Welcome, Anna
Brake and shift R/D to start the car
347km 64 %
VOLVO

# Rahul

**Everyday Experiences UX / Volvo Cars**

VOLVO

## Get the best experience from **our cars** each day

## Enable living with our brand and **ecosystem**

Manager of Spreadsheets
Here to torpedo whatever’s left of his career...

# Superheroes…?

“Watchmen”, Originally written by Alan Moore, 1986

# Superheroes saving the World from Nuclear War

# What is *your* Design Superpower?

Escape

# Designers

# Have ~~Superheroes~~ truly made the World better?

No

Yes

AGENDA

1. A Hero in us all
2. What we do defines us
3. Doing can turn Heroes into Villains
4. Earning our Suits - heroes are everywhere

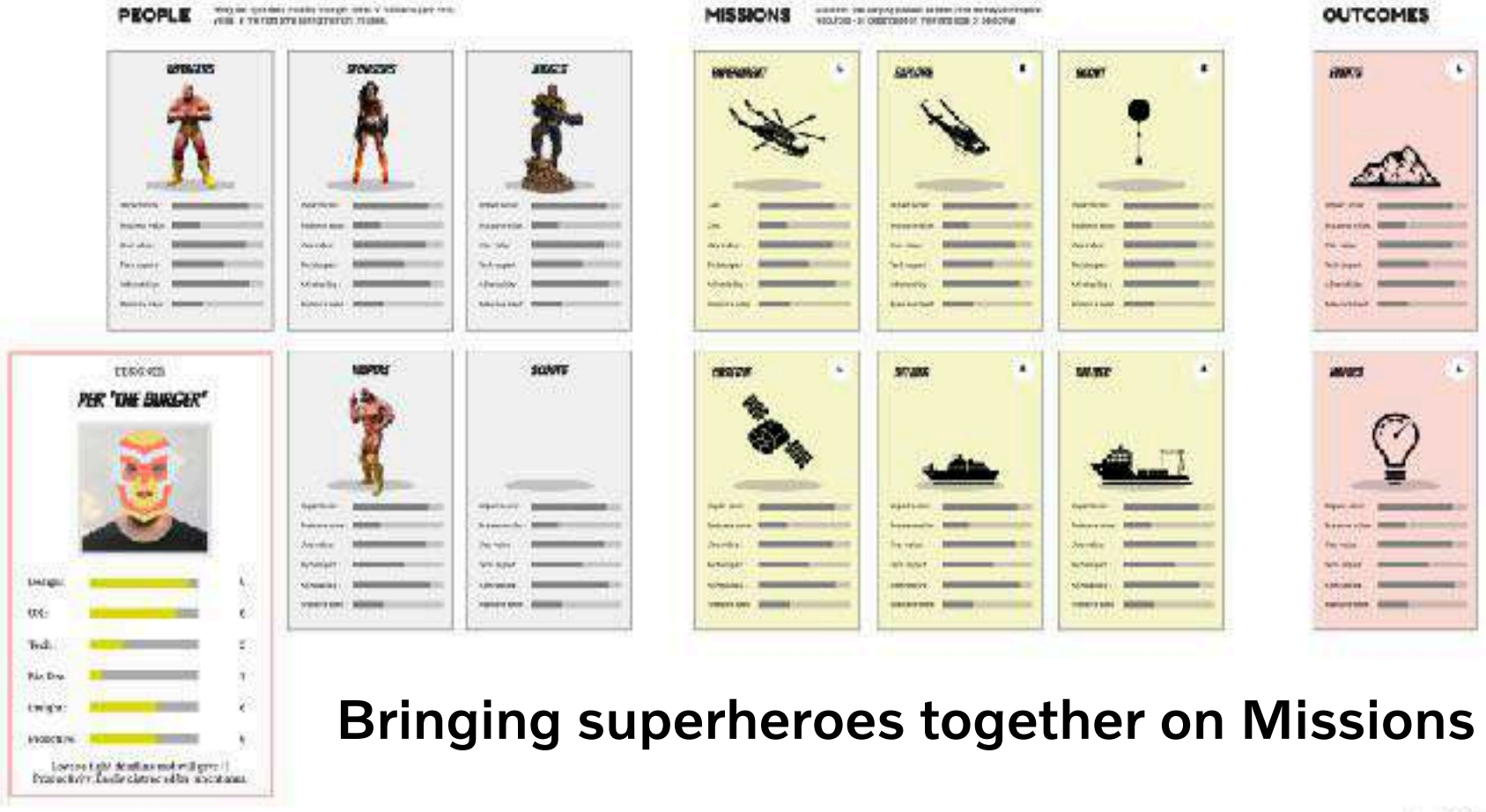
1
“I believe there’s a hero in all of us that keeps us honest...”
May Parker (Spiderman 2, 2004)

# Cone of the Future – Possible, Probable or Plausible?

Where are we headed toward in 5-10 years time?

How can we better prepare for what's to come?

MISSION CARD
ANOTHER RE-ORG!
NOT AGAIN, ELON...
OPPORTUNITY ISLANDS




# Bringing superheroes together on Missions ...

Meet some SuperDesignerHeroes
we *might* recognise ;-)

# Double Diamond

Pulls stakeholders into perfect design process no matter what the odds - diamonds are a designers best friend.

Is a knowledge bank of design-methods & nifty workshop tricks.

# Capslokk Skeumorph

Makes everything ‘nice’.
Polishes pixels furiously to make anything remotely half-baked look stunningly real.

# Cystem Overload

Flies hiiiiiiiiigh above any problem area to explore it from a system perspective. System overload.

(Close relative of ‘Eco-System’.)

# Solver & Revolver

Uses design-thinking process to solve everything. Even their wedding process or vacation.

There is no problem that they won’t solve the heck out of.

# Concept Commando

Love sketching concepts but cares little about bringing them to life. Dribbles and drools a lot at conceptual explorations to solve most of the world’s problems.

# Fitts & ColesLaw

Give use to anything useless by bringing back function into form.

The powerful duo use ergonomic spells, heuristic charms to enhance Concept Commando’s abstract stuff.

# Future Fetishist

Has an inappropriate fixation for trying to predict the Future and place their perfectly speculative solutions in that future.

# Minimo Vignelli

Born in the same village as Dieter Rams & Mies van der Rohe - he reduces anything complicated into simple, clean and often simplistic solutions to save the World.

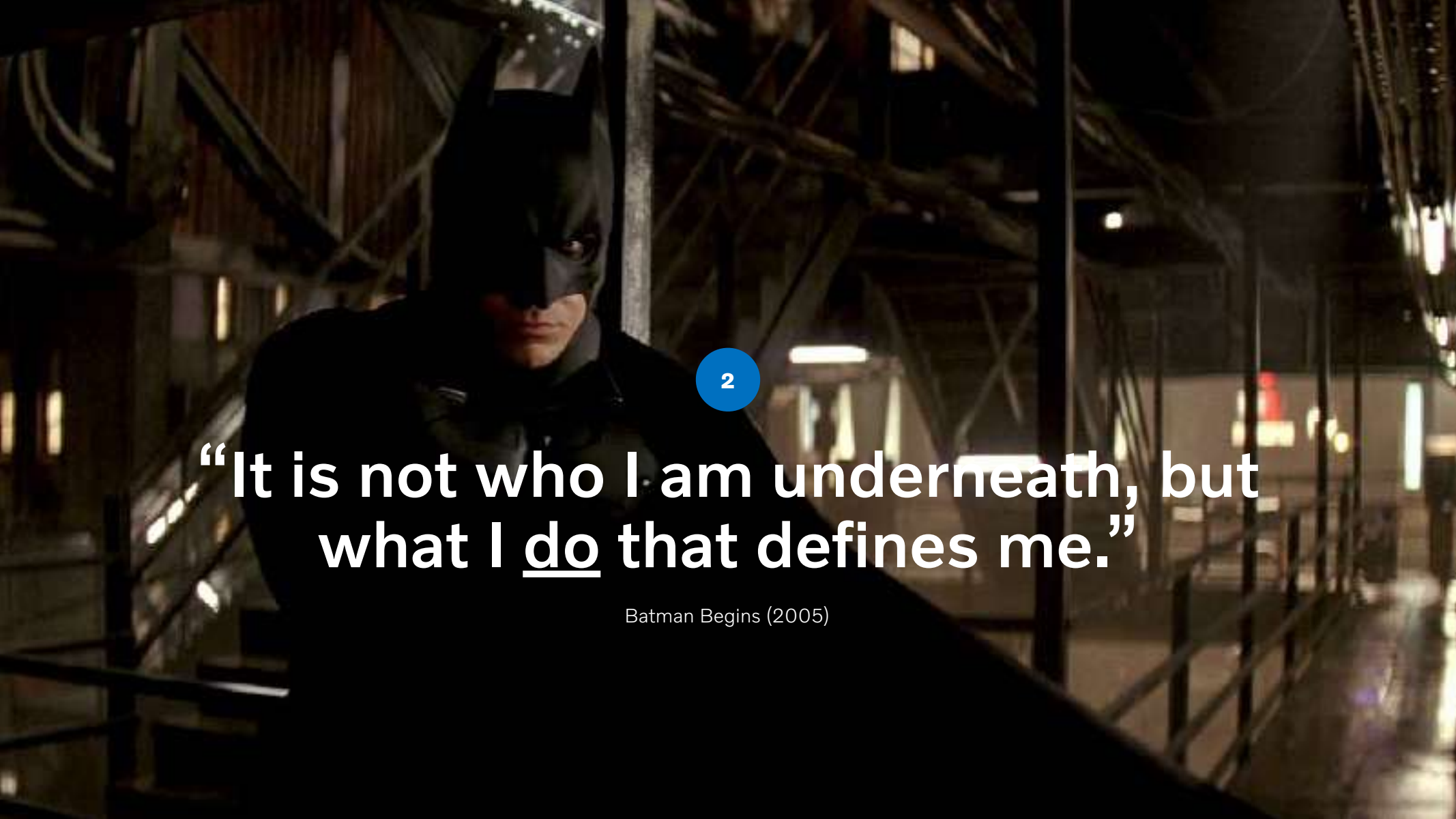
# Loud Boldphase

Sells, sells, sells design thinking and all the good things with it. Dares to throw in funny jokes at Design Conferences in Copenhagen

# Raw Data

Hunts down data & insight from under any nook and pdf cranny. They find meaning in numbers and numbers in meaning. Design is about what data tells them.

# Superheroes exist in us all



2

# “It is not who I am underneath, but what I do that defines me.”

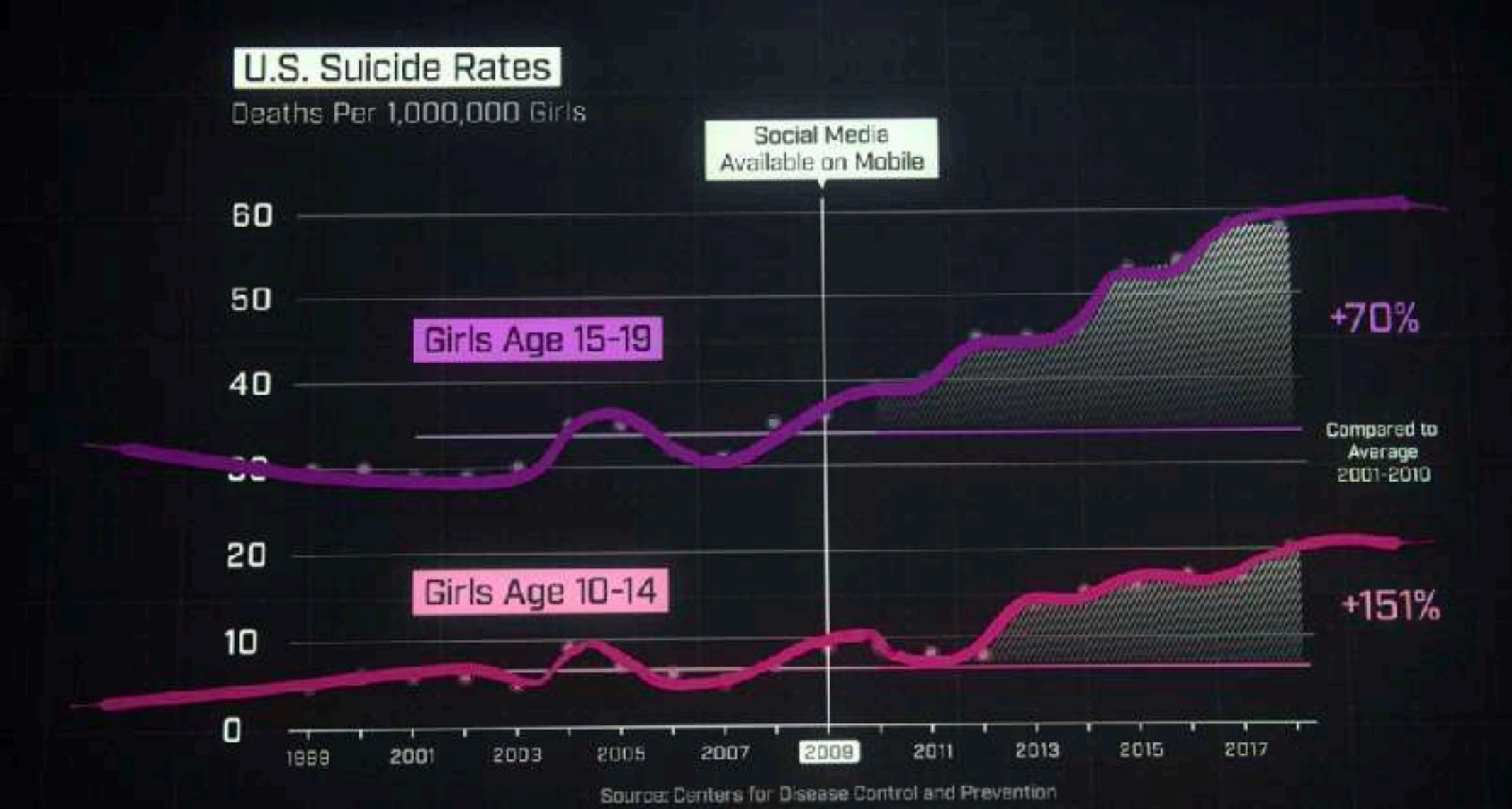
Batman Begins (2005)

“An innovation presented in Silicon Valley today, can destroy jobs in Amsterdam tomorrow.”

Alain Dujardin talking Consequence Design, Creative Director @ Greenberry

# Design is optimism
# We do good

- We make things nice
- We make stuff beautiful
- We (try to) make life simpler
- We champion ‘The User’ - what we think people *might* want or how they might want it


U.S. Suicide Rates
Deaths Per 1,000,000 Girls
Social Media Available on Mobile
60
50
40
20
10
0
Girls Age 15-19
+70%
Compared to Average 2001-2010
Girls Age 10-14
+151%
1999
2001
2003
2005
2007
2009
2011
2013
2015
2017
Source: Centers for Disease Control and Prevention

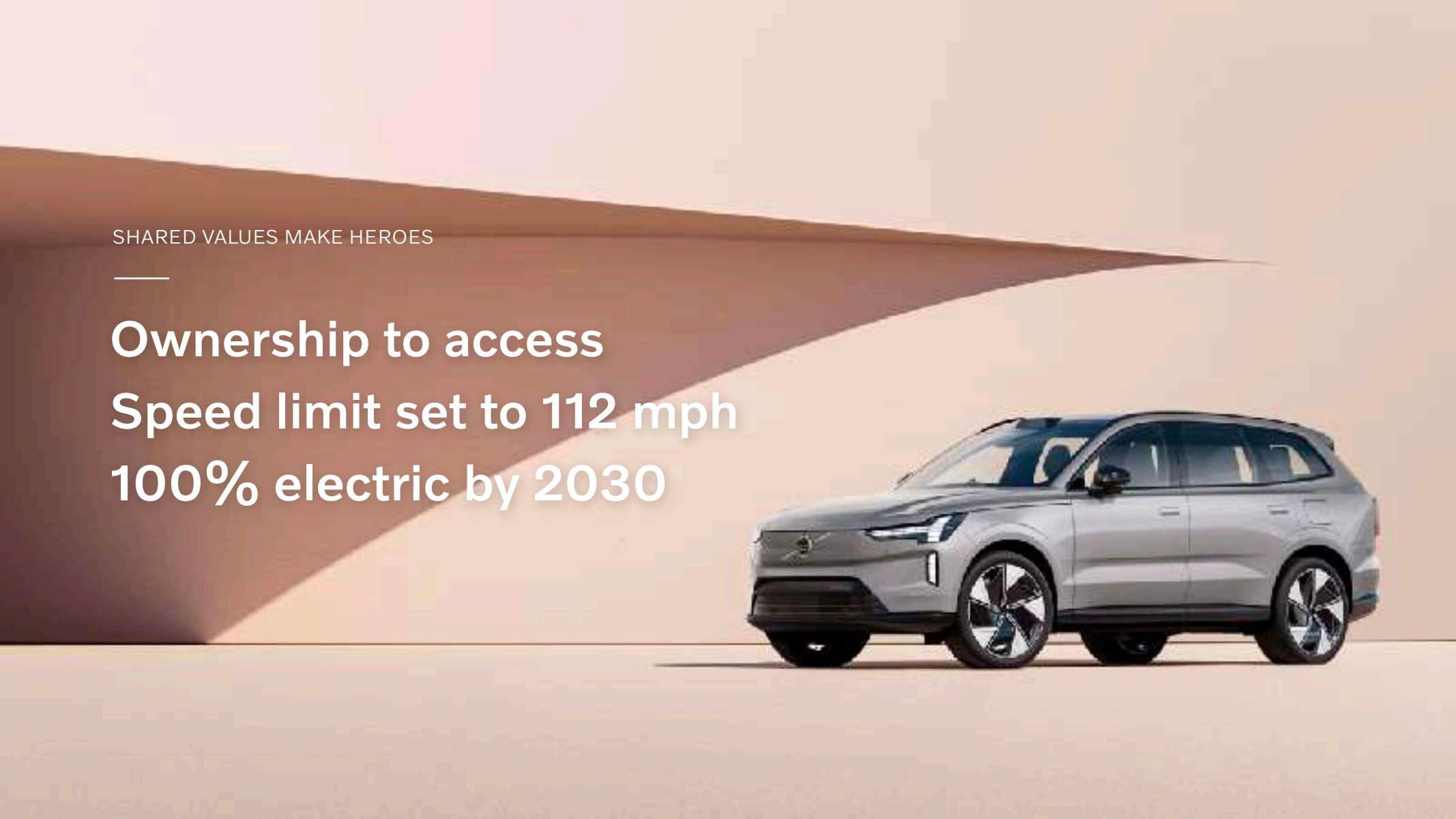
# Design consequence always not good

- At what cost?
- But what's beneath it?
- But life is complex, complicated
- But can we champion 'Humanity' or 'Societies' more?

INTRODUCING
THE E.V.A. INITIATIVE
EQUAL VEHICLES FOR ALL
Learn more at volvocars.com/xx/eva

SHARED VALUES MAKE HEROES

# Ownership to access
# Speed limit set to 112 mph
# 100% electric by 2030

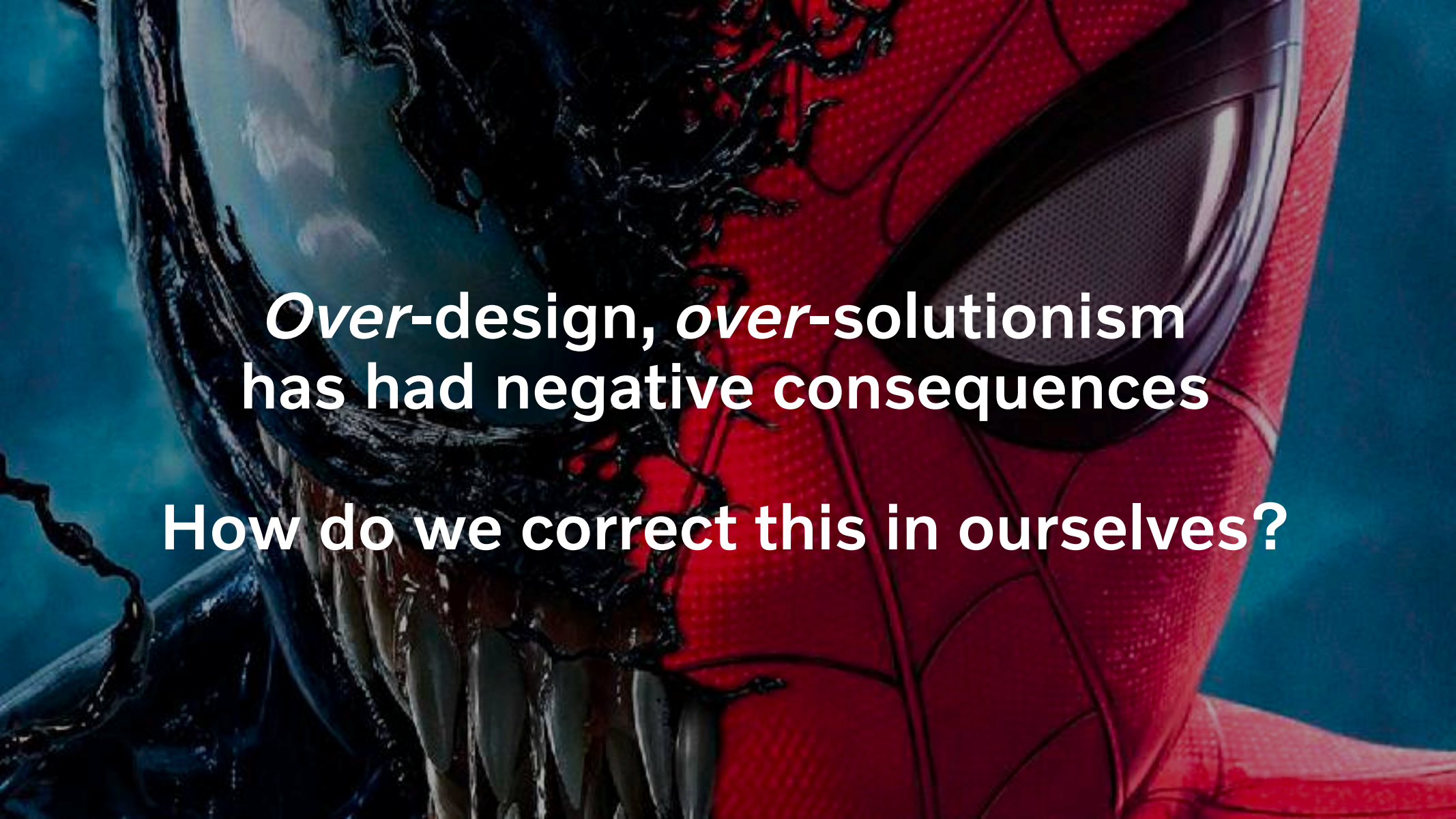


3

"You either die a Hero or live long enough to see yourself become the Villain."

Harvey Dent, The Dark Knight (2008)

Jean Grey the Mutant, X Men 2000



*Over*-design, *over*-solutionism
has had negative consequences

How do we correct this in ourselves?

# How do we evolve design practice to challenge values, consequences, impact & inaction?

Jean becoming the Dark Phoenix, Dark Phoenix (2019)

History is littered with examples of Heroes turned Villains

# Architect

Albert Speer (1905 - 1981)

# Film Maker

Leni Riefenstahl (1902 - 2003)

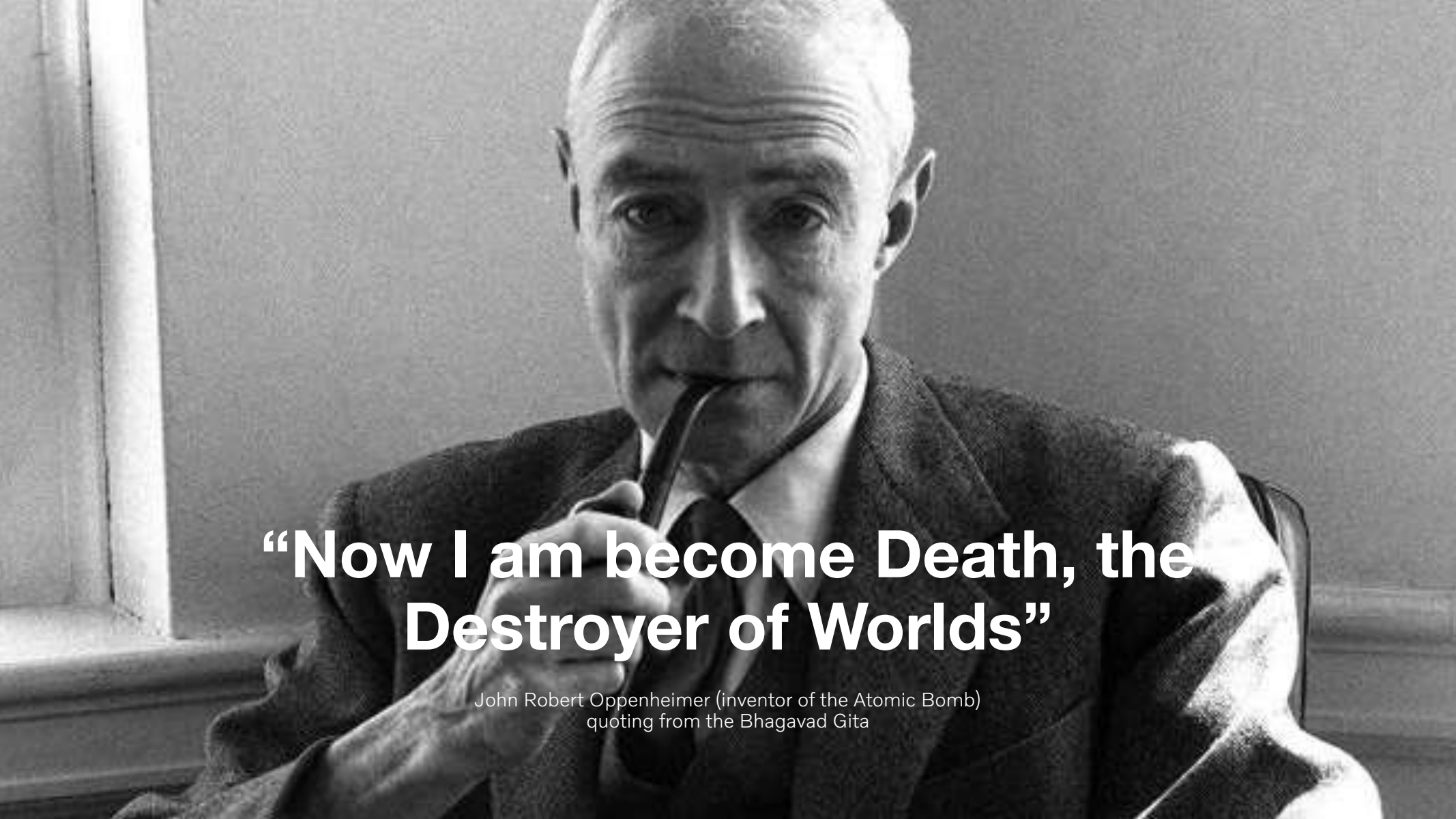
# Designer

Hugo Ferdinand Boss (1885 - 1948)

# Designers can be forces for Harm

# Dr. Manhattan

Named after the Manhattan Project that produced the Atomic Bomb during World War



# “Now I am become Death, the Destroyer of Worlds”

John Robert Oppenheimer (inventor of the Atomic Bomb)
quoting from the Bhagavad Gita

HUGO BOSS

COMPANY BRANDS STRATEGY DIVERSITY & INCLUSION MANAGEMENT HISTORY INNOVATION CORPORATE GO

## STUDY ON THE COMPANY'S FOUNDATION

Below you will find a summary of a study produced on the history of Hugo Ferdinand Boss FEZ TM and his company. The full version of the study was published by the HUGO BOSS Group in August 2011. The management considered it exceptionally important to have this segment of the company history thoroughly investigated by one of the most recognized research institutes in Germany.

The study and its summary were produced in cooperation with the highly respected Gesellschaft für Unternehmensgeschichte – a German institute devoted to researching corporate histories – and is an independent historians. The Group wishes to emphasize that it was not involved in the research or writing and that no influence whatsoever was brought to bear concerning the study's form or content.

In charge of HUGO BOSS AG since the beginning of 2011 is Hugo Boss, the grandson of Hugo Ferdinand Boss and Managing Director of HUGO BOSS AG. He has been operated during the Third Reich and the Second World War. During this period the factory employed 180 forced laborers, the majority of them women, and 40 French prisoners of war. When the Group became aware of this fact, it made a contribution to the International Fund set up to compensate former forced laborers.

The company history "Hugo Boss, 1924-1945: The History of a Clothing Factory" during the Weimar Republic and Third Reich" by Roman Köster is available from booksellers and direct from HUGO BOSS AG. The full 16-page study can be ordered from history@hugoboss.com.

The Verge

Menu

ELON MUSK

# Hundreds of employees say no to being part of Elon Musk's 'extremely hardcore' Twitter

Musk gave Twitter staff a deadline to say they are staying for his cultural reset of th company. And right on deadline, the farew emojis started pouring into Twitter's Slack.

By ALEX HEATH and MIA SATO
Nov 18, 2022, 12:08 AM GMT+1
220 Comments / 220 New

npr

SUBSCRIBE TO IT'S OFTEN A 20 MINUTE

IT'S OFTEN A 20 MINUTE

## How Tech Hijacks Our Brains, Corrupts Culture, And What To Do Now

20 Minute Listen

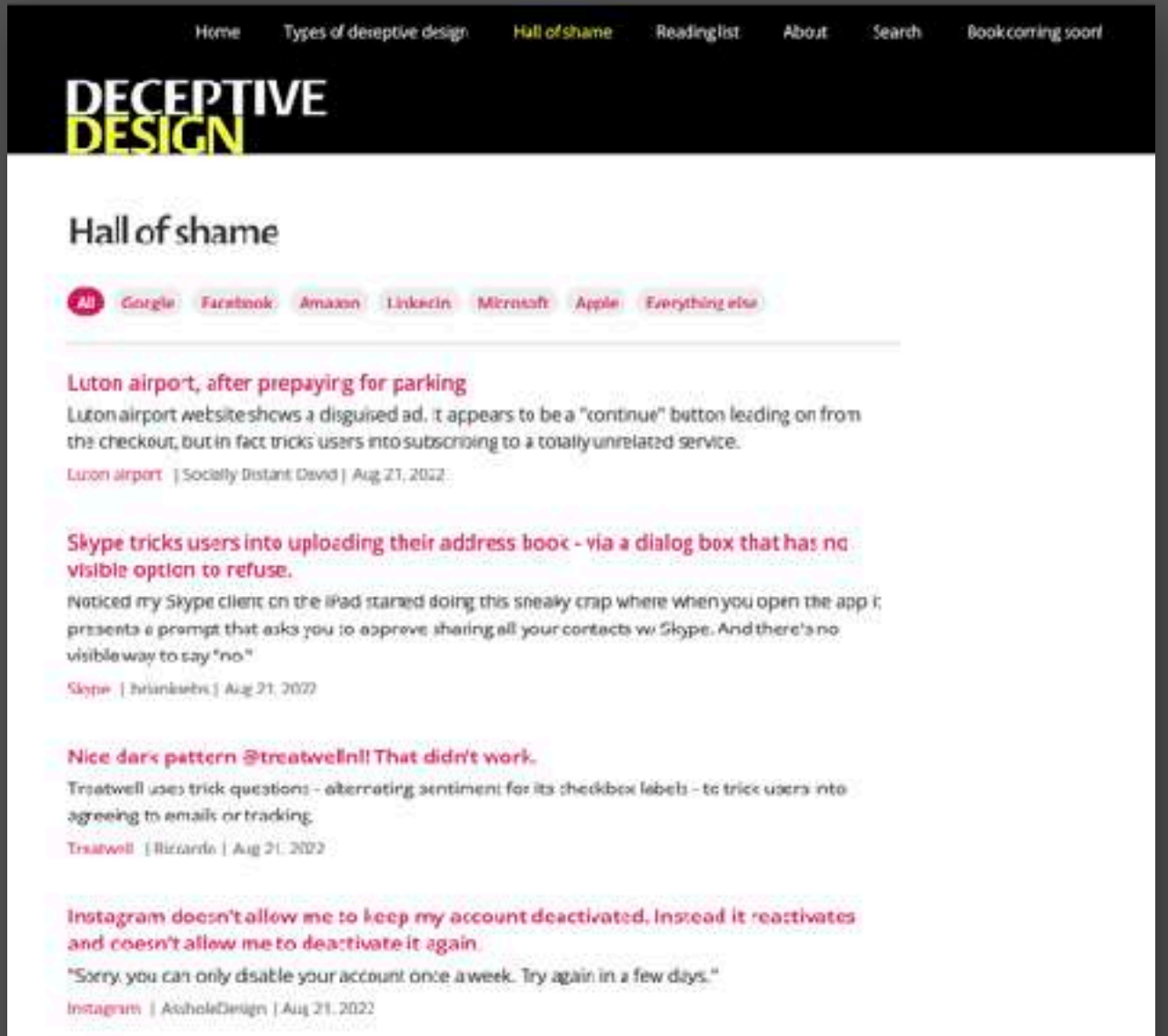
A person scrolls their phone's camera at work. In 2021, a former engineer-turned-whistleblower says an addiction to feelings "human downgrading" of

Tristan Harris is comparing technology overload to climate change. He says it's leading to the societal ills of our time: "addiction, infodemic, overload, polarization, radicalization." And he's coined a term for the problem: human downgrading.

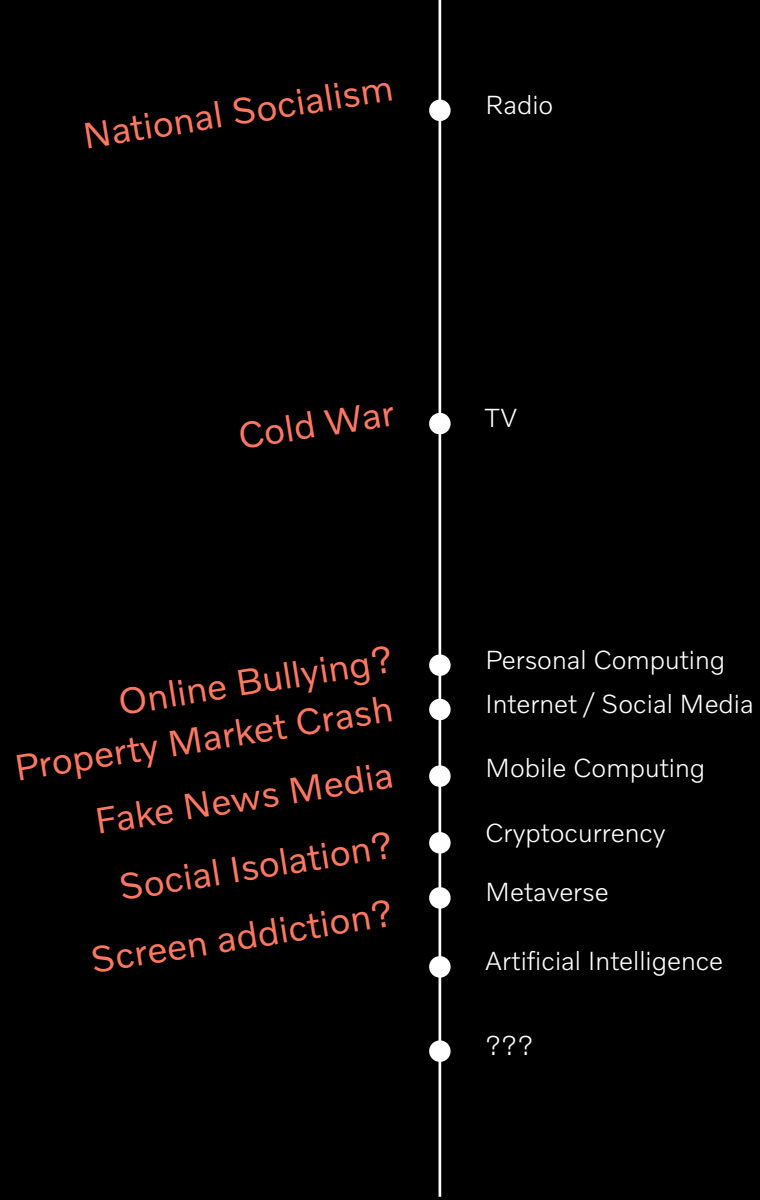
Will history be kind
to *we* Superheroes?

# Darker Patterns

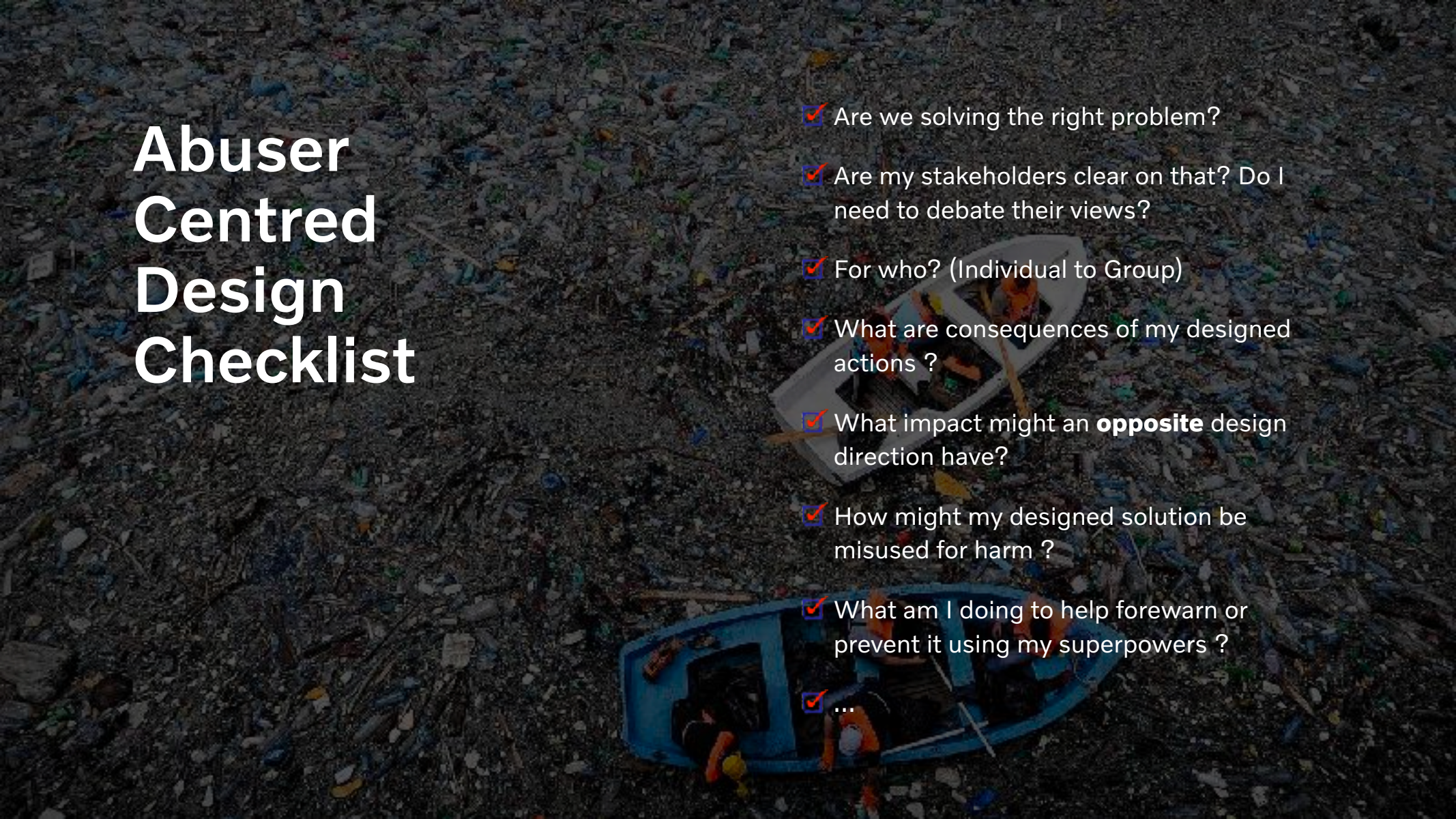
Dr. Harry Brignull @harrybr



**Breakthrough technologies have always been used for good & abused to do harm.**



# Abuser Centred Design Checklist



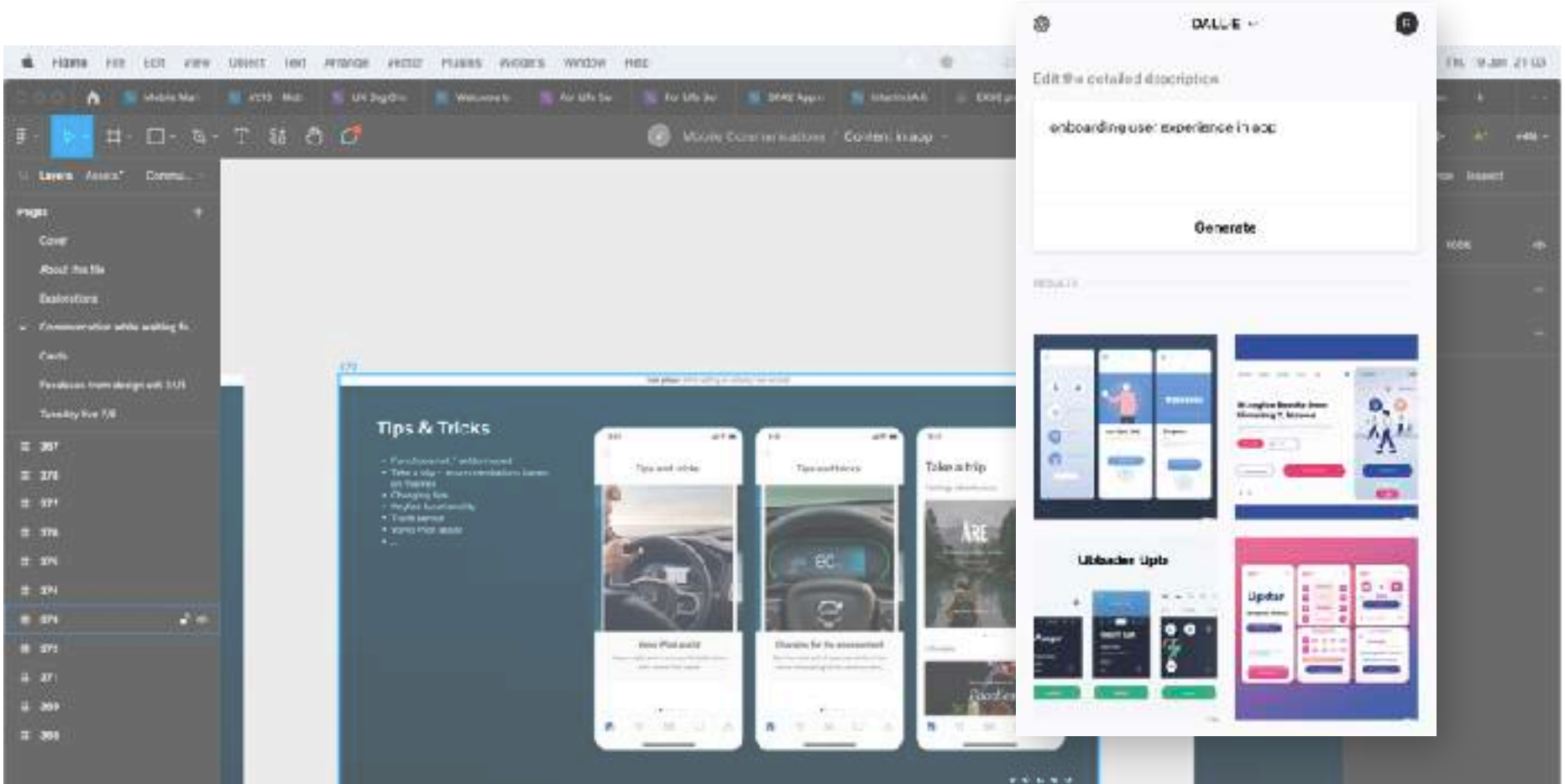
- [x] Are we solving the right problem?
- [x] Are my stakeholders clear on that? Do I need to debate their views?
- [x] For who? (Individual to Group)
- [x] What are consequences of my designed actions ?
- [x] What impact might an **opposite** design direction have?
- [x] How might my designed solution be misused for harm ?
- [x] What am I doing to help forewarn or prevent it using my superpowers ?
- [x] ...

4
"If you’re nothing without the suit,
then you shouldn’t have it."

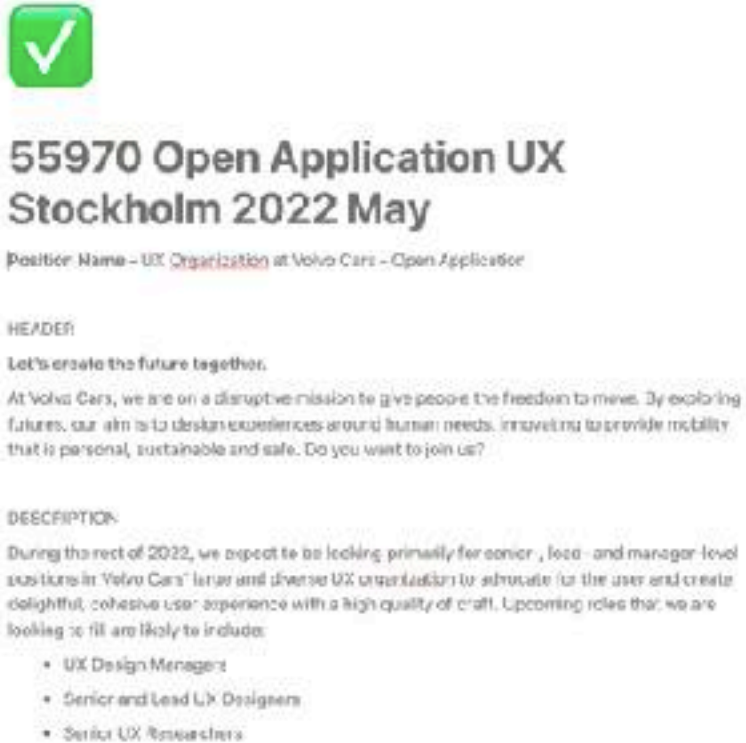
# What happens when processes & tools lead *us*?

X-Men had Cerebro, we are racing into the age of AI

# Figma + Dall-E = ?


DALL·E
Edit the detailed description
onboarding user experience in app
Generate
Tips & Tricks
Take a trip

# Notion + ChatGPT = (Beta?)



## 55970 Open Application UX Stockholm 2022 May

**Position Name** – UX Organization at Volvo Cars - Open Application

HEADER

**Let's create the future together.**

At Volvo Cars, we are on a disruptive mission to give people the freedom to move. By exploring futures, our aim is to design experiences around human needs, innovating to provide mobility that is personal, sustainable and safe. Do you want to join us?

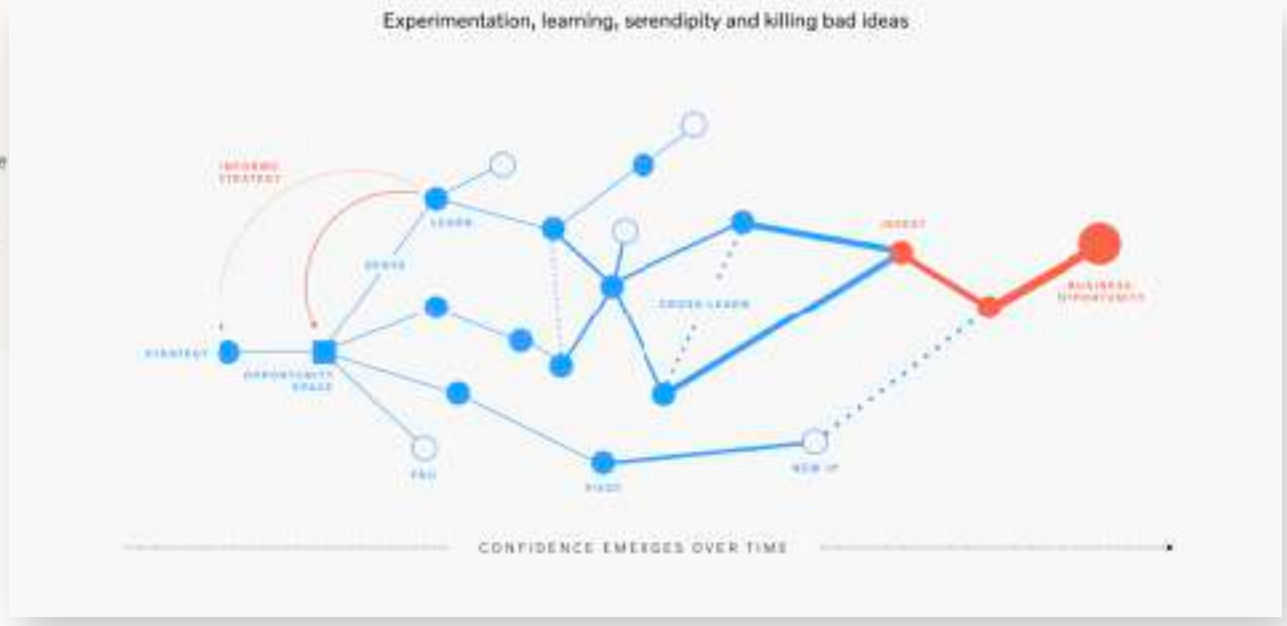
DESCRIPTION

During the rest of 2022, we expect to be looking primarily for senior-, lead- and manager level positions in Volvo Cars' large and diverse UX organization to stimulate the user and create delightful, cohesive user experience with a high quality of craft. Upcoming roles that we are looking to fill are likely to include:

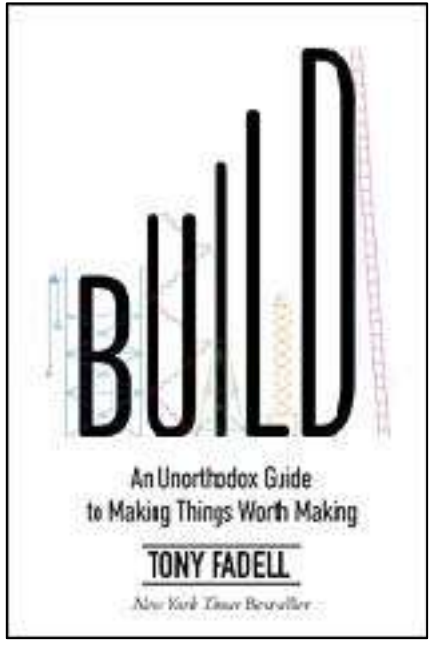
- UX Design Managers
- Senior and Lead UX Designers
- Senior UX Researchers

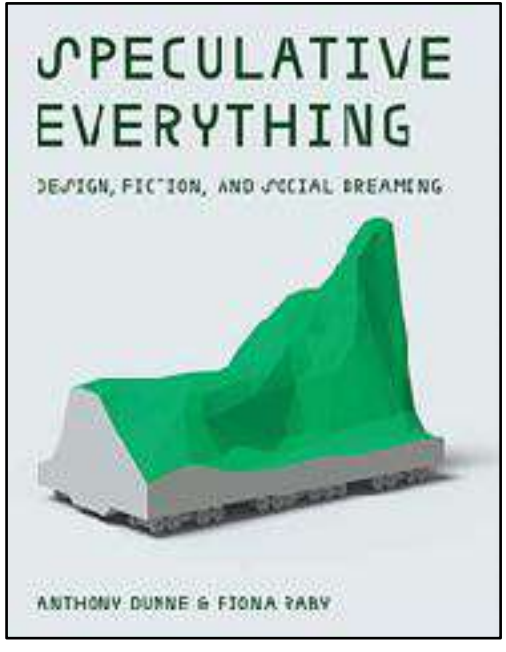
“Existence is random. It has no pattern except what we imagine after staring at it for too long.”

# Bridging order & chaos



# Bridging speculation & practice



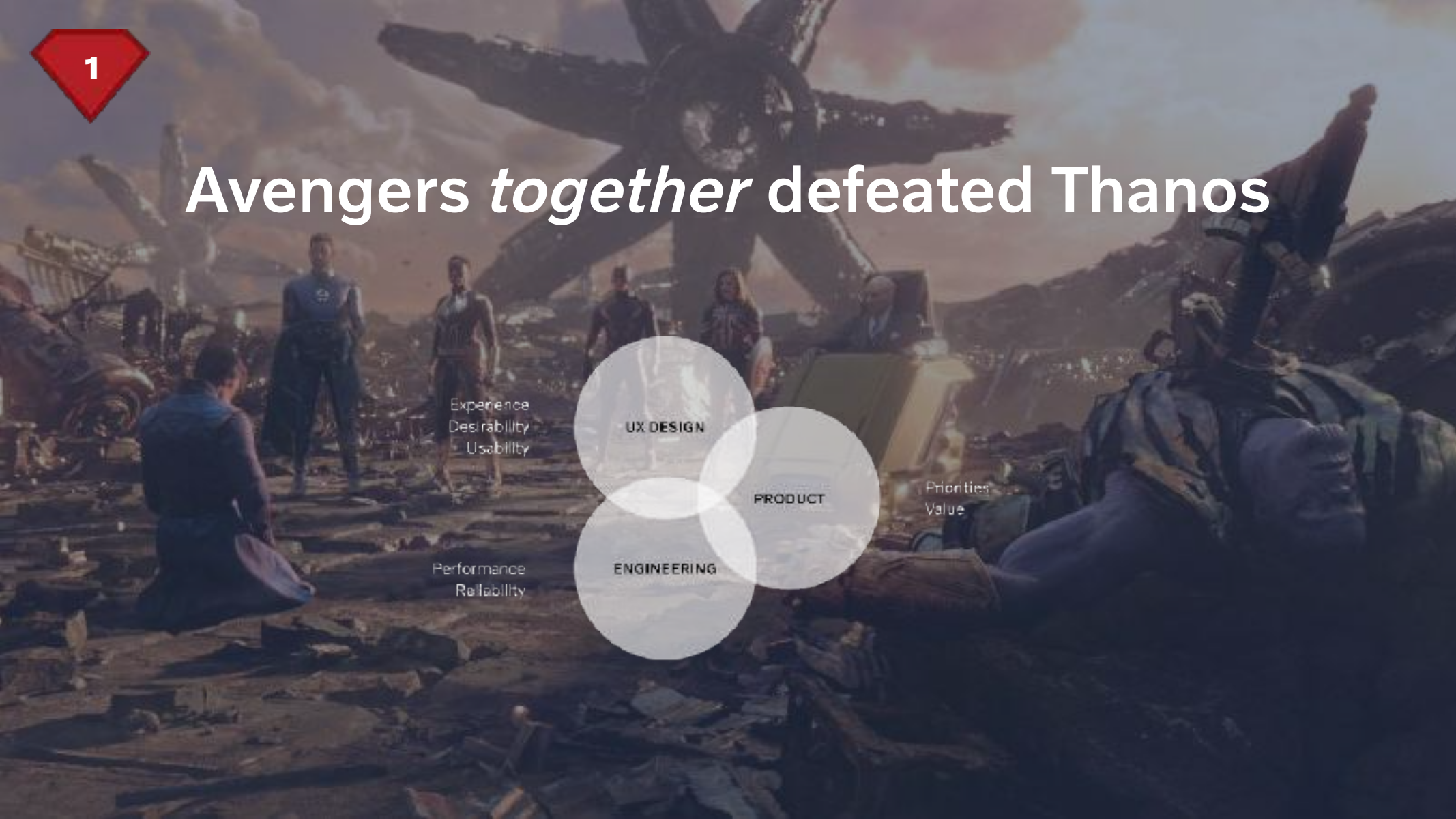



Nick Foster
X-Company, Alphabet
Christian Ervin
X-Company, Alphabet
Design is [ Messy ]

# In Conclusion

1

# Avengers *together* defeated Thanos



Our collective **superpower** is _____?
Our collective **kryptonite** is _____?

2
Superpowers can be weaponised
Look sideways

**Your responsibility**
***is* your superpower**

**Check your blind-spots**

National Socialism

Cold War

Online Bullying?

Property Market Crash

Fake News Media

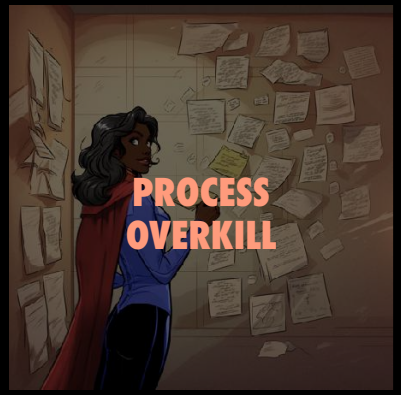
Social Isolation?

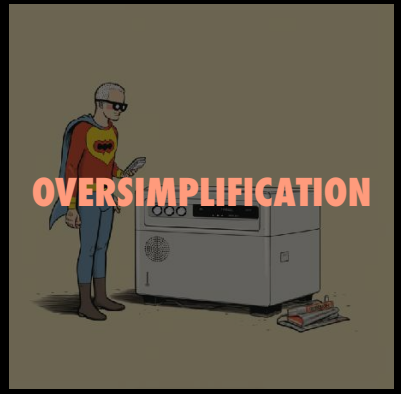
Screen addiction?

Polarisation ?

# Keep evolving Superpowers

# Be aware of blind spots!





## Gracias!

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