DESIGN FOR HUMANS not robots

@karmatosed logicalbinary.com

by Tammie Listen
HI, I’M Tammie Liston
I love robots
I connecting
3 BRAINED

Old Brain
Survival, animal, primal

MID BRAIN
Emotions, feeling, impulse

New Brain
Speech, reading, thinking
MULTITASKING IS A LIE..ish

2 - 3 THINGS AT ONCE
HERDING INSTINCT
THE CARROT APPROACH
EMOTIONAL BEINGS
NATURALLY HAPPY
GREAT EXPLORERS
SOCIAL animals
We are born dependent on each other
ZOMBIE inside us all
HERDING HUMANS 101
New to Amazon.com? Register Below.

My name is: 

My e-mail address is: 

Type it again: 

My mobile phone number is: (Optional) 

Protect your information with a password 
This will be your only Amazon.com password.

Enter a new password: 

Type it again: 

Create account
Love the free and open Internet? Tell the world's governments to keep it that way.
ENCOURAGE SHARING
CREATE SAFE HAVENS
NOT JUST one of the crowd
HERDING INSTINCT
THE CARROT APPROACH
EMOTIONAL BEINGS
NATURALLY HAPPY
GREAT EXPLORERS
GOTTA HAVE 'em all
WHAT IS GAMIFICATION?

achievements / badges
levels
leaderboards
progress bars
activity feeds
avatars
real-time feedback (notifier)
virtual currency
gifting
challenges and quests
trophy case
embedding small mini games
within other activities
What is the Teen Summer Challenge?

Every year Pierce County Library System unveils a new Summer Reading Program for teens in our communities. This year we’ve taken the program online!

Simply put, the Teen Summer Challenge is all about challenging yourself to explore your interests, your library, and your community through a variety of activities and masteries.

Challengers can share their experiences, earn badges and achievements for their participation, interact with friends, claim their mastery of an activity group, earn library fine rebates, and share reviews of the books, music, movies, and places they love.

Best of all, challengers across all of our branches and all of the communities that Pierce County Library serves can participate in the challenge together in one place!

So get started with one of the buttons to the right or explore some of the Things to Do for the Teen Summer Challenge!

Those badges aren't going to earn themselves!

Register for an account to compete in the challenge! Anyone can register and participate, but to earn real-world prizes you'll need to be a teen with a valid Pierce County Library Card. Explore, share, compete, and check back often!
HERDING INSTINCT
THE CARROT APPROACH
EMOTIONAL BEINGS
NATURALLY HAPPY
GREAT EXPLORERS
TOUCH

hearts
USE YOUR emotion gauge
MAKE IT personal
NAME TO
a face

Meet the team
WILLY WONKA

interfaces
HERDING INSTINCT
THE CARROT APPROACH
EMOTIONAL BEINGS
NATURALLY HAPPY
GREAT EXPLORERS
MAKE THE bad good
Remember everything.

Capture anything.
Save your ideas, things you like, things you hear, and things you see.

Access anywhere.
Evernote works with nearly every computer, phone and mobile device out there.

Find things fast.
Search by keyword, tag or even printed and handwritten text inside images.

GET EVERNOTE, IT’S FREE

Evernote ➤ Skitch ➤ Penultimate ➤ Web Clipper ➤ Evernote Hello ➤ Evernote Food ➤ Evernote Clearly ➤ Evernote Peek ➤
Avoid user pain
Simplify choices
Keep calm and on track
HERDING INSTINCT
THE CARROT APPROACH
EMOTIONAL BEINGS
NATURALLY HAPPY
GREAT EXPLORERS
BORN
explorers
REMEMBER
nurture