

technology design analysis

Name: OPTIMUS KEYBOARD

Category: PHYSICAL

DESCRIPTION

Wouldn't it be great if you could know most of the Photoshop keyboard shortcuts without going through the lengthy manual? Or while playing your favourite computer game you could immediately understand which game function is assigned to what key? Well in the very near future, all of these concepts may be a reality. On July 14, 2005, Art Lebedev Design Studios (based out of Moscow, Russia) released their revolutionary keyboard design concept called "Optimus". It is a keyboard consisting of 123 full colour liquid crystal display keys capable of adapting to various software, standards, or languages the user chooses. Some of its features are:



Art Lebedev Design Optimus Keyboard



- Extra keys to accommodate various alphabets used in different languages, and to allow easy switching from one software to another.
- All key LCD's are "Truecolor" keys that support animation.
- Operating system independence
- The first "open source" that comes with its own SDK which will allow users to expand on its capabilities.

The visual aspects and the open source capabilities make Optimus the ultimate keyboard that will probably revolutionize the keyboard industry and forever change the human to PC interaction.



USABILITY

Effectiveness: The Optimus keyboard is highly effective in the way that it provides the user with the standard keyboard functions plus some additional features that make it much easier for the user to adapt to both the keyboard and the program they are using.

Utility: Utility is one of the main aspects of the Optimus keyboard. Its program compatibility provides easier access to the program functions helping the user do what they need to do in a significantly shorter amount of time.

Learnability: Learnability is another marquee aspect of this keyboard. Like most keyboards, the Optimus is self-explanatory and easy to learn. However its additional visual features make the keyboard very helpful in increasing you knowledge, functionality, and understanding of the compatible software you use with it.



USER EXPERIENCE

Aesthetically pleasing: The Optimus keyboard is not only highly functional; it is also a very beautiful piece of technology. The graphical interface, sleek design and various other display capabilities make it very aesthetically pleasing.

Fun: The aesthetics give Optimus a great fun-to-use factor that make the whole user experience highly enjoyable and productive.

Helpful: While Optimus' capabilities make it much easier for experienced users to conduct their work at a faster pace, it also helps the less experienced users learn and expand their knowledge of a certain piece of software (that is compatible with the keyboard).



EVALUATION

The Optimus keyboard seems to be a winner in every aspect when it comes to interaction design. Its designers were able to take an existing technology and make it more efficient in a way that it will allow its users to increase their productivity or even their basic knowledge of the associated piece of software. The Optimus successfully blends strong usability goals with great user experience functionality. It is an easy to learn technology that is highly effective via its compatibility and features and on top of that is enjoyable, fun, and astatically pleasing. Its open source feature with its own SDK give it a bright future outlook that is sure to bring about many new features that will further advance interaction design.



References:

Optimus Keyboard <<http://www.artlebedev.com/portfolio/optimus/>>

Primotech: Optimus <<http://primotechnology.com/index.php?art=articles/0705/optimus/index.htm>>