

# It's Not UI, It's Me

**By Dmitry Bagrov**

In his regular contribution on the future of technology for HuffPost Tech UK, Dmitry Bagrov, Managing Director of DataArt UK, foresees the evolution of user interfaces leading up to their ultimate disappearance, with technology far more integrated into our experience and our interactions with it far more natural and seamless.

*'We are taught by the design of technology to interact with it through the interfaces provided. Want a toaster to work, press a button; want information from your phone, tap on the screen; want your TV to change the channel, use the remote control. However, all UIs are limited by the ideas of the person who designed it... By its very nature, it is limited only to the circumstances envisioned when the product was designed.'*

*Already voice assistants are spreading. Products such as Amazon Echo and Google Home are being brought to market, integrating multiple services, controlled by voice. For now, the technology is at very early stages, and hasn't been released yet, but the future of interacting with technology as seamlessly as we interact with each other is very close. ...Instead of designing products to complete a particular task through a defined User Interface, technologists will be aiming to create products that can be used in any scenario, not just prescriptive ones.'*