Design languages of **engagement**

Jan-Christoph Zoels

Foster **trustworthy** interactions

Invest

Manage my world

Where am I? How am I doing?

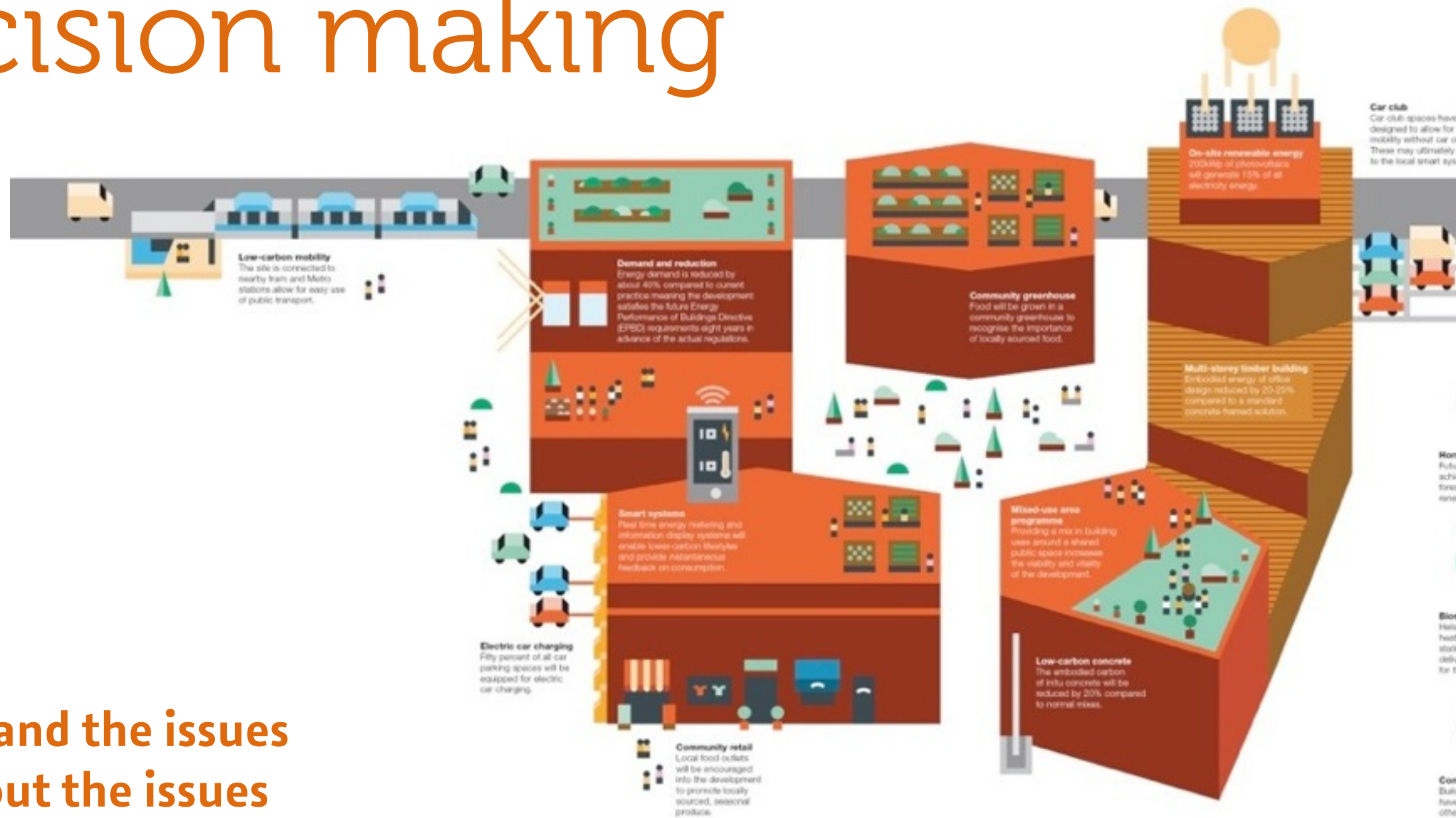**Manage investments**

What shall I do?

How can I learn more?

Trust makes social life predictable

creates sense of community

makes it easier for people to work together

Barbara Misztal

Co-engage in decision making

Understand the issues
Care about the issues
Knowing what to do
Will doing something solve the problem
What will people think?
Eric Bidard

Enable stakeholder ownership

Stimulate awareness of the changes going to happen
Empower and build human capacity
Foster ownership through participatory development strategies

Create **value** through **innovative processes**

Involve

Spot

Enable

Sustain
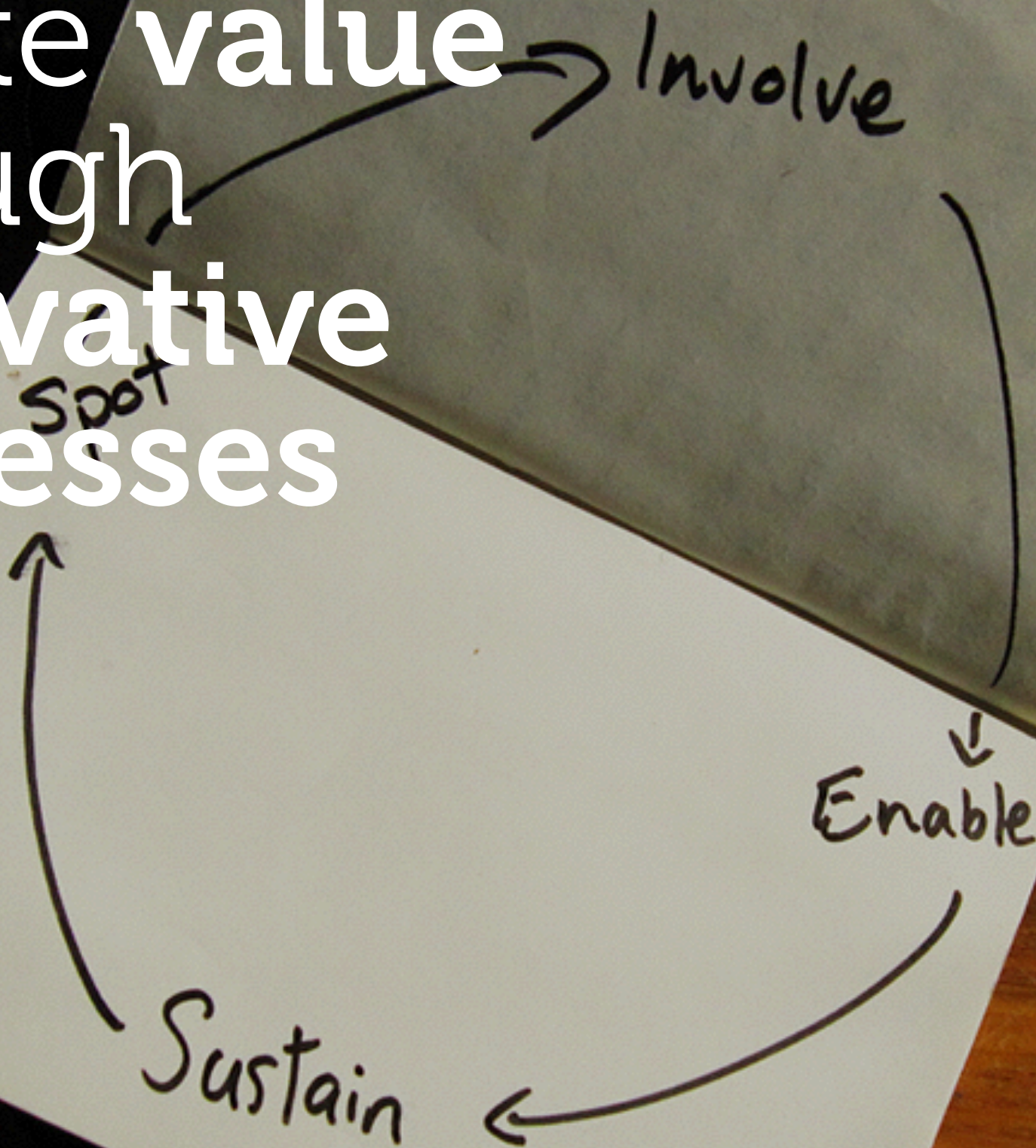
Value arises from implementation:
spot, empathise, be inspired, co-create, unleash, excite, live!

Social architecture

Analysis and understanding of cultural constraints

Participatory models of innovation

Incremental innovation (migration, natural selection)

Services for social innovation (mutation, drift)

Shareholders

Administrators

Policy makers

Financial institutions

Healthcare providers

NGOs & foundations

Hot areas

Smart cities

Sustainable architecture

Connected vehicles

Finance and insurance

e-Health

Tools

Participatory design

Ethnographic research

Longitudinal studies

Contextual enquiries

Sitra/SRV/VVO

Low2No
carbon living

A low-to-no carbon emissions block in Helsinki

Low2No

A low-to-no carbon emissions block in Helsinki

As part of a team made up of international engineering and planning firm **Arup** (London) and architectural firm **Sauerbruch Hutton** (Berlin), Experientia won an international competition to develop a building block in Helsinki (FI), which will have low or no carbon emissions.

Currently in construction, it has an integrated approach to energy efficiency, with high architectural, spatial and social values.

Experientia is responsible for the workstream "Low carbon lifestyles - enabling behavioral change", designing energy demand management solutions such as advanced smart meters and services as well as designing and coordinating "mixed use" service offerings. **www.low2no.org**

2011 Italian National Award for Innovation in Services
2011 Holcim Award for Sustainable Construction

Low2No

50 behavioral change solutions

Experientia designed **fifty initial ideas for tools and services** that could facilitate behavioral change for Low2No.

These included:

- **technological solutions**, such as smart meters, dynamic pricing systems, and data on cost and peak usage;
- **participatory solutions**, such as games, competitions, workshops and websites;
- **public installations**, such as artworks catalyzing energy consumption reduction;
- **business initiatives** to encourage private and public entities to get involved.

Engagement and awareness

Self-Assessment and Positive Reinforcement

Low2No

Services

Experientia's award-winning service platform enables access to the tools to live more sustainable lifestyles.

These include:

- **the Food hub:** services related to the purchase, consumption and sharing of food, an ethical alternative to products commonly offered in the Finnish market.

- **the Communal sauna:** an eco-friendly, wood-fueled response to the presence of a private electric sauna in most Finnish homes.

- **the Eco-laundry:** clothing-care service using detergents with a low environmental impact and spreading best practices for garments upkeep.

Low2No

Advanced smart meters

The Low2No concept prototype is a holistic, people-centered, advanced smart meter.

We have envisioned an empowering smart meter that tracks personal carbon footprint, offers handy tips to reduce it and connects people to a like-minded community. It addresses the following user requirements:

- Provide contextual realtime feedback

- Analyze personal consumption (energy, water, waste, etc.)

- Incentivize reduced consumption through social reward systems

- Integrate controls - holistic approach

- Design intuitive and meaningful interface controls

Behaviour architecture

Analysis and understanding of cognitive biases

Modelling of behavioural patterns

Corporate ethnography

Shareholders

Corporations
Markets
Tech innovators
Early adaptors
Early majority

Hot areas

Deep data
Sensing environment
Design of ecosystems
Behavioural design
Smart meters

Tools

Participatory design
Ethnographic research
Contextual inquiries
Information architecture

Unicredit Bank | The future of the ATM

Benvenuto in
UniCredit

Prelievo

50 €

100 €

150 €

Altri importi

Operazioni disponibili

Pagamenti
Bollette, Tributi, Trasporti
Bollettini, Donazioni

Saldo e movimenti
Conto, Titoli
Avvisi SMS

Ricariche
Cellulare, Carte prepagate
TV digitale, Internet

Invio Denaro
Western Union

Versamento
Contanti, Assegni

In evidenza

Avvisi SMS
Il tuo conto sotto controllo

Bollettini postali
Pagali qui

Circuito **Maestro**

Esci

"BancoSmart" ATM

Experientia has fundamentally reinvented the ATM interface for **UniCredit**, creating a user-friendly, people-centred interface – the **BancoSmart**.

The full touchscreen ATM is easier to use, faster, and offers more services. It offers a personalised home page, georeferenced billing options and tailored advertising.

Above: *Personalised home page, with 3 most used withdrawl amounts.*

Below: *Subscription information for SMS service.*

Client

UniCredit Bank:
40m customers,
in 22 countries

Release: Oct 2013+ on
6600+ touchscreens

Our approach

Benchmarking

Observations & interviews

Ideation

Information architecture

Service & interaction design

Prototyping

Usability testing

Our deliverables

User research insights

Heuristic evaluations

Sitemap & wireframes

User interface

Prototypes

Design specifications

Understanding the user perspective

Experientia carried out in-depth user experience research: stakeholder interviews, spot interviews of current ATM users, heuristic evaluation of existing UniCredit and competitor interfaces, card sorting sessions. Multiple cycles of design, prototyping and user acceptance testing ensured that the final interface **enables people's banking behaviours** and **exceeds their expectations and needs for ATM use**.

Experientia designed a responsive design solution running on various ATM's including legacy terminals of different providers with various screen sizes and tech specifications. Usability and technical tests were performed across this device range.
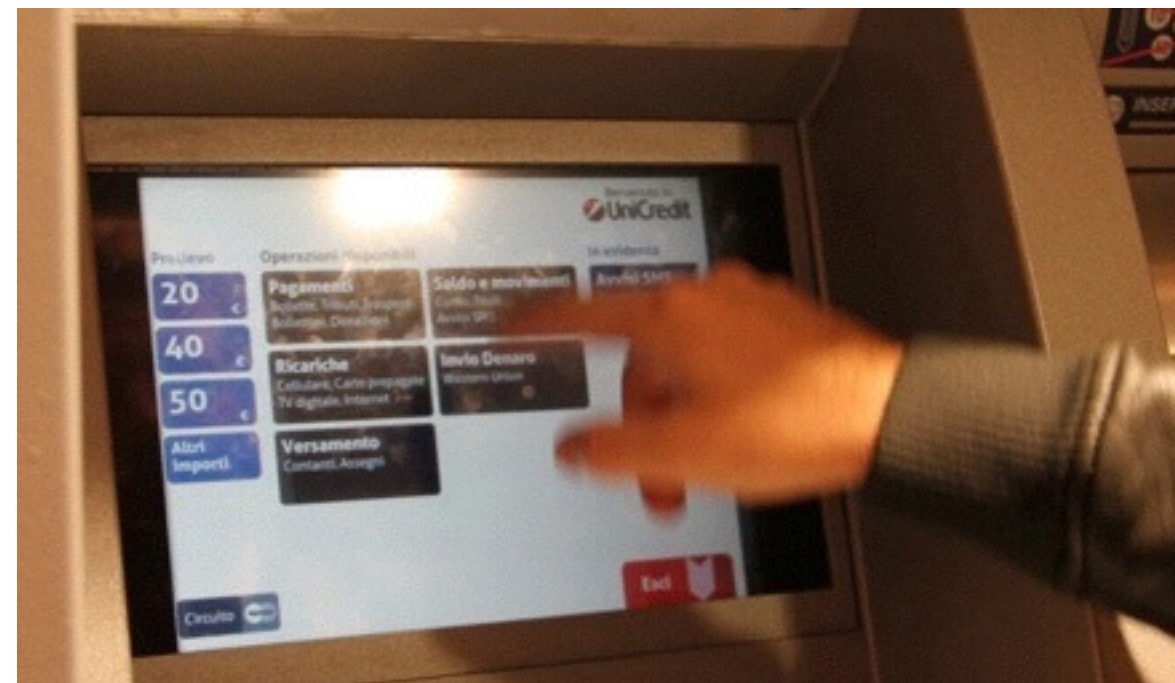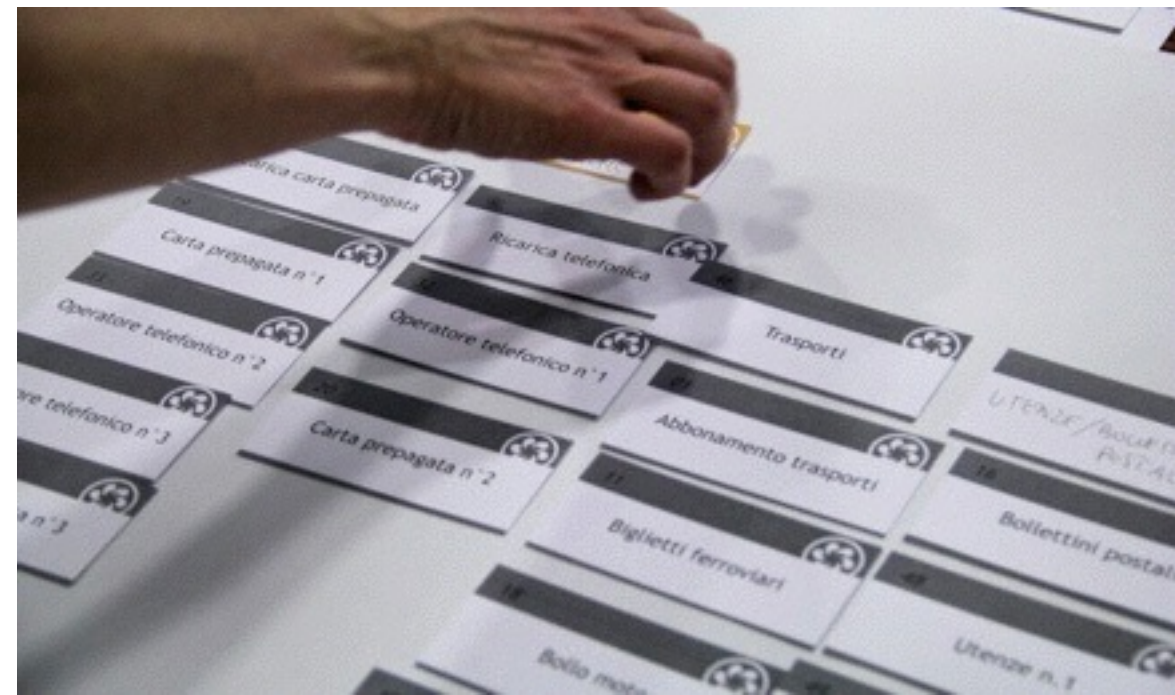
Impact

With BancoSmart, Experientia has created an ATM that defines UniCredit's commitment to services that people need, understand and can trust. The new interface removes frustration from the ATM experience, and makes banking tasks speedy, efficient and painless, leaving people free to get on with their day.

Outcomes and return

30% faster withdrawal

Increased service uptake

Improved usability

First mover in Italy

Integrates multivendor sw / hw
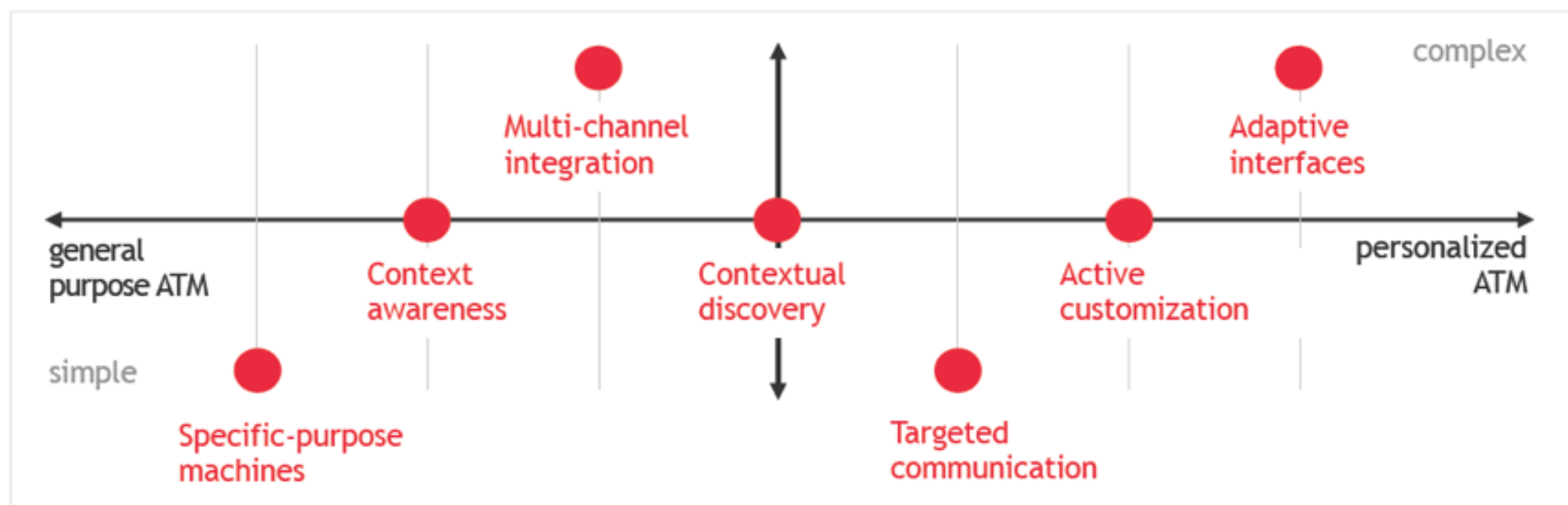
Video

Team

Jan-Christoph Zoels, creative director
Michele Giannasi, Project manager and IA
Laura Polazzi, user research lead
Alessandra Canella, user researcher
Yosef Bercovich, interaction design lead
Dohun Jang, interaction designer
Lukas Schuster-Woldan, interaction designer

Giovanni Buono, usability test lead
Caterina Manolino, testing
Fabio Carnevale Maffè, testing
Raffaela Citterio, information architect
Shadi Lahham, prototyping
Gabrielle Santinelli, prototyping

Learning architecture

Learning by doing and by creating
(task design and instructional design)

Learning by discovering
(redesigning the architecture of choices and the filtering mechanisms for serendipity)

Learning by sharing
(designing the tool for participation in the communities of practice)

| Shareholders	Hot areas	Tools
Public institutions	Sustainable learning	Participatory design
Corporations	e-learning platforms	Card sorting techniques
Markets	Behavioral design	Contextual inquiries
Early majority		Information Architecture
Late majority		Usability studies

CasaZera
energy dashboard

Smart meter app to foster consumption awareness and behavioral change

The **Ecostruendo** prototype, designed for the former Nebiolo industrial area, is the outcome of an experimental scalable system for sustainable buildings.

The system combines outstanding environmental performance with a reduced investment cost. Experientia envisioned solutions to support future residents in managing their home consumption, while meeting a set of sustainability goals. Links to community services mitigate food and transportation carbon footprints.

A prototype of the housing unit and smart meter app are currently being tested in a **1-year pilot program**.
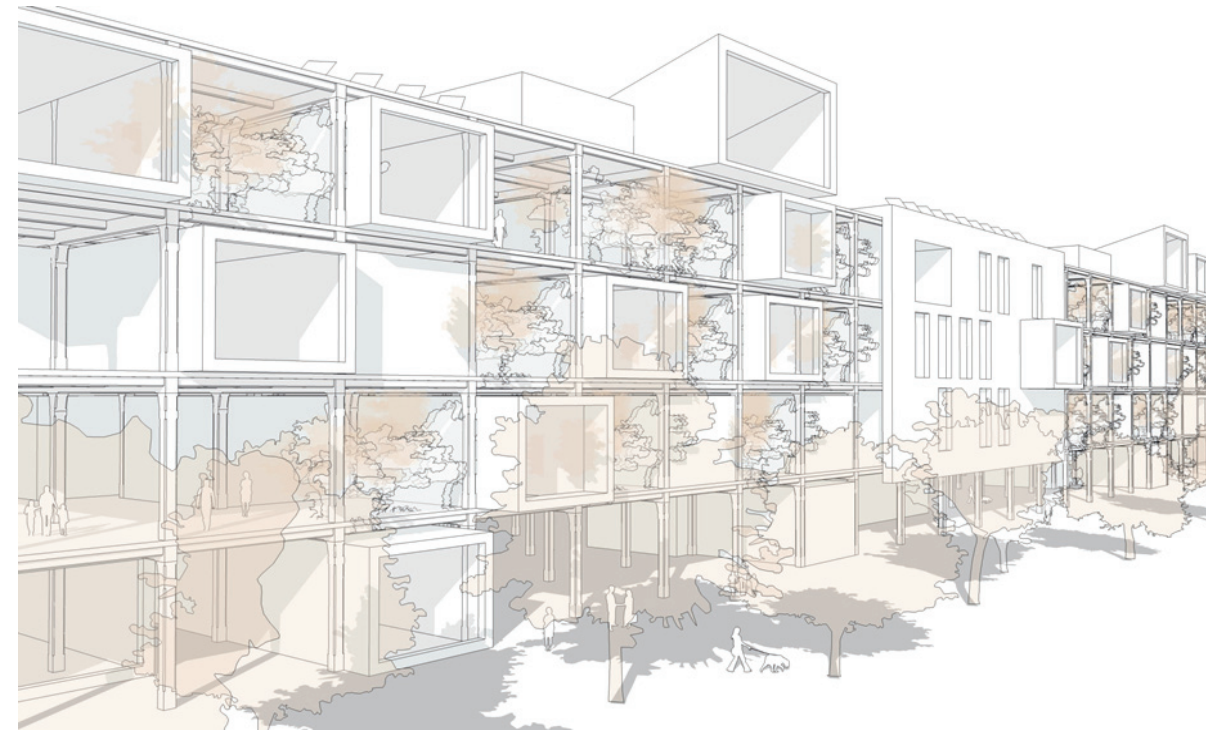
A tablet-based smart metering application allows full control of household equipments

casAzerA

Allarme

🌲🌸 23:00 05:30

📺 10:00 18:30

🛏 10:00 18:30

Stato sensore: **Ok**
Rilevamento accesso
02:15

Stato sensori: **Ok**
Rilevamento accesso
02:20

Stato sensori: **Ok**
Allarmi non attivi

Climatizzazione

Prossime 4h

Temp.   Umidità

26°   **65**%

Aggiornamenti

🚌 Linea 57 servizio limitato   13:00

⚠ Attenzione consumi elevati   12:00

℗ Parking Fontanesi posti non disponibili   10:00

🛒 Gruppo di acquisto   9:00

Regolazione temperatura

Zona	
📺	1
🛏	2
🛁	3

Temp. interna   Temp. attesa
21°   **22°**

Abilita modifiche

🔒 Sblocca

Modalità

⊕ Preset   ⊛ Manuale

Settaggi predefiniti

◀ **Comfort** 🪑💡 ▶

T. min   T. max   Cambio settagio
18°C ~ **25°C**   **18:30:00**

Applica   Ripristina

Consumi

kWh   2012   ● Annuale   ○ Mensile

40
30
20
10
0
Gen Feb Mar Apr Mag Giu Lug Ago Set Ott Nov Dic

complessivo   media   complessivo   media
20⚡   **16**⚡   **35**💧   **20**💧
kWh$_{el}$ mese kWh$_{el}$ mese kWh$_{el}$ mese kWh$_{el}$ mese

HOME | CONSUMI | GESTIONE | SERVIZI | IMPOSTAZIONI

2:30

CASAZERA

CONSUMI Bilancio energetico | Climatizzazione

Bilancio energetico ⓘ
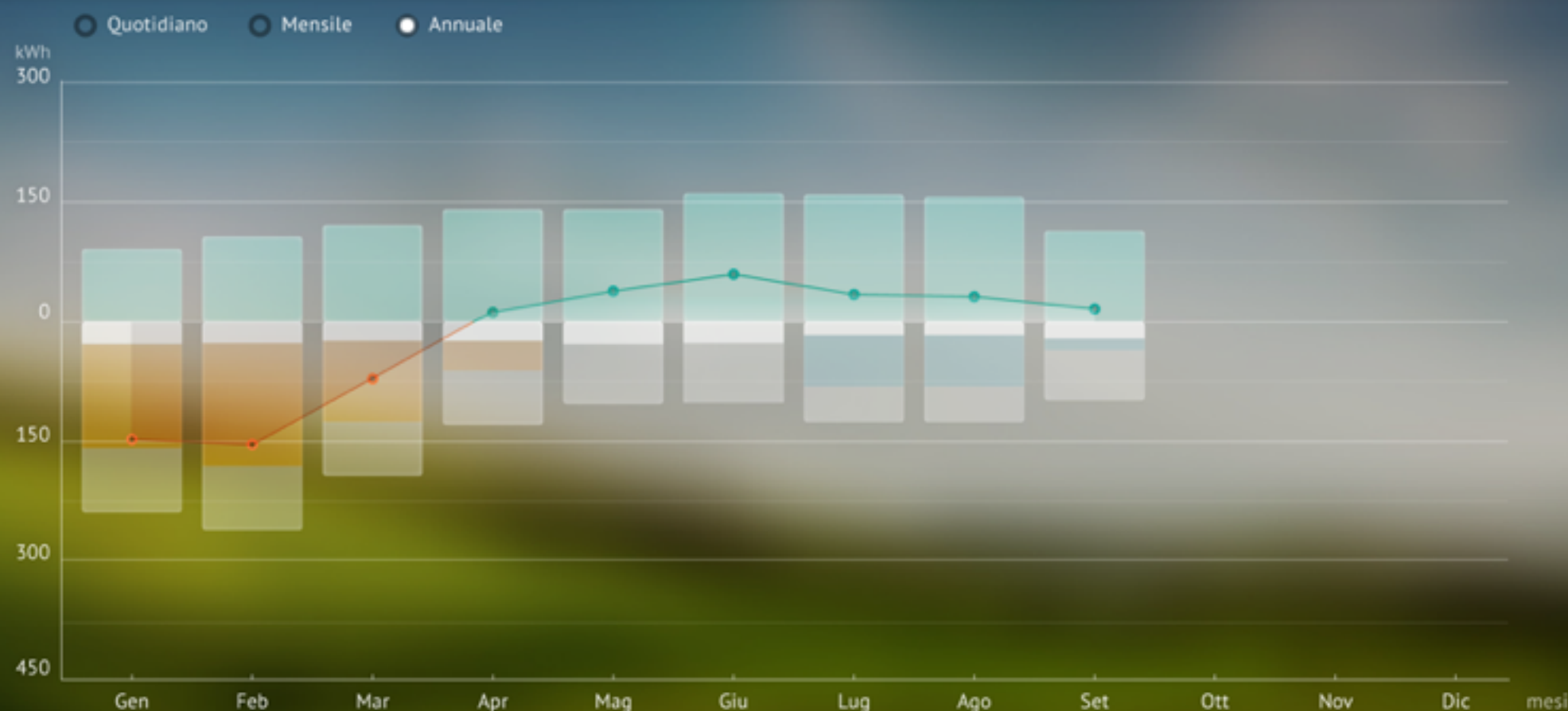
○ Quotidiano ○ Mensile ● Annuale

kWh

☐ Energia prodotta	☐ Acqua calda	☐ Riscaldamento	☐ Raffrescamento	☐ Energia elettrica	→ Bilancio
110	40	520	120	28	-30
kWh$_{el}$	kWh$_{el}$	kWh$_{el}$	kWh$_{el}$	kWh$_{el}$	kWh$_{el}$

Energia utilizzata

Aggiornato il
22/9/12

650
kWh

☐ Da rete elettrica ☐ Prodotto da PV domestico

Annuale 2013	**650** kWh
Mensile settembre	**72** kWh
Quotidiano 22 / 9	**6** kWh

HOME | CONSUMI | GESTIONE | SERVIZI | IMPOSTAZIONI

2:30

CASAZERA

Servizi di quartiere

- Mezzi pubblici
- Gruppo di acquisto
- Farmacie
- Co-working
- Parcheggi
- Mercati rionali
- Bike sharing

In evidenza

Mezzi pubblici

1319

Gruppo di acquisto

Farmacie

Parcheggi

Co-working

Scopri come accedere agli spazi di lavoro condivisi oferti da Toolbox.

Mercati rionali

Bike sharing

HOME | CONSUMI | GESTIONE | SERVIZI | IMPOSTAZIONI

2:30

Charles Leadbetter

"Cities innovate when people mix, mingle, sharing and combining different vantage points and traditions.

That mixing takes place on shared infrastructure and shared places that bring people together."

Design languages of engagement

experientia
PUTTING PEOPLE FIRST

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