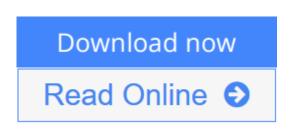# The Design of Future Things: Author of The Design of Everyday Things

By Don Norman

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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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Editorial Review

About the Author

Donald A. Norman is Professor of Computer Science at Northwestern University, a former "Apple Fellow," and a partner in the Nielsen Norman Group Consulting Firm, which consults with corporations on design. He is the author of a number of books on design, including *Emotional Design* and the best-selling *The Design of Everyday Things*. He lives in Northbrook, Illinois and Palo Alto, California.

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