

# Engagement Design: perché il design può salvarci dal caos









# Daniele Lunassi

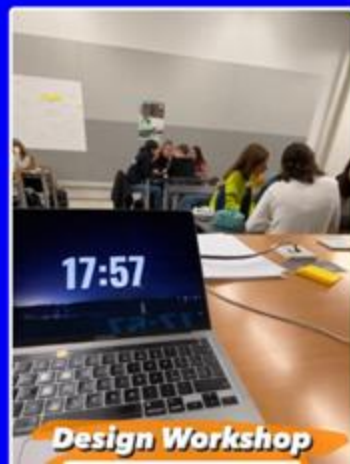
CEO & Head of Design

@Eye Studios

CHI SIAMO

# Aiutiamo Aziende e Startup a progettare prodotti digitali ed ottenere grandi risultati

Design vuol dire comprendere le persone per progettare soluzioni.  
Non puoi non farlo, o lo fai bene, o lo fai male.





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*Daniele Lunassi*

# Taylorismo :



Il taylorismo è una teoria del management formulata da Frederick Taylor nella sua monografia L'organizzazione scientifica del lavoro del 1911. [Wikipedia](#)

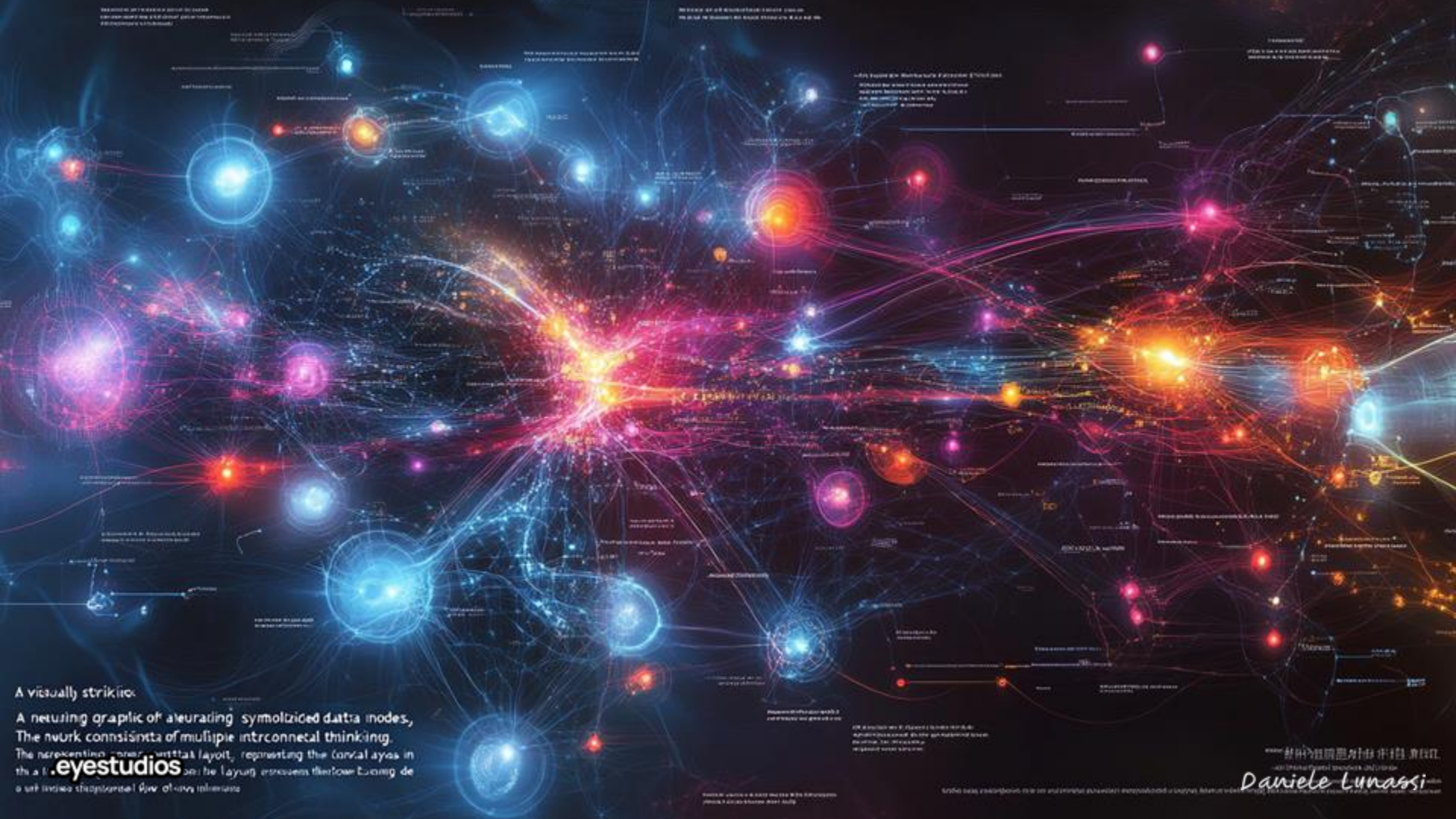
# Google ne è la prova

Google è un vero e proprio "tempio del Taylorismo".  
Un'azienda nata e fondata su principi di misurazione e  
ottimizzazione costante



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A visually striking

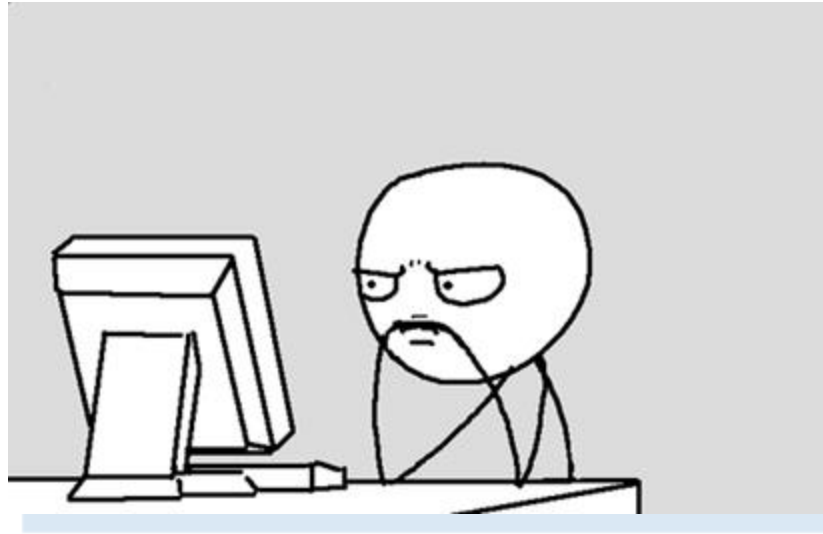
A network graphic of glowing symbolized data nodes,  
The network consists of multiple interconnected thinking.

The network is a visual layout, representing the complex  
in the **eyestudios** online layout, representing the flow of  
a set of interconnected flow of data information.

www.eyestudios.com  
Daniele Lunassi

# Crediti mentali

Immagina che quando ti svegli la mattina, il tuo cervello si sia ricaricato con la massima quantità di crediti. Questi crediti vengono spesi dalla tua mente durante la giornata.



Più un'azione è difficile, più crediti la tua mente deve spendere per portarla a termine.

# Costo dell'interazione

Il costo di interazione è la somma degli sforzi fisici e mentali (crediti) necessari per svolgere un compito.

Quindi non siamo distratti...

**Siamo solo diventati ottimizzatori  
professionisti**

"All the News  
That's Fit to Print"

# The New York Times

LATE CITY EDITION

Weather: Cloudy, rain likely today and tonight. Partly sunny tomorrow. Temp. range: today 54-59; Wed. 47-61. Full U.S. report on Page 13.

VOL. CXIX... No. 49,997

© 1970 The New York Times Company

NEW YORK, THURSDAY, APRIL 23, 1970

10 CENTS

## PRICES CLIMB 0.4% BUT RATE OF RISE APPEARS TO SLOW

Gain in the Consumer Index for March Lags Behind the 4 Previous Months

### INCREASE IS STEEP HERE

Medical Care and Mortgage Interest Are the Major Elements in Changes

By EDWIN L. DALE Jr.  
Sent to the New York Times

WASHINGTON, April 23—Consumer prices rose slightly again in March but there were signs that the pace of inflation was slowing, the Labor Department reported today. After adjustment of the data to reflect normal seasonal changes, the Consumer Price Index rose four-tenths of 1 per cent in March, less than the five-tenths rise in February and the six-tenths rate of the three months before that.

What, in some, one-quarter of the entire March increase in the index was accounted for by a somewhat artificial reworking of an increase in Veterans Administration mortgage interest rates. The ceiling on these rates was recently raised by the Government, but the cost to the borrower was not increased by as much as the face amount of the interest. Funds Easing of Rate. J. Paul Smith, Assistant Com-

## Millions Join Earth Day Observances Across the Nation



Thousands jamming Fifth Avenue yesterday in response to a call for the regeneration of a polluted environment. View is north from 43d Street, with Central Park in background.

## U.S. CONCERN SUED WITH 2 IN JAPAN

Westinghouse and Mitsubishi Companies Are Accused in Suit

## Mood Is Joyful as City Gives Its Support

By JOSEPH LILLYVELD  
Huge, light-hearted throngs

## Activity Ranges From Oratory to Legislation

By GLADYS BELL  
Earth Day, the first mass

## BACKERS OF ROJAS THREATEN REVOLT

But Colombian Government Appears in Full Control

## U.S. Plane Flies In Arms As Trinidad Fights Mutiny

By YAD SZULC  
WASHINGTON, April 23—The United States flew a

## CAMBODIAN CRISIS GROWS AS TROOPS SEEM TO FALTER

With Reds Near, Phnompenh Is Gloomy Over Limited Response to Aid Pleas

### CIVIL AVIATION CURBED

Aide Declines to State How Long Army Can Hold Out With the Arms It Has

By BERRY KAMEN  
Sent to the New York Times

PHNOMPENH, Cambodia, April 23—An atmosphere of brightening national emergency is enveloping Cambodia.

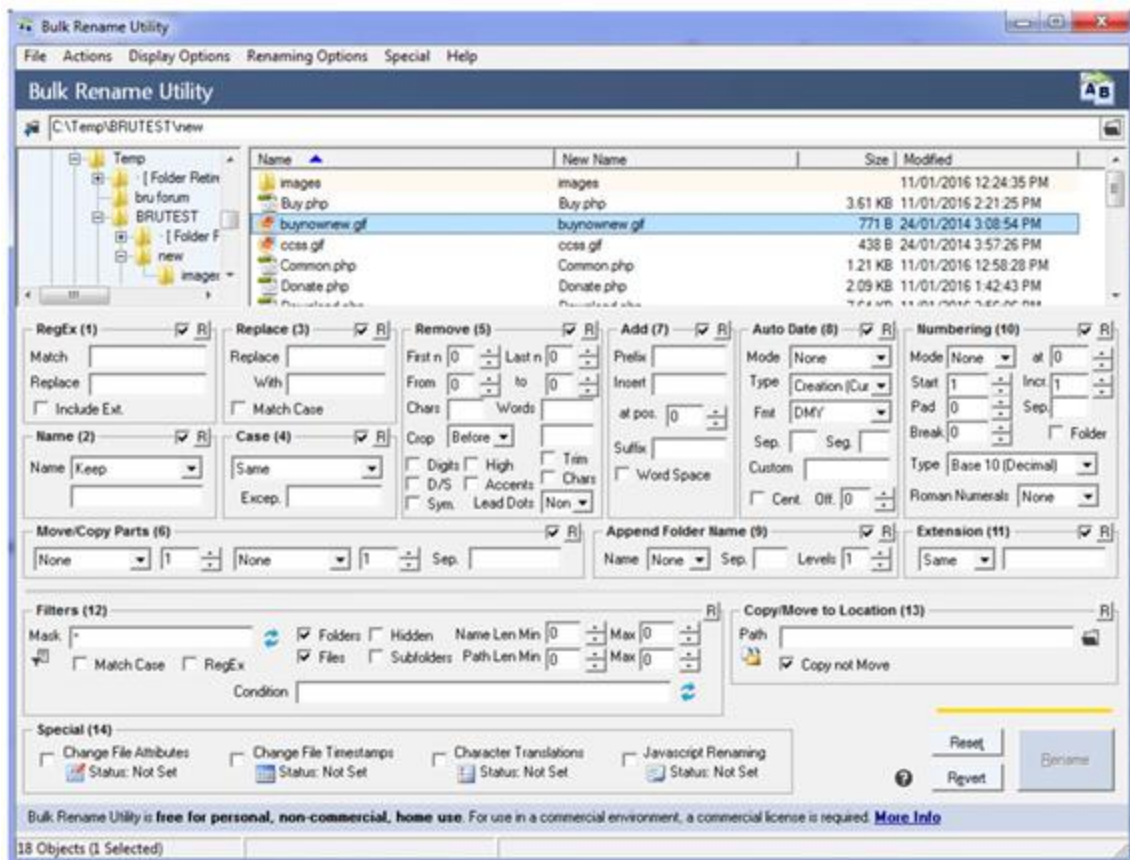
It is due to evidence that the Cambodian Army is unable to stem back the Vietnamese Communist forces, which at one point are within 15 miles of the capital, and to the limited response to Premier Lon Nol's appeal to all nations for arms aid.

The military authorities closed the Phnompenh airport this morning to all civilian traffic. According to military sources, it is to remain closed until tomorrow in connection with an important military operation. The operation is presumably intended to dislodge the North Vietnamese and Vietnamese forces from the Communist capital of Szeang, about 15 miles south of here.

An Appeal in Newsworld  
The disengagement over the

# Will






9:41



## Create an account

 Continue with Apple

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 Continue with Email

Continue with SSO

Already have an account? [Log in](#)

9:41



Already have an account? [Log in](#)

## Welcome to Headspace

Create an account to access meditations, sleep sounds, music to help you focus, and more.





By continuing, you agree to Headspace's [Terms & Conditions](#) and [Privacy Policy](#).

Continue

Continue with SSO

or



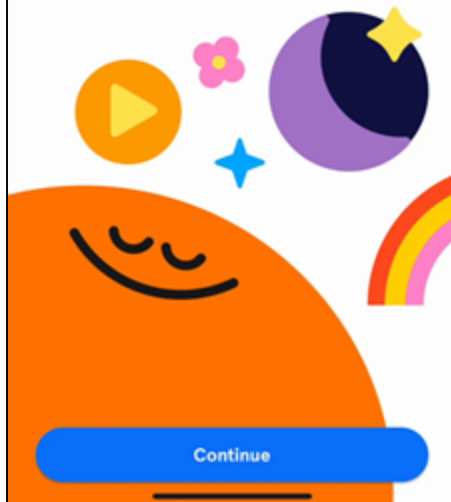
9:41



## Mindfulness for any moment

Stress less. Move more. Sleep soundly.  
There's something for everyone.

...



Continue

9:41



## What's on your mind?

I want to...

Manage anxiety

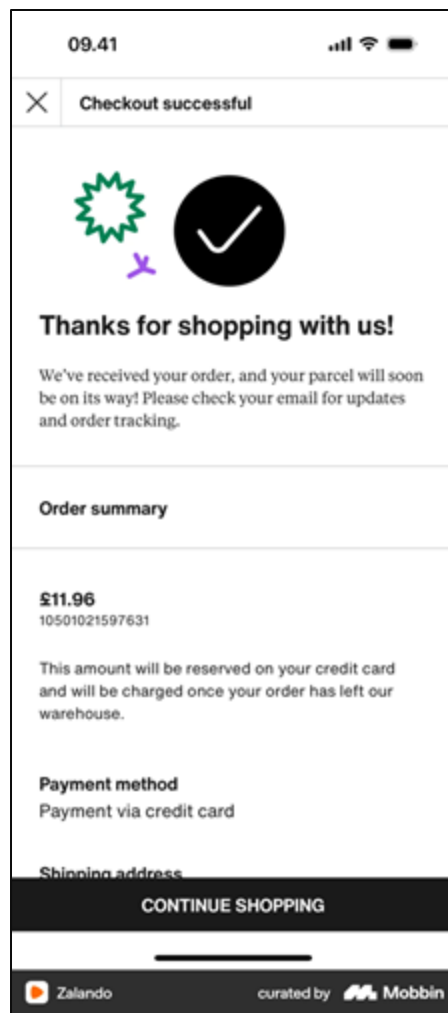
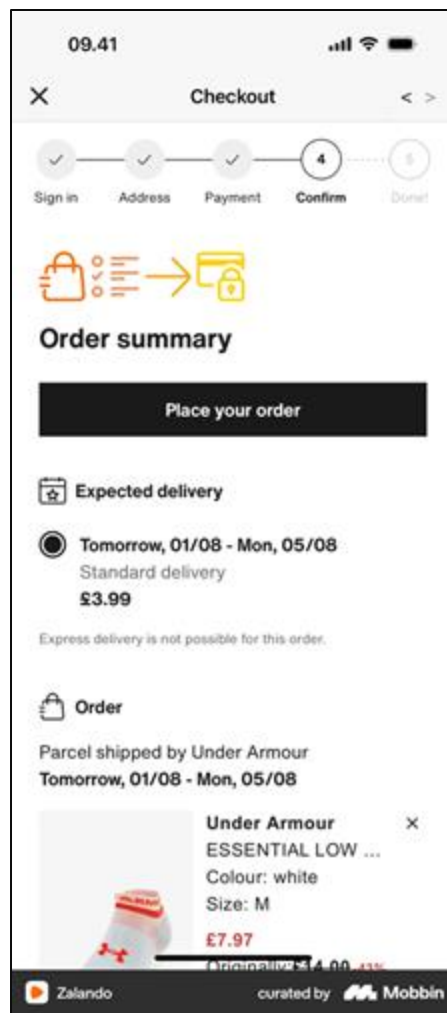
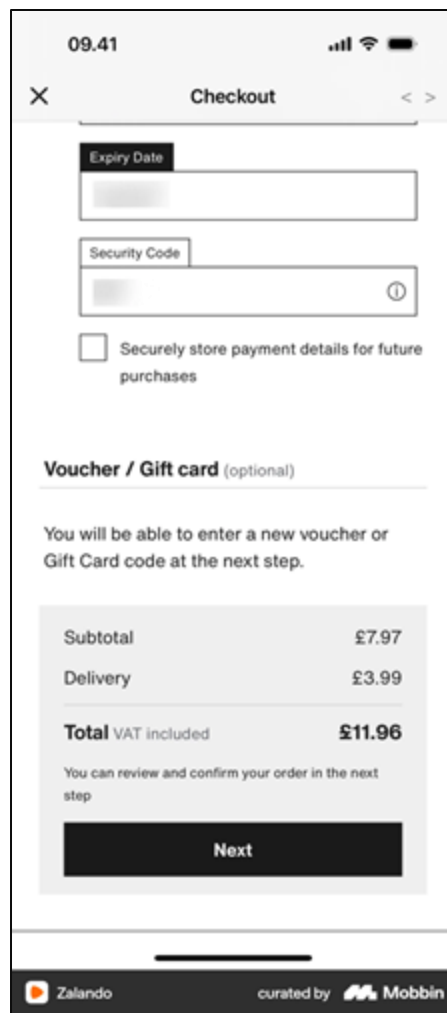
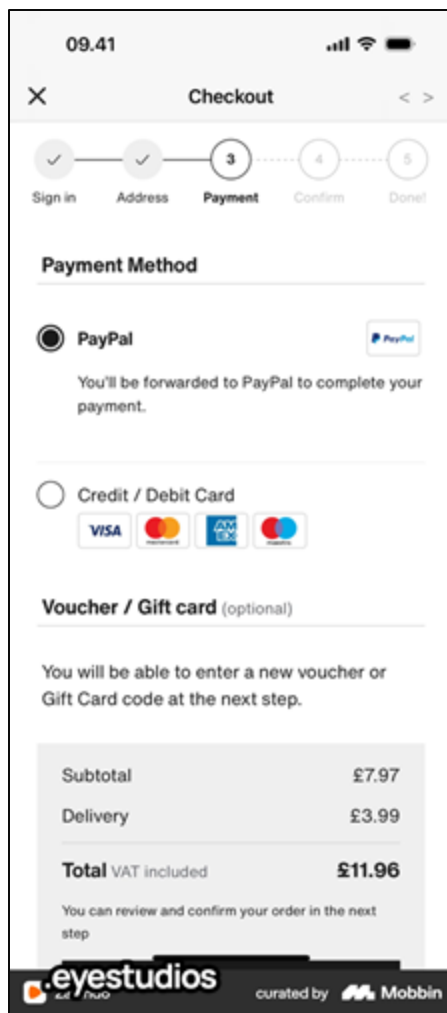
Sleep soundly

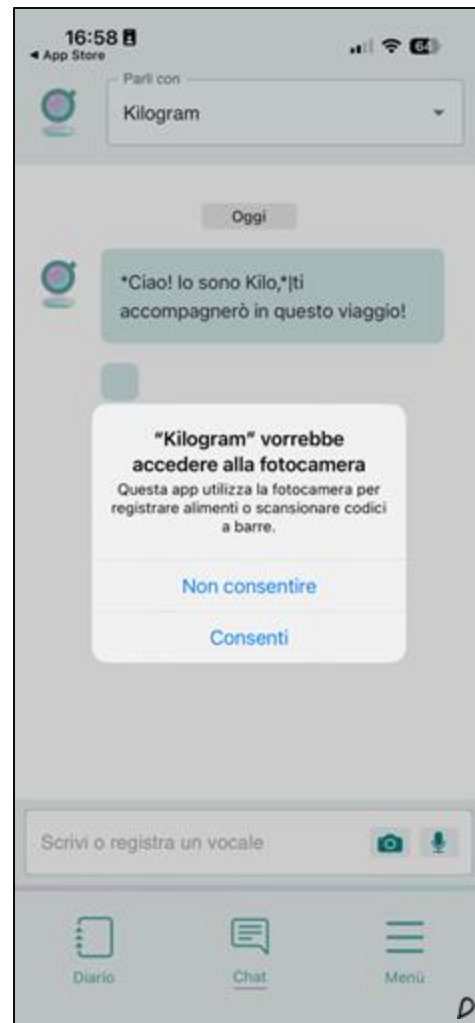
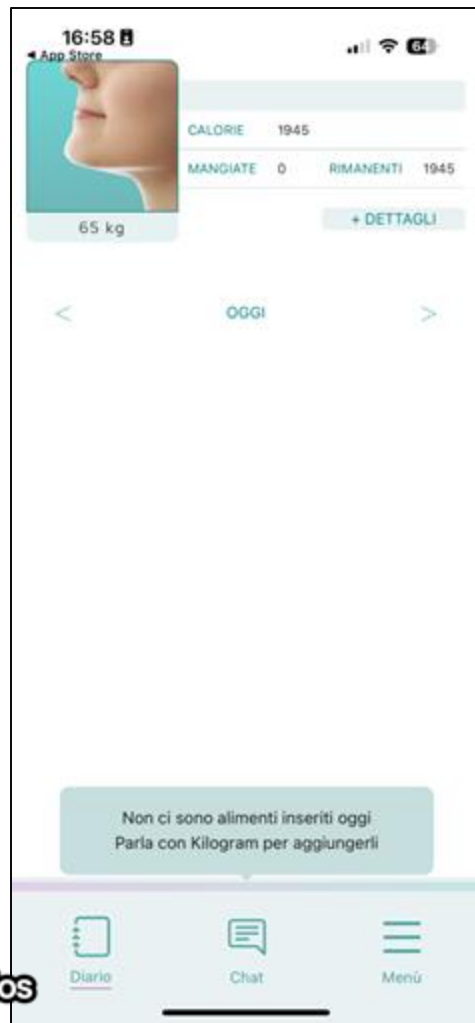
Be present and mindful

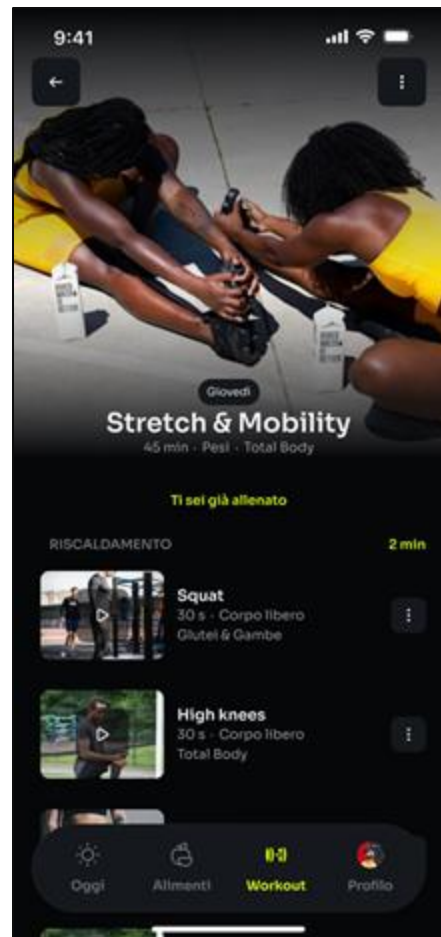
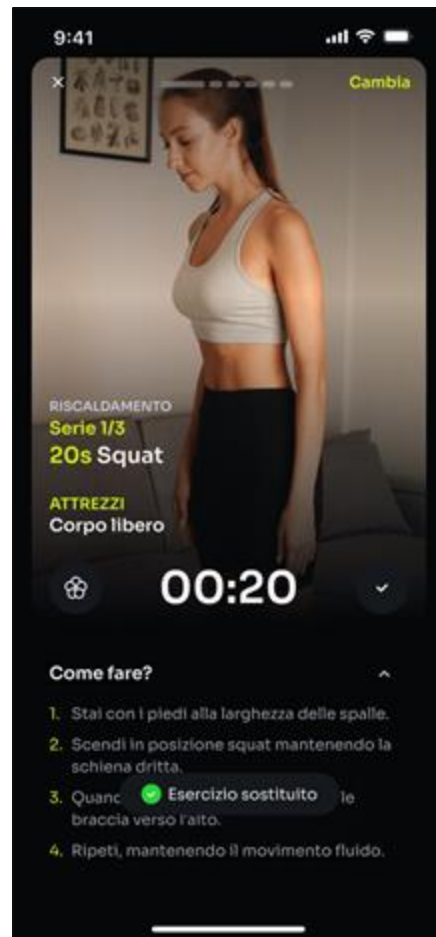
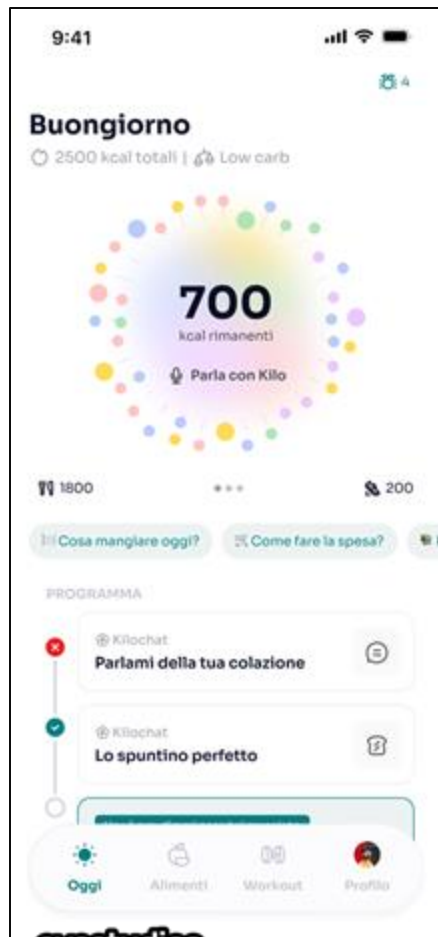
Reduce stress

Feel calm and relaxed

Something else







## Amleto Missaglia. Il gusto di vivere all'italiana, dal 1884.

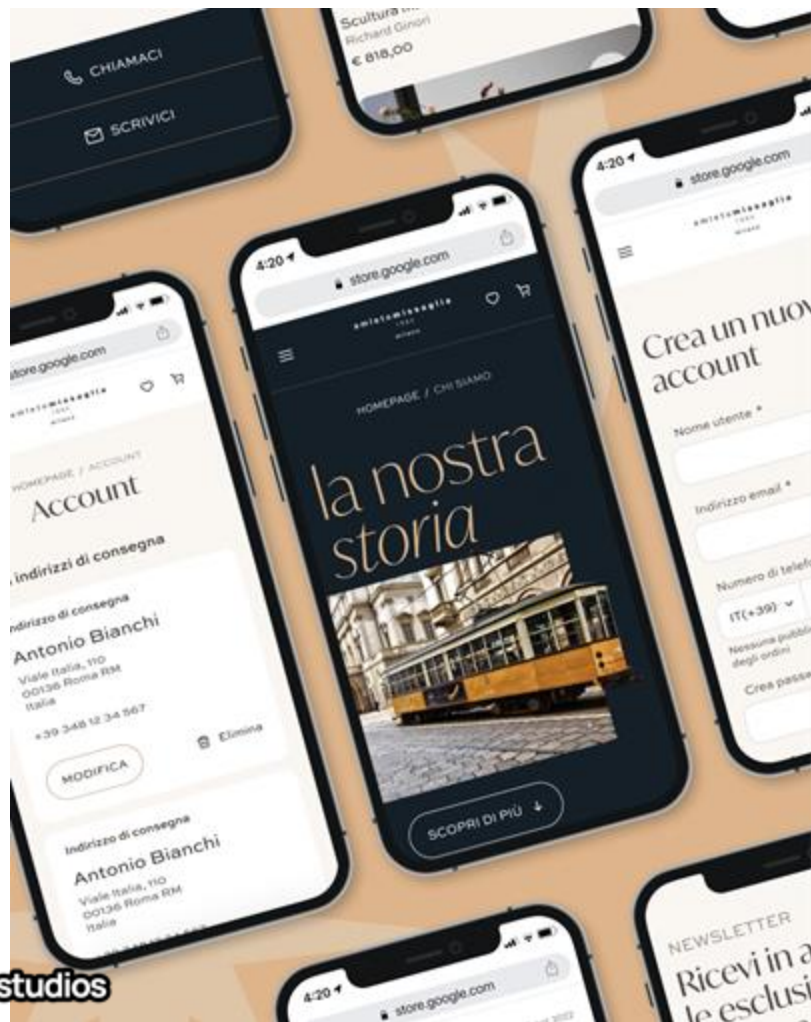
La scelta di un oggetto per la casa è un momento magico per chi ha il gusto innato di vivere all'italiana: fatti sorprendere dalla magia e dalla raffinatezza della nostra selezione.

SCOPRI I BRAND

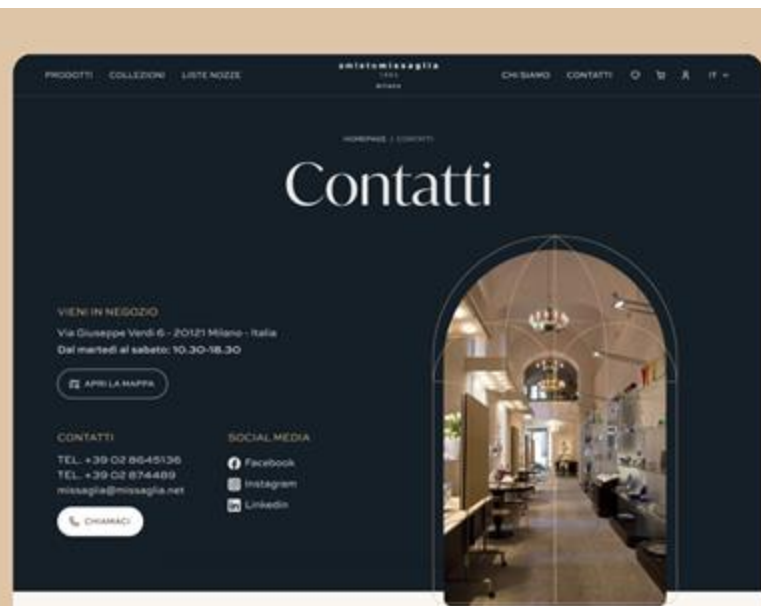
La nostra selezione

### La raffinatezza è una ricerca continua





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### Hai domande? Scrivici

Se hai le tue richieste di informazioni e assistenza ad un certo punto del nostro sito, rispondiamo in 24 ore, rispondiamo nel più breve tempo possibile.

Il tuo nome \*

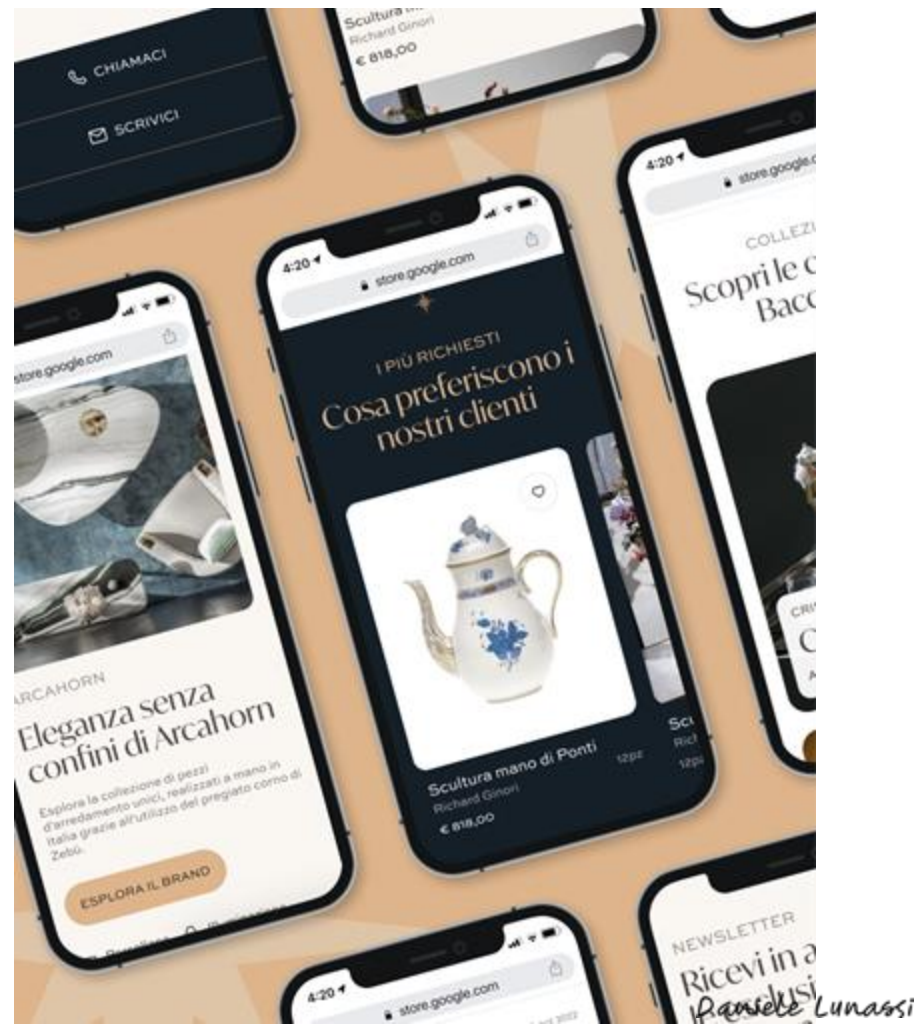
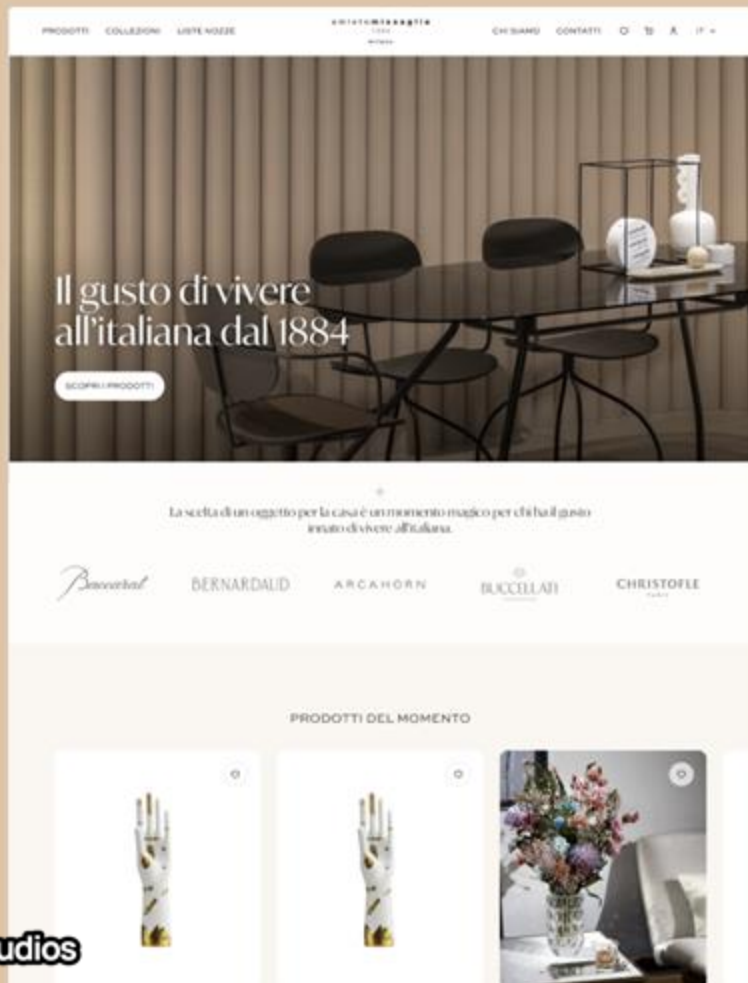
La tua email \*

Messaggio \*

Se vuoi ricevere le nostre newsletter, lascia il tuo indirizzo email.

INVIÀ MESSAGGIO

Daniele Lunassi



# Great UX Great Business

**Fare Design non è un'attività  
aggiuntiva, che va ad “abbellire”**

*Design vuol dire studiare gli utenti,  
ascoltare i clienti, e progettare soluzioni  
adatte a loro*

**Il Design è la chiave per avere  
l'attenzione delle persone**

E quindi alla fine non siamo  
distratti...

**Noi consumatori odierni siamo  
ottimizzatori seriali, perché  
circondati dal caos.**

**Ma il Design può salvarci  
da tutti questo**