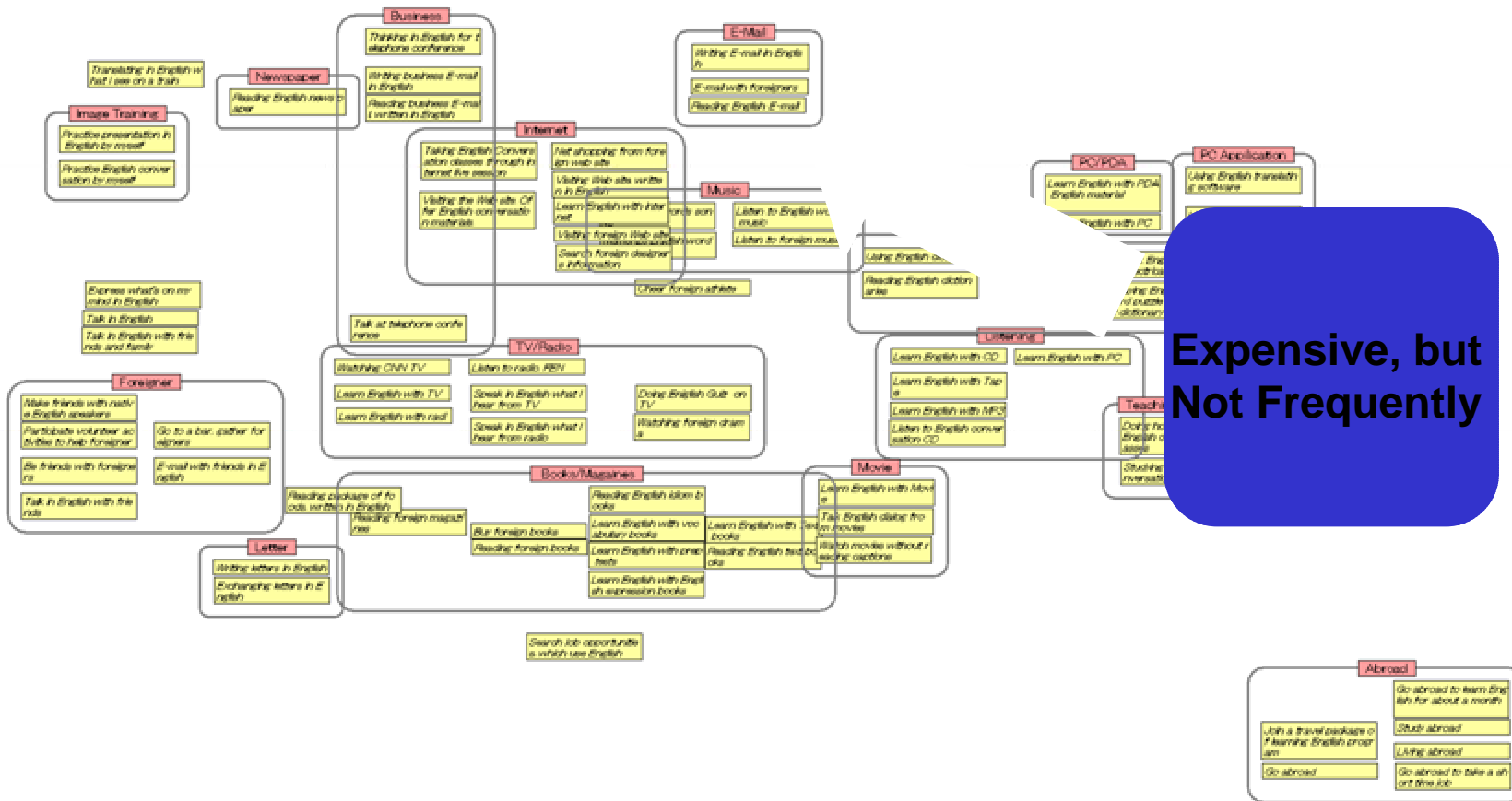
Businessperson C (20s Female)



Businessperson D (40s Female)

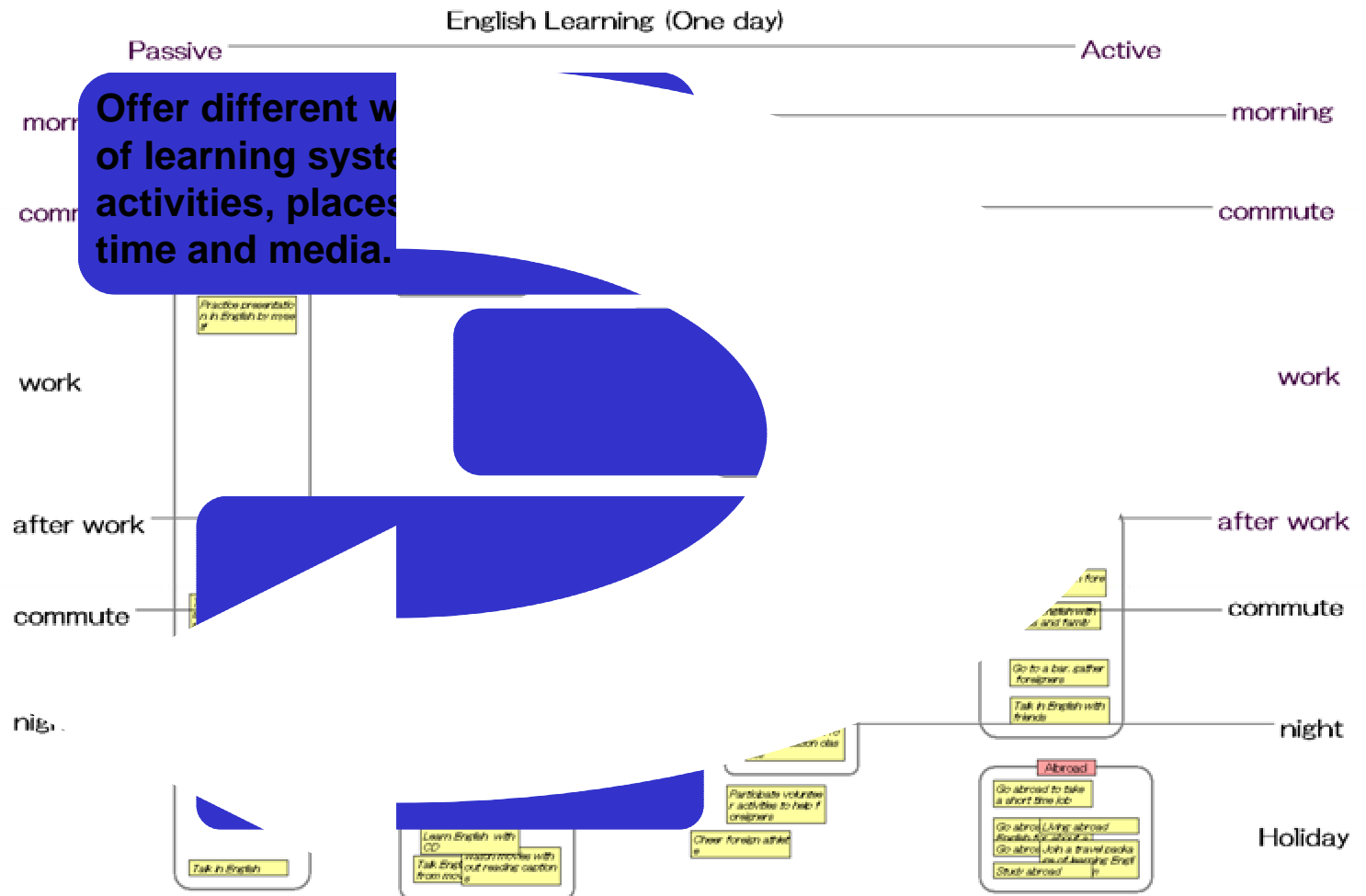


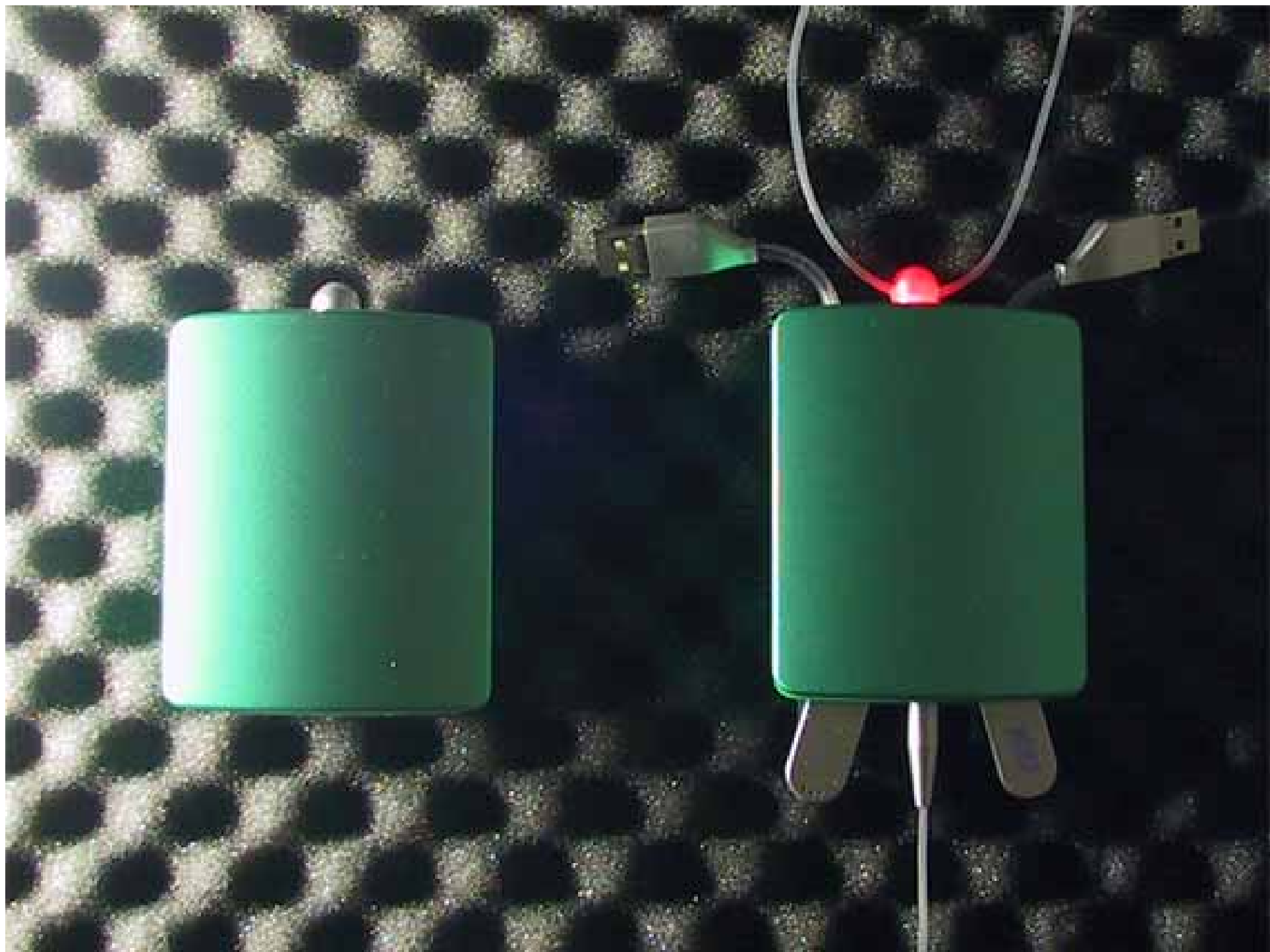
English Learning : Price and Frequency

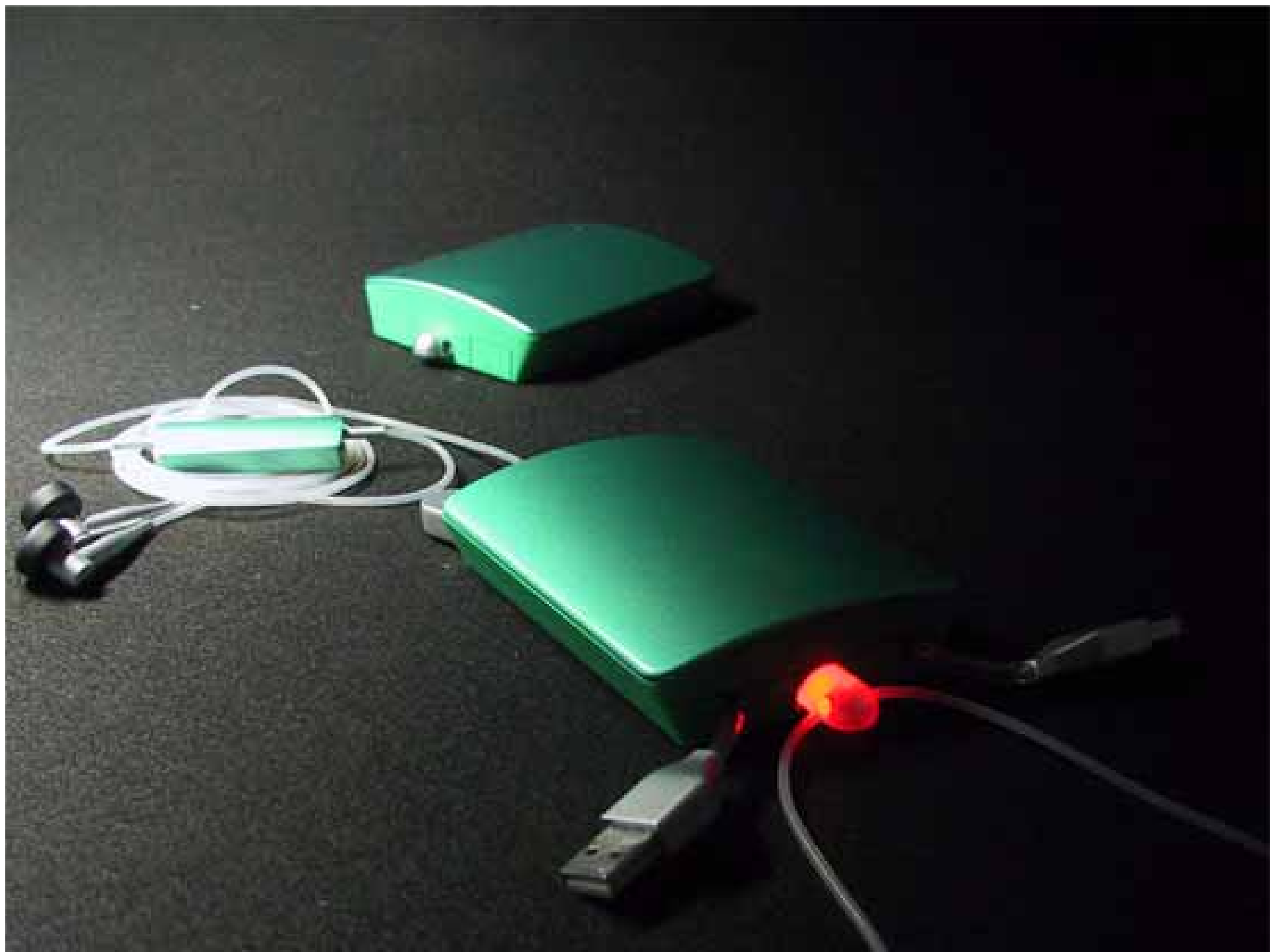


The Expensive tools did NOT get enough satisfied.

Consider to suit people's activities and situations through a day.





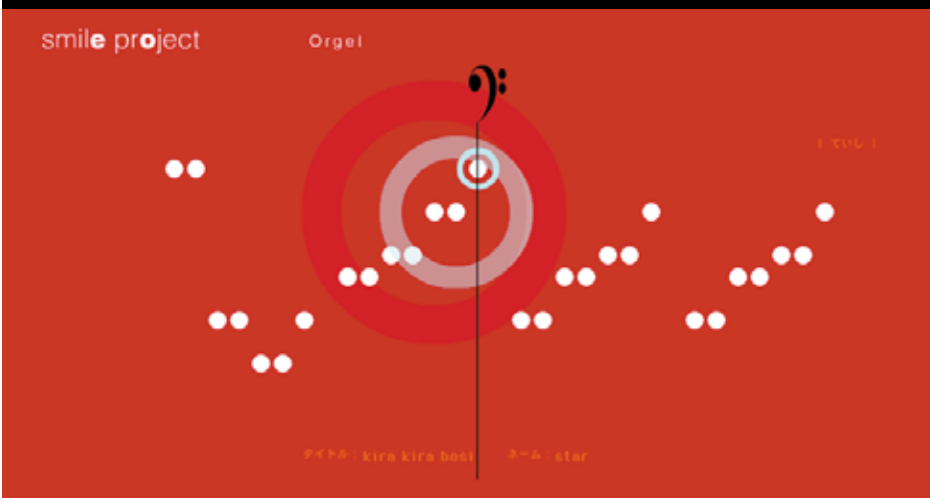


Smile Project

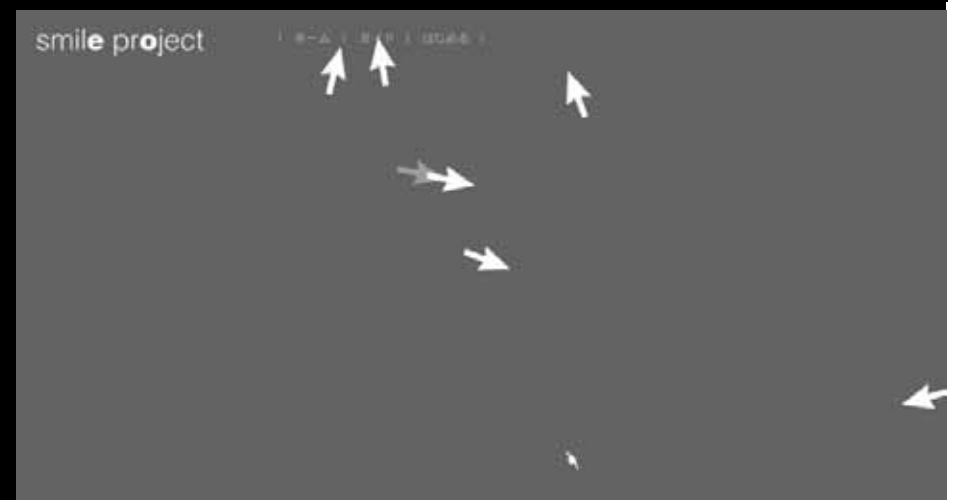
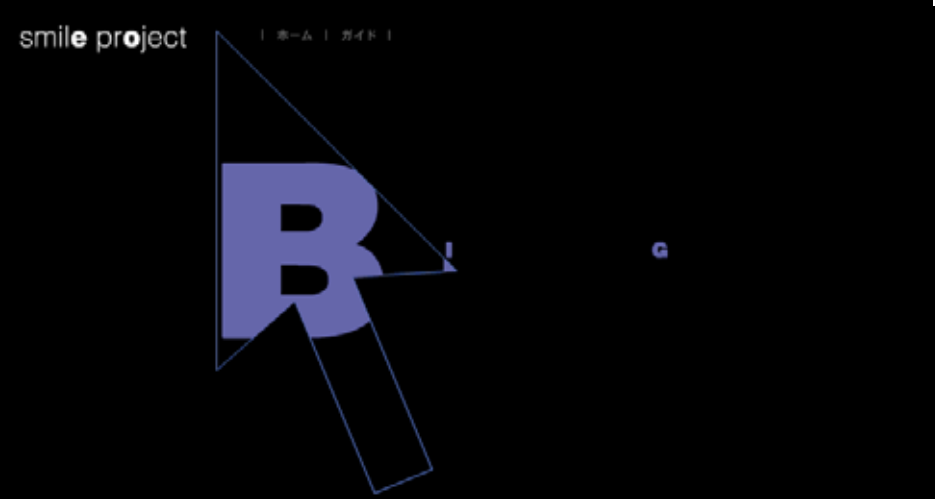
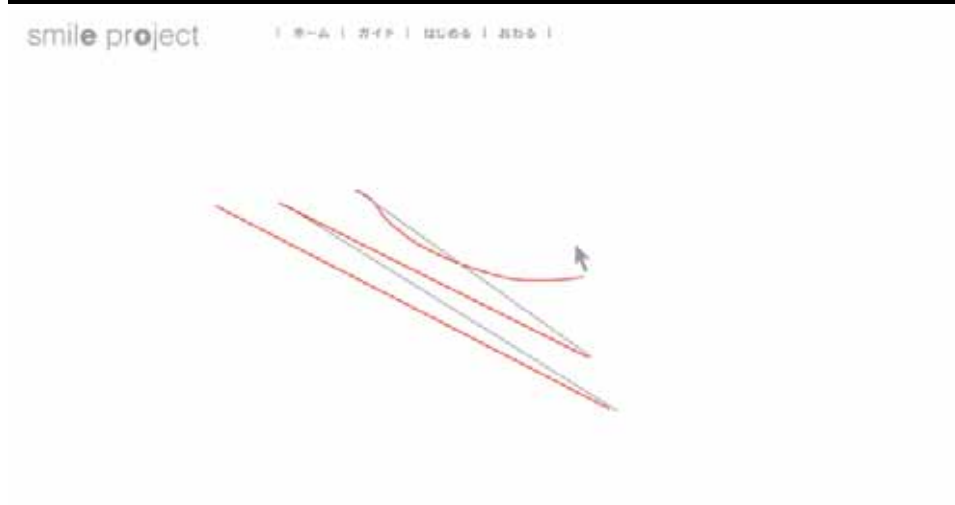
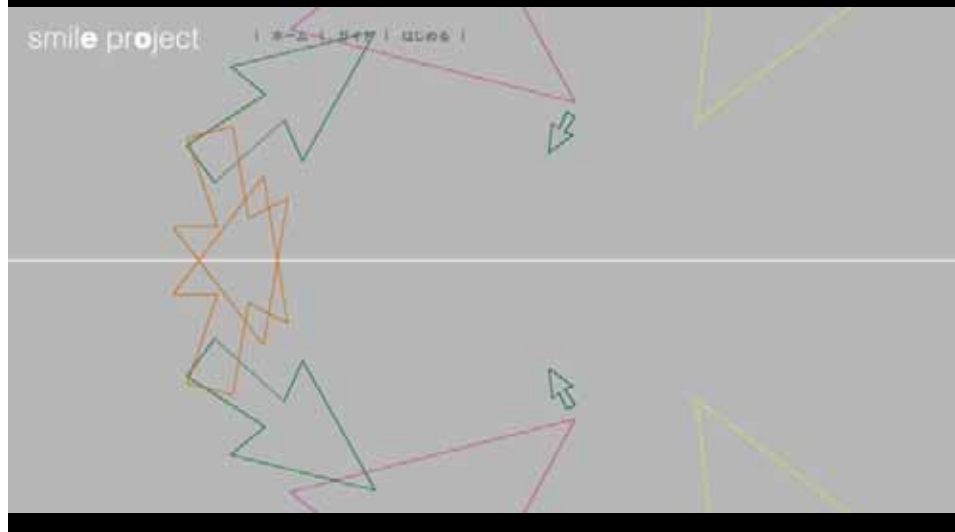
Smile Project



Smile Project-1

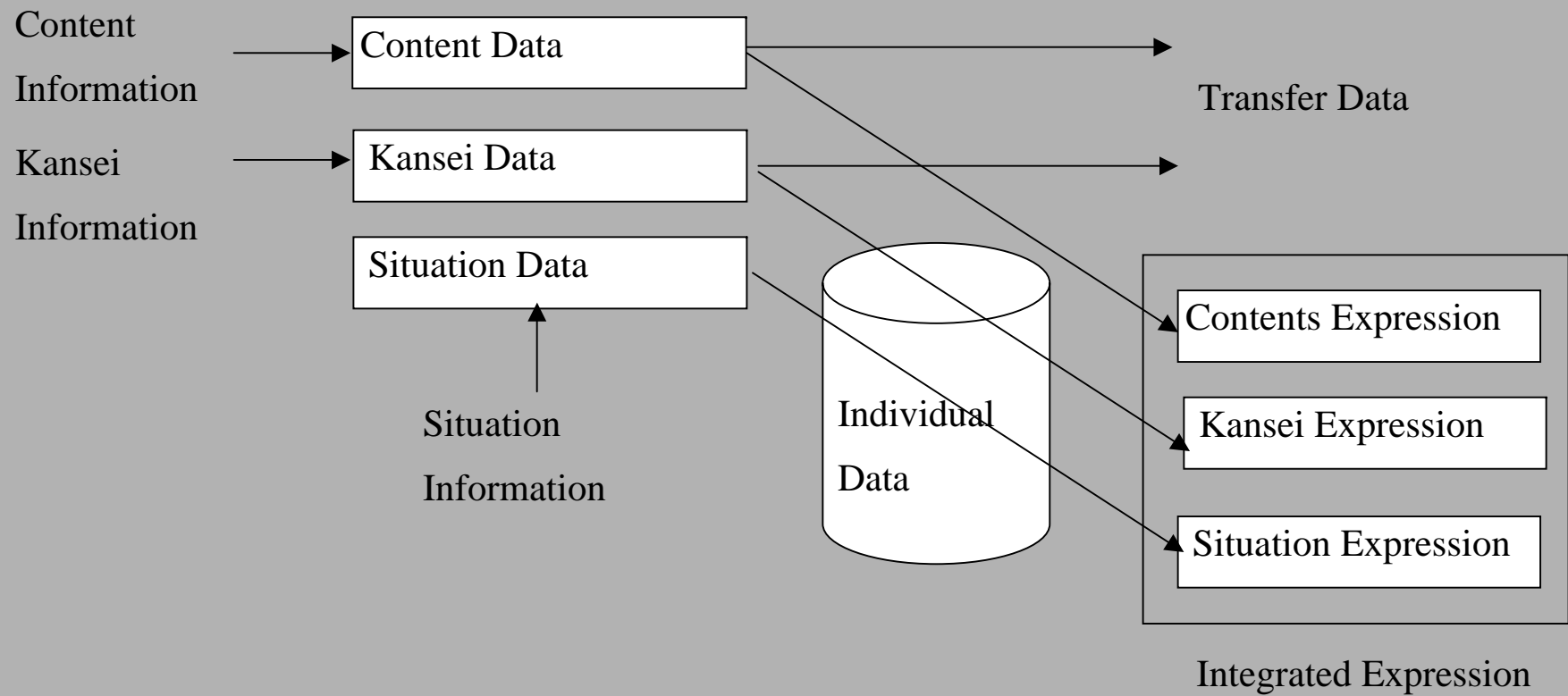


Smile Project-2



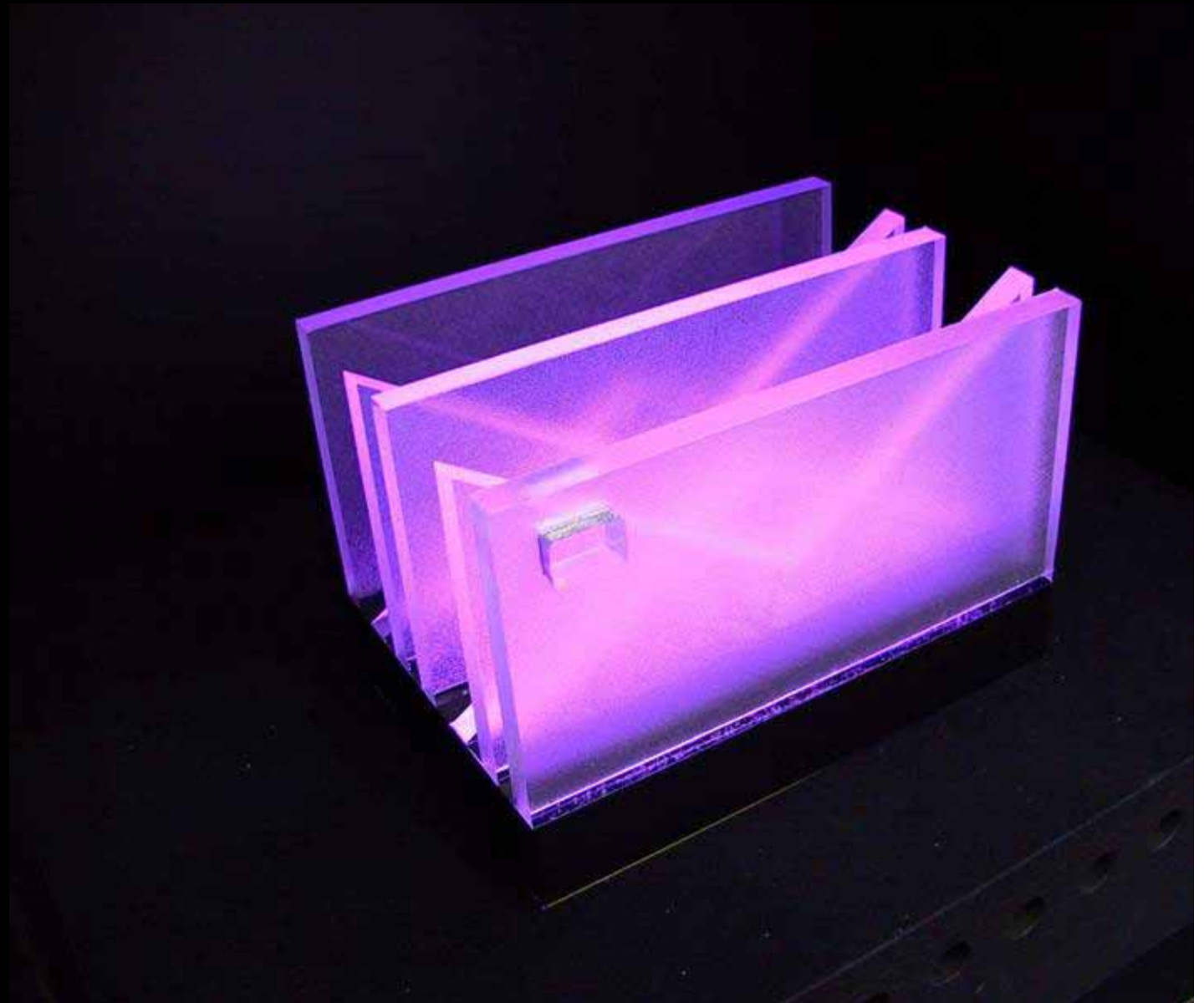
Kansei (Emotional) Project

Structure for Kansei Interface Design





Kansei Lighting



Q.

How
To make
The product
Many people
Loves?

Smile Design?

A.

Logical, Academic, User centered design

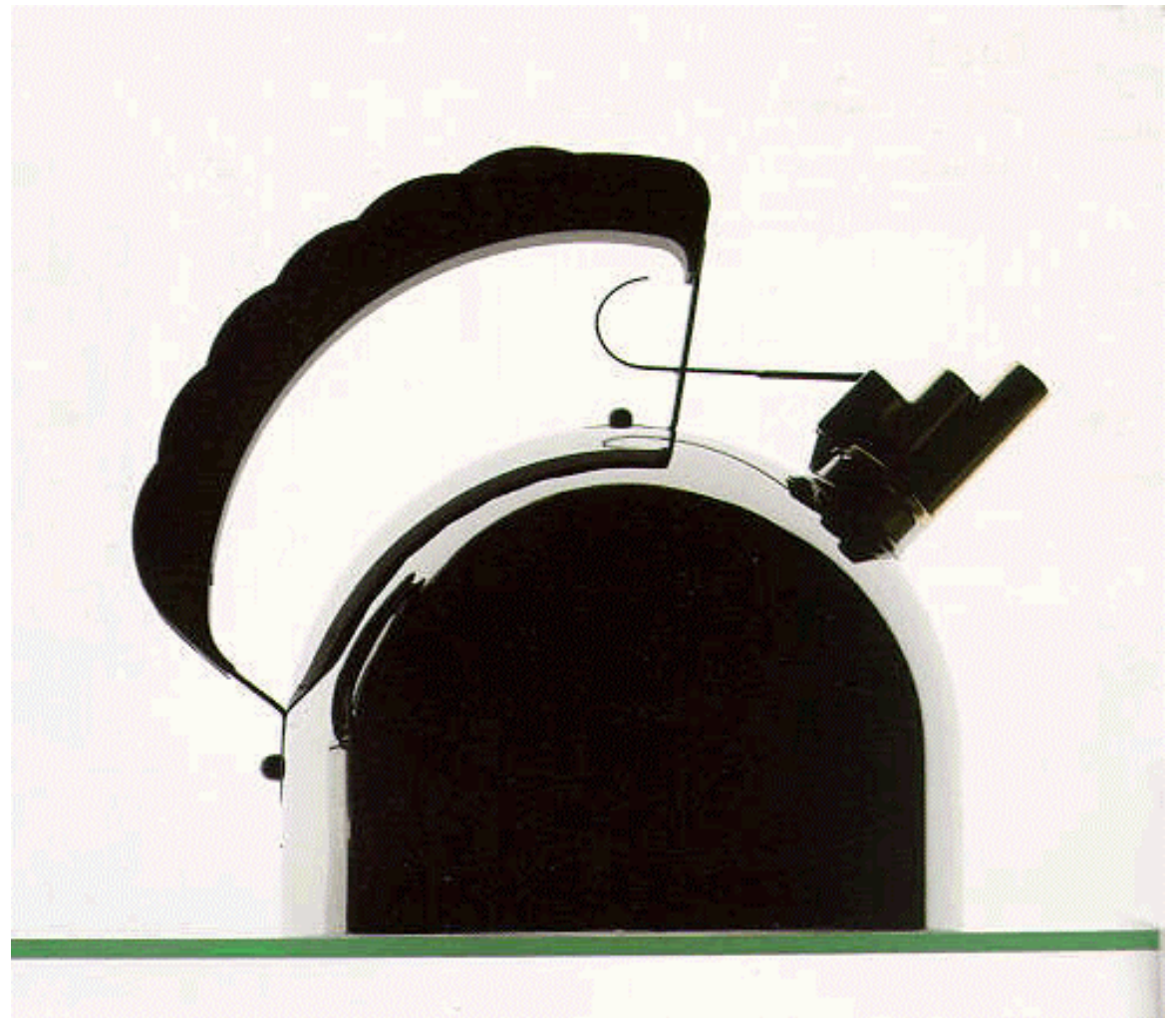
+

Emotional, Aesthetic, Great designer

11

Smile Design

Richard Sapper

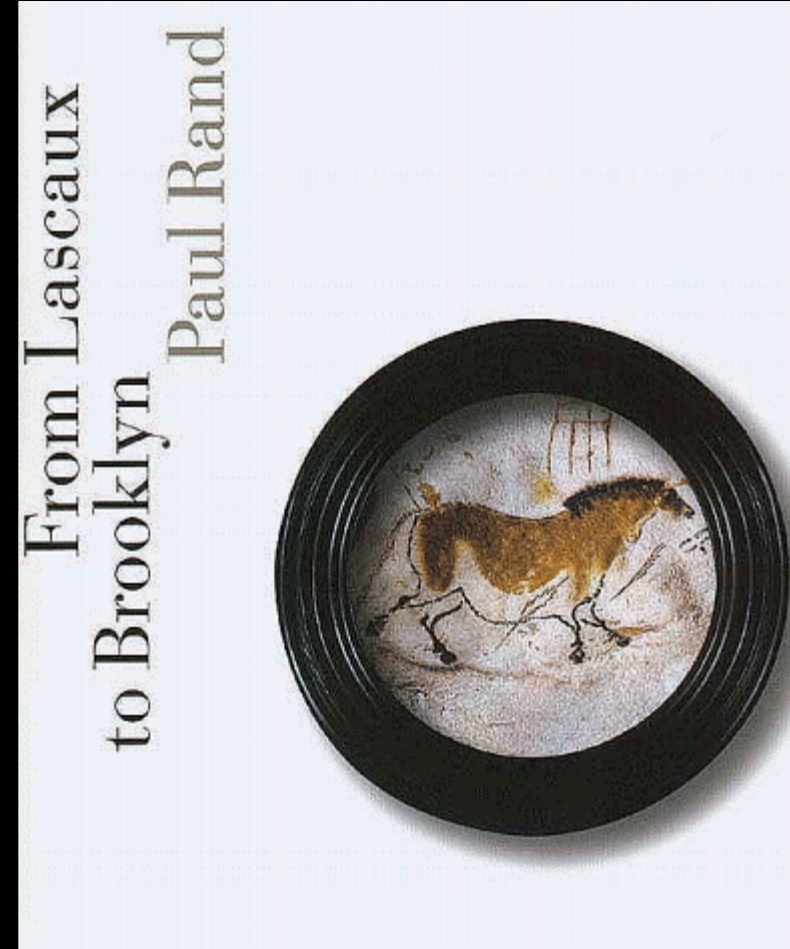




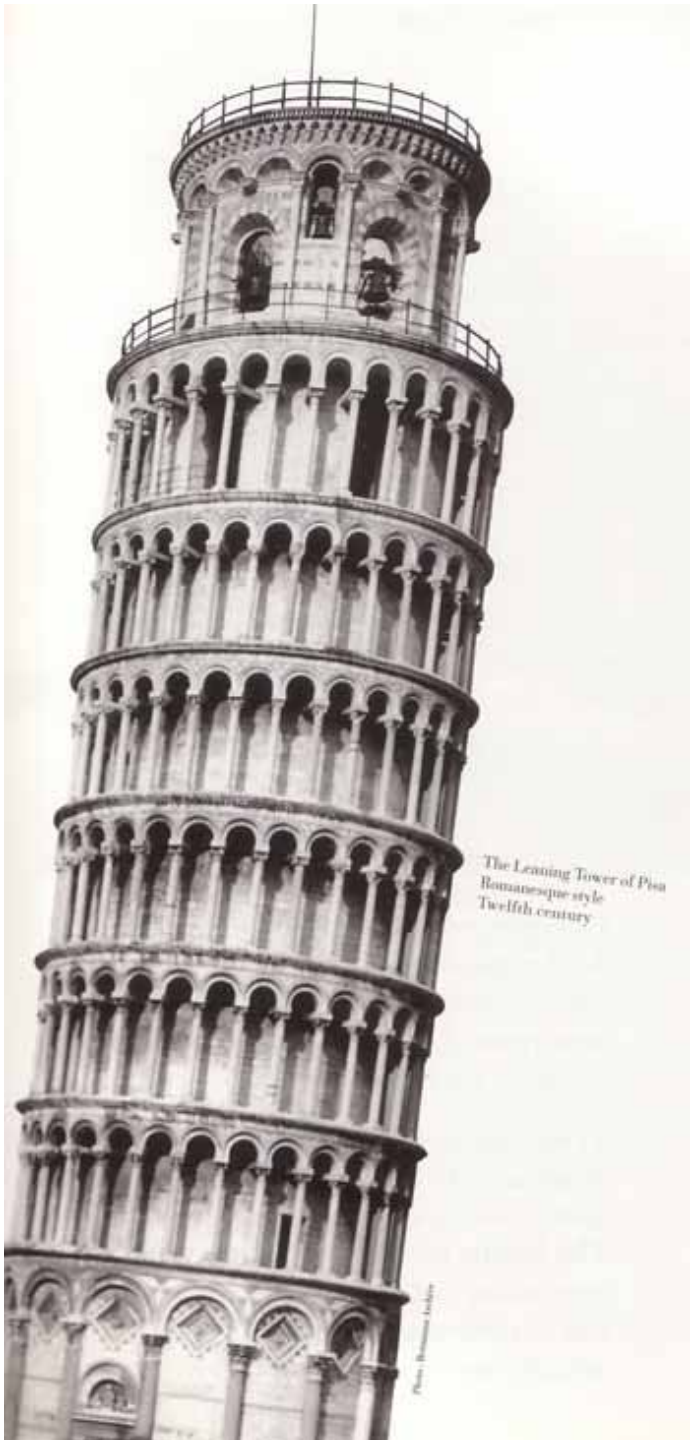
Paul Rand



From Lascaux to Brooklyn



... The Tower of Pisa?



Achille Castiglioni



Unknown Origin



A.

Logical, Academic, User centered design

+

Emotional, Aesthetic, Great designer

11

Smile Design

Thanks: Smile @ Media Lab.