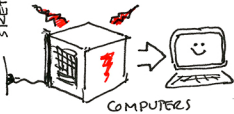


SIMONE Rebaudengo

@fishandchipsing
 @automato_farm

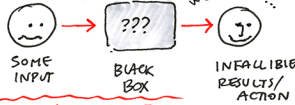
DOMESTICATION



SKETCHNOTES @mjbroadbent

I am from a beta testing country
 (SHOWS BELLISCON)

#CanUX
CONUX
 NOVEMBER 12, 2016



HOW CAN WE MAKE DECISION-MAKING MORE VISIBLE?

Until smart HITS YOU
 you don't actually care
 [SMART CARS]
 for example

SHAPING THE FUTURE OF GOOD FOOD
 #FOODAI

What if IDEOLOGY were a PRODUCT STRATEGY?
 ▶ BIASES ARE BAKED IN; OBJECTS ARE NOT OBJECTIVE

Domesticating Intelligence

EXPLORE and TEST THE FUTURE WITH A MIX OF REAL and FICTIONAL

"I love to mess with OBJECT'S LIFE"

EXAMPLE
 "SCREEN TO KILOS"

Life is hard
 Today you produced 7.2 kilos of 2TB boards

[OTHER EQUIVALENTS in "weight"]

Cybernetics
 Designing suicidal functions

HOW DO WE TRAIN OBJECTS?

ALGORITHMIC TRAINING SCHOOL?
 POSITIVE/NEGATIVE REINFORCEMENT?



where thing fail } When technology leaks into reality

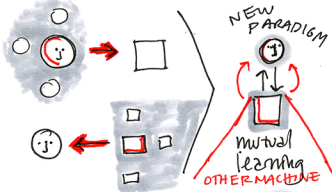
WHEN THE FUTURE IS MESSY & COMPLEX

Social Media Strategy for CAMERAS

BLADE-PROOF FETCH BALL



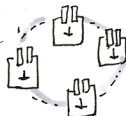
INFLUENCE from SHAPE, LOGIC, and BEHAVIOR



"Products are people too"

rethink smarter from SCRATCH

HOW DOES A PRODUCT LIFE CHANGE WHEN IT'S CONNECTED?



Connected toaster
ADDICTED PRODUCTS

- PEOPLE HAD TO APPLY TO GET A TOASTER
- THE OBJECT DECIDED WHEN TO STAY OR GO (OBJECT POWER)