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