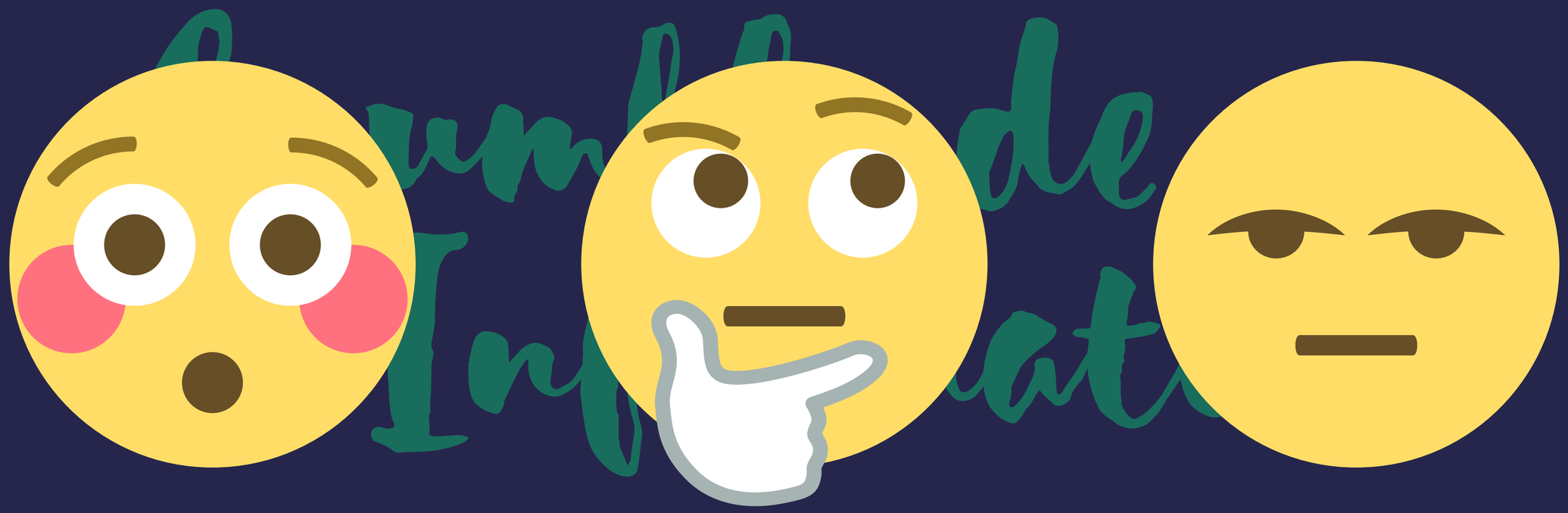
WIAD 2016
LYON, FRANCE

Crumble de l'Information

Crumble de l'Information



Crunch de l'Inspiration

Crumble de l'Information

Un prisme culinaire.

Par des analogies à la cuisine, mijotons contenus et données dans différentes marmites et avec différentes recettes.

Regardons ensemble si la façon dont nous pouvons nous nourrir apporte des éclairages sur la manière dont nous résolvons les problèmes dans notre pratique du design.

Pour la pâte :

- 225 grammes de farine,
- 115 grammes de beurre doux,
- 90 grammes de sucre (ou de cassonade),
- Une cuillère à café de poudre de gingembre,
- Une pincée de sel.

Pour la garniture :

- 4 belles poires pelées coupées en morceaux,
- 5 morceaux de gingembre confit hachés finement,
- Un jus de citron vert et quelques zestes pour le service.

Cette présentation traitera aussi d'information et d'architecture.

“Let's take a look at other practices and see how they solve problems, because it might lead us to new discoveries on problems that we face.”

— Adam Connor @ Interaction11

“En jetant un œil à d'autres disciplines et en analysant les méthodes que les gens utilisent pour résoudre les problèmes, on peut découvrir de nouvelles façons d'approcher les nôtres.”

— Adam Connor @ Interaction11

3

nourriture

=

information

cuisine

=

design

observation

=

apprentissage

3

TEST

THIS IS A TEST.
THIS STATION IS CONDUCTING
A TEST OF THE EMERGENCY
BROADCAST SYSTEM.
THIS IS ONLY A TEST.

THE MENU

8

1 Abondance

PROMOTION
BANANES
Caméroun
0
melons
Soldive
www.soldive-producteur.fr
Le plaisir partagé !
Promotio
23
59216472
ALDIS
FRUITS ET LÉGUMES D'ALSACE

pro-activ
Planta Fin Omega
Fleurier
Soja
Omega 3
Fruit d'Or
Cœur de Vie
St Hubert
ACTIVIA

Design
CONDENSED
CREAM OF
INTERACTION
SOUP

CHOPPER
HELLO!
SPLENDID
SPICE
CRAVE
BLISS
FRESHLY
DELIGHTS
ON THE GO
BAKED
SCRUMPTIOUS
TEMPTING
YUMMY
HEAVENLY
SWEET
PERFECT
BUTTERY
NUTTY
DELECTABLE
RICH
WARM
IMPECCABLE
NEED
LOVE
ORDER HERE
LOOK!
SWEETERY NYC
THE LINE BEGINS HERE

COLOR
TINT
BLACK LEVEL
PICTURE

SHOP

Opportunités !

Nutrition and Your Health

Dietary Guidelines for Americans

1 Eat a Variety of Foods page 4

2 Maintain Ideal Weight page 7

3 Avoid Too Much Fat, Saturated Fat, and Cholesterol page 11

4 Eat Foods with Adequate Starch and Fiber page 13

5 Avoid Too Much Sugar page 15

6 Avoid Too Much Sodium page 17

7 If You Drink Alcohol, Do So in Moderation page 19

U.S. Department of Agriculture
U.S. Department of Health and Human Services

Nutrition and Your Health

Dietary Guidelines for Americans

Eat a Variety of Foods page 6

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Avoid Too Much Fat, Saturated Fat, and Cholesterol page 15

Eat Foods with Adequate Starch and Fiber page 17

Avoid Too Much Sugar page 19

Avoid Too Much Sodium page 21

If You Drink Alcoholic Beverages, Do So in Moderation page 23

1985
of Agriculture
Health and Human Services

Nutrition and Your Health:

Dietary Guidelines for Americans

Eat a variety of foods page 5

Maintain healthy weight page 8

Choose a diet low in fat, saturated fat, and cholesterol page 13

Choose a diet with plenty of vegetables, fruits, and grain products page 18

Use sugars only in moderation page 21

Use salt and sodium only in moderation page 23

If you drink alcoholic beverages, do so in moderation page 25

of Agriculture
of Health and Human Services

2 Ingrédients

Chou Vert
Courgettes
2,10
le kilo
Aubergines
FEVES
Vendues
CAT I
2,80
le kilo

RUNGIS
Perfu
Perfu
Coeur 3 Avignon
Le Montdevillaise

médias
institutions
entreprises
gens

Fermier

↳ **Coopérative**

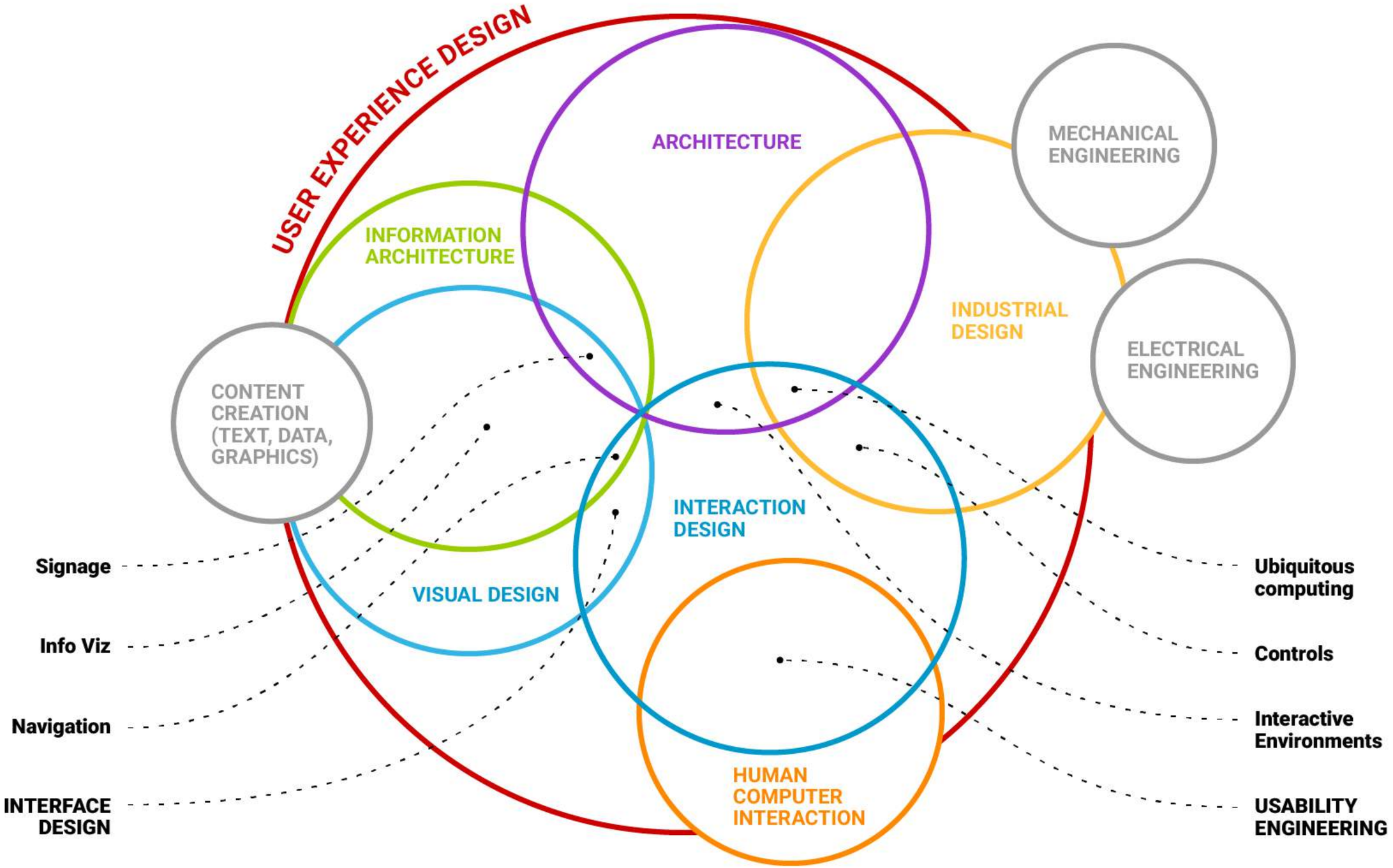
↳ **Distributeur**

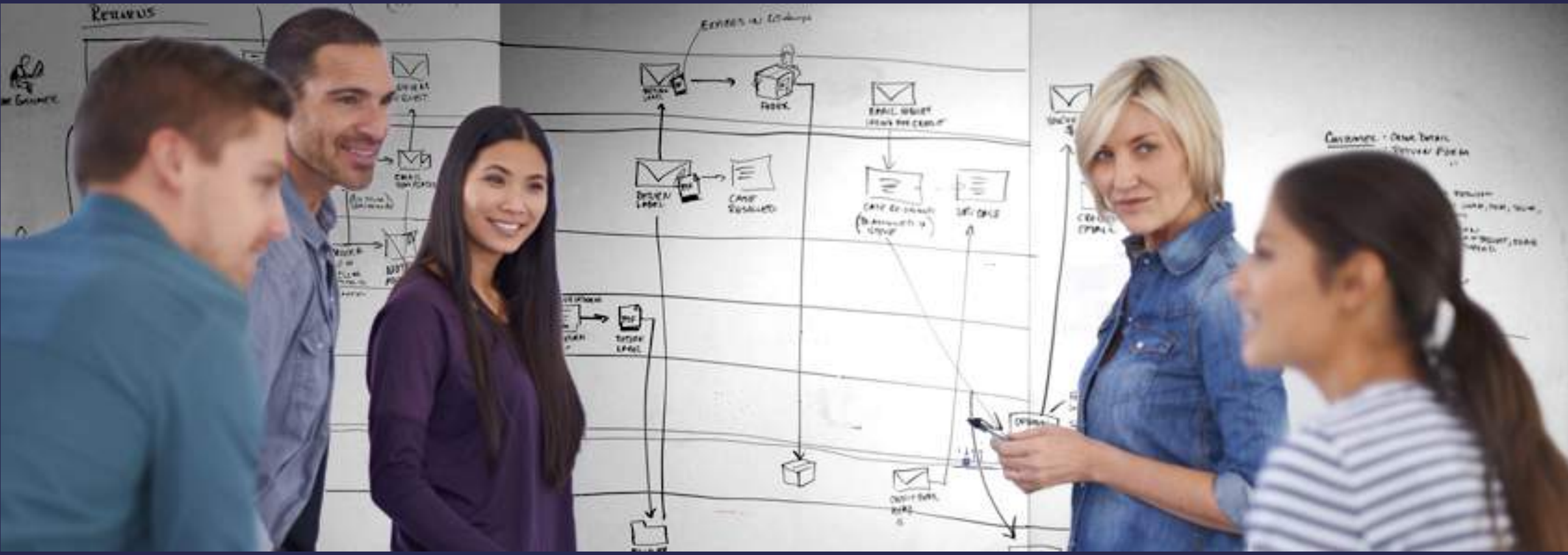
↳ Centrale

↳ Magasins

↳ Gens

3 Organisation


USER EXPERIENCE DESIGN
ARCHITECTURE
MECHANICAL ENGINEERING
INFORMATION ARCHITECTURE
INDUSTRIAL DESIGN
ELECTRICAL ENGINEERING
CONTENT CREATION (TEXT, DATA, GRAPHICS)
INTERACTION DESIGN
VISUAL DESIGN
HUMAN COMPUTER INTERACTION
Signage
Info Viz
Navigation
INTERFACE DESIGN
Ubiquitous computing
Controls
Interactive Environments
USABILITY ENGINEERING



LA BRIGADE DES CUISINES
DU NOUVEAU WALDORF-ASTORIA NEW YORK

CHEF DE CUISINE
CHEF DE PARTIE
COMMIS
APPRENTI(E)
PLONGEUR
MARMITON
SAUCIER
RÔTISSEUR
GRILLARDIN
FRITURIER
POISSONNIER
ENTREMETIER
POTAGER
LEGUMIER
GARDE MANGER
TOURNANT
PÂTISSIER
CONFISEUR
GLACIER
DÉCORATEUR
BOULANGER
BOUCHER
ABOYEUR
COMMUNARD
GARÇON DE CUISINE

PROJECT MANAGER

PRODUCT DESIGNER

SERVICE DESIGNER

INDUSTRIAL DESIGNER

USER RESEARCHER

USER EXPERIENCE DESIGNER

INFORMATION ARCHITECT

INTERACTION DESIGNER

PROTOTYPIST

VISUAL DESIGNER

USER INTERFACE DESIGNER

WEB DESIGNER

MOBILE DESIGNER

L'équipe

Gilles
Backend Developer

Marc
Software Designer

Alberto
Digital Strategist

Saniha
Cheffe de projet

Ludovic
Chef de projet

Guillaume
Art Director

Zhiqi
Visual Designer

Sepehr
Visual Designer

Noémie
UX Designer

Yann
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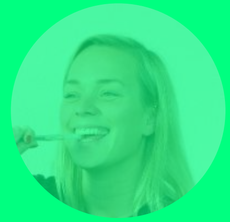

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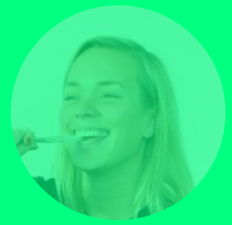

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UX Designer

Yann
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Toni
Frontend Developer

Evrin
Office Manager

les Clients

l'Agence

les Gens

LES OUTILS

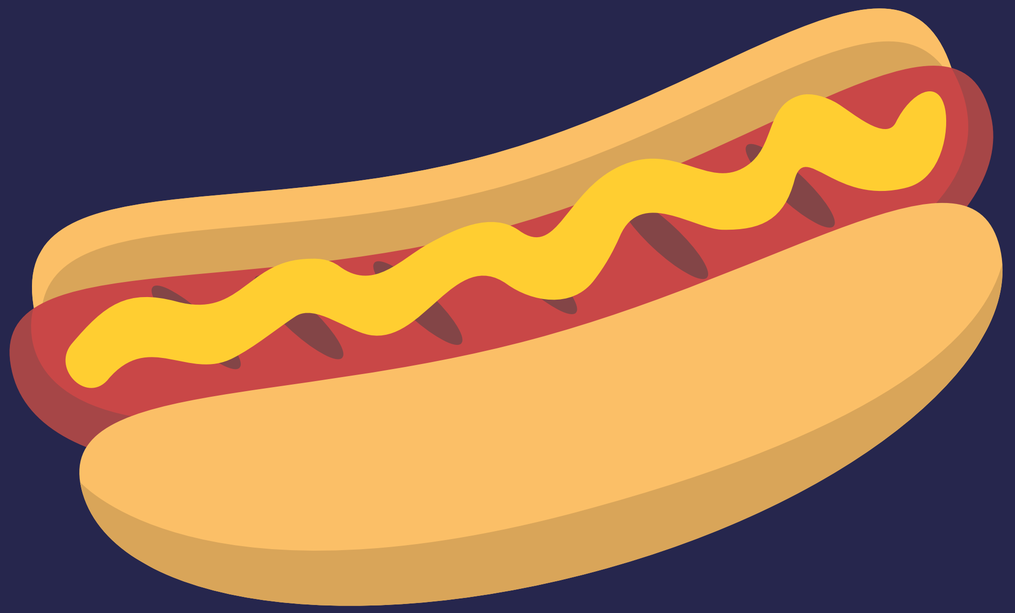
WMF CROMARGAN.O
swissair

SABATIER
SABATIER
SABATIER
SABATIER

Ceci est un évaporateur Rotatif

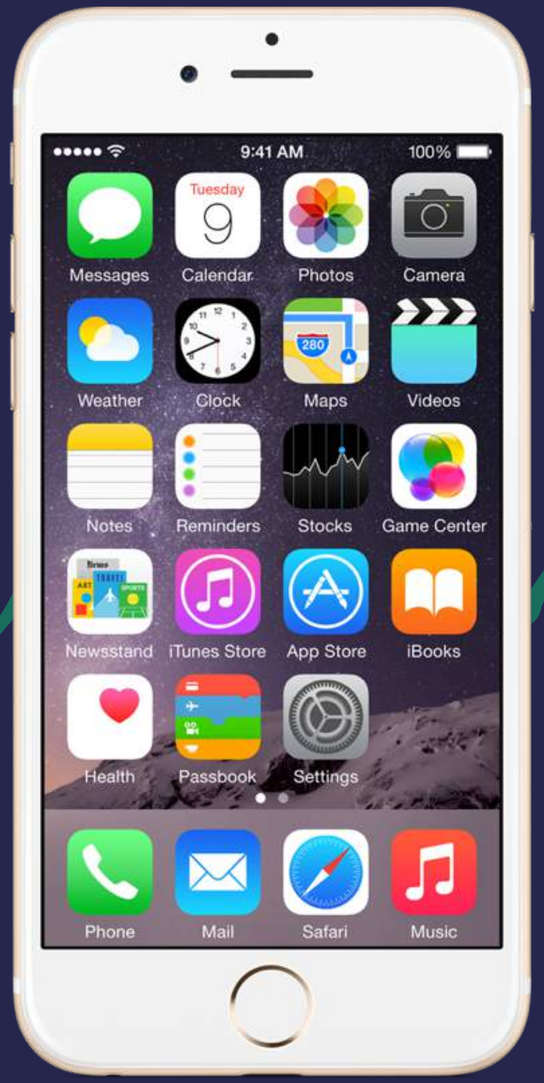
Service compris.

4 Santé



J'ai faim !

J'ai im !


9:41 AM
100%
Messages
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Weather
Clock
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Videos
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Reminders
Stocks
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Newsstand
iTunes Store
App Store
iBooks
Health
Passbook
Settings
Phone
Mail
Safari
Music

J'ai faim !

J'a m !

9:41 AM
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9
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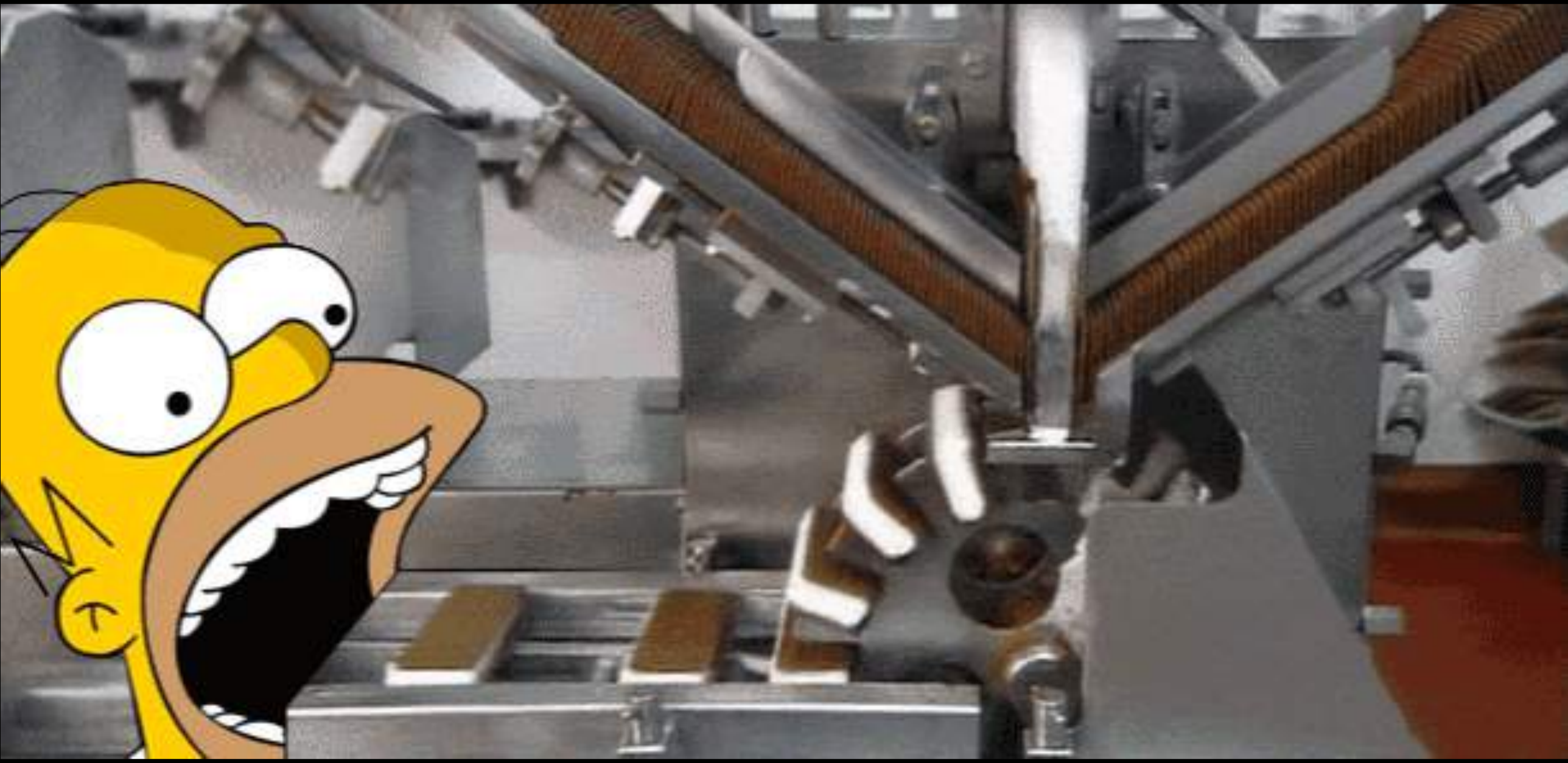
Safari
Music

J'a m !



partage

ex. FB 1/3

ex. FB 2/3

ex. FB 3/3

5 Temps

Plus vite !

Interactions plus courtes

Plus instantané ?

Moins de texte ?

Savoir-faire

E=MC2

- ★ Temps à disposition
- ★ Temps de réflexion
- ★ Temps de production
- ★ Expérience accumulée

plan de salle

paradox manger
plaisir / besoin

Client qualifier
besoin / délice

– Menu –

Agneau 8 heures

Attente Food Truck

6 Présentation

Fancy restaurant

Simple restaurant

Table

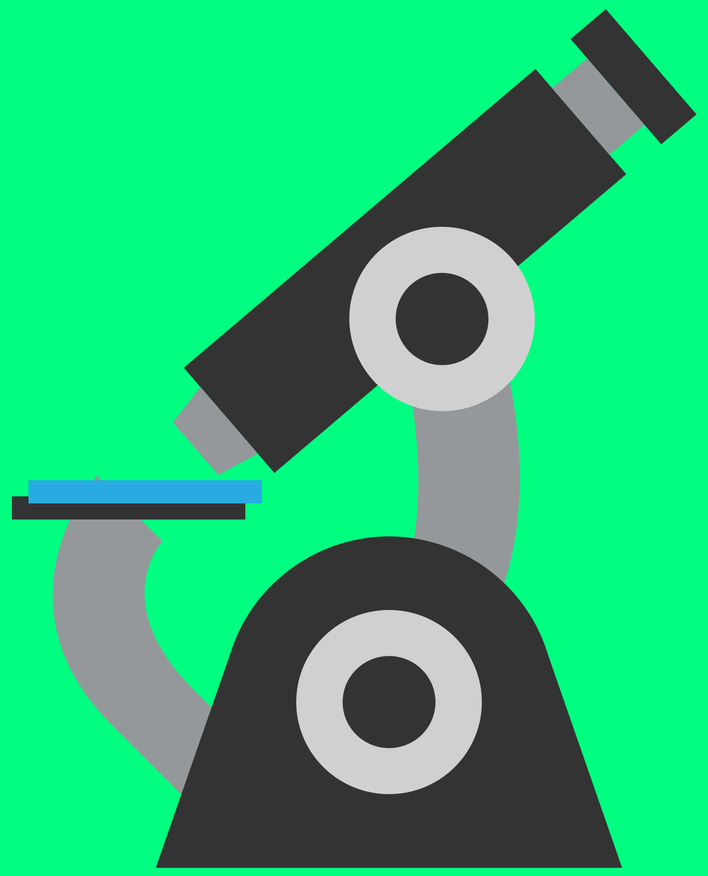
Ready made dishes

Bento / takaway food

food in space

Noma dish

Fancy food truck branding



7

Aura

Yelp!

Design studio

Influence & culture

Apprentissage

Fidélité

Nos vieux clients

l'Addition !

$$$

€€€

8 Systèmes

Industrialisation 1/2

Industrialisation 2/2

Interaction for food

/

Food for interaction

Cuisine ouverte
1/2

Cuisine ouverte
2/2

Design ouvert

Et les restes ?

Substituts

Conclusion

Conclusion 1/3

Conclusion 2/3
Mike Monteiro inside!

Conclusion 3/3

Crédits photos (par diapositives)

06 – naturalknowledge247.com
23 – “Still Life with Fruit Nuts and Cheese” par Floris van Dyck
24 – Blog French Moments – frenchmomentsblog.com
27 – spizzico.org /
32 – IDEO/Nicoles Zurcher
35 – rhonetourisme.com
36 – Myrabella / Wikimedia Commons
45 – uxteam.com
46 – “The Kitchen "Brigade" of the new Waldorf-Astoria Hotel 1932
57 – Évaporateur rotatif › Gmhofmann

—

Gifs : giphy.com
Emojis par emojione.com

Fonts :
· Quatro Sans par p.s.type
· Sensa Brush Fill par Fontfabric
· DIN Condensed Bold par Albert-Jan Pool pour FontFont

Mercis

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Lectures

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Merci de votre attention !
+ mini-bio & contact

Épilogue

(si il y a le temps)