



# The Design of Future Things: Author of The Design of Everyday Things

*Don Norman*

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## **The Design of Future Things: Author of The Design of Everyday Things** Don Norman

Donald A. Norman, a popular design consultant to car manufacturers, computer companies, and other industrial and design outfits, has seen the future and is worried. In this long-awaited follow-up to *The Design of Everyday Things*, he points out what's going wrong with the wave of products just coming on the market and some that are on drawing boards everywhere—from “smart” cars and homes that seek to anticipate a user's every need, to the latest automatic navigational systems. Norman builds on this critique to offer a consumer-oriented theory of natural human-machine interaction that can be put into practice by the engineers and industrial designers of tomorrow's thinking machines. This is a consumer-oriented look at the perils and promise of the smart objects of the future, and a cautionary tale for designers of these objects-many of which are already in use or development.

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