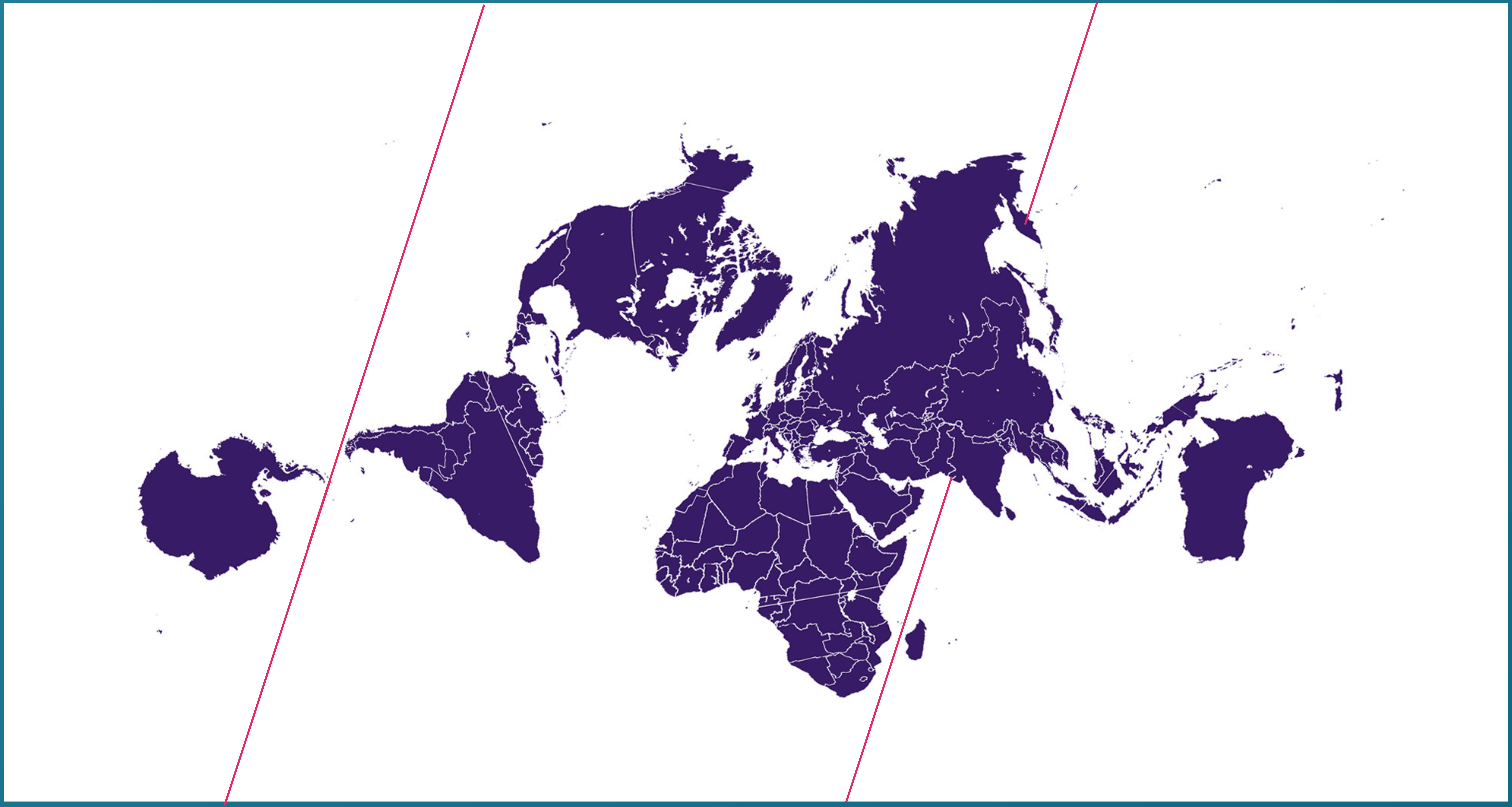
Don't feed the designers after midnight

Per Axbom

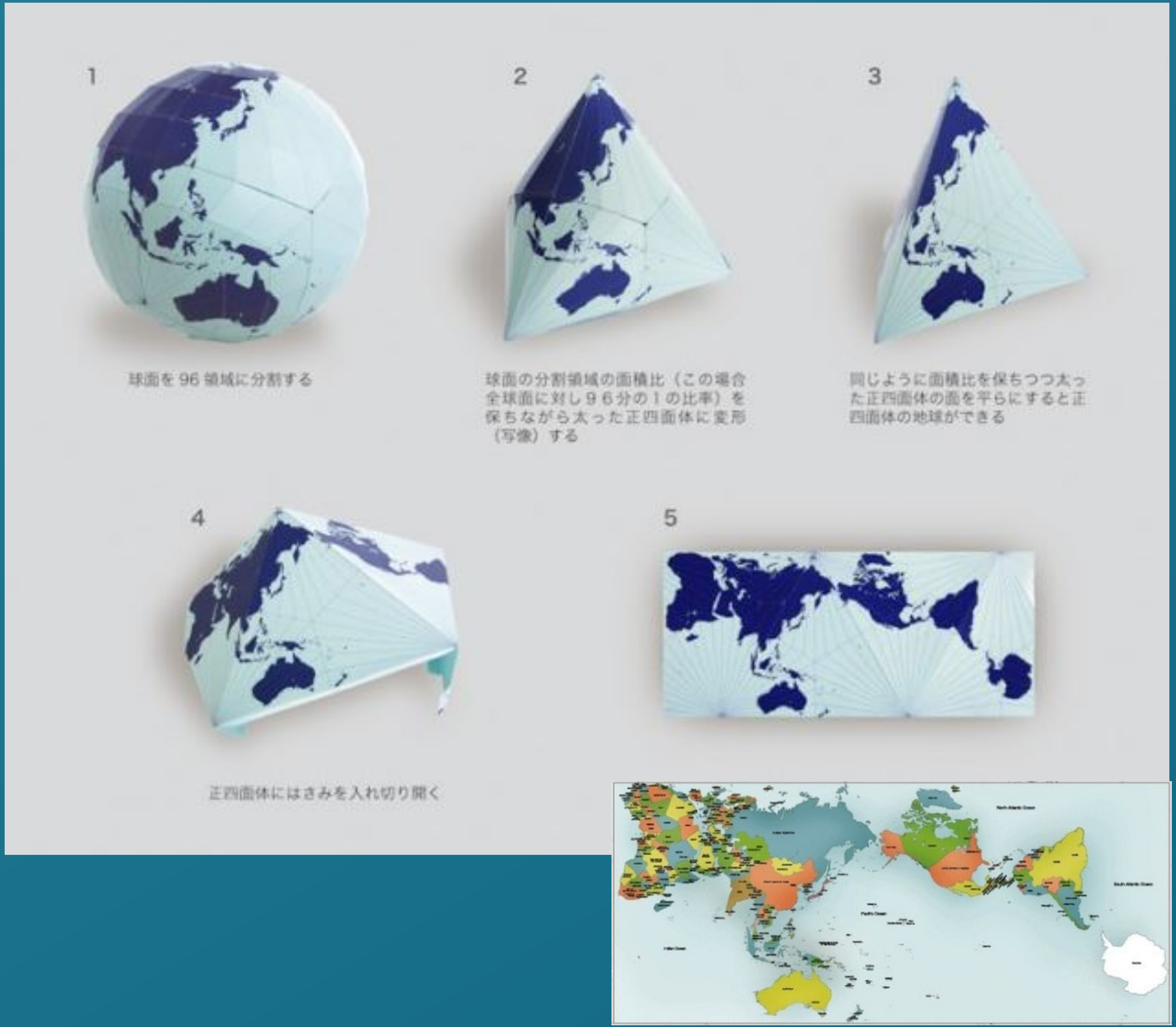
The Mercator map projection

Image © 2012 TerraMetrics
© 2012 Cnes/Spot Image
Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Image IBCAO

The Authagraph map projection centered on Europe



@axbom

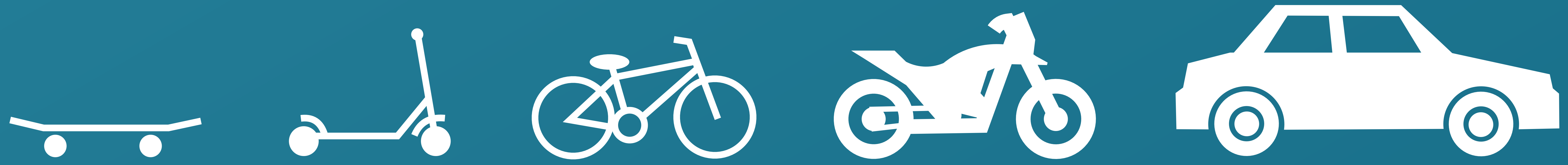


球面を 96 領域に分割する

球面の分割領域の面積比（この場合全球面に対し９６分の１の比率）を保ちながら太った正四面体に変形（写像）する

同じように面積比を保ちつつ太った正四面体の面を平らにすると正四面体の地球ができる

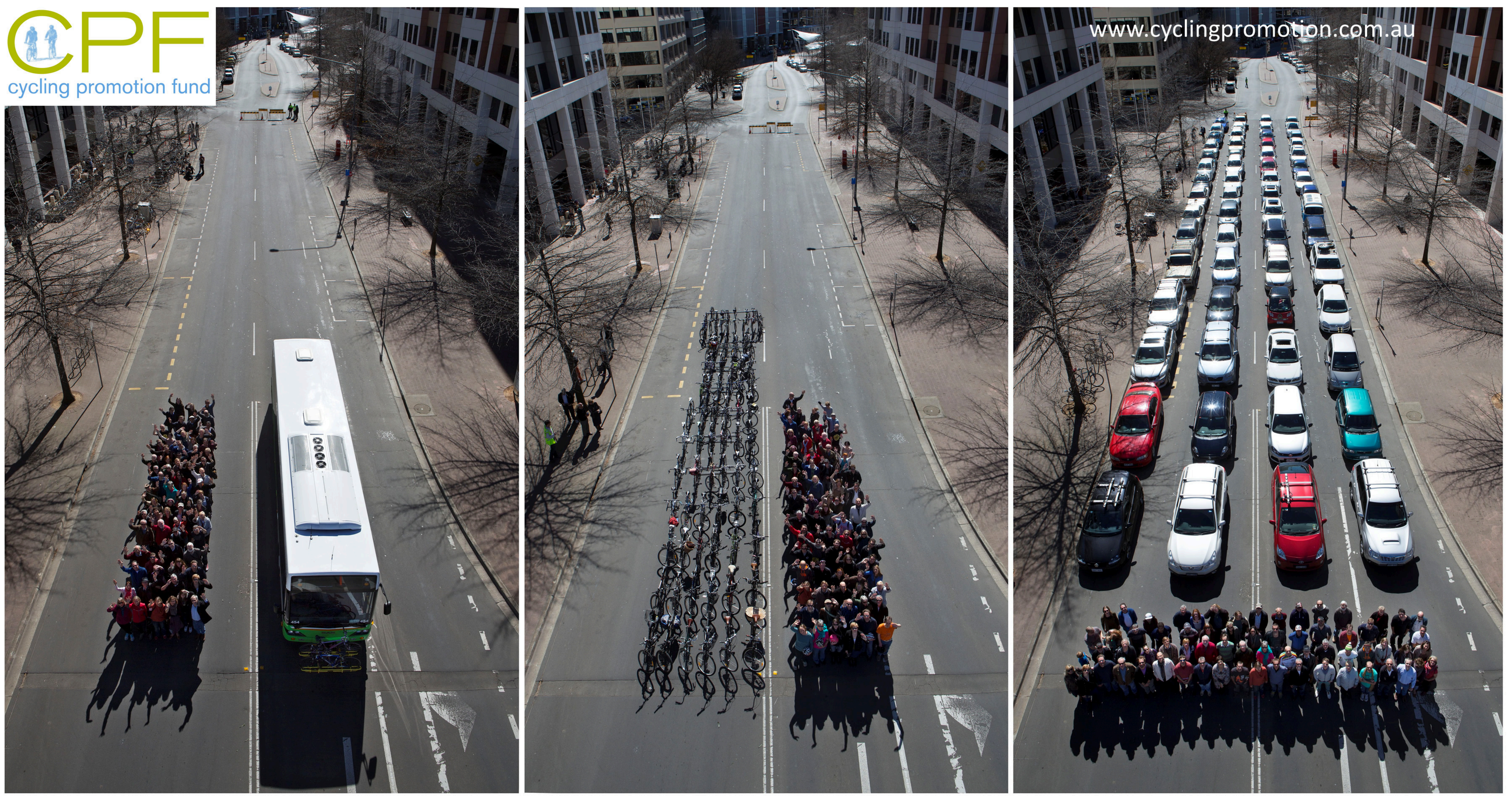
正四面体にはさみを入れ切り開く



TO-LET
TO-LET
BRTC

🛹 🛴 🚲 🏍 🚗

Road space taken by 60 people

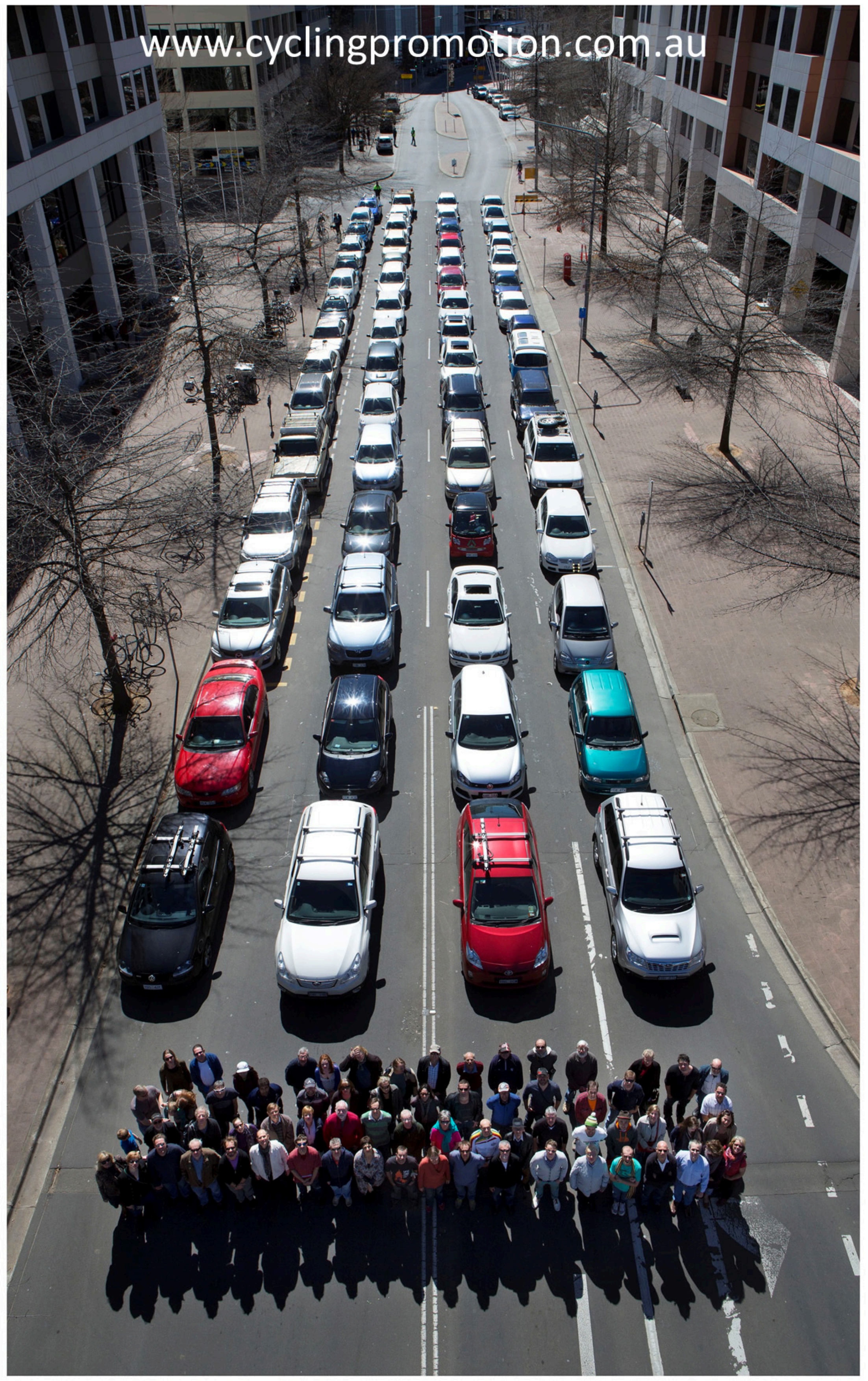

CPF
cycling promotion fund
www.cyclingpromotion.com.au

on a bus

on bicycles

in cars

Road space taken by 60 people


www.cyclingpromotion.com.au

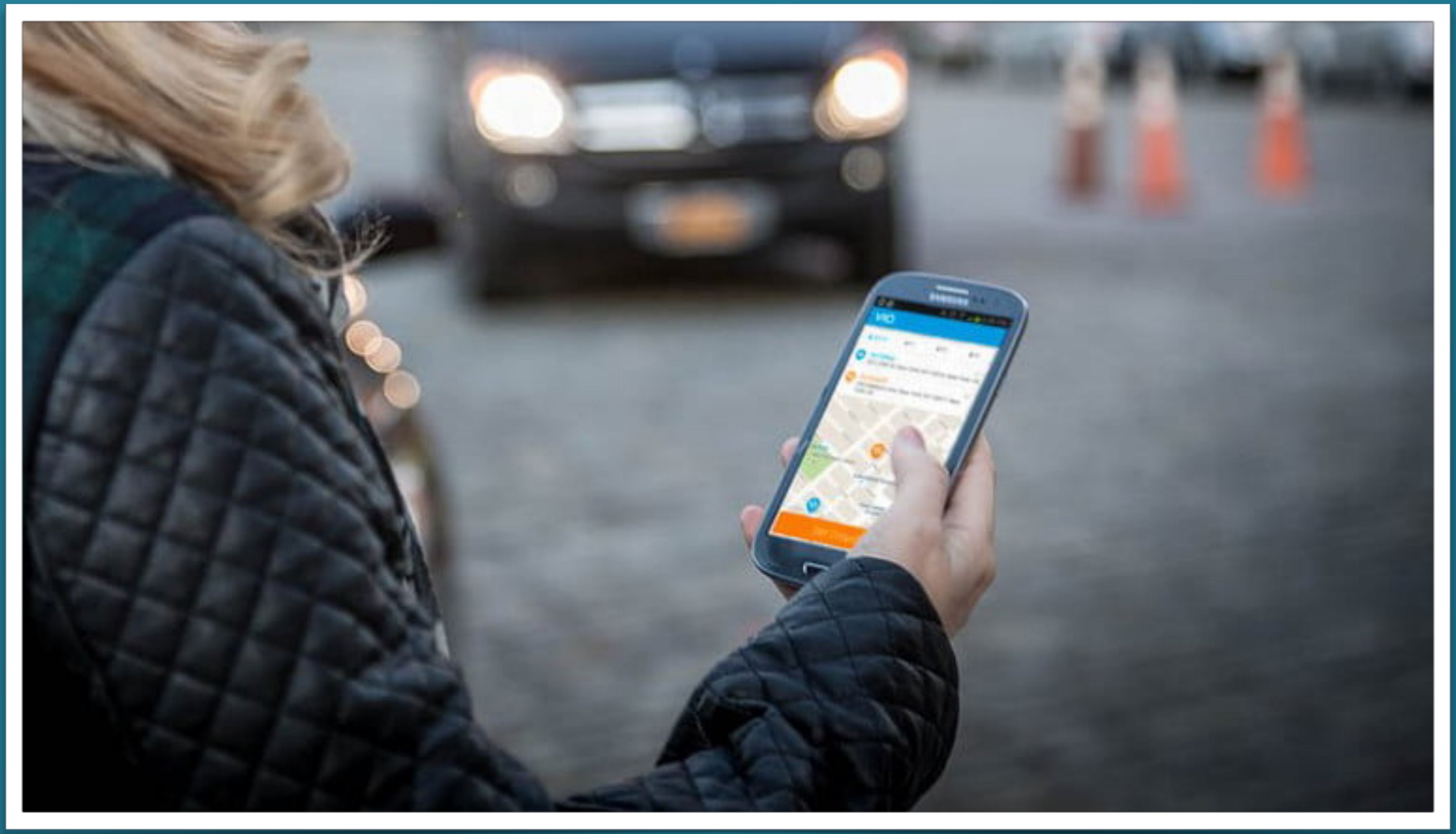
fossil-fuel cars

www.cyclingpromotion.com.au

electric cars

www.cyclingpromotion.com.au

autonomous cars



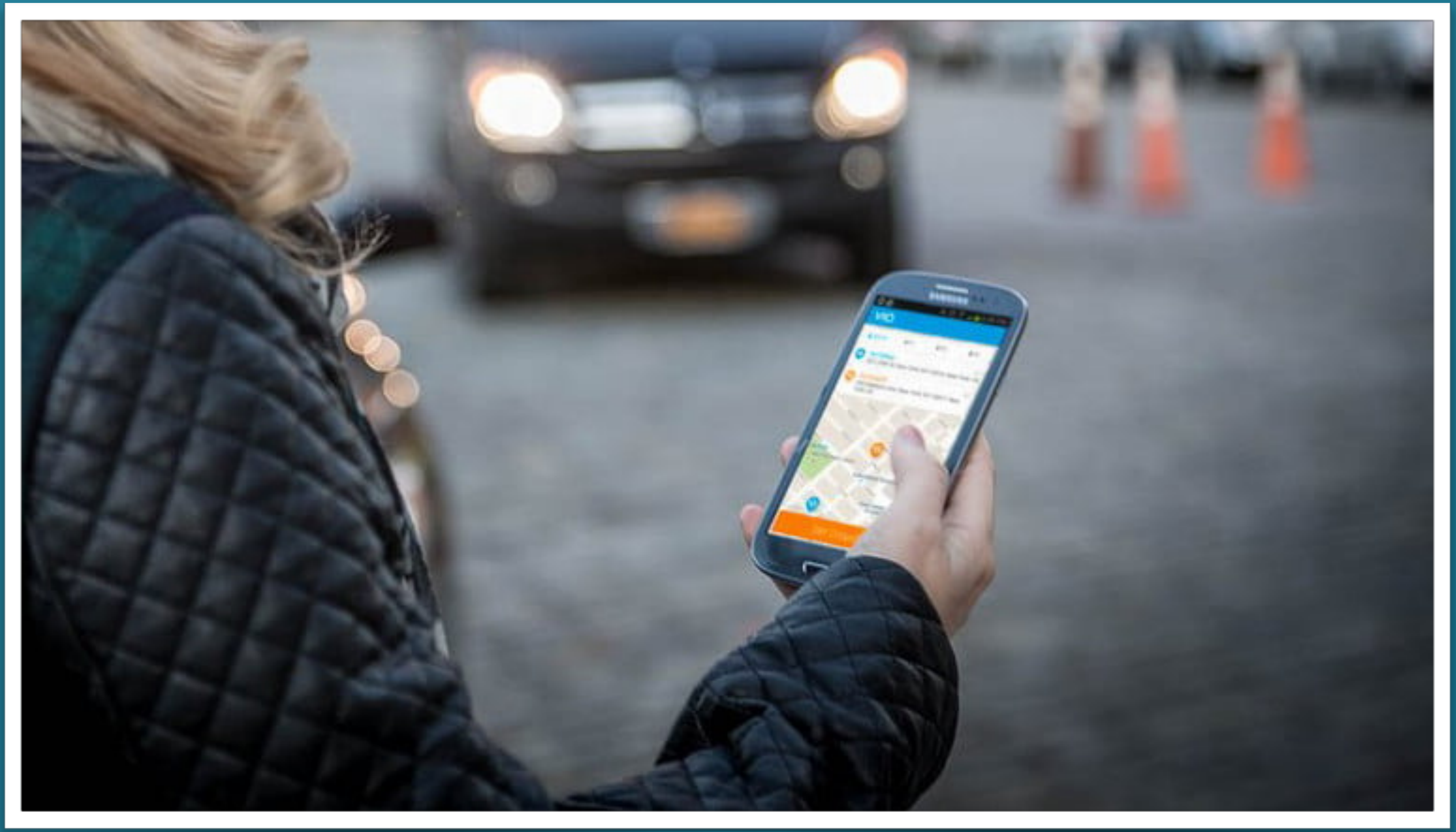
UberPOOL, Uber Express POOL, Lyft

Ride sharing adds 2.6 vehicle miles to city traffic for every one mile of personal driving removed.

That’s an increase of 160%.

@axbom

http://www.schallerconsult.com/rideservices/automobility.htm



UberPOOL, Uber Express POOL, Lyft

Ride sharing adds 2.6 vehicle miles to city traffic for every one mile of personal driving removed.

That’s an increase of 160%.

Ride-sharing apps actually make traffic in cities worse.

Optimising a broken system can make the system even more broken.

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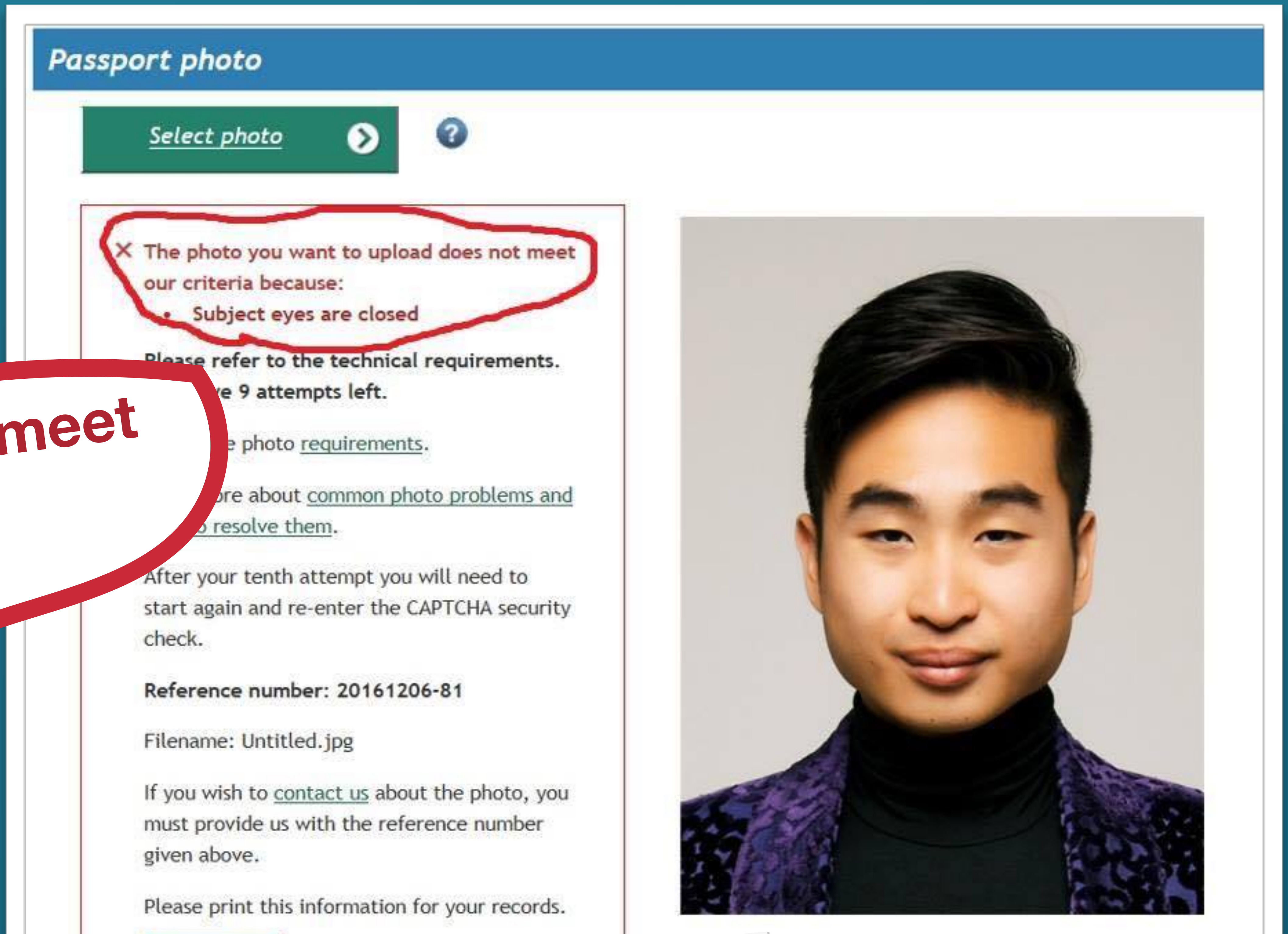
http://www.schallerconsult.com/rideservices/automobility.htm

✕ The photo you want to upload does not meet our criteria because:
- Subject eyes are closed



✕ The photo you want to upload does not meet our criteria because:
- Subject eyes are closed

Please refer to the technical requirements.

e 9 attempts left.

e photo requirements.

ore about common photo problems and o resolve them.

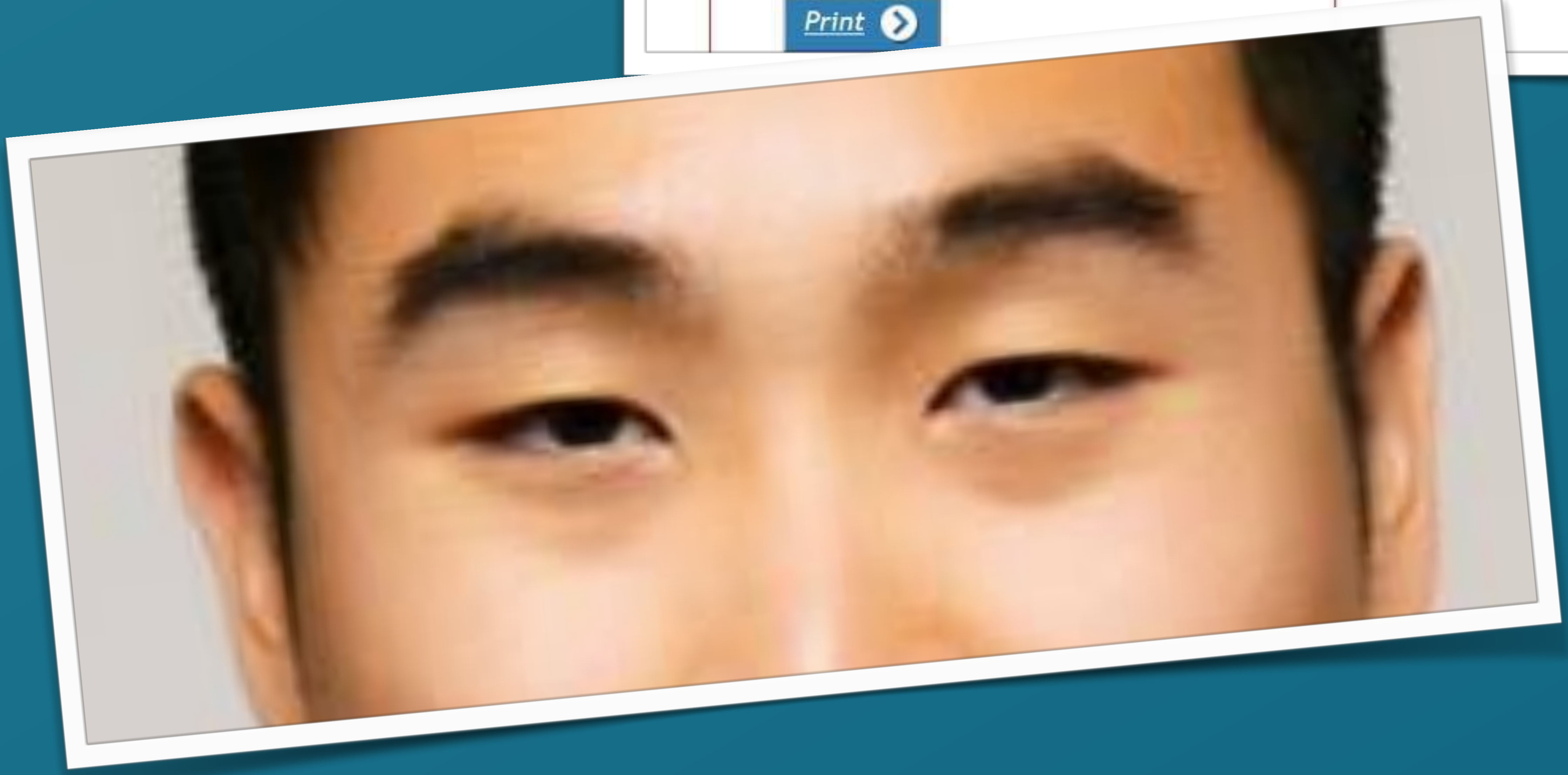
After your tenth attempt you will need to start again and re-enter the CAPTCHA security check.

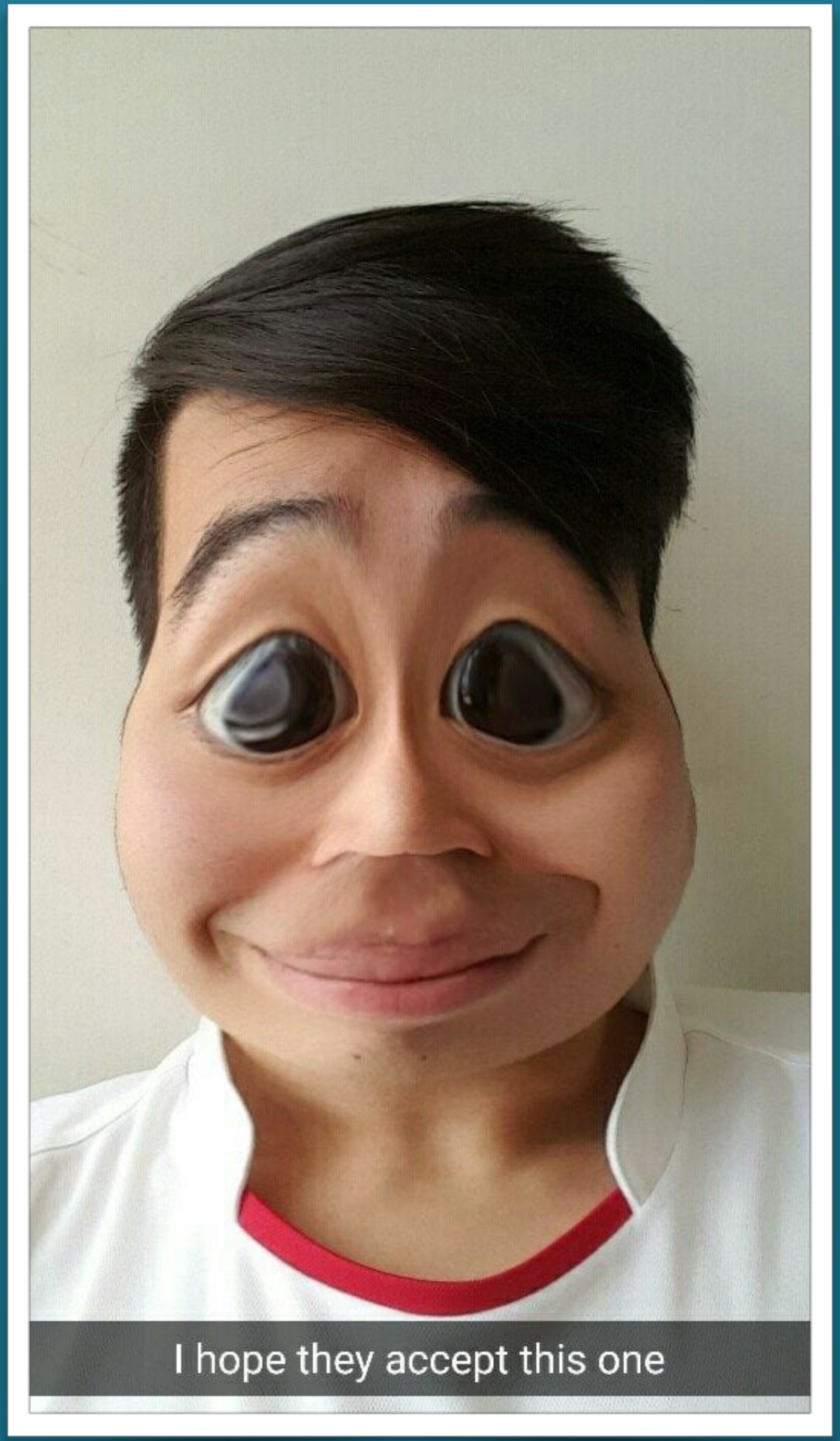
Reference number: 20161206-81

Filename: Untitled.jpg

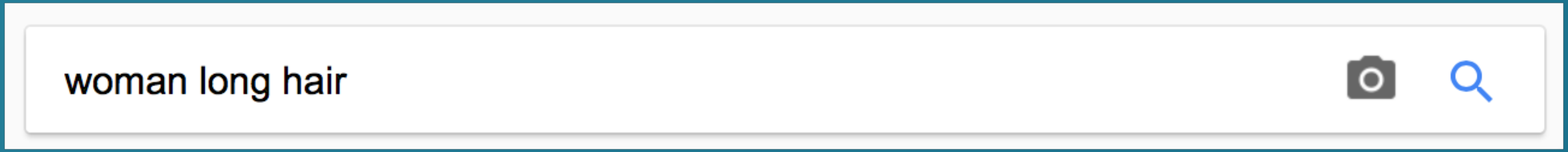
If you wish to contact us about the photo, you must provide us with the reference number given above.

Please print this information for your records.

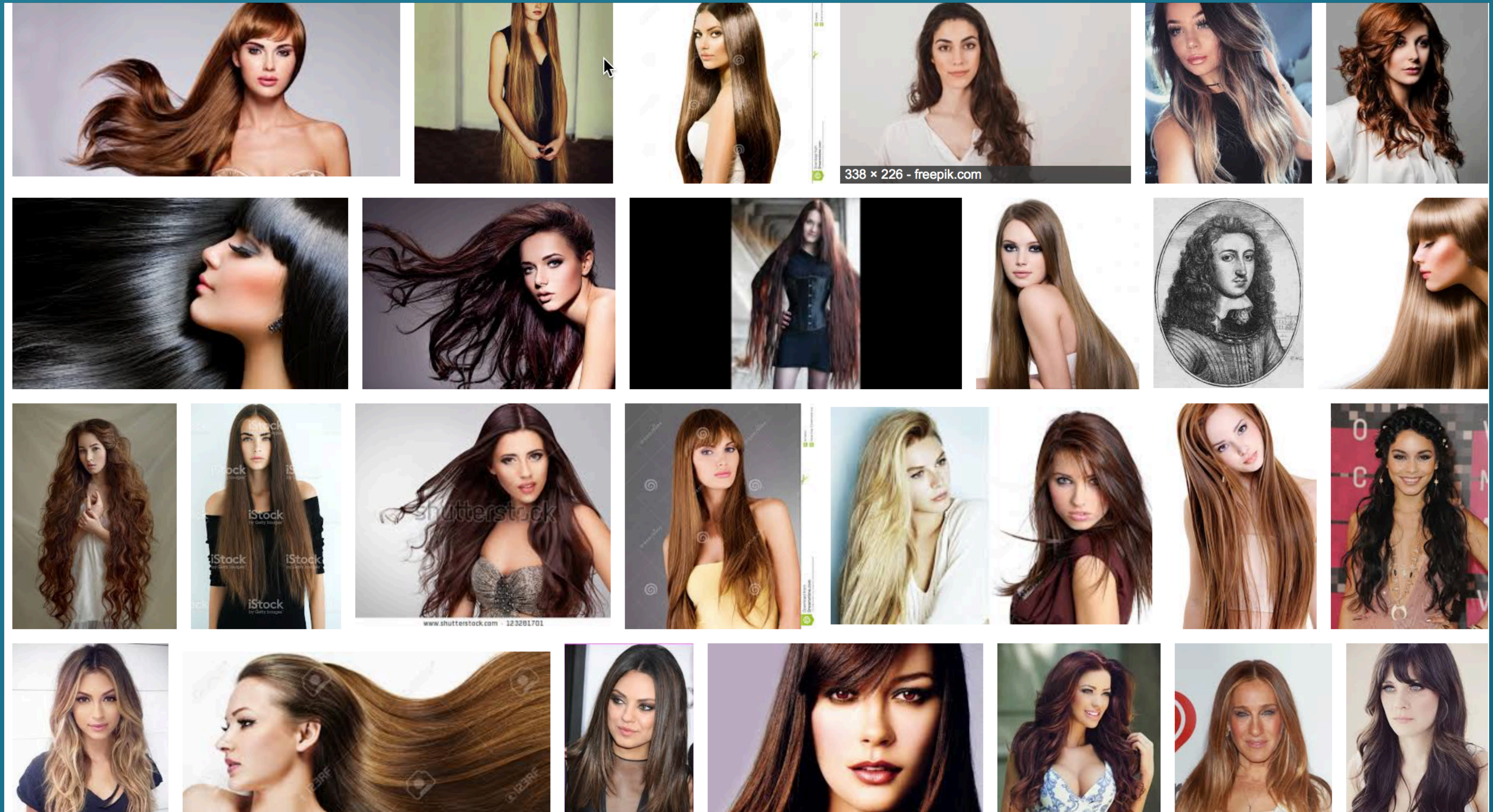


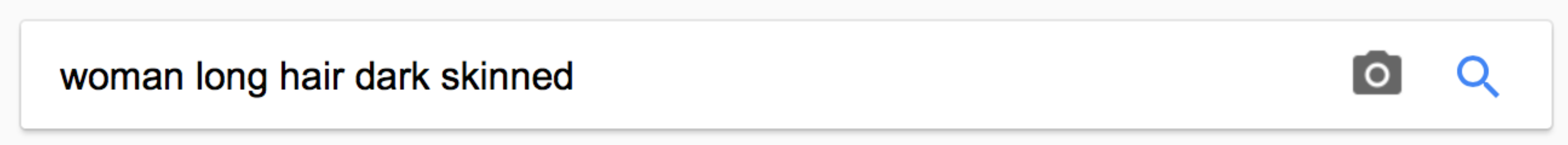

I hope they accept this one

@axbom

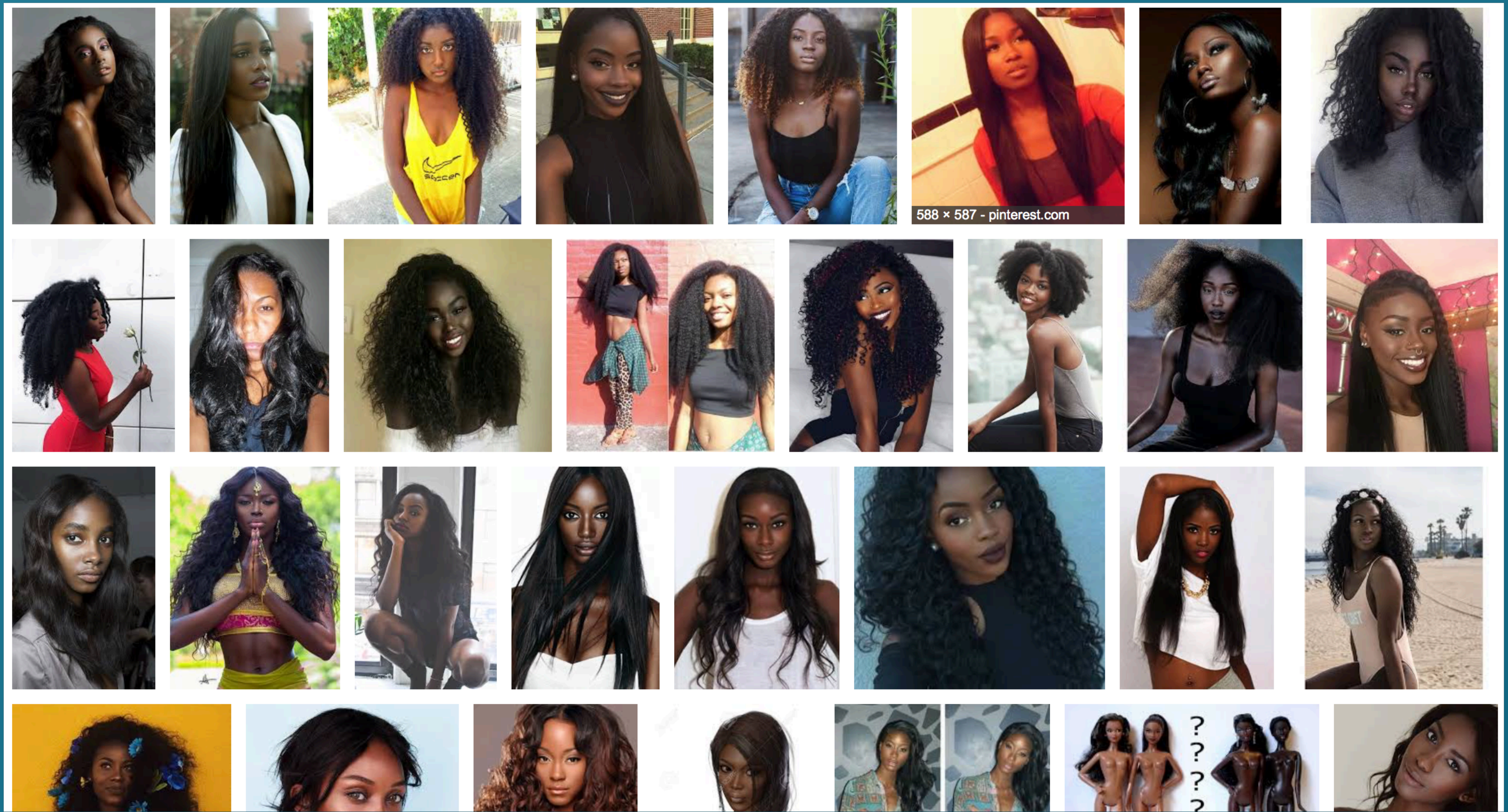


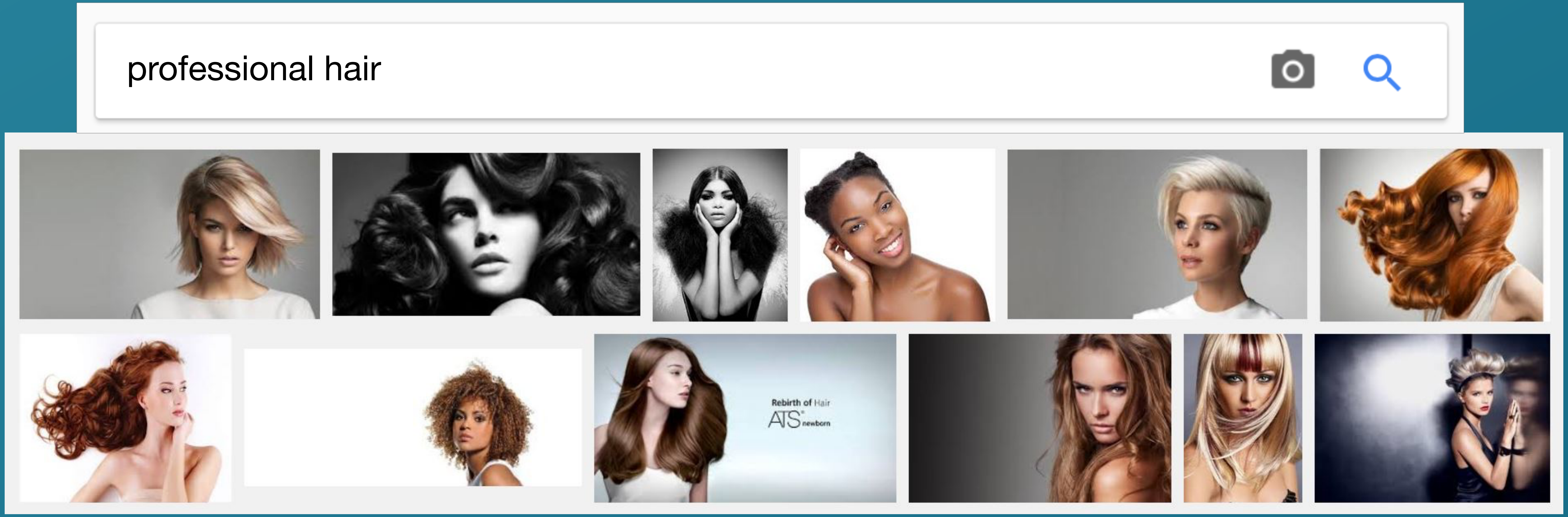
woman long hair


338 × 226 - freepik.com
iStock
shutterstock
www.shutterstock.com · 123281701



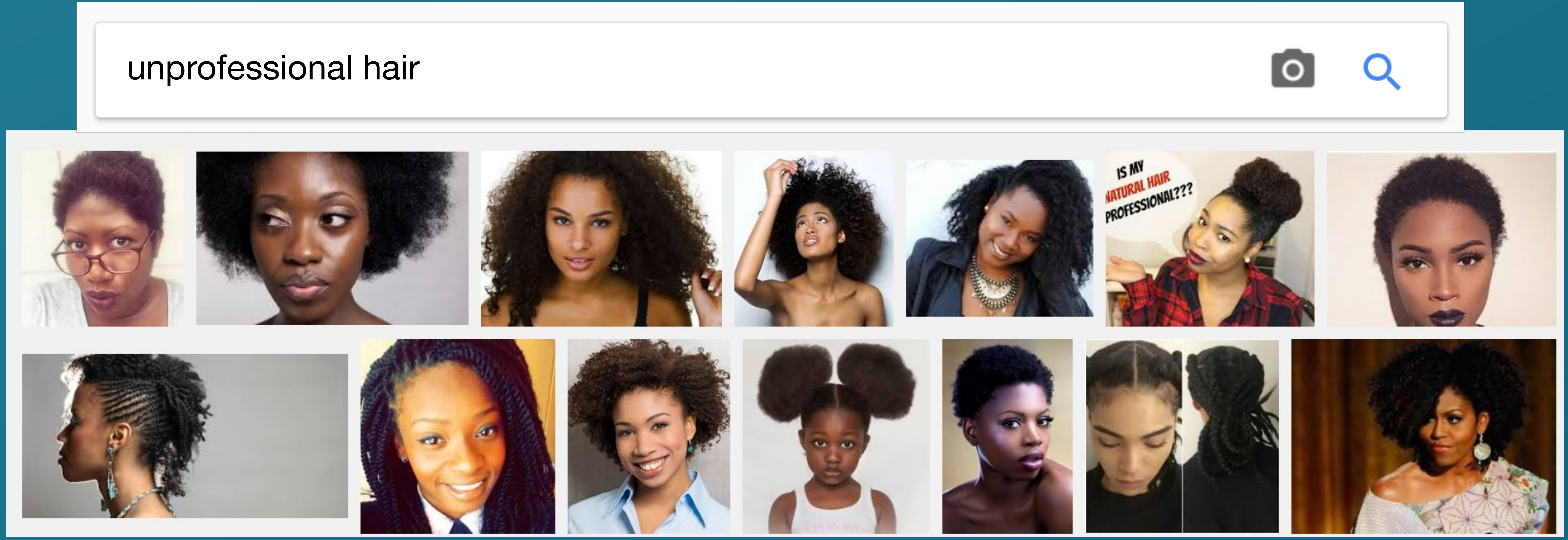
woman long hair dark skinned


588 × 587 - pinterest.com
? ? ? ?



professional hair

Rebirth of Hair
ATS newborn

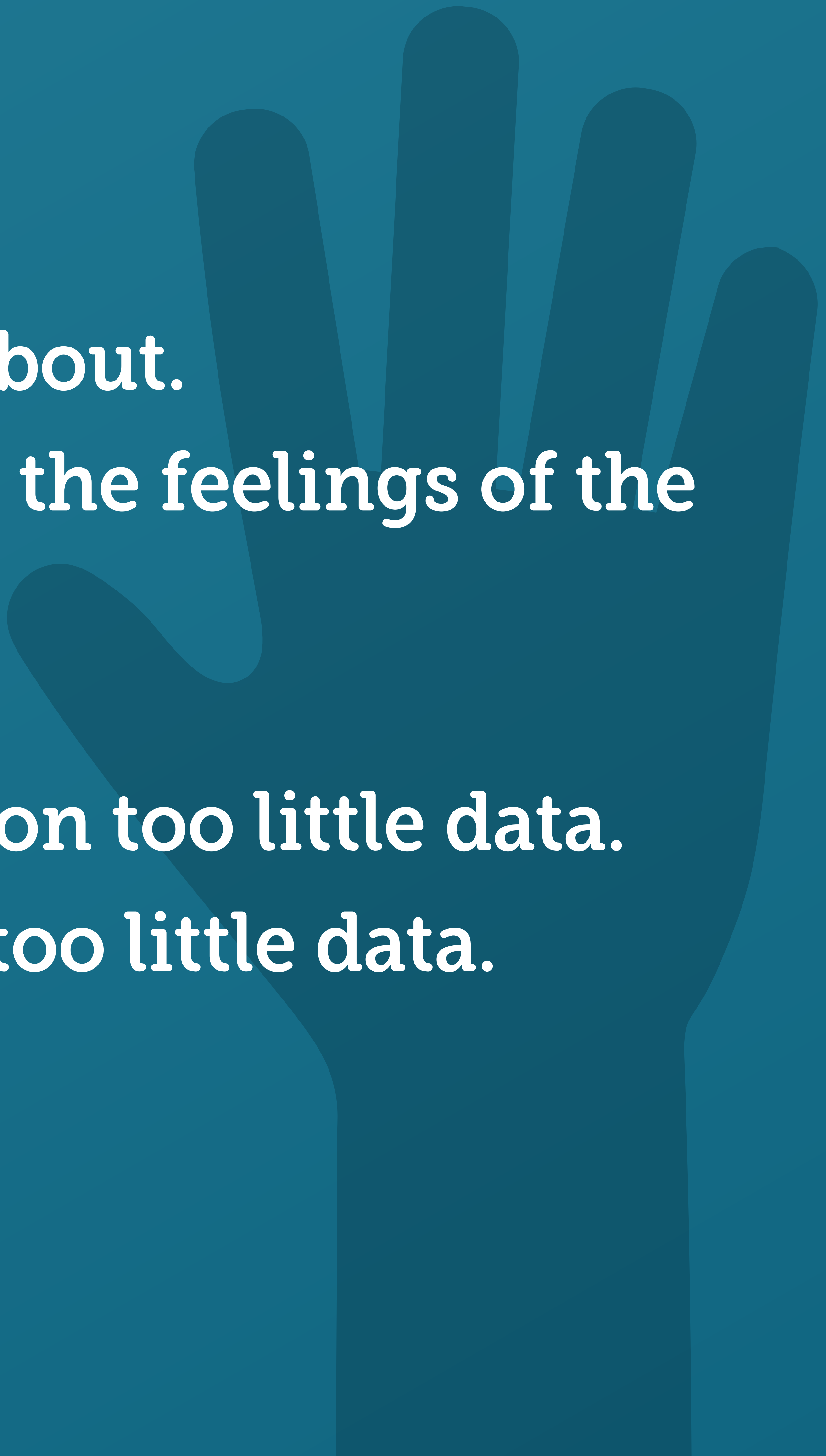


unprofessional hair

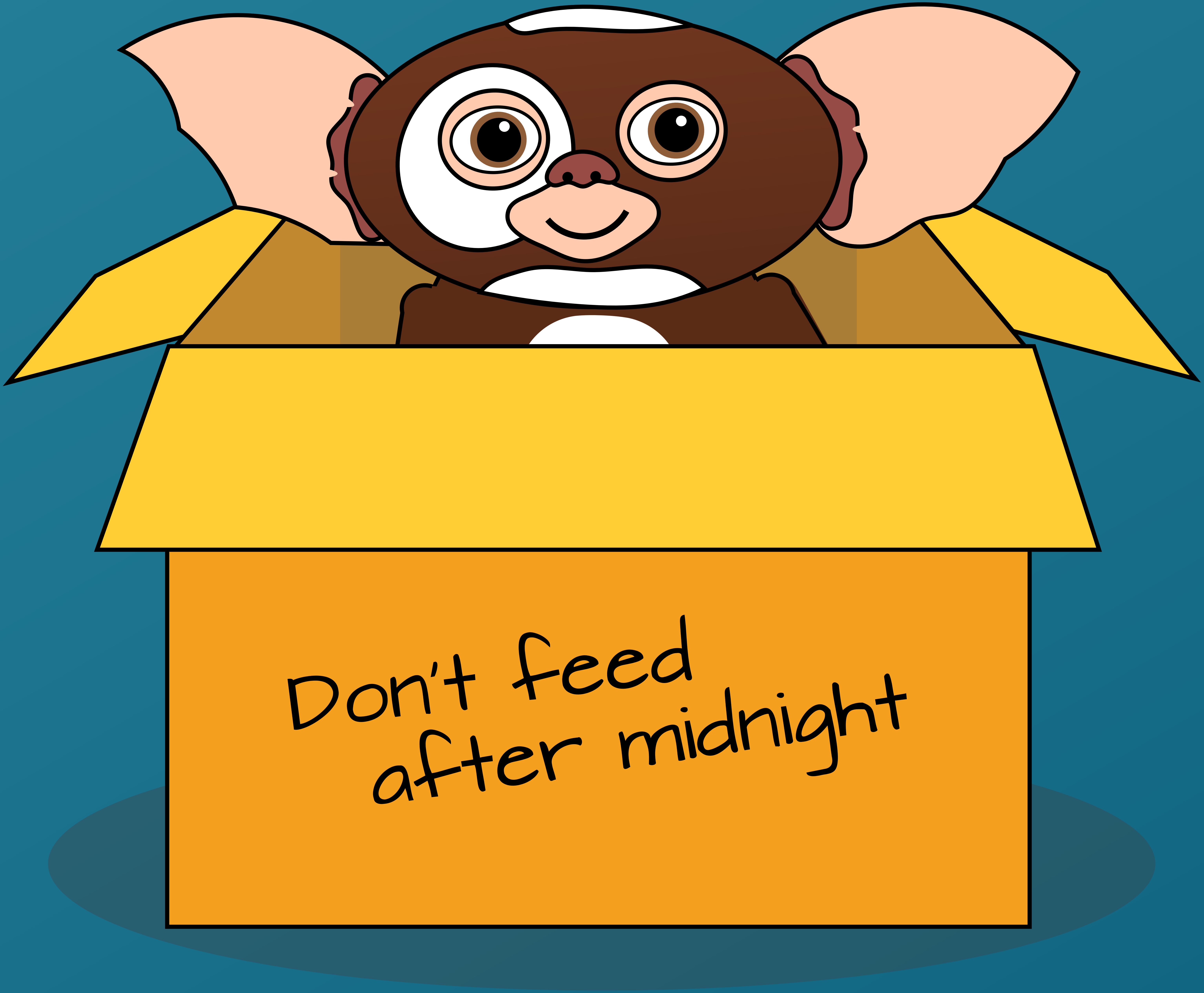
IS MY NATURAL HAIR PROFESSIONAL???

https://www.iafrikan.com/2016/06/25/why-does-a-google-search-for-unprofessional-hair-show-images-of-black-women-including-michelle-obama-2/

Raise your hand and take it down only when you hear a statement you do not agree with.

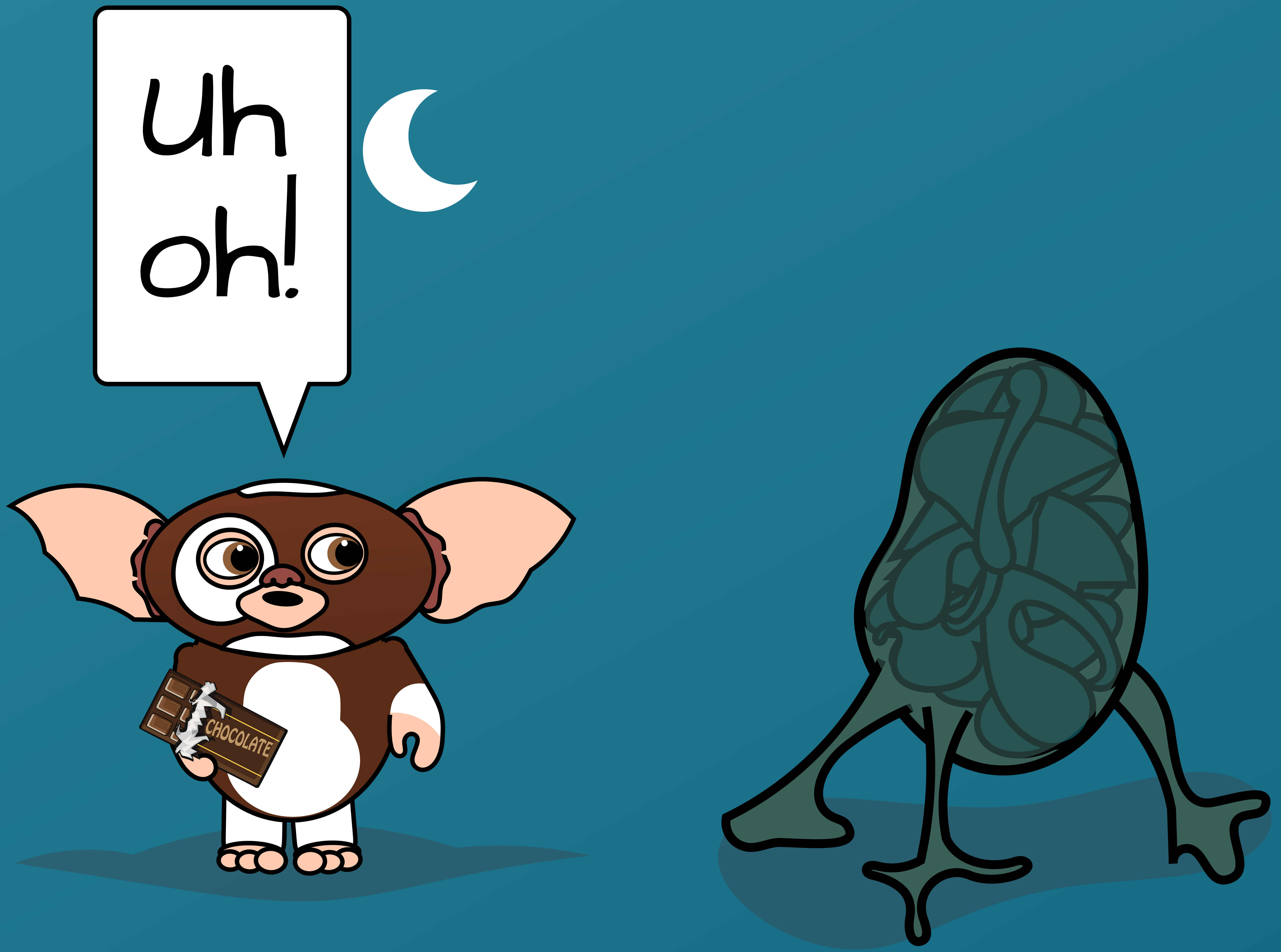


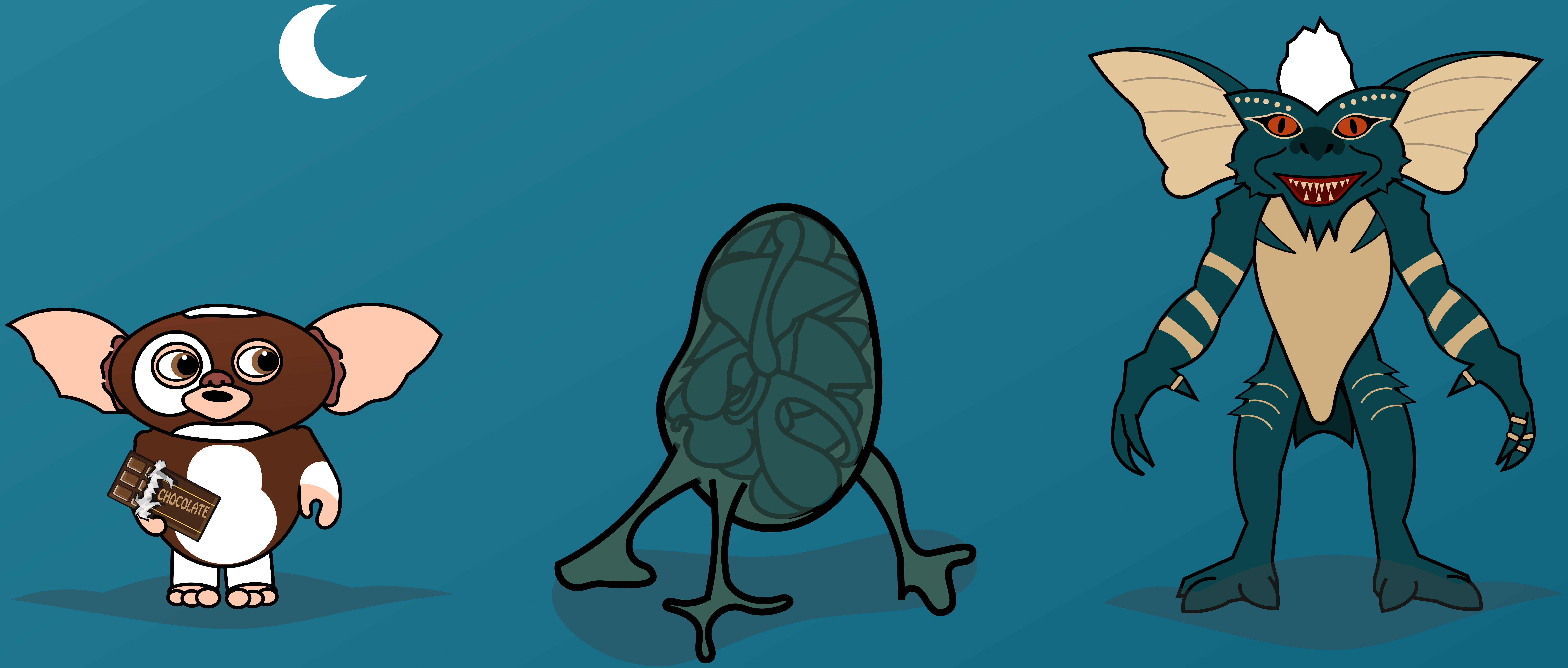
- ✓ I have lied.
- ✓ I have lied to someone I care about.
- ✓ When I lie it is often to protect the feelings of the person I am lying to.
- ✓ I believe I will continue to lie.
- ✓ I have based design decisions on too little data.
- ✓ I will continue to design with too little data.


Don't feed
after midnight

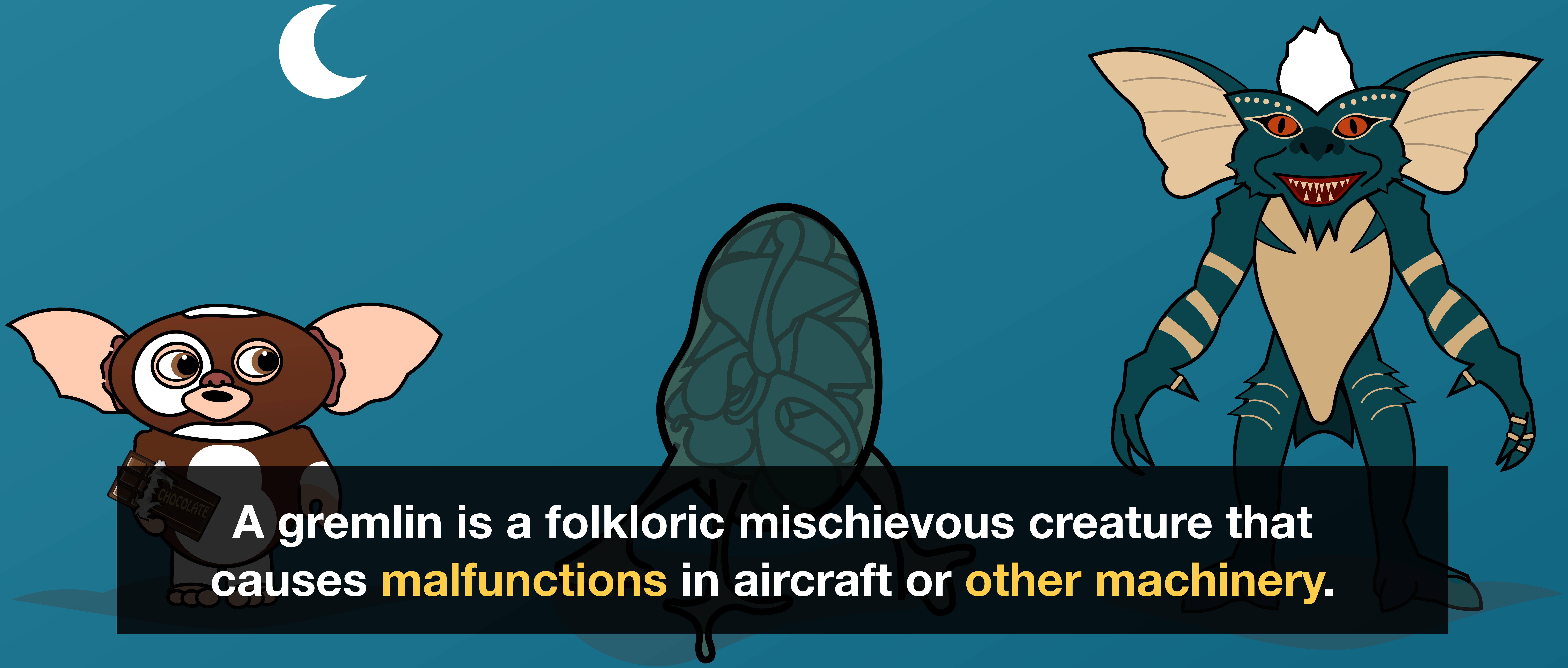
@axbom

12
9
3
6
CHOCOLATE


Uh oh!
CHOCOLATE



@axbom



A gremlin is a folkloric mischievous creature that causes **malfunctions** in aircraft or **other machinery**.

THEY ARE SPAWNED BY THE BAD DECISIONS OF DESIGNERS!

Yes, the world malfunctions because of bad design.

TIME

RESILIENCE

UNDERSTANDING

SELF-AWARENESS

HEALTH

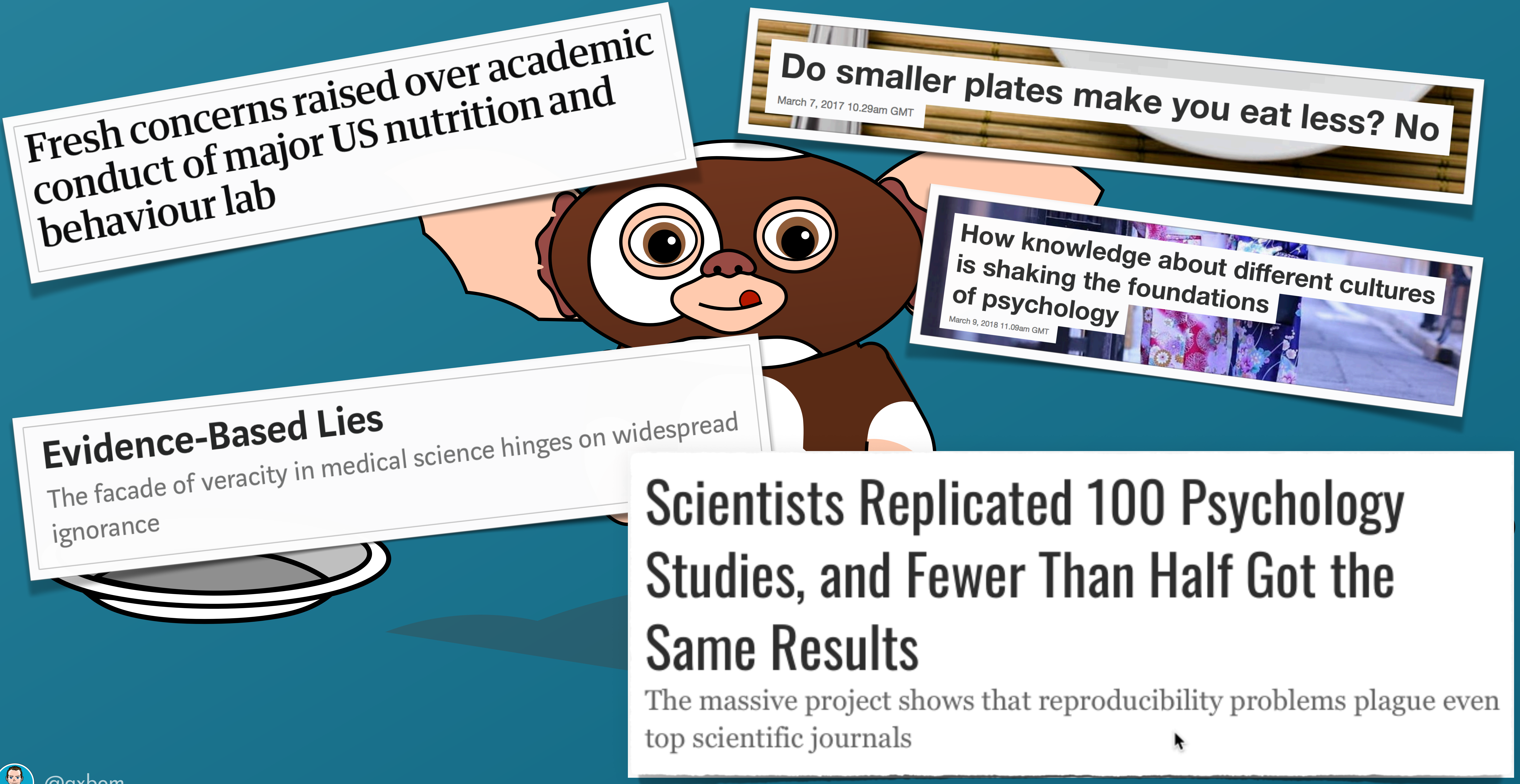
You are too tired.

You are letting others make decisions for you.

You are putting too much trust in the tools you are working with.

You are out of time.

@axbom



Fresh concerns raised over academic conduct of major US nutrition and behaviour lab

Do smaller plates make you eat less? No

March 7, 2017 10.29am GMT

How knowledge about different cultures is shaking the foundations of psychology

March 9, 2018 11.09am GMT

Evidence-Based Lies

The facade of veracity in medical science hinges on widespread ignorance

Scientists Replicated 100 Psychology Studies, and Fewer Than Half Got the Same Results

The massive project shows that reproducibility problems plague even top scientific journals

@axbom

A loading time of 3 seconds or more leads to **40-50% of users abandoning their shopping cart.**

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A loading time of 2 seconds or less means X% buy stuff they don't really want or need.

A loading time of 3 seconds or more leads to 40-50% of users abandoning their shopping cart.

A loading time of 2 seconds or less means X% buy stuff they don't really want or need.

A loading time of 3 seconds or more allows X% to make a considered purchase decision.

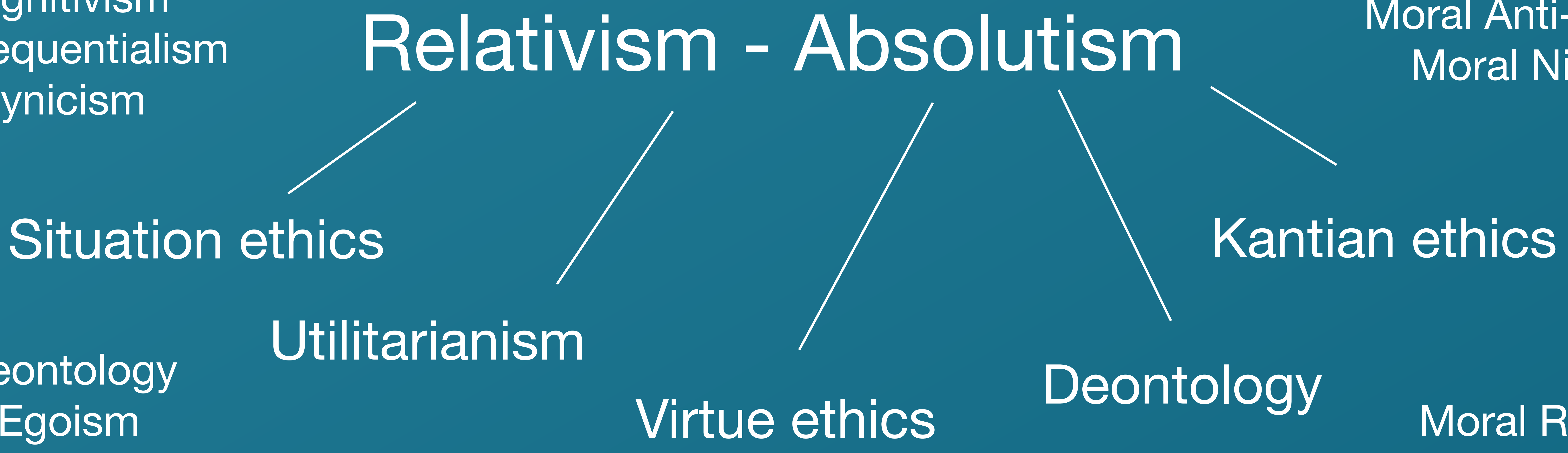
Our methods, processes, incentives, tools and general behavior provide **no guidance** for avoiding the gremlins that harm humans.

Ethics

Ethics

Altruism
Asceticism
Cognitivism
Consequentialism
Cynicism

Humanism
Individualism
Moral Absolutism
Moral Anti-Realism
Moral Nihilism



Relativism - Absolutism

Situation ethics

Utilitarianism

Virtue ethics

Deontology

Kantian ethics

Deontology
Egoism
Epicureanism
Ethical Naturalism
Ethical Non-Naturalism
Ethical Subjectivism
Eudaimonism
Hedonism

Moral Realism
Moral Relativism
Moral Skepticism
Moral Universalism
Non-Cognitivism
Utilitarianism
Virtue Ethics

@axbom

Ethics

Aristotle

“We are what we repeatedly do. Excellence then, is not an act, but a habit.”

Ethics

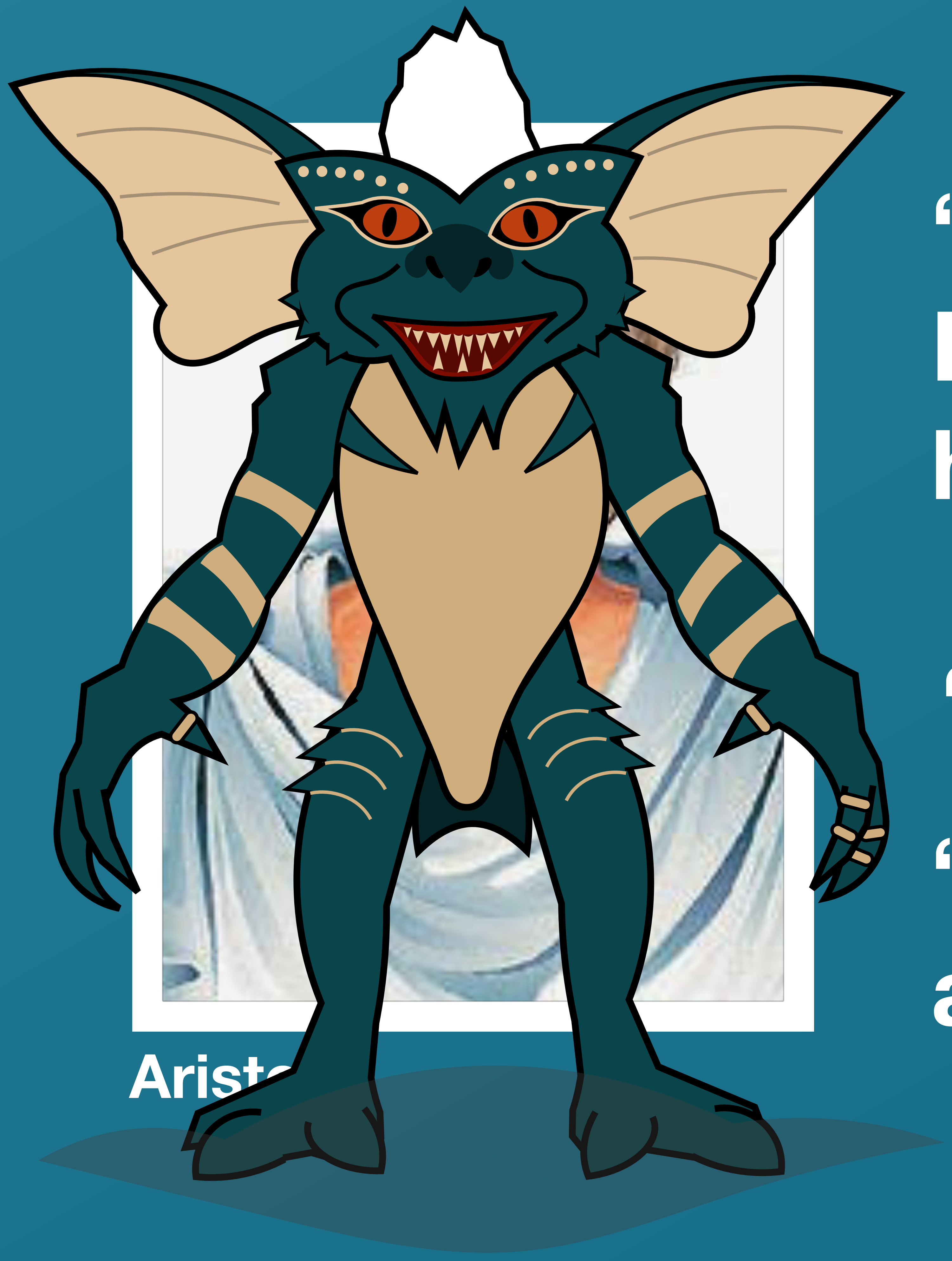
Aristotle

“We are what we repeatedly do. Excellence then, is not an act, but a habit.”

“Women are deformed males.”

“A proper wife should be as obedient as a slave.”

Ethics



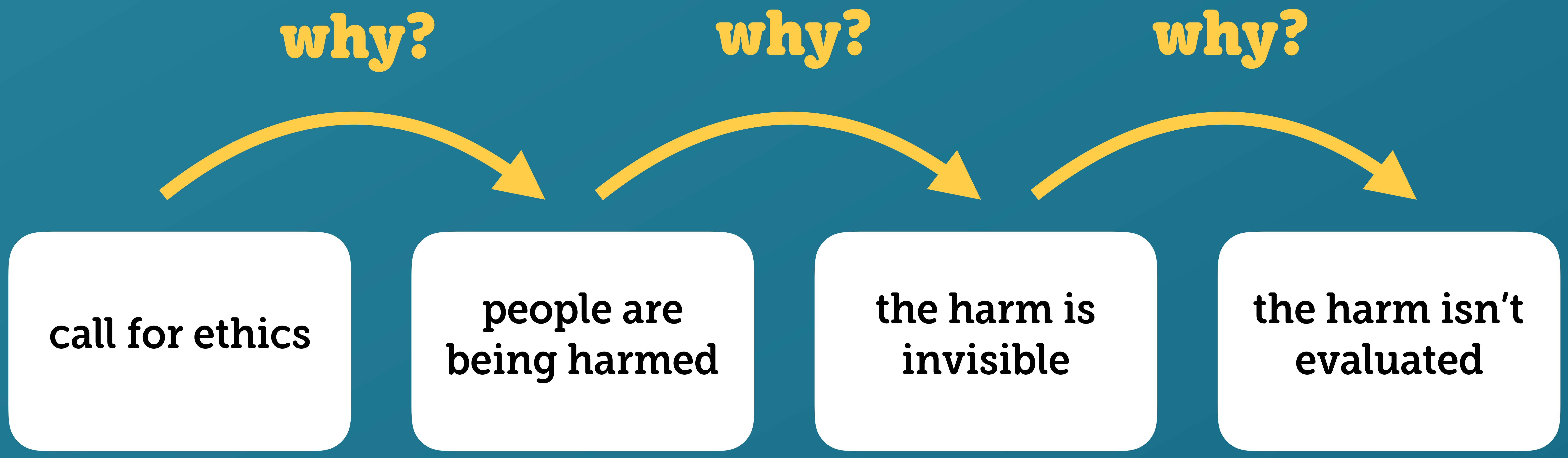
Arist

"We are what we repeatedly do. Excellence then, is not an act, but a habit."

"Women are deformed males."

"A proper wife should be as obedient as a slave."

Aristotle was clearly eating after midnight.



why?

why?

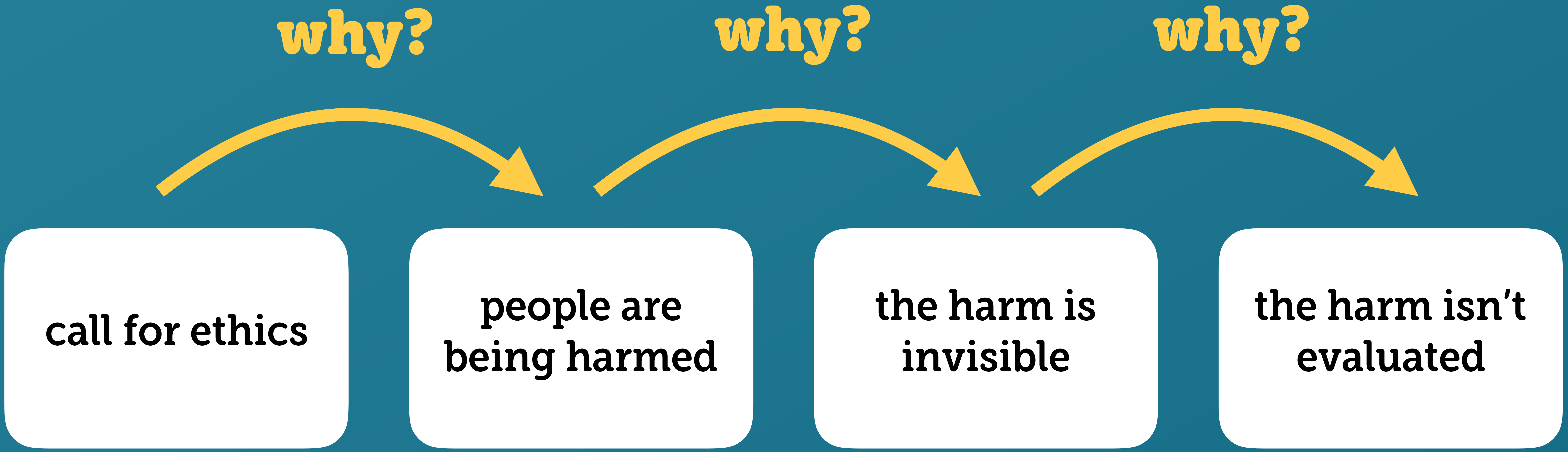
why?

call for ethics

people are being harmed

the harm is invisible

the harm isn't evaluated


why?
why?
why?
call for ethics
people are being harmed
the harm is invisible
the harm isn't evaluated

Measure and evaluate how people are being harmed by your solutions.

ACTION	OUTPUT 1st order	OUTCOME 2nd order	IMPACT 3rd order
A. Eat chocolate	+ Energy boost	− Hungry again	− Addiction
B. Work out	− Exertion/pain	+ Improved physiology	+ Better at work
C. Donate clothes	+ Feel better, can buy new	+ Cheap clothes for poor	− Repressed self-sufficiency
D. Recycle	− Recycling space at home	− Visit recycling station regularly	+ Waste reduced

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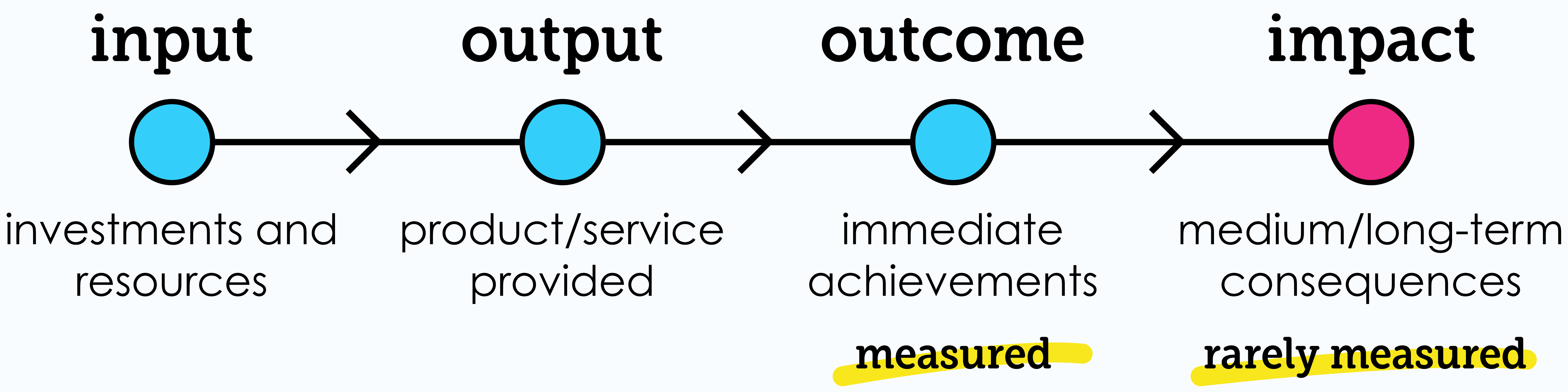
Impact represents an intended or unintended significant change that affects people on an individual or societal level.



input

investments and resources

output

product/service provided

outcome

immediate achievements

measured

impact

medium/long-term consequences

rarely measured

cultural
economic
environmental
health / well-being
political
scientific
social
technological

The best way to avoid gremlins is to include impact risk assessment in your work.

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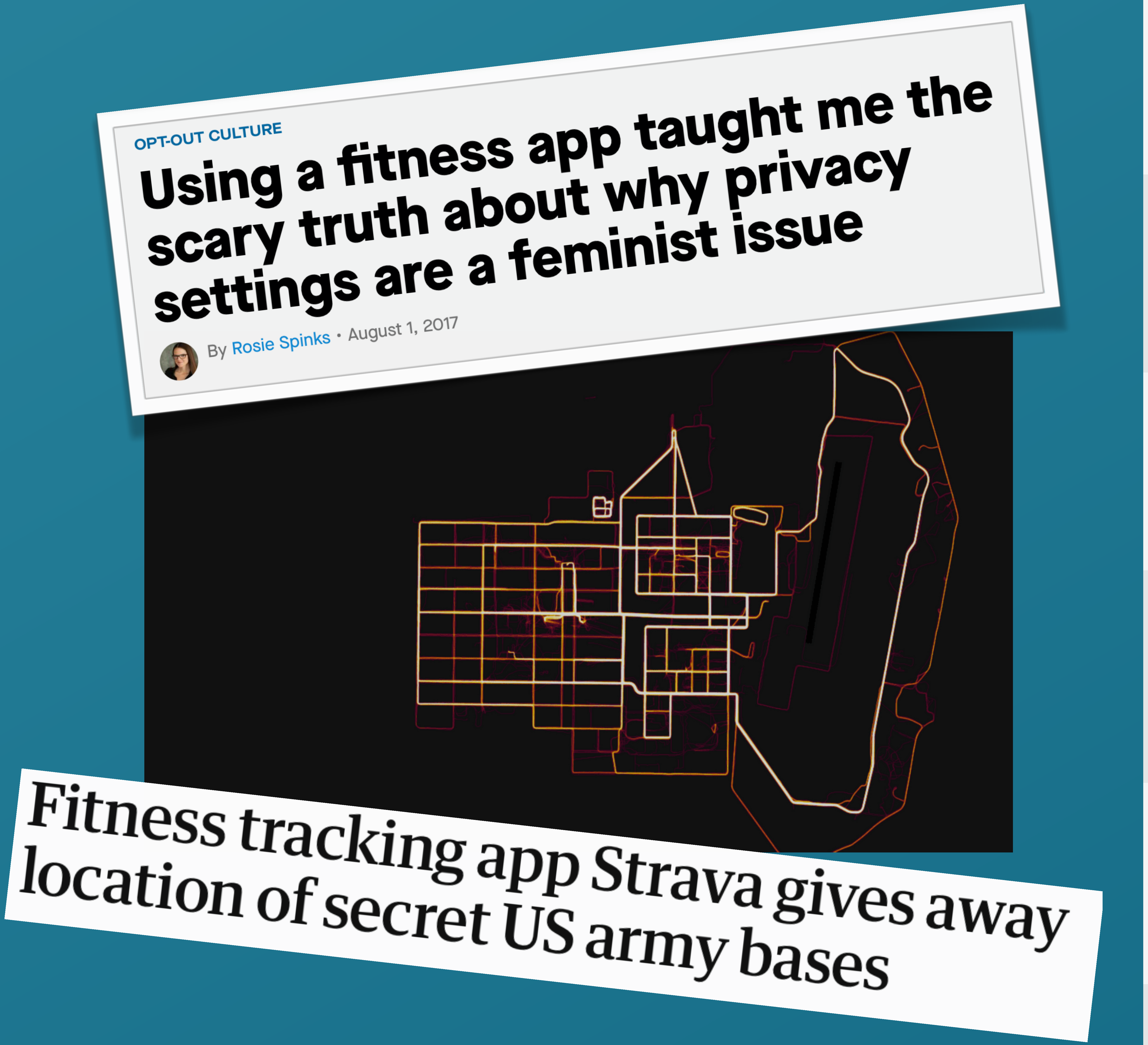
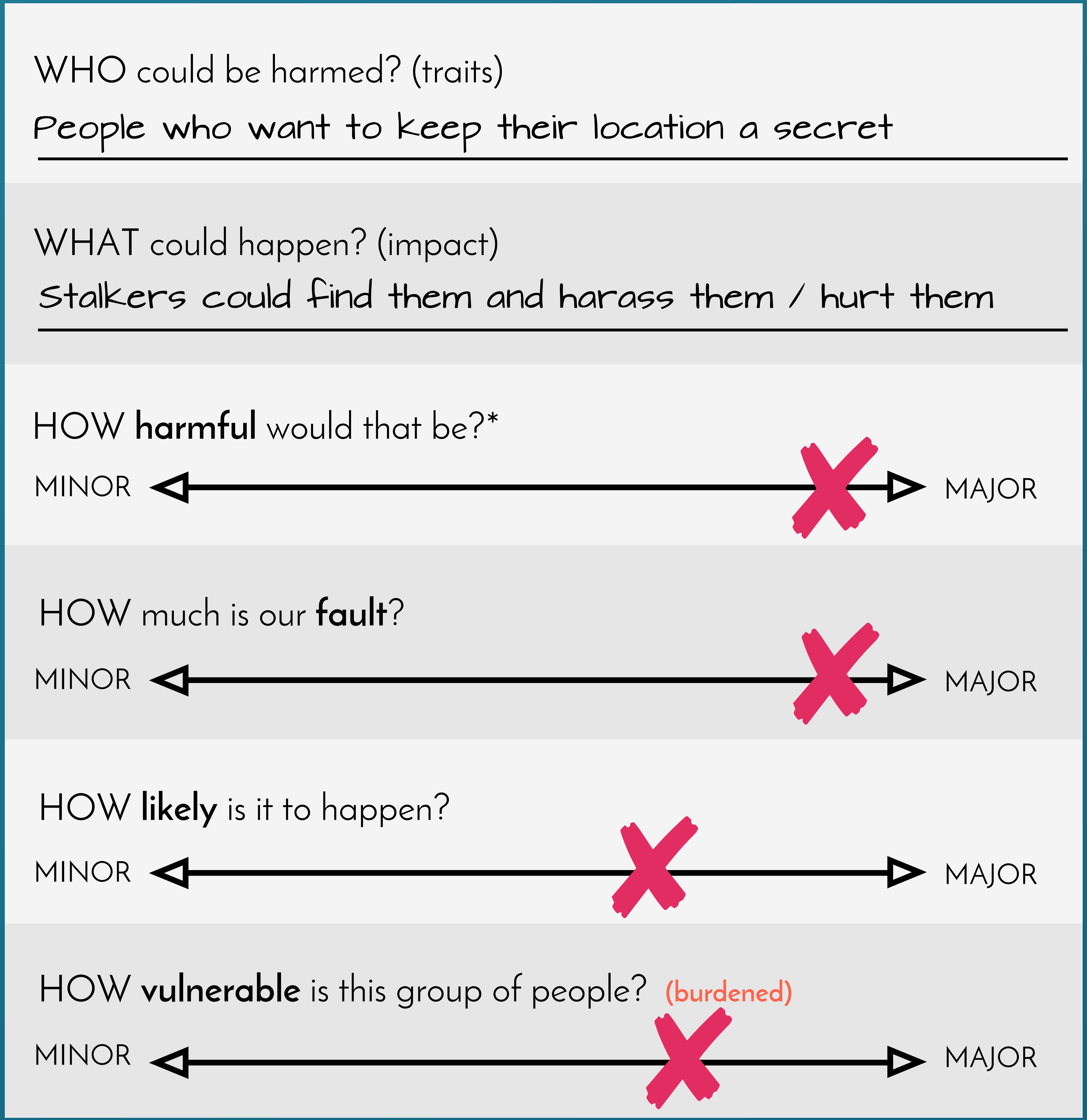


OPT-OUT CULTURE

Using a fitness app taught me the scary truth about why privacy settings are a feminist issue

By Rosie Spinks • August 1, 2017

Fitness tracking app Strava gives away location of secret US army bases



WHO could be harmed? (traits)

People who want to keep their location a secret

WHAT could happen? (impact)

Stalkers could find them and harass them / hurt them

HOW **harmful** would that be?*

HOW much is our **fault**?

HOW **likely** is it to happen?

HOW **vulnerable** is this group of people? (burdened)

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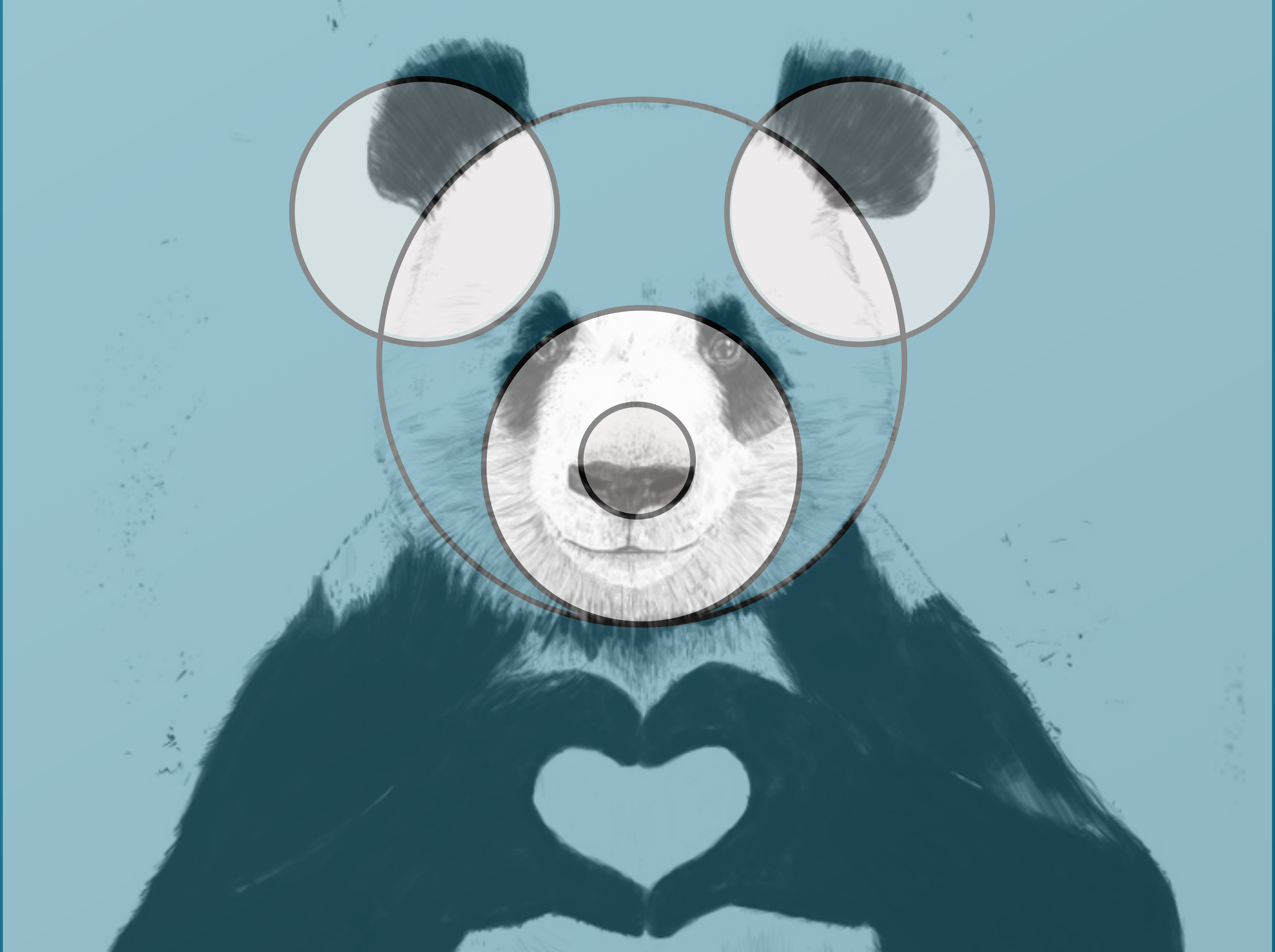
THE INCLUSIVE PANDA



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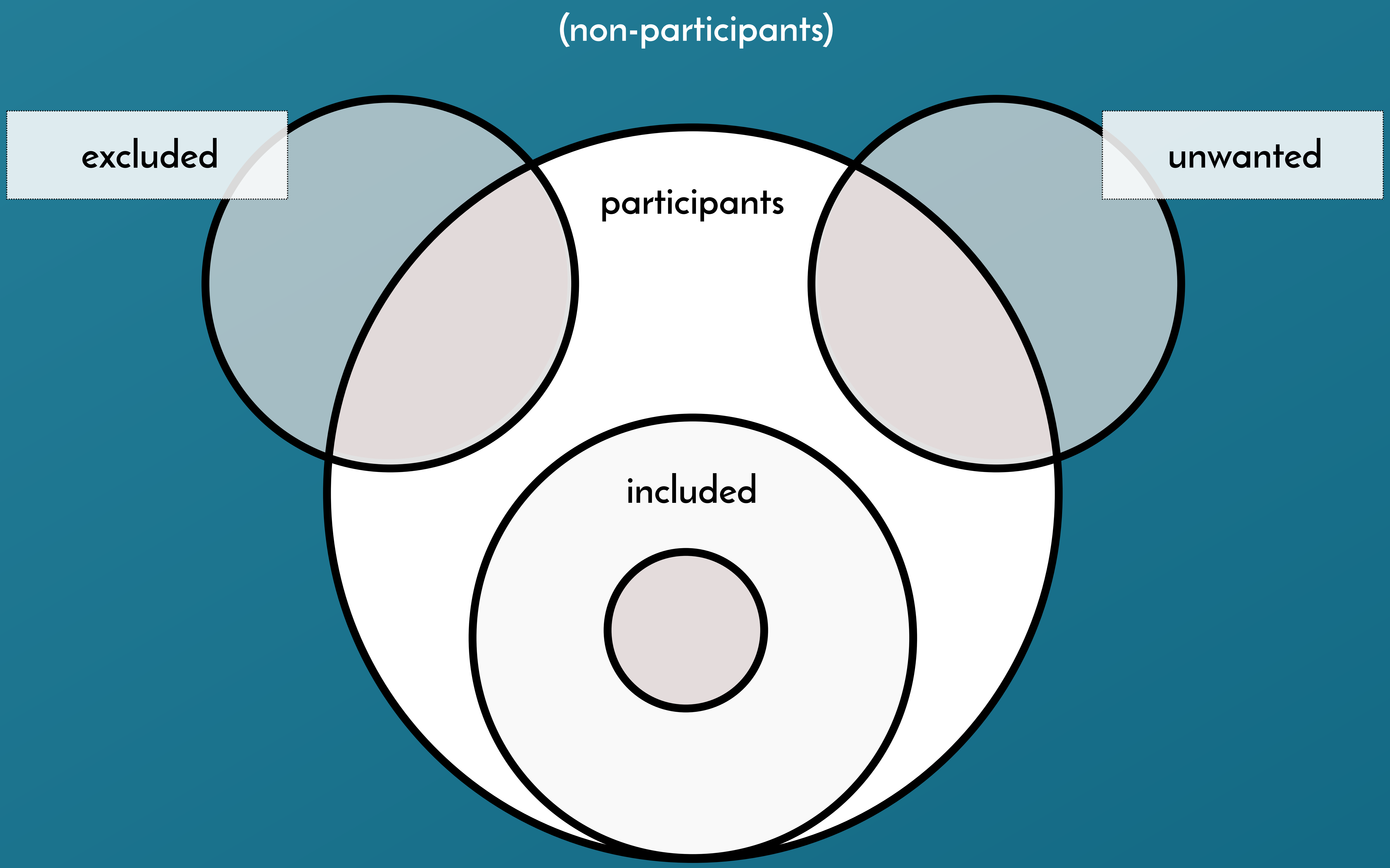
THE INCLUSIVE PANDA



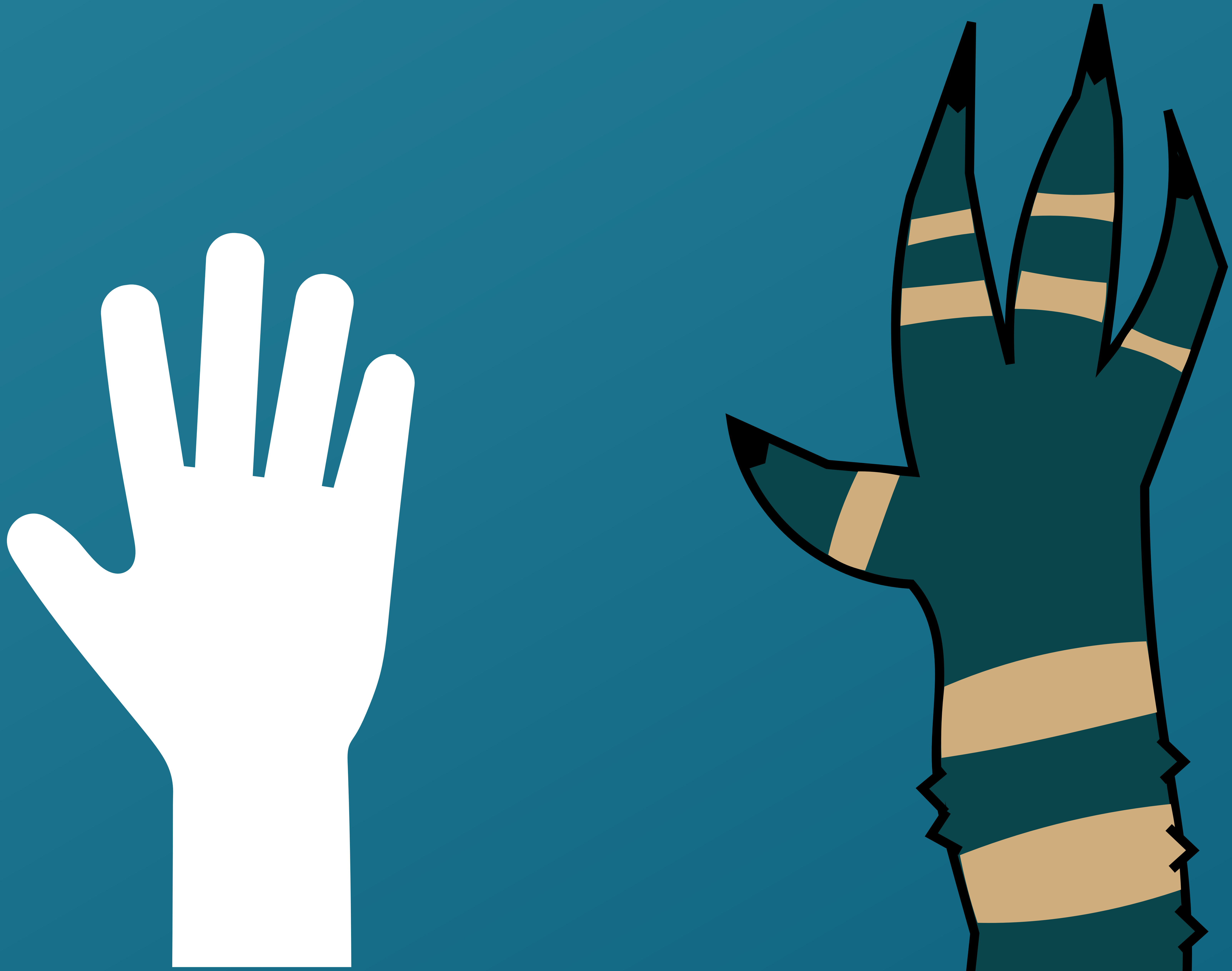
(non-participants)

excluded

unwanted

participants

included

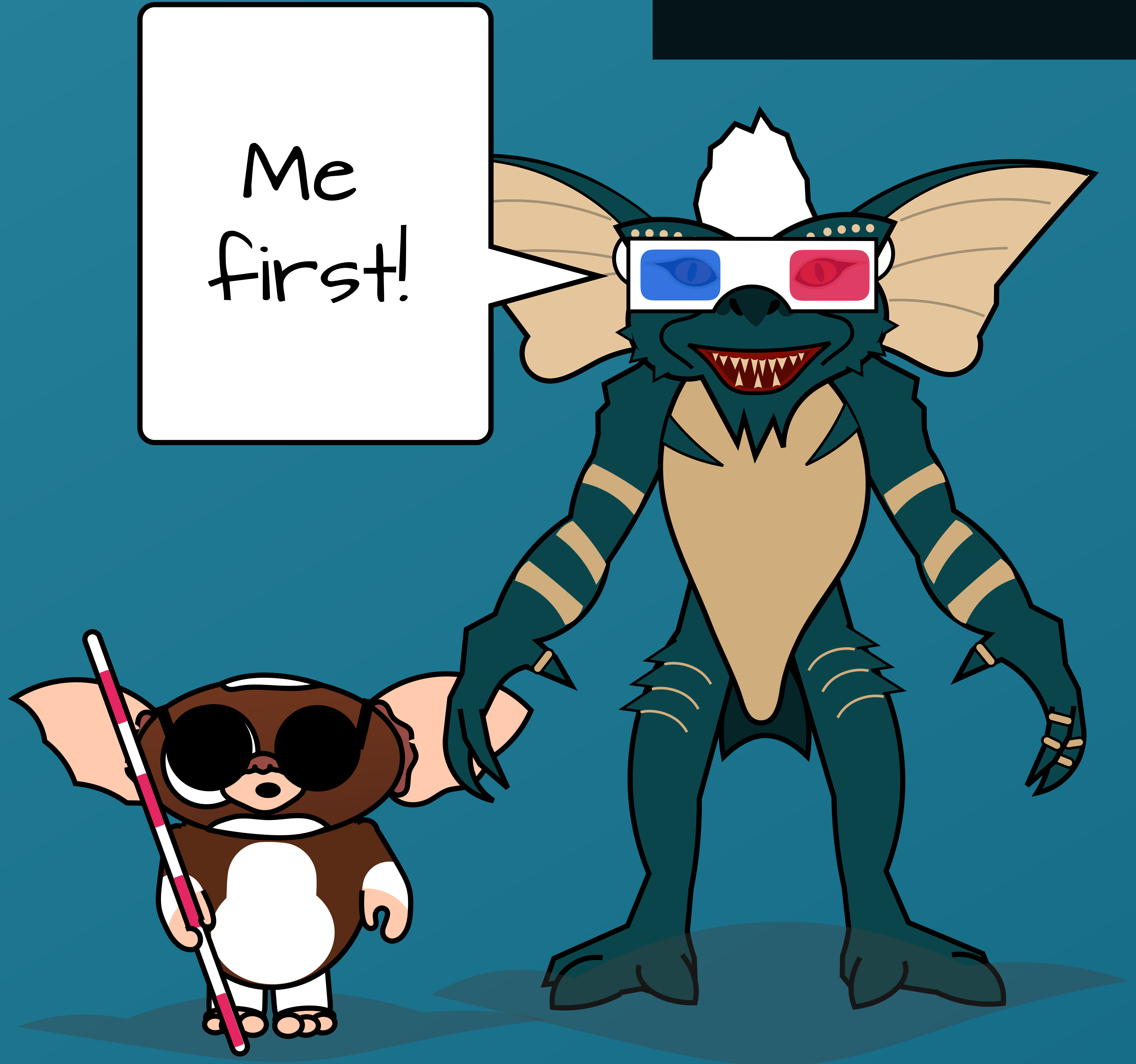


STOP

Saying that testing with 5 users will uncover 80% of usability problems.

Yum-
yum
'science'

STOP



Having privileged personas and saying that we will fix accessibility “later”.

STOP

Using behavioral science to nudge people into decisions they may want to avoid.

STOP

Using tools that exclude and limit co-creation.

STOP EATING AFTER MIDNIGHT

12
9
3
6
axbom.eu/gremlins