

**“My Grandmother Could Cook  
A Pasta Dinner In Seven  
Minutes With No Wasted  
Steps”**

*A question of focus in domestic technology design.*

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**“I loved going over to my grandmother’s house as a kid. My grandmother could cook a pasta dinner in seven minutes, with no wasted steps.”**

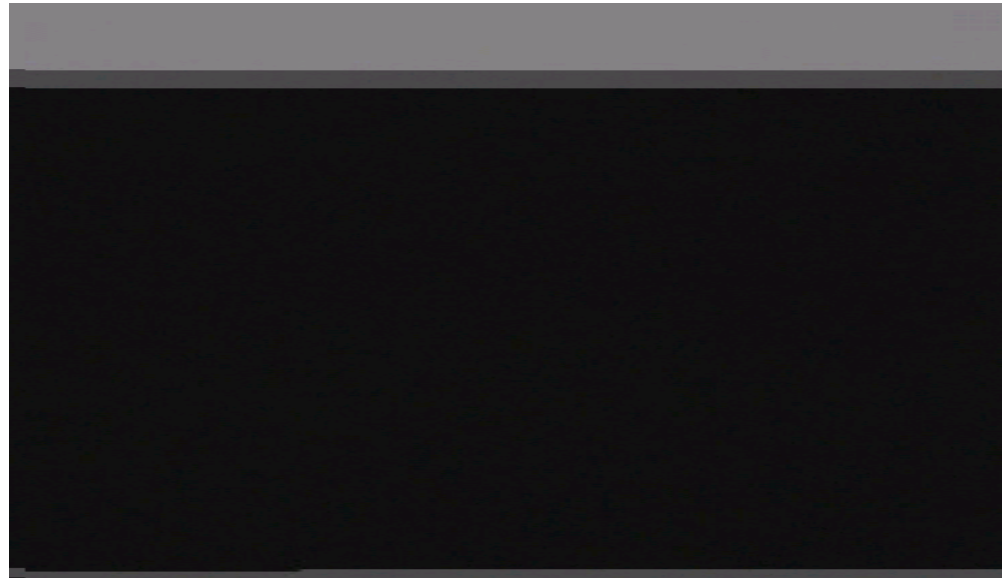
**Nobody’s ever said that.**

# What I'm Going To Tell You

1. We assume technology and efficiency go hand in hand...
2. ...thanks to Frederick Taylor
3. Future home design has focused on efficiency not experience
4. Counter Intelligence's Work
5. A Tentative Manifesto

Mark  
Weisner  
&  
*Leave it  
to Roll-  
Oh,*  
1946

“We must dwell with computers,  
not just interact with them...  
Dwelling with computers means  
that they have their place, and  
we ours, and we co-exist  
comfortably.”



Technology

from the office

telephone

computer

pager

(not TV)

Technology

&

Efficiency

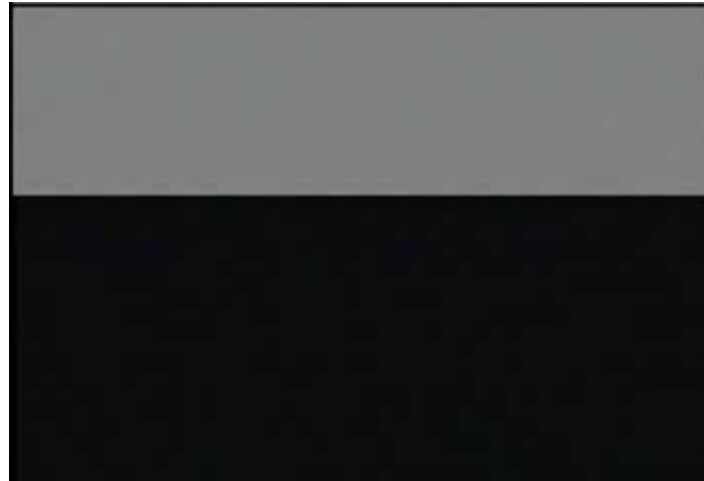
Efficiency

Less human effort to  
accomplish task

(not energy)

Time & Motion Studies  
Efficiency into factories...  
with technology.

Frederick  
Taylor,  
*Principles  
of Scientific  
Management*,  
1912



# Christine Frederick

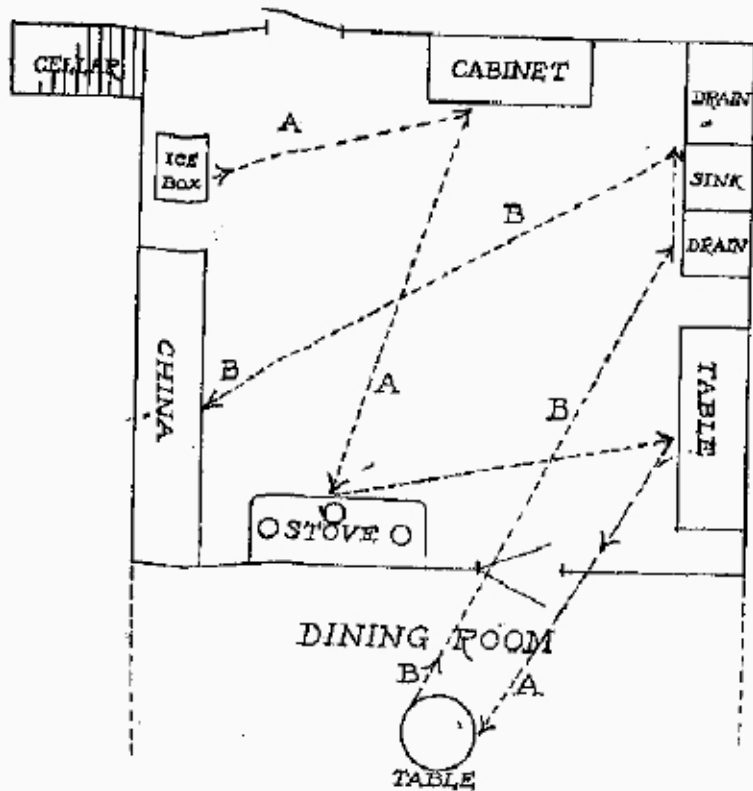


Diagram showing badly arranged equipment, which makes confused intersecting chains of steps, in either preparing or clearing away a meal.  
(A — preparing; B — clearing)

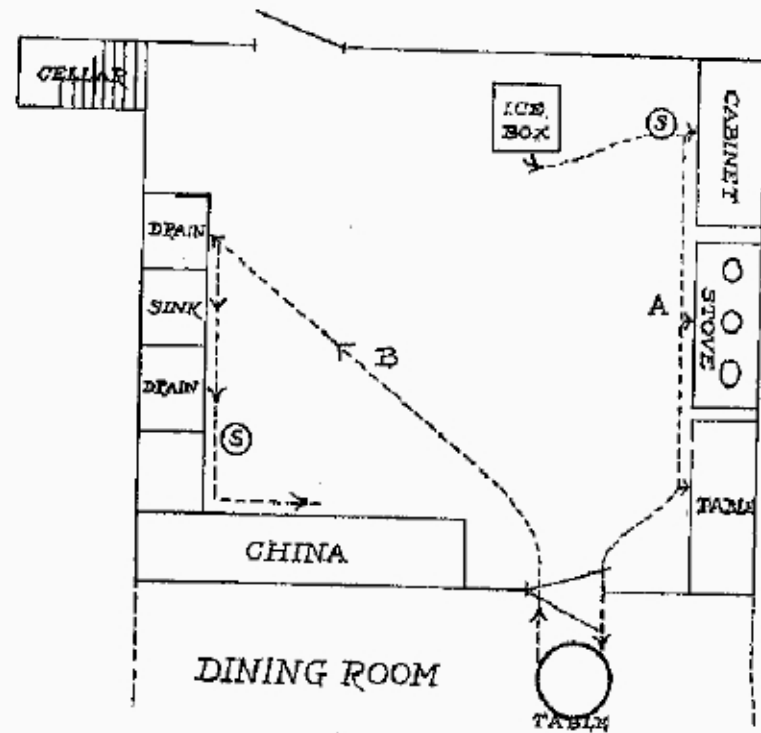


Diagram showing proper arrangement of equipment, which makes a simple chain of steps, in either preparing or clearing away a meal.  
(A — preparing; B — clearing)

Christine  
Frederick,  
*Household  
Engineering:  
Scientific  
Management in the  
Home*  
1920

6:00-6:30	Rise and dress; start water heater
6:30-7:00	Prepare breakfast
7:00-7:30	BREAKFAST
7:30-8:30	Wash dishes; straighten kitchen; inspect ice-box; plan meals for Monday, Tuesday
8:30-9:00	Prepare towards lunch
9:00-10:00	Bedrooms, bath and hall cleaned; sort and prepare soiled linen and laundry
10:00-11:00	Thorough downstairs cleaning
11:00-11:30	<i>Rest period</i>
11:30-12:00	Serve lunch
12:00-1:00	LUNCH
1:00-3:00	Lunch dishes; prepare cooking for Monday and Tuesday; mop kitchen
3:00-4:00	Sewing and mending
4:00-4:30	Soak clothes & prepare for next day's washing
4:30-5:30	<i>Rest period</i> ; play with children; walk, recreation, or market
5:30-6:00	Prepare supper
6:00-7:00	SUPPER
7:00-7:30	Wash dishes



Philips: *la casa prossima futura*

Microsoft Home

Georgia Tech: Aware Home

Current

Panasonic

Domestic

“Internet Home Appliance”

Technology

Siemens

Research

Copper Development Center

MIT House\_n

MIT Media Lab

*and more...*

Kitchen & domestic technology  
research

Sponsors: Kraft Foods, Marks  
& Spencer, McDonald's,  
Schott Glas, Royal Ahold,  
Unilever

Counter  
Intelligence,  
MIT Media  
Lab

Professor Ted Selker

~3 grad students

~10 undergraduate researchers

# Pc Dinners



# La Cantina



Mr. Java



# Robocrop





# CounterActive





inStink





# Dollars & Scents



Honey,  
I'm  
Home



Experience over efficiency

Understand the use of objects  
in context.

Conclusions

Context is cultural and dynamic

Pay attention to people and  
their experiences

Bell & Kaye, Designing  
Technology for Domestic  
Spaces, A Kitchen  
Manifesto. *Gastronomica*,  
Spring 2001.

*Finis*

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