

Anticipation

In User Interface Design

Principle

“Bring to the user all the information and tools needed for each step of the process”

Choice is Overrated

“Technology has revolutionized the way we live our lives and do business, but it has done a terrible job reducing the stress of so many decisions.”

Cognitive Load

“Amount of mental effort being used in the working memory at any given moment in time.”

VisiCalc

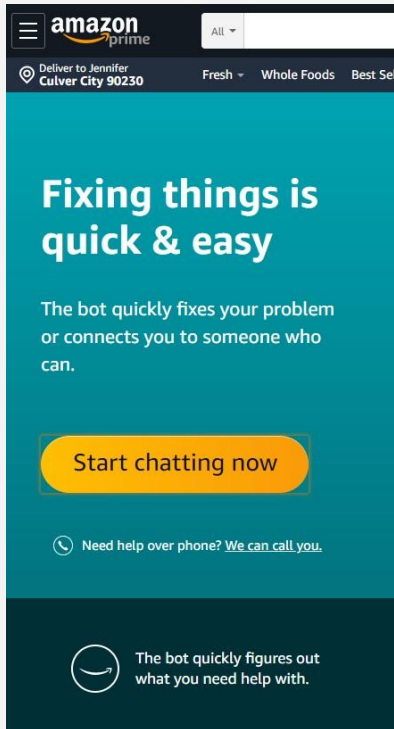
	A	B	C	D
1	ITEM	NO	UNIT	COST
2	----	--	----	----
3	RAKE	43	12.95	556.85
4	BUZZ	15	6.75	101.25
5			SUB	658.1
6			TAX	64.16
7				----
8			TOT	722.26
9				
10				
11				

VisiCalc



June Oven





amazon prime

Deliver to Jennifer Culver City 90230 Fresh Whole Foods Best Sell

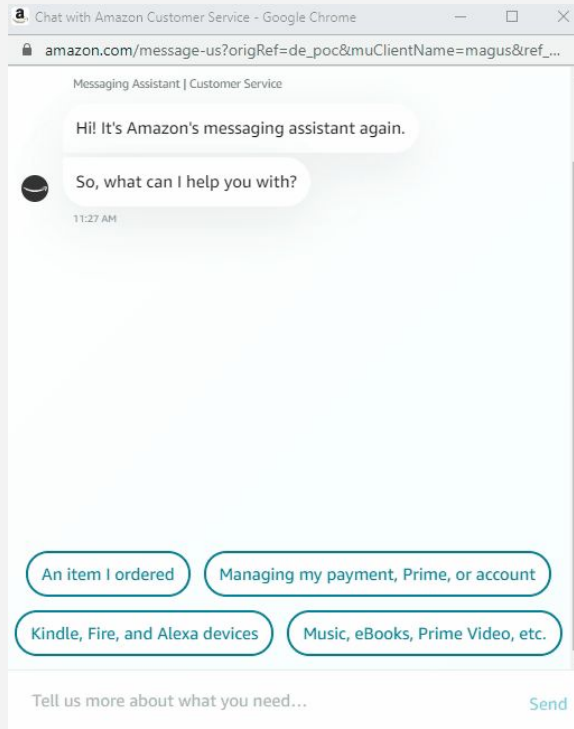
Fixing things is quick & easy

The bot quickly fixes your problem or connects you to someone who can.

[Start chatting now](#)

Need help over phone? [We can call you.](#)

The bot quickly figures out what you need help with.



Chat with Amazon Customer Service - Google Chrome

amazon.com/message-us?origRef=de_poc&muClientName=magus&ref=...

Messaging Assistant | Customer Service

Hi! It's Amazon's messaging assistant again.

So, what can I help you with?

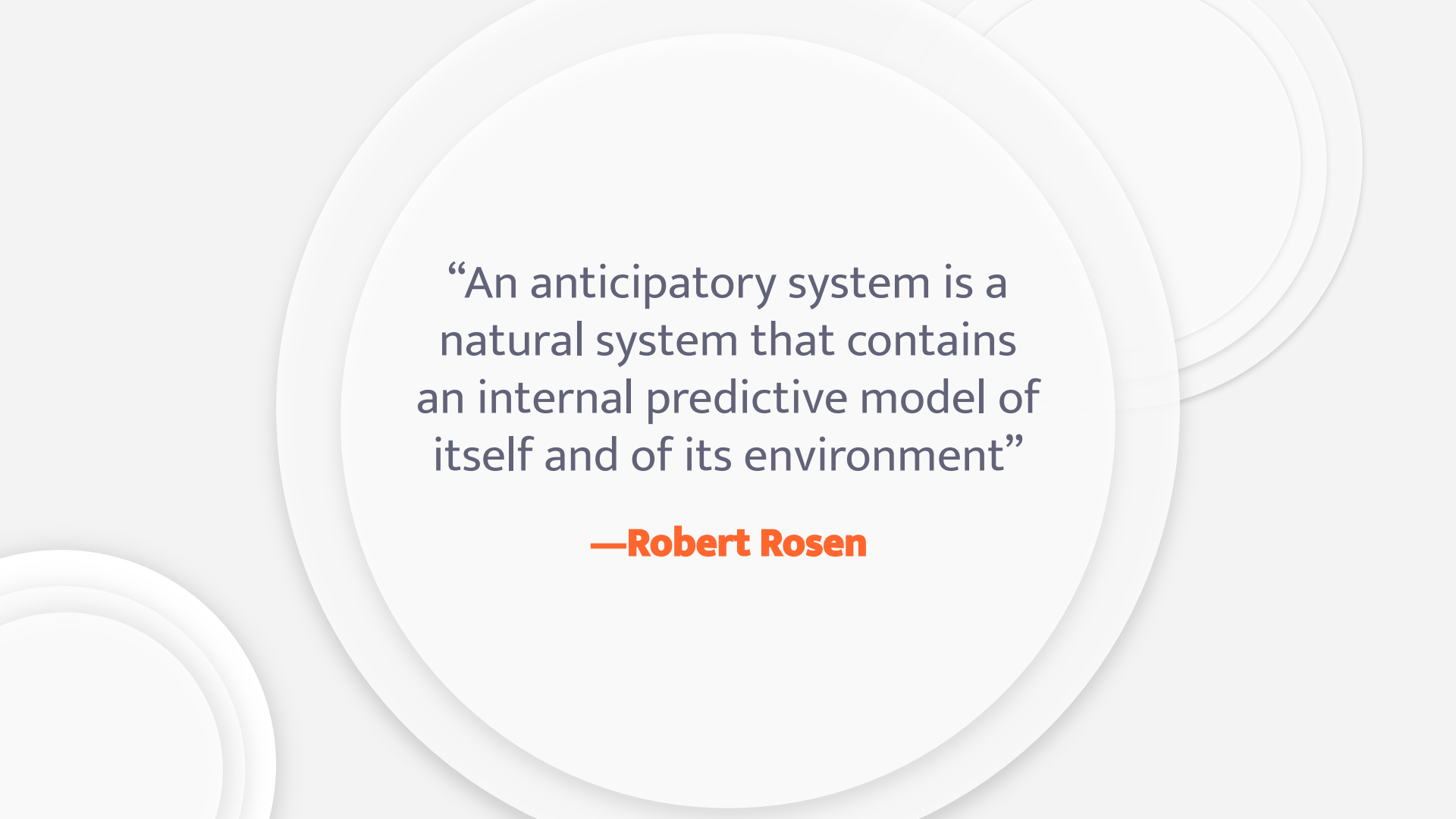
11:27 AM

[An item I ordered](#) [Managing my payment, Prime, or account](#)

[Kindle, Fire, and Alexa devices](#) [Music, eBooks, Prime Video, etc.](#)

Tell us more about what you need... [Send](#)

Amazon Chatbot



“An anticipatory system is a natural system that contains an internal predictive model of itself and of its environment”

—Robert Rosen

```
Current date is Tue 1-01-1980
Enter new date:
Current time is 21:35:24.18
Enter new time:
```

```
The IBM Personal Computer DOS
Version 2.00 (C)Copyright IBM Corp 1981, 1982, 1983
```

```
A>dir
```

```
Volume in drive A has no label
Directory of A:\
```

COMMAND	COM	17664	3-08-83	12:00p
FORMAT	COM	6016	3-08-83	12:00p
CHKDSK	COM	6400	3-08-83	12:00p
SYS	COM	1408	3-08-83	12:00p
DEBUG	COM	11904	3-08-83	12:00p
SLOOP		32	1-01-80	7:44p
		6 File(s)	292864 bytes free	

```
A>_
```

MS DOS

How to Improve?

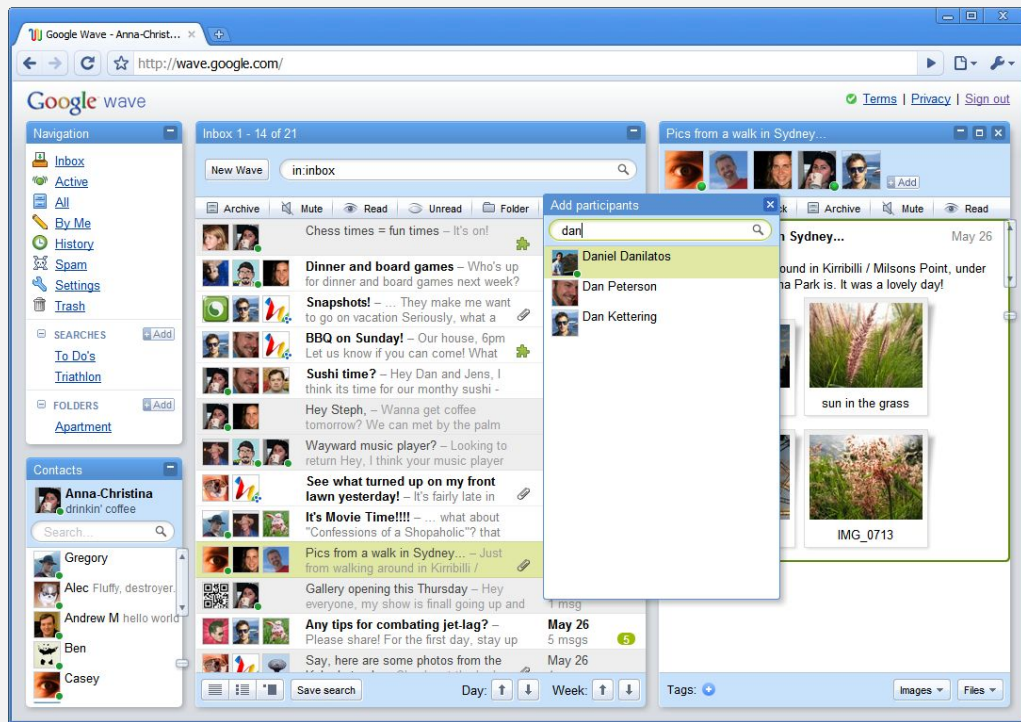
- Text Prompts
- Suggest Common Tasks



TV Remote

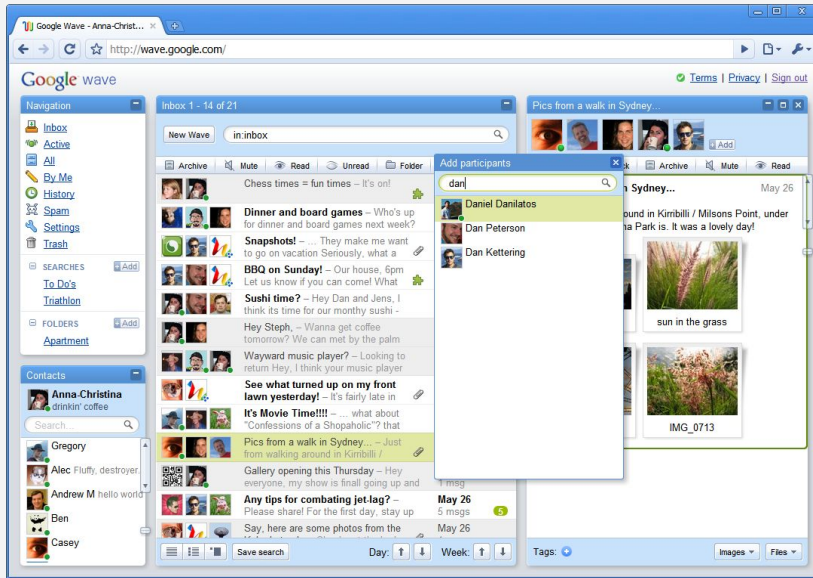
How to Improve?

- Fingerprint scan for user customization
- Parental restrictions
- Predictive volume controls



Google Wave





Google Wave

How to Improve?

- Build technology into focused products
- Google Docs for writing, Basecamp for productivity

What's Next?

Reduce User Interaction as Much as Possible





Thank you

Ben Tseitlin, Jennifer Morehead

RESOURCES

- [The History of User Interfaces](#)
- [Anticipatory Interfaces](#)
- [What you need to know about anticipatory design](#)
- [Designing Anticipatory Experiences](#)
- [What is Anticipatory Design](#)
- [Google Wave Drips With Ambition. A New Communication Platform For A New Web.](#)
- [Robert Rosen's Anticipatory Systems](#)
- Side Design by Slidesgo