

DESIGN FOR THE DIGITAL ECOSYSTEM

Cornell Tech 2016

Heather Luipold

Adam Katz

Matt Delbridge

WELCOME



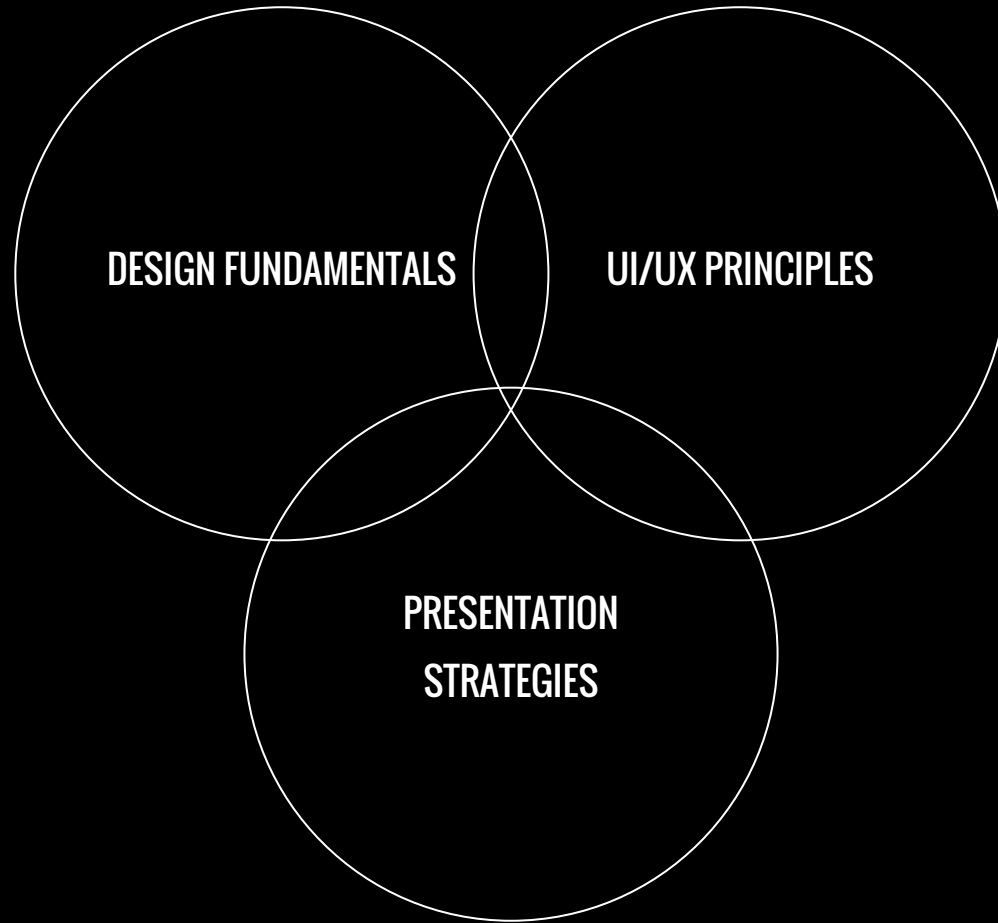
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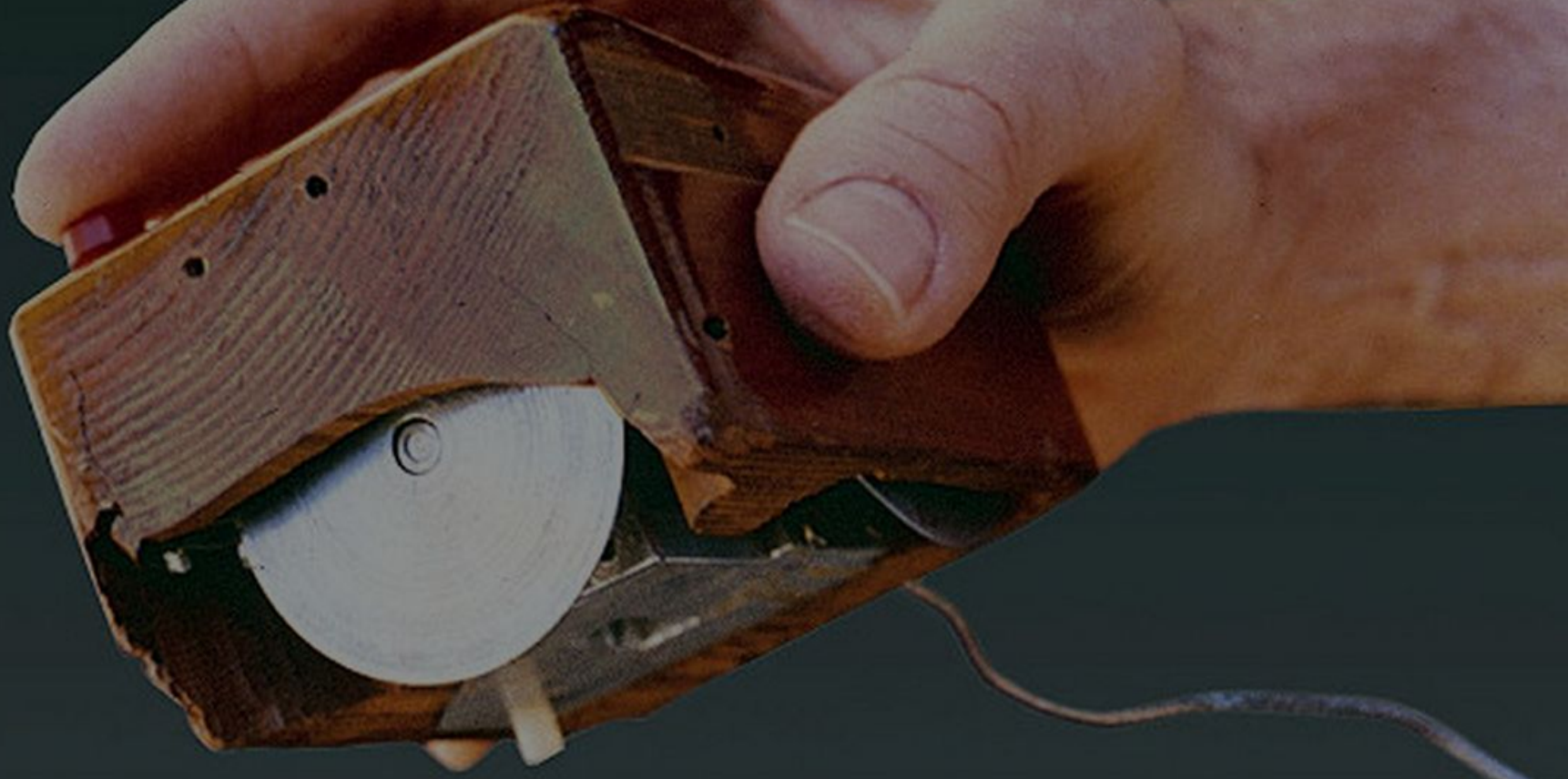


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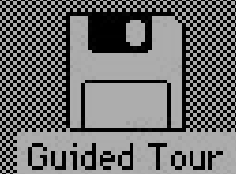
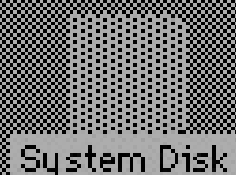


**WHY IS DESIGN
IMPORTANT TO YOU?**

DESIGN CAN CHANGE THE WAY WE USE TECHNOLOGY



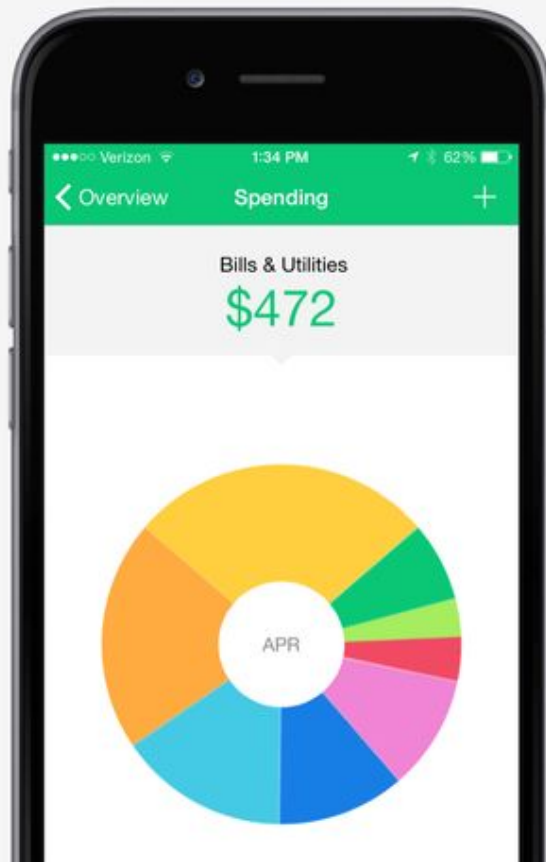
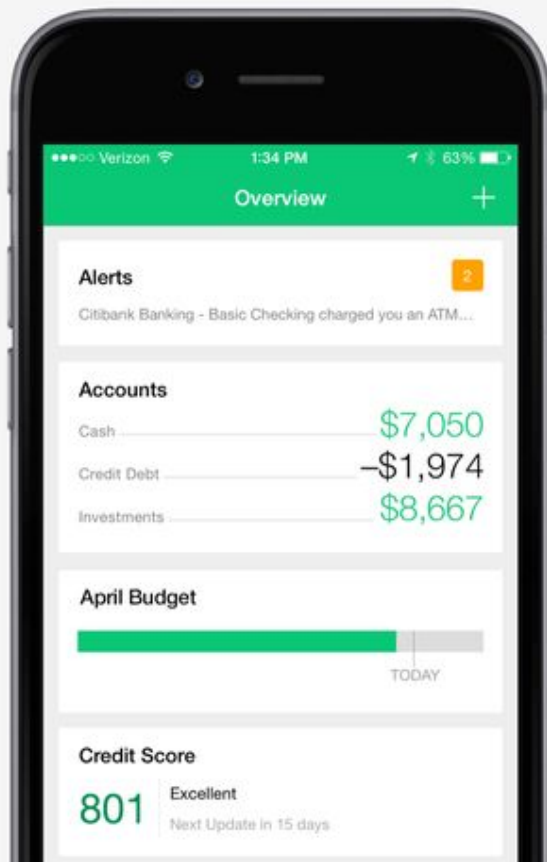
DESIGN CAN HELP PEOPLE UNDERSTAND TECHNOLOGY



DESIGN CAN CHANGE THE WAY PEOPLE THINK ABOUT AN ACTIVITY.



DESIGN CAN MAKE A BORING TASK LESS PAINFUL.



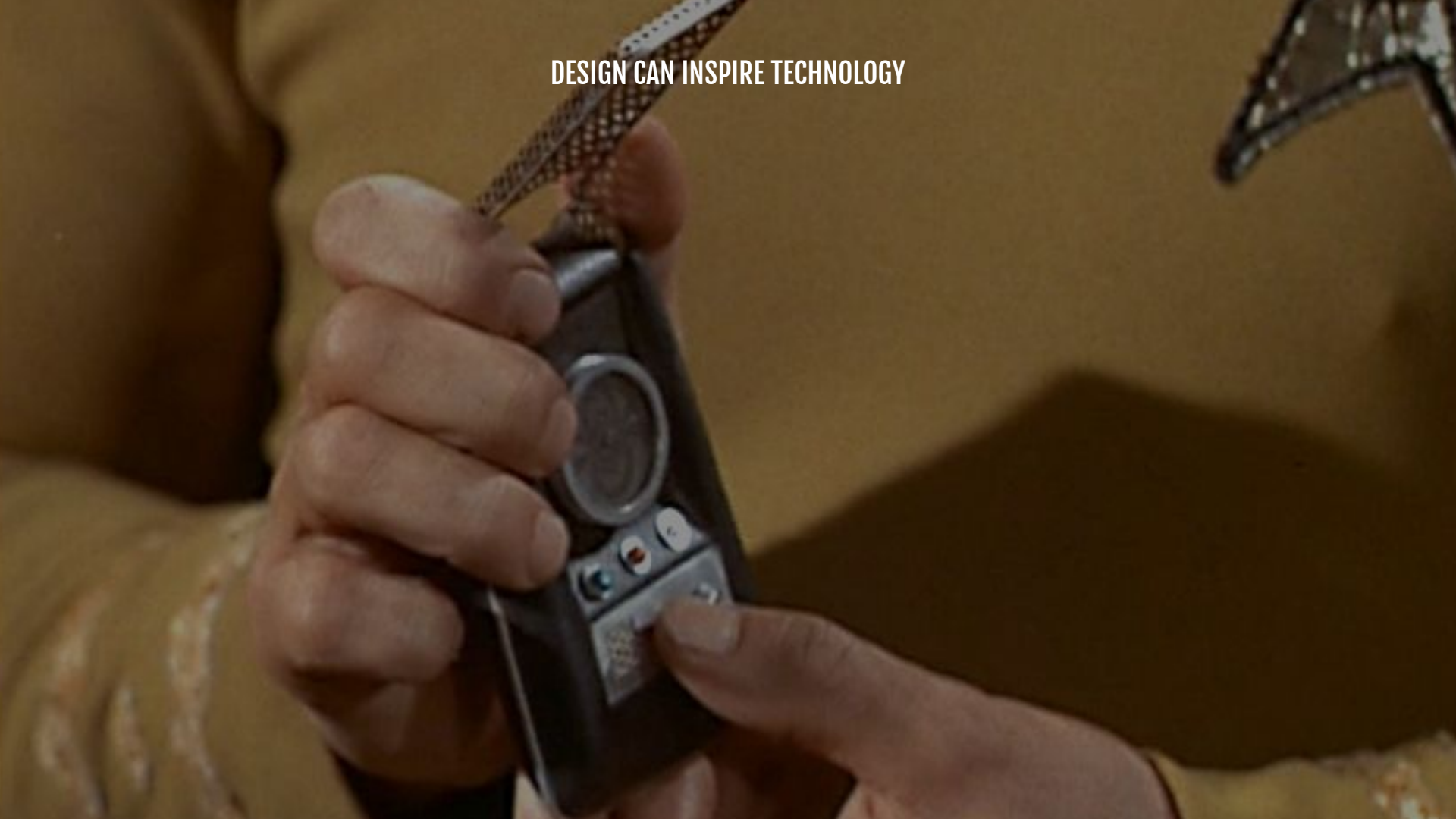
DESIGN CAN CAPTURE THE SPIRIT OF A PRODUCT.



DESIGN CAN HELP BRIDGE OLD AND NEW PATTERNS



DESIGN CAN INSPIRE TECHNOLOGY



MISS UNIVERSE 2015 ELIMINATIONS FINALS

3 TO 1

USA

2nd Runner Up

COLOMBIA

1st Runner Up

MISS UNIVERSE 2015

PHILIPPINES

BAD DESIGN CAN HAVE A BIG IMPACT

ELECTORS
FOR PRESIDENT
AND
VICE PRESIDENT

(A vote for the candidates will
actually be a vote for their electors.)

(Vote for Group)

(REPUBLICAN)
GEORGE W. BUSH - PRESIDENT
DICK CHENEY - VICE PRESIDENT

3 ➡

(DEMOCRATIC)
AL GORE - PRESIDENT
JOE LIEBERMAN - VICE PRESIDENT

5 ➡

(LIBERTARIAN)
HARRY BROWNE - PRESIDENT
ART OLIVIER - VICE PRESIDENT

7 ➡

(GREEN)
RALPH NADER - PRESIDENT
WINONA LaDUKE - VICE PRESIDENT

9 ➡

(SOCIALIST WORKERS)
JAMES HARRIS - PRESIDENT
MARGARET TROWE - VICE PRESIDENT

11 ➡

(NATURAL LAW)
JOHN HAGELIN - PRESIDENT
NAT GOLDBABER - VICE PRESIDENT

13 ➡

← 4 (REFORM)
PAT BUCHANAN - PRESIDENT
EZOLA FOSTER - VICE PRESIDENT

← 6 (SOCIALIST)
DAVID McREYNOLDS - PRESIDENT
MARY CAL HOLLIS - VICE PRESIDENT

← 8 (CONSTITUTION)
HOWARD PHILLIPS - PRESIDENT
J. CURTIS FRAZIER - VICE PRESIDENT

← 10 (WORKERS WORLD)
MONICA MOOREHEAD - PRESIDENT
GLORIA La RIVA - VICE PRESIDENT

WRITE-IN CANDIDATE

To vote for a write-in candidate, follow the
directions on the long stub of your ballot card.

DESIGN CAN MAKE YOU #1, EVEN WHEN YOU'RE #15.

The logo for Google! is displayed in its signature multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is green, 'l' is blue, 'e' is red, and '!' is blue. It has a slight 3D effect with a shadow.

Search the web using Google!

10 results ▾

Google Search

I'm feeling lucky

Index contains ~25 million pages (soon to be much bigger)

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[Stanford Search](#) [Linux Search](#)

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**THINGS WE LOVE
RIGHT NOW.**

THE LIGHT PHONE



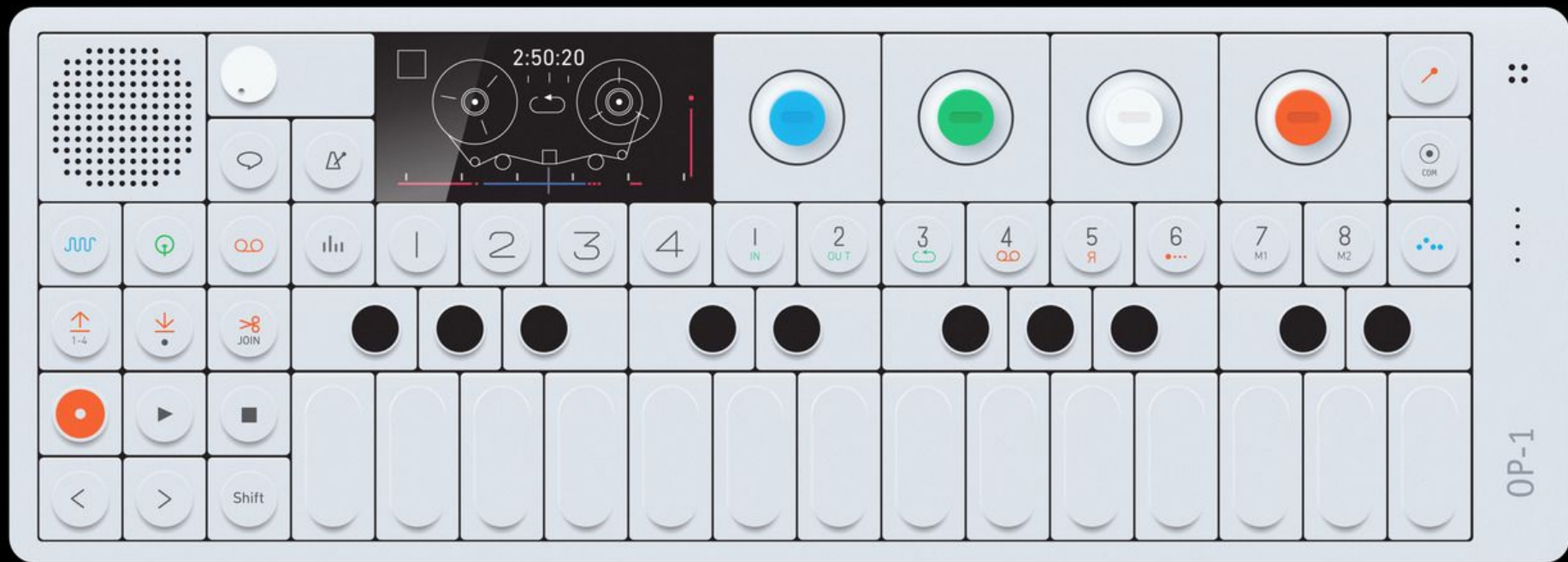
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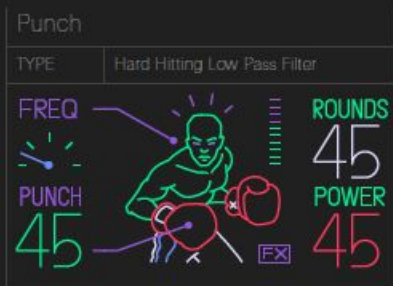
1	2	3
4	5	6
7	8	9
△	0	×

OSMO

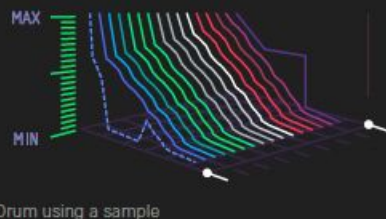


TEENAGE ENGINEERING





Synthesizer using String Engine.



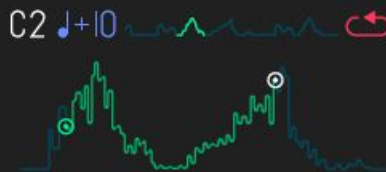
Delay



Grid



Tape



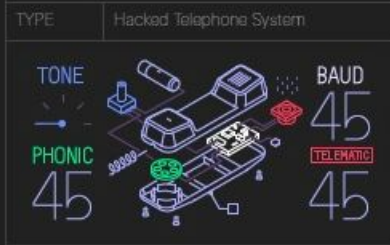
Mixer



Nitro

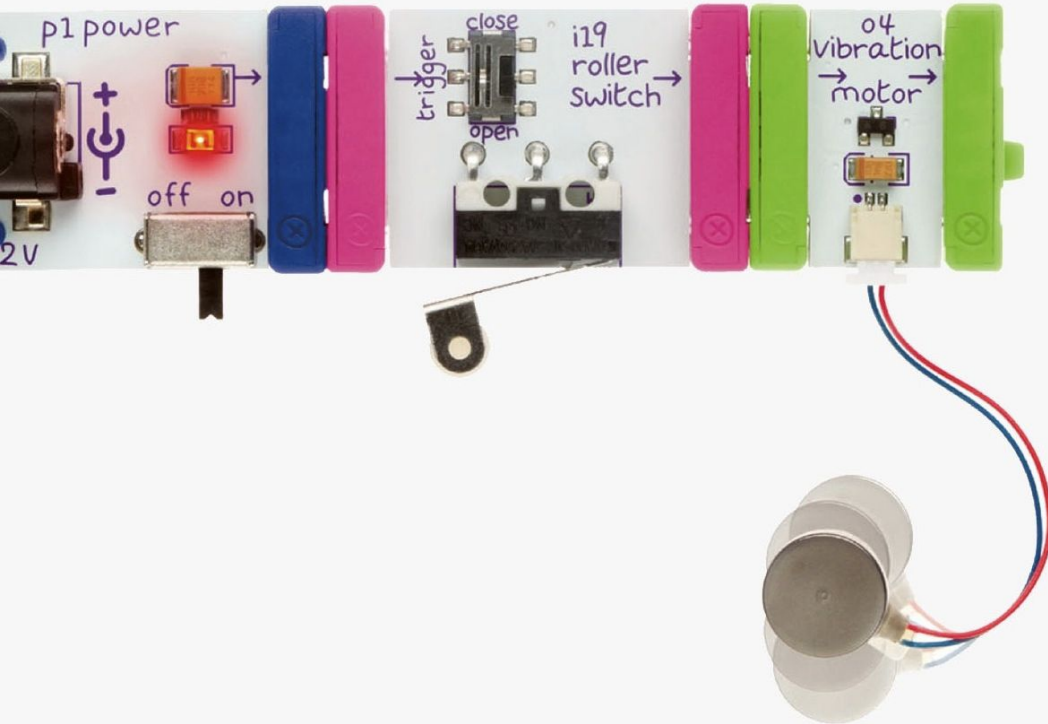


Phone



LITTLE BITS

MAGNET MAGIC
always connects
the right way



JULIE ZHUO



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Julie Zhuo

Product design director @ Facebook. Self-professed tyro and lover of food, games, words. Follow me as @joulee or on www.juliezhuo.com



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Julie Zhuo in [The Year of the Looking Glass](#)

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GYROGLOVE



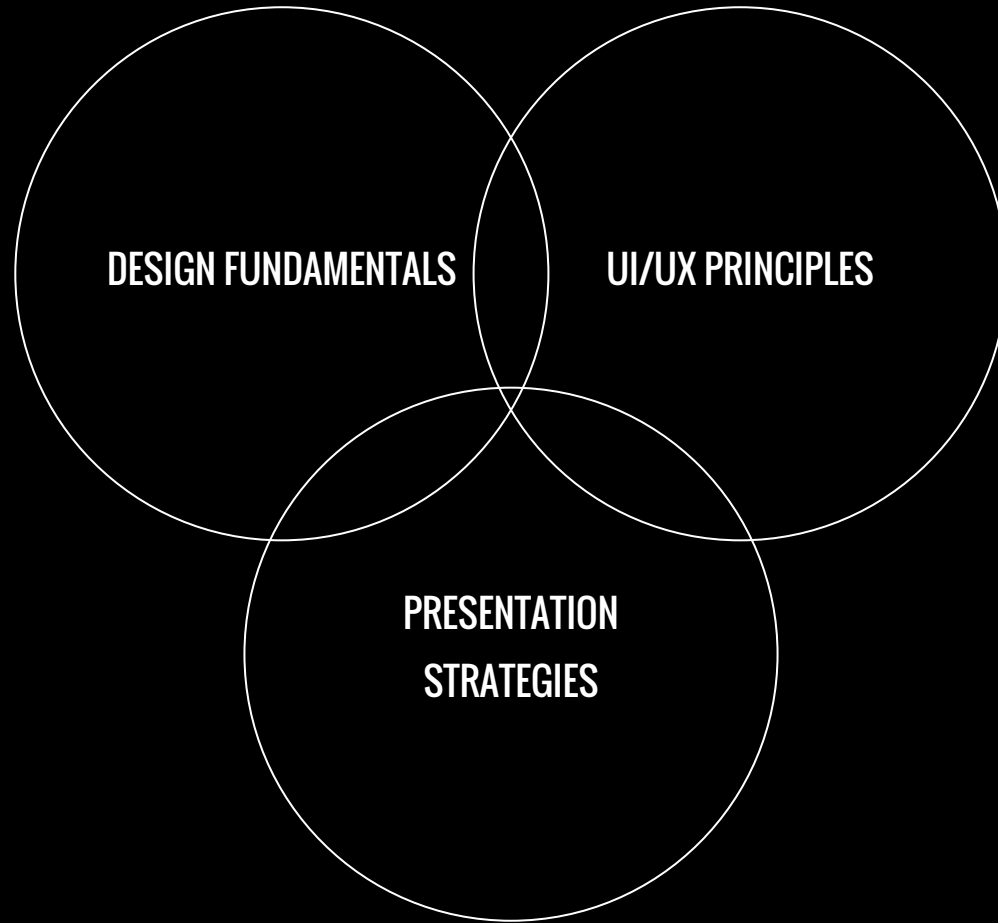
DIALOG



LUMO LIFT



**SO WHAT IS
THIS CLASS?**



DESIGN FOR THE DIGITAL ECOSYSTEM

DESIGN FUNDAMENTAL

UI/UX PRINCIPLES

Class 1

WHY
DESIGN

Class 2

DESIGN IN
THEORY

Class 3

DESIGN IN
PRACTICE

Class 4

INTERACTION
DESIGN

Class 5

PRESENTATION
STRATEGIES

Class 6

PANEL
DISCUSSION

3 THINGS TO WALK AWAY WITH

RECOGNIZE GOOD DESIGN.

BUILD FOR YOUR USERS' NEEDS.

COMMUNICATE ALL OF THE ABOVE

NEXT WEEK

READ BEFORE: CRYSTAL GOBLET & DIETER RAMS 10 PRINCIPLES

IN CLASS: DESIGN HISTORY, THEORY, & PRACTICE.

QUESTIONS?