A STUDY IN PIXELS

Design, the World, and the Other Side of the Screen

@JASONVANLUE

BD CONF • ORLANDO •
THREE PIPE PROBLEMS

if your product reaches people you need design

FIRST EDITION

BUILD, POSE, EXPERIENCE, SELL, RESEARCH, KNOWLEDGE, HONOR, SCIENCE, RIGHT, PEOPLE, IRONY, DESIGN CAN CHANGE THE WORLD

Three pipe problem
It is quite a three pipe problem & I beg you not to speak to me for fifty minutes

SEAN MCGEES

JASON VANLUE

PICTURE, TWEET, DESIGN SENSE, DESIGN THINKING, DESIGN SOLO, DESIGN DUO, DESIGN TRIO, DESIGN FOUR, DESIGN FOR PEOPLE, DESIGN CAN CHANGE THE WORLD

If you don't understand people, you can't make good design.
Design the World and the Other Side of the Screen
7 BILLION

3 BILLION

LESS THAN $2.50 / DAY
$912.50

PER YEAR
WHAT IS POOR?

→ Per Capita Income
→ Gross Domestic Product
2012
LOW INCOME

- D.R. Congo ($400)
- Somalia ($600)
- Ethiopia ($1,200)
- Haiti ($1,300)
- Uganda ($1,400)

2012

HIGH INCOME

→ Canada ($41,500)
→ Sweden ($41,700)
→ Switzerland ($45,300)
→ USA ($49,800)
→ Norway ($55,300)

DECREASE POVERTY?

Produce more goods and services each year.
INCREASE GDP

→ Honduras ($36billion / 8million people)
→ USA ($19trillion / 350million people)

EDUCATION
60% vs 95%
WHAT ABOUT EDUCATION?

→ Illiteracy
→ Lack of Resources
→ Class Size
WAIT, AM I IN THE RIGHT PLACE?
INTERNET USERS IN THE YEAR 2000

30% NORTH AMERICA

29% EUROPE

19% JAPAN / KOREA

13% REST OF ASIA

5% L. AMR

2% AUS

1% AFRICA

1% MIDDLE EAST

SOURCE: Internet World Stats — IMF definition of "developed" in 2000

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## Alexa Top 10 in 2000

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
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<td>1.</td>
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<td>10.</td>
<td>U.S.A.</td>
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**Source:** The Emerging Global Web presentation by Stephanie Rieger
<table>
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<th>Rank</th>
<th>Website</th>
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<td>Baidu (China)</td>
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<tr>
<td>7</td>
<td>QQ (China)</td>
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<td>11</td>
<td>Taobao (China)</td>
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<tr>
<td>13</td>
<td>google.co.in</td>
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<td>20</td>
<td>Yandex (Russia)</td>
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</tbody>
</table>

*Source: The Emerging Global Web presentation by Stephanie Rieger*
3 BILLION+
from the sites of interest.
AFRICA BY THE NUMBERS

→ Mobile Internet Usage Will Quadruple Annually
→ By 2019, 950 million Mobile Subscribers
→ Africa quickly becoming the “Mobile Continent”
“It’s hard to overstate how much mobile phones have changed the shape and form of life in Africa. Every stratum, every fiber of the fabric of life here has changed because of mobile phones.”

ERIK HERSMAN
OKAY

SO WHAT?
WE MAKE
THE INTERNET
EVERYTHING ON THESE SCREENS IS DESIGNED
1/4 of African adults have accounts at formal financial institutions.

SOURCE: The Emerging Global Web presentation by Stephanie Rieger
>15% of INDONESIANS have a credit card

SOURCE: The Emerging Global Web presentation by Stephanie Rieger
SIM Swap Done Here

mPESA Agent
Now Available Here

Also Available
- Free M-PESA Registration
- SIM Replacement
- Electricity Easy Pay
- Phone Accessories
- Photocopy & Stationery
150 billion in mobile transactions in 2013

25 billion in mobile transactions in 2013

SOURCE: The Emerging Global Web presentation by Stephanie Rieger
“To Westerners, “mobile banking” is a new way of doing something old. To many Africans, it is the obvious way of doing something new.”
THAT'S ME
DESIGN SOLVES PROBLEMS
“Africa has plenty of problems. [The internet] can help Africans solve them.”

BITANGE NDEMO

SOURCE: The Next Frontier — The Economist, 02/16/2013
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North America
Internet penetration: 82%
Population: 350 million
GDP: $19 trillion

Europe
Internet penetration: 68%
Population: 700 million
GDP: $21 trillion

China
Internet penetration: 45%
Population: 1.4 billion
GDP: $9 trillion

South and East Asia
Internet penetration: 21%
Population: 800 million
GDP: $2.3 trillion

Latin America
Internet penetration: 45%
Population: 600 million
GDP: $5.8 trillion

Africa
Internet penetration: 20%
Population: 1.1 billion
GDP: $2.1 trillion

India
Internet penetration: 13%
Population: 1.2 billion
GDP: $1.8 trillion

Source: Deloitte estimates based on ITU World Telecommunication database and IMF data
Figure 3. Internet users in developing regions if penetration were to reach 75% of population

![Graph showing Internet users in developing regions.](image)

- **Today**: South and East Asia = 0.5, Africa = 0.5, India = 0.9, Latin America = 0.7
- **No action in five years**: South and East Asia = 0.7, Africa = 0.9, India = 1.0, Latin America = 0.7
- **Penetration 75% in five years**: South and East Asia = 2.2, Africa = 2.2, India = 2.2, Latin America = 2.2

Source: ITU World Telecommunication database, IMF and Deloitte analysis

2.2 billion more people would be online in developing countries.
INTERNET PENETRATION

→ $2.2 trillion in additional GDP
→ 72% increase in GDP growth rate
→ 140 million new jobs

Kerala, India — app to track weather patterns and compare wholesale prices increased profits 10%

Small Businesses in Mexico, Malaysia, and Vietnam experienced avg 15% gain due to web technologies

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- Increase in the rate of growth of GDP: 92% in Africa, 37% in Latin America, 110% in India, 75% in South and East Asia
- Increase in annual GDP per capita: $450 in Africa, $630 in Latin America, $500 in India, $630 in South and East Asia
- Additional jobs: 44m in Africa, 5m in Latin America, 65m in India, 27m in South and East Asia
- Decrease in extreme poverty (%): -30% in Africa, -13% in Latin America, -28% in India, -16% in South and East Asia

Source: IMF, ILO, World Bank and Deloitte analysis
EDUCATIONAL DEVELOPMENT

→ 3-Fold increase in number of children educated
→ Cheaper books and learning resources
→ Creates the positive cycle

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I am so much interested in computers. I want to be a computer programmer someday and maybe come work in your labs.

In my free time I like to read the computer books that Uncle Tim bring along with him. They are so good. Thanks a lot. I will always remember you guys and pray for you all. Please send photos and more books when you can.

I’ll be reading the books till I have my own computer. Because computer is my only problem right now. OK - I think I better go for now. But I will be writing you.

Good bye!

PS I love electronics,
I love to draw!

From your friend - SL-01-0018

Jejan Murphy
The biggest impact on the world will be universal access to all human knowledge. The smartest person in the world currently could well be stuck behind a plow in India or China. Enabling that person — and the millions like him or her — will have a profound impact on the development of the human race. Cheap mobile devices will be available worldwide, and educational tools like the Khan Academy will be available to everyone. This will have a huge impact on literacy and numeracy and will lead to a more informed and more educated world population.

HAL VARIAN, CHIEF ECONOMIST FOR GOOGLE
DESIGN VALUE INDEX

In 10 years, a $10,000 investment in design-centric companies would have yielded returns 228% greater than the same investment in the S&P.


SOURCE DMI, MOTIV STRATEGIES 2014
HOW DOES THIS APPLY TO ME?

→ WHAT we make actually matters

→ HOW we make it matters also
AVERAGE WEB PAGE SIZE IS 1.8MB
OBLIGATION TO RESPONSIBLE DESIGN
HOW DOES THIS APPLY TO ME?

→ The reach of the web is global
→ We must embrace empathy
ok team huddle up

are you all ready to do a good job today?

how bout a big _do empathy_ in 3?

3 - 2 - 1 - DO - EMPATHY!

ok break

8:19 AM - 28 Aug 2014
DEV PATNAIK

“We prosper when we tap into a power that we all have — the ability to reach outside of ourselves and connect with other people.”
HUMAN MEASUREMENTS
Of The Average Adult Male
Incl. 97.5 & 2.5 Percentiles
Av. Weight 153.1 Lb.
Left Handed 6.6%
Color Blind 3.5%
Hard Of Hearing 4.5%
Wear Glasses 43.6%

Copyright 1955, Henry Dreyfuss
WHO ARE YOUR
JOE & JOSEPHINE?
“Decision makers often find themselves working with data that lacks any context. They deal with information in the abstract instead of experiencing it for themselves.”
EMPATHY IS THE ANTIDOTE TO ABSTRACTION
EMPATHY IS THE BACKBONE OF GOOD DESIGN
DESIGN FOR THE OTHER SIDE OF THE SCREEN
“Everyone wants a job that matters. When faced with the impact that they can create, people realize that their rules for what makes a job good...are actually far less important than discovering who the people are that need them to do great work.”
WHO NEEDS YOU TO DO GREAT WORK?
Not enough people think they can make change happen in the world, so they don't try.
QUESTIONS TO ASK YOURSELF:

→ How will designing for the other side of the screen impact my work today?
→ How can I be more responsible in my design?
→ How can I be a part of this emerging global web?
→ What problems can I solve?
MAKE THE CONNECTION
IT’S NOT ABOUT PIXELS.
IT’S ABOUT PEOPLE.
“You know what we get to do when we leave here? We get to go make things. Things that nudge the world a little bit in what we hope is the right direction. We get to put a dent in the universe. This is a great job.”
WHAT WILL YOUR DENT BE?
THANK YOU!

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