

A large, stylized blue chevron graphic pointing to the right, serving as a background for the text.

High performance. Delivered.

Trend 4: Design for Humans

Video Transcript

THIS IS
DESIGN FOR HUMANS

YOUR CUSTOMER'S GOALS
ARE NOW YOUR GOALS.

"If technology works with people,
they'll use it. If it works against them,
they won't."

TECHNOLOGY = HUMAN
BEHAVIOR

"If businesses want to play a bigger
role in people's lives – whether
that's customers or employees –
they're going to need to help them
get closer to their personal goals.

FROM PRODUCT TO PARTNER

"It's a long term commitment. Get
out there and build a relationship.
Emotionally connected customers
are more valuable."

THE ERA OF EMOTIONAL
CONNECTION

"You've got to be able to define the
right journeys. You need a deep
understanding of people. Social and
behavioral sciences...these are the
tools that'll get you closer...that's
how to really learn what people
want."

LET THEM LEAD

"There's plenty of new frontiers in
user experience. Enrich your
customers' lives and they'll be the
ones to take you there."
INSPIRE NEW BEHAVIORS
AMPLIFY YOU

#TECHVISION2017