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ZEBRA

60 Years of the GUI

James Morley Smith

Senior Director of User Experience, Research & Human Factors

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##############################################################
############# DATE:      SEPTEMBER 2023      ################
############# LOCATION:  MADRID, SPAIN        ###############
############# PRESENTER: JAMES MORLEY-SMITH  ################
##############################################################

> HELLO DEVCON
```

1700s
1800s
1900s
Today

1963

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1963

1968

1. Mouse Input
2. Text Editing & Word Processing
3. Hypertext
4. Video Conferencing
5. Copy & Paste
6. Graphics
7. Online real-time collaboration

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1963

1968

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1963

1968

1970s

1983

1984

1985

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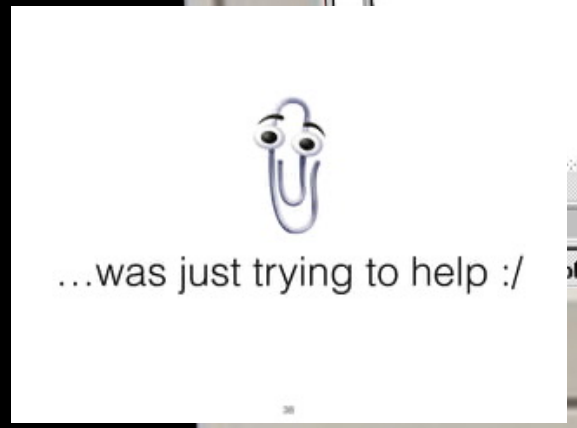

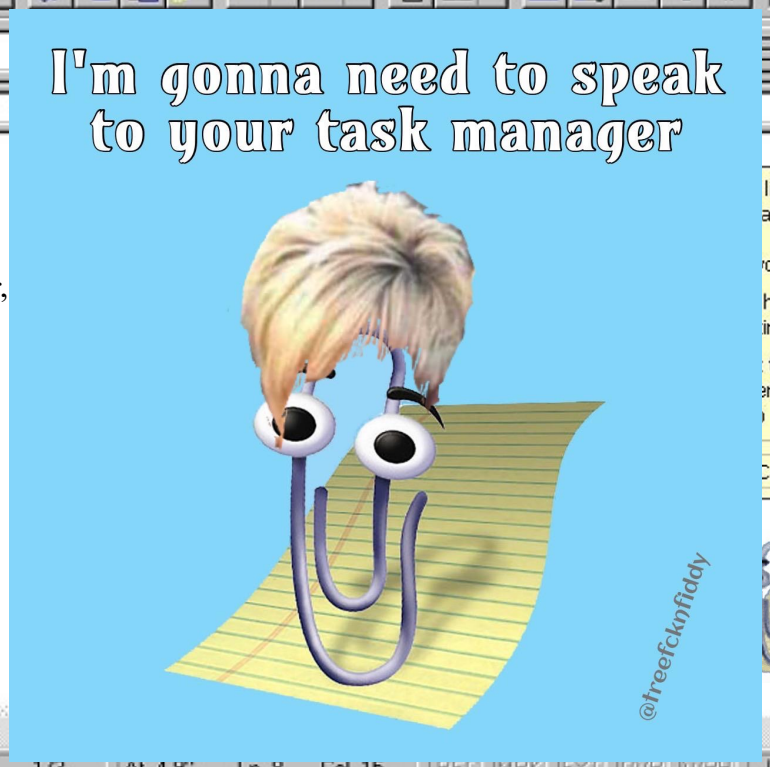

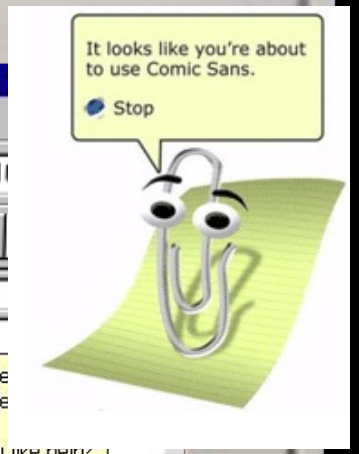

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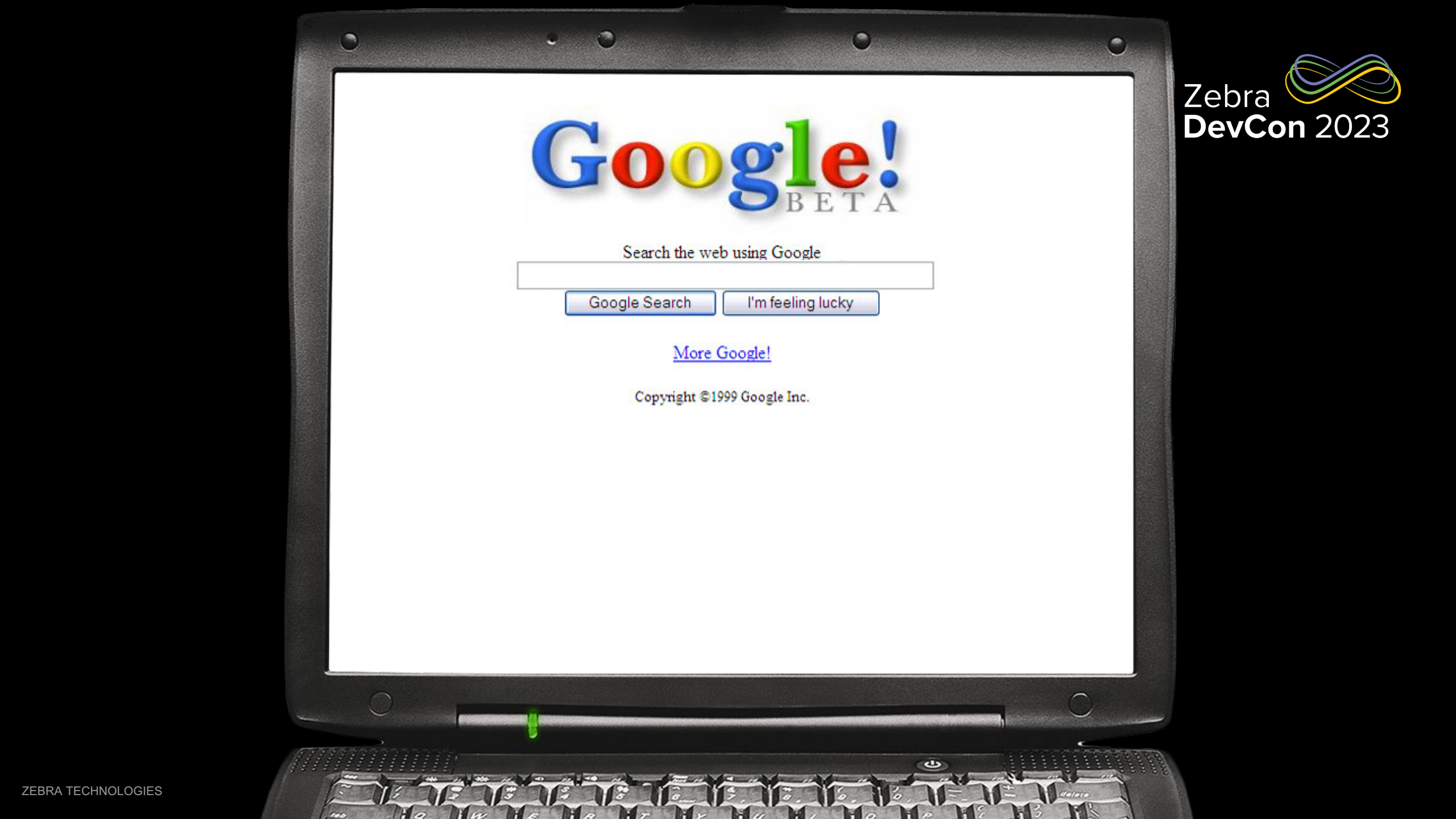

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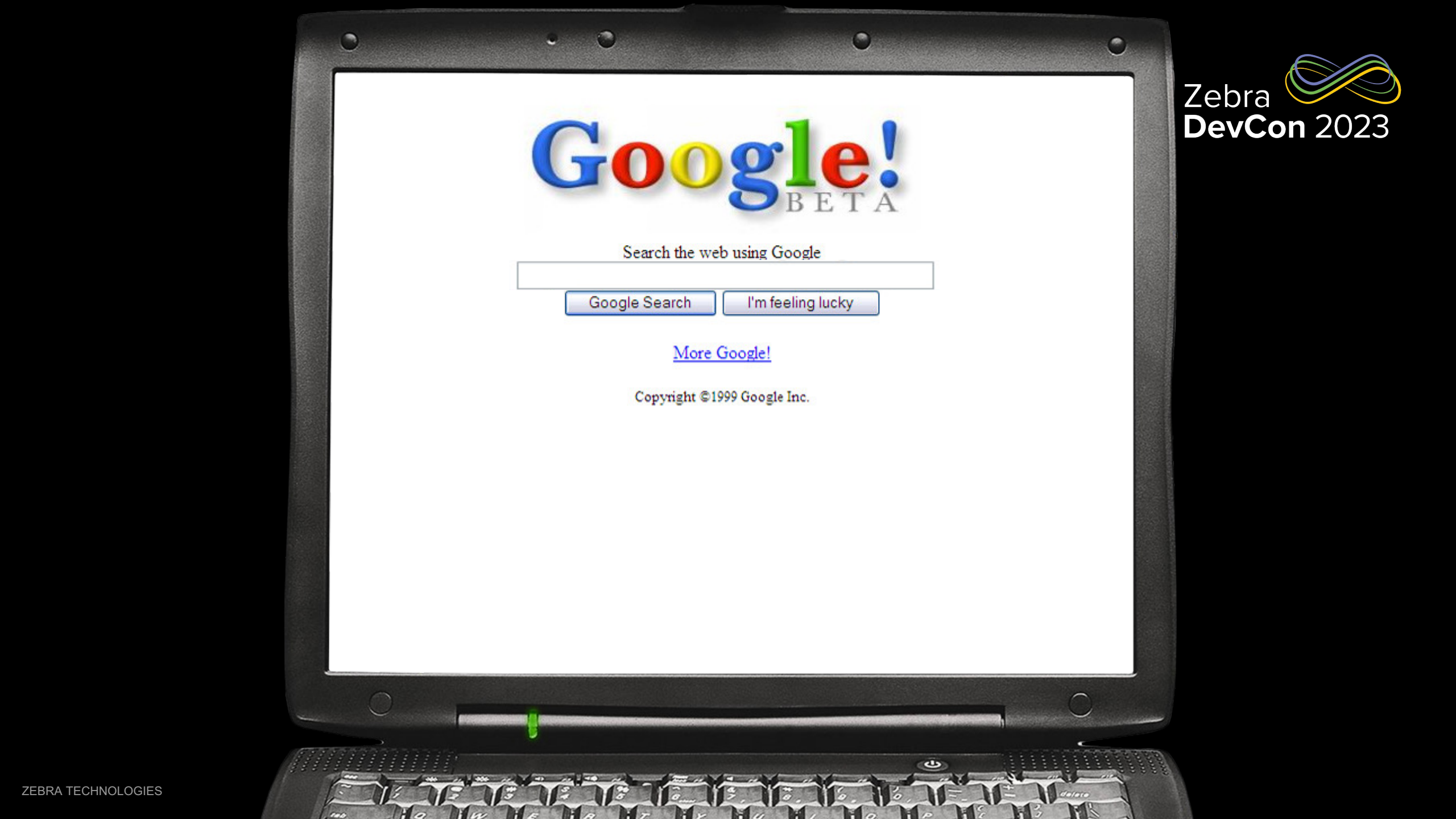

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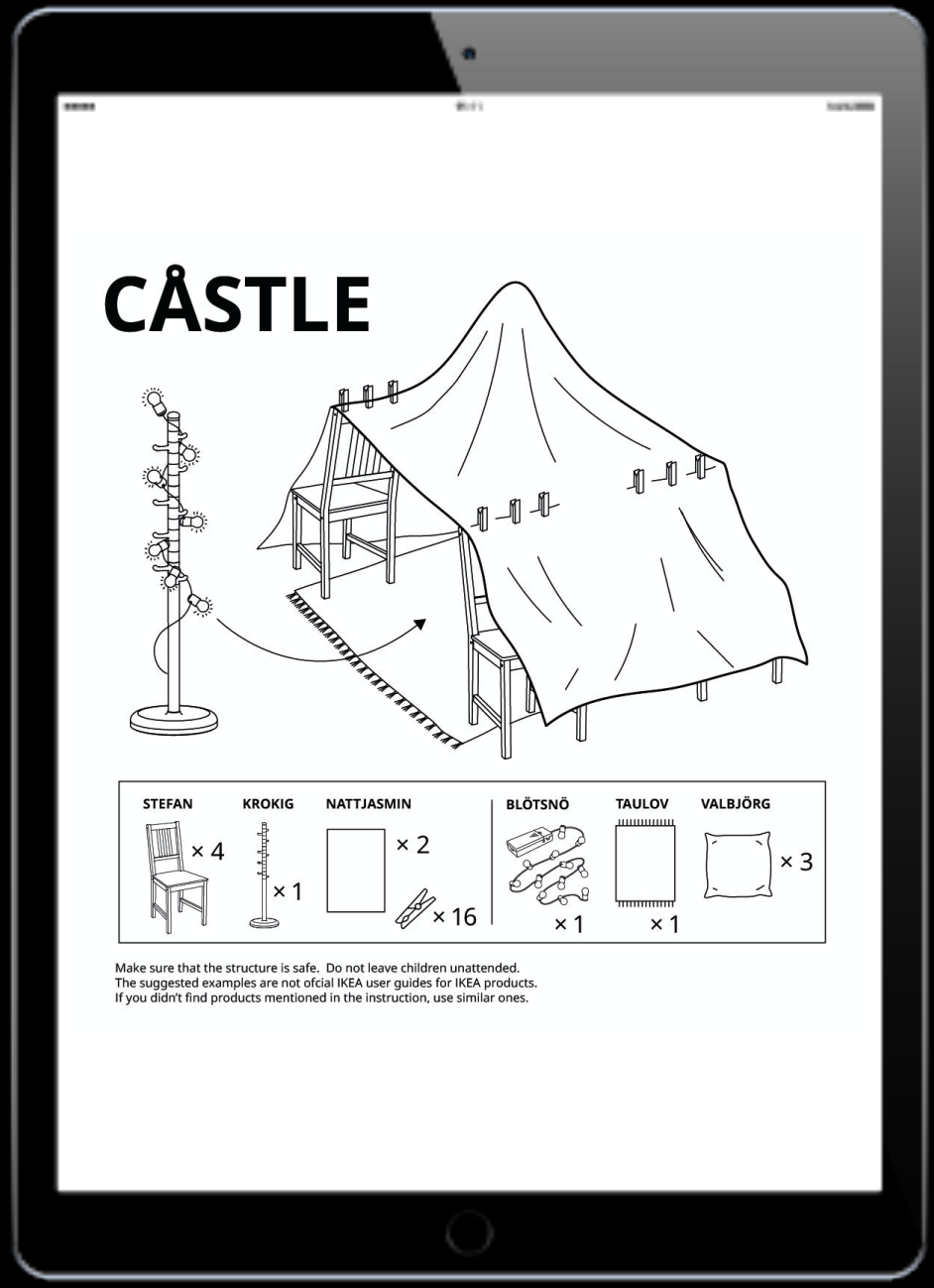
CÅSTLE
STEFAN
× 4
KROKIG
× 1
NATTJASMIN
× 2
× 16
BLÖTSNÖ
× 1
TAULOV
× 1
VALBJÖRG
× 3
Make sure that the structure is safe. Do not leave children unattended.
The suggested examples are not ofcial IKEA user guides for IKEA products.
If you didn't find products mentioned in the instruction, use similar ones.

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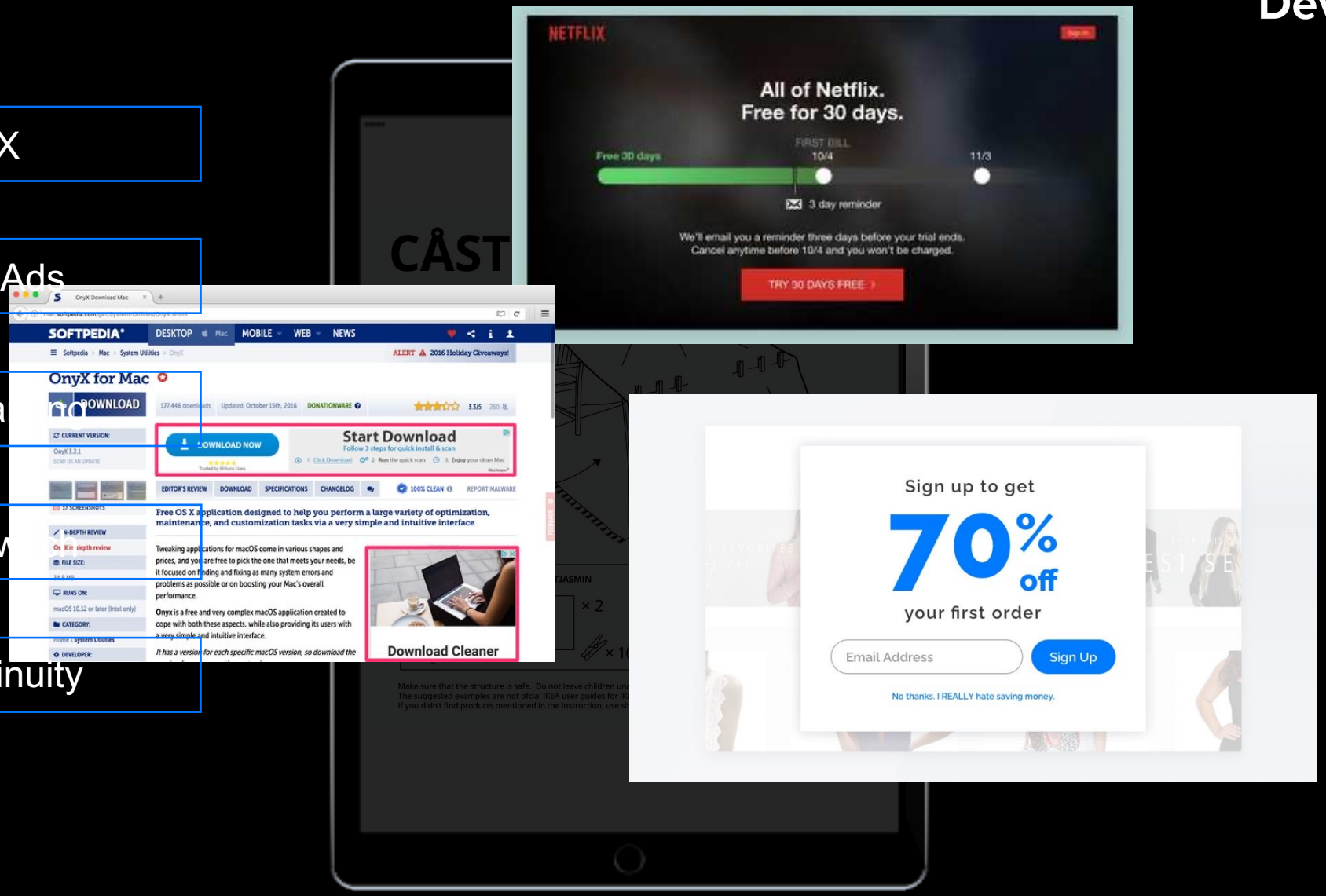
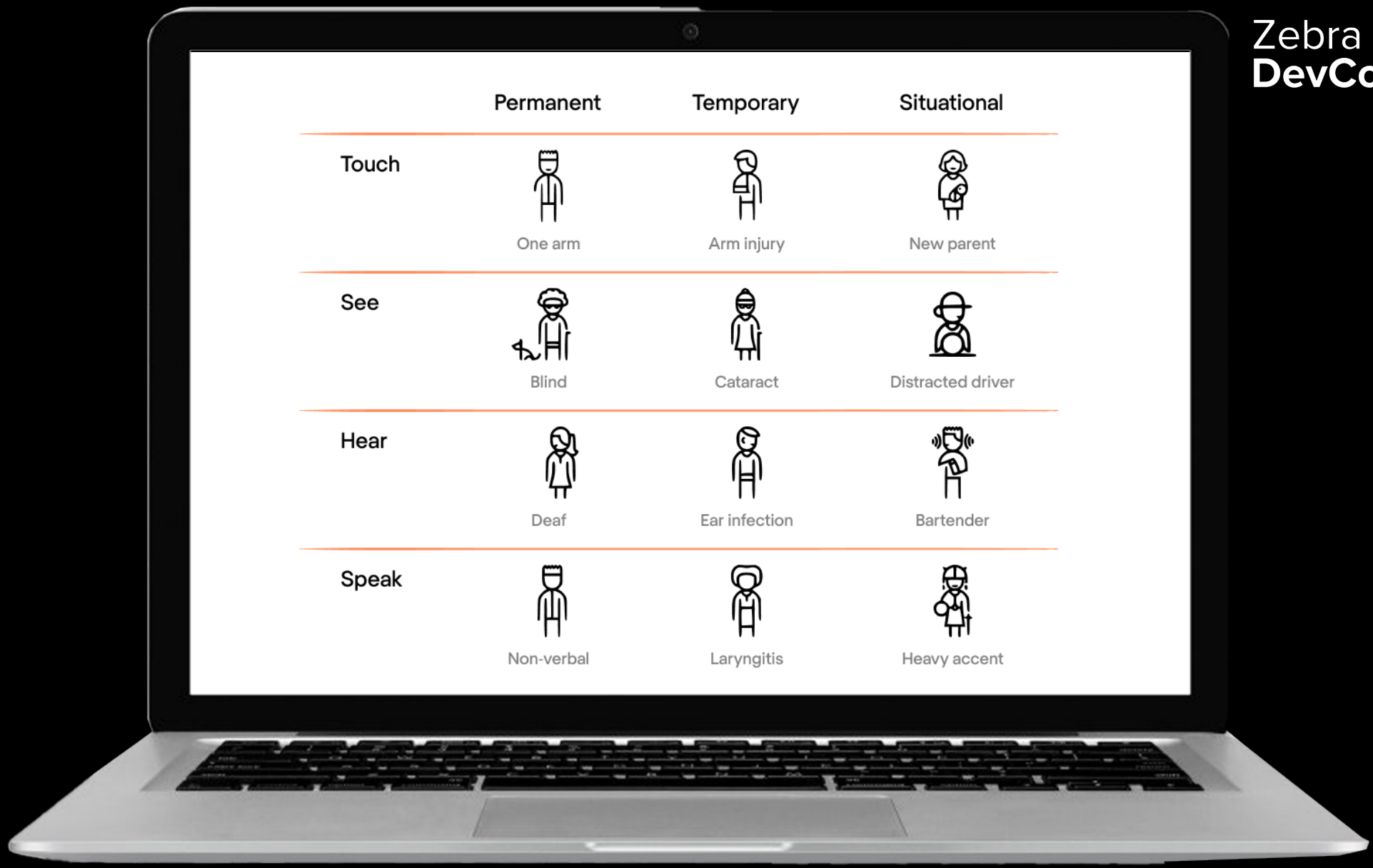
- Dark UX
- Disguised Ads
- Confirm sha
- Bait and Sw
- Forced Continuity





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1 ORANGES
2 APPLES
3 BANANAS
4 CARROTS
5 SOUP
6 NEWSPAPER
7 LETTUCE
8 FRENCH BREAD
9 BEAN SOUP
10 TOMATO SOUP
11 PAPER TOWELS
12 ASPIRIN
13 NOODLES (ELBOW KIND)
14 BEANS
15 SCOTCH TAPE
16 CHAPSTICK
17 MILK

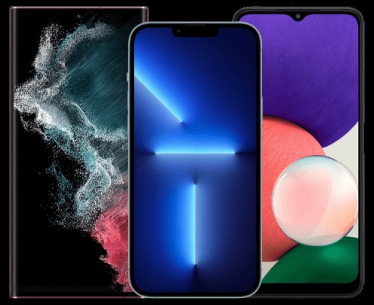
1960s

1960s

Cognitive Systems

Programmable Systems

Tabulating Systems



1900s

1960s

1960s

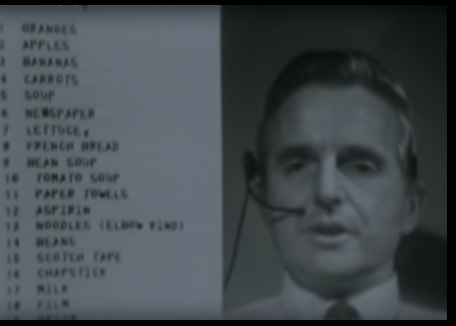
1980s

2000s

2020s

Cognitive Systems

Programmable Systems



?

1960s

1980s

2000s

2020s

+ New Chat

Today

What's Next for GUI's?

Default (GPT-3.5)

Within the context of cognitive computing, what will future interfaces look like?

1. Conversational & Voice Interfaces
2. Multi-Modal Interfaces
3. Contextual Awareness
4. Improved Accessibility
5. Reduced Learning Curve
6. Ethical, Privacy and Security Challenges
7. Industry-Specific Applications

Make up a story
about Sharky, a tooth-brushing shark superhero

Design a database schema
for an online merch store

Come up with concepts
for a retro-style arcade game

Help me pick
a gift for my dad who loves fishing

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT August 3 Version

Up until now, we have primarily initiated the interaction with technology…

The next frontier is a world in which technology predominantly initiates the interaction with us…

Let’s build that future together!

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