

# JULIA AND ALEX IN TECH

Stories from the field by Digital Experience Research Centre of NTT Data

**JORGE MÁRQUEZ** | HEAD OF NTT DATA EXPERIENCE DESIGN

2<sup>nd</sup> Annual Service Design Summit | Barcelona, April 4<sup>th</sup> 2019

**Digital Experience**  
Research Center

# MEET OUR PROTAGONISTS!

BARCELONA ✓

ALEXA HOME ASSISTANT +

VR GAMES +

SMARTPHONE ✓

UBER +

GOOGLE MAPS ✓

INSTAGRAM +

MY TAXI ✓

AMAZON +

BOOKING.COM ✓

*Alex* Alex, a 22 y.o. waiter feels increasingly worried about the future of technology. His biggest fears are inequality, dependency and job loss.



*Julia*

Julia, a 52 y.o. lawyer considers herself 'quite digital for her age'. She believes in the positive changes that technology can make but also worries about the ethical issues that go along with it.

# WE LOVE JULIA AND ALEX !



They often pass by our  
DX Research Centre

BARCELONA ✓

LATEST TECHNOLOGY ✓

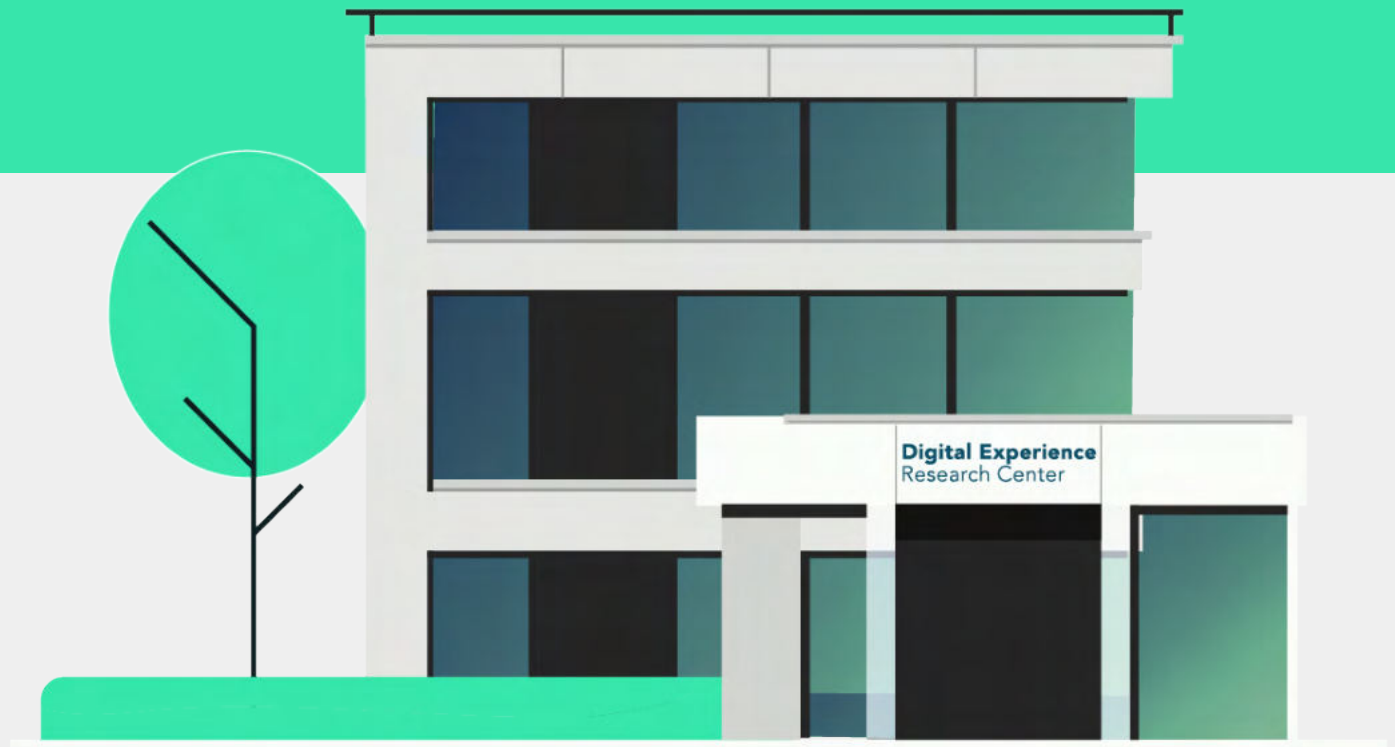
DIGITAL DESIGN METHODOLOGY ✓

EXPLORING ✓

ANALYSING ✓

CREATING ✓

SHARING ✓



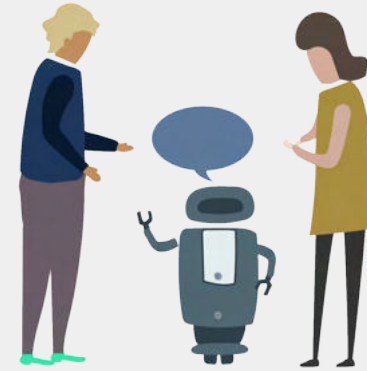
#NTTDatalivinglab

# Design is a **dialogue** rather than a monologue

Digital life is all about people and **strong research is key** to understand them.  
At our Research Centre, we want to **meet the people.**

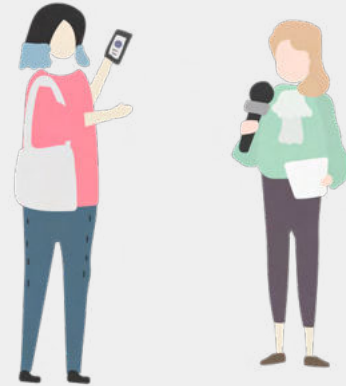


# We spend lots of time with Julia and Alex



We co created **the ideal Voice Bot** that aligns with emotional perception and expectations

We brainstormed about the **cheers and fears they have around artificial intelligence**



We sat down and debated about their perception of the **impact of AI on their working culture**



We followed them through **in-store phygital experiences** to understand their needs and habits





What do they **crave**  
for when interacting with  
emerging technology?

Feel in **control**

Feel **safe**

Feel **free**

Feel **human**



COMMAND |

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Technology does not control us.  
We control technology.



# Feel in **control**

Julia & Alex **cheer** what they know and incorporate immersive technologies in a natural way

But **fear** new capabilities that may go beyond their control

“

*I'm using SIRI more frequent now than when I just bought my iPhone one year ago*



*I don't think I have the right skills to work with the technology they will introduce at work 3 years from now*

”

“

*Artificial intelligence seems dangerous but smart products aren't*



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SAFETY|

Feeling confident that we will  
fine tune technology to work  
safely for true social good

# Feel safe

Julia & Alex **cheer** technology when it helps them to live safer and healthier lives, but **fear** it when it is perceived to replace human interaction, emotional intelligence and judgement



“ *When humans have to compete with robots, it's an unfair battle*

*A voice assistant would be useful to help vulnerable people or people with anxiety*

”

“ *It's amazing to see how technology might eliminate cancer from the world*



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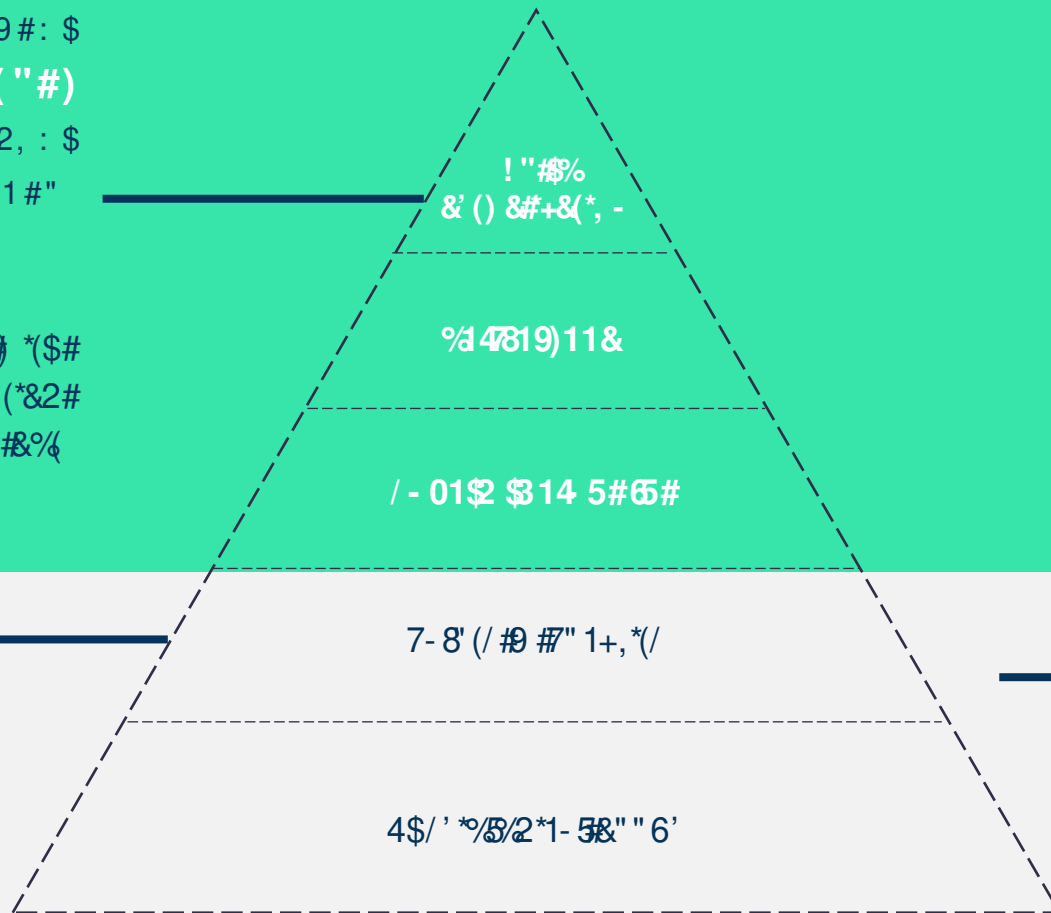
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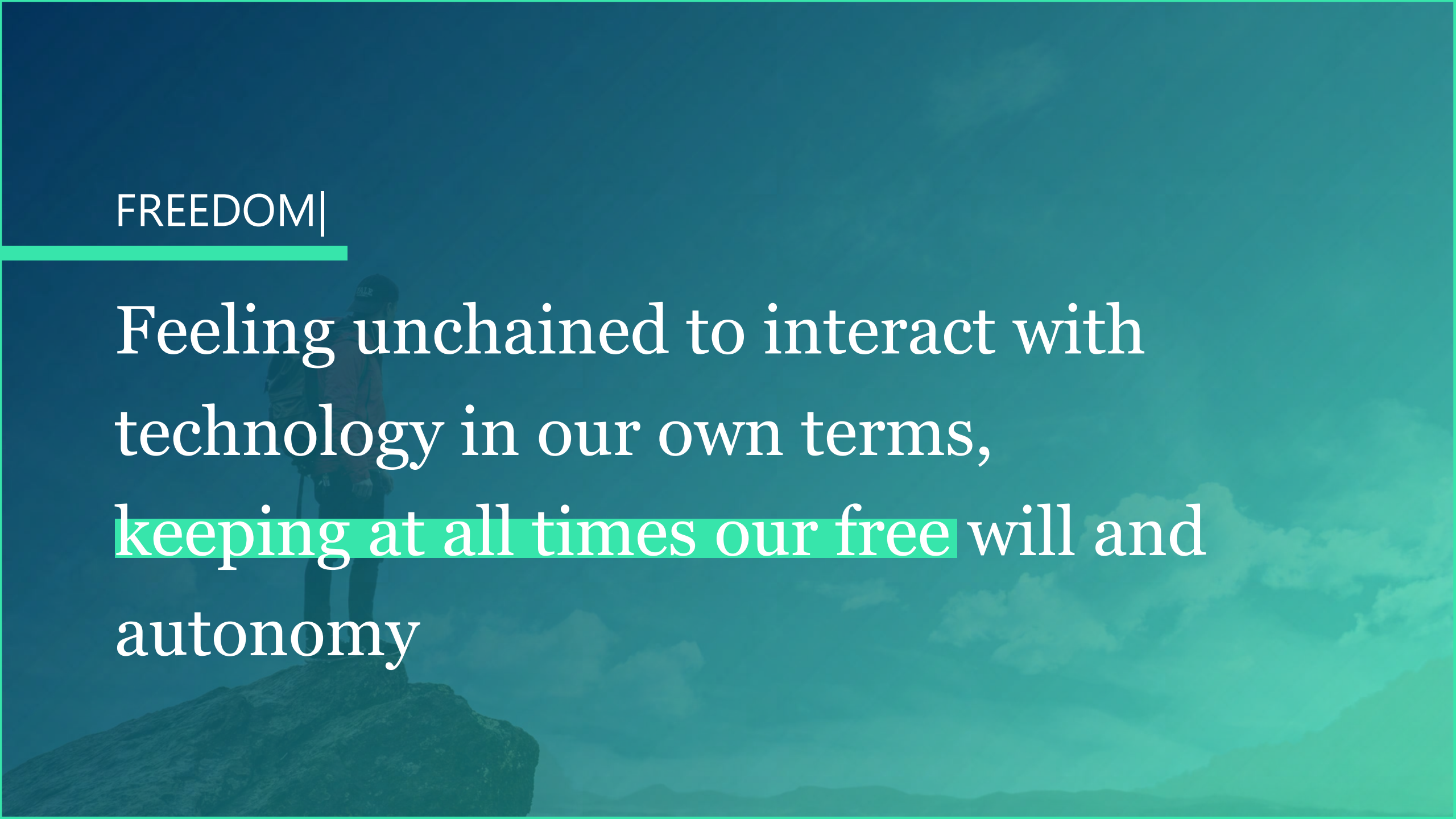
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FREEDOM|

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Feeling unchained to interact with  
technology in our own terms,  
**keeping at all times our free** will and  
autonomy

A person wearing a red jacket and a backpack is standing on a dark rock peak. The background is a teal gradient with a faint image of a mountain range and a cloudy sky. The text is overlaid on the image.

# Feel free

The **resistance** of being dependent on new technologies goes together with the **curiosity** for novelty and the feeling of comfort new technologies can offer



“ *I don't want to be hooked into more devices, I have enough with my mobile phone*

*I might buy it if it's something that will be useful in my day to day and allow me to do more things*



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*When in store...*

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*In the workplace...*

Convey 23. (78. -, /, - (9. 4. /, 2(807. \* (9: () ;(to make work life and workplace environment more positive, rewarding and enjoyable

*Everyday...*

Give users at all times the option to to 0 8 2<0 =2(>4 \* (2= 14 (0// ( functionalities



HUMAN FACTOR |

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**Keeping our identity** and relevance  
as humans, and setting clear  
roles in our relationship with AI

# Feel human

Julia and Alex **cheer** when technology assists them and expect an organic dialogue, but **fear** tech increasingly blurring the line between human and machine



“

*I don't want technology to interfere with in my daily life, choosing things in my place*

*I'm looking for a smooth dialogue, I don't want to have to speak a robotic language to be able to interact with a bot* ✓

”



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*When at home..*

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*In the workplace...*

Be extra careful when designing AI based products that carry out tasks regarded as intrinsically human – =7. 17( 5 . @0 B . (7=880 12(9=2(\* 0(40 2(5 >4 2(20 ( /.. @@/ 2(>7,\* .

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An aerial, high-angle photograph of a busy city street, overlaid with a semi-transparent teal color. The image shows numerous people walking, some in groups, and a large sign on the right side of the street. The text is centered and reads: 

Julia and Alex should be  
brought to the  
centre of the design process

# Embracing human centred design will boost adoption of emerging tech-based products and services

## When planning

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## While creating

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It's our responsibility  
to design  
memorable dialogues

emotions

Respond to **emotions**

Design for the gut feeling,  
rational judgement and  
emotional evaluation



inclusive

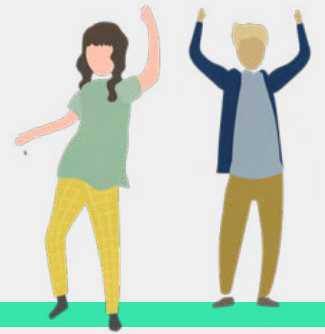
Be **inclusive**

Take advantage of technology to  
increase equality, diversity and inclusion

brilliant

Make **people brilliant**

Create products that enhance  
human judgement and  
creativity



alliance

Create **an alliance**

Capitalize on both machine and human  
capacities to make the impossible possible

# We continue giving the floor to Julia & Alex

We will follow **designers in tech** and understand their fears and cheers



We will delve into **Gen Z' shopping mindset and needs**

We will **travel with Julia and Alex** to understand their changing travel habits



A young woman with dark hair is smiling and looking down at her smartphone. She is wearing a dark-colored sweater. The background is a blurred outdoor setting. The entire image is overlaid with a semi-transparent teal color. A horizontal teal bar is positioned above the text.

**Be one step ahead**  
designing running and  
upcoming technologies

A woman with dark hair, wearing a blue patterned top, is smiling and clapping her hands. The image is overlaid with a teal gradient. A horizontal teal bar is positioned above the text. The text is white and reads: "Capitalize on micro-moments of meaning: go beyond channels and static touchpoints".

Capitalize on micro-moments  
of meaning: go beyond  
channels and static touchpoints



Focus on the long tail to design  
products suited to diverse  
tastes and needs

A hand holding a pen, pointing at a document. The background is a teal gradient.

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Plan for the long term |

**zoom into present-day**

behaviour to envision future  
solutions



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