

# **Humanizing Technology**

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# TECHNOLOGY

- Driver for development and economic engine world-over
  - Solved many problems to bring prosperity, through:
    - Productivity
    - Efficiency
    - Cost Reduction
  - Complexity, in the process, has increased substantially!
  - As a result, at times Technology is seen as:
    - Urban
    - Elite
    - Exotic
    - Fancy
    - Intimidating
    - Sexy
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# SIMPLICITY vs. COMPLEXITY

- Technology has become pervasive
    - In Everything, Everywhere
    - At Home and Work
  - It provides too many features and flexibility, with too many options
  - Micro-controllers and software that provide flexibility also increases complexity
  
  - Hope was to get Computers, with simplicity of Appliances...
  - Instead we have Appliances, with complexity of Computers!
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# REAL WORLD vs. VIRTUAL WORLD

- Some of the reasons for the slowdown in New Internet Economy
    - Complex operating procedures and processes
    - Failure to humanize virtual world!
  - As a result, only a small number of well educated Users could adopt
  - Mass applications and mass roll-out was restricted by complexity
  - Significant disconnect between Real World and Virtual World experiences
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## EXAMPLE: COMPUTER

- How do you turn on a Computer?
  - What do you see in the process?
  - How long does it take to start?
  - How do you get to where you last left things?
  - How do you input information?
  - Why do you need to connect so many things?
  - Why do you need applications?
    - Write a letter, Versus, Open a Word Processor
  - In summary, Computers offer:
    - Too Much
    - Too Fast
    - Too Soon
    - Too Complex
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# NEED TO HUMANIZE TECHNOLOGY

- User Centric
  - User Friendly
  - Simple to Understand
  - Simple to Operate
  - Built-in-Training
  - Start Simple, with limited Features
  - Expand Features as you learn more  
(do not expose to all possible features at once)
  
  - Case Studies:
    - OneWallet
    - Karma
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