

WORKING IS NOT WORK

WHO?

25+ years of experience inventing & bringing to market digital consumer products //

Innovation driven, preferring early stage product discovery //

Entrepreneur & product guy founding new start-ups, kickstarting new product ideas //

Worked client side at Yahoo! and Nokia in product roles //

Worked in UX consulting role at Sapient //

CURRENTLY

Working to simplify the travel industry and create seamless experience for business travellers

Built up an innovation team for large player in hospitality - HRS Innovation Hub //

Now VP Product for travel AI startup - Comtravo //

WHY AM I HERE?

To highlight the need for design as a discipline to step up, evolve and embrace the future to ensure we survive the next wave of tech //

To be a bit controversial, stir up a nice discussion hopefully :)

DESIGN AS A TERM, MIND & SKILLSET
NEEDS TO **RADICALLY CHANGE** TO
STAY RELEVANT

*I am using the term design broadly to include:

UX Design / UI Design / GUI Design / HCI Design / Interaction Design / Content Design

INNOVATION - VENTURE & PUBLIC MONEY ARE POWERING THESE TRENDS

Machine learning and AI / VR / AR / MR / IoT / Cloud infrastructure / Blockchain

Interesting verticals to watch:

Finance / banking

Insurance

Automotive / mobility

Healthcare

Travel

Energy

~20 BILLION EUR

VC invest in new European tech innovation in 2017

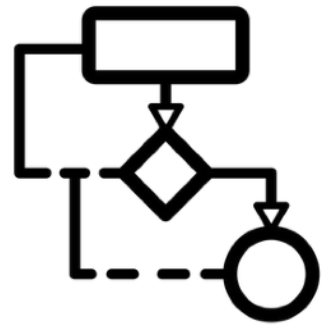
Almost X2 from previous

WILL DESIGN BE A DRIVING FORCE AND RIDE THIS WAVE?

Not unless designers expand their horizons, master the new paradigms, stay relevant and able to drive innovation, product strategy and development //

DIGITAL PRODUCTS NOW

ALGORITHM



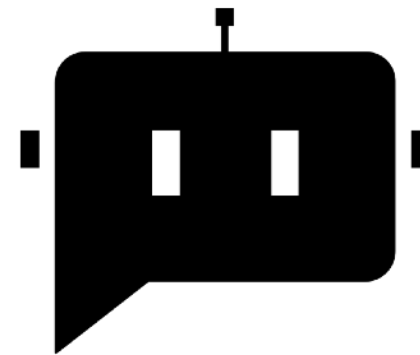
Autonomous experiences

SENSOR



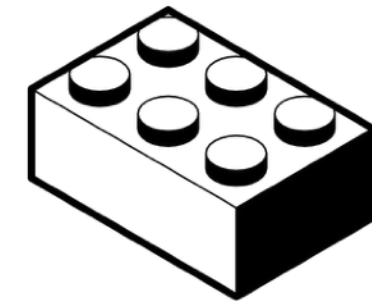
Less tangible UI

CONVERSATION



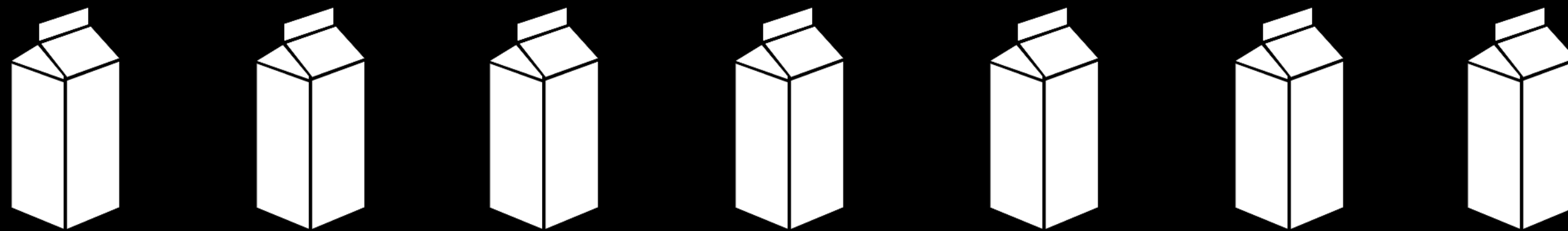
Text / Voice based experiences

SDK



Existing patterns

NEW PARADIGMS X TEMPLATISM = CHALLENGE



UI DESIGN HAS BECOME COMMODITISED,
UX HOWEVER MORE IMPORTANT THAN EVER
BUT OFTEN DETERMINED BY PRODUCT,
BUSINESS, ENGINEERING OR DATA SCIENCE

PRODUCT TEAMS DOING NEW INNOVATIONS ARE:

Under pressure to be 100% data driven in their approach

Prefer to get something 'good enough' out there and see real results

Need to relentlessly increase velocity and speed to market

Show signs of traction and market fit as quickly as possible to get next round of funding

ROLES IN PRODUCT TEAMS

Product owners are rapidly running experiments live in the field with users

Data scientists are modelling the core product experience through the structures, patterns and algorithms

Data scientists are fast taking the ethnographer role, unravelling clues about the user

Engineers are leveraging existing front-end frameworks to speed up development

UI designers can be relegated to simply piecing together existing UI building blocks

UX designers are not seen as needed or don't easily fit to this model

HOW SHOULD DESIGNERS AVOID REDUNDANCY?

The role of UX designer is critical to success and actually should be expanded. There is an 'empty role' to be picked up - an elephant in the room on most projects...

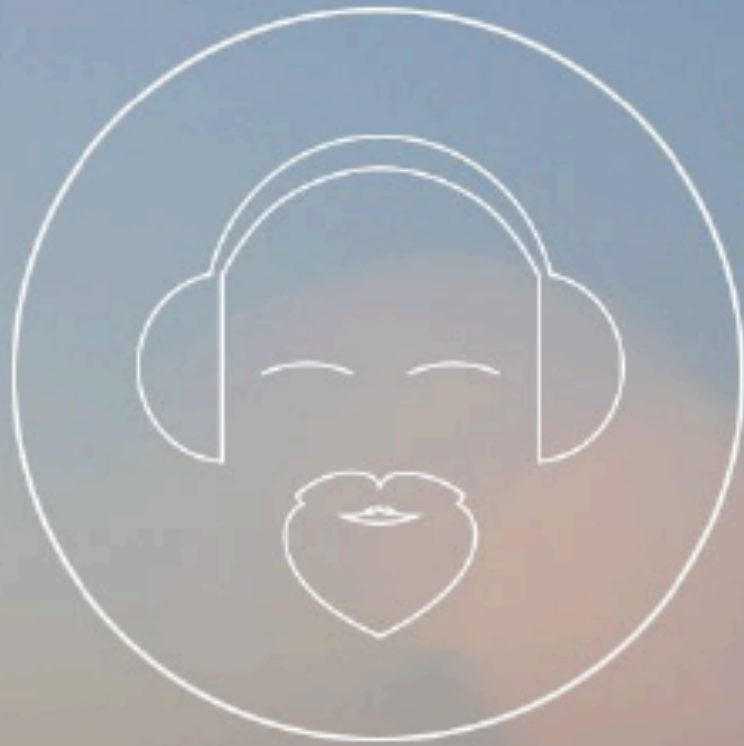
As product experiences become more intrusive, autonomous, experimental and dependant on the collection of user data - who is asking ///

SHOULD WE BE DOING THIS?

DILEMMAS I HAVE

PERSONALLY EXPERIENCED

OKOTTA!



I'm your insurance guru,
what's your name?

Darryl

Thanks, tell me a bit
about your life...

I co-founded an InsurTech startup with the intention of making insurance transparent and fair.

After pitching the concept of a tool that learns your life patterns and makes personalised advice I walked away.



I am currently building an human / machine hybrid that automates business travel discovery and booking through the use of NLP and machine learning.

Soon we won't need the humans.

ETHICS

TELL US ABOUT RIGHT AND WRONG

SHARED VALUES / SOCIETAL RULES

WHO IS DESIGNING ETHICS?

KNOWN ETHICAL PRODUCT CHALLENGES

Data ownership and usage //

Privacy and anonymity //

Consent opt in / out //

AND INTO THE FUTURE MANY MORE ///

THE POSSIBILITY OF THINKING MACHINES
RAISES A HOST OF ISSUES

Drones, robots, and self-driving cars will transform our lives, possibly on the scale of industrial revolutions.

As developers of autonomous and artificial intelligence systems forge ahead, not enough thought is being given to the systems' unintended consequences, whether good or bad.

Although the applications are expected to benefit society, they also are taking away jobs. And there's the possibility that the systems could be used in unanticipated, bad ways.

- > Self-driving cars that need to make life critical decisions on the fly
- > Social media algorithms that shape political outcomes
- > Location aware software that knows I am not where I should be
- > Robots (software) that can build intimate relationships with humans
- > Weapons that can automatically decide on what to destroy
- > ATM that can decide whether they should give you cash or not
- > Should autonomous systems have voting rights?

How far to go in designing artificial personalities and automated behaviours that shape human outcomes?

WHO WILL SHAPE THE TECHNOLOGY
BEHAVIOURS AND DESIGN THE MACHINES
FROM A HUMAN ETHICAL PERSPECTIVE -
GIVE THEM VALUES SO WE CAN COEXIST?

Lawyers?

Product owners?

Data scientists?

Engineers?

Designers could. They naturally & historically have empathy for the human dimensions of a product and are driven to try and do the right thing for the user ///

They should move from designing products that are attractive and intuitive to designing autonomous entities that are empowered to make the right decisions that do not have an adverse effect on the us or environment.

Also empower the machines with personality, warmth and create possibilities for trust based relationships to be built.

Ethical design things to do ///

Define boundaries and draw the line of what is right / wrong //

Communicate / expose ethical risks to stakeholders //

Analysis of the negative impacts and risk resulting from AI //

Experiment with machine personas //

Ensure AI algorithms are transparent to inspection so behaviours can be corrected and shaped //

Design the personality rules and behaviours based on human principles //

Fight for the right decisions to be made, even if it means taking longer to ship or building something more complex //

DISCUSSION

ETHICAL DESIGN

Should machines emulate human behaviours?

Is it OK to make human workers redundant?

Should machines have personality?

How do we determine what is right or wrong?

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THE ROLE OF DESIGNER

How do we strengthen the position of designers in teams building advanced tech?

Can designers become the owner of ethics?

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