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RKS BRINGS PREDICTABLE MAGIC TO INTERACTION10

Thousand Oaks, California, January 21, 2009 – RKS team members Harnish Jani, Deepa Prahalad, and Ko Nakatsu will be conducting a workshop entitled “Predictable Magic: Designing Emotional Interactions and Business Results” on February 4th at Interaction10 in Savannah, GA. The workshop features insight into Psycho-Aesthetics, the RKS philosophy and framework for creating emotional connections which will be featured in the upcoming book by Deepa Prahalad and RKS founder and CEO Ravi Sawhney entitled “Predictable Magic” and published by Wharton School Publishing.

Interaction10 is the third annual conference hosted by the Interaction Design Association (IxDA). Each year, IxDA aims to gather the interaction design community to connect, educate, and inspire each other.

Interaction designers and businesses today have to respond to the rising aspirations of people. The diversity of users has made the design of interaction strategy far more complex. “Most corporations are now pursuing customers characterized by vastly different economic conditions, requiring them to look beyond traditional strategic frameworks,” explained Deepa Prahalad, co-author of Predictable Magic. “It’s now widely understood that users engage interactively for emotional reasons and adopt designs based on rich and fulfilling experiences, yet few companies look at emotion explicitly as a starting point for strategy and design.”

“With Psycho-Aesthetics, it’s possible to systematically understand the emotional reactions of consumers to products, services, and interactive experiences,” says Harnish Jani, RKS Lead Strategist and Researcher. “This understanding creates actionable insight and more effective collaboration amongst cross-functional teams.”

Participants who seek to learn better ways to communicate interaction design proposals with executives and non-designers are especially encouraged to attend. “We’ll be using case studies, the framework from the upcoming book, and hands-on use of Psycho-Aesthetics tools to immerse attendees into this method for developing successful interaction strategy,” says Prahalad.

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Workshop attendees will:

- Understand how to use Psycho-Aesthetics Mapping to identify design features that will allow them to emotionally connect with their stakeholders
- Mitigate risk by understanding their users and setting appropriate design priorities
- Learn, with fresh cases, how companies from Fortune 500 to start-ups have used design to create sustained organic growth
- Learn to frame the user experience through the Hero's Journey for different interactions

If you're interested in learning how to design interactions that make the kind of emotional connections that create business success, visit the [Interaction10 website](http://www.rksdesign.com/press/interaction10) to signup.

High resolution images are available at www.rksdesign.com/press/interaction10



About RKS:

RKS is an Industrial Design consultancy offering a full range of strategy, innovation, and design services. Consistently ranked in Business Week's Top 10 Industrial Design firms, RKS has a 29-year legacy of transforming client inspirations and aspirations into powerful business results. The Southern California-based firm is widely known for Psycho-AestheticsSM, their philosophy of emotionally connecting consumers to brands through design. Psycho-Aesthetics is the subject of "Predictable Magic," the book by Deepa Prahalad and Ravi Sawhney due out on Wharton School Publishing in March 2010. RKS clients include LG, HP, JBL Professional, KOR Water, Vestalife, Zyliss USA, Sprint, Panavision, Intel, Hamilton Medical, Medtronic, Discus Dental, and many more. RKS has won more than 90 product design awards globally, and has been issued more than 150 patents. Find out more at: www.rksdesign.com



About Psycho-AestheticsSM

“It’s not how you feel about the design, it’s how the design makes you feel about yourself”. This philosophy and mantra are at the core of our ability to deliver designs that produce proven business results through alignment of all stakeholders. Psycho-Aesthetics is now a Harvard Business School case study, taught at leading EMBA programs globally, including USC, UCLA, Harvard, Stanford, and INSEAD. The Psycho-AestheticsSM philosophy is explored in detail in the upcoming book, Predictable Magic, to be released in 2010 by the Wharton Business School Press.

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