



Press Release

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Interaction Designer Pioneer Bill Moggridge Leads Celebration of Human-Computer Interaction

Keynote speaker at ACM SIGCHI 2007 offers retrospective look at interaction design

San Jose, CA (29 March, 2007) -- Award-winning industrial designer Bill Moggridge will help kick off CHI 2007 — the premier international conference for Human-Computer Interaction — with a highly anticipated keynote speech that traces the successes and challenges of interaction design over the past 40 years. Bill is a cofounder of IDEO, a firm that helps companies innovate through the design of products, services, environments and digital experiences. He is credited with designing the first laptop computer, the GRiD Compass, and pioneering Interaction Design as a discipline.

CHI 2007 is celebrating its 25th anniversary from April 28 to May 3 in San Jose, California with the theme “Reach Beyond”, which commemorates the past and embraces the future.

“Bill Moggridge is one of the most respected and influential designers in HCI,” said Mary Beth Rosson, Conference Chair. “He offers an insightful perspective looking back over both human computer interaction and interaction design. We feel very fortunate to have him here.” Interaction design is the discipline of designing digital technology—such as software, websites, and video games—with the objective to improve product usability and enhance the overall user experience. In his speech, Mr. Moggridge will demonstrate how designers can utilize the subconscious to ensure the products they are designing are both intuitive and attractive, and give specific examples to illustrate his point.

“Rather than just needing the skills of a scientist to design digital products, we now need people with a subjective, empathic approach to design,” said Bill Moggridge.

Bill's presentation on April 30 will highlight the "three phases of adoption" concept articulated by venture capitalist David Liddle. Under this concept, a new technology is first adopted by enthusiasts, who appreciate the technology for what it is and are not concerned about ease-of-use or cost. This is followed by the professional phase, when the technology is developed to help people with their work. Finally, the consumer phase occurs when the technology is developed far enough for people to enjoy it at an accessible price. This sequence has profound implications for interaction design, as the design process changes with each phase to meet the increasingly practical needs of each new set of users.

Bill Moggridge has been active in design education throughout his career, notably as Visiting Professor in Interaction Design at the Royal College of Art in London, and Associate Professor in the design program at Stanford University. His new book *Designing Interactions* is available from The MIT Press.

CHI 2007 is sponsored by the ACM Special Interest Group on Computer Human Interaction (SIGCHI). Organizations contributing to the financial support of the conference include (Hero Level) Intel Corp.; (Champion Level) Cisco Systems, Inc.; Cooper; Google, Inc.; Intuit; Microsoft Corp.; the National Science Foundation (NSF); SAP AG; Sun Microsystems, and Yahoo! Inc.

Human-Computer Interaction is a critical discipline dedicated to improving the interaction between users and computers by making computers more user-friendly and receptive to user needs. The impact of Human-Computer Interaction on our society has grown immensely over the past 25 years, and CHI again provides a unique venue for professionals, academics, and students to discuss the most contemporary issues and make connections on a global stage. Visit www.chi2007.org to learn more about the conference, or www.chi2007.org/attend/registration.php to register.



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