

TECHVISION 2017: DESIGNING FOR HUMANS

VIDEO TRANSCRIPT

Why is it so key to use human behaviour to guide technological development and design?

I think it's really important that that any device, any technology works in concert with people and not against people. And actually for many many years we really have let technology change the way we behave rather than really thinking about how we want to respond and react. And we're now seeing this shift to where, you can think almost about having an augmented self so you can use your device to supplement the way that you behave and actually that can give you a whole load of additional experience which is beneficial to you as an individual.

How will technology designed with humans in mind differ in 2017?

Well if you think about it, if you look at organisations like fullstory story, it's a web analytics tool, and where they're doing is, they're looking at every response as people are interacting with a given website. They're looking at how you might move the mouse around on the screen, which choices you make, whether you click all the way through or whether you stop.

If we had the ability to really track all those paths that each of us as individuals take, and in future that website was designed to eliminate those frustrations because actually it's been designed

not how a designer thinks it should work but by using the data that really describes how we work, the experience will be so much better for the individual and you'll remain loyal and connected to that provider.

Based on the Design for Humans trend, what would be your advice for business leaders in the coming year?

My advice to business leaders in the coming year when you think about this design for humans, is to not be scared of it because there is so much discussion around whether the machines are going to take jobs away but actually there is something to be excited about. So, organisations need to not be afraid, they need to embrace the opportunity but they need to make use of all that analytics data to inform how humans behave to have a really good experience and that should be relatively straight forward.