

# Tech Love Hate

by Gianni Anchois

**I love technology. I really do.  
At least until I start hating it.**

The point is, technology has this annoying ability to make me look stupid. And keep in mind that my background is electronic engineering and computer science. Hold on — maybe that's why...

Anyway, it's like every time it's a new beginning. I have to learn how a new piece of software works. The latest application for my smart phone is intuitive on (e)paper but in reality it requires clicking and pulling menus down and choose among options that hardly make any sense.

My new wrist computer not only has a tiny screen, which my middle-aged eyes cannot really read without help, but also features an unfathomable sets of instructions involving touches, swipes, magic wands and spells. Even my car wants me to speak its language when something goes wrong.

So the obvious question is: why?

Why does technology have to be so difficult to use? Why do we even, as users, have to acknowledge the existence of technology at all?

Shouldn't technology be invisible, or feel like it's not technology at all?  
I dream of technology that fades into the background of our daily lives,  
that integrates seamlessly with whichever activity we perform.  
Technology that does not look like technology. Soluble technology.  
Invisible technology.

Why do I have to deal with technology that requires me to sit down and  
pay attention? Or to look at my wrist and tap a tiny screen? Or speak to  
my reading glasses? Or remember to charge my device ever so often?  
I don't want to give so much attention to my smart phone, I have a life to  
live for Pete's sake!

Consider the following. Voice is the most unique and efficient form of  
communication that humans have evolved and refined for thousands of  
years. We use it every day for simple and complex purposes. We love to  
talk. Some of us even love to listen. Why can't all technology be built  
around it?

When your mother calls you on a crappy phone line you not only  
recognise her voice, but you can actually tell whether she's happy or  
sad, upset or relaxed.

Have you tried instructing your car computer lately? Or to dictate a letter  
to your laptop? Or asked your phone for directions?

As much as we love it, we must all remind ourselves that technology  
should never be an end in itself.

It's the real world we live in, so technology should be a discreet enabler,  
an unobtrusive medium to improved experiences, better quality of life,  
safer lifestyle.

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