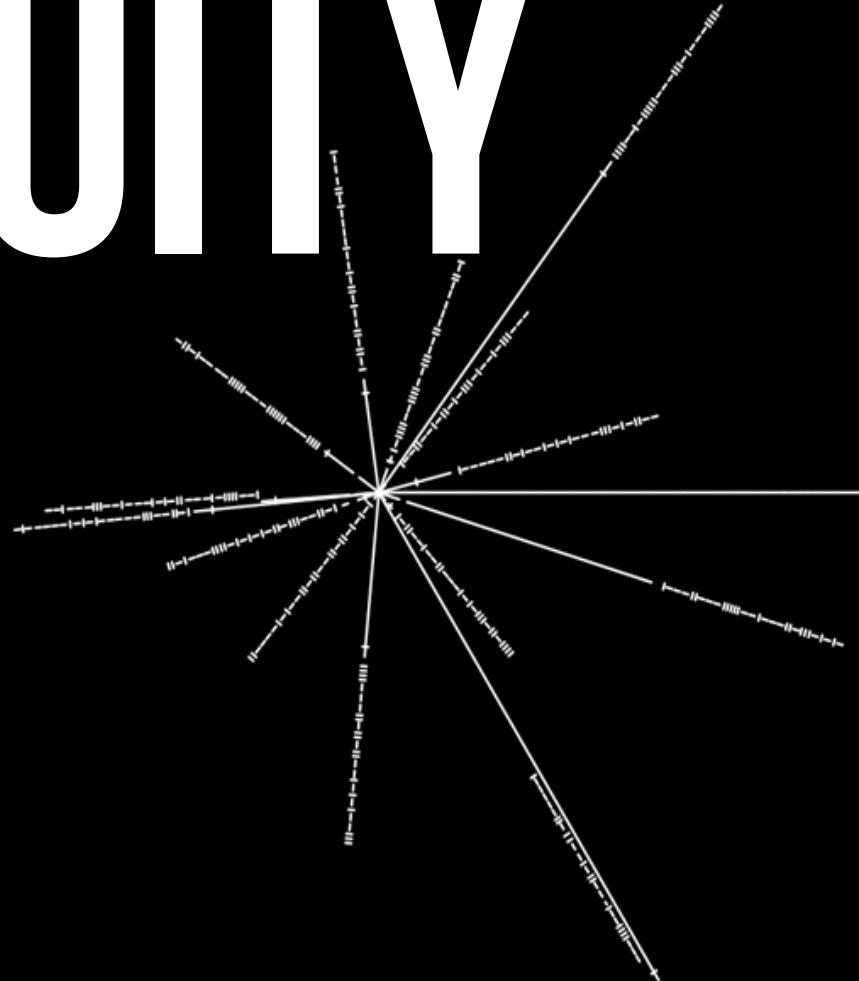
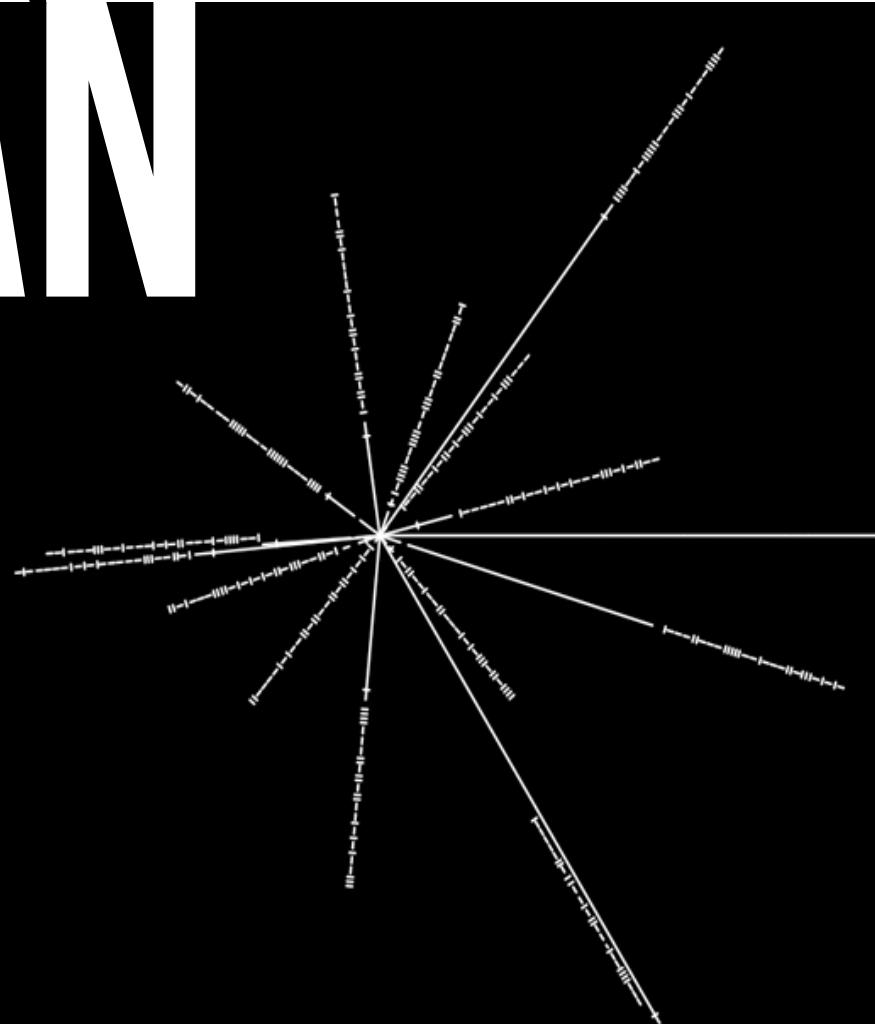


WICKED AMBIGUITY



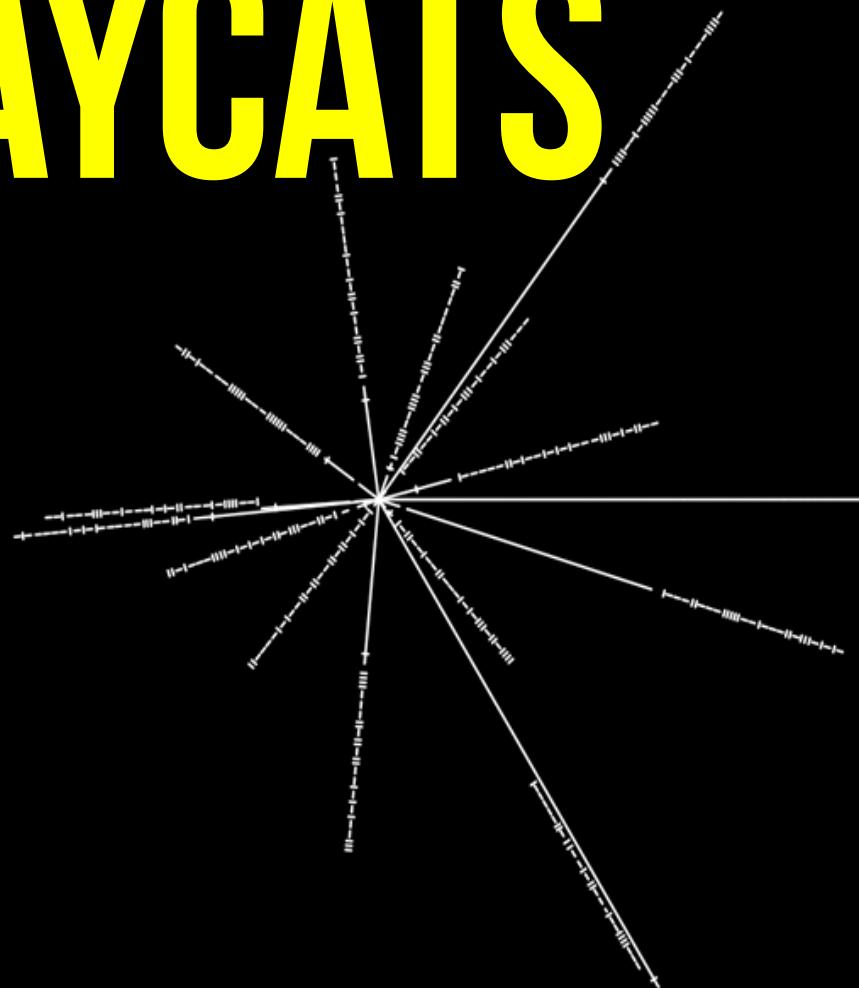
JONATHON COLMAN

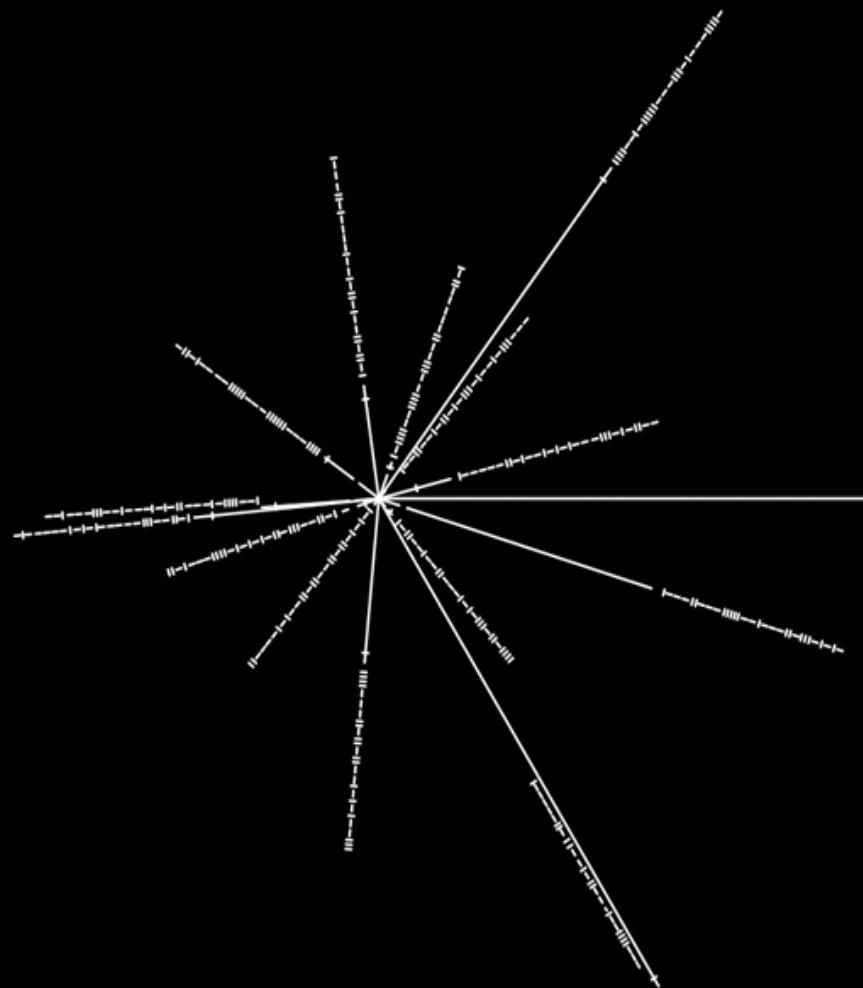
@JCOLMAN

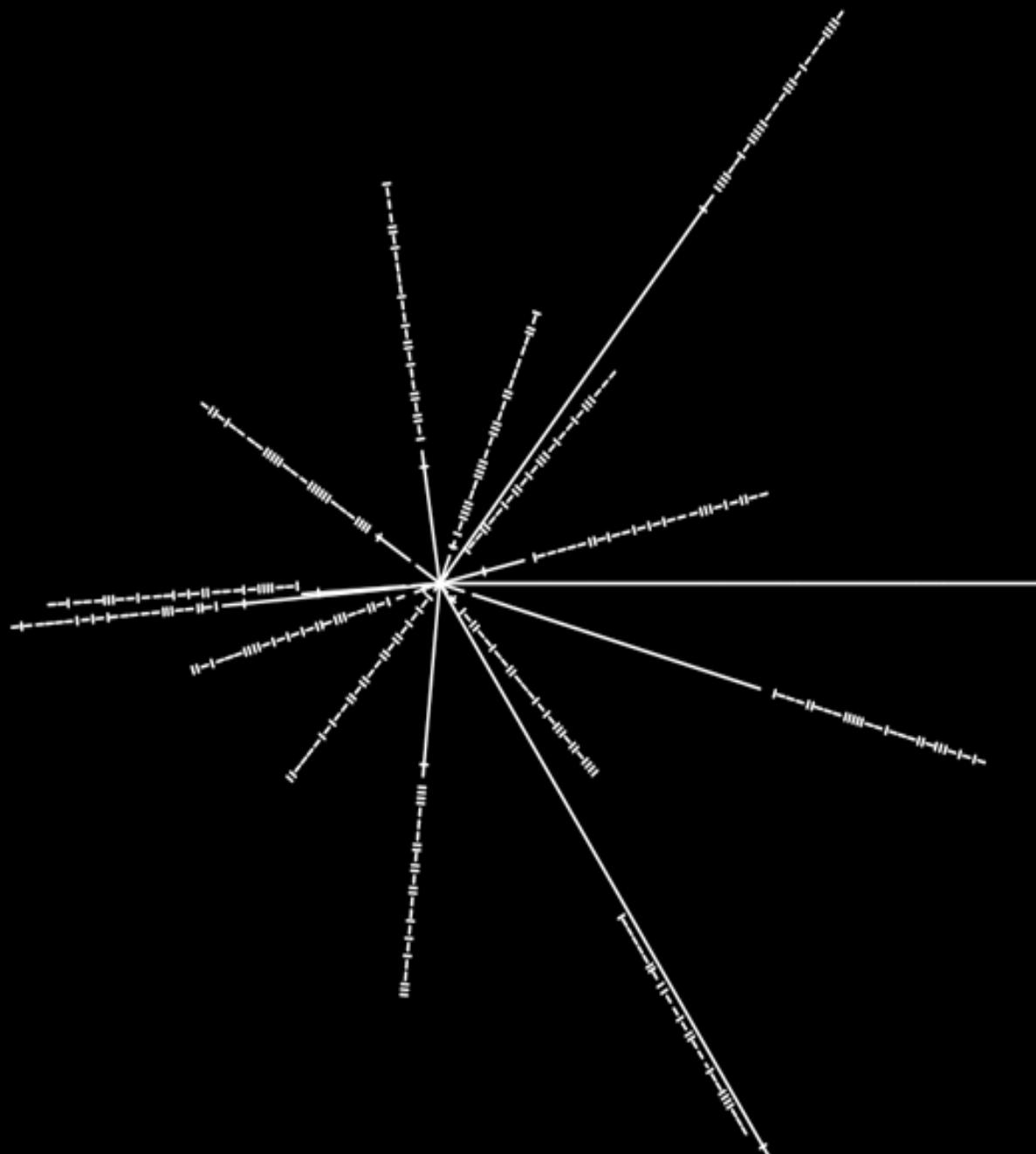


VIDEO + SLIDES + TEXT

BILLY RAY CATS









WHAT'S THE
BIG PROBLEM

IN USER EXPERIENCE?

THEY THINK WE'RE JUST
CREATIVES

OH, BUT I'M REALLY A



OH, BUT I'M REALLY A

Designer



OH, BUT I'M REALLY A

Developer



OH, BUT I'M REALLY A

Researcher



OH, BUT I'M REALLY A

Information Architect



OH, BUT I'M REALLY A

Content Strategist



OH, BUT I'M REALLY A

Creative



CREATIVE
DESIGNER
CONTENT STRATEGIST
INFORMATION ARCHITECT
RESEARCHER
DEVELOPER

OUR DIFFERENCES

DON'T MATTER

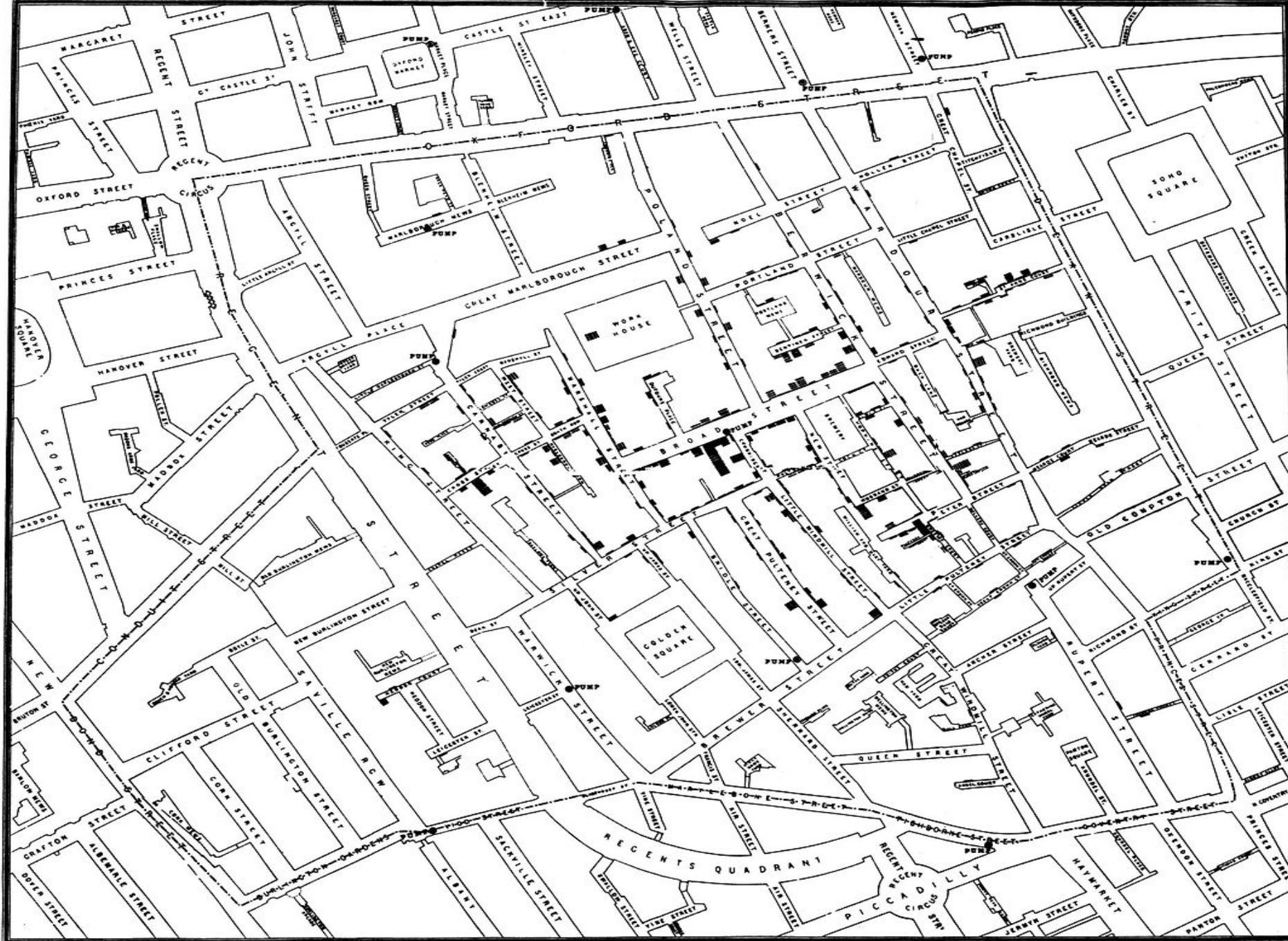
WE'RE UNITED AGAINST
AMBIGUITY

WICKED PROBLEMS

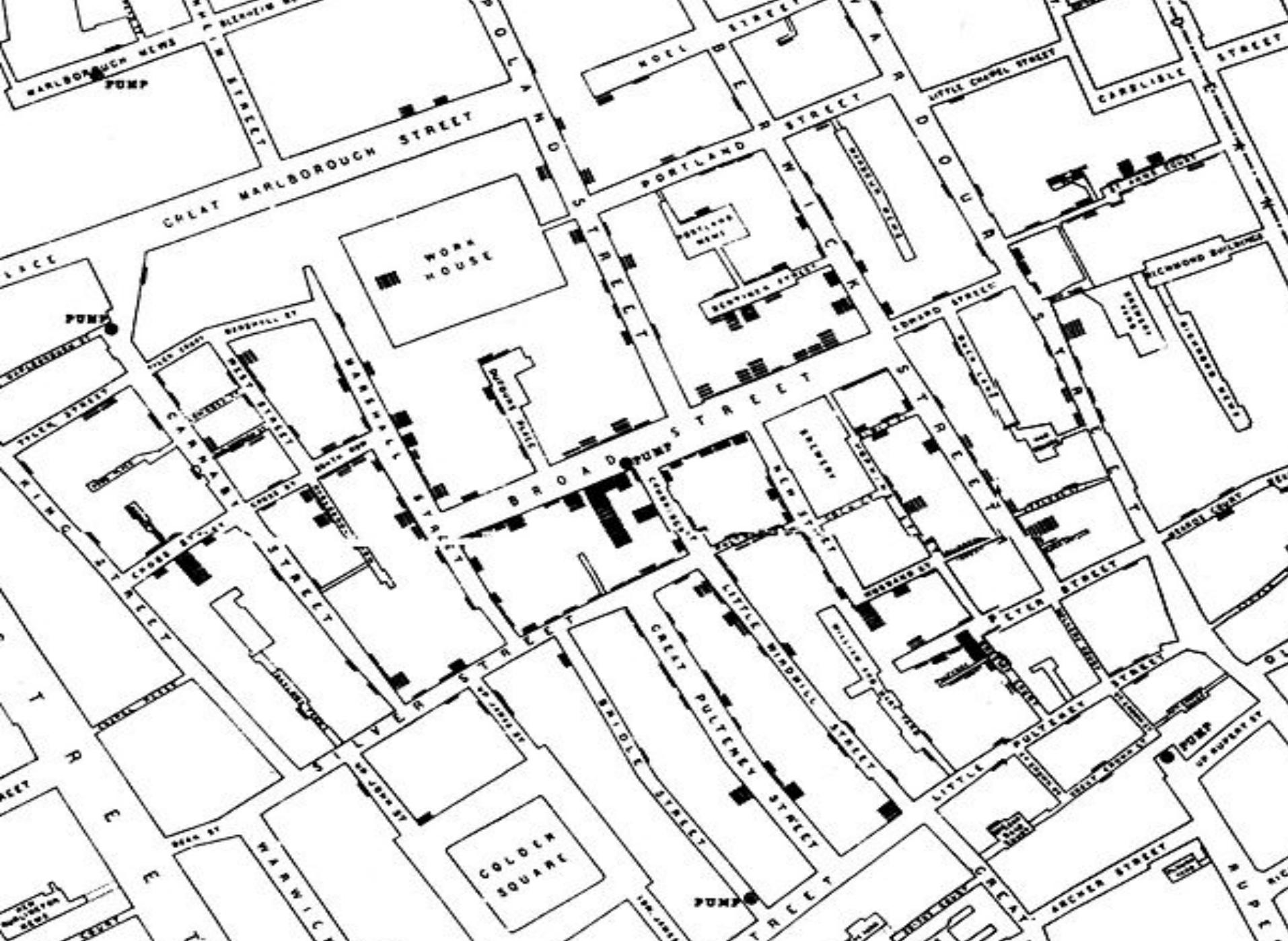
18:13:15

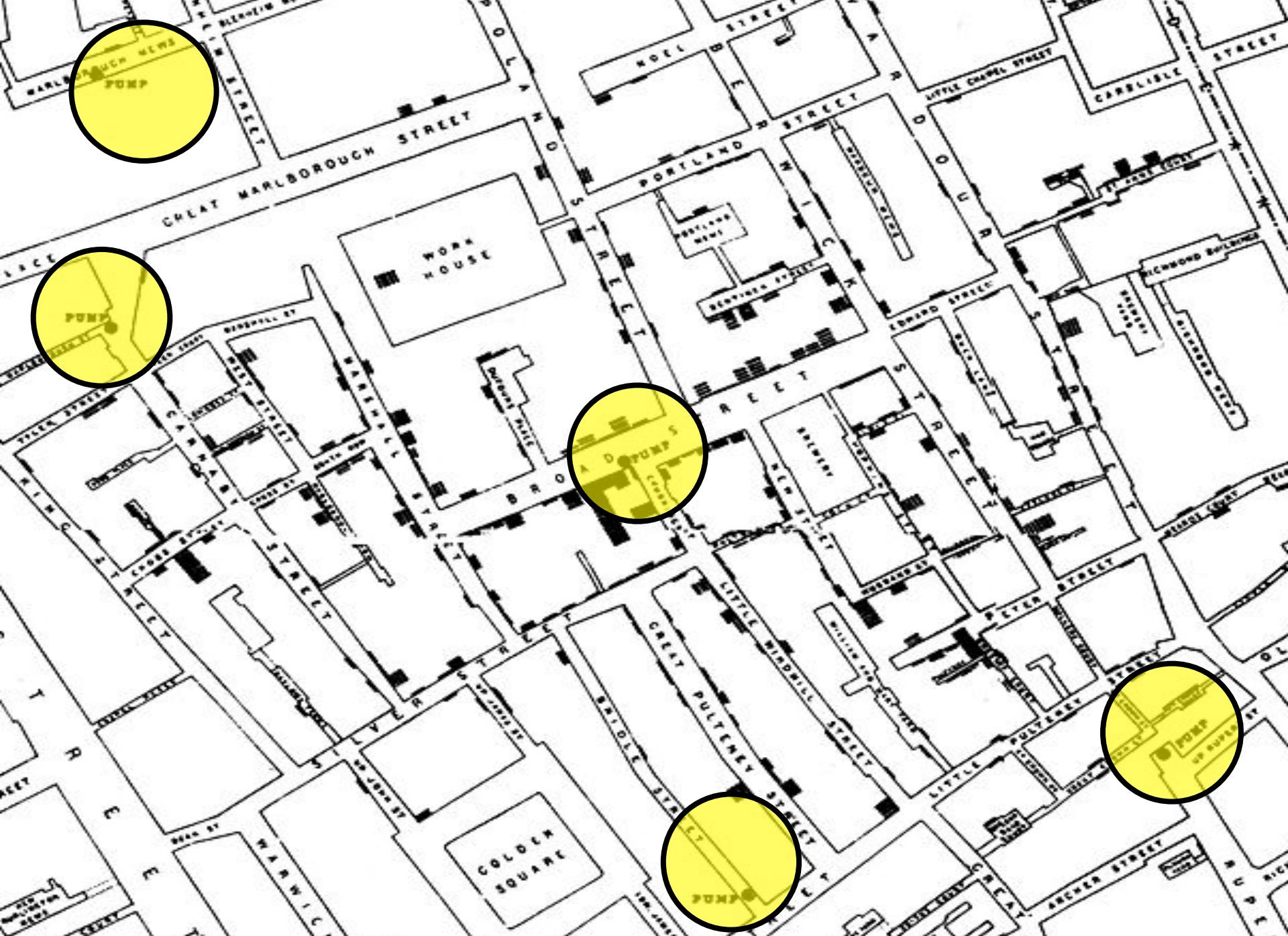


HORST RITTEL & MELVIN WEBBER

C. F. Cheffins, Ltd. Southampton 24th London.

SCALE 80 INCHES TO A MILE.







**NAW, THAT'S A
TAME PROBLEM**







**OMG WHADDA
WICKED PISSAH**

Gentrification... Just say NO





By West Midlands Police from West Midlands, United Kingdom [CC BY-SA 2.0 (<http://creativecommons.org/licenses/by-sa/2.0>)], via Wikimedia Commons





John Warwick Brooke [Public domain], via Wikimedia Commons - http://commons.wikimedia.org/wiki/File:British_artillery_in_action,_World_War_I.jpeg



By Elizabeth Arrott / VOA [Public domain], via Wikimedia Commons - <http://commons.wikimedia.org/wiki/File:VOA-Crimea-Simferopol-airport.jpg>



Tim J. Keegan (suburbanbloke) [CC-BY-SA-2.0 (<http://creativecommons.org/licenses/by-sa/2.0/>)], via Flickr - <https://www.flickr.com/photos/49333819@N00/381634787>

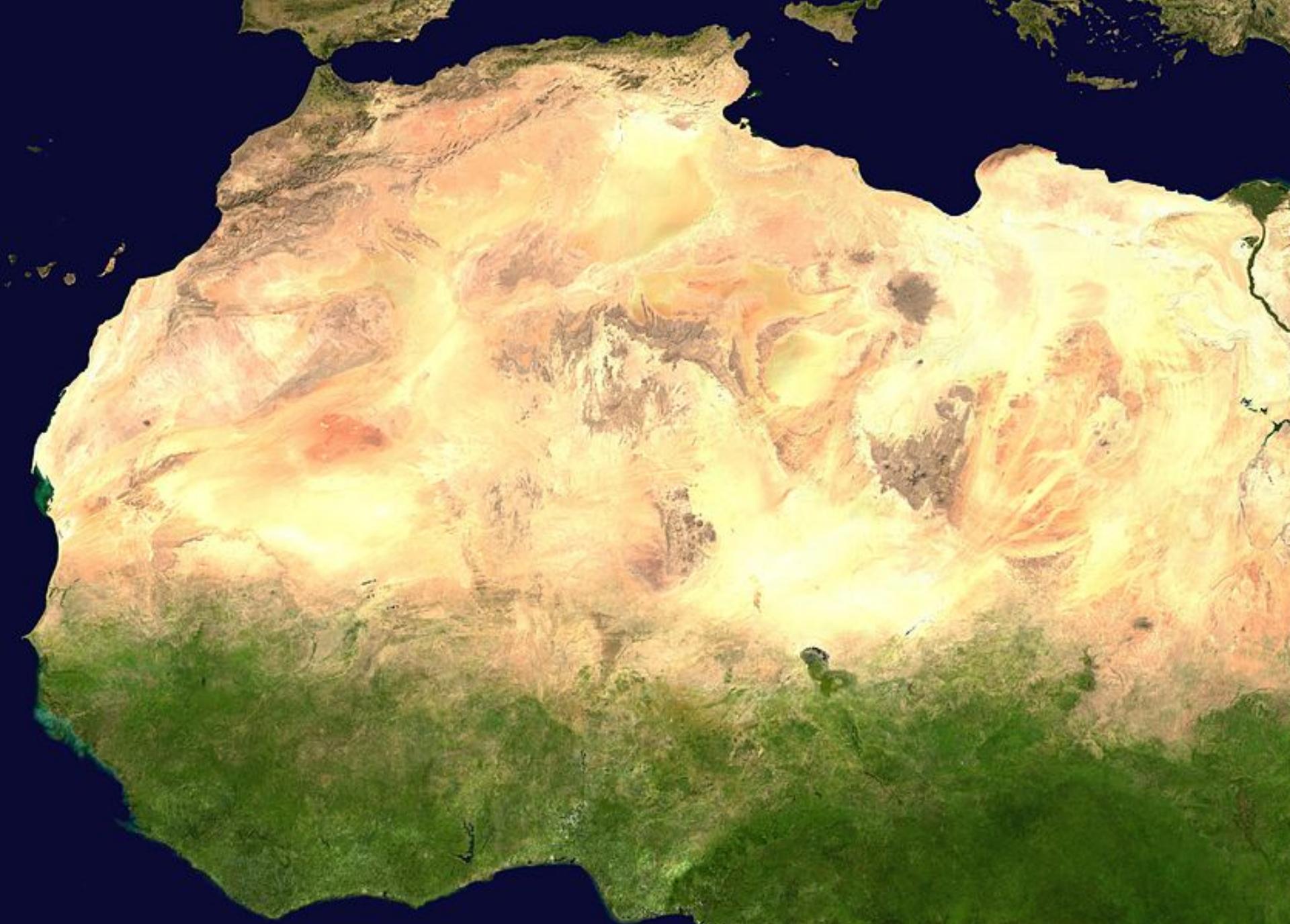


WICKED PROBLEMS IN

UX

DESIGNING FOR
ALIEN BEINGS





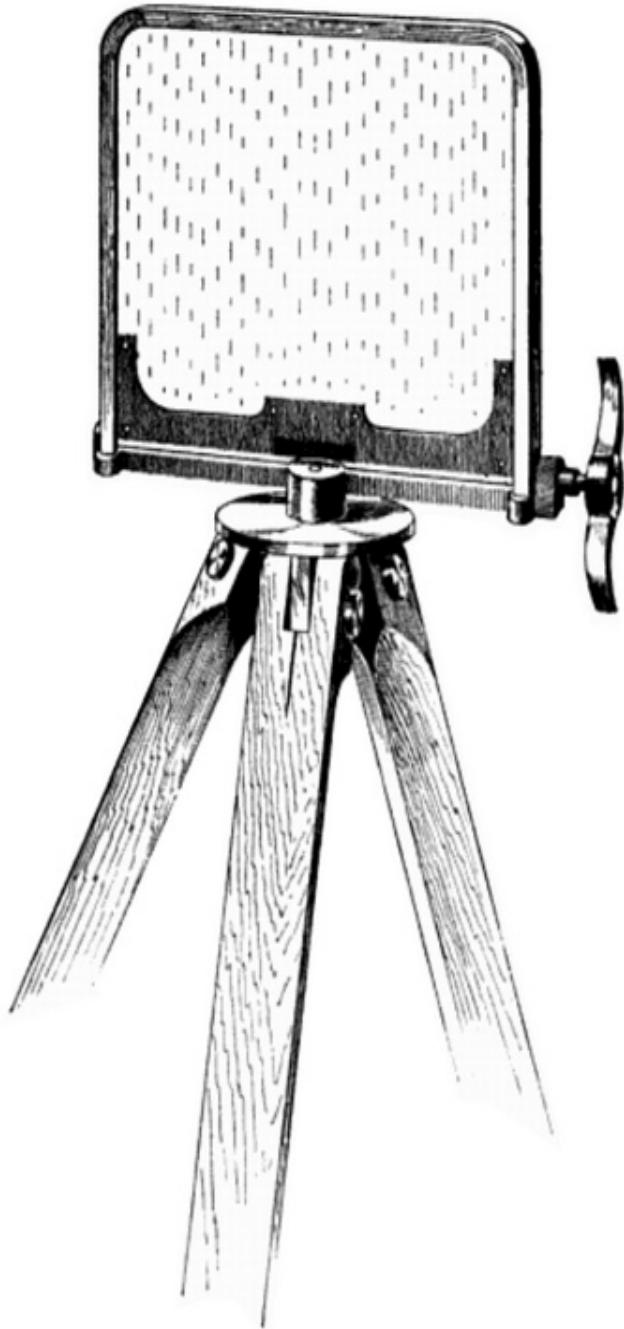
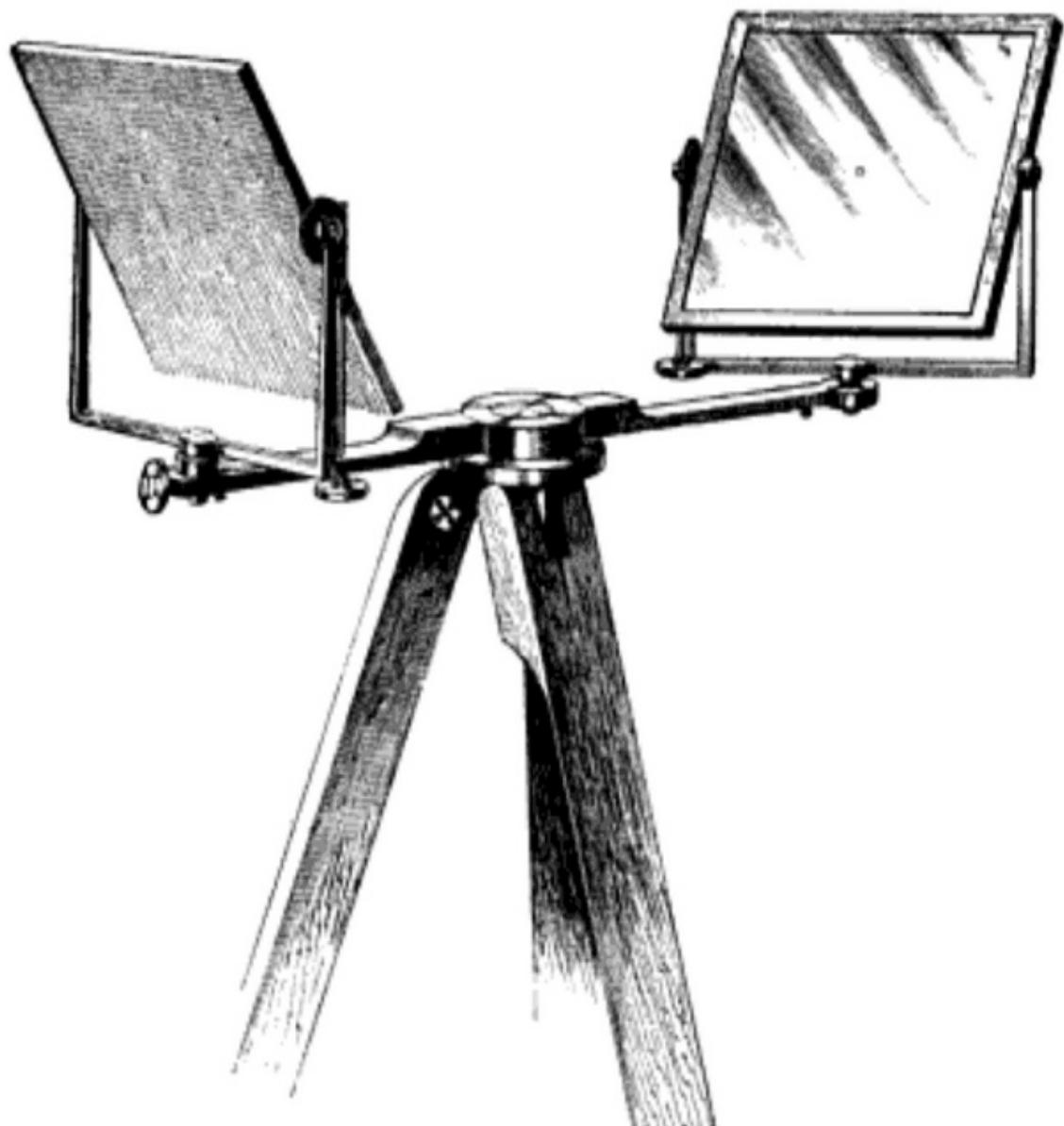


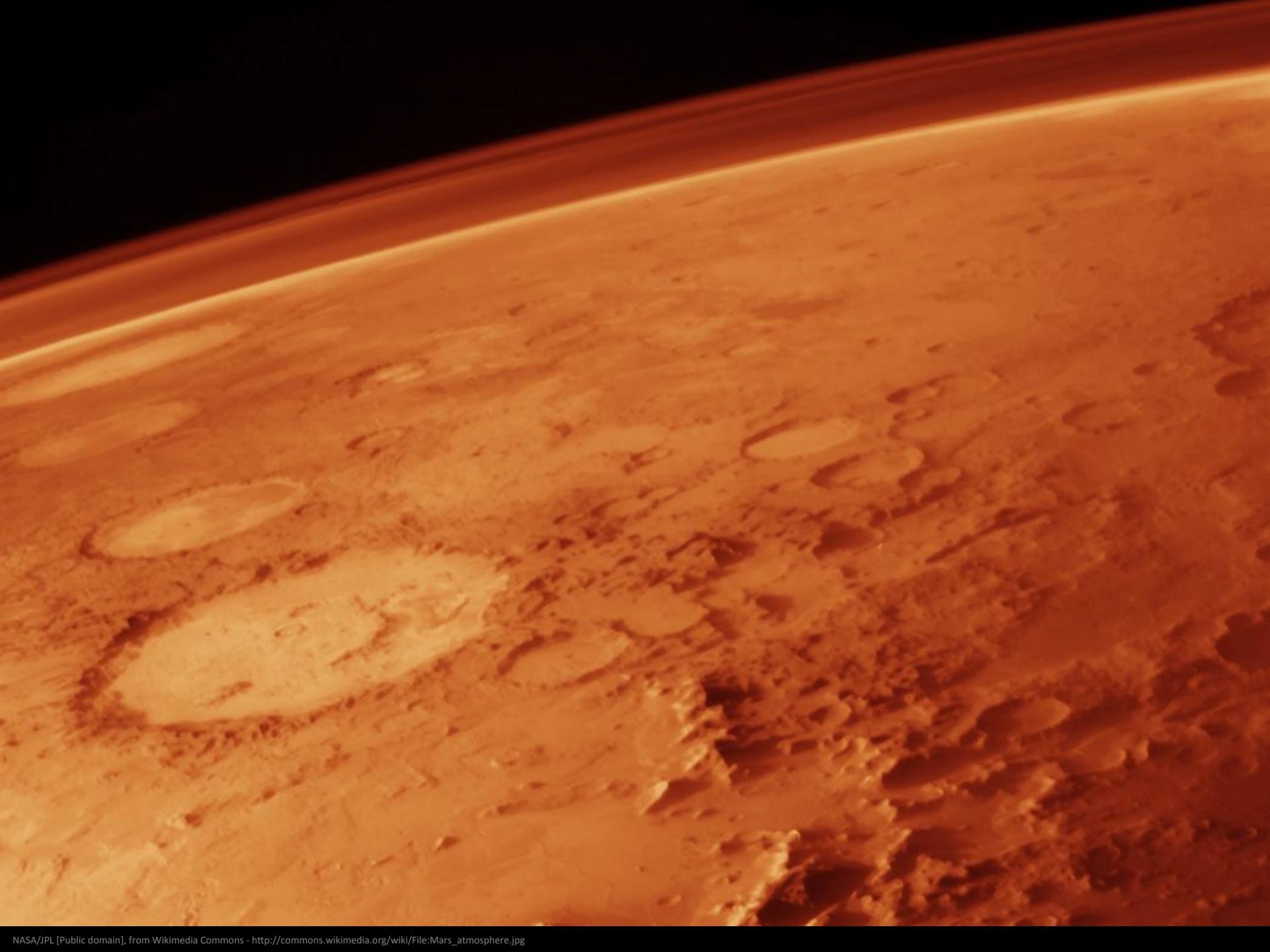
HELLO


$$2 + 2 = 4$$



EAT AT JOE'S







EAT AT JOE'S

THE DRAKE EQUATION

$$N = R_* \cdot f_p \cdot n_e \cdot f_l \cdot f_i \cdot f_c \cdot L$$

THE DRAKE EQUATION

$$N = R_* \cdot f_p \cdot n_e \cdot f_l \cdot f_i \cdot f_c \cdot L$$

LOWER BOUND:
8 x 10⁻²⁰

THE DRAKE EQUATION

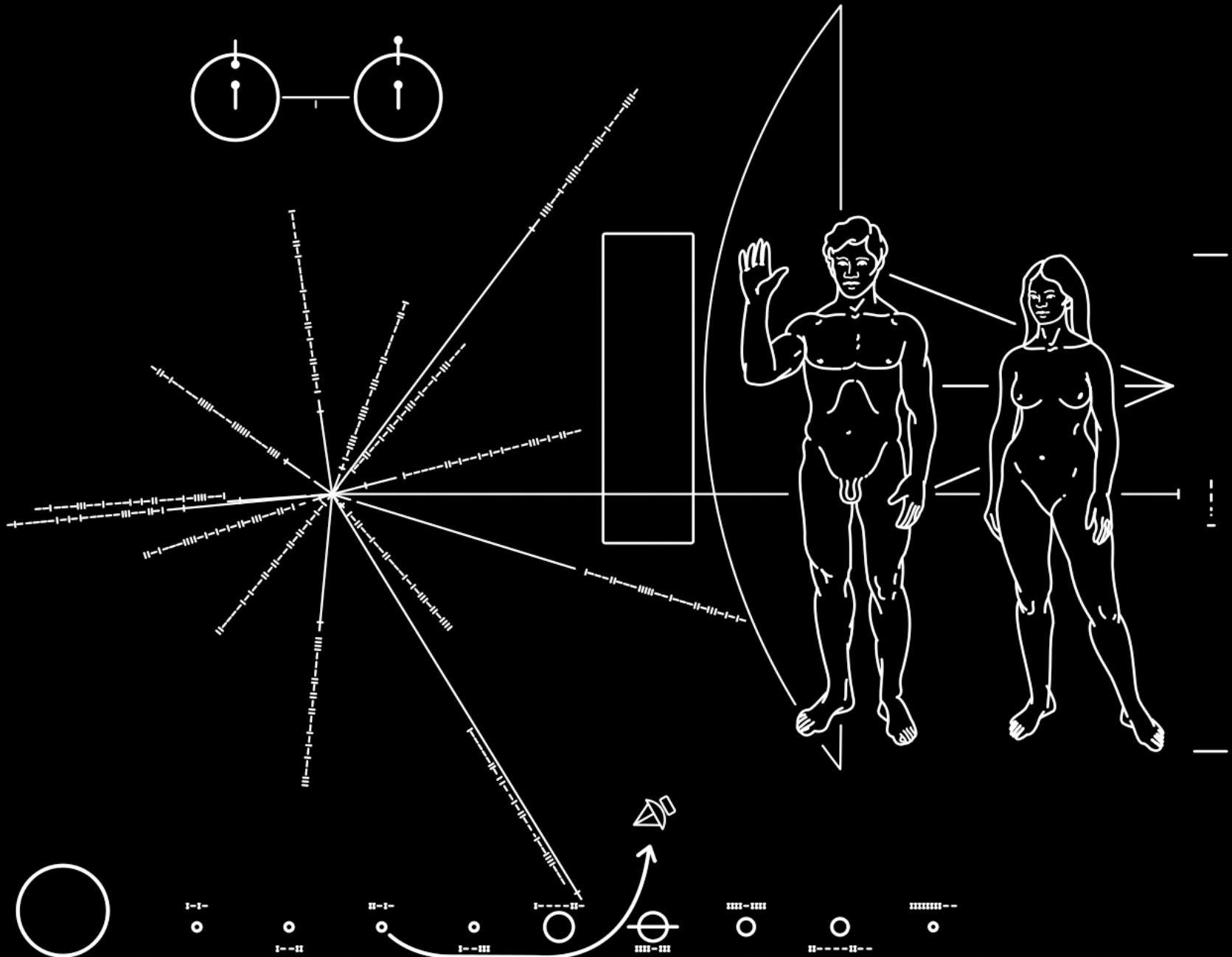
$$N = R_* \cdot f_p \cdot n_e \cdot f_l \cdot f_i \cdot f_c \cdot L$$

LOWER BOUND:

8×10^{-20}

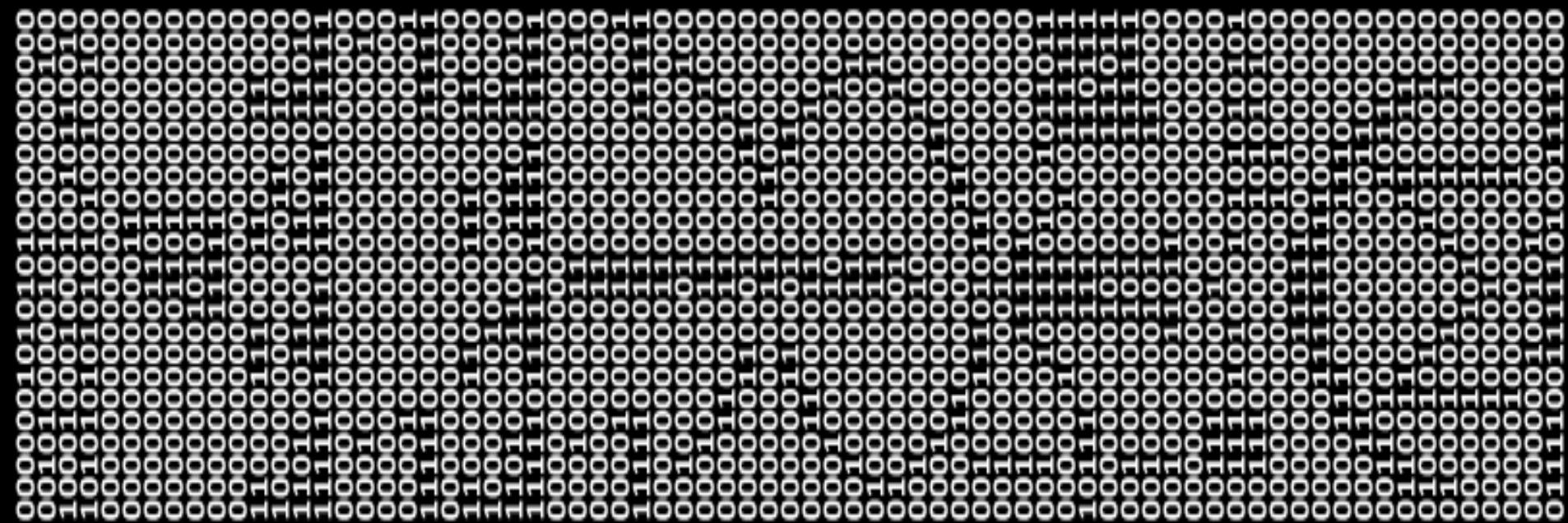
UPPER BOUND:

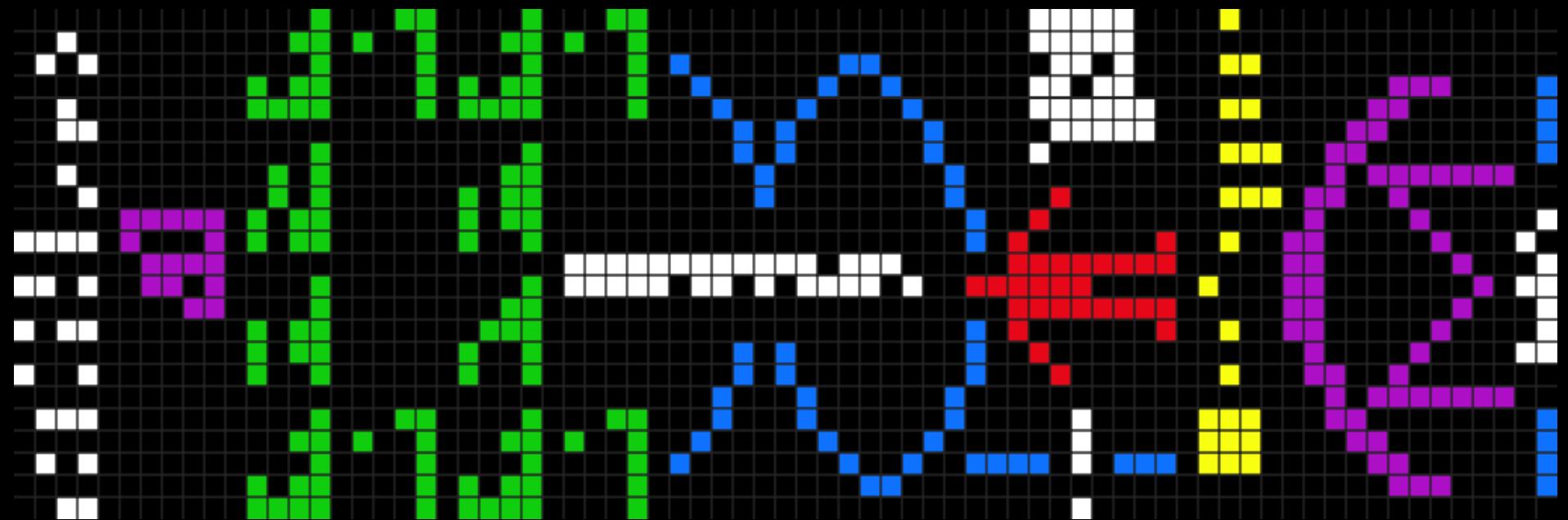
36.4 M

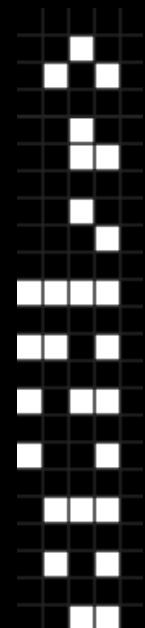




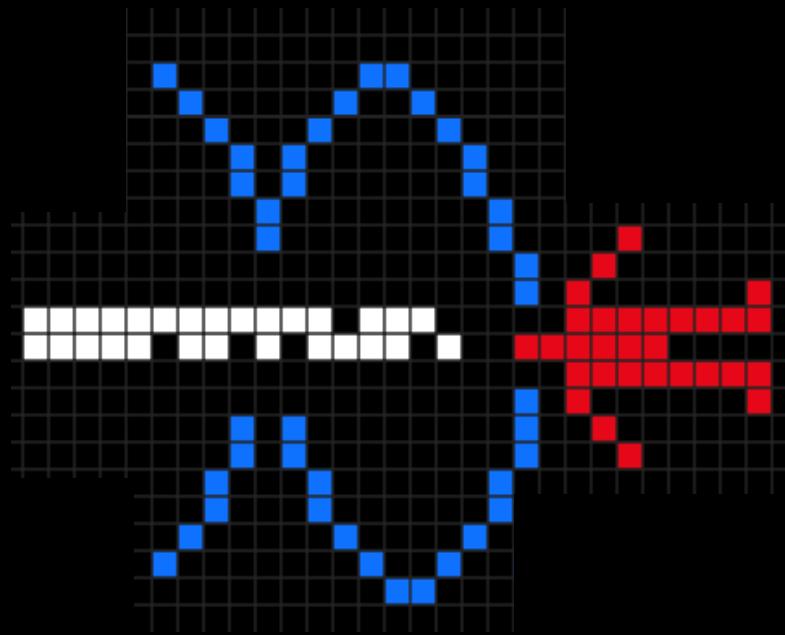
CARL SAGAN

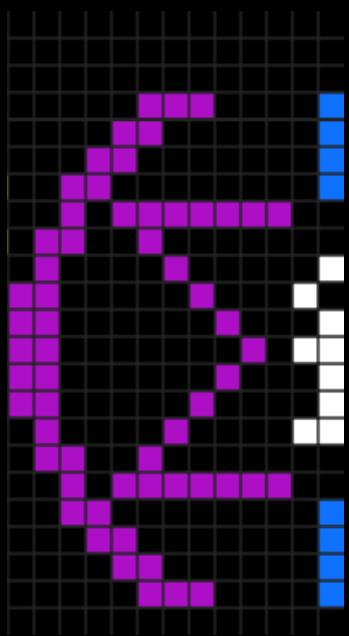


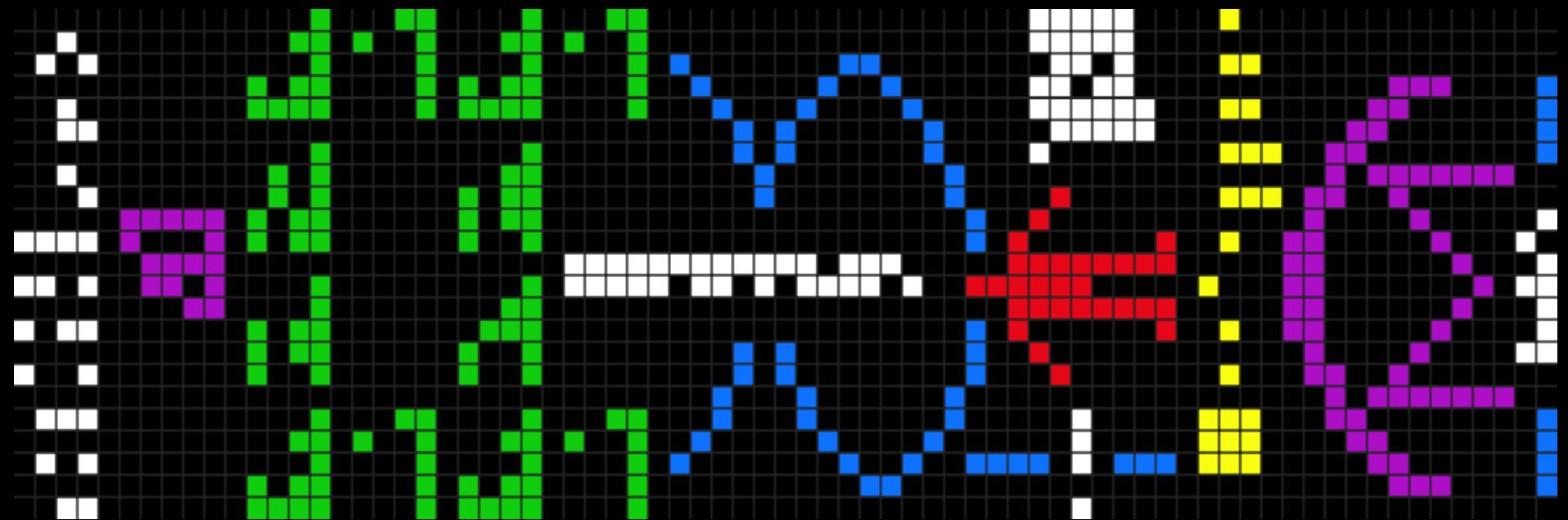




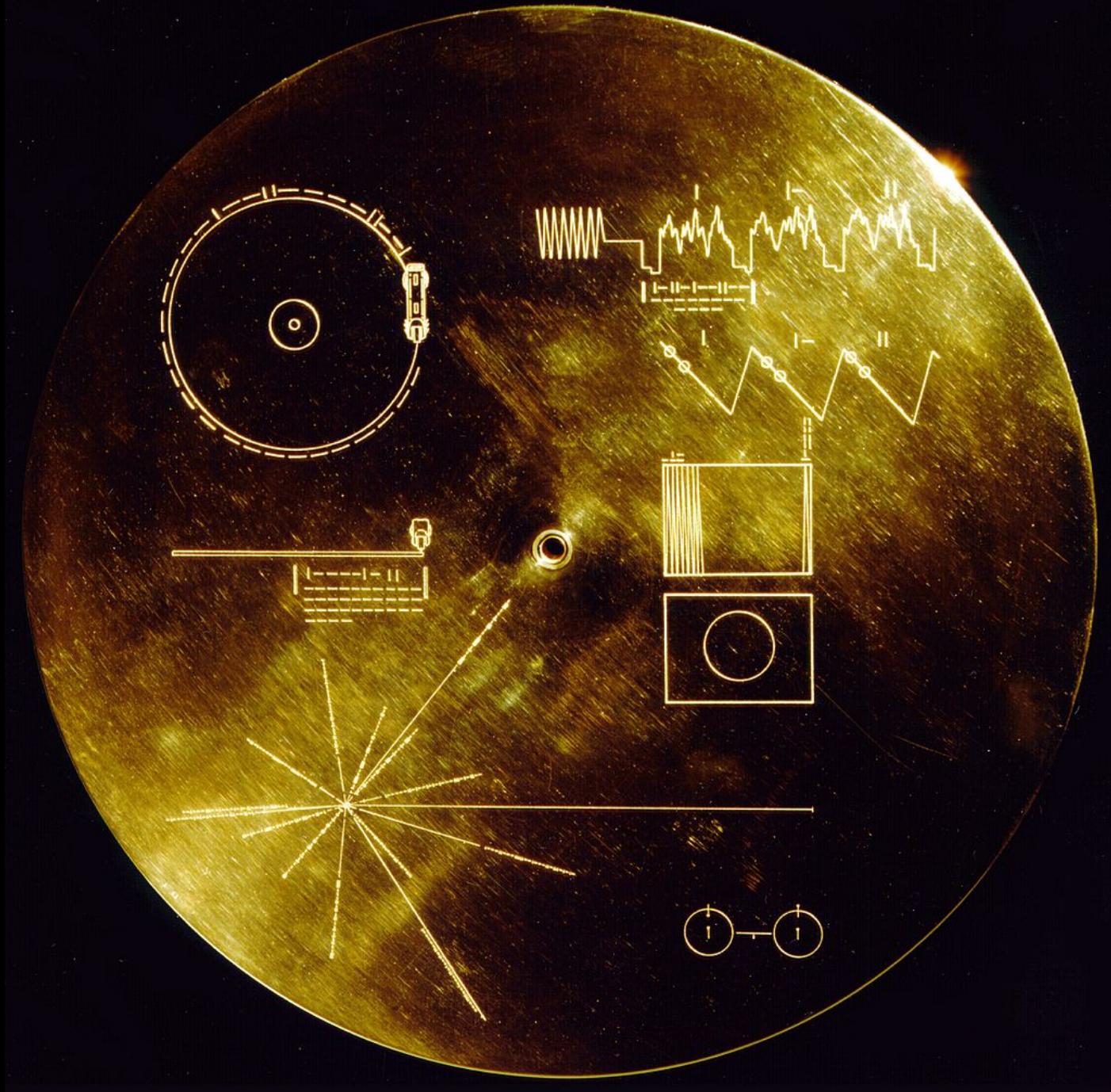


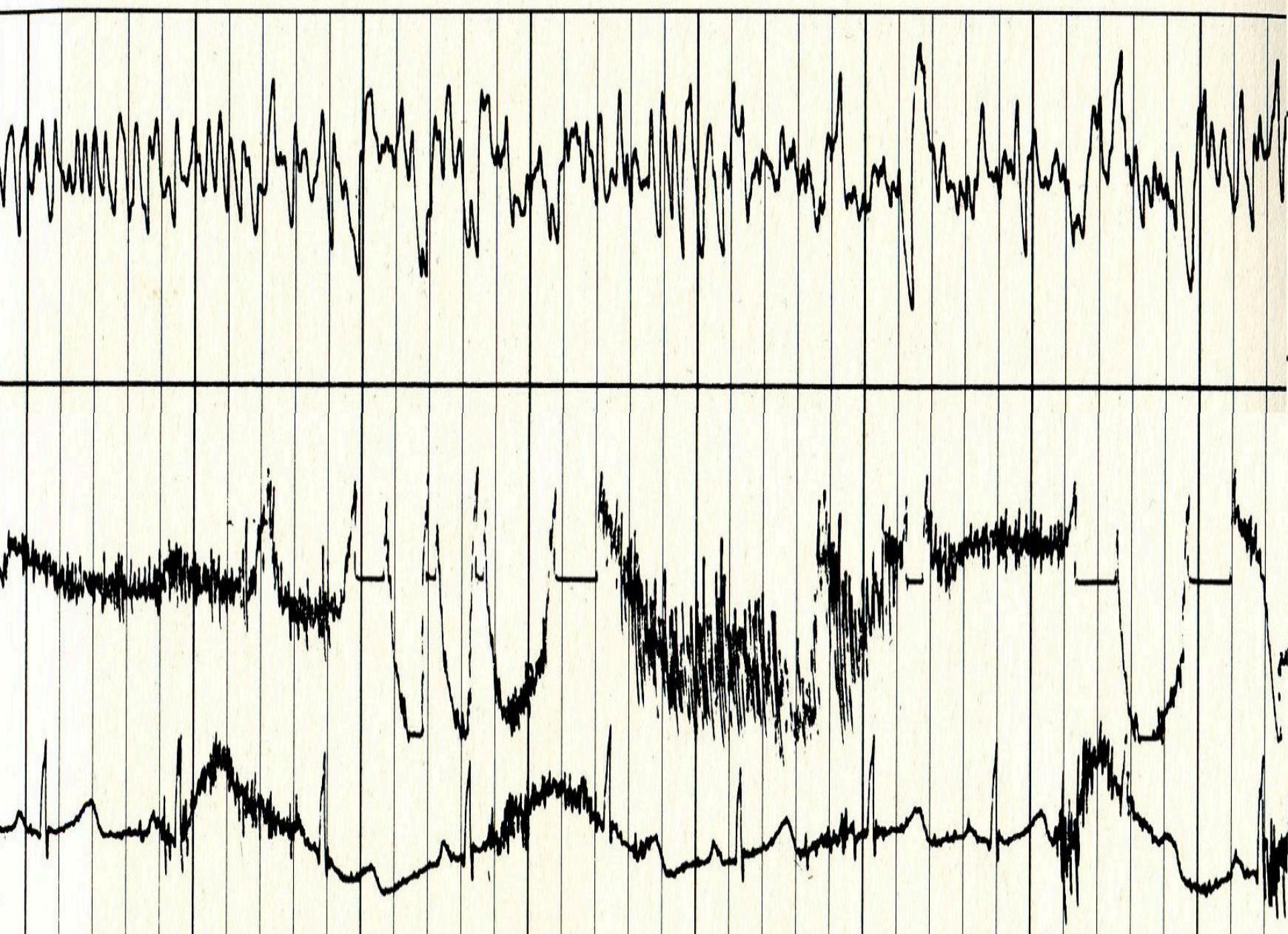


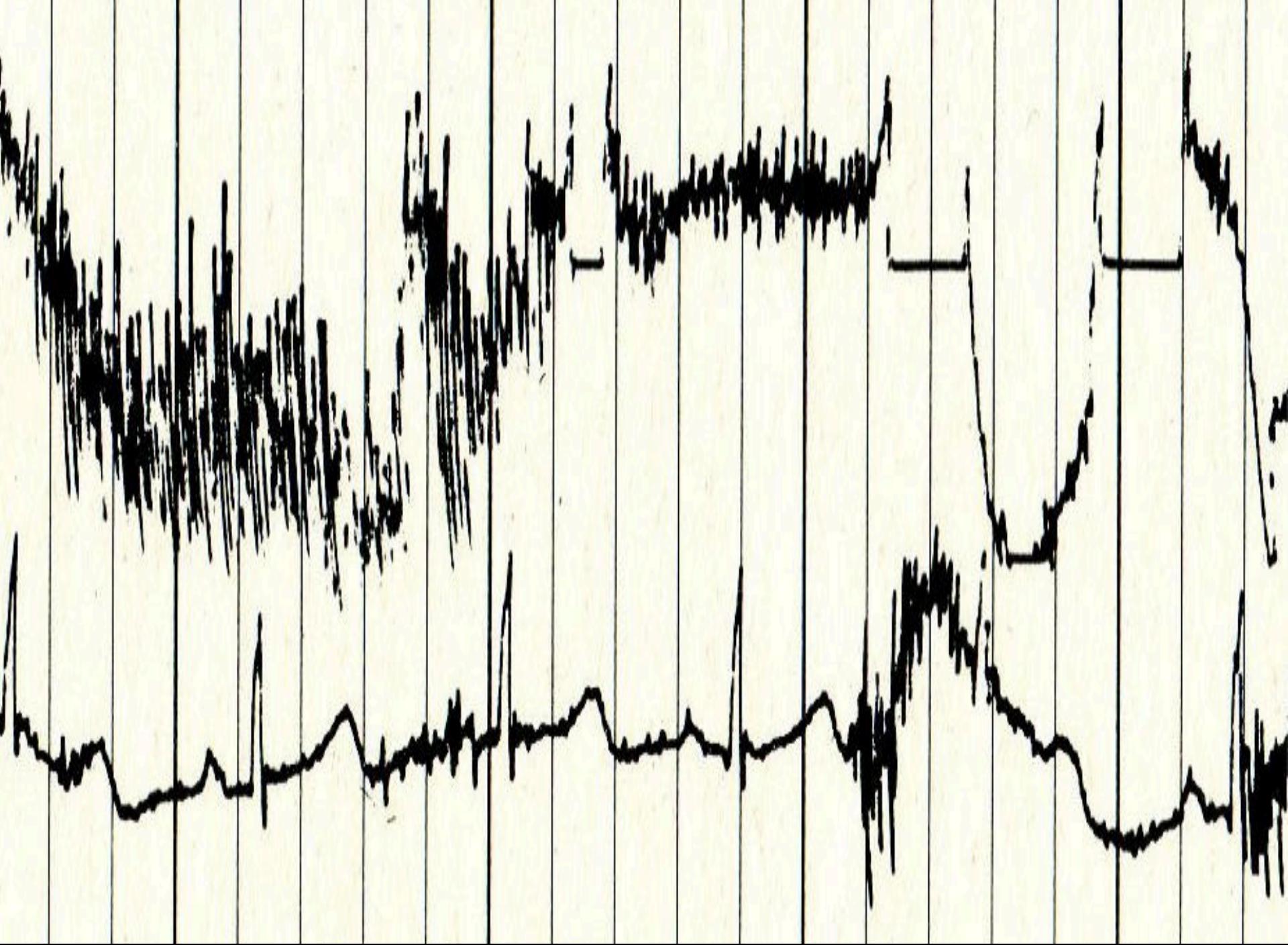


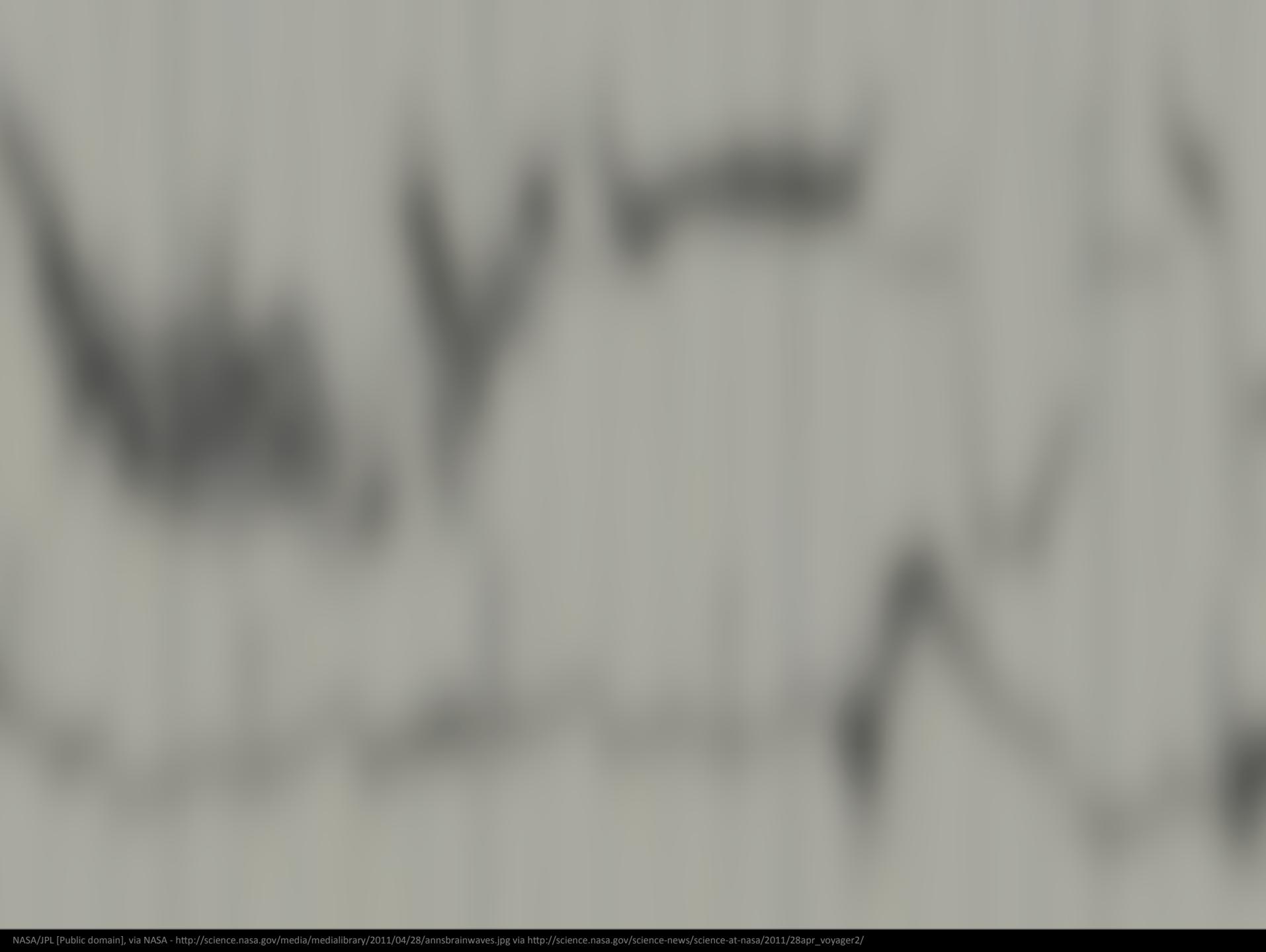












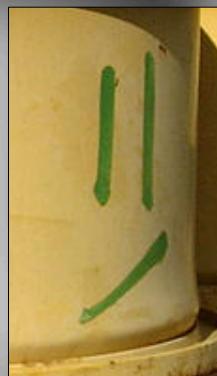
WICKED PROBLEMS IN

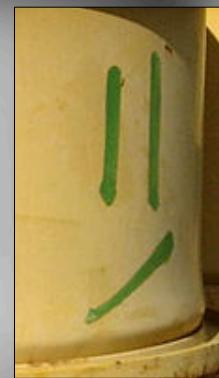
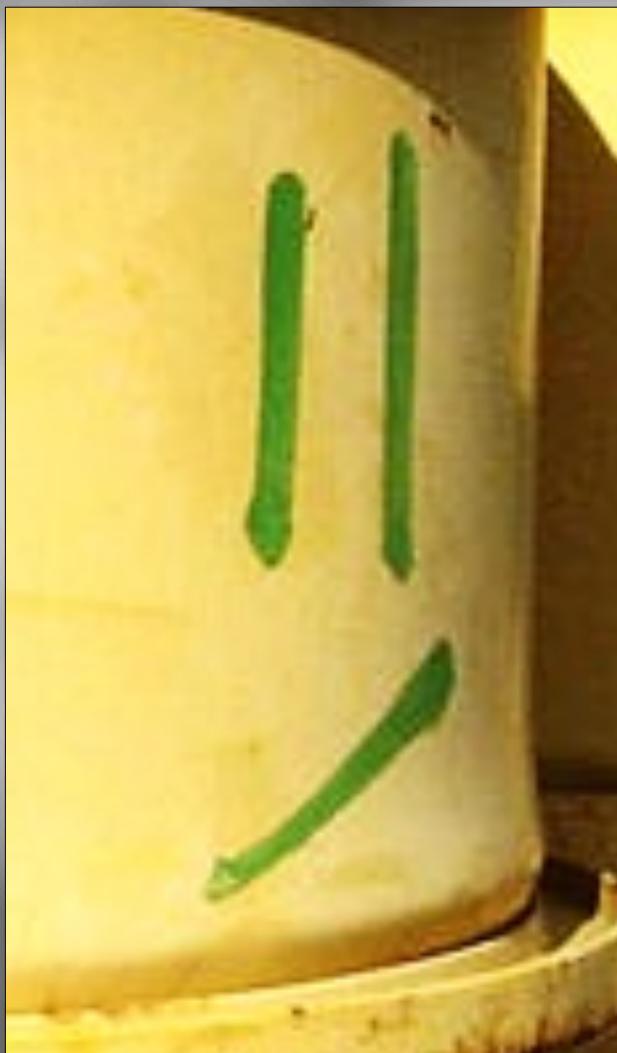
UX

DESIGNING A WARNING FOR
NUCLEAR WASTE



János Korom Dr. from Wien, Austria (Bécs 219) Uploaded by darkweasel94 [CC-BY-SA-2.0 (<http://creativecommons.org/licenses/by-sa/2.0>)], via Wikimedia Commons - [http://commons.wikimedia.org/wiki/File:B%C3%A9cs_219_\(8135332496\).jpg](http://commons.wikimedia.org/wiki/File:B%C3%A9cs_219_(8135332496).jpg)







User:Fastfission [Public domain] via Wikimedia Commons - http://commons.wikimedia.org/wiki/File:Yucca_Mountain_crest_south.jpg

²³⁹Pu

HALF-LIFE:
**24,100
YEARS**



239 Pu

**HALF-LIFE:
24,100
YEARS**

235 U

²³⁹Pu

**HALF-LIFE:
24,100
YEARS**

²³⁵U

**HALF-LIFE:
703,800,000
YEARS**



GOAL

**STOP PEOPLE FROM
ACCESSING NUCLEAR WASTE**

STRATEGY

**CREATE A MESSAGE THAT
LASTS FOR 10,000+ YEARS**

OBJECTIVE 1

MUST COMMUNICATE
“THIS IS A MESSAGE”

OBJECTIVE 2

**MUST COMMUNICATE
“THIS AREA IS DANGEROUS”**

OBJECTIVE 3

MUST COMMUNICATE

WHY









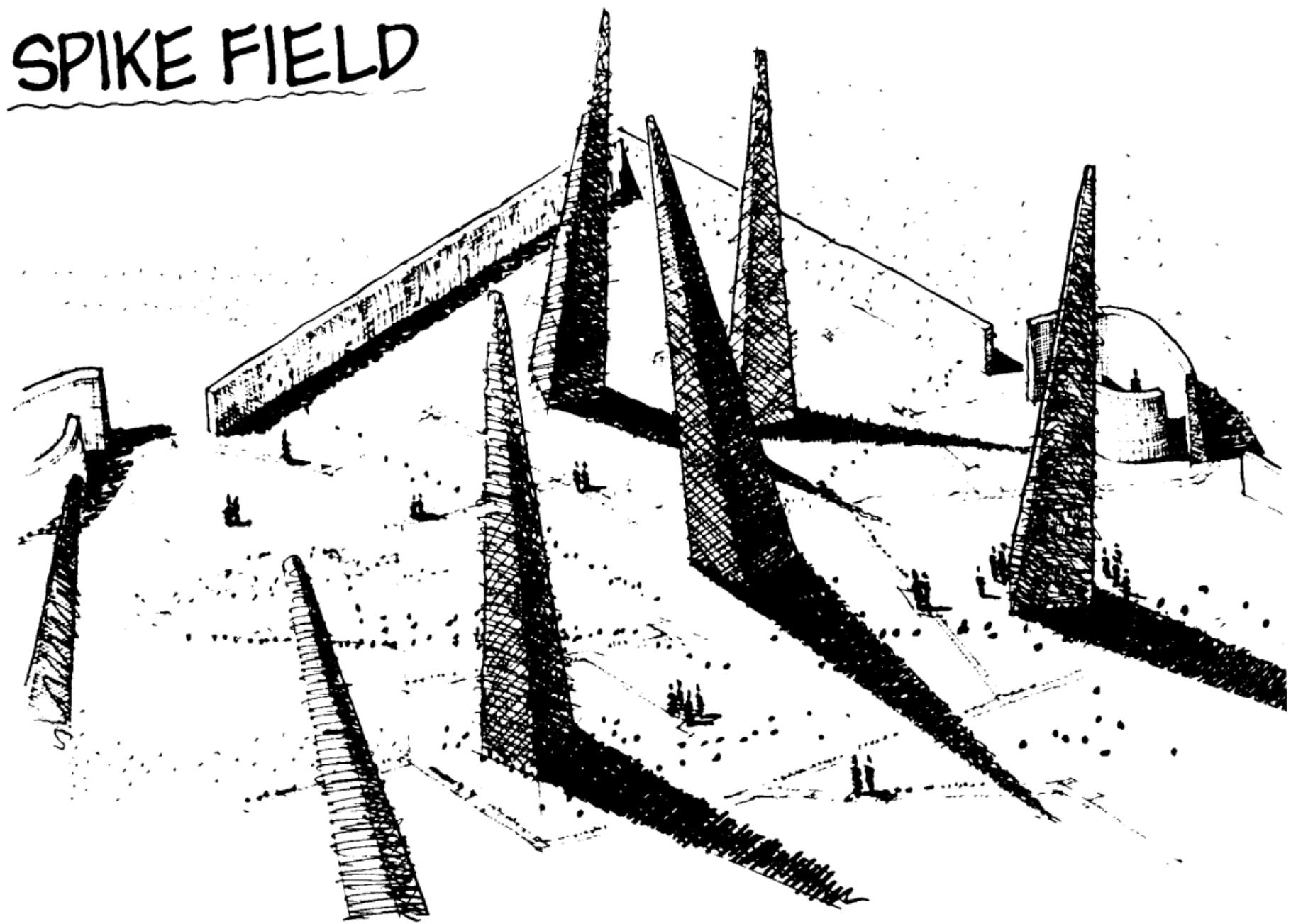




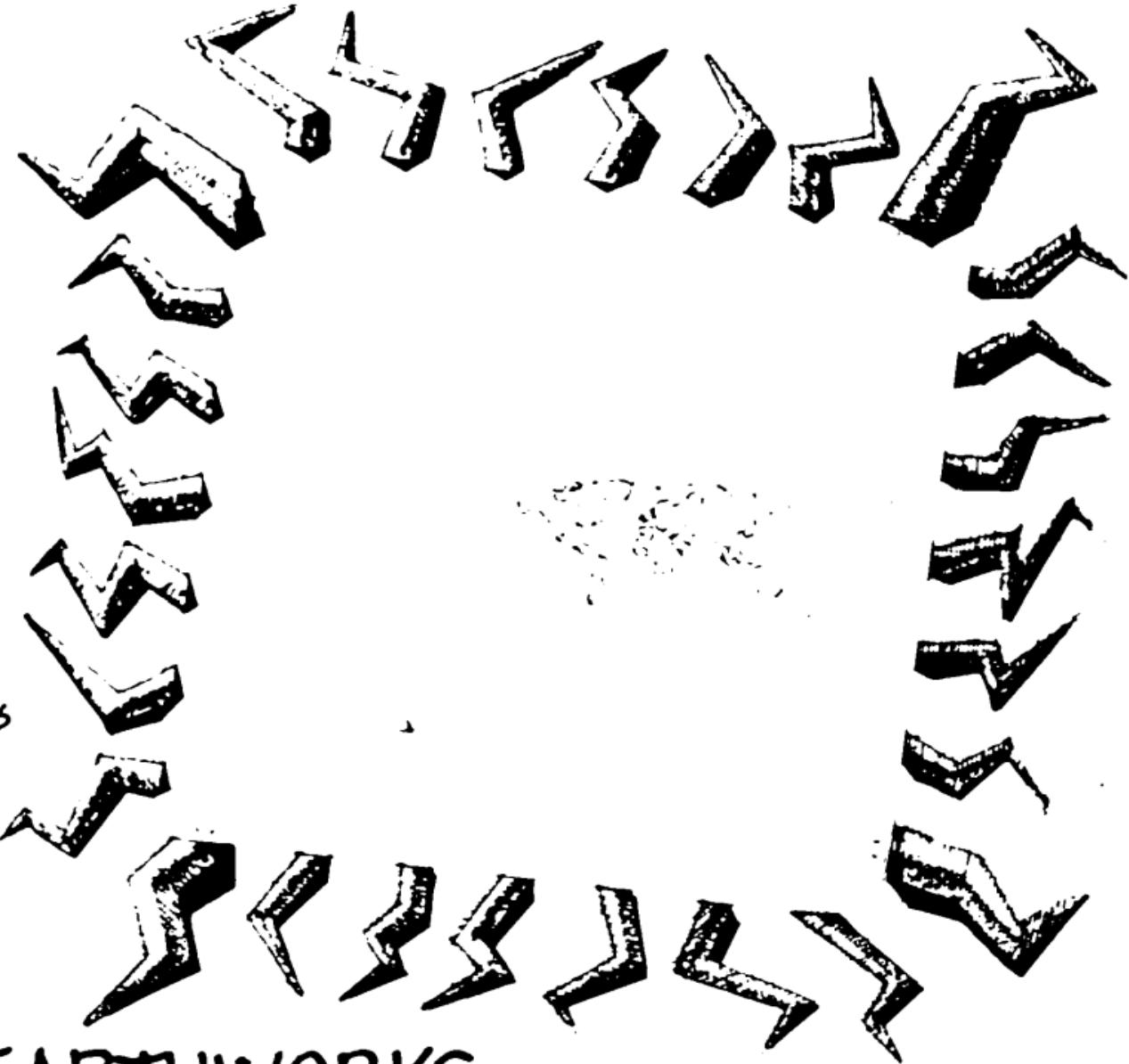




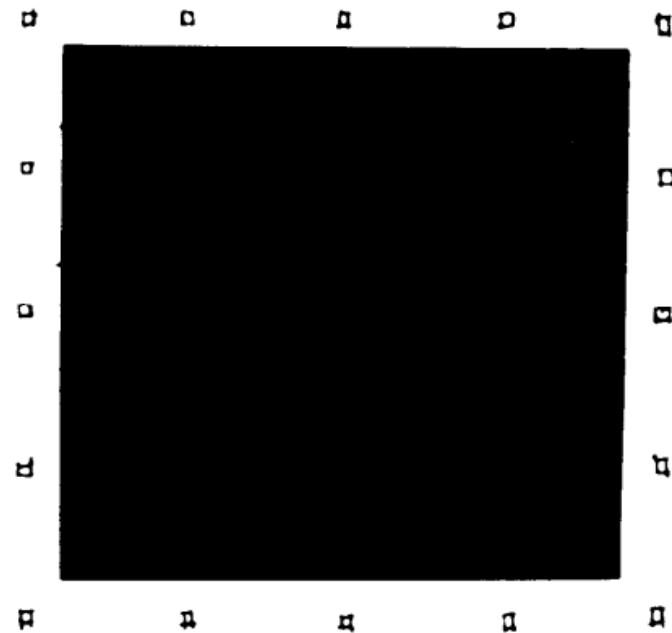
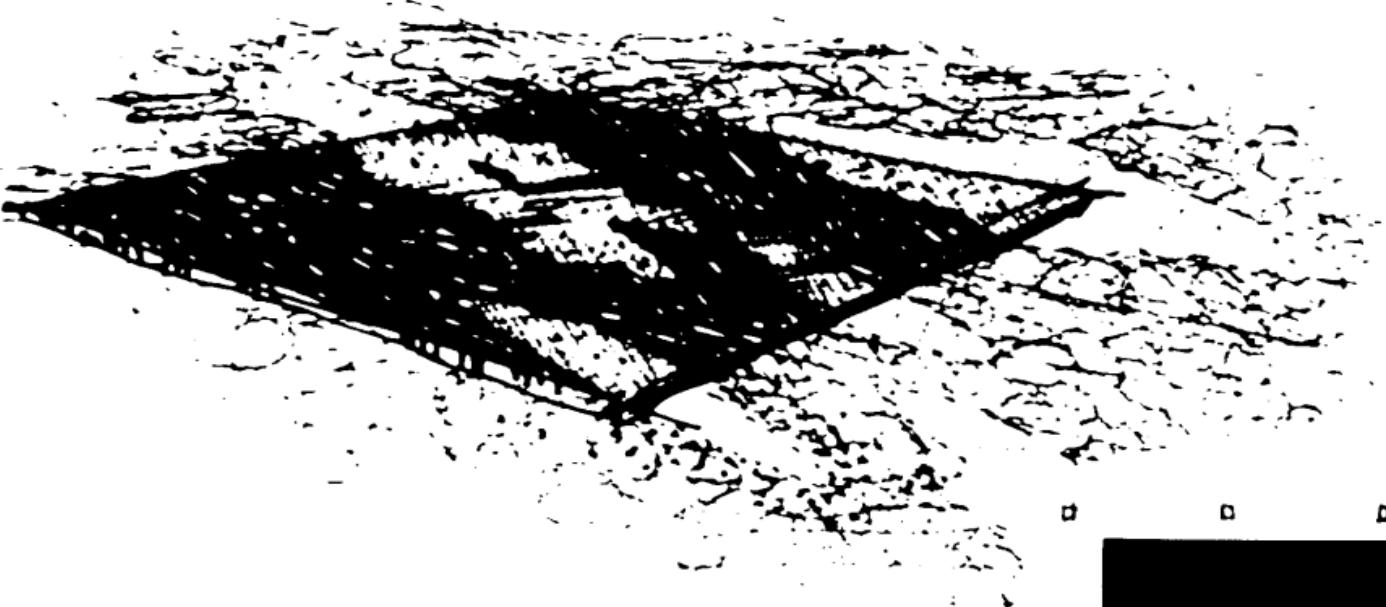
SPIKE FIELD



- world map of other burial sites
- hot cell left to decay
- vantage points for panoramic view at tops of 4 major berms



MENACING EARTHWORKS



BLACK HOLE

- black dyed concrete or granite
- incredibly hot from sun absorption
- black-hole, "nowhere", ominous
- uninhabitable, can't plant or build
- crazy quilt pattern of expansion joints,
like parched, cracked earth

FORBIDDING BLOCKS

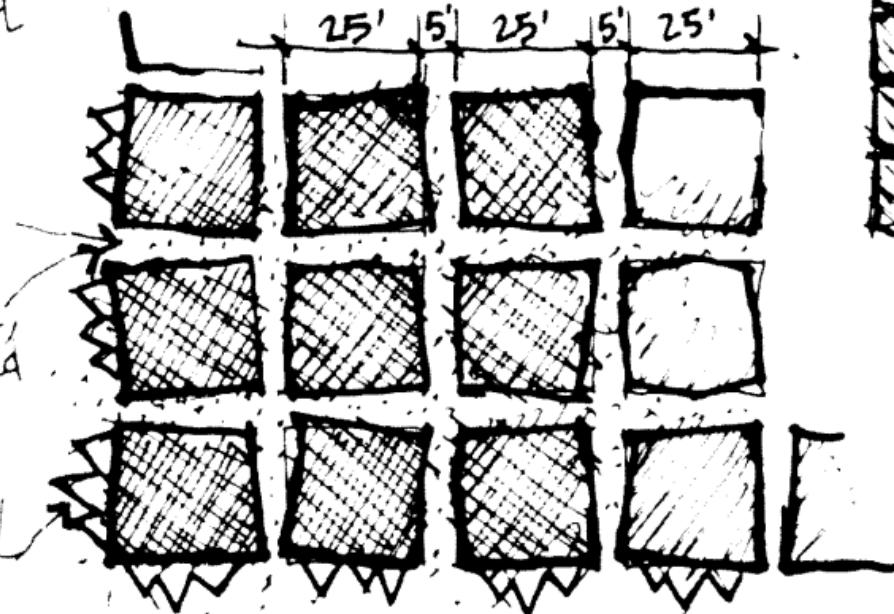
exploded landscape, but geometrized... an irregular regularity... ordered but not respected

massive effort
to deny use

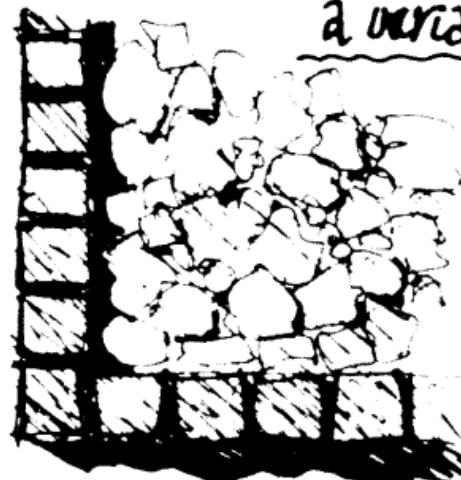
too narrow to
live in, farm in

very hot inside,
from black dyed
concrete

spiked outside

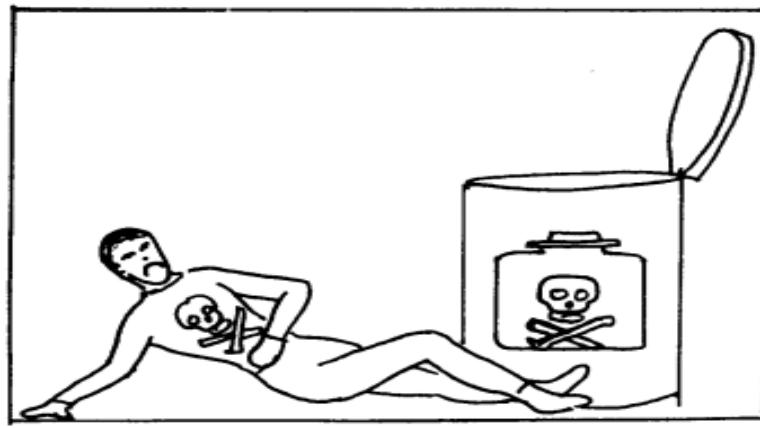
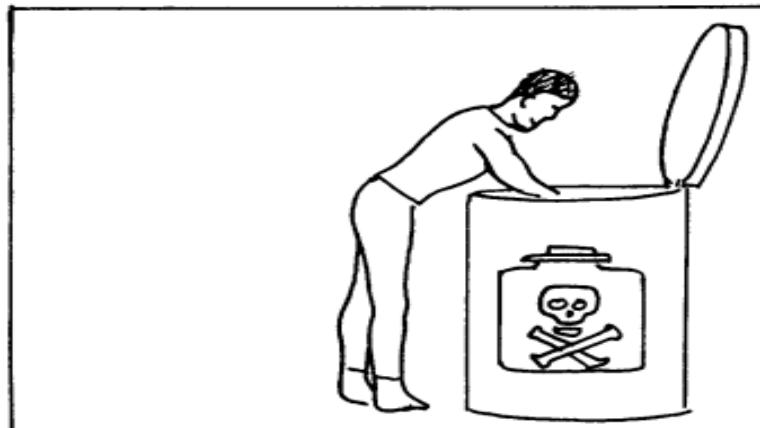


a variation..



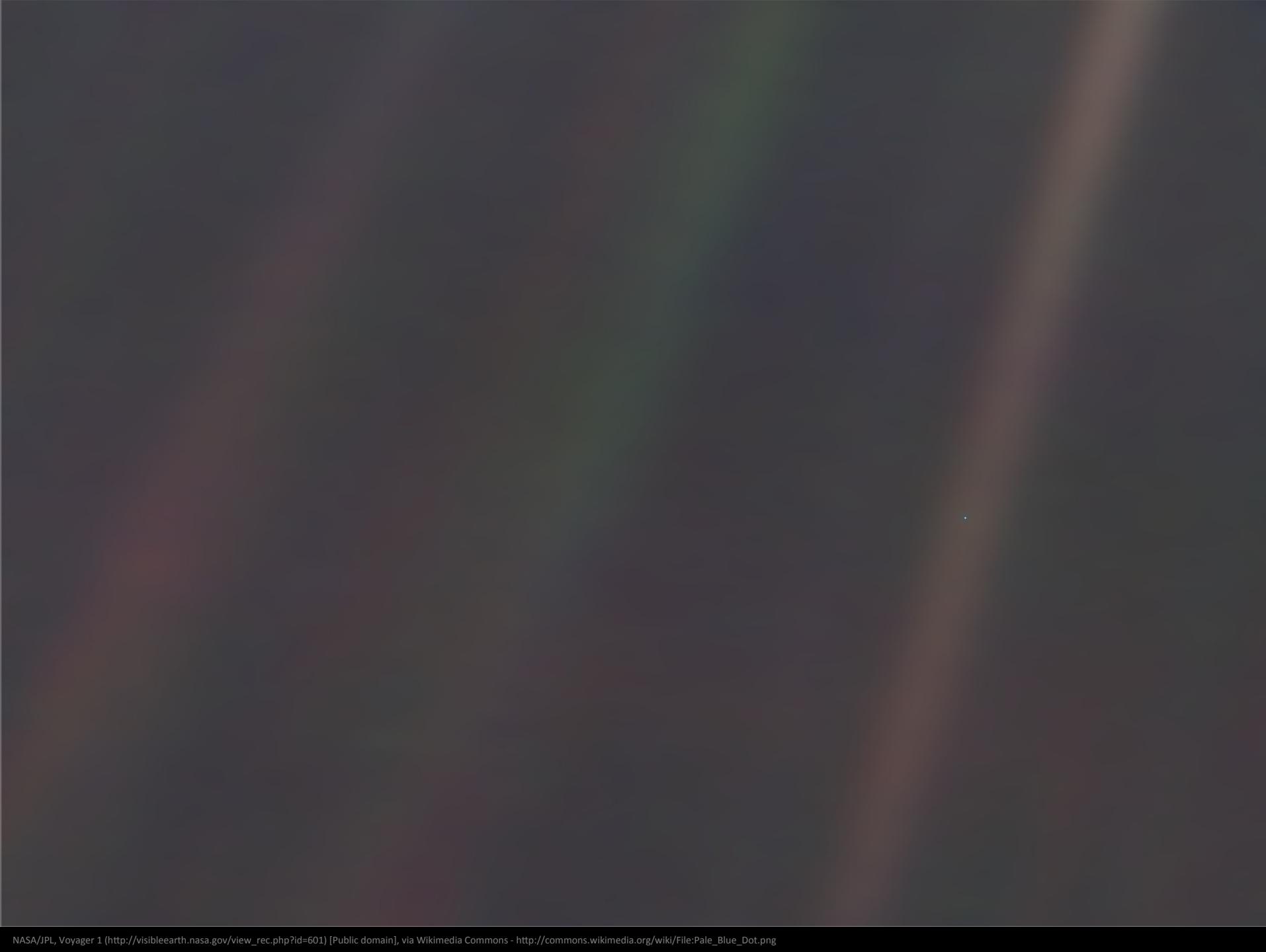
hollow square of blocks
around a rubble core





THE NATURE OF AMBIGUITY

THE END



YOU ARE
HERE



EAT AT JOE'S

OUR PROBLEMS AREN'T
MEANINGFUL BECAUSE
THEY LAST FOREVER

OUR PROBLEMS ARE
MEANINGFUL BECAUSE
THEY DON'T

THEY DON'T

WE DON'T

CREATIVE
DESIGNER
CONTENT STRATEGIST
INFORMATION ARCHITECT
RESEARCHER
DEVELOPER

DEPARTMENT
OF DEFENSE
COMMITTEE ON
DEFENSE PRODUCTION
DECODED
CONFIDENTIAL

AMBIGUITY

$$\Delta x \cdot \Delta p_x \geq -\frac{\hbar}{2}$$

$$\Delta x \cdot \Delta p_x \geq -\frac{\hbar}{2}$$

WE LIVE IN AN
UNCERTAIN UNIVERSE



WICKED PROBLEMS ARE

**WICKED PROBLEMS ARE
CATALYSTS**

**WICKED PROBLEMS IGNITE OUR
CREATIVITY**

**WICKED PROBLEMS PULL US
FORWARD**

**WICKED PROBLEMS HELP US
INNOVATE**



WE CAN'T SOLVE
WICKED
PROBLEMS

WE CAN'T SOLVE
WICKED
PROBLEMS

BUT WE CAN
ACKNOWLEDGE THEM



ACKNOWLEDGE THEM

WE CAN'T SOLVE
WICKED
PROBLEMS

BUT WE CAN
TAKE RISKS



TAKE RISKS

WE CAN'T SOLVE
WICKED
PROBLEMS

BUT WE CAN
STOP BEING PERFECT

A black and white photograph of Mount Rainier, showing its snow-capped peak and surrounding forest.

STOP BEING PERFECT

WE CAN'T SOLVE
WICKED
PROBLEMS

BUT WE CAN
REWARD LEARNING



REWARD LEARNING

WE CAN'T SOLVE
WICKED
PROBLEMS

BUT WE CAN TRY

WE CAN DARE

CODA

2008

**OUR DIFFERENCES
DON'T MATTER**

OUR PROBLEMS
DO

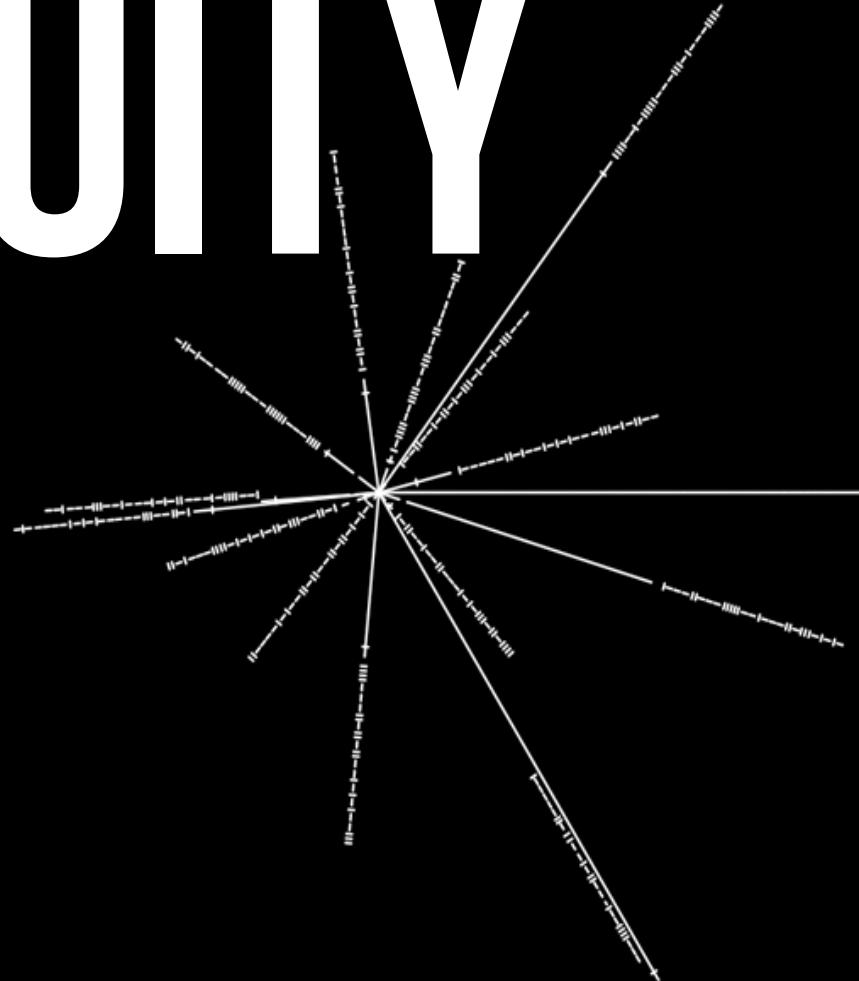
WE STAND
UNITED

WE DON'T
RUN AWAY
FROM AMBIGUITY

WE RUN TOWARD IT

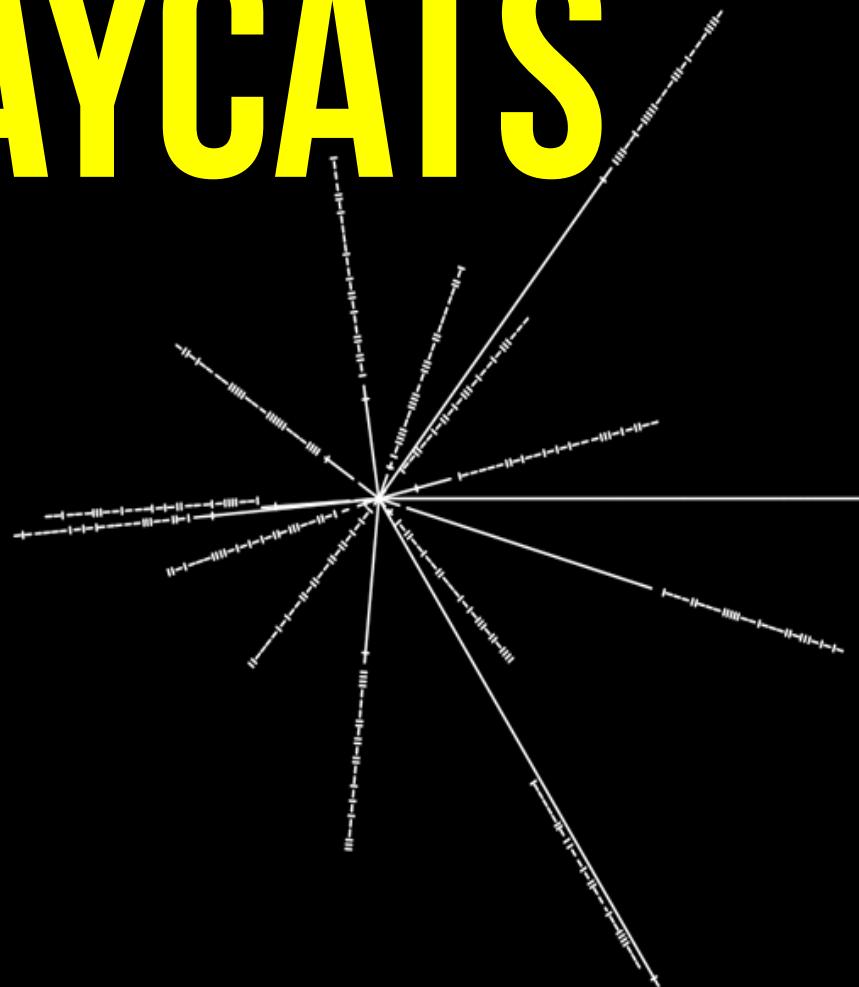


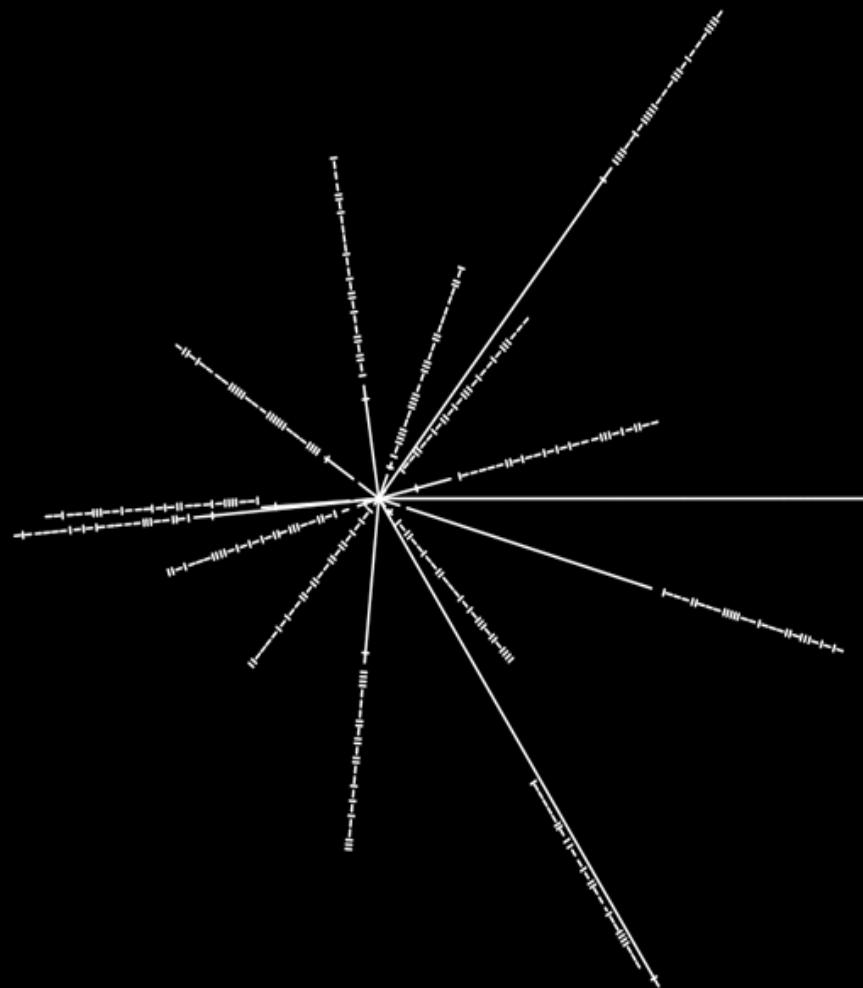
WICKED AMBIGUITY

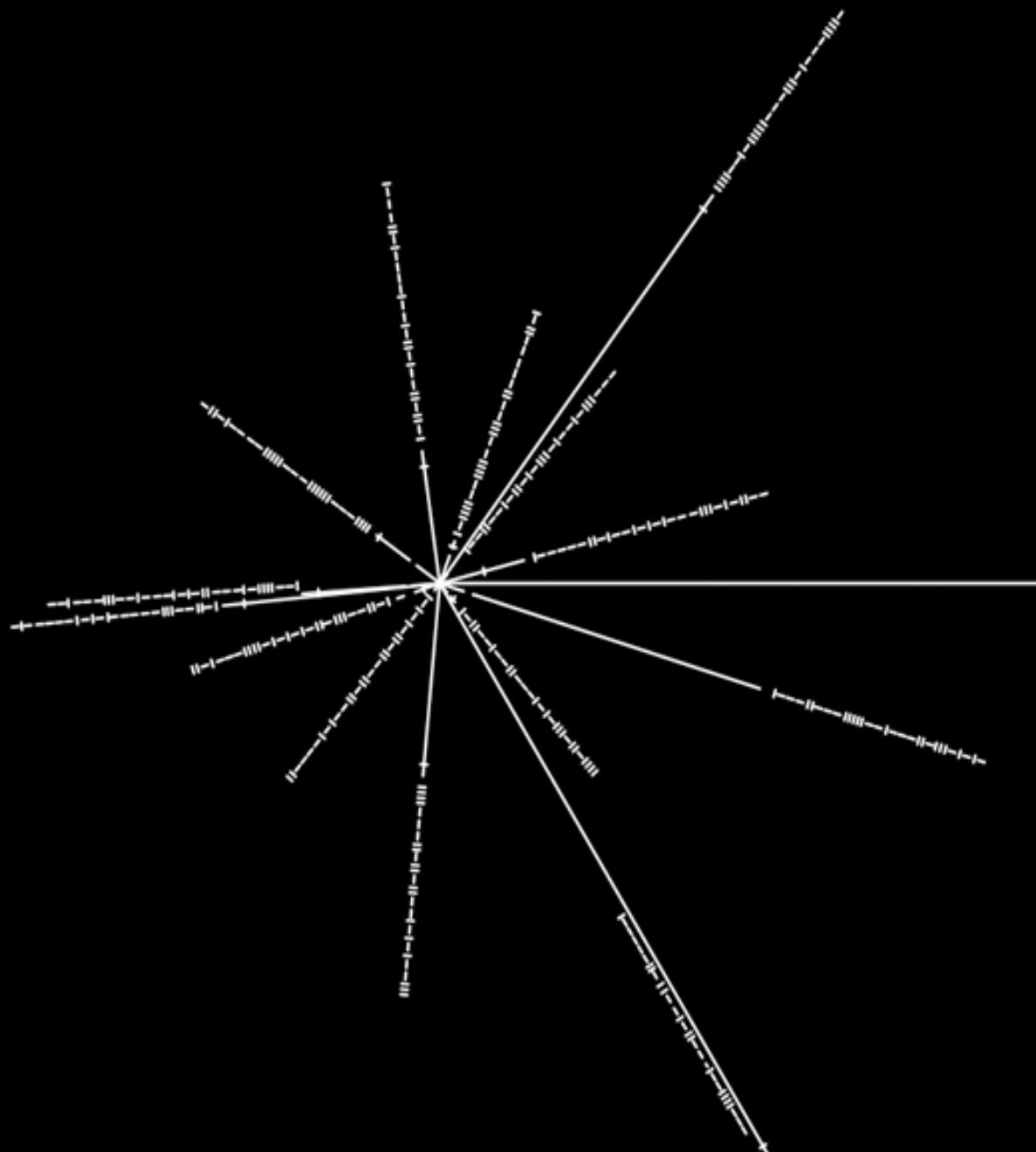


VIDEO + SLIDES + TEXT

BILLY RAY CATS









EAT AT JOE'S