SOCIETY CENTERED DESIGN

André Gehrmann

HEY!

AMAZON ALEXA

GOOGLE HOME

AMAZON ALEXA

1. Reacts to "**Alexa, do this or that!**"

GOOGLE HOME

1. Reacts to "**Hey Google, do this or that!**" or "**OK, Google, do this or that!**"

AMAZON ALEXA

1. Reacts to "**Alexa, do this or that!**"
2. Alexa is a female first name and directly relates to a woman

GOOGLE HOME

1. Reacts to "**Hey Google, do this or that!**" or "**OK, Google, do this or that!**"
2. The name is related to a company not a human being

SOCIETY CENTERED DESIGN

ANDRÉ GEHRMANN

UX/UI Designer
Mein Grundeinkommen e.V.
Berlin

AGENDA

AGENDA

- User centered design (is a lot like eating cheeseburgers)
- Society centered design
- The facebook test
- The goal is also the end
- Bring it into the real world: The spy who loved me
- You're sexy and you should know it
- Grand finale: Spider-Man

USER CENTERED DESIGN

… means we're putting the user with his/her personal needs, motivation, beliefs, pains and gains in the center of our design process. At any time.

SOCIETY CENTERED DESIGN

When creating a feature/product we're not just thinking about the single user,but also about the society we're releasing that feature into.We're giving more weight to the long term consequences of an implementation as to short term fulfillment of a desire.

"When you create something that you will (personally) use and believe makes the user's life better, you're facilitating a healthful habit"

Nir Eyal, author of "Hooked"

1 THE FACEBOOK TEST

1. THE FACEBOOK TEST

What would happen if **2 billion people** use that feature/product? What kind of behaviour could be the result?

2 THE GOAL IS ALSO THE END

2. THE GOAL IS ALSO THE END

Always define the goal you want a user to achieve with your feature/service/product... and keep it like that!

THE GOAL OF **INSTAGRAM**

Sharing and exploring updates and inspirational posts from people/artists/animals I follow.

THE GOAL OF A CALCULATOR

Solving an equation I can't do on my own... or I'm just too lazy to do it on my own. **And that's it!**

3 BRING IT INTO THE REAL WORLD

THE SPY WHO LOVED ME

A badtime story

BUT WHAT'S NEXT?

YOU'RE SEXY

AND YOU SHOULD KNOW IT

THANKS!

André Gehrmann
UX/UI Designer
info@andregehrmann.com