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Mediocre (logical interface)	Better (physical interface)	Much Better (human interface)
• push button to activate	push cucumber	eat cucumber
• viewer's approach triggers Sound	viewer's height triggers sound	viewer's blood type triggers sound
• viewer's presence starts video	viewer's presence creates darkness	viewer's presence floods room
• wind translated to sound	wind translated to chimes	wind translated a small breath
• wave hand to activate	hit head to activate	touch skin to activate
• outside temperature changes colour	don't bother	don't bother
• moving piece of wood controls sound	walking controls sound	walking in sculptural shoes controls sound
• silence activates sculpture	silence activates recording	computer generates sound based on detection of body stillness
• distance from sculpture controls motor	distance from sculpture moves sculpture towards viewer	distance from home determines action
• video playback controlled by sound	video controlled by baseball bat movement	baseball bat controls loud, low rumble
• button controls something	forget about button	think about the person
• Employ technology for gizmo effect	employ technology for relevant effect	employ technology for social/human effect
• want to use technology somehow in a work	think about why	think about the point of the work