



# HX & Storytelling

## How To Make The User The True Hero

.....

by Anna Dahlström | @annadahlstrom @uxfika

InOrbit, 14 March 2019



What will make *us* successful  
is what will make the *users* successful



All projects are  
pretty much always like this

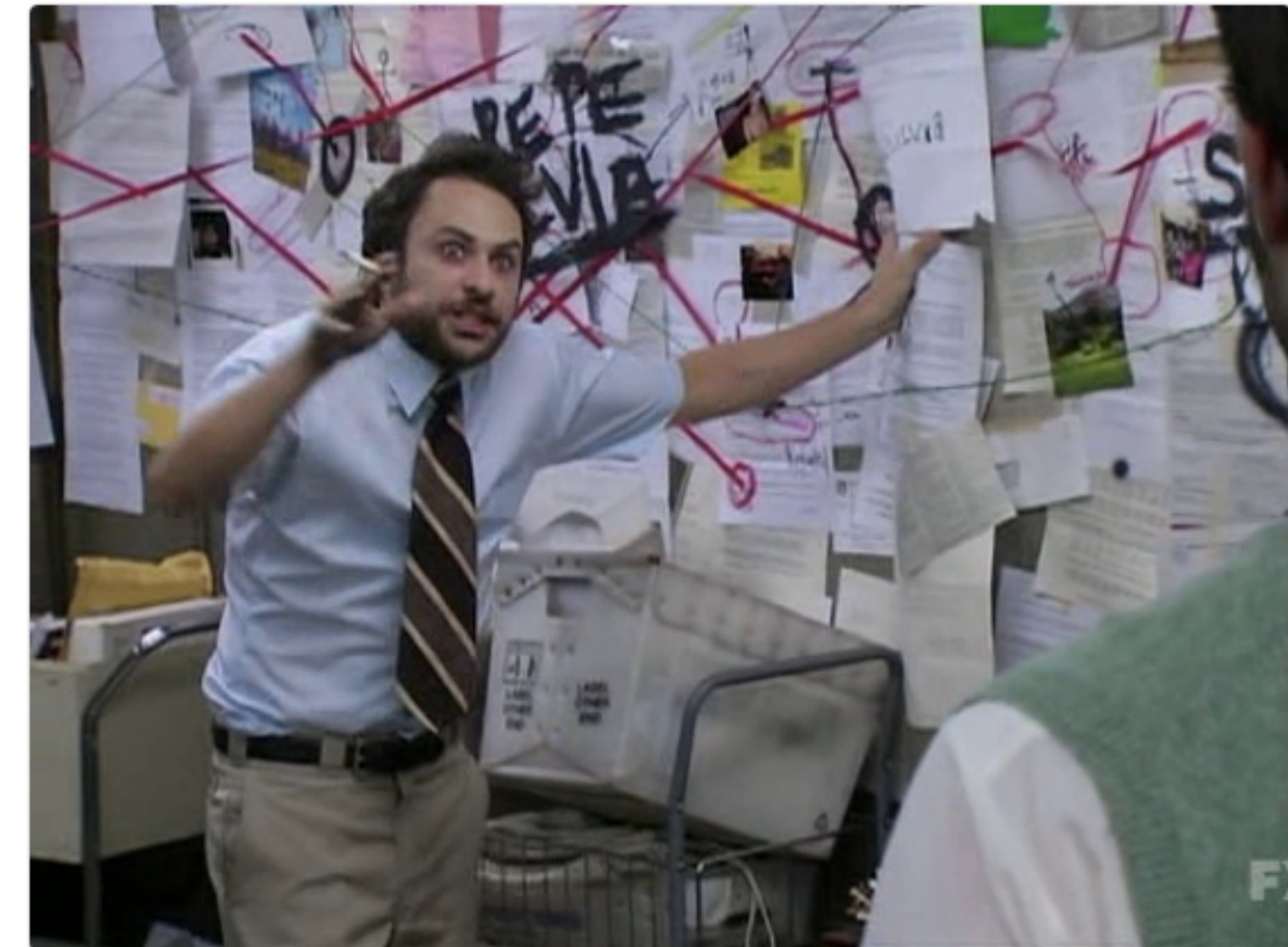


**Chris Jones**  
@chrisjonesish

Follow



when someone tells you "it should be an easy redesign!" and then you dig into all the requirements and dependencies



RETWEETS  
**221**

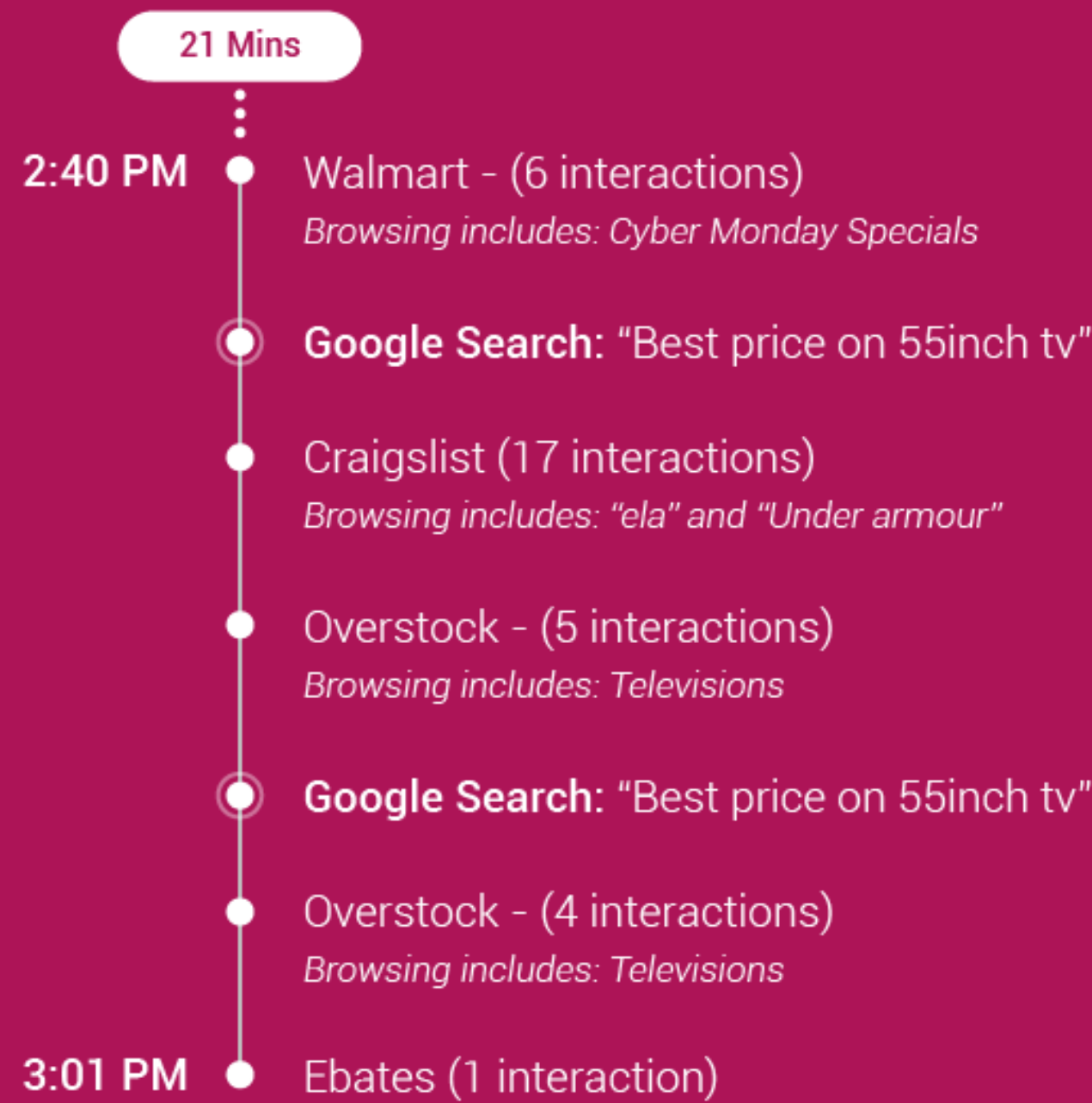
LIKES  
**475**



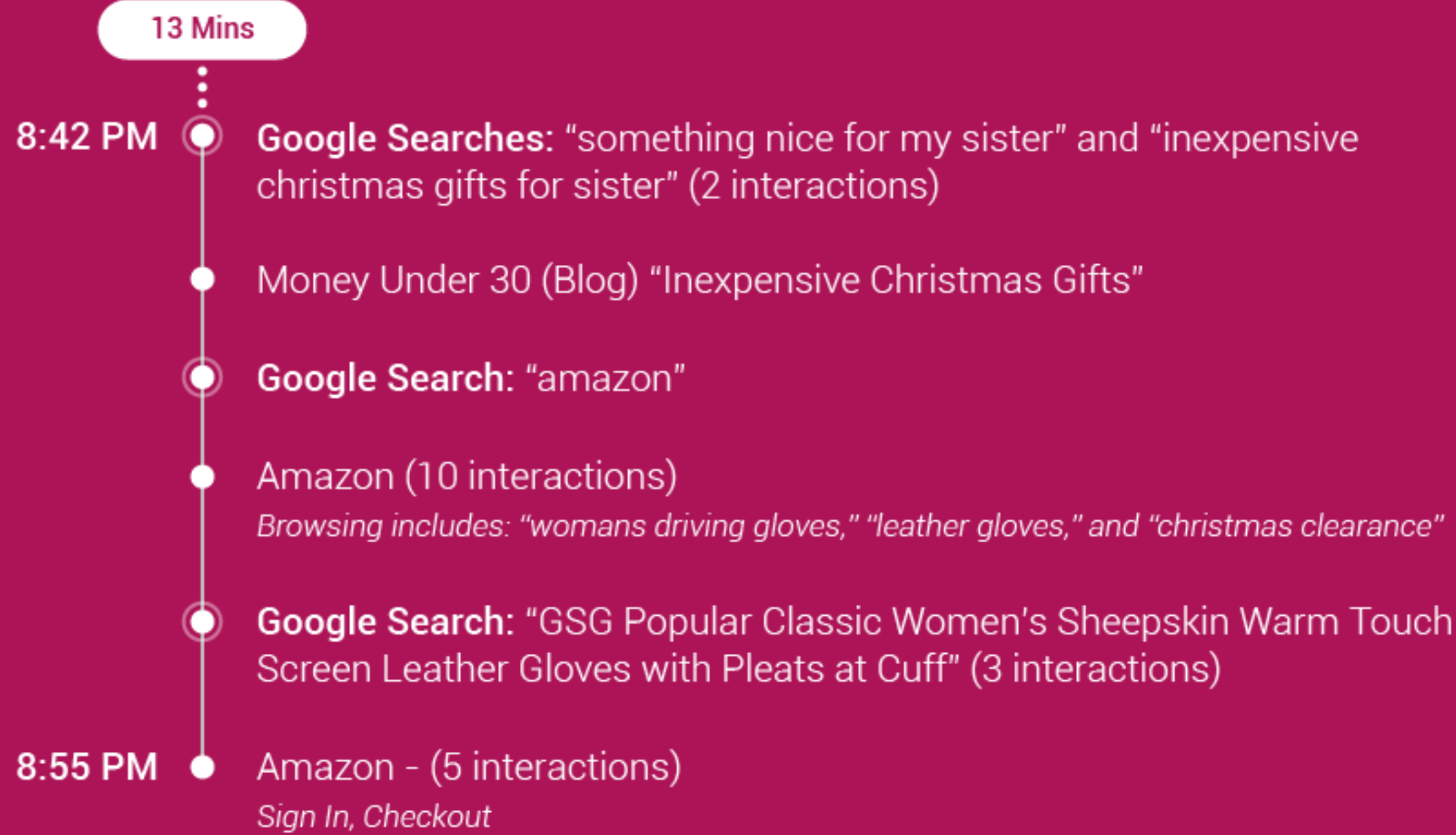
8:57 PM - 10 Mar 2017



# David's Search Path



# Janet's Search Path







**smörgåsbord**  
@smorgasbord

Following



Athletics would be better (cleaner?) if they dropped WRs and focussed on racing.

Instagram would be better if they dropped follower counts.

You know what, sometimes metrics suck.

12:14 AM - 15 Feb 2019

*Sometimes* metrics *suck*.



Warning:  
The next few slides are potentially *sensitive*  
to those who have *experienced loss*

*\*\* Skip ahead 3 slides (to slide 10) if so \*\**





Gillian Brockell

@gbrockell

Follow

An open letter to @Facebook, @Twitter, @Instagram and @Experian regarding algorithms and my son's birth:

Tech Companies: When we millions of brokenhearted people helpfully click "I don't know" to answer your "why?" with the cruel-but-true "It's not relevant to my life," you decide, Tech Companies? It decides you've given birth, and you give us you with ads for the best nursing bras [I have cabbage leaves, the best medical science has to offer to turn your milk off], tripping you up the night [I would give anything to hear him cry at all], and then you tell me my baby [mine will forever be 4 pounds, 1 ounce].

When you knew I was pregnant. It's my fault, I just couldn't resist those Instagram ads for #babybump. And, stupid me, I even clicked once or twice on maternity-wear ads Facebook served up.

I surely saw my heartfelt thank-you post to all the girl friends who came to my sister-in-law who flew in from Arizona for said shower tagging me in it. I probably saw me googling "holiday dress maternity plaid" and "babysafe crib." You even told you my due date, January 24th, when I created an Amazon wish list.

Didn't you also see me googling "is this braxton hicks?" and "baby not moving for three days of silence, uncommon for a high-frequency user like me?" I went on my phone with keywords like "heartbroken" and "problem" and "stillborn" and a hundred teardrop emoticons from my friends? Is that not something you should notice?

Well, Tech Companies, I implore you: If you're smart enough to recognize that I've given birth, then surely you're smart enough to realize that my baby is here. Well, there are 26,000 stillbirths in the US every year, and millions more are stillborn. Well, there are 26,000 stillbirths in the US every year, and millions more are stillborn. Well, there are 26,000 stillbirths in the US every year, and millions more are stillborn.

8:31 PM - 11 Dec 2018

28,092 Retweets 67,424 Likes



2.5K 28K 67K

This is not how it should be handled



Dear Tech Companies:

I know you knew I was pregnant. It's my fault, I just couldn't resist those Instagram hashtags - #30weekspregnant, #babybump. And, stupid me!, I even clicked once or twice on the maternity-wear ads Facebook served up.

You surely saw my heartfelt thank-you post to all the girl friends who came to my baby shower, and the sister-in-law who flew in from Arizona for said shower tagging me in her photos. You probably saw me googling "holiday dress maternity plaid" and "babysafe crib paint." And I bet Amazon even told you my due date, January 24th, when I created an Amazon registry.

But didn't you also see me googling "is this braxton hicks?" and "baby not moving"? Did you not see the three days of silence, uncommon for a high-frequency user like me? And then the announcement with keywords like "heartbroken" and "problem" and "stillborn" and the two-hundred teardrop emoticons from my friends? Is that not something you could track?

You see, there are 26,000 stillbirths in the US every year, and millions more among your worldwide users; and let me tell you what social media is like when you finally come home from the hospital with the emptiest arms in the world, after you've spent days sobbing in bed, and pick up your phone for a couple minutes of distraction before the next wail. It's exactly, crushingly, the same as it was when your baby was still alive. Pea in the Pod. Motherhood Maternity. Latched Mama. Every goddam Etsy tchotchke I was planning for the nursery.

And when we millions of brokenhearted people helpfully click "I don't want to see this ad," and even answer your "why?" with the cruel-but-true "It's not relevant to me," do you know what your algorithm decides, Tech Companies? It decides you've given birth, assumes a happy result, and deluges you with ads for the best nursing bras [I have cabbage leaves on my breasts because that is the best medical science has to offer to turn your milk off], tricks to get the baby to sleep through the night [I would give anything to hear him cry at all], and the best strollers to grow with your baby [mine will forever be 4 pounds, 1 ounce].

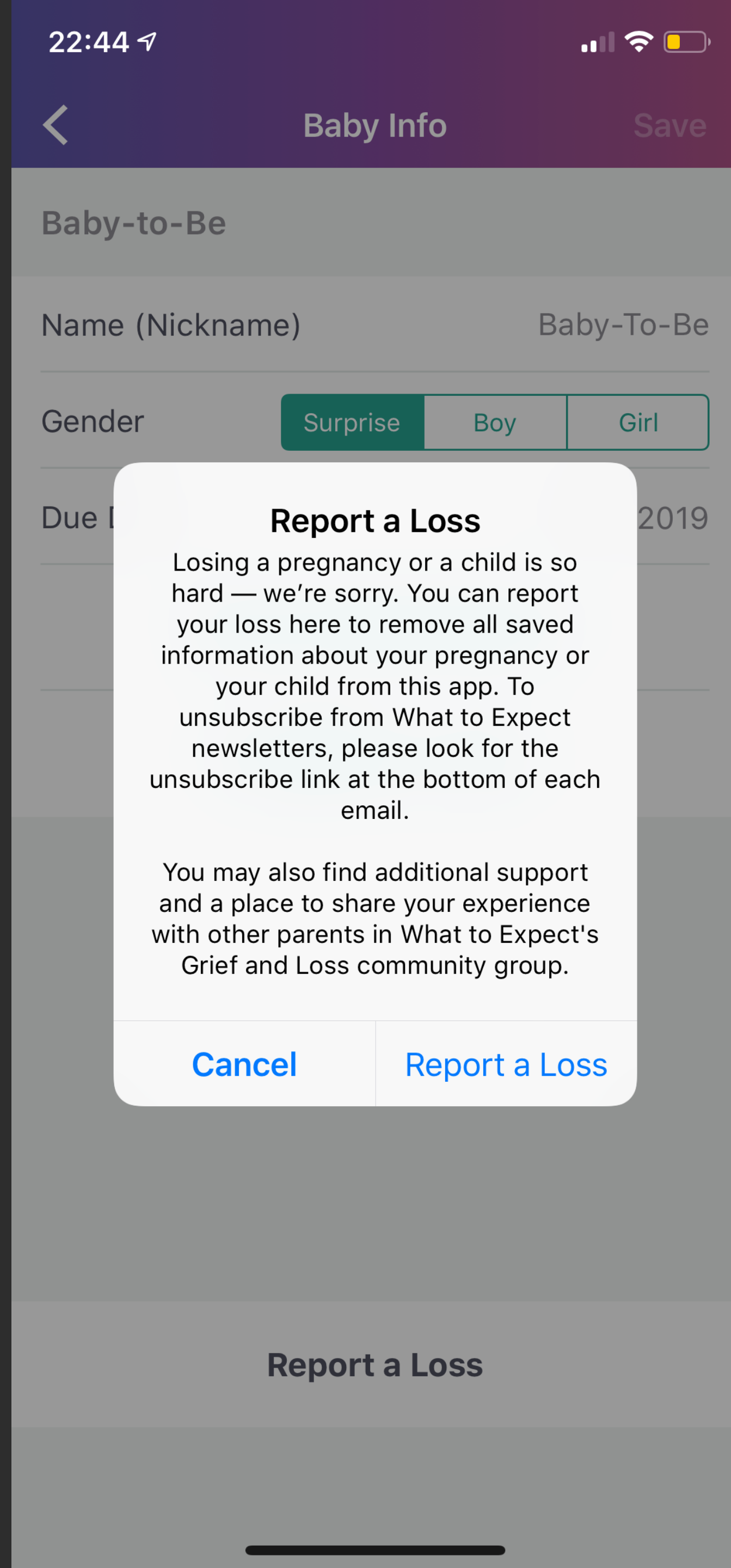
And then, after all that, Experian swoops in with the lowest tracking blow of them all: a spam email encouraging me to "finish registering your baby" (I never "started" but sure) to track his credit throughout the life he will never lead.

Please, Tech Companies, I implore you: If you're smart enough to realize that I'm pregnant, that I've given birth, then surely you're smart enough to realize that my baby died, and can advertise to me accordingly, or maybe just maybe, not at all.

Regards,  
Gillian

|





This is how it should be handled



The **unhappy ending** is a  
critical part of **product story**



A close-up photograph of a smart speaker, a smartphone, and a cup on a dark, textured surface. The smart speaker is a small, round, grey device with a mesh grille and four small, glowing white lights on top. The smartphone is a black iPhone with the Apple logo visible on the back. The cup is partially visible on the left, with a dark liquid inside. The background is a dark, textured surface.

Ends & errors are  
also opportunities



“Human Experience [...] is a critical mindset  
for building better businesses and products.”

- Adam Tinworth



“It’s simple, because all you have to do is remember  
that people are what matters.



“ **It's simple,** because all you have to do is remember that people are what matters.

**It's hard,** because you have to balance the manifold needs and wants of a whole range of people.”

- Adam Tinworth





Amy

43, Service Provider

Pasadena, CA  
Formerly in Film/Creative prior

#### Aspirations

"I'm starting my second career in something I love and I hope to someday become an established local brand."

#### Business

Full time business offering event planning services

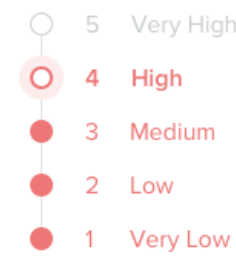
#### Business Growth Drivers

Online | WOM | Social Media | Marketing

#### Mindset

"I don't know how to code or write HTML, but I've heard there are some tools out there where coding is not required, and I think I can handle that."

#### Confidence Building a Website



#### Needs for a Website

"A website is the only way I can showcase my brand and get in front of new clients."

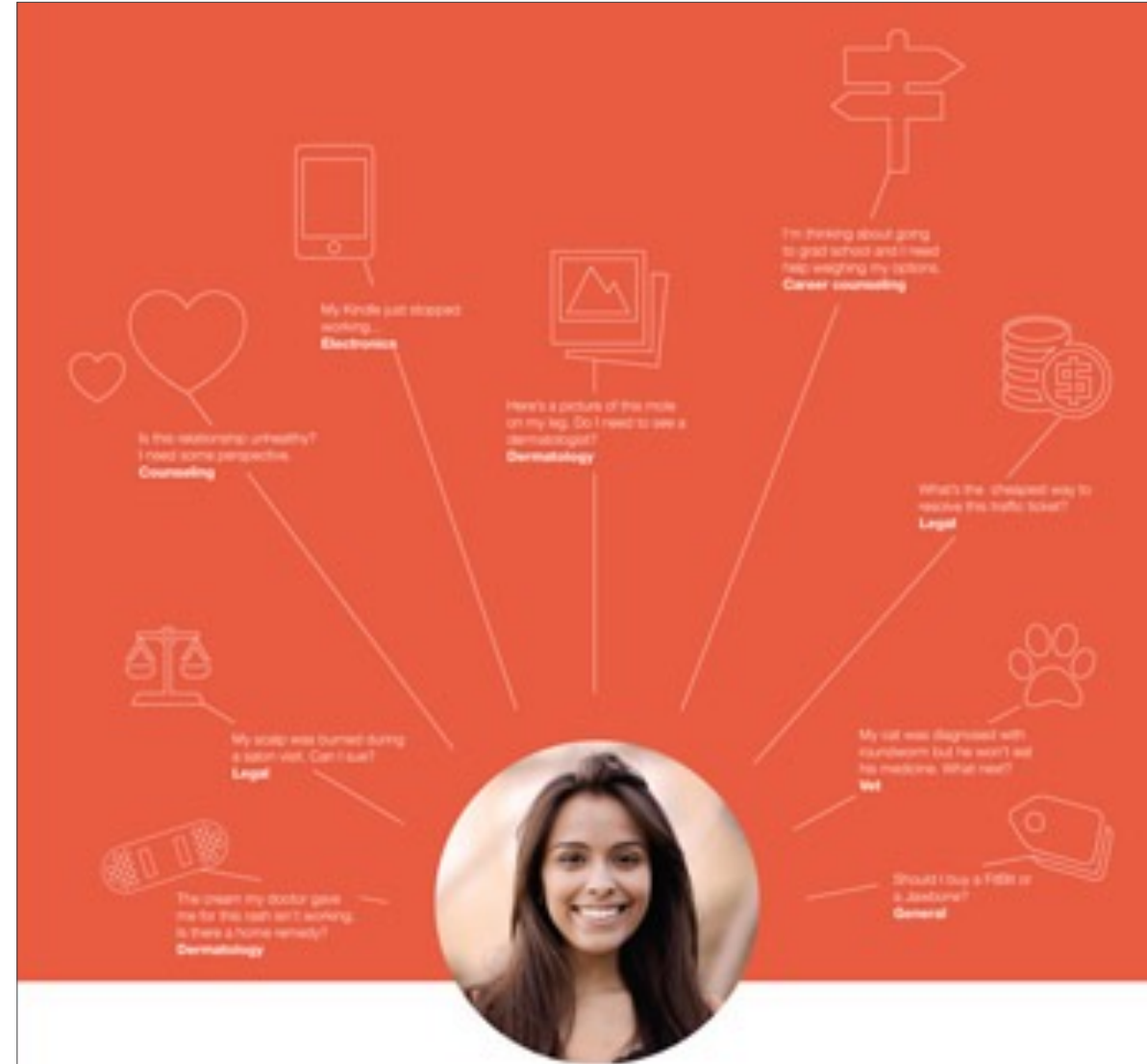
#### Hesitations

"My website will be the face of my brand so it needs to be polished and professional. And once it's out there, how can I market it to get more clients?"

#### How Weebly Uniquely Serves

1. Offers professional webinars and marketing advice to help grow her business
2. Makes her feel part of something bigger with a community of like minded small business owners

3. Makes it easy to create a high-quality site to establish her brand and attract clients



#### Andrea, Optimizer

**Facts**

- Age 28
- Job: Product Manager Assistant
- Location: Miami, New York
- Relationship status: Engaged
- Education: BS from University of Arizona
- Income: \$34k US
- Hobbies: Yoga, exercise, reading, dancing
- Photo: One shot
- Favorite place: Turkey, Portugal

**Personality**

"If there's an easier, cheaper, faster way to do something, I'm all about it."

**Attributes:** Smart, resourceful, analytical, social

**Strengths:** Doing things better, analyzing, finding shortcuts, having a lot, being a superhero, discovering things that

**Challenges:** Being pessimistic, inefficiency, playing too much

**JA Habits**

First visit recommendation from a friend

**During:** desktop, phone, office PC, home laptop

**Shows:** all her simple medical diagnoses & symptoms, perspective & decision-making help, everyday troubleshooting

**Favorite thing about JA:** "It was really fast, the experts I spoke to were really friendly and I was able to get my question answered in 10 minutes."

**Least favorite thing about JA:** "Consistency... once I got really specific about what I was looking for, the doctor I spoke to was not the same as the others."

**Medical needs:** "It's a place where you can get qualified experts for answers and get those answers quickly."

Motivation: Convenience, control, saving time and money



**AGE:** 20  
**COURSE:** GRAPHIC DESIGN  
**JOB:** RETAIL  
**DEVICES:**

#### BETH KING

Beth is a full time student living in a share house with several mates. She works in retail to help pay for rent, uni and her social life. She has a boyfriend who takes up much of her free time. She tries to make it to as many lectures and tutorials as possible, but often has to cover shifts at work or needs to skip lectures to catch up on course work. She tries to keep a regular, structured study pattern, but is not very strict about it and sometimes blows off studying to go out and have fun with friends. She mainly uses Moodle to watch lectures online, keep up to date on what happened in missed tutorials and to contribute to forums.

#### COMPUTER SKILL



#### ORGANISATIONAL SKILLS



#### ENGAGEMENT



**HOBBIES:**  
GOING OUT WITH FRIENDS, WORKING OUT, DRAWING

# HELLO, I'M DAN JENSEN

THE RETIRED SENIOR

"I love relaxed, peaceful walks. I love working with people who want to protect the creeks as much as I do even more. It gives my life a greater purpose that cannot be found anywhere else."

**AGE:** 65  
**GENDER:** MALE  
**LOCATION:** PORT MOODY  
**OCCUPATION:** RETIRED SENIOR  
**USED TO BE:** LOGISTICS COORDINATOR

**PERSONALITY TRAITS**

- Spontaneous
- Outgoing
- Laidback
- Disorganized

**MY TYPICAL DAY**

- I wake up early at 6:30 AM everyday
- I slowly savour my breakfast
- I head to the hatchery and help out with any team
- It takes 15 minutes for me to walk back home
- I have lunch with my wife
- I usually like gardening in the afternoon
- I help my wife cook and then we eat dinner together
- After dinner, we walk in the nearby park
- My typical day ends around 10 PM

**TASKS AT THE HATCHERY**

- Salmon Team: Feed the fish, monitor water temperature at the hatchery
- Water Quality Team: Get field data and water samples
- Event coordinator within the society: Plan for events like the Fingering Festival

**MY MOTIVATIONS**

- 60% I am a firm believer in protecting the environment in his local area
- 40% Over the years, I have seen how construction negatively affects the environment from working at my past company

**FRUSTRATIONS**

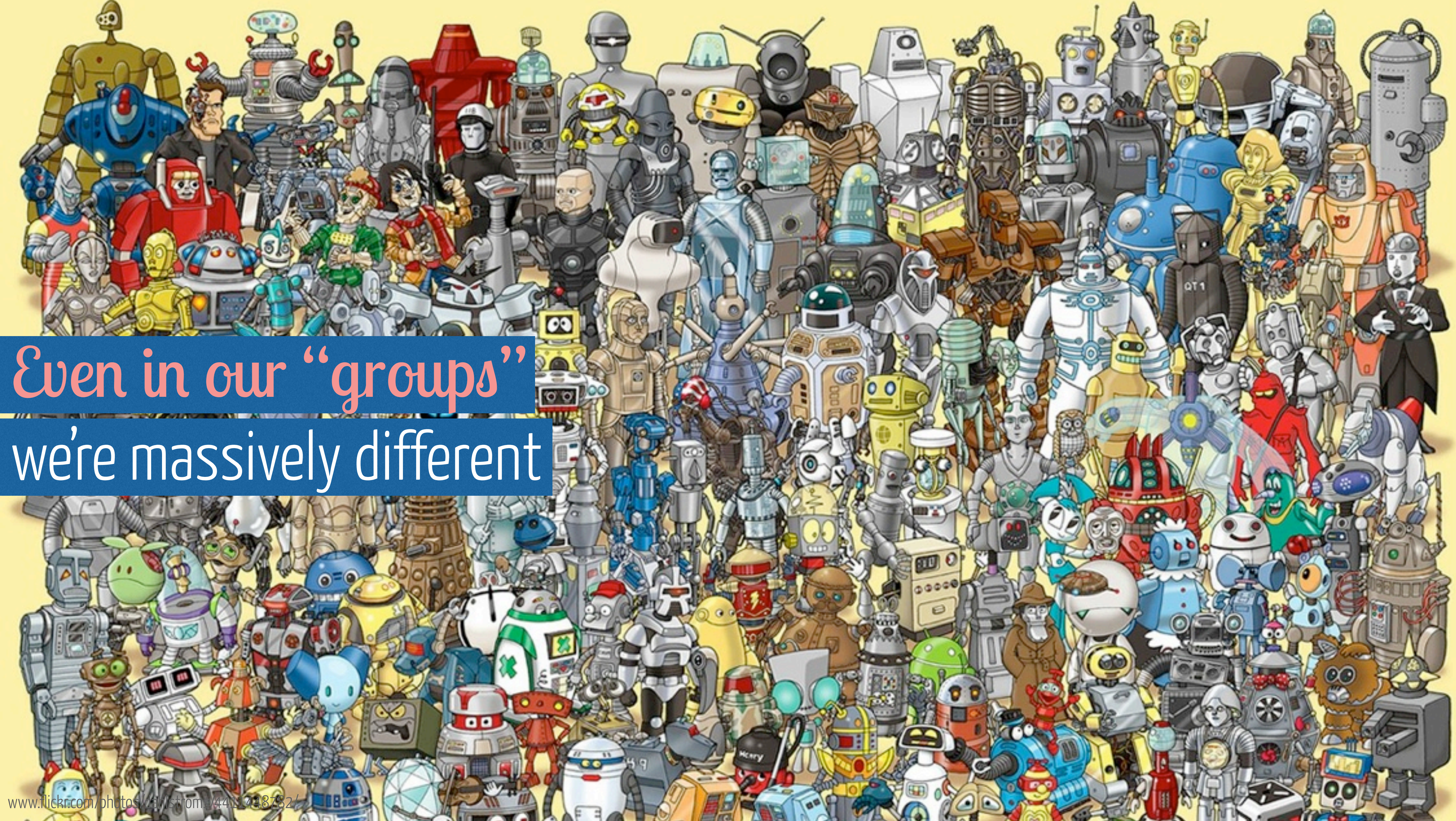
- I am not comfortable with technology, and therefore I avoid conducting the analyses in the laboratory when I am helping the Water Quality Team
- I also dislike coming to the hatchery at night to check on urgent issues, as it disrupts my relaxation time before sleeping at 10 PM

**MY GOALS**

**RELATIONSHIP WITH SOCIETY**

@annadahstrom





Even in our “groups”  
we’re massively different







A close-up photograph of a hand turning a page in a book. The background is a dark, out-of-focus bokeh. The book's pages are yellowed with age. A blue semi-transparent banner is overlaid on the left side of the image, containing text. The word 'CONTACT' is visible on the top of the page being turned.

*We should want to*

turn the page in our users' stories

CONTACT

"The Message has cycled back. ... wait an-


She was almost at the door before he said, "How can we recycle? We haven't gotten the primer yet."

Racing across the screens was a paired sequence of zeros and ones, a real-time comparison of the data just be- ceived and the data from an early page of text Argus a year before. The program would h any differences. So far, there were none. It i that they had not mistranscribed, that there were no ap- parent transmission errors, and that if some small dense in- terstellar cloud between Vega and the Earth was able to eat the occasional zero or one, this was an infrequent occur- rence. Argus was by now in real-time communication with dozens of other telescopes that were part of the World Message Consortium, and the news of recycling was passed on to the next observing stations westward, to California, Hawaii, the Marshal Nedelin now in the South Pacific, and Vega was



Less *users & customers*  
More *humans & people*



A high-angle, long-exposure photograph of a busy London Underground station. The central feature is a wide staircase with glass railings, where many people are walking up and down, their figures blurred to convey a sense of constant motion. To the right, a set of escalators also carries passengers. The ground floor is a crowded concourse with people standing, walking, and sitting. In the background, a sign for 'London Travel Information' is visible, along with a 'Merchants' shop and a 'Freshhouse & Kitchen' sign. The overall atmosphere is one of a bustling, modern urban transit hub.

Every person  
have their own story



*As human beings*  
we're wired on story







How do we make  
the users the true heros?



The right story to the right people in the right way



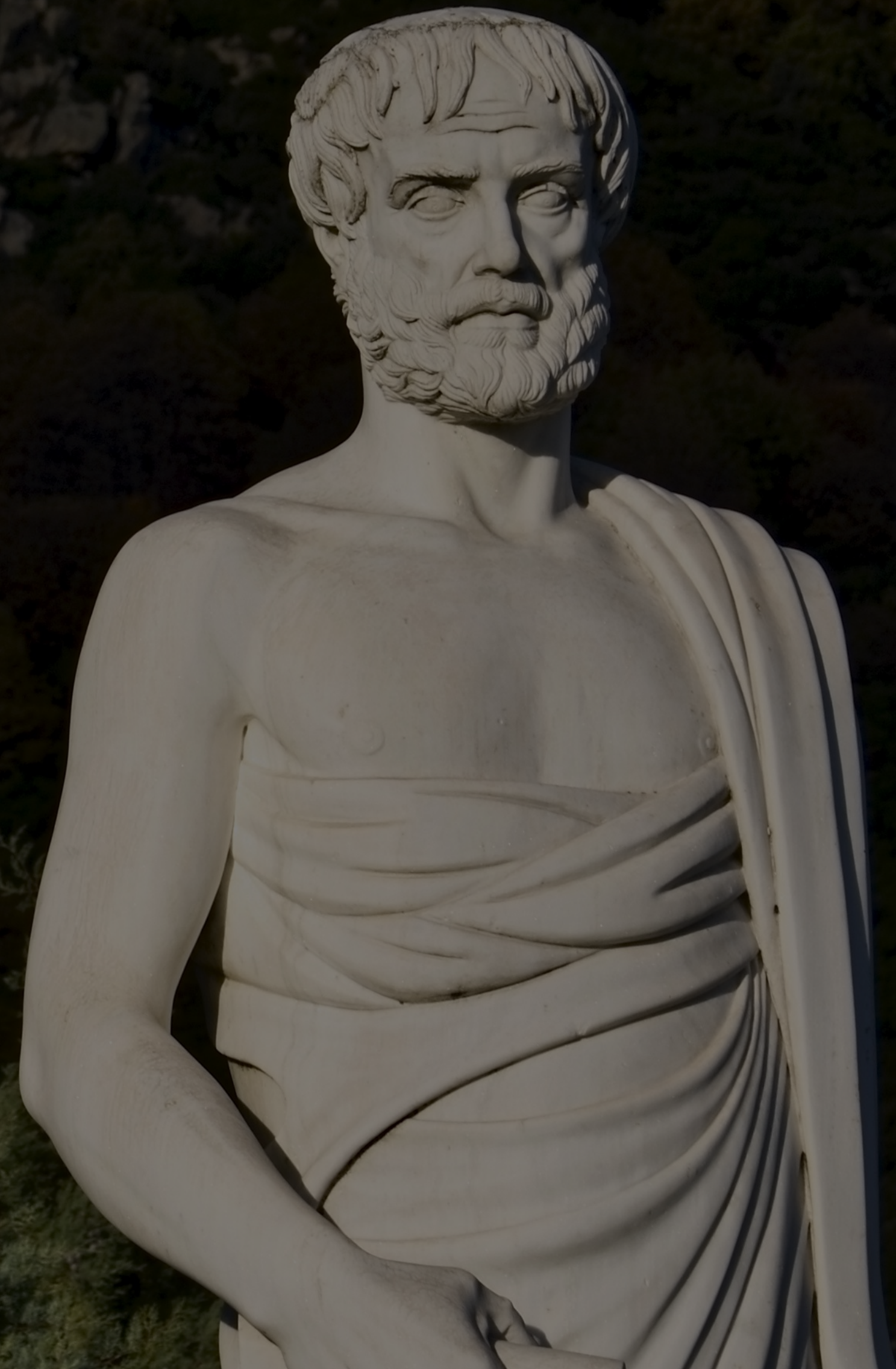
1.

*What* is the story?



“ *The whole of a story is* that  
which have a beginning, a middle  
and an end ”

- *Aristotle*



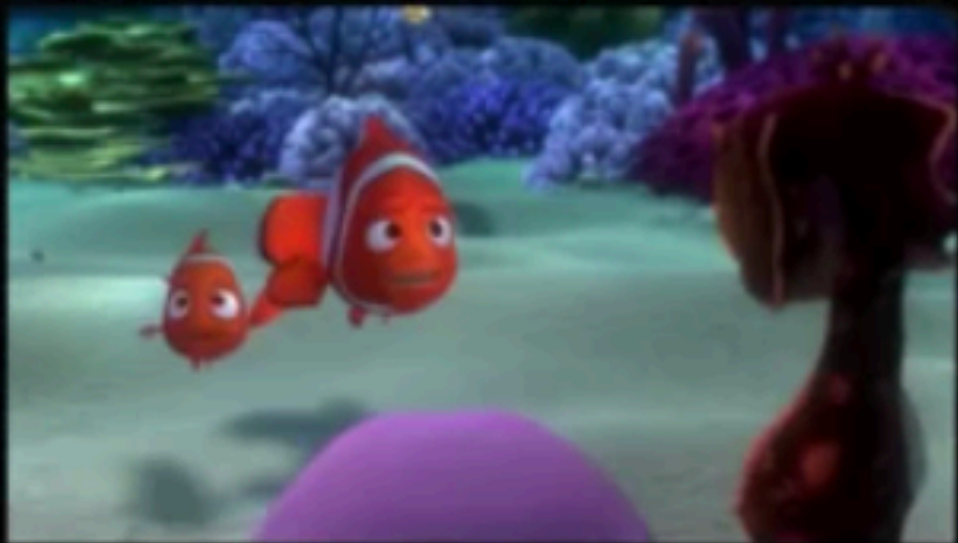


# Structure

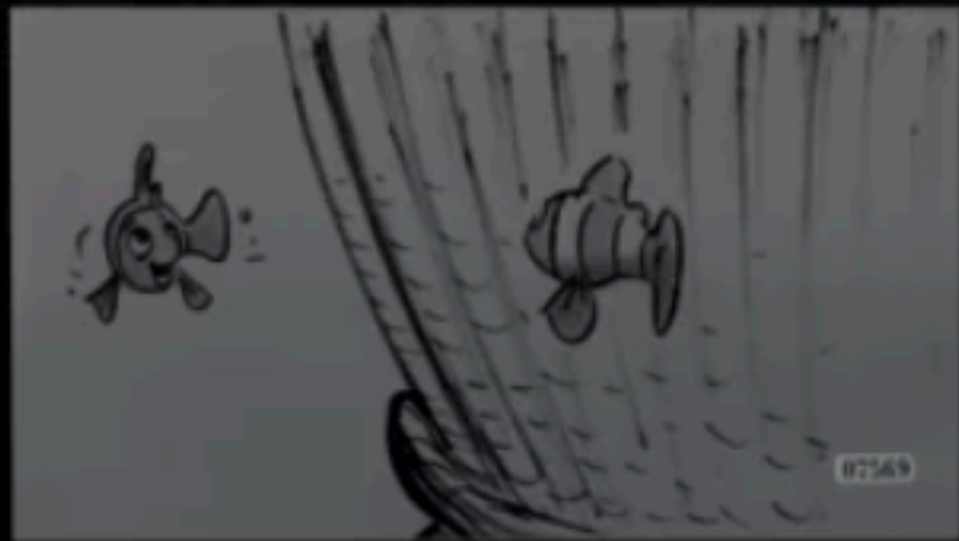
is about what you're going to tell  
your audience when



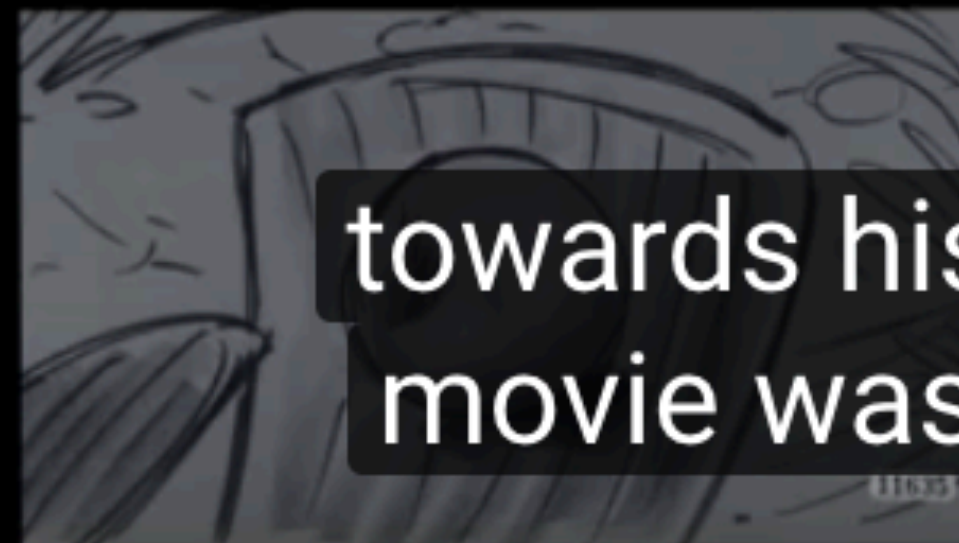
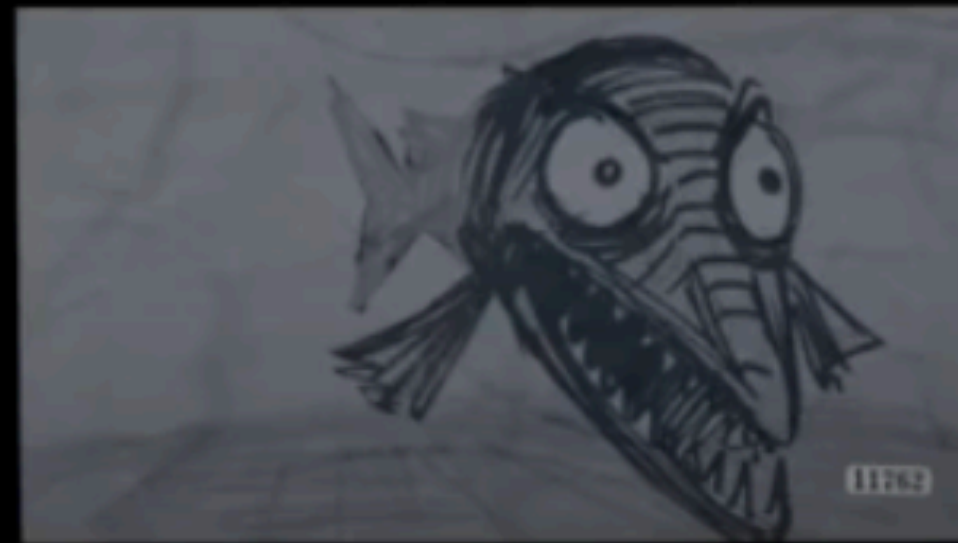
OPENING



MIDDLE



END

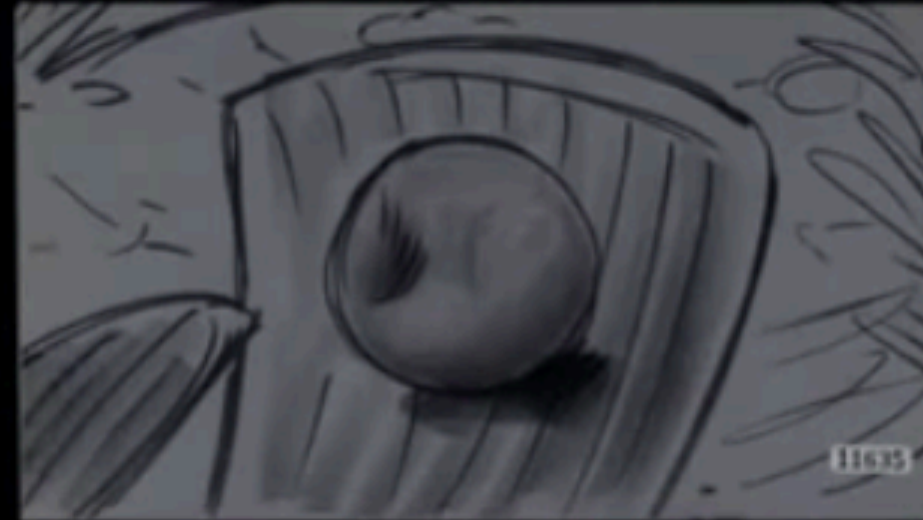


2:52 / 3:56

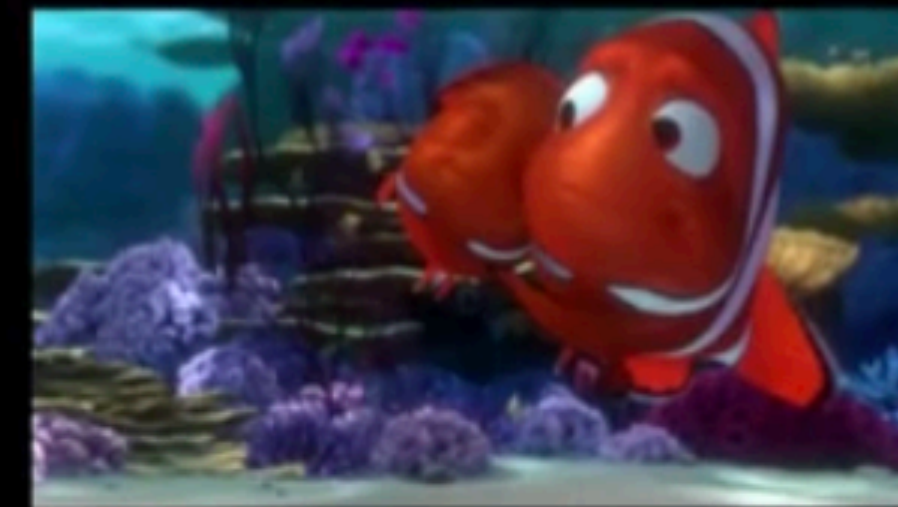




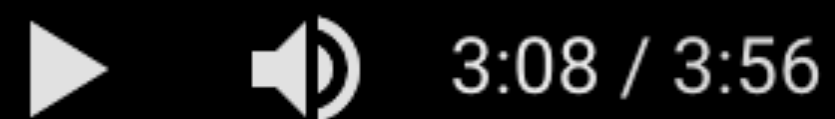
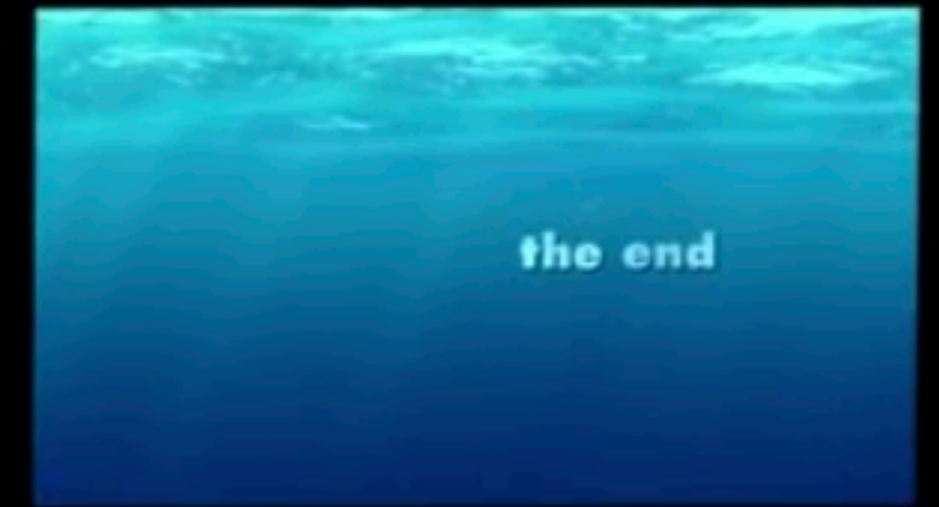
## OPENING



## MIDDLE



## END



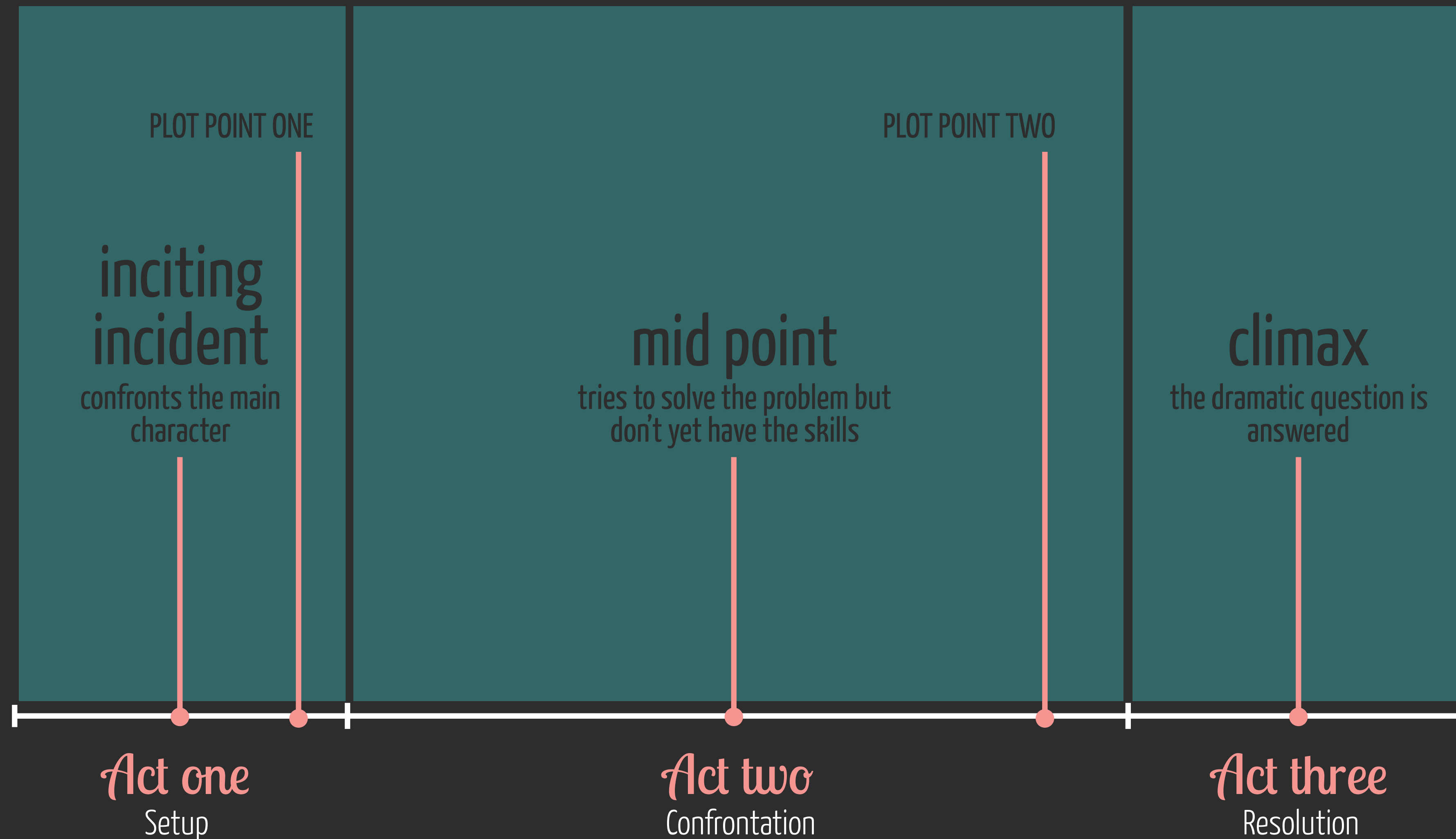


# Dramaturgy

knowing how to apply & structure  
elements to tell a story



# Three act structure





## Man in Hole



The main character gets into trouble then gets out of it again and ends up better off for the experience.



Arsenic and Old Lace  
Harold & Kumar Go To White Castle

## Boy Meets Girl

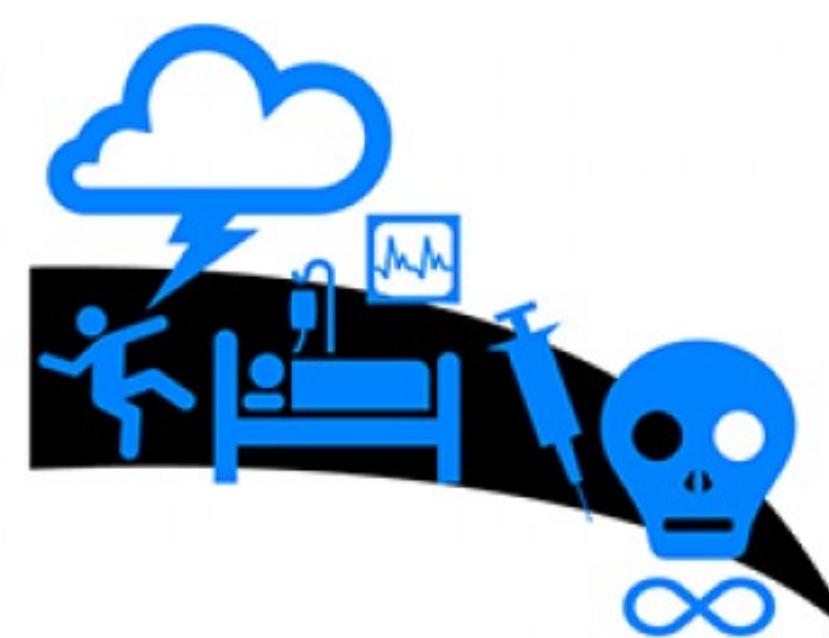


The main character comes across something wonderful, gets it, loses it, then gets it back forever.



Jane Eyre  
Eternal Sunshine of the Spotless Mind

## From Bad to Worse



The main character starts off poorly then gets continually worse with no hope for improvement.



The Metamorphosis  
The Twilight Zone

## Which Way Is Up?



The story has a lifelike ambiguity that keeps us from knowing if new developments are good or bad.



Hamlet  
The Sopranos

## Creation Story



In many cultures' creation stories, humankind receives incremental gifts from a deity. First major staples like the earth and sky, then smaller things like sparrows and cell phones. Not a common shape for Western stories, however.

## Old Testament



Humankind receives incremental gifts from a deity, but is suddenly ousted from good standing in a fall of enormous proportions.



Great Expectations

## New Testament



Humankind receives incremental gifts from a deity, is suddenly ousted from good standing, but then receives off-the-charts bliss.



Great Expectations with Dickens' alternate ending

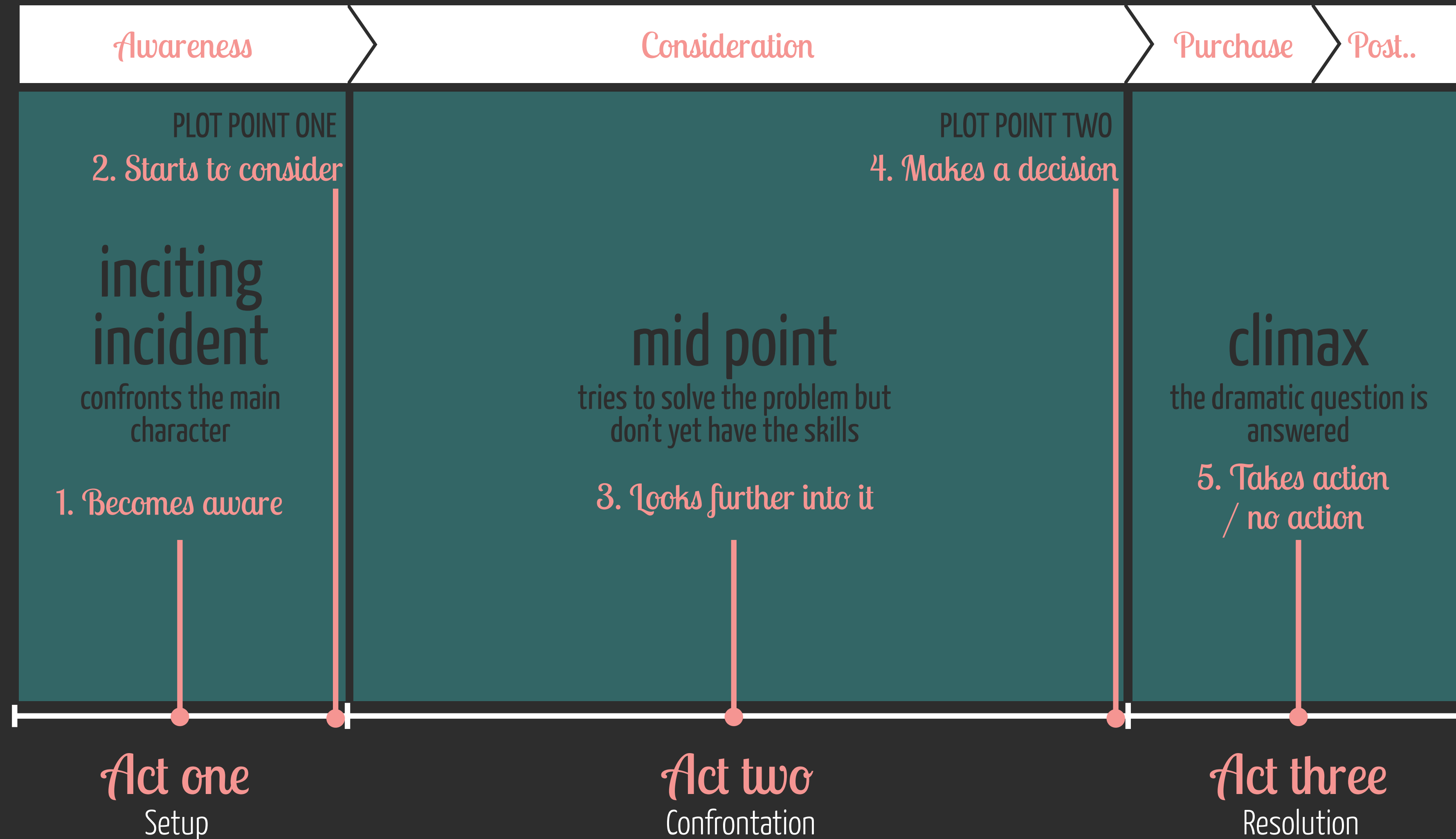
## Cinderella



It was the similarity between the shapes of Cinderella and the New Testament that thrilled Vonnegut for the first time in 1947 and then over the course of his life as he continued to write essays and give lectures on the shapes of stories.

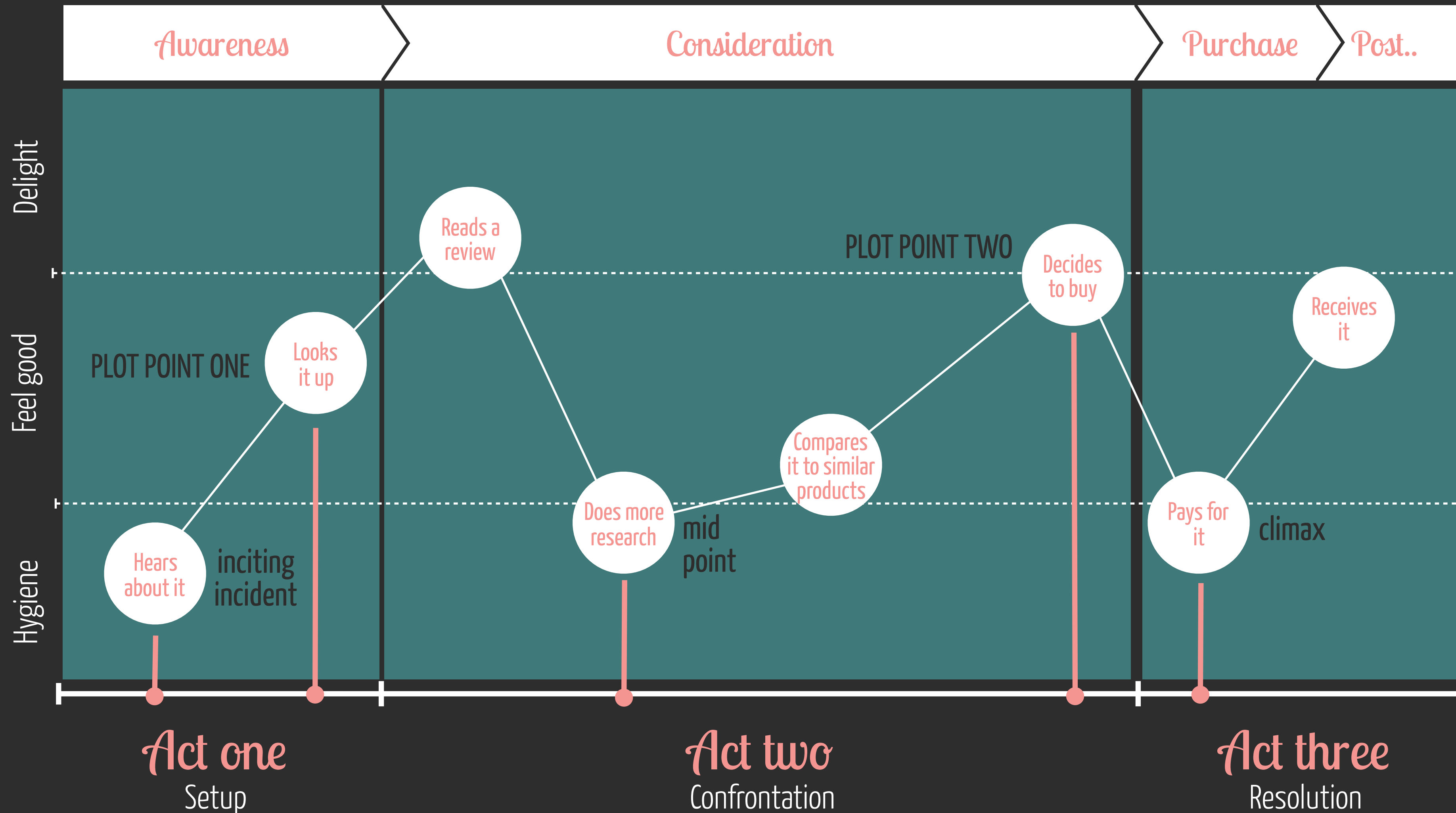


# The structure of a typical purchase journey





# Map out the experience





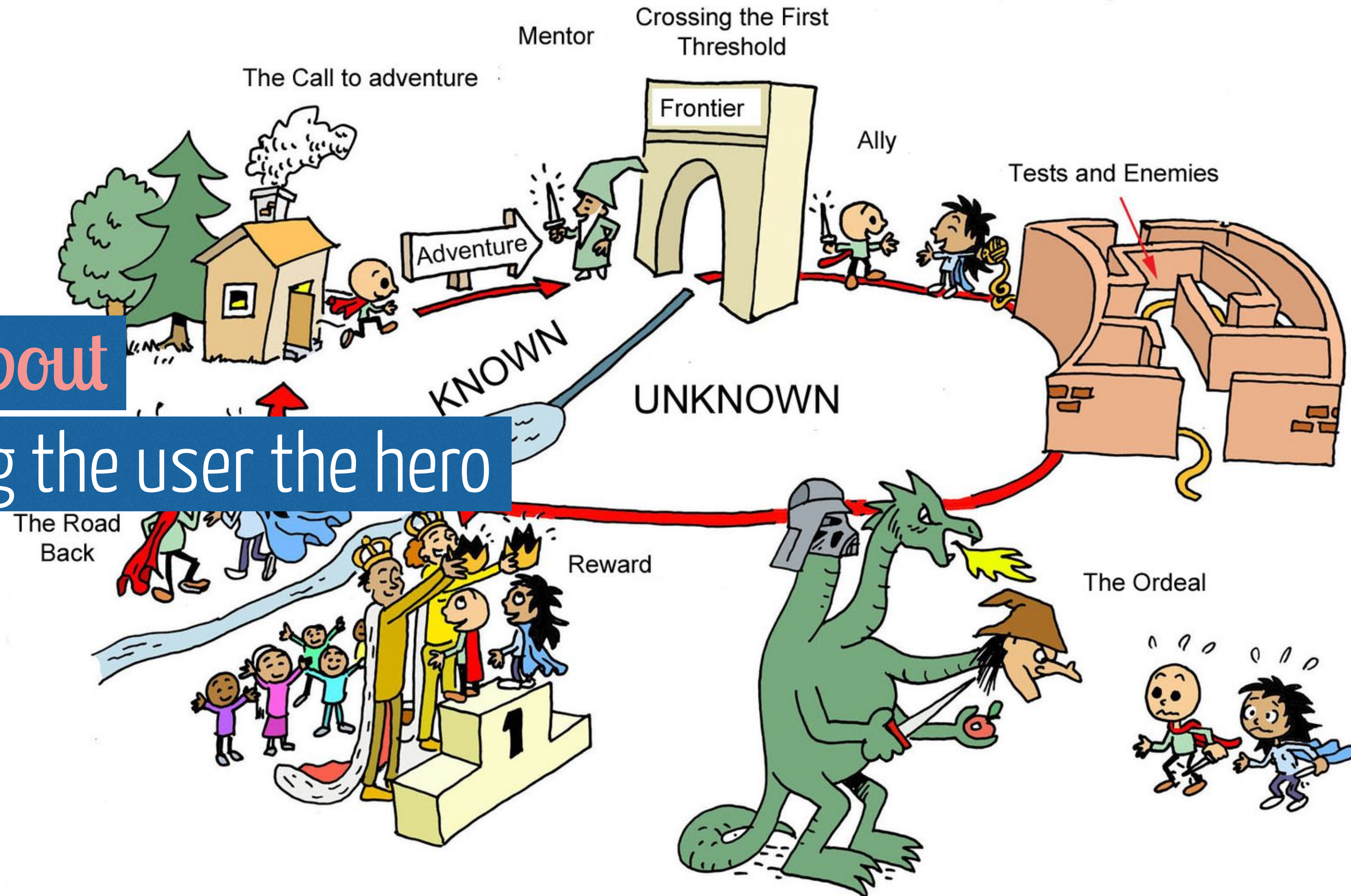
2.

*Who* is the story about?



# The Hero's Journey

It's about  
making the user the hero







**Aspirations**  
"I'm starting my second career in something I love and I hope to someday become an established local brand."

**Business**  
Full time business offering event planning services

**Business Growth Drivers**  
Online | WOM | Social Media | Marketing

**Mindset**  
"I don't know how to code or write HTML, but I've heard there are some tools out there where coding is

**Confidence Building a Website**

Confidence	5	4	3
Very High			
High			
Medium			

**Hesitations**  
"My website will be the face of my brand so it needs to be polished and professional. And once it's out there, how can I market it to get more clients?"

- How Weebly Uniquely Serves**
1. Offers professional webinars and marketing advice to help grow her business
  2. Makes her feel part of something bigger with a community of like minded small business owners
  3. Makes it easy to create a high-quality site to establish clients

**Andrea, Optimizer**

**Facts**  
Age 28  
Job: Physical Therapy Assistant  
Location: Miami, New York  
Relationship status: Engaged  
Education: BS from University of Arizona  
Income: \$34k US  
Hobbies: Yoga, exercise, reading, dancing  
Pets: One cat  
Favorite place: Turkey, Portugal

**Personality**  
"If there's an easier, cheaper, faster way to do something, I'm all about it."

**JA Habits**  
First visit recommendation from a friend  
Buying decision: Phone, office PC, home laptop  
Share all her simple medical diagnoses & symptoms, perspective & decision-making help, everyday troubleshooting  
Favorite thing about JA: "It was really fun, the experts I spoke to were really friendly, and I was able to get some advice from them."

**Values**  
"I love the ease of use, the convenience, the fact that I can get help when I need it, and the fact that I can get help when I need it."

**Motivation: Convenience, control, saving time and money**

**SARAH**  
HAPPY IDEALISTIC SCHOOL LEAVER

**ABOUT**  
AGE: 20  
RELATIONSHIP: SINGLE  
TRAVEL: NOT YET  
LIVING AT HOME WITH PARENTS  
SOCIAL: ECONOMIC PARENTS EARN UNDER 70K A YEAR  
POLITICAL: MOTIVATION RELAXED  
ETHNICITY: KAZAKHSTAN

**JOURNEY**  
DREAM: TO BECOME A FAMOUS FASHION DESIGNER AND TRAVEL  
PERSONALITY: BRIGHT AND BUBBLY, IDEALISTIC AND EMPLOYE, CONFIDENT  
AROUND HER FRIENDS, ESTIM. DESIGNER

**BEHAVIOURS**  
DREAM: TO BECOME A FAMOUS FASHION DESIGNER AND TRAVEL  
PERSONALITY: BRIGHT AND BUBBLY, IDEALISTIC AND EMPLOYE, CONFIDENT  
AROUND HER FRIENDS, ESTIM. DESIGNER

**BETH KING**

Beth is a full time student living in a share house with several mates. She works in retail to help pay for rent, uni and her social life. She has a boyfriend who takes up much of her free time. She tries to make it to as many lectures and tutorials as possible, but often has to cover shifts at work or needs to skip lectures to catch up on course work. She tries to keep a regular, structured study pattern, but is not very strict about it and sometimes blows off studying to go out and have fun with friends. She mainly uses Moodle to watch lectures online, keep up to date on what happened in missed tutorials and to contribute to forums.

**AGE:** 20  
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**JOB:** RETAIL  
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**COMPUTER SKILL**

**ORGANISATIONAL SKILLS**

**ENGAGEMENT**

**HOBBIES:**  
GOING OUT WITH FRIENDS, WORKING OUT, DRAWING

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USED TO BE LOGISTICS COORDINATOR

**PERSONALITY TRAITS**

**MY TYPICAL DAY**

**TASKS AT THE HATCHERY**

**MY MOTIVATIONS**

**FRUSTRATIONS**

**MY GOALS**

**RELATIONSHIP WITH SOCIETY**





1. What is their **backstory**?

2. Why did they **seek out** your product or service?

3. What **state of mind** are they in?

4. How does this & the person **change throughout** the experience with your product or service?

5. What **don't they want** to happen?

6. How do **they feel** at each point?



3.

How best do you tell the story?



*In all good stories*  
things happen for a reason







Everything  
has a (back)story

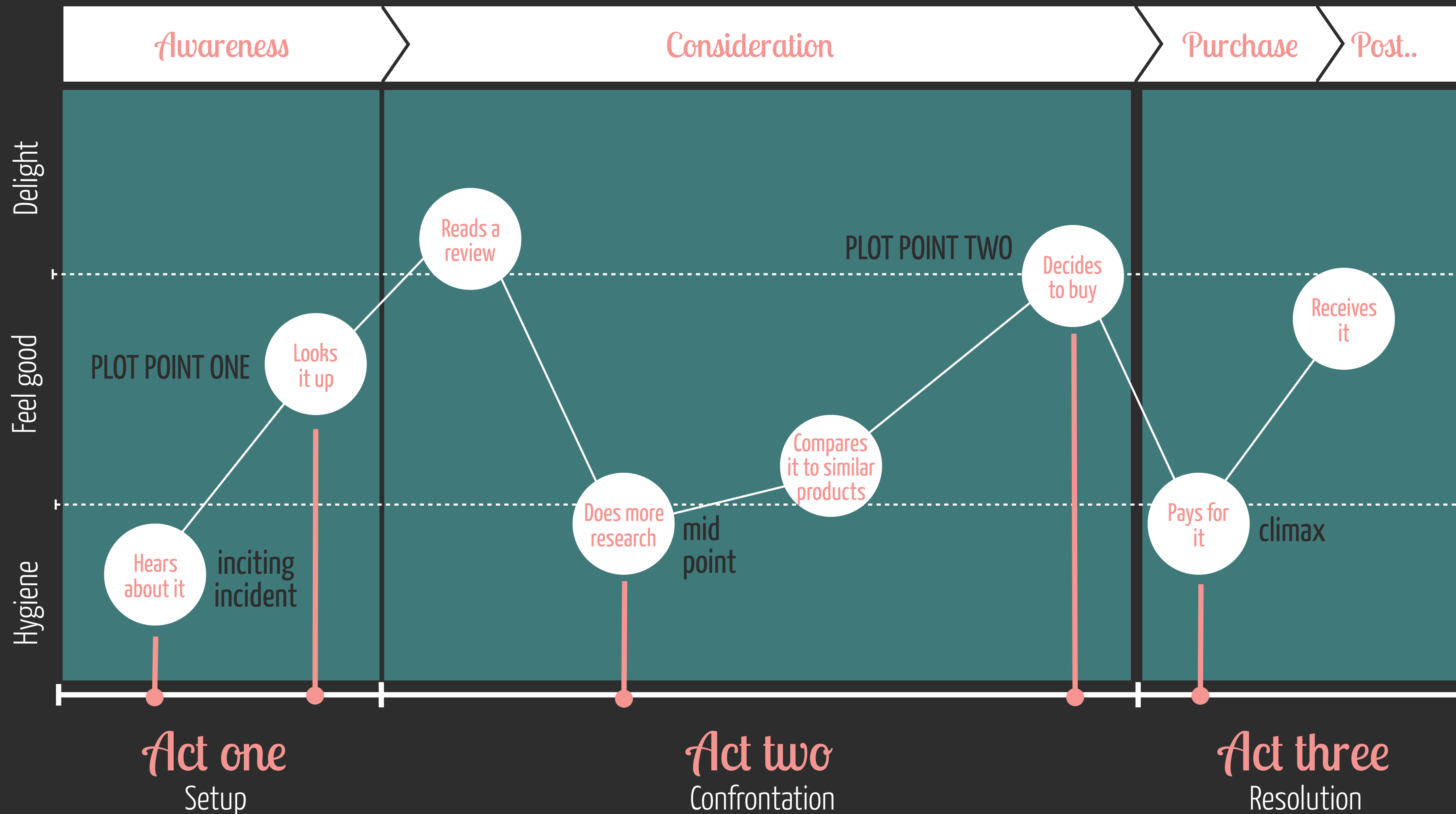
<https://www.flickr.com/photos/antmcneill/7824200774>



<http://www.boredpanda.com/funny-fake-book-covers-nyc-subway-prank-scott-rogowsky/>



# Don't just plan for the ideal





# CUSTOMER'S MOTIVATIONS

During each phase of the journey

## PHASE

## KEY ACTIVITIES

During each phase of the journey

## CRITICAL FACTORS LEADING TO A POSITIVE + RELATIONSHIP

Strengthen the relationship and build trust

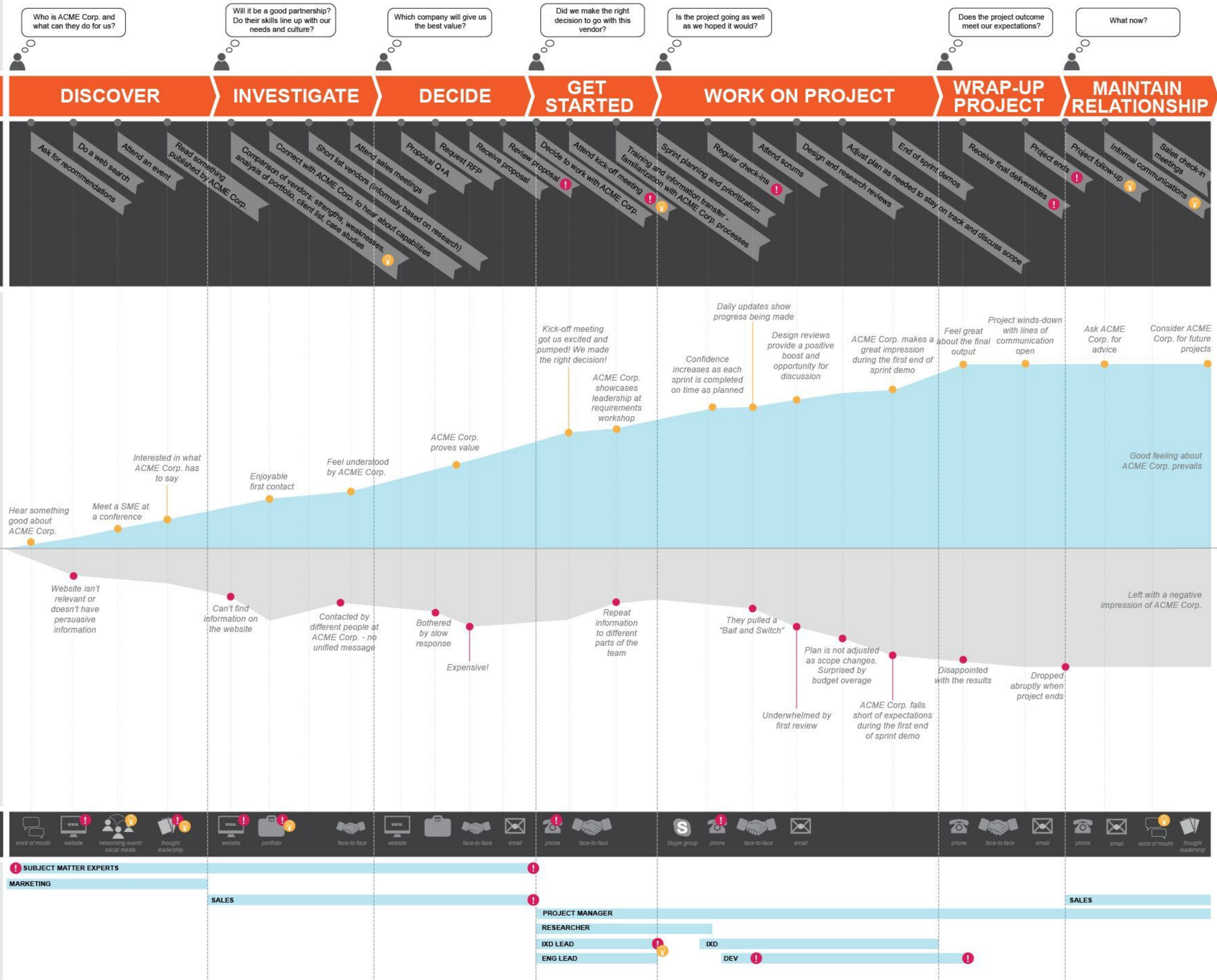
## CRITICAL FACTORS LEADING TO A NEGATIVE - RELATIONSHIP

Lose customer confidence and weaken the relationship

## TOUCHPOINTS

## WHO AT ACME CORP.

Who has the most influence over the relationship at ACME Corp. during each phase?

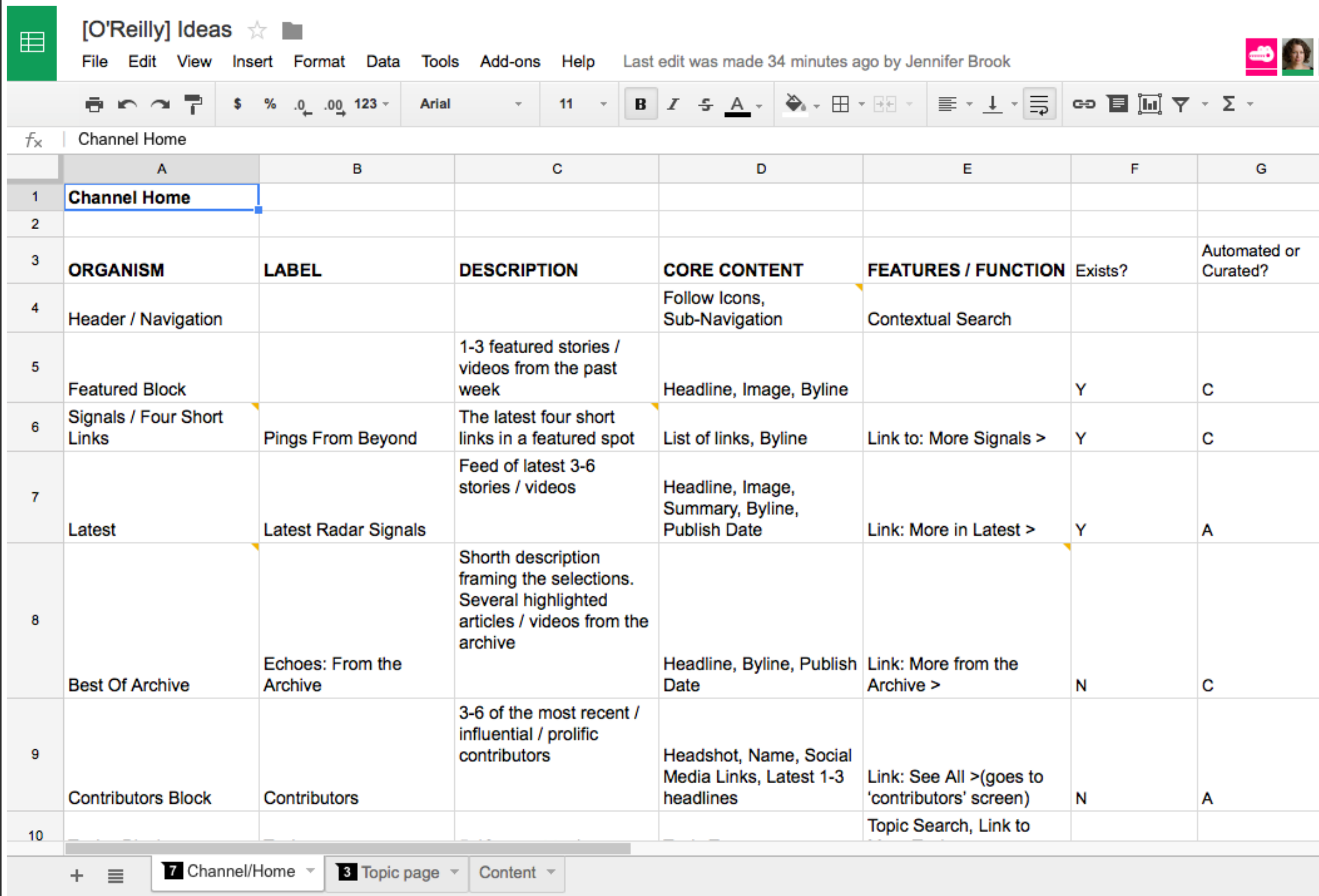




“I also accompany every page's spreadsheet with a list of:

- **mindsets** that users bring to these pages
- **tasks** that the page can complete for users
- **goals** that the page must fulfill for the organization ”

- Josh Clark, big medium



The screenshot shows a Google Sheet titled "[O'Reilly] Ideas" with a last edit by Jennifer Brook 34 minutes ago. The spreadsheet is for "Channel Home" and contains a table with 10 rows and 7 columns (A-G). The table lists various content blocks and their associated details.

	A	B	C	D	E	F	G
1	Channel Home						
2							
3	ORGANISM	LABEL	DESCRIPTION	CORE CONTENT	FEATURES / FUNCTION	Exists?	Automated or Curated?
4	Header / Navigation			Follow Icons, Sub-Navigation	Contextual Search		
5	Featured Block		1-3 featured stories / videos from the past week	Headline, Image, Byline		Y	C
6	Signals / Four Short Links	Pings From Beyond	The latest four short links in a featured spot	List of links, Byline	Link to: More Signals >	Y	C
7	Latest	Latest Radar Signals	Feed of latest 3-6 stories / videos	Headline, Image, Summary, Byline, Publish Date	Link: More in Latest >	Y	A
8	Best Of Archive	Echoes: From the Archive	Shorth description framing the selections. Several highlighted articles / videos from the archive	Headline, Byline, Publish Date	Link: More from the Archive >	N	C
9	Contributors Block	Contributors	3-6 of the most recent / influential / prolific contributors	Headshot, Name, Social Media Links, Latest 1-3 headlines	Link: See All >(goes to 'contributors' screen)	N	A
10					Topic Search, Link to		



## Canvas for Consumer Endings and Off-Boarding.

**Usage welcomed. Attribution appreciated.**

Created by Joe Macleod, Head of Engineering | Author of Ends.

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## Transaction models

Pay After,  
Pay Before,  
Scheduled Payment,  
Synchronous,  
Continuous Observation

## Empowered?

Transaction model establishes a power relationship.

## Transparent?

The transaction model establishes transparency and visibility to information.

## Death dates

Expected lifespan of the product. This doesn't mean the manufacturing capability, but how long the product or service is used actively by the user.

## Opportunity to leave

Locked in or open?  
Ex. Netflix. Easy Gym.

## Legislation

ex. GDPR. Scope 3 emissions  
7 day switch, etc.

**Consciously Connected to the rest of the experience through Emotional Triggers that are Actionable by the user in a Timely manner.**

# Consciously Connected.

How is there a thread between the beginning and the end of the consumer experience.

## Emotional Triggers.

How does the experience make the consumer feel? How does it encourage giving thanks? How does it encourage reflection?

## Actionable.

It is important that consumer acknowledges the end. Providing an actionable ending helps the consumer feel involved and take responsibility.

## Timely.

Lingering or unused products and services should be bought actively to an end.  
Reclaiming resources and reducing exposure of lingering data.

## Ending types

## How will your consumer experience these types of endings?

	Time Out	Exhaustion /Credit Out	Task / Event completion	Broken / Withdrawal	Lingering	Proximity	Style
Examples Services	2 week holiday, 3 year degree,	Pay As You Go, Points on your driving license	Parcel delivered, boiler fixed, concert watched.	Break the contract. Leave the film early.	An unused gym membership.	Move outside of covered area.	Writing letters. Rag&Bone man. Waiting
Products	Sell by Date Warranty	Battery empty	Used disposable items	Product broken	Non-fitting clothes. Old phones in draws.	Items in storage	Kindle Sliver Cross Pram
Digital	1 year software subscription,	Gems in Clash of Clans	Game completed	Provider has shut down, sold out, gone bust.	App deleted yet service capturing data.	Apple to Android GDPR and LA Times	MySpace Facebook

## Neutralise

ex. Device dismantled? Data erased?  
Correct destination of materials?

## Aftermath target

We would like the consumer to feel and say this about our service or product after they have left.

and **End.**



1. **What** is the story?
2. **Who** is the story about?
3. **How** best do you tell the story?




What will make *us* successful  
is what will make the *people* successful



The aim of every story  
is to connect emotionally







“**Historically**, stories have always been igniters  
of action, moving people to do things.”

- Peter Guber

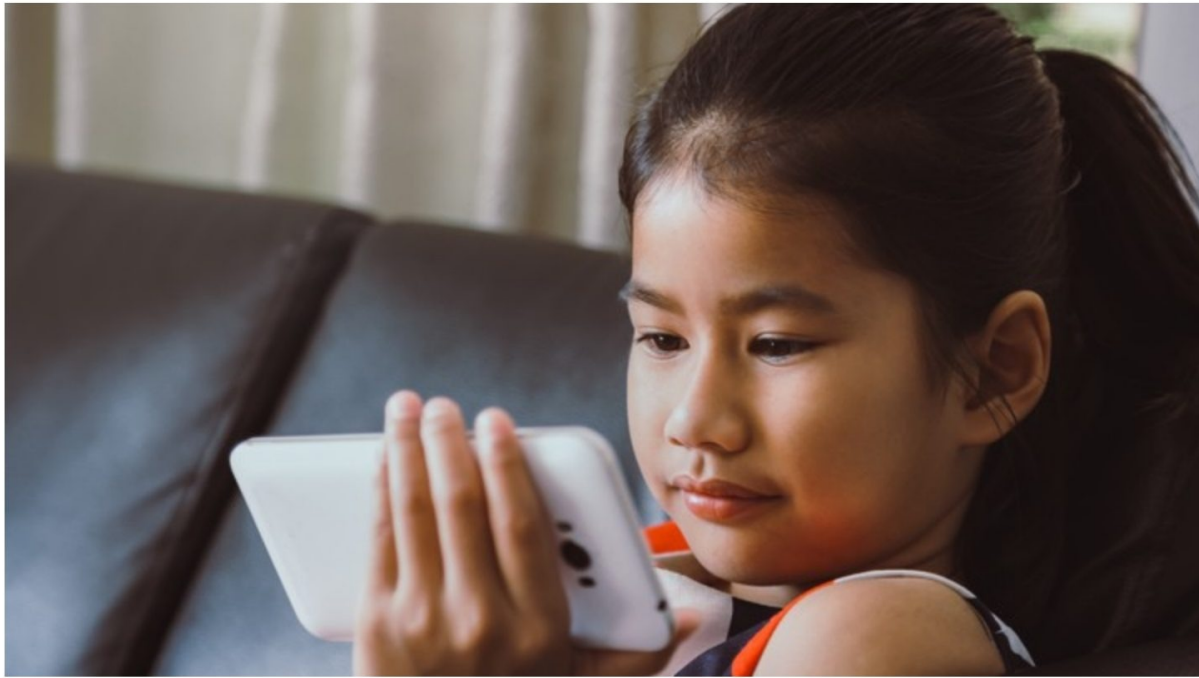


TECHNOLOGY

# When Kids Realize Their Whole Life Is Already Online

Googling yourself has become a rite of passage.

TAYLOR LORENZ FEB 20, 2019



SHUTTERSTOCK

Share

Tweet

Email

Updated at 4:53 p.m. on February 20, 2019.

For several months, Cara has been working up the courage to approach her mom about what she saw on Instagram. Not long ago, the 11-year-old—who, like all the other kids in this story, is referred to by a pseudonym—discovered that her mom had been posting photos of her, without prior approval, for much of her life. “I’ve wanted to bring it up. It’s weird seeing myself up there, and sometimes there’s pics I don’t like of myself,” she said.

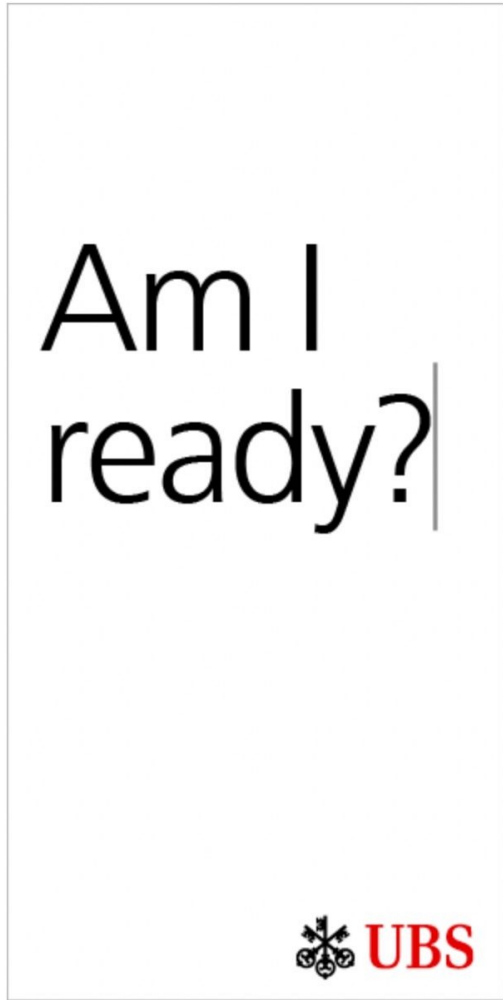
**Play The Atlantic Crossword**

Our mini puzzle gets bigger and more challenging each day. See if you can solve your way through the week.

Play!

Like most other modern kids, Cara grew up immersed in social media. Facebook, Twitter, and YouTube were all founded before she was born; Instagram has been around since she was a toddler. While many kids may not yet have accounts themselves, their parents, schools, sports teams, and organizations have been curating an online presence for them since birth. The shock of realizing that details about your life—or, in some cases, an entire narrative of it—have been shared online without your consent or knowledge has become a pivotal experience in the lives of many young teens and tweens.

Recently a parenting blogger wrote in a *Washington Post* [essay](#) that despite her 14-year-old daughter’s horror at discovering that her mother had shared years of highly personal stories and information about her online, she simply could not stop posting on her blog and social media. The writer claimed that promising her daughter that she would stop posting about her publicly on the internet “would mean shutting down a vital part of myself, which isn’t necessarily good for me or her.”



MORE STORIES

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“We’re not just making pretty interfaces.  
We’re actually in the process of making an  
environment where we’ll spend most of  
our time, for the rest of our lives.

**We’re the designers. We’re the builders.**

What do we want that environment to  
feel like? What do we want to feel like.”







Thank you.  
Questions?

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Anna Dahlström

Thank you.

Questions?

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