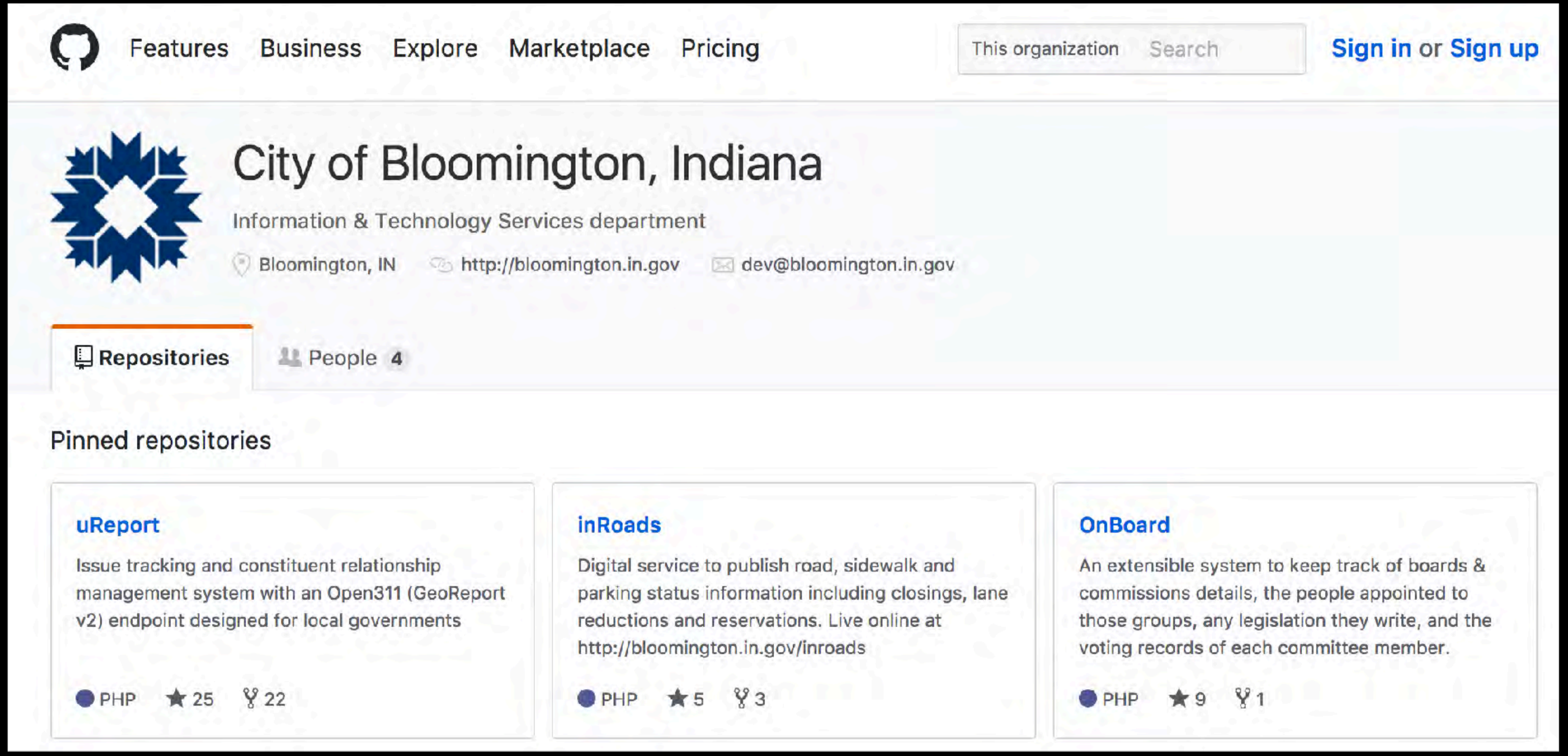
Discovery & Microinteractions Improving The Product Toolbox

Ron Bronson

Design & Content 2017

I'm Ron Bronson

- Currently: Service designer & front-end web shenanigans. Curator, Indiana Design & Innovation Week
- Previously: digital director, strategist & policy.
- Things you can talk to me about (a primer): tea, Pesäpallo, mass transit user flows, Star Trek, Blue Jays baseball, headless CMS, shoegaze, skeeball & about 604 other things.



github.com/city-of-bloomington

N/A
@nasma_ahmed

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Can you imagine if we had processes early on in the product development cycle to mitigate particular issues? Gendered cyberviolence, racism?

4:57 PM - 11 Jul 2017

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“I wake up in cold sweats every so often thinking, what did we bring to the world?...”
Tony Fadell, Founder of Nest

Every problem is a design problem

Why the Things You Buy Are Expensive, Badly Designed, Unsafe, and Usually Don't Work!

With some startling practical alternatives--like a radio that costs 9c, a $6 refrigerator, a television set for $8, and much, much more!

Design For The Real World

by Victor Papanek

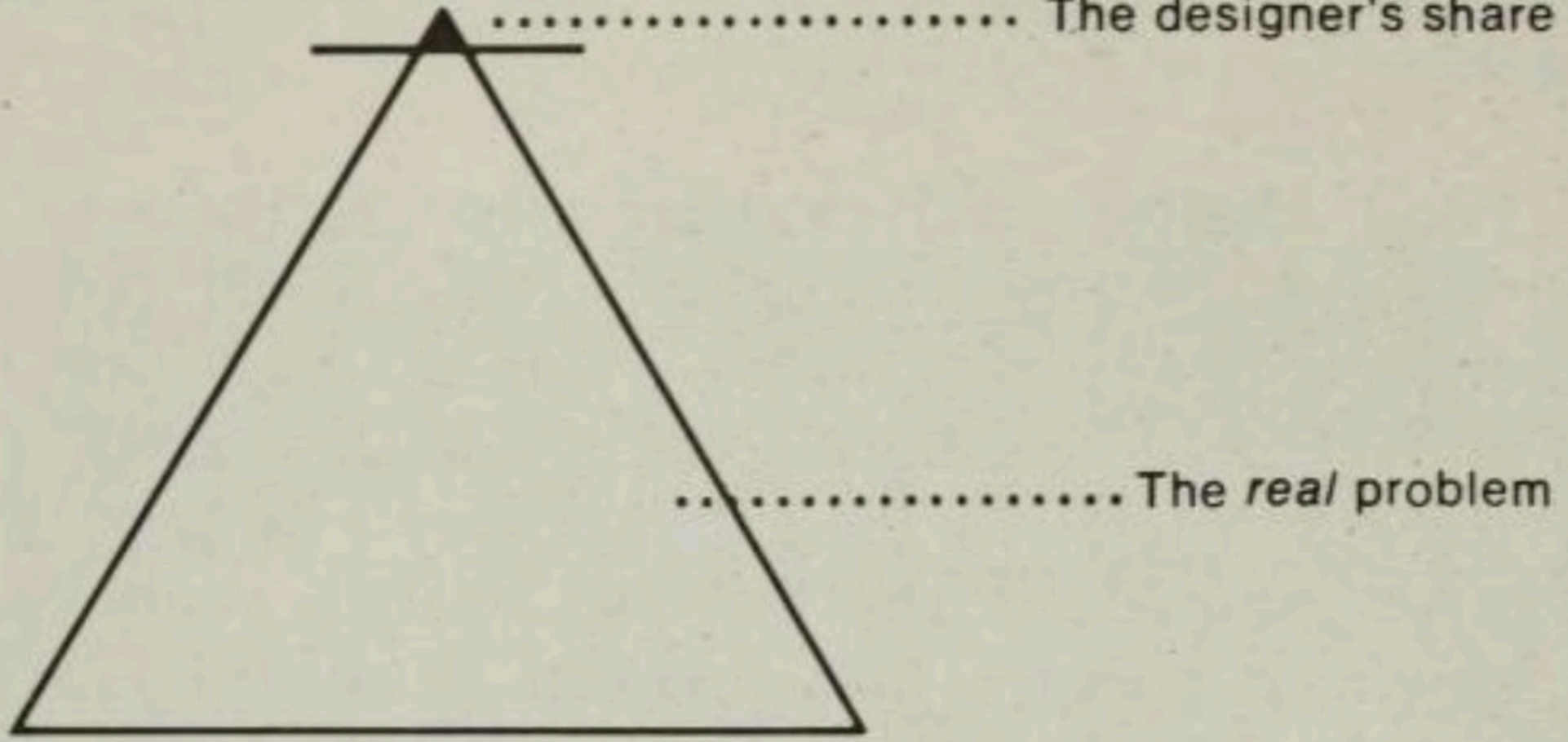
Human Ecology and Social Change

With an Introduction by R. Buckminster Fuller

Completely Illustrated

B7591 ★ $2.25 ★ A BANTAM BOOK

Diagram 1: THE DESIGN PROBLEM

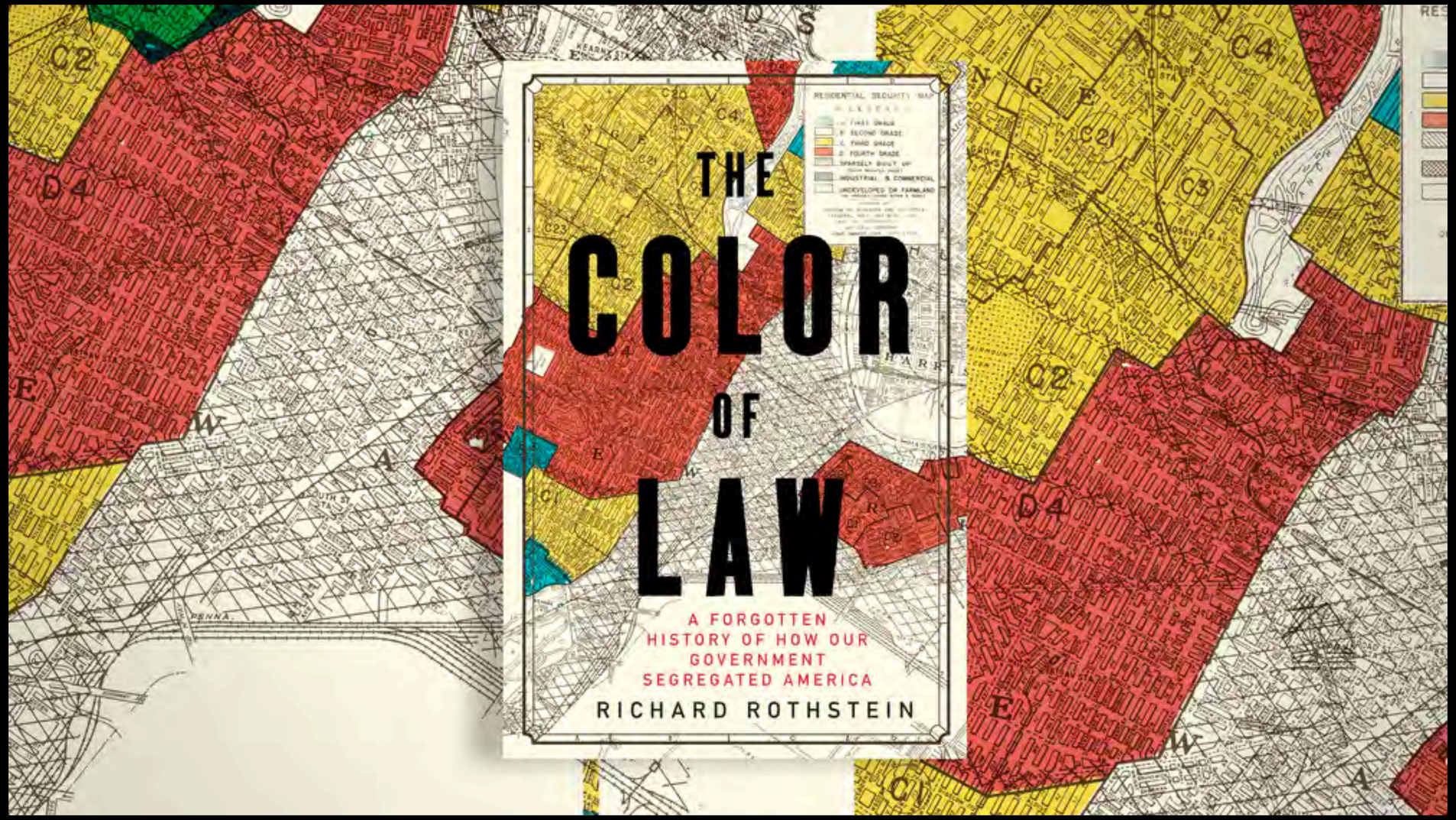


~~Strategic Designer~~

Solutions Miner

Send me problems not wireframes

On invisible systems & structural maladies



The Color of Law (Richard Rothstein)

710
NORTH
Pasadena
WEST
60
EAST
Los Angeles
Pomona

DEPT. OF LABOR MAY 15, 2017 ISSUE

IS THE GIG ECONOMY WORKING?

Many liberals have embraced the sharing economy. But can they survive it?

By Nathan Heller

POWER
How poor people in New Orleans were displaced by a golf course
And a recent New York Times article sold this as a good thing.

The fallacy of unconscious bias

- A kiosk fails & no offline process for completing the transaction in real-time.
- Microcopy asked binary questions that negate personhood.
- Forms failing to account for things like names don't fit a narrow conception of what we think they should.

Chikezie Ejiasi @Chik · Feb 12

Designers are not inherently empathetic.
Designers are not inherently sympathetic.
Designers are not inherently intelligent.

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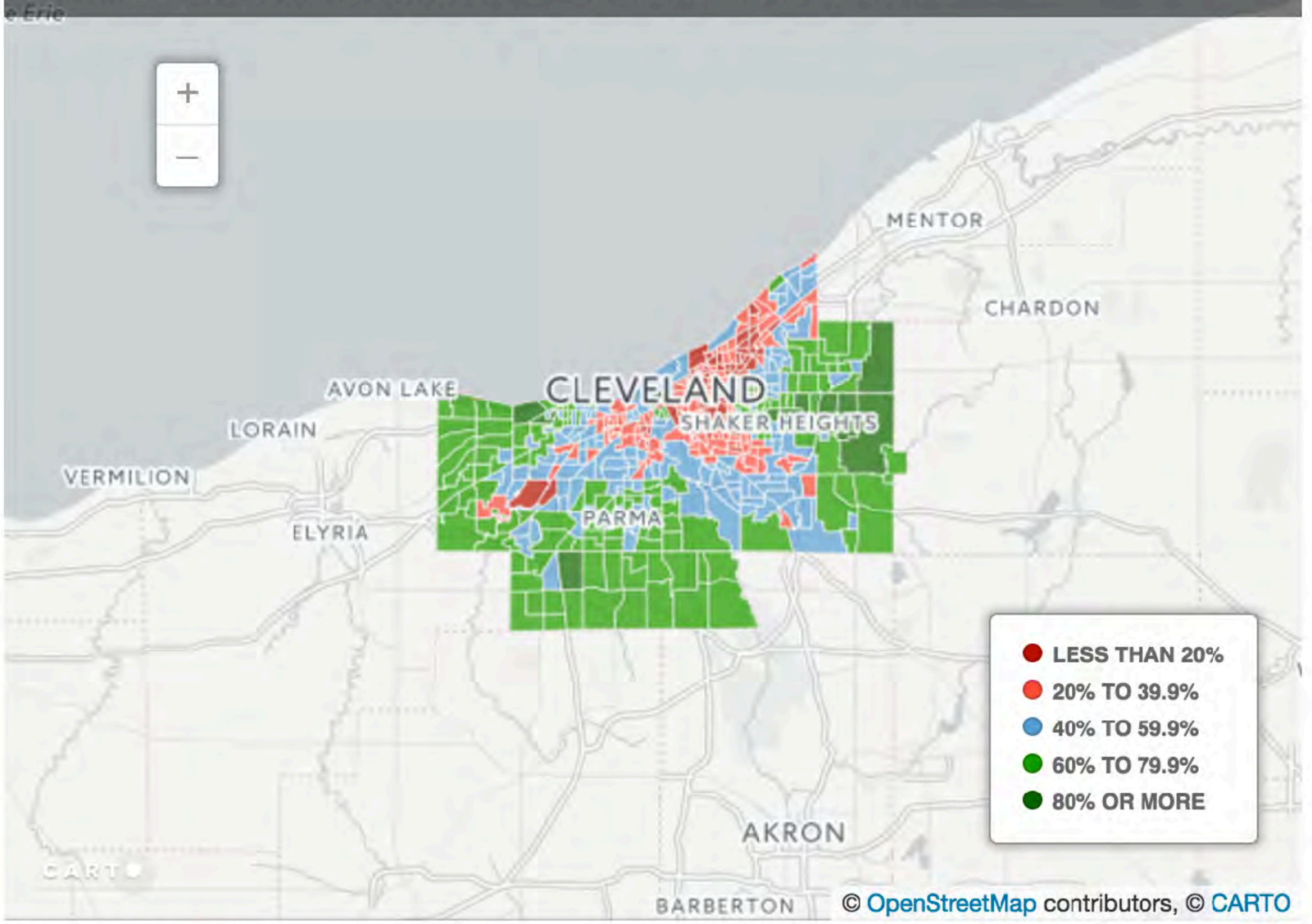
Access Low in the City, High in the Suburbs

This map of the Cleveland area shows the percentage of households in each census tract that subscribed to a connection of at least 10 megabits per second in 2015.



Map created by reillymj

Vast New Bay Area Bike-Share Program Is Everywhere ... Except Deep East Oakland

Bike advocates say that the system, which debuted this week with 120 planned stops in the East Bay, excludes low-income communities.

By *Ashley Wong*

Email Tweet Share 1K Print 25 points

Bike stations are slated to open in San Francisco, Oakland, Berkeley, Emeryville, and San Jose.

A vast new bike-share system debuted this past Tuesday in the Bay Area, with some 1,500 bicycles set to be deployed during the next eight weeks. But the Ford Motor Co.-funded program has overlooked one community very much in need of affordable transportation options: Deep East Oakland.

With more than 120 locations set to open in the East Bay alone, planned stations span from north Berkeley and the UC campus to downtown and west Oakland and even a few stops in Fruitvale — but none east of High Street.

"It's a bummer the implementation looks completely different than what we designed."

Experimental framework for improving discovery

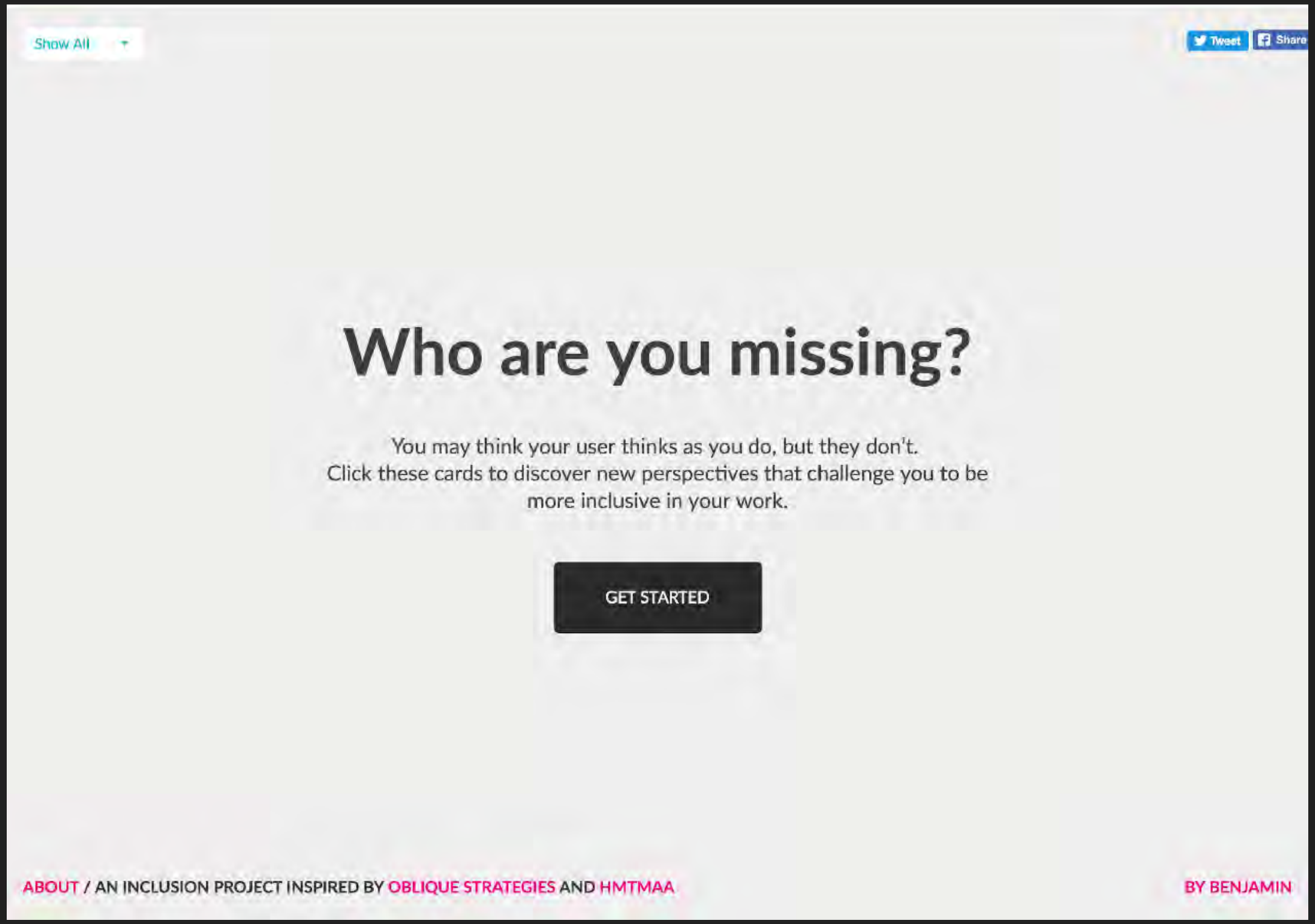
1. Find out the real constraints for what problems you're supposed to be solving.
2. Canvass people who live far from where your 'typical' user lives.
3. Pay people to augment your team's capabilities

rdio
TM

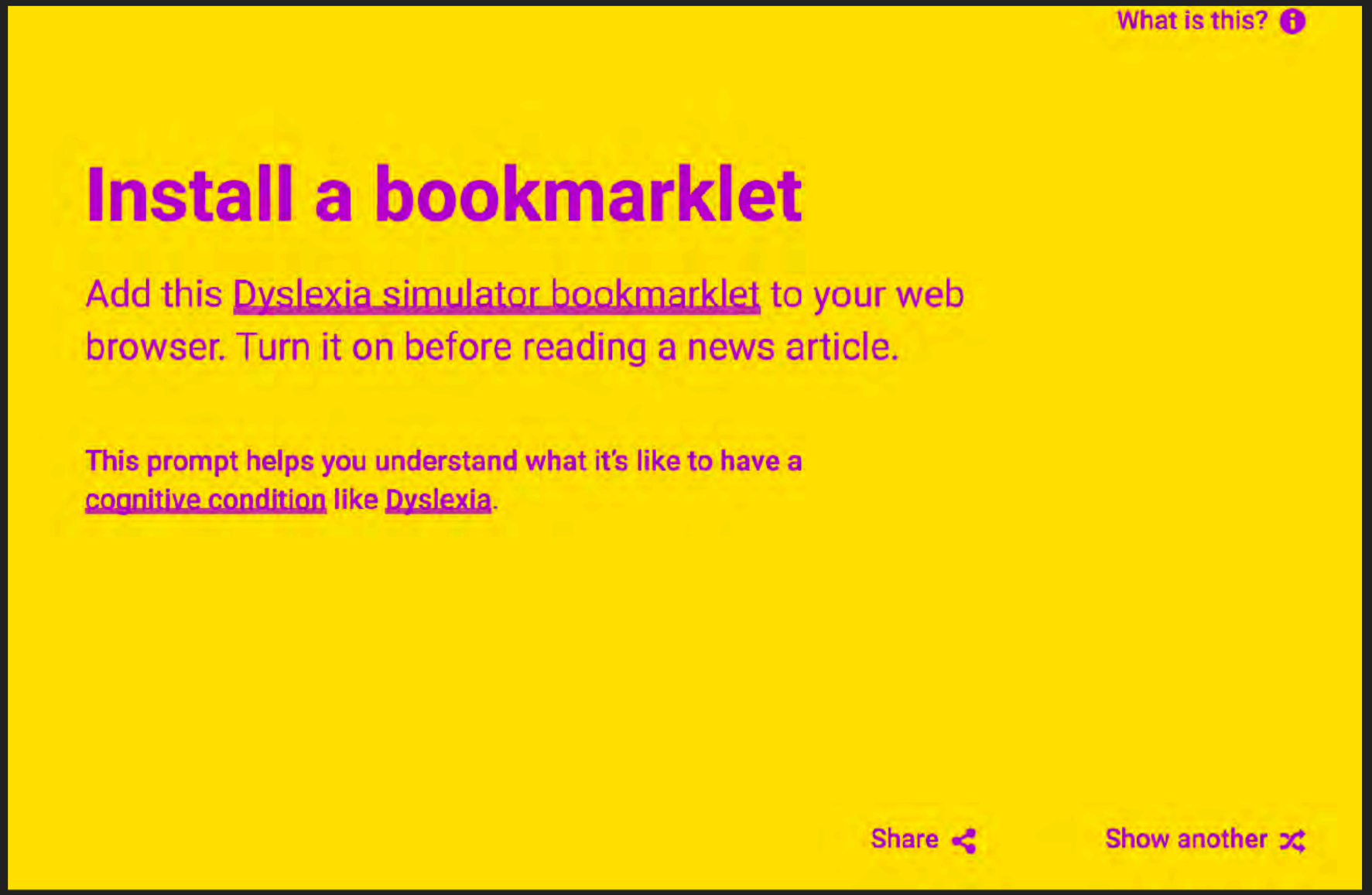
Construct the team to fit the problem space

www.perspective.cards

Benjamin Evans



Empathy Prompts @ericwbailey



What are YOUR core values?

Cennydd @Cennydd · Jul 14

Our professional orgs should be a public voice against algorithmic racism / VC misogyny / dark patterns / gig economy exploitation / etc.

1 23 38

"Design ethics in practice should bake in trying to be as inclusive as possible in spreading the benefits of the design solutions that are created."

-Stephanie Lawrence

Onnea!

@ronbronson