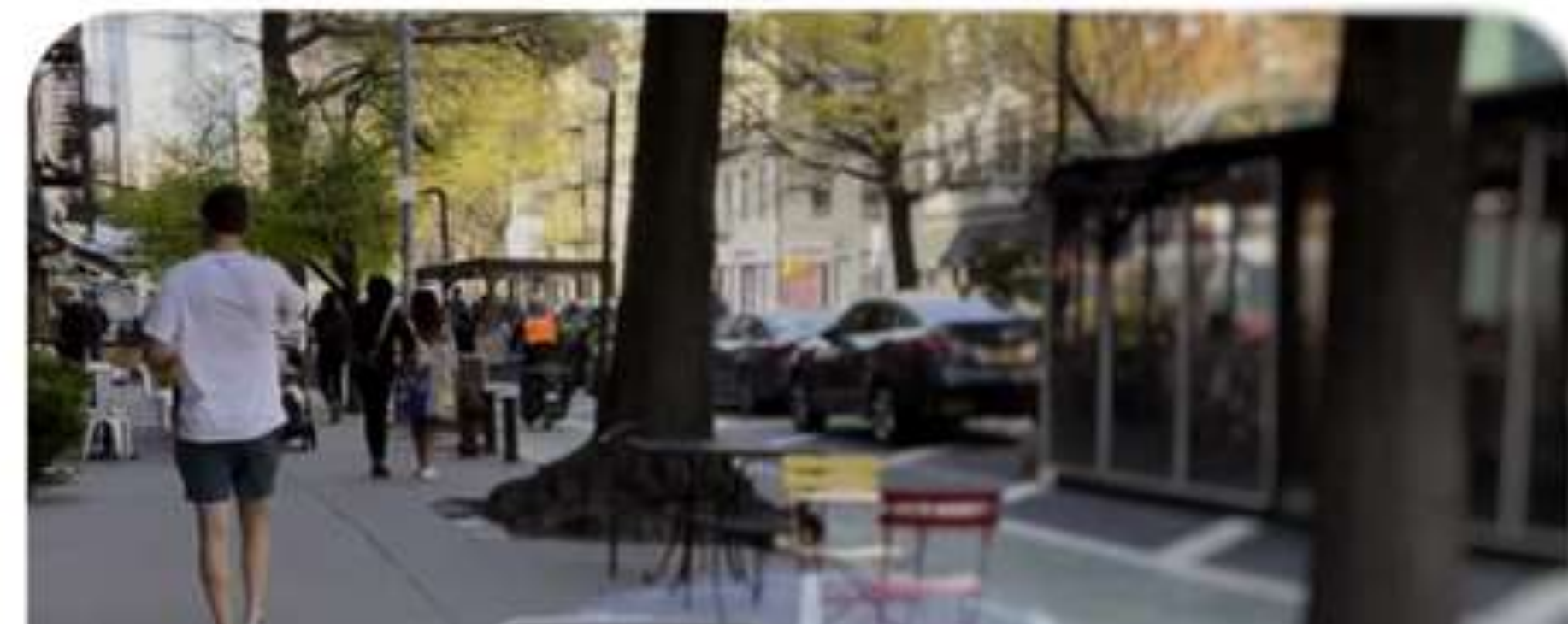
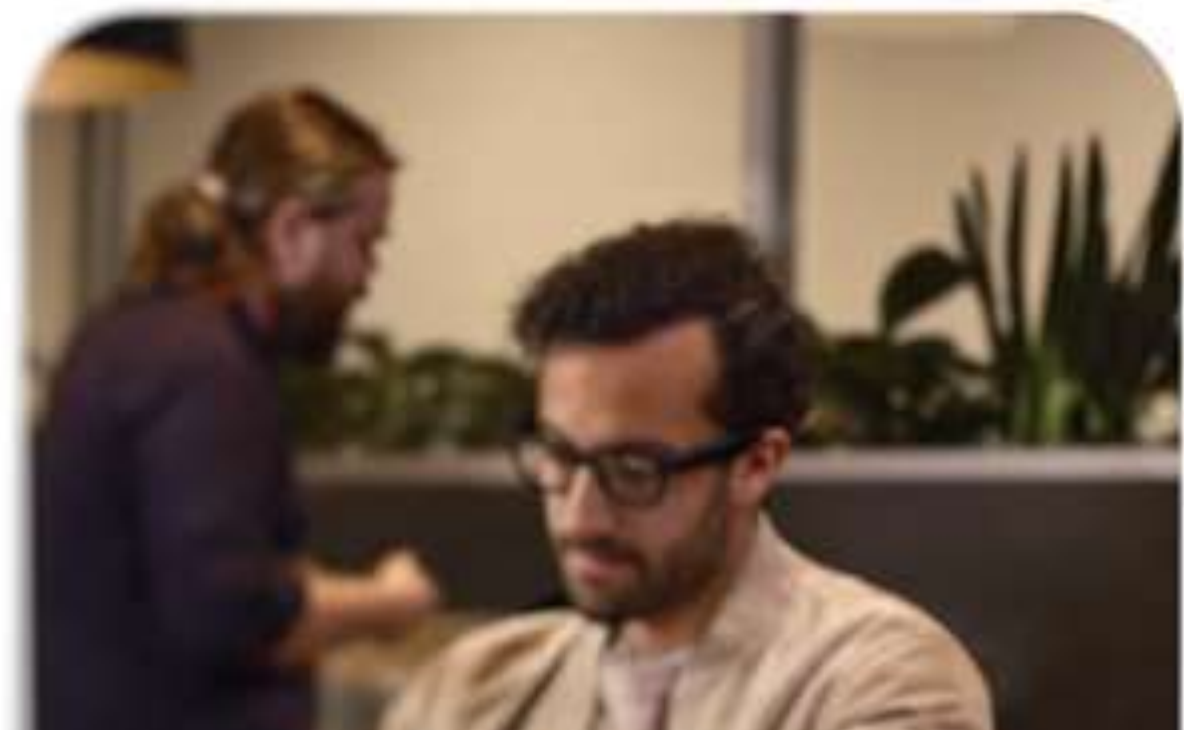


UX in the Age of Uncertainty





Android XR



Freddie Freeman #5

AB	R	H	HR
52	6	13	4
RBI	SB	AVG	OPI
13	1	.300	.899

Freeman, LAD 3 R 91,222th 1 Apr 28



How does a slider work?

A slider pitch is a type of breaking ball that moves or "breaks" as it approaches the batter.

Check out this video:



Visualization for concept purposes.

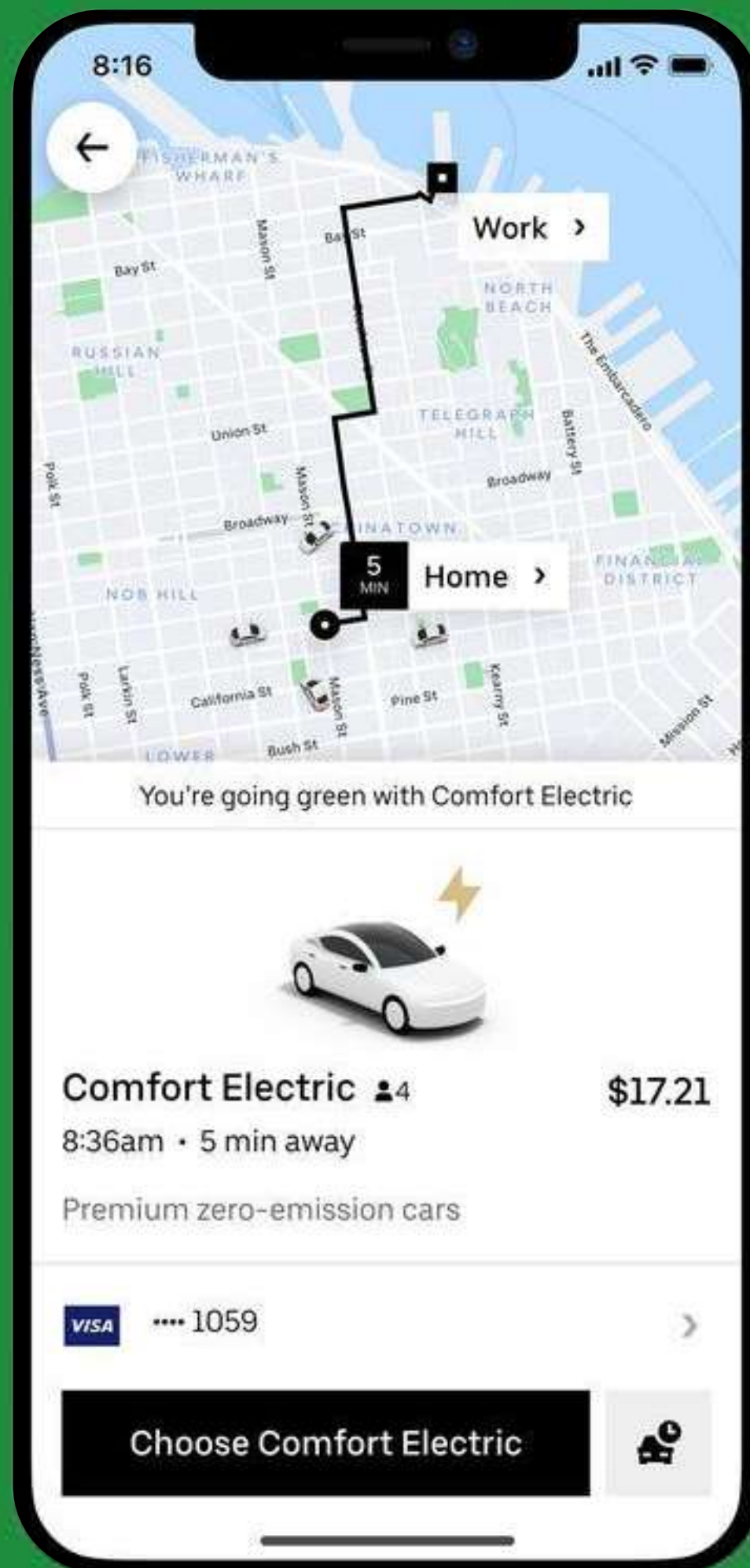


Visualization for concept purposes.



Visualization for concept purposes.

Technology has allowed me
to go further and live life
more freely than I ever
imagined...



VALUE

Access
Speed
Affordability

IMPACT PRINCIPLE 1

Disruption starts when we
add new value to core routine
behaviors.

PROVOCATION

What if *gamification* could
help diagnose Alzheimer's?

Altoida

Cognitive Processing

Woman
42y old
12y of education

Modify

Complex Attention

Motor Coordination

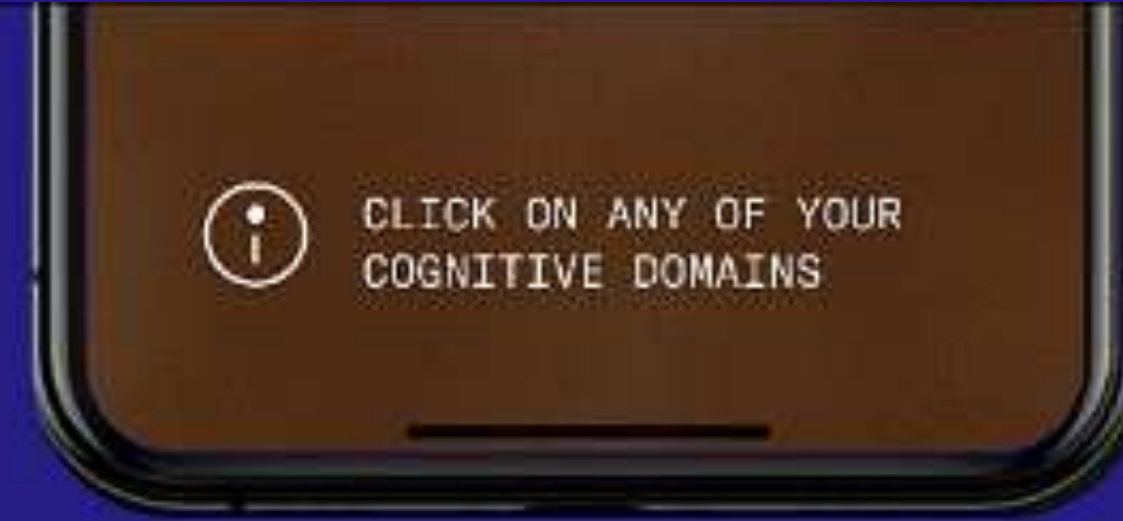
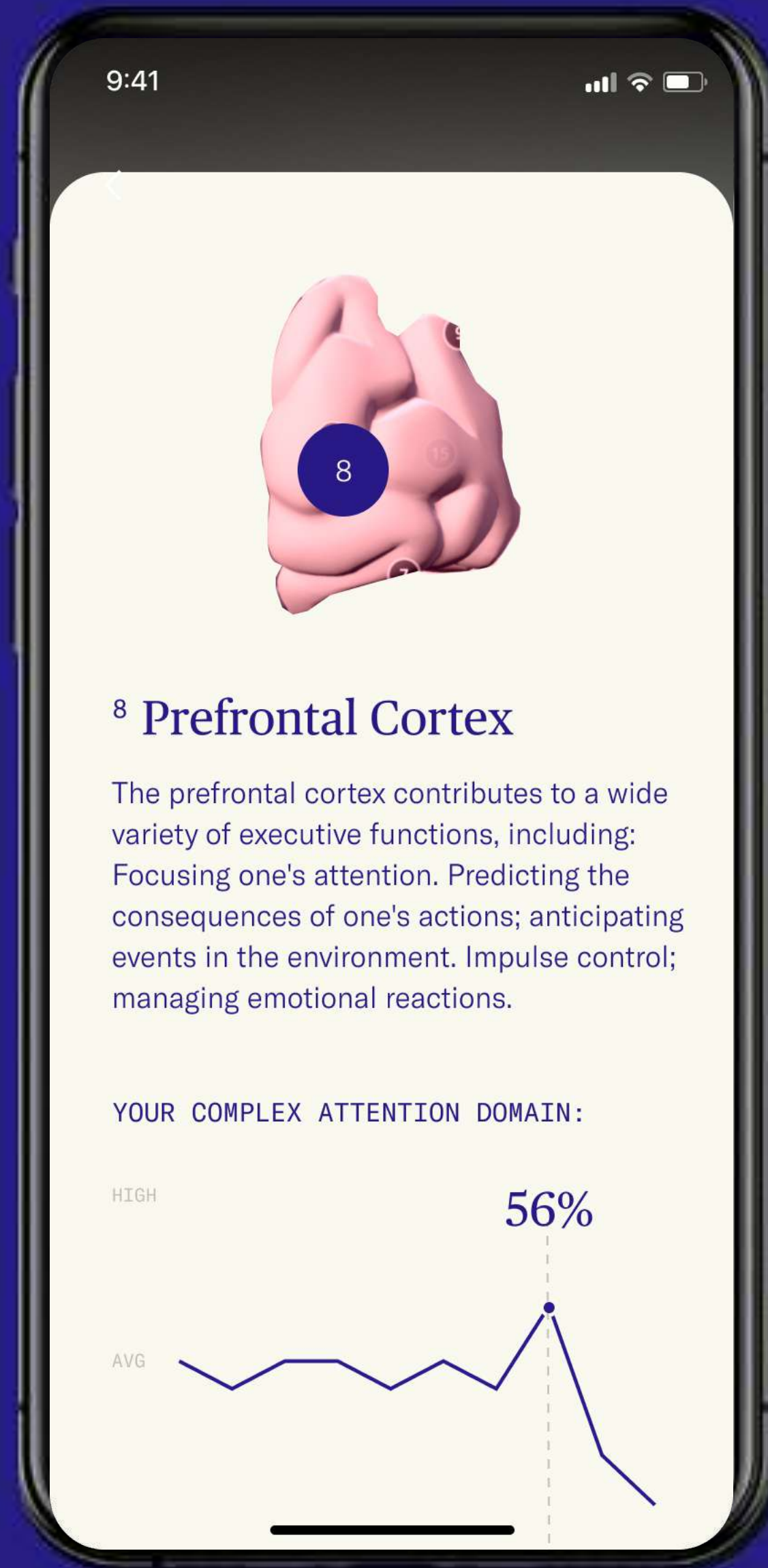
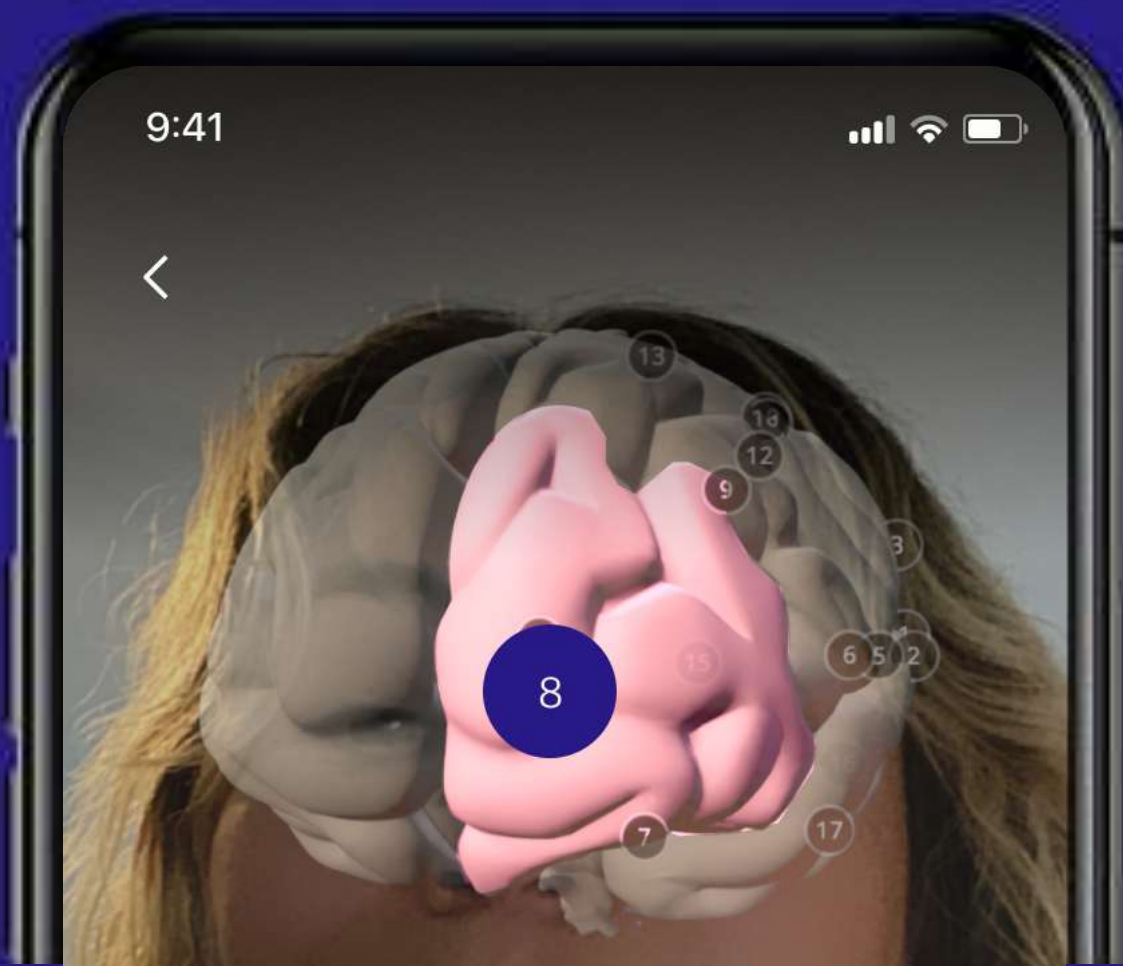
Cognitive Processing

Today

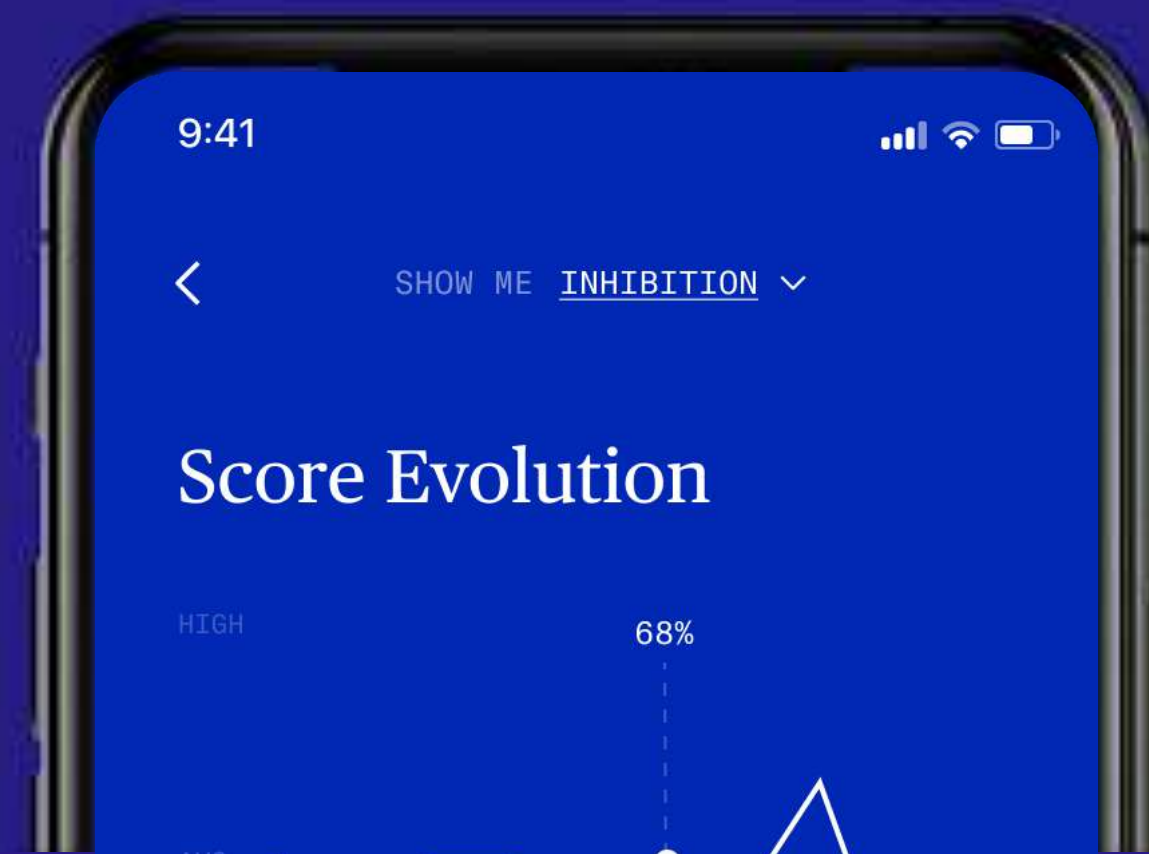
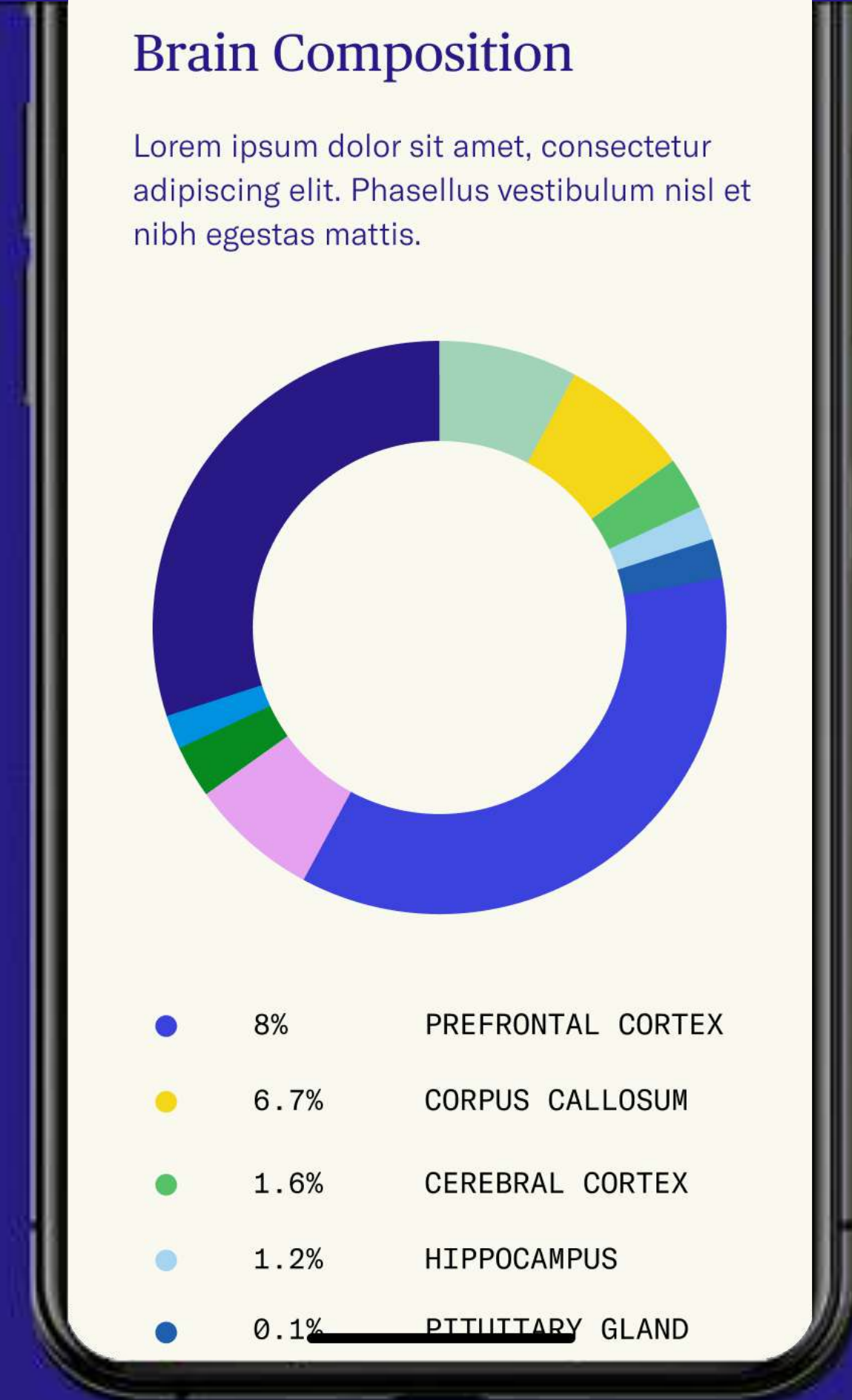
Last Year



Place the Star



AR Brain Education

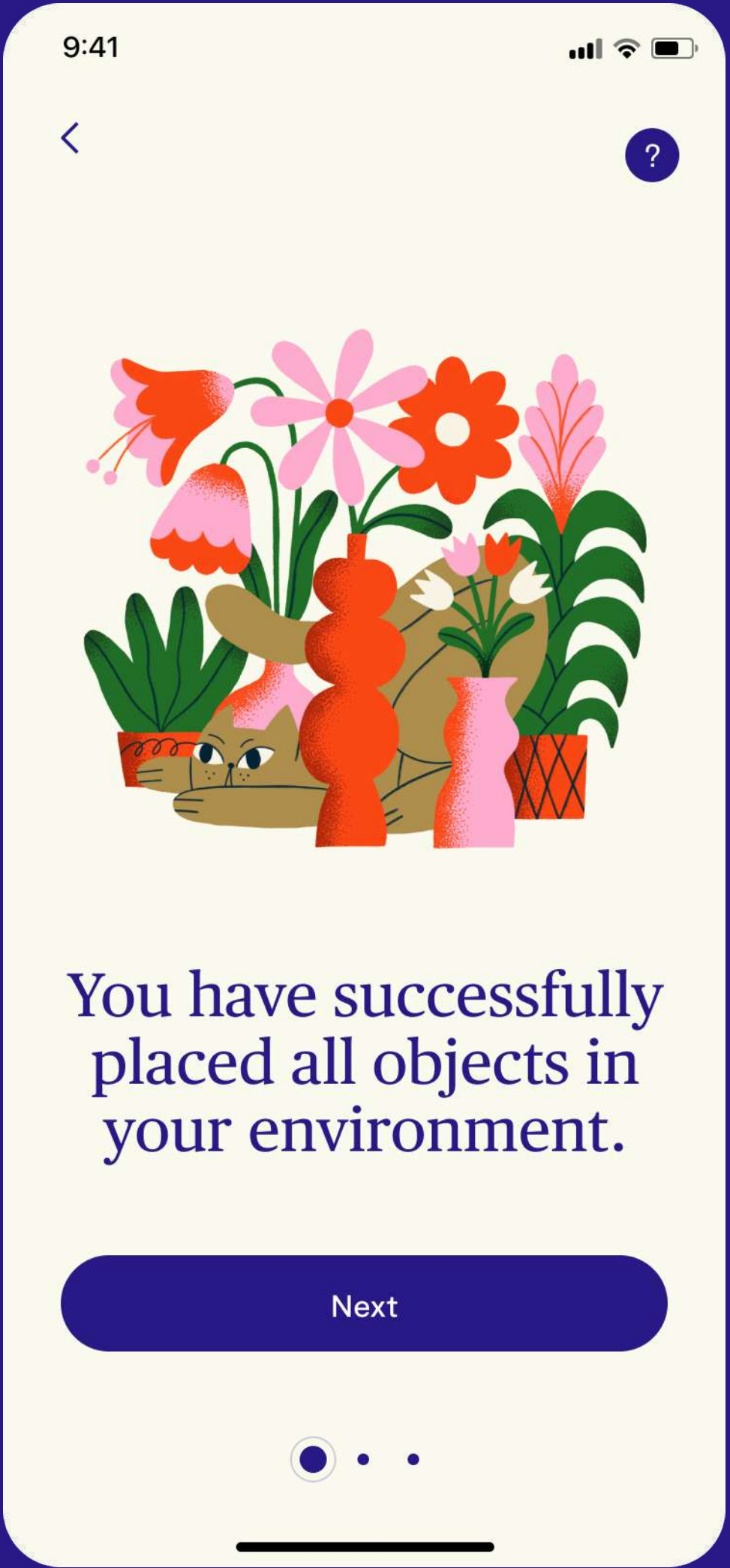
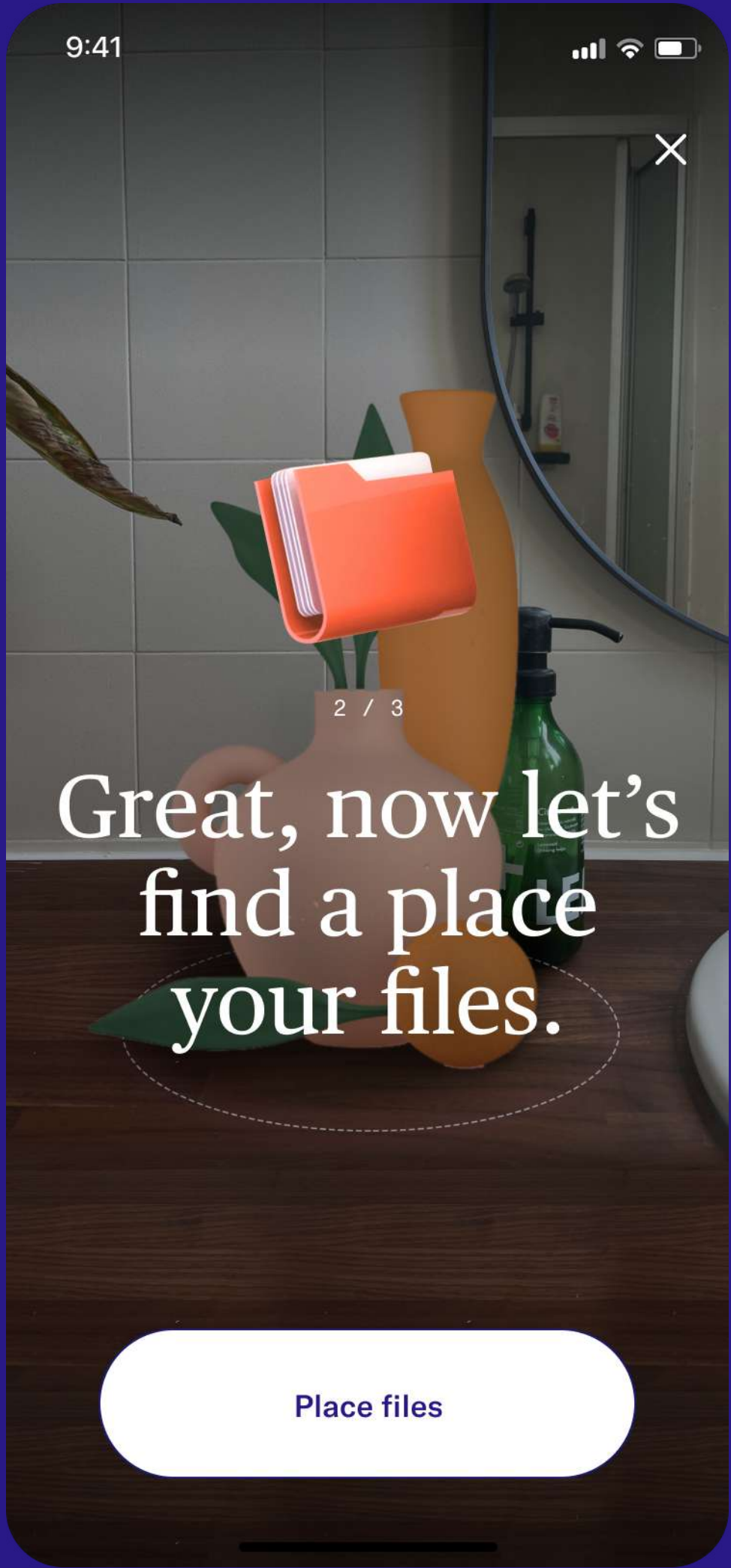
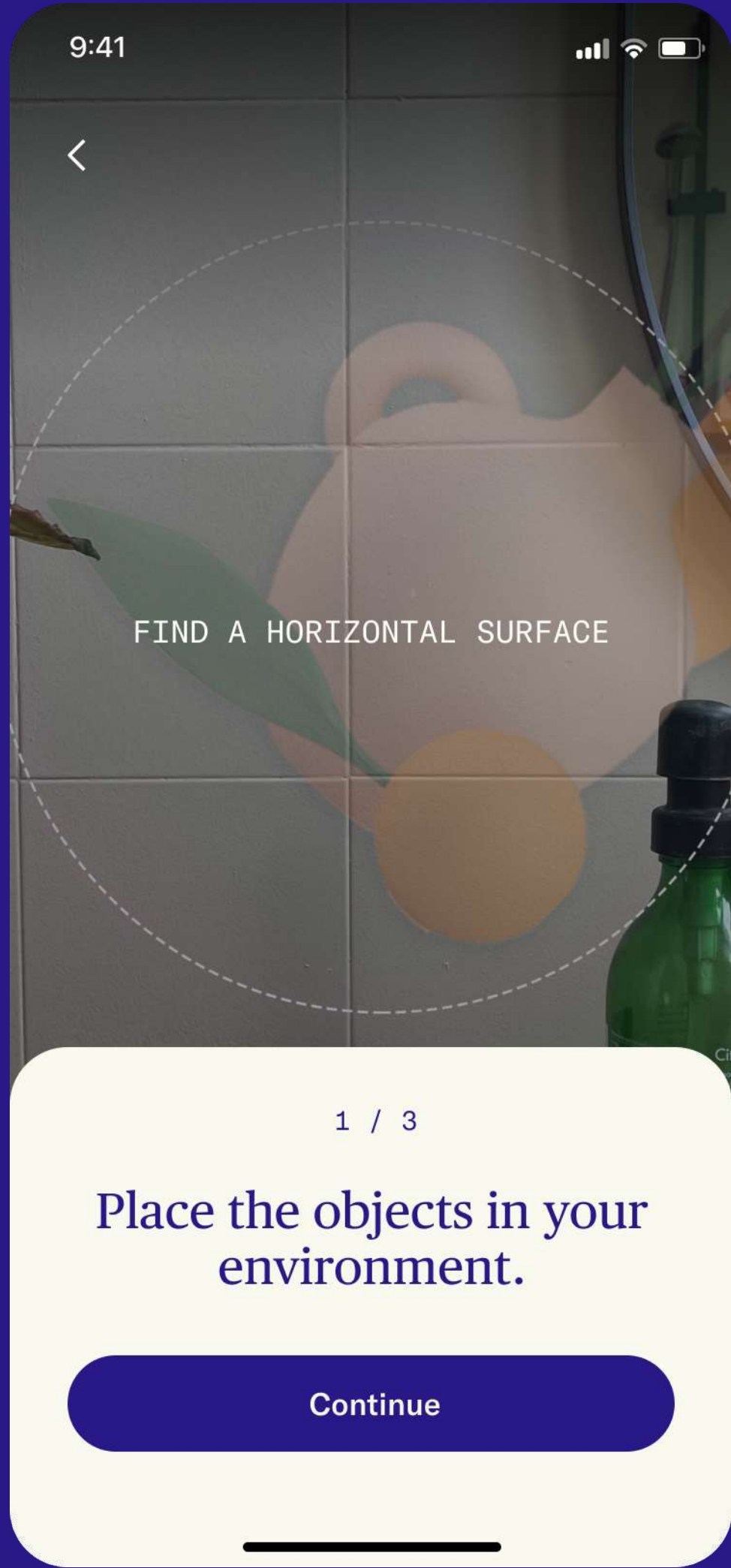


HOW TO USE THIS PRINCIPLE:

 With every feature you design, ask:

- Does this add real value?
- Or does it remove waste (*muda*)?
- If neither — why are we doing it?

Altoida's multi step onboarding sets a clear sense of value, goals to pursue and effort to invest.



IMPACT PRINCIPLE 2

Successful adoption
depends on *confidence*
and *awareness*.







Welcome to Earth

Welcome Tour
1:25 / 1:33

HOW TO USE THIS PRINCIPLE:

 Prioritize user education:

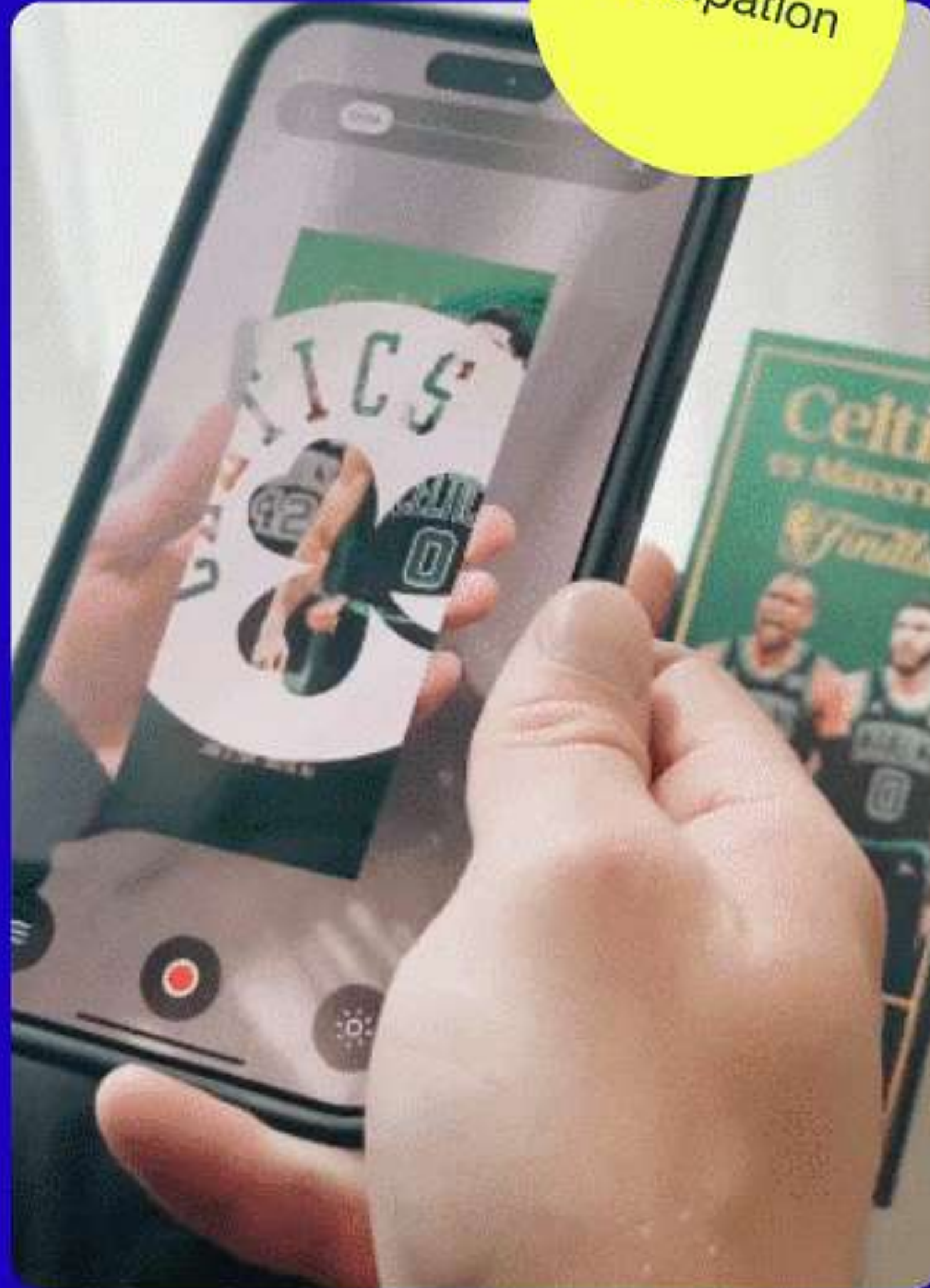
- Break into digestible chunks
- Provide an overview (time, steps)
- Add a point of an emotional payoff



Google Earth VR

Nostalgia

Eventshop



Anticipation



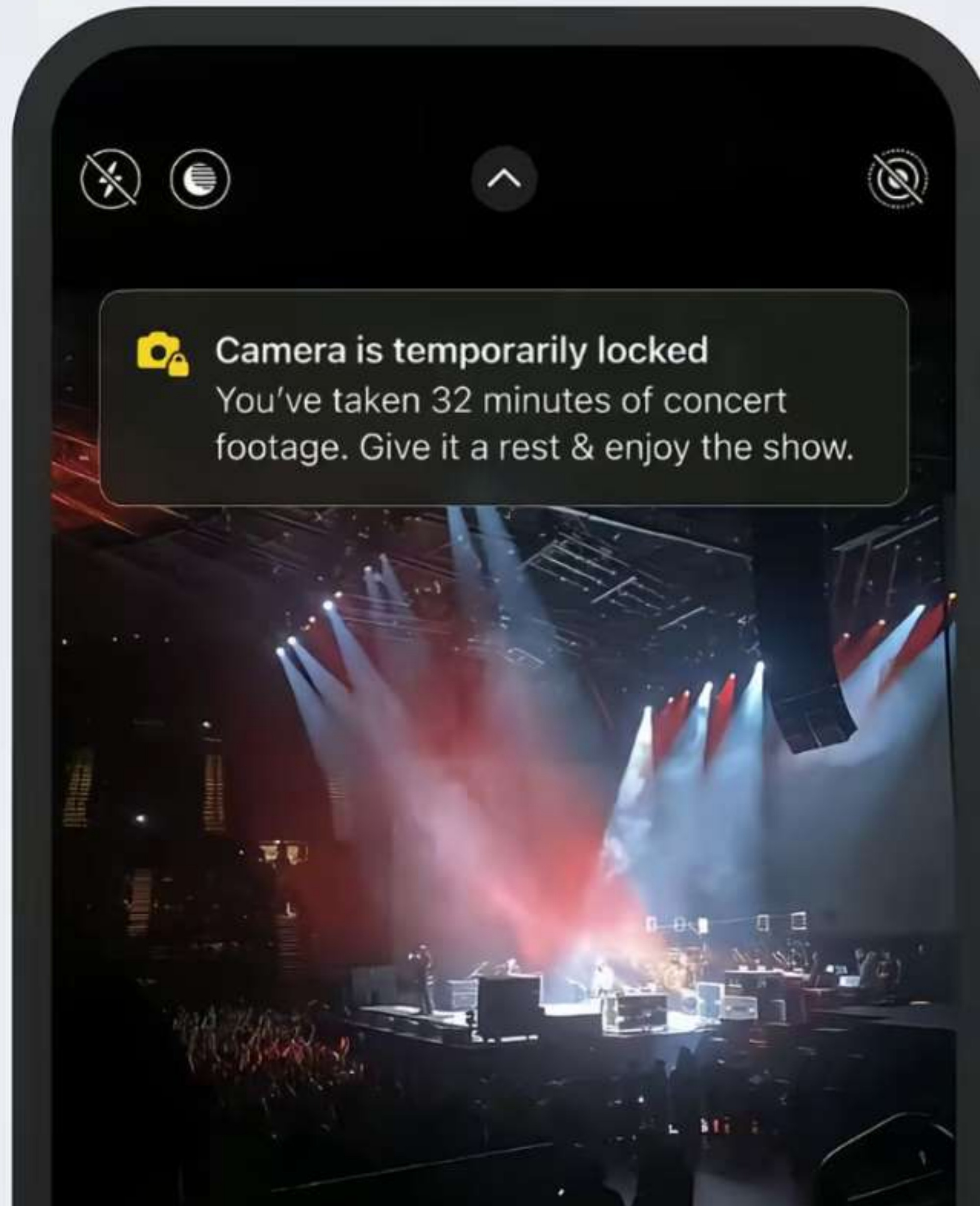
FormulaVR Simulator

Awe

IMPACT PRINCIPLE 3

The next era of design:
observing emotions — and
creating *experiences that
respond to them.*

Designed by Soren Iverson



Designed by Soren Iverson

10:06 🛏



You should not need a calculator
for the equation "11x12"

Fair enough

C

+/-

%

÷

7

8

9

x

9:41

Designed by Soren Iverson



Cynthia >



Works for me

We can plan to meet
out front at the tables
with the umbrellas

See you then :)

11:07 PM

How far away are you?

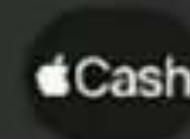
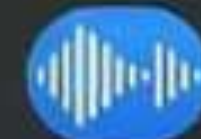
5 min



According to Apple Maps, Cynthia is
still at her house (21 min away)



iMessage



Q

W

E

R

T

Y

U

I

O

P



1_more_steve

Lake Tahoe, CA

Designed by Soren Iverson



Have you taken out the trash yet?

You need to complete your task and
provide proof before viewing this post

I finished the task



Liked by **stevefromchilis** and **517** others

1_more_steve Shredding that fresh powder 🏂

View all 2 comments

Toyota



Woven City is a prototype city of the future where people, buildings and vehicles are connected through data and sensors.





In Delivery

Arrival
14:41



Current Speed
0 m/hr

Signal
Normal

Battery
40%

Loading
1/2

Emergency Stop
None

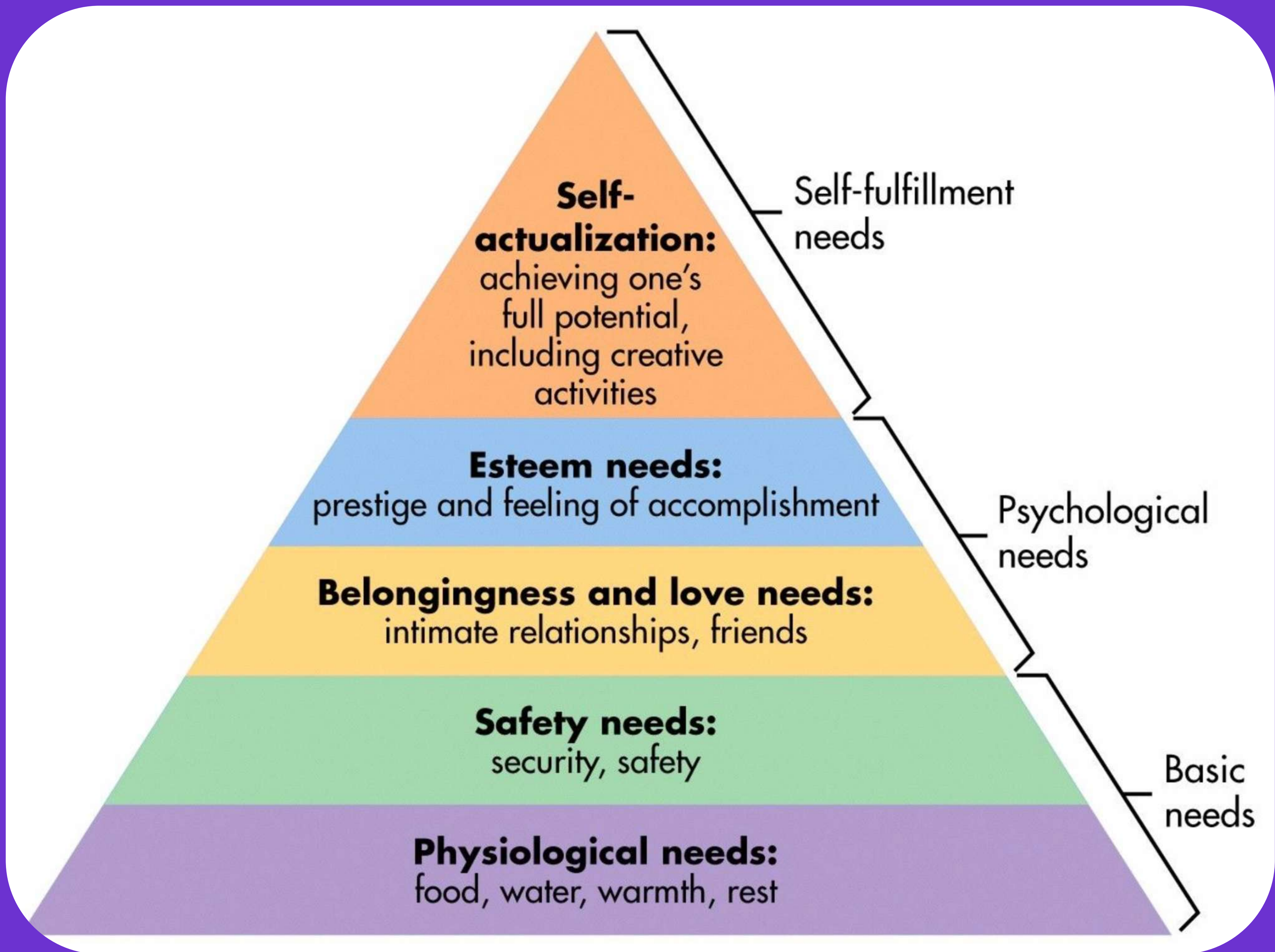
Parcel Type
Regular

Interlock Overtime
0 min



On

Off



HOW TO USE THIS PRINCIPLE:

➡ Don't just design for actions:

- Anticipate needs (*digital omotenashi*)
- Design for provoking emotions
- Take calculated risk

TO CREATE TANGIBLE IMPACT AND BEAT UNCERTAINTY:

1. Add value, remove waste (*or don't build it!*)
2. Prioritize teaching users
3. Serve education in digestible chunks
4. Always add points of emotional payoff
5. Strive for digital omotenashi

Thank You all So Much