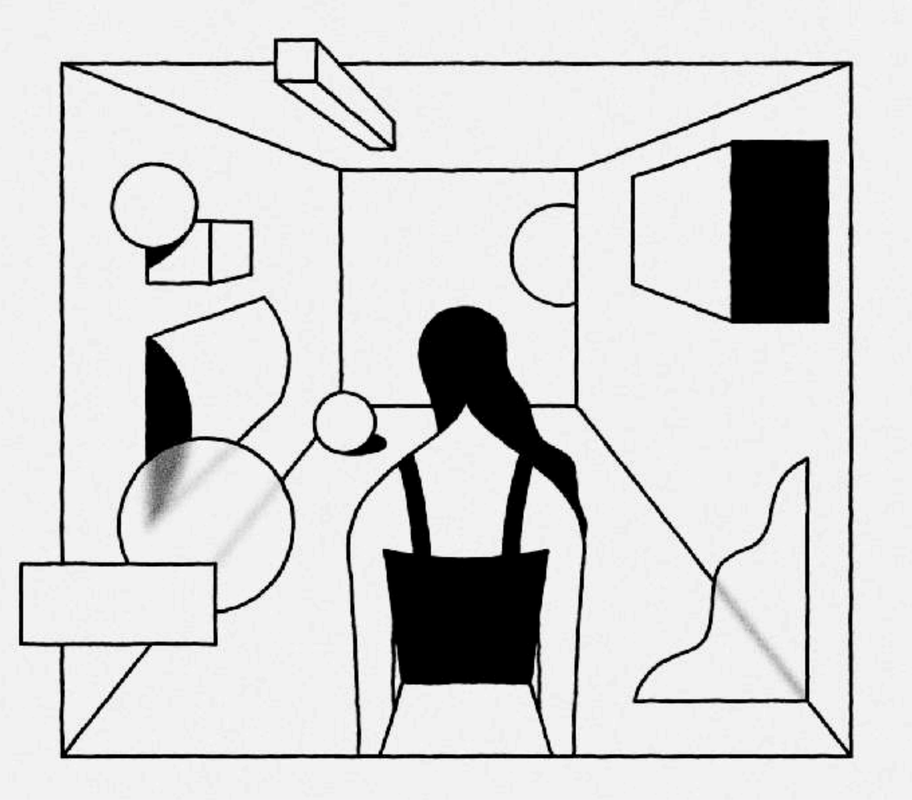
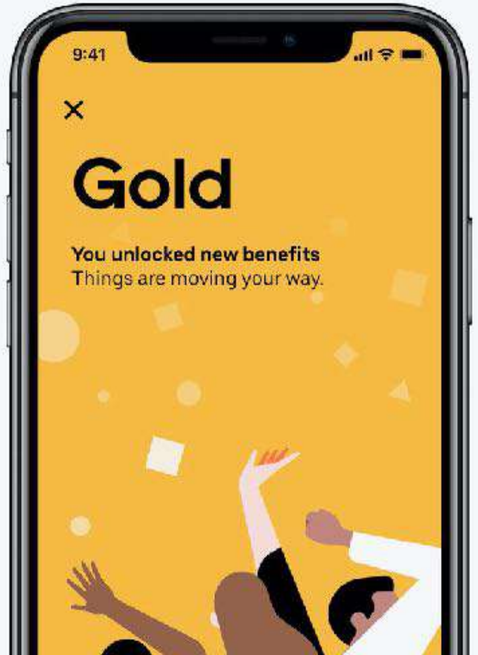
Ciao, Italia

Mi chiamo
Pietro Spagnolo
e sono Head of P&S
Design de Imille



Technology has disrupted the world

Technology has disrupted the world



Companies like Airbnb, Uber, Spotify or Netflix **have put their sectors in crisis**. Players like N26 or Lemonade are creating new opportunities in the finance and insurance markets.

User/Consumer expectations have completely changed. This obliges all companies to play according to the rules of the platform economy, becoming themselves software platforms.

Do you use the phone as an alarm clock?

57% check the phone within 22 minutes of waking up; 83% read business emails overnight; 37% check notifications on their cell phone in the middle of the night. 59% check the phone more than 200 times a day. **80% fall asleep with the cell phone in hand.**

— Deloitte, 2016

10:09
Kathy Chen
INCOMING CALL
68° PARTLY CLOUDY

Technology it is bad?

In 2030 there will be 50 bln connected devices

Everything is connected

XEROX Palo Alto Research PARC

Mark Weiser

John Seeley Brown

1 Petabyte

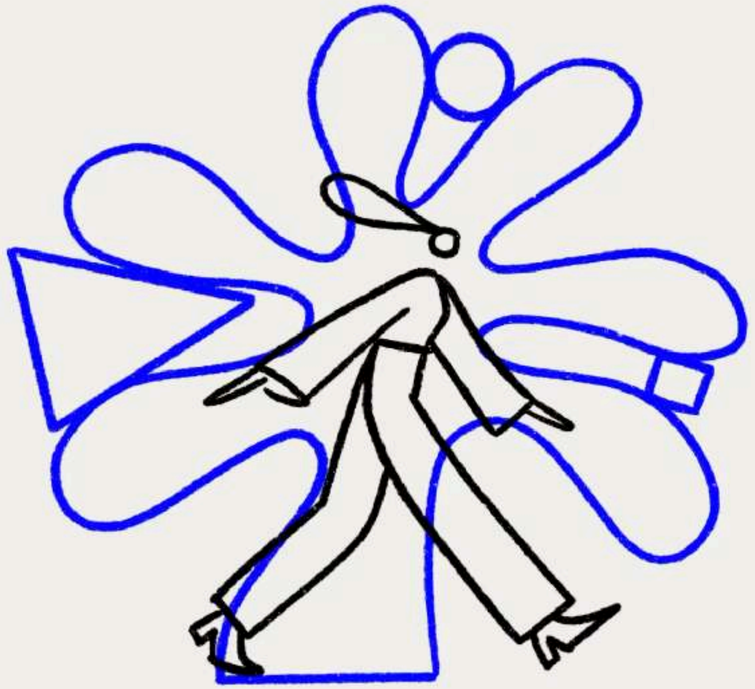
Memory

430 km/h

Speed of thoughts

20/30 W

consumption



The scarce resource in the 21st century will not be technology. It will be attention.

— Mark Weiser

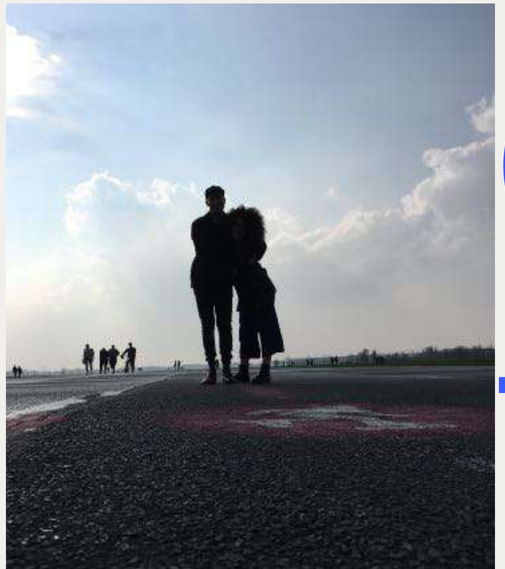
Dangling String

— Natalie Jeremijenko

Trivial?

Dopo un viaggio a Berlino

Maaah, tutto bene con la tua ragazza?



Ovviamente tutto bene

A good tool is an invisible tool.
By invisible, we mean that the tool does not intrude on your consciousness; you focus on the task, not the tool.

— Mark Weiser

03.Design & Technology

— mui

Technology
it is bad?

No, we need to re-design it

Design

Design is disrupting the world

These numbers show that ‘design thinking’ isn’t just a trendy new buzzword — companies are willing to put money and staff into it at a higher rate than ever before. It’s a small sample size, but it’s some of the first hard data available on tech design hiring.

1:25 → 1:9

2012 2017

1:10 → 1:6

2013 2017

1:5

2017

1:11 → 1:8

2010 2017

Uber

1:8

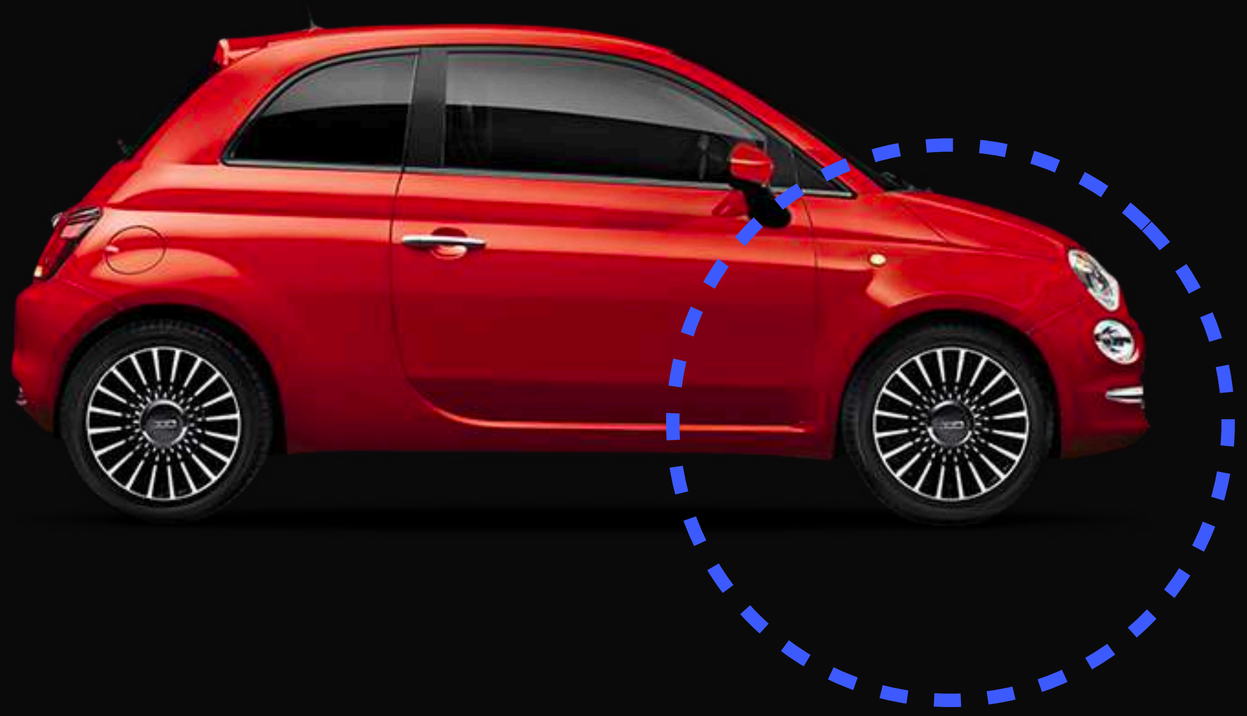
2017

1:72 → 1:8

2012 2017

DEPARTURES
Time
Destination
Flight
19:30 SAO PAULO R4 4509
19:30 BOGOTA EB 7134
19:45 RIO DE JANEIRO DN 0045
19:40 SANTIAGO OD 7158
19:50 LIMA NP 6890
20:05 QUITO UC 1207
20:10 CARACAS EB 3436
20:20 BUENOS AIRES R4 4581
20:45 MONTEVIDEO NP 1976

03.Design & Technology



03.Design & Technology

MagSafe

03.Design & Technology

Pet therapy
Autism, Stress, Solitude, Anxiety

— Paro the Seal

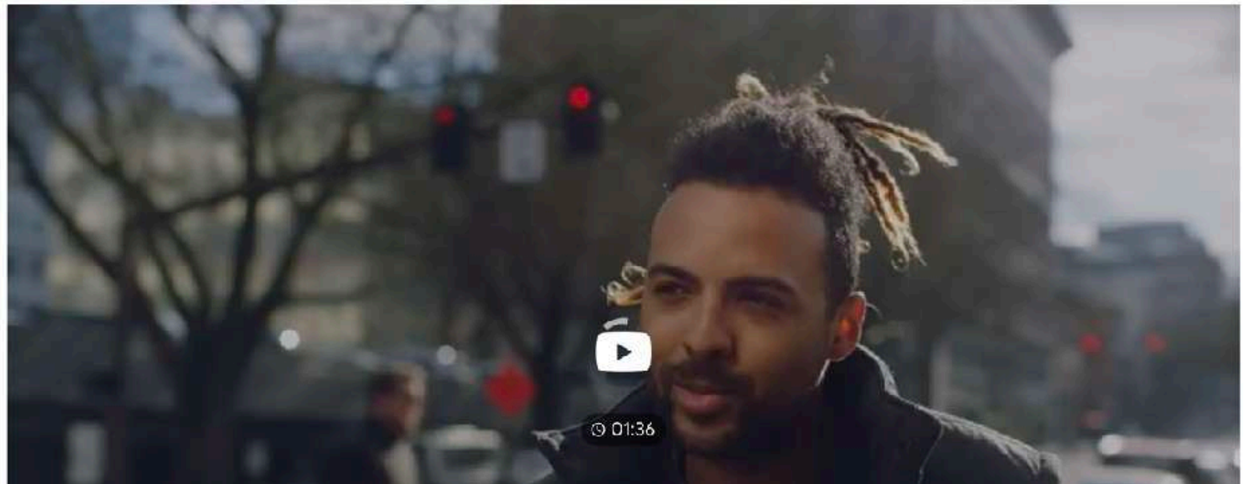
Who is working in this direction?

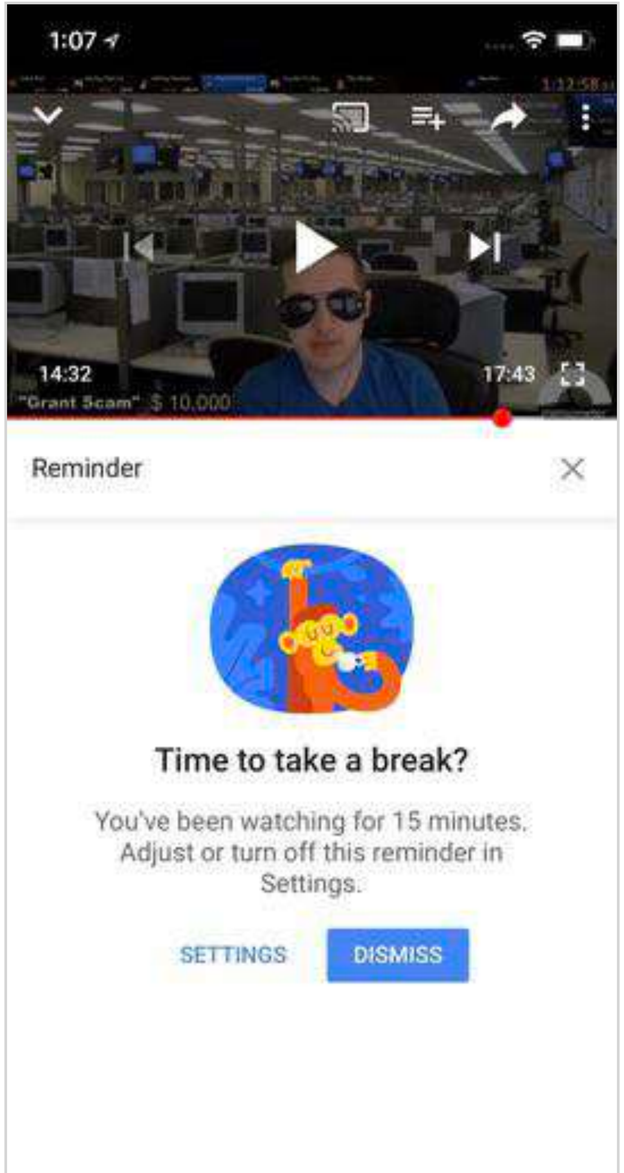
Google

Digital Wellbeing Get started For families Tools Our commitment

Find a balance with technology that feels right for you.

As technology becomes more and more integral to everything we do, it can sometimes distract us from the things that matter most to us. We believe technology should improve life, not distract from it. We're committed to giving everyone the tools they need to develop their own sense of digital wellbeing. So that life, not the technology in it, stays front and center.




1:07
14:32
17:43
"Grant Scam" $ 10,000
Reminder
Time to take a break?
You've been watching for 15 minutes. Adjust or turn off this reminder in Settings.
SETTINGS
DISMISS

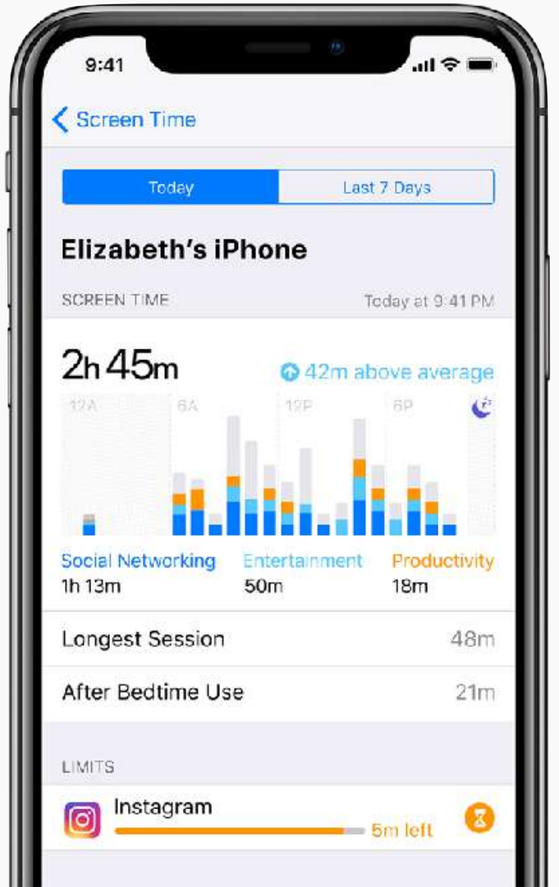
Screentime Dashboard

App Limits

Night shift

Do Not Disturb

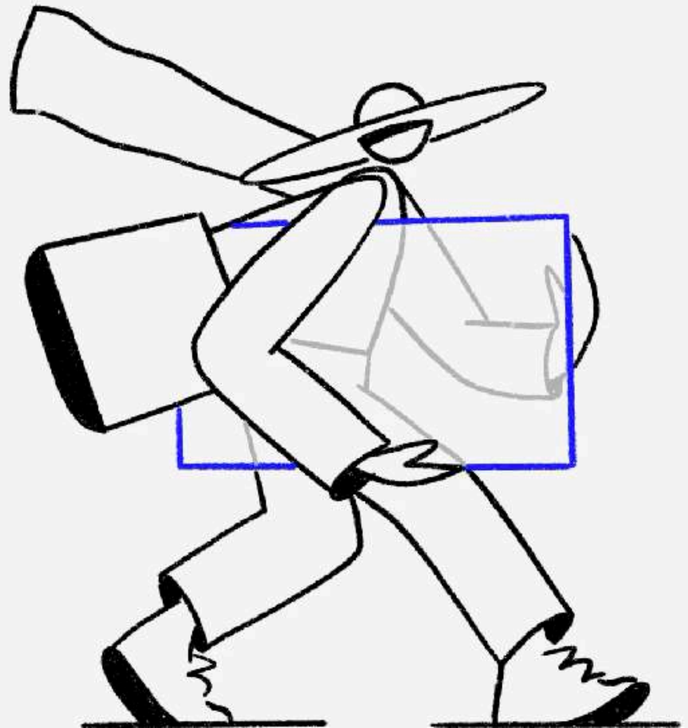
Content and Privacy Restrictions



amazon go
amazon go
2131
2121
GOOD FOOD FAST
NO LINES
NO CHECKOUT
Now open
amazon go

Why did they do it?

An new era of interruptive technology

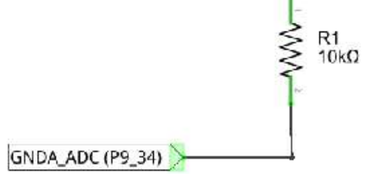


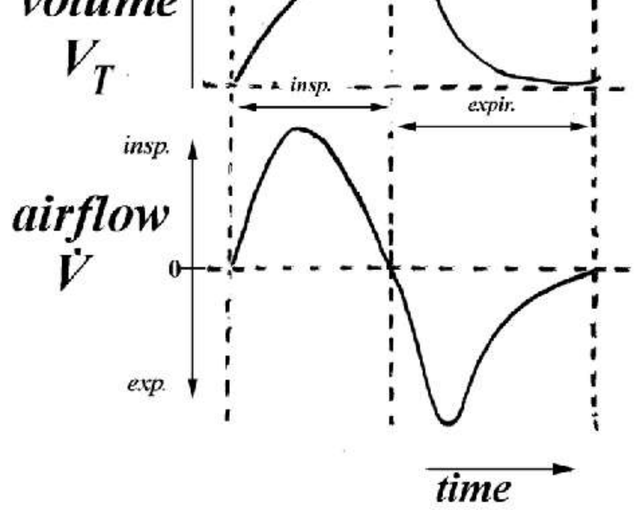
03.Design & Technology

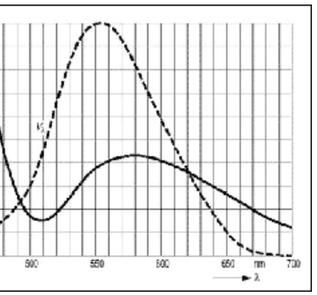
When you were trying to sleep,
the old sleep LEDs of laptops would
blink on and off harshly, lighting up your
entire bedroom each time which made
it harder for some people to get to
sleep and irritated people.

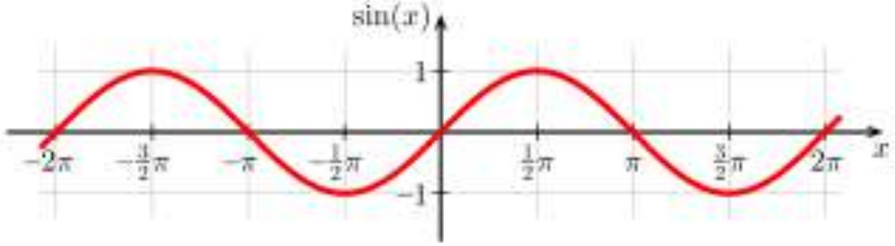
— Jony Ive

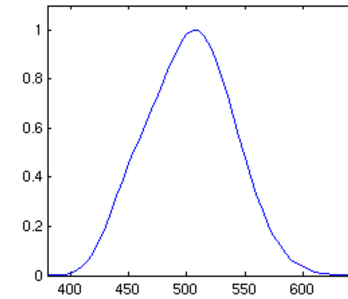
Ok simple, but with a plan

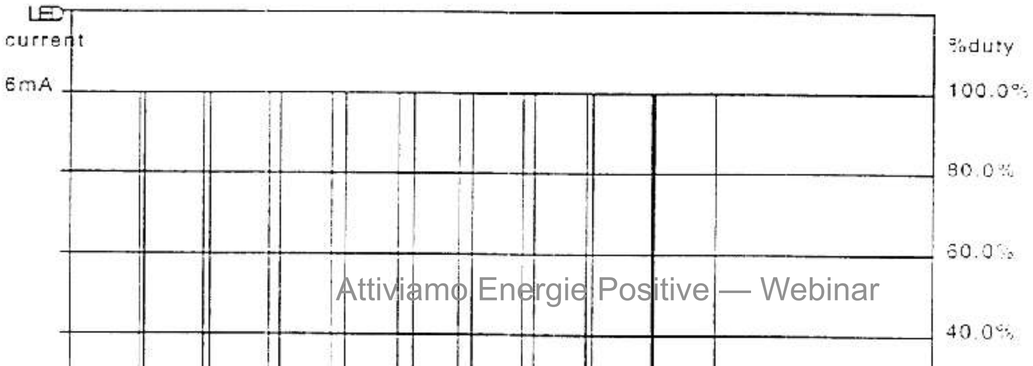






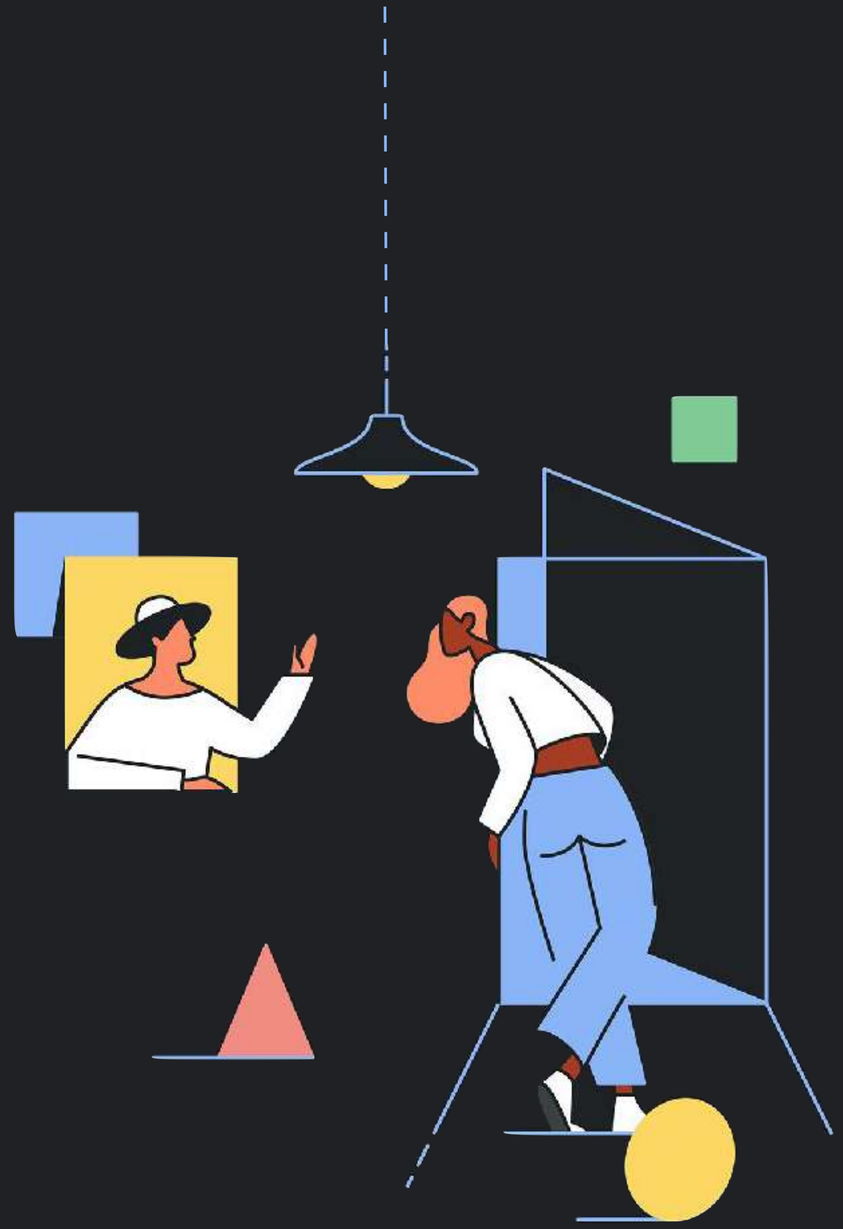






Our world is made of information that competes for our attention.

What is necessary?
What is not?



Calm Technology

— Amber Case

01. Technology should require the smallest possible amount of attention

02. Technology should inform and create calm

03. Technology should make use of the periphery

04. Technology should amplify the best of technology and the best of humanity

05. Technology can communicate, but doesn't need to speak

06. Technology should work even when it fails

07. The right amount of technology is the minimum needed to solve the problem

08. Technology should respect social norms

e-estonia

We have built a digital society...

A country with milestones from 1994

2019 Government AI strategy

2018 Seamless services roadmap

2017 NIIS X-road consortium

2015 World's first data embassy

... ...

About two decades ago

When Estonia started building their information society, there was no digital data collected on citizens.

The general population did not have the Internet or even the devices with which to use it. It took a lot of courage to invest in IT solutions and follow the path of information technology.

46.7%

Estonians use Internet voting

98%

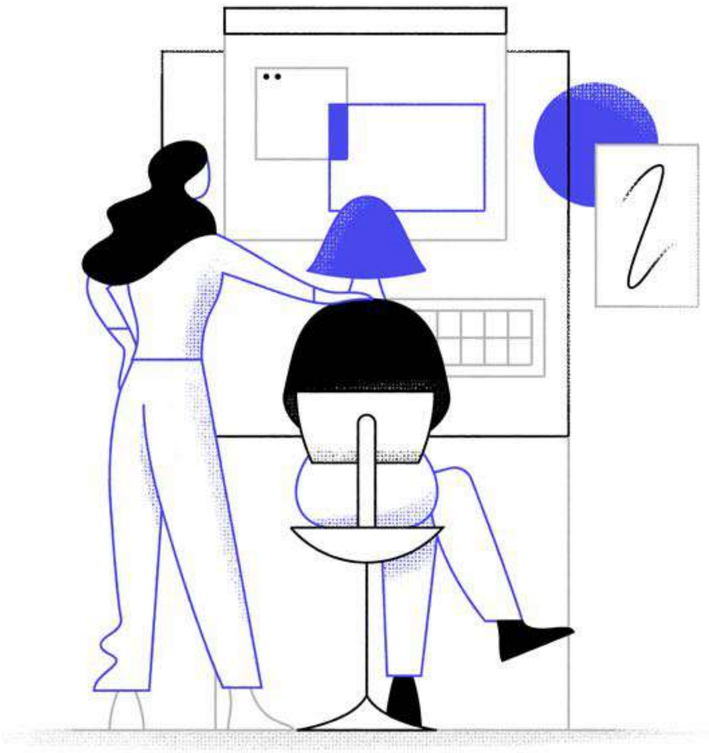
Estonians have a digital identity card

1.3M

Population

4

Unicorn Startup



Technology or money is not the solution

Zero bureaucracy

Updated systems

Invisible services

Participation from below

Transparency

Shared information

A few hours to open a business

Every application has an inherent amount of irreducible complexity. The only question is:
Who will have to deal with it—the user, the application developer, or the platform developer?

— Larry Tesler

A presto

p.spagnolo@imille.agency
write@pietrospagnolo.it