



WORLD IA DAY
LOCAL CONNECTIONS. GLOBAL IMPACT

On poetry and design

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Franco "Bifo" Berardi

The Uprising

On Poetry and Finance

semiotext(e)
intervention
series □ 14

“**Language** became compatible with digital-financial formats: efficient, effective and exchangeable.

Poetry reactivates the desiring force of enunciation, the word sensuously giving birth to meaning.”

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Product

Interfaces that promote fast exchanges at the expense of meaning and reflection

Process

Move fast, break things, standardisation, commoditization

For a profession in which the purpose is allegedly transformative problem-solving, design solutions are incredibly conservative.

We continue to populate the world with junk and have become complicit in designing people into a culture of convenience.

Danah Abdulla

**What lessons can we learn from
poetry?**

What lessons can we learn from poetry?

HINDRANCE

OPENNESS

POLYPHONY

ELEGANCE

What lessons can we learn from poetry?

H

O

P

E

What lessons can we learn from poetry?

HINDRANCE

Poetry requires a **conscious effort** of enunciation and interpretation.

Steve Krug

~~DON'T
MAKE
ME~~

THINK



A Common Sense Approach to Web Usability
FOREWORD BY ROGER BLACK



iWatchTexas

COMMUNITY REPORTING SYSTEM

Welcome to the Texas Suspicious Activity Reporting Network iWatchTexas app, where you can report suspicious activities or behaviors that may indicate ongoing or future criminal or terrorist activity.

This app is not designed to report emergencies. **If this is an emergency, please call 911.**

Your report will be reviewed by an analyst to determine if similar reporting exists and to ensure appropriate referrals and report should take

CREATE



(1/2) Out running this morning on a new route and a lady runs past me.

Despite only passing, when I get home @Strava automatically tags her in my run. If I click on her face it shows her full name, picture and a map of her running route (which effectively shows where she lives)

The screenshot shows a Strava run activity page with the following details:

- Run** (Title)
- Moving Time:** 1:03:09
- Elevation Gain:** 90 m
- Calories:** 1,013 Cal
- Avg Heart Rate:** 155 bpm
- View Analysis** (Button)
- Intensity:** Hard (Circled in blue)
- With:** with [redacted] (Circled in blue)
- Device:** Garmin vivoactive 4
- Add Others** (Button)

Handwritten blue annotations include a circle around the 'Hard' intensity level and the 'with' section, and a large question mark over the 'View Analysis' button.

When should we apply **hindrance** to products, increasing friction and intentionality?

- To protect users data and safety
- To limit (digital) addiction
- To nudge positive behaviour
- To discourage harmful behaviour

**What kind of hindrance do we need
in the design process?**

What about the design process?

“DesignOps refers to the orchestration and **optimization** of people, processes, and craft in order to amplify design’s value and impact **at scale**.”

Nielsen Norman Group

According to the respondents of a Nielsen Norman Group survey, the primary intent of DesignOps is to:

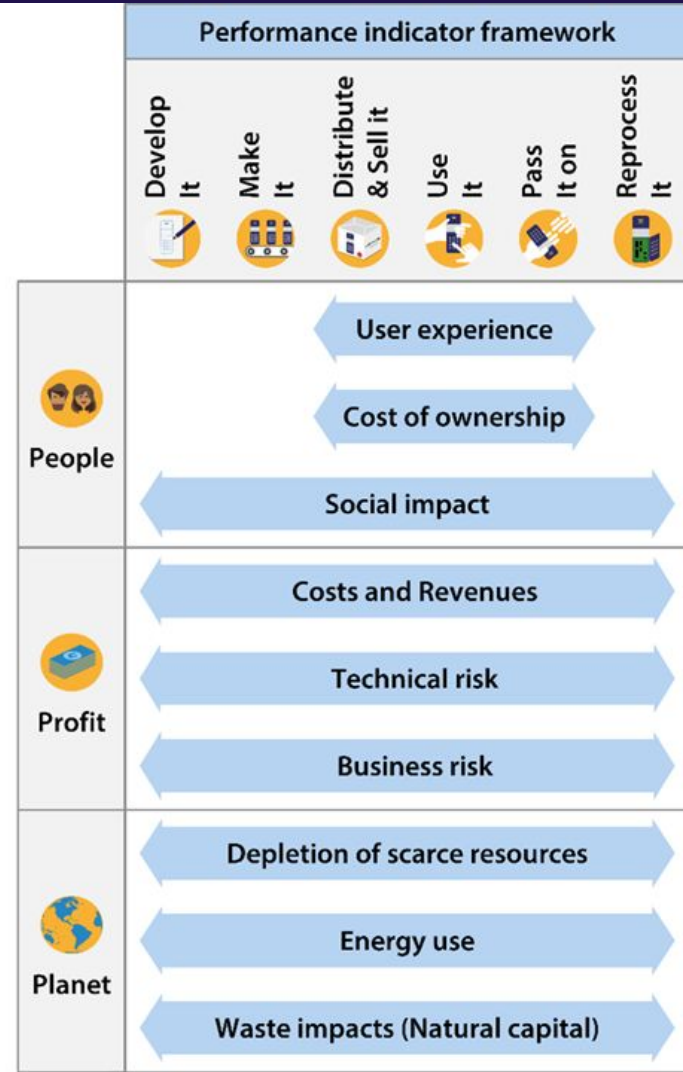


Scale design's reach an impact

12%

Increase and systematize the **measurable influence** of design:
Streamlining processes and being able to measure impact of solutions
so that designers **prove the value of customer-centric design**

What type of impact are we measuring?



"Our profession needs to be willing to speak truth to power. We need to say no, ask why and check receipts."

Mike Monteiro

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“Interpretation: infinite slippage of the transition from
signifier to signified”

Algirdas Julien Greimas

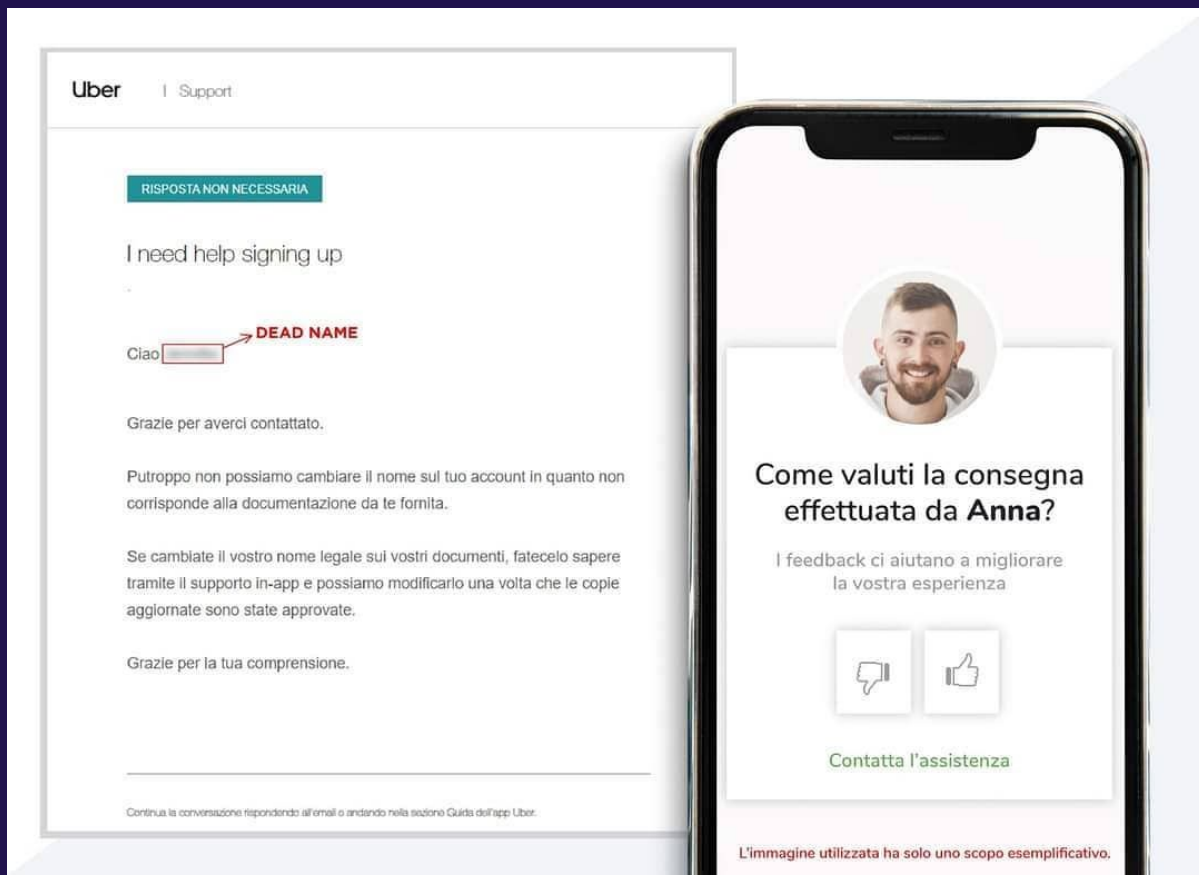
The image shows the interior of the House of Commons in the United Kingdom. It features rows of green leather-upholstered benches arranged in a semi-circle, facing a central aisle. The walls and ceiling are made of dark wood with intricate carvings and paneling. A central doorway is visible at the far end of the chamber. The lighting is warm, highlighting the textures of the wood and the green of the benches.

**“We shape our buildings and
afterwards our buildings
shape us”
Winston Churchill**

Open to different mindsets



Open to life changes

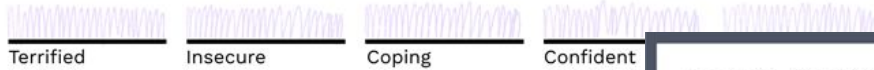


L'immagine utilizzata ha solo uno scopo esemplificativo.

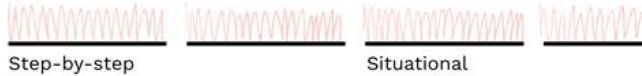
**How to we bring openness
in the design process?**

Mindsets VS Personas

Confidence



Need for assistance



Lost in the Woods



“ _____

“ _____

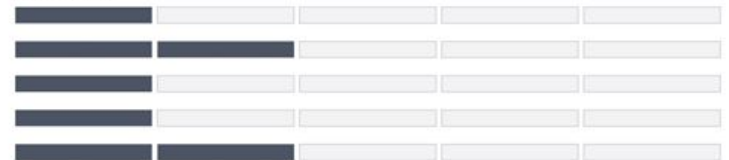
This mindset might fit...

Future evolutions

SHORT TERM

LONG TERM

Attributes



Relationship with the bank



UX guidelines



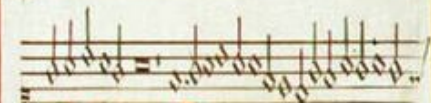
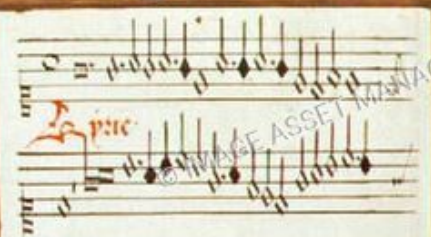
What lessons can we learn from poetry?

HINDRANCE

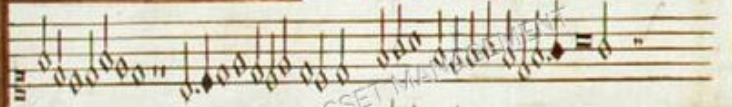
OPENNESS

POLYPHONY

The art of combining several independent, simultaneously sounding voices, then reaches a phenomenal complexity.



clerton Kyrie



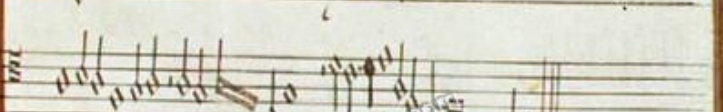
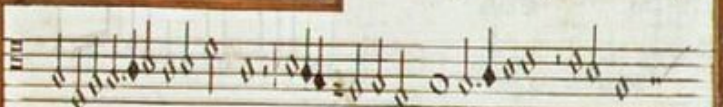
clerton



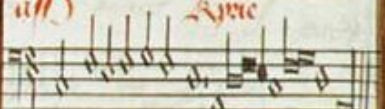
Ecce natus est



fiat mundus clerton



clerton



clerton

Polyphony of users

Thinx

[shop](#)

[learn](#)

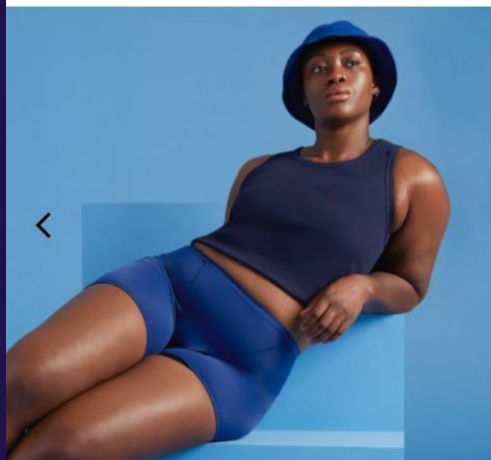
[mission](#)

[periodical](#)

[Know Your Flow](#)

period underwear

now in styles that absorb up to 4 regular tampons' worth



◆ Reunite with the Boyshort, now in Navy – the first new color for this heavy day style! ◆

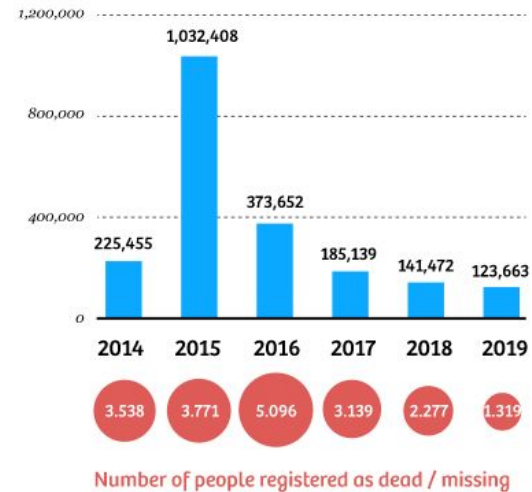
[shop Boyshort in Navy](#)

Polyphony of perspectives



Source: Frontex

Number of migrants arriving via the Mediterranean sea has been decreasing for years



Source: UNHCR

Polyphony of goals



[Host](#) [Donate](#) | [Disaster relief](#) [Medical stays](#) [Refugee housing](#)

Share your space for good

Join a community of generous hosts. Offer your extra space for free to people in need of temporary housing.

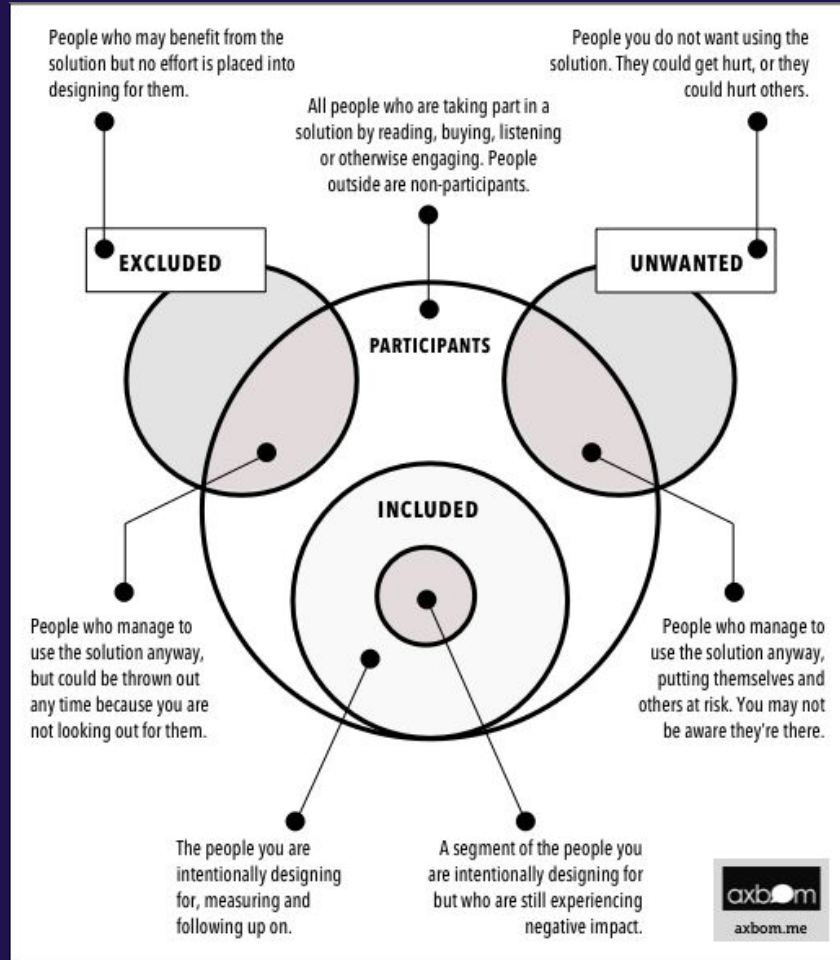
[▶ Watch the film](#)

[Offer your space](#) or [donate to fund stays](#)

Pause

**How do we bring polyphony
in the design process?**

Add polyphony in your target users



Add polyphony in your team

The overwhelming **focus on 'women in tech' is too narrow** and likely to privilege white women over others. We need to acknowledge how the intersections of race, gender, and other identities and attributes shape people's experiences with AI.

The **focus on the pipeline has not addressed deeper issues** with workplace cultures, power asymmetries, harassment, exclusionary hiring practices, unfair compensation, and tokenization that are causing people to leave or avoid working in the AI sector altogether.

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From latin: *eligere, ex legere*

the act of choosing, selecting with criteria of gracefulness and simplicity, focussing on essential things.

**In engineering, an elegant solution may
solve multiple problems at once, especially
problems that are
not thought to be inter-related.**

Profitability
Engagement
Conversion
Internationalisation
Growth
Efficiency
Equality
Inclusion
Sustainability
Well-being
Solidarity

...

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“Hope is not a lottery ticket you can sit on the sofa and clutch, feeling lucky. It is an axe you break down doors with in an emergency.

To hope is to give yourself to the future - and that commitment to the future is what makes the present inhabitable.”

Rebecca Solnit



THANK
YOU

Clementina Gentile
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