Experience Design: Technology for All the Right Reasons

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Experience Design: Technology for All the Right Reasons, Morgan & Claypool. For this week’s reading on experience design for music education, we moved up a level to think about experience design generally. A lot of design theory tends to boil down to “Design things better!” His main thesis is that designers of technology aren’t just designing the technology itself. They’re designing the felt experience of using the technology (intentionally or not.) People care less about the technology itself and more about how they feel while using it. There’s “experience,” the verb, and “experience,” the noun. The verb refers to the ongoing stream of sensory impressions, emotions and memories running through our heads.