



# DESIGN FOR HUMANS

Design for humans is all about putting people at the centre of what you do. Here again, technology is amplifying the human, rather than replacing or marginalising the role that people play. Nordic businesses grasp the importance of understanding the customer better. For example, games company Star.com<sup>2</sup> uses analytics to understand how people are behaving when playing its games and then makes adjustments to improve the gaming experience. Nearly 90 percent agree that understanding customer objectives gives their organizations new insights into revenue opportunities. Yet 80 percent also say that despite an increase in data and insights, their organization struggles to fully understand what the customer really wants to achieve.

With today's almost limitless data, companies across the Nordics have a huge opportunity to understand their customers better on a one-to-one basis. The technology to do this is already

there, but companies need to be aware of the challenges that go with expanding the parameters of personalization. They need to pay close attention to the ethical issues arising from the custodianship of customer data. That's essential, because securing and retaining customer trust is the foundation for any company's licence to operate in the digital economy. Those that get this right, however, have the opportunity to evolve from operating as service-providing businesses to becoming more like partners in peoples' lives: 85 percent of Nordic businesses agree.

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<sup>2</sup> <http://www.kdnuggets.com/2015/03/interview-vince-darley-king-analytics-gaming.html>