

**e DAY: 15**  
MEHR SPIELRAUM  
FÜR UNTERNEHMEN

DO, 5. MÄRZ 2015



Bart Bloemen  
**Fatal Attraction**  
dynamogold.at

WUNSCHKONZERT



dynamo gold

# Fatal Attraction

in our love story with tech,  
wearables are a mistress ...

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**LET'S GO!**

# Design!

..is the actual fact of making something  
INCLUDING the thought process!

FORGET Photoshop!

Graphic design

Motion design

Typography design

Information design

UX design

Technology design

Interaction design

Engineering design

Sound design

Web design

Transition design

Visual design

Usability design

**Web 2.0 is awesome.  
It's a love story.  
It's design!**



# **Business model** of Web 2.0

**You are the product!**

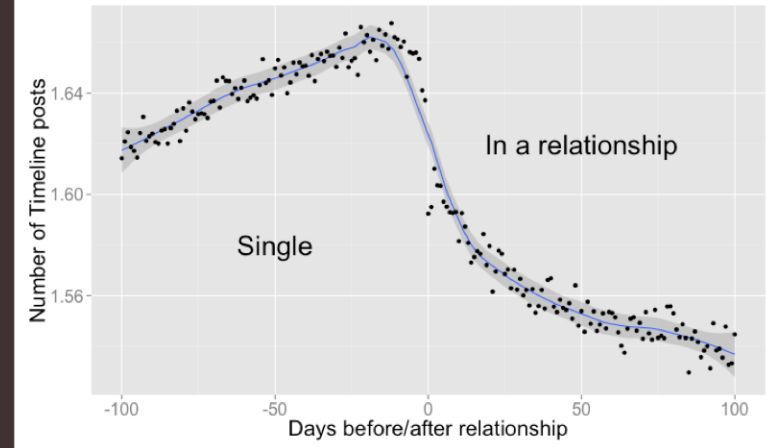
**Free is a Lie!**

[Aral Balkan, RSA – April 10, 2014]

**We want privacy,  
but not as much  
as we want stuff.**

[2014, Stuart Langridge, 'the next big thing is privacy']

# FaceBook data science



# GMail #WTF

<http://www.schnailmail.com>

[Aral Balkan]

# Google

browser software (plenthora of services)  
devices (mobile + chromebook)  
access (fiber + balloons)

# IRL

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did



Wanne quit?

**Virtual you.**

# The next big thing is **PRIVACY**

Make privacy your core goal!

The Tech exists, add design.

[2014, Stuart Langridge, 'the next big thing is privacy']

# Wearables!

They're a mistress!

## Apple Watch — it's design

Individual, intimate, immediate, physical, accessible, powerful, relevant, personal...

*‘A more immediate, intimate way to connect’  
... and because it touches your skin,  
we were able to add a physical dimension...  
... to alerts and notifications.*

*‘Made to measure all the ways you move.’*

[2014, Jony Ive, Senior VP Design, Apple]

*‘...the built-in heart rate sensor records & sends your heartbeat...’*

*‘Over time, Apple Watch can use what it learns about the way you move...’*

*... to suggest personalized fitness goals.’*

[2014, Jony Ive, Senior VP Design, Apple]

**#WTF**

once again  
**it's DESIGN!**

Who doesn't want to be

healthy,  
connected,  
sensitive,  
thoughtful,

...

I want it — it looks beautiful, so will I  
I can master it — it makes me feel smart  
It completes me — I can tell stories about it (& me)



# **We're the makers!**

The web is everywhere  
and we will have built it!

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*You are directly responsible for what you put into the world. Yet every day designers all over the world work on projects without giving any thought or consideration...*

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*‘Creation without responsibility  
brings destruction...’*

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[2013, Mike Montario, how designers destroyed the world]

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*‘... no bad intent, but no intent at all ...’*

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*‘You were hired to make great design,  
not to make people happy!...*

*... if you want to make people happy, make sandwiches.  
People LOVE sandwiches!’*

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[2013, Mike Montario, how designers destroyed the world]

**DESIGN is key! YOU are key!**

**We're the Makers**

— The web is everywhere, and we will have build it —

**be exceptional**

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[bit.ly/fatal\\_attraction](http://bit.ly/fatal_attraction)

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**THANK YOU!**