


0001927 km

347km  64%

Welcome, Anna

Brake and shift R/D to start the car

VOLVO

Rahul

Everyday Experiences UX / Volvo Cars



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...



The Comedian

Silk Spectre

Dr. Manhattan

Ozymandias

Night Owl

Rorschach

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**

A close-up shot of May Parker, Peter Parker's aunt, looking down with a somber expression. In the background, Peter Parker is visible, looking towards the camera. The scene is set outdoors in a residential neighborhood.

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?





PEOPLE How do people make things into a team? How do they work together?

SPIDERMAN	SPIDERWOMAN	IRON MAN
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Gender: <input type="text"/>	Gender: <input type="text"/>	Gender: <input type="text"/>
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Personality: <input type="text"/>	Personality: <input type="text"/>	Personality: <input type="text"/>

MISSIONS What are the things people do when they work together? How do they work together?

MISSION 1	MISSION 2	MISSION 3
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OUTCOMES

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Intelligence: <input type="text"/>
Personality: <input type="text"/>

PERSON
PER 'THE BURGERS'



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Lower right details not visible in image.

PERSON	PERSON
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MISSION 1	MISSION 2	MISSION 3
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MISSION 1
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Intelligence: <input type="text"/>
Personality: <input type="text"/>

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.



System 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

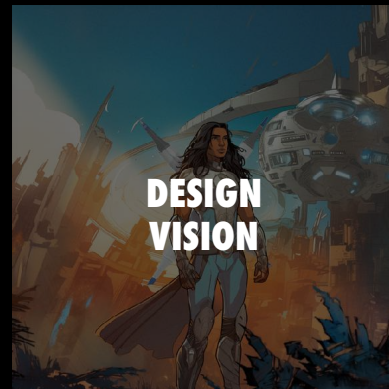
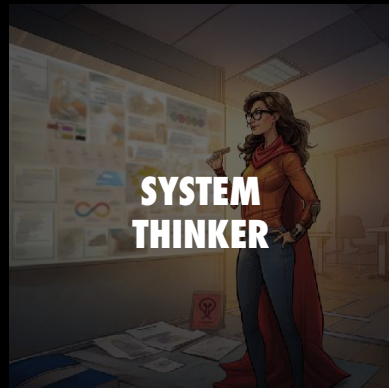


Raw Data

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



A full-page background image of Batman in his suit, standing in a dark, industrial environment with metal beams and scaffolding. The lighting is dramatic, highlighting the contours of his suit and mask. A small blue circle with the number '2' is positioned above the quote.

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

Dieter Rams

Ten Principles of Good Design

To what is good design? Are there any instructions or rules to create it? Dieter Rams, who was awarded the Pritzker Prize for his "Ten Good Design" approach to design, addresses these questions in this book. [Read the book here for free](#) or [purchase it here](#).



01 **Good Design is Innovative**

The good design is innovative and demonstrates originality. It does not imitate other people's designs. It is a new idea or a new way of doing things.

02 **Good Design Makes a Product Useful**

A good design is useful. It is a product that is useful, easy to use, and that solves a problem. It is a product that is useful, easy to use, and that solves a problem.

03 **Good Design is Aesthetic**

Good design is aesthetic. It is a product that is beautiful, that is pleasing to the eye, and that is a pleasure to use.

04 **Good Design Makes a Product Understandable**

Good design makes a product understandable. It clarifies the product's form and function. It is a product that is understandable, that is easy to use, and that is a pleasure to use.

05 **Good Design is Unobtrusive**

Good design is unobtrusive. It is a product that is simple, that is easy to use, and that is a pleasure to use. It is a product that is simple, that is easy to use, and that is a pleasure to use.

06 **Good Design is Honest**

Good design is honest. It is a product that is honest, that is straightforward, and that is a pleasure to use. It is a product that is honest, that is straightforward, and that is a pleasure to use.

07 **Good Design is Long-Lasting**

Good design is long-lasting. It is a product that is durable, that is long-lasting, and that is a pleasure to use. It is a product that is durable, that is long-lasting, and that is a pleasure to use.

08 **Good Design is Thorough down to the Last Detail**

Good design is thorough down to the last detail. It is a product that is thorough, that is detailed, and that is a pleasure to use. It is a product that is thorough, that is detailed, and that is a pleasure to use.

09 **Good Design is Environmentally Friendly**

Good design is environmentally friendly. It is a product that is environmentally friendly, that is sustainable, and that is a pleasure to use. It is a product that is environmentally friendly, that is sustainable, and that is a pleasure to use.

10 **Good Design Involves as Little Design as Possible**

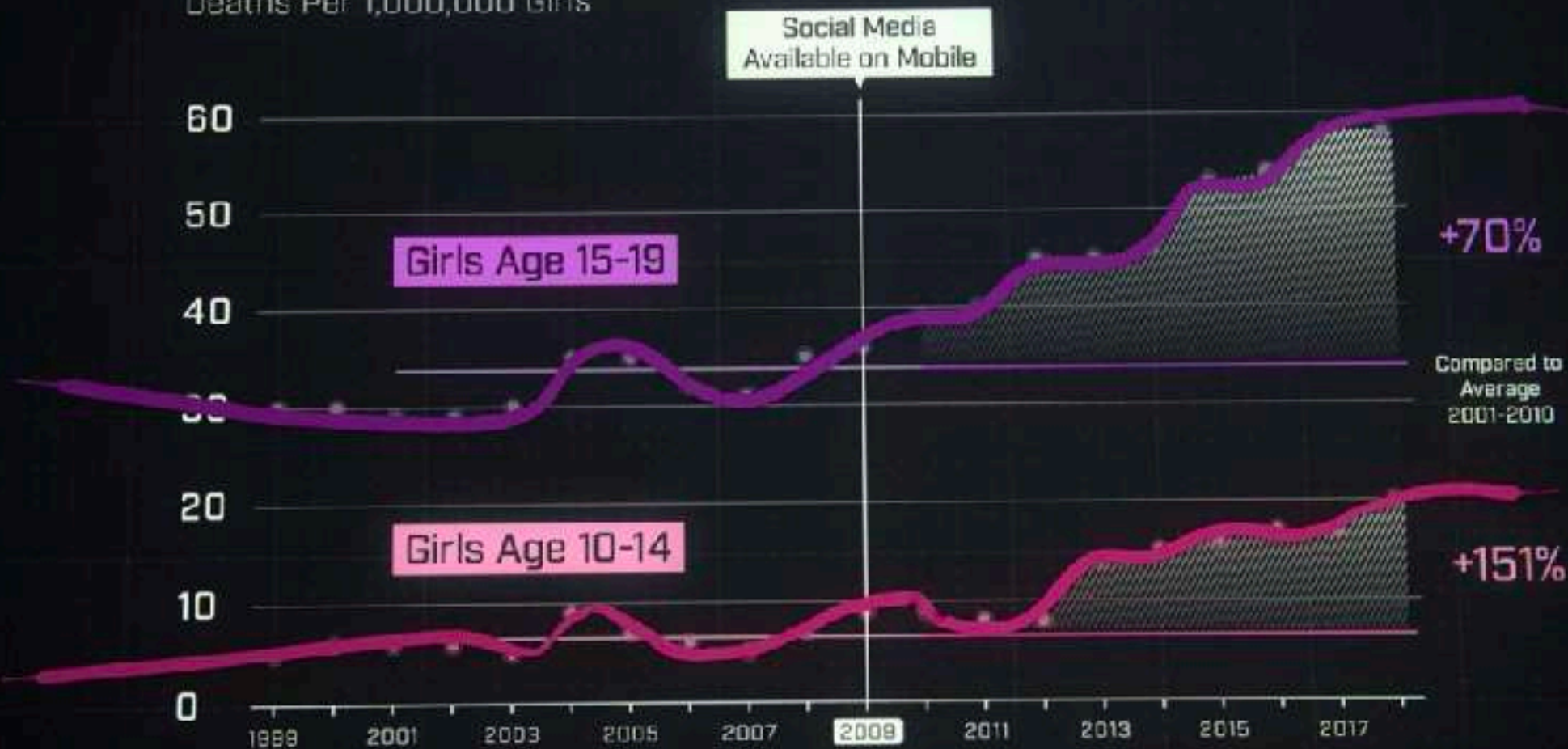
Good design involves as little design as possible. It is a product that is simple, that is easy to use, and that is a pleasure to use. It is a product that is simple, that is easy to use, and that is a pleasure to use.

Read Learning Paths
[Interaction-Design.org](#)

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U.S. Suicide Rates

Deaths Per 1,000,000 Girls



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)

A close-up portrait of Jean Grey, a character from the X-Men franchise. She has long, wavy, vibrant red hair that frames her face. Her expression is serious and contemplative, with her eyes looking slightly to the right. The lighting is dramatic, highlighting the texture of her hair and the contours of her face against a dark, almost black background.

Design is thinking, process & doing.

Jean Grey the Mutant, X Men 2000

A close-up, high-contrast image showing the red and blue Spider-Man suit on the right and the black, symbiote-covered Venom character on the left. The Venom character's mouth is open, showing sharp white teeth. The background is a dark, cloudy sky. The text is overlaid in the center.

Over-design, over-solutionism
has had negative consequences

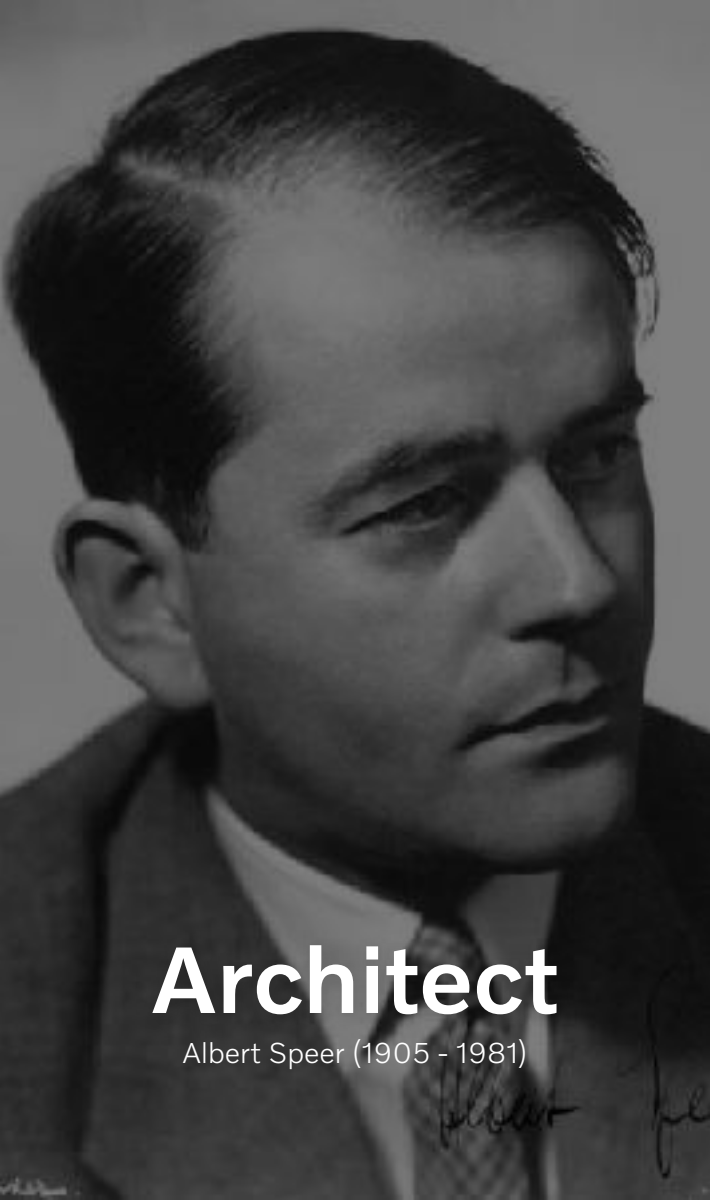
How do we correct this in ourselves?



**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

A black and white photograph of J. Robert Oppenheimer. He is shown from the chest up, wearing a dark suit jacket, a white shirt, and a dark tie. He is holding a pair of glasses in his right hand, with the frames resting against his lips. He has a serious expression and is looking directly at the camera. The background is a plain, light-colored wall with a window frame visible on the left side.

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

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

COMPANY BRANDS STRATEGY DIVERSITY & INCLUSION MANAGEMENT HISTORY INNOVATION CORPORATE GOVERNANCE

STUDY ON THE COMPANY'S FOUNDATION

Below you will find a summary of a study produced on the history of Hugo Boss and the company. The full version of the study was published by the HUGO BOSS Group in August 2020. This management initiative is completely independent of the company. Hugo Boss only investigated why it is the most responsible and credible source.

The study and its summary were produced in cooperation with the highly respected Gesellschaft für Unternehmensgeschichte – a German institute devoted to checking corporate histories – and its independent historians. The Group wanted 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 August 1870, HUGO BOSS AG was first established by Hugo Boss in Reppich, in the town of Reppich (today Reppich-Broschleben) in Prussia, as a consequence of WWI the company operated during the Third Reich and the Second World War. During this period the factory employed 100 forced laborers (the majority of them women) and 60 Jewish prisoners of war. When the Group became owners of the factory, it made a contribution to the war-related funds up to completion of the forced laborers.

Our objective is to give an account of the Group's past and to deal with the issue of making clarity and objectivity the dominant criteria when interpreting its past and right to the name which is still in use today. In the future you may find: Further information on the Social and Environmental Report.

The company history Hugo Boss 1870-1945: The History of a Clothing Factory During the Weimar Republic and Third Reich by Hans-Joachim Lauth is available from bookstores and directly from HUGO BOSS AG. The full English study can be ordered from <https://www.hugoboss.com>.

theVerge

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 the company. And right on deadline, the farewell emojis started pouring into Twitter's Slack.

By ALEX HEATH and MIA SATO
Nov 18, 2022, 12:59 AM GMT-1
[1,228 Comments / 228 New](#)

[Twitter](#) [Facebook](#) [Email](#)



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IT'S BEEN A MINUTE

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

May 26, 2020 | 1:07 PM ET

30 Minutes Listen



A person scrolls their phone in Casper at West 16 Street, Manhattan, New York, on a Friday. (Photo: Justin Sullivan/Getty Images)

Christian Harris is comparing technology overload to climate change. He says it's leading to the social ills of our time: "addiction, information overload, polarization, social isolation." And he's coined a term for the problem: **human downgrading**.

**Will history be kind
to *we* Superheroes?**

Darker Patterns

Dr. Harry Brignull @harrybr

DECEPTIVE DESIGN

Hall of shame

[All](#) [Google](#) [Facebook](#) [Amazon](#) [LinkedIn](#) [Microsoft](#) [Apple](#) [Everything else](#)

Luton airport, after prepaying for parking

Luton airport website shows a disguised ad. It appears to be a "continue" button leading on from the checkout, but in fact tricks users into subscribing to a totally unrelated service.

[Luton airport](#) | [Society Distant David](#) | Aug 21, 2022

Skype tricks users into uploading their address book - via a dialog box that has no visible option to refuse.

Noticed my Skype client on the iPad started doing this sneaky crap where when you open the app it presents a prompt that asks you to approve sharing all your contacts w/ Skype. And there's no visible way to say "no."

[Skype](#) | [brlanberts](#) | Aug 21, 2022

Nice dark pattern @treatwell! That didn't work.

Treatwell uses trick questions - alternating sentiment for its checkbox labels - to trick users into agreeing to emails or tracking.

[Treatwell](#) | [Bizzardo](#) | Aug 21, 2022

Instagram doesn't allow me to keep my account deactivated. Instead it reactivates and doesn't allow me to deactivate it again.

"Sorry, you can only disable your account once a week. Try again in a few days."

[Instagram](#) | [AssholeDesign](#) | Aug 21, 2022

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

National Socialism

Radio

Cold War

TV

*Online Bullying?
Property Market Crash*

Personal Computing
Internet / Social Media

Fake News Media

Mobile Computing

Social Isolation?

Cryptocurrency

Screen addiction?

Metaverse

Artificial Intelligence

???

Abuser Centred Design Checklist

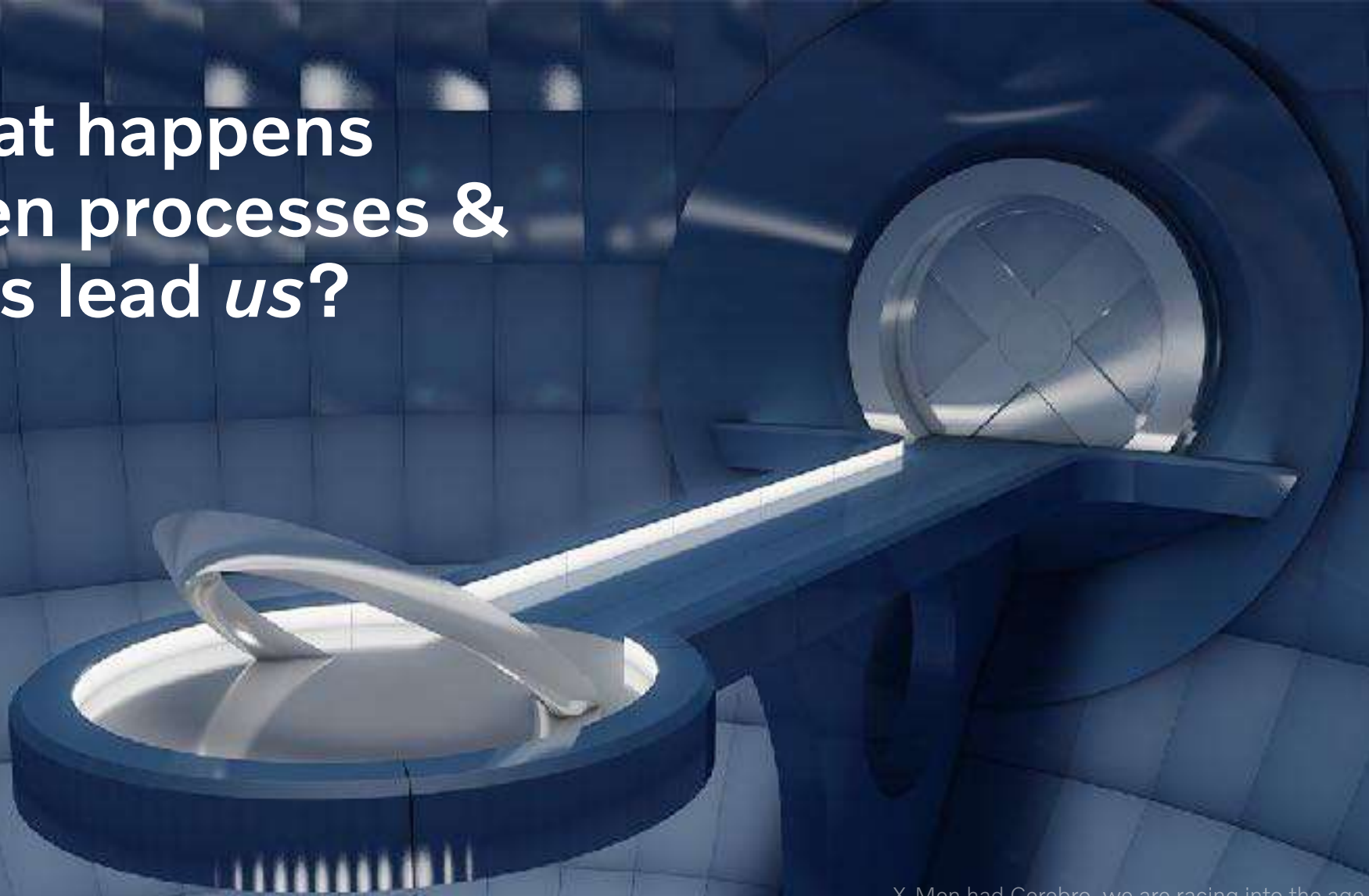
- ✓ Are we solving the right problem?
- ✓ Are my stakeholders clear on that? Do I need to debate their views?
- ✓ For who? (Individual to Group)
- ✓ What are consequences of my designed actions ?
- ✓ What impact might an **opposite** design direction have?
- ✓ How might my designed solution be misused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

A scene from the movie Iron Man 3 showing Iron Man standing on a rooftop with Spider-Man. Iron Man is on the right, facing Spider-Man who is on the left with his back to the camera. The background shows a city skyline at sunset. A blue circle with the number 4 is positioned above the quote.

4

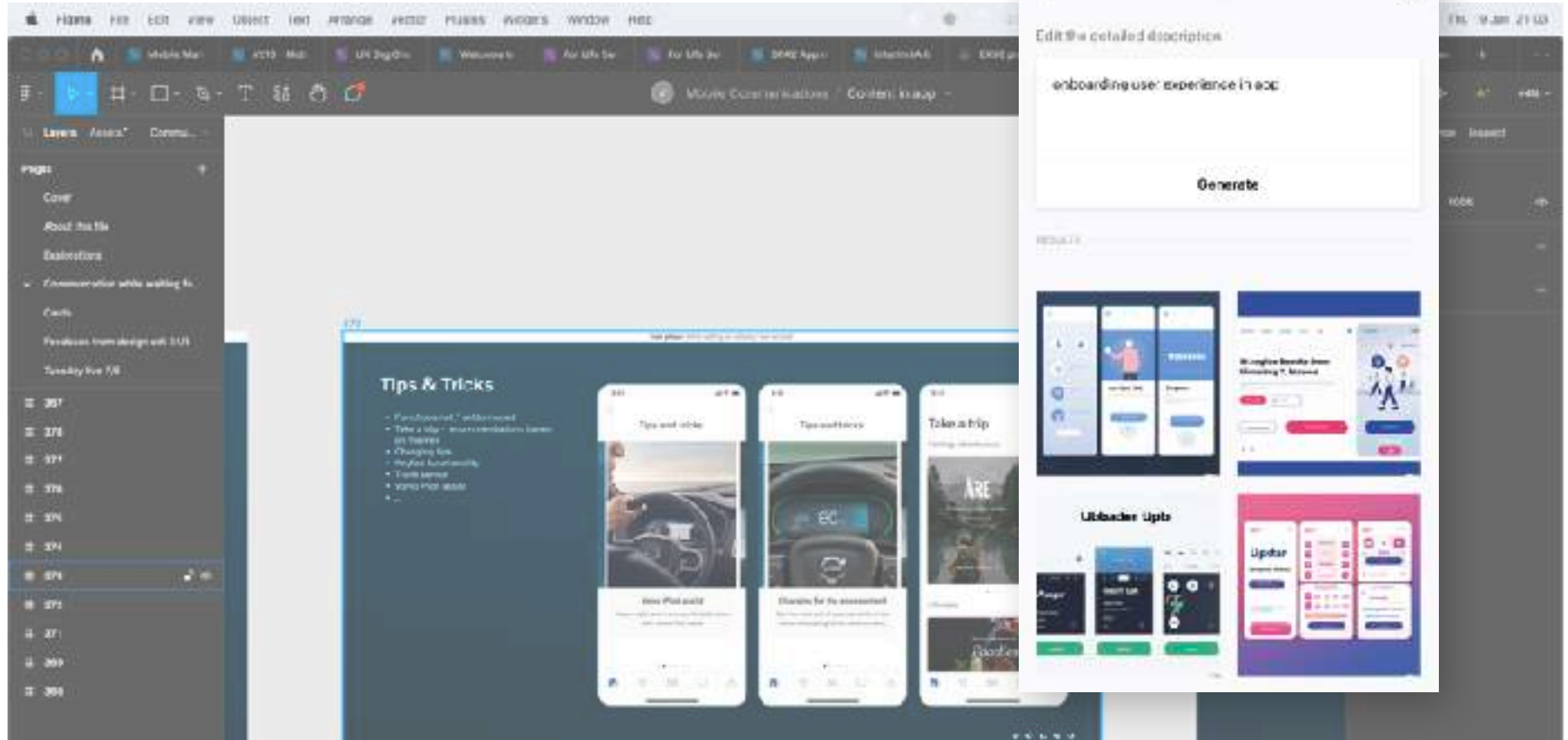
"If you're nothing without the suit,
then you shouldn't have it."

What happens
when processes &
tools lead *us*?



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

Figma + Dall-E = ?



Notion + ChatGPT = (Beta?)



55970 Open Application UX Stockholm 2022 May

Position Name - UX [Organization](#) at Volvo Cars - Open Application

HEADER

Let's ensave 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 advocate for 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:

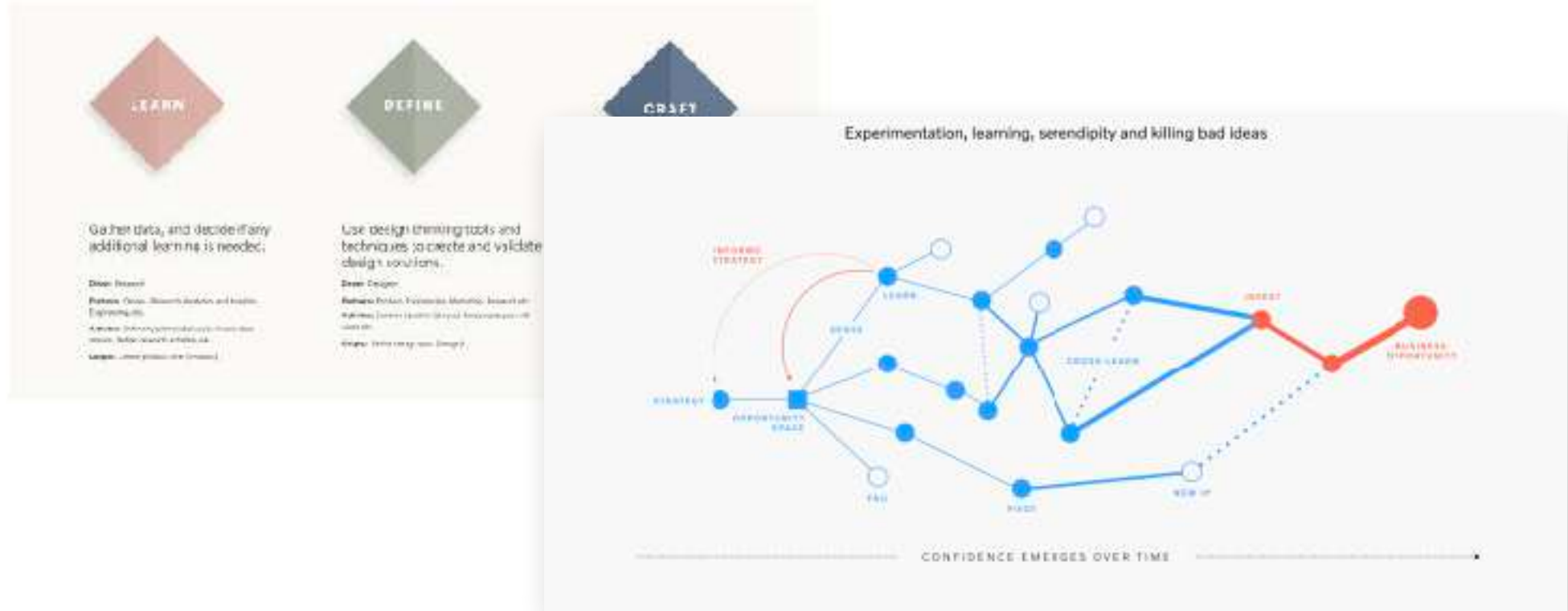
- UX Design Managers
- Senior and Lead UX Designers
- Senior UX Researchers



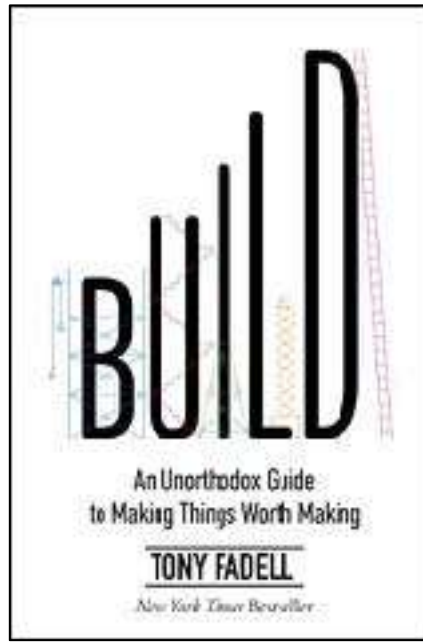
**“Existence is
random. It has no
pattern except what
we imagine after
staring at it for too
long.”**




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

Experience
Desirability
Usability

UX DESIGN

PRODUCT

Priorities
Value

Performance
Reliability

ENGINEERING

A scene from the movie 'Man of Steel' showing Superman and other heroes in a destroyed city with a giant robot in the background. The scene is set in a desolate, rubble-strewn landscape under a cloudy sky. In the foreground, Superman is kneeling on the ground, looking towards the other heroes. In the background, a large, multi-limbed robot stands amidst the wreckage. The overall tone is somber and reflective.

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

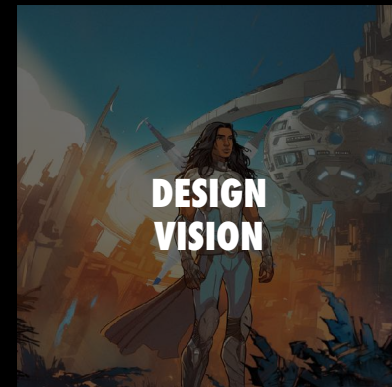
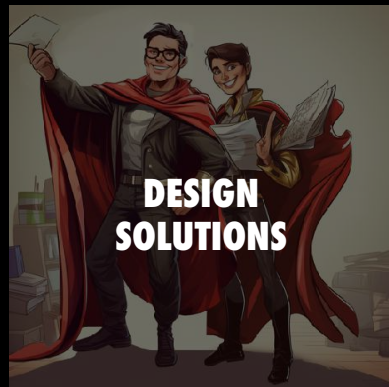
Fake News Media

Social Isolation?

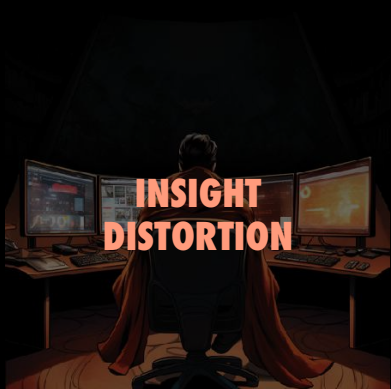
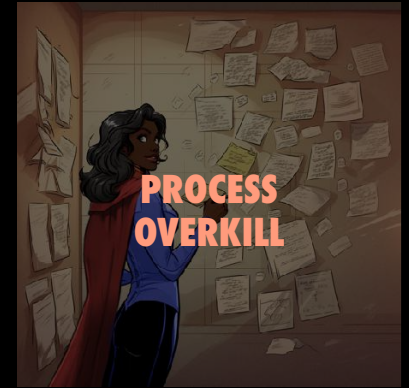
Screen addiction?

Polarisation ?

Keep evolving Superpowers



Be aware of blind spots!



Gracias!

rahul.sen@volvocars.com

@wedesignvolvo (instagram)

@rahulsen79

**DESIGN
WON'T SAVE
THE WORLD**

**GO VOLUNTEER AT A SOUP KITCHEN,
YOU PRETENTIOUS FUCK.**