

Being a designer, today.



Attilio Raiteri

Design Experience manager, Sky Italia



PRESENTING SPONSOR



SUPPORTING PARTNERS



HOST



Being a designer, today



PRESENTING SPONSOR



SUPPORTING PARTNERS



HOST



Being a designer, today

Is a cultural issue



PRESENTING SPONSOR

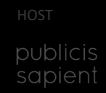
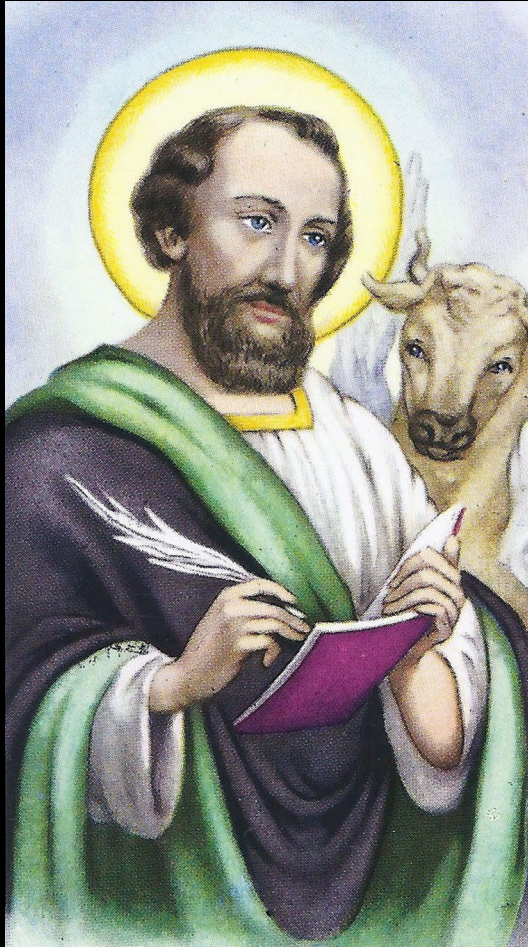


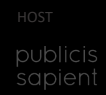
SUPPORTING PARTNERS



HOST







Design = Progettazione

 Design



PRESENTING SPONSOR



SUPPORTING PARTNERS



HOST



Design = Progettazione
 **Design**

Design = Business



PRESENTING SPONSOR



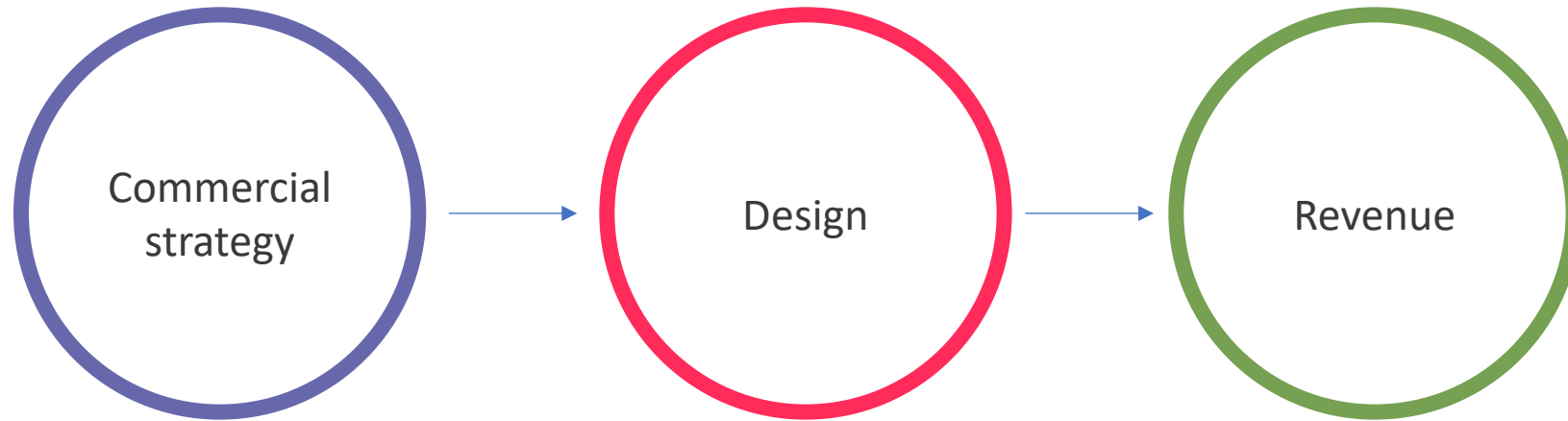
SUPPORTING PARTNERS



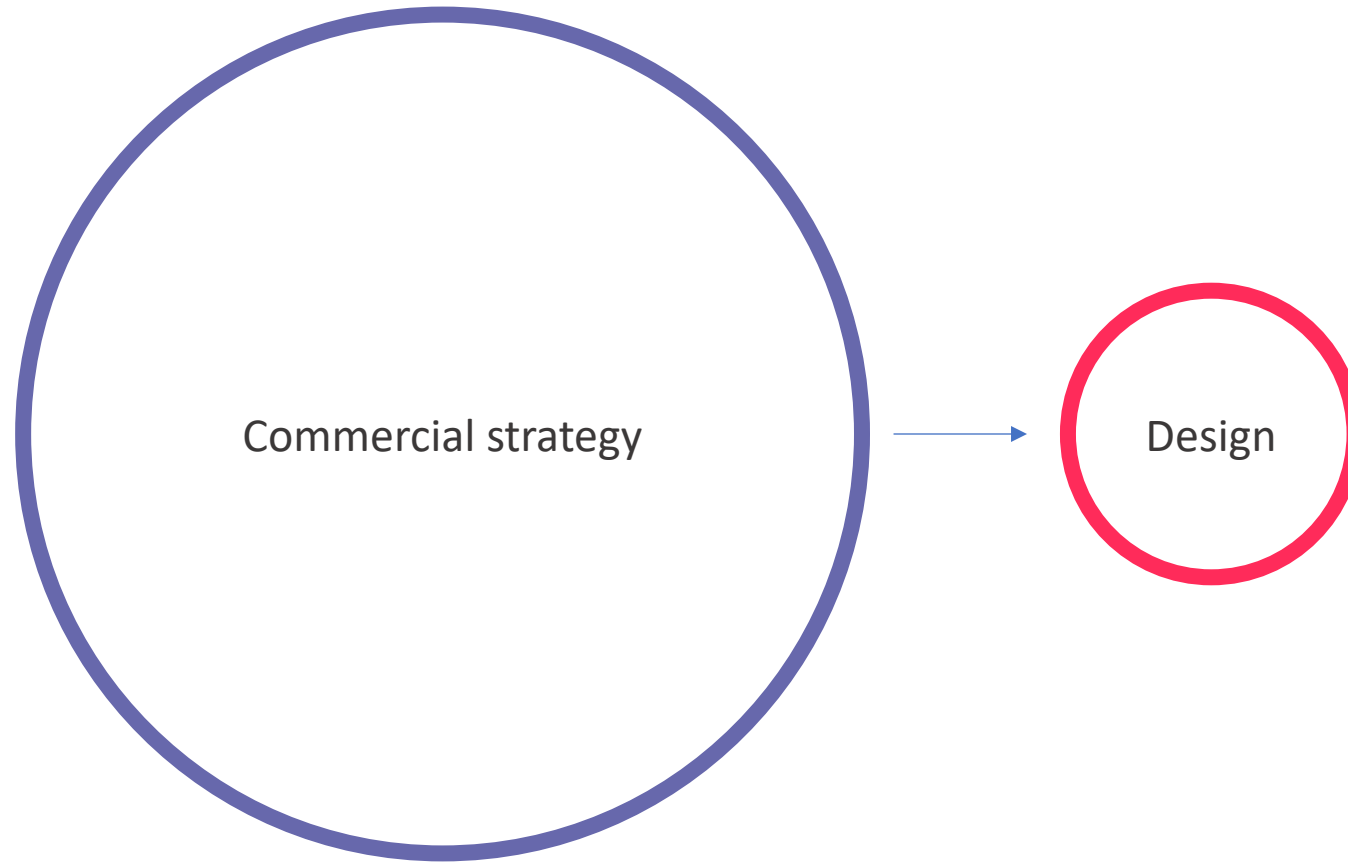
HOST



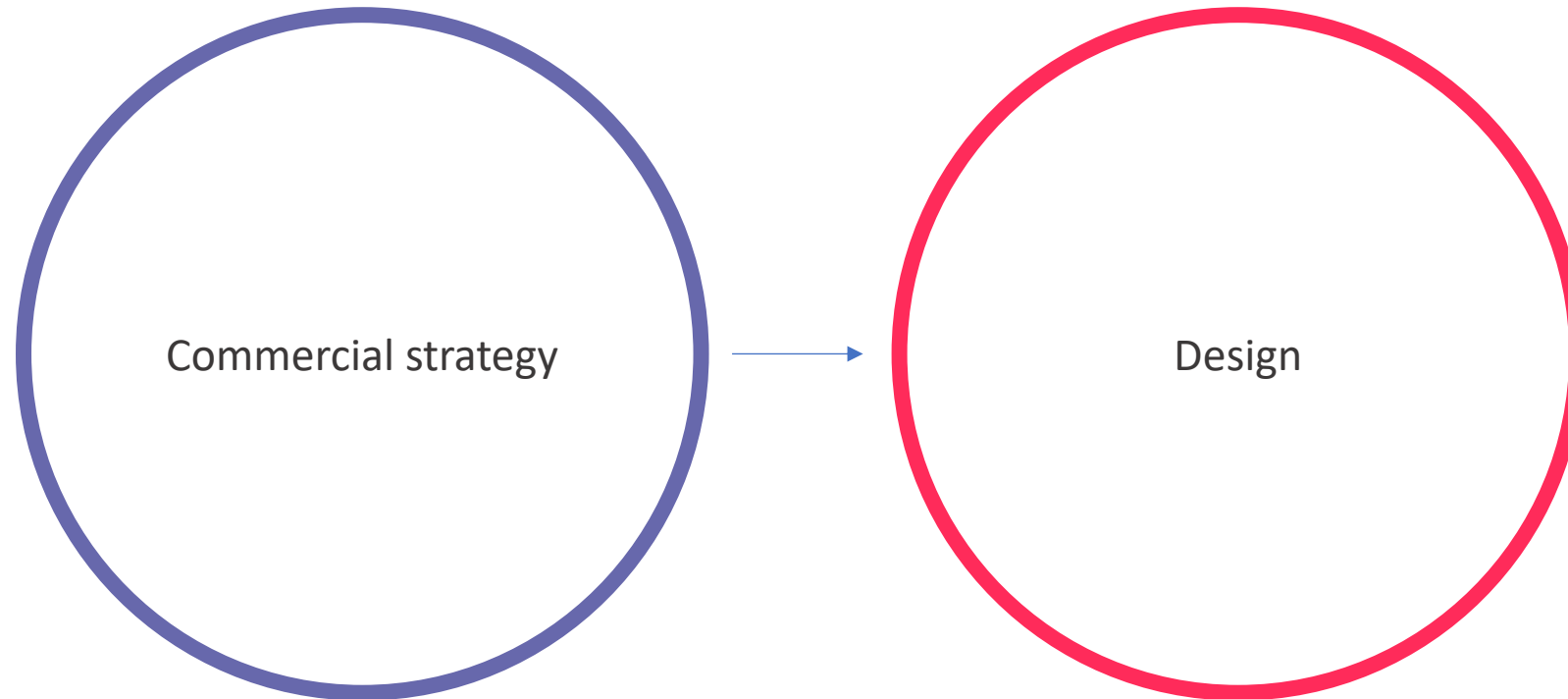
A digital product/service process*



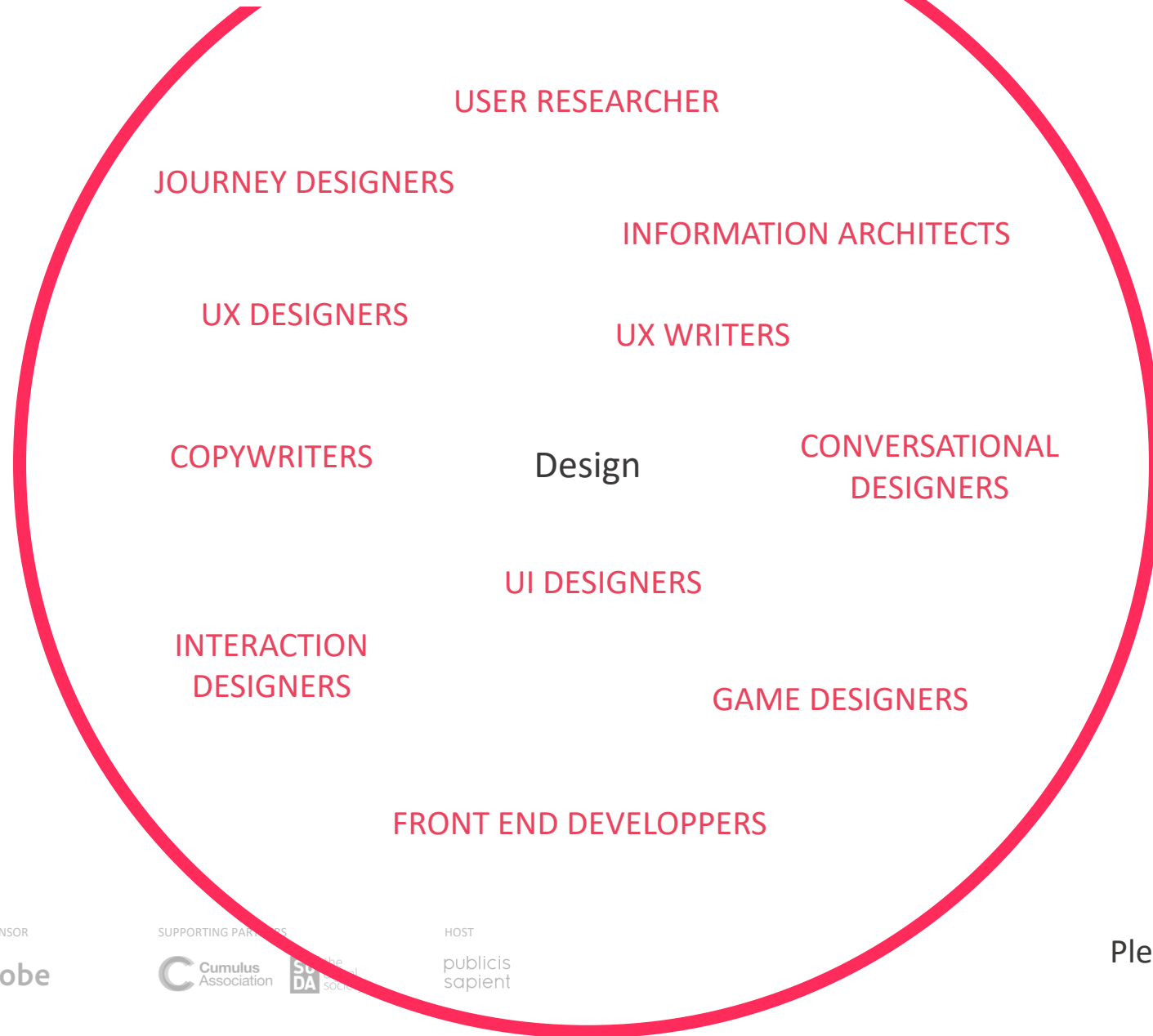
A digital product/service process*



A digital product/service process*



How many designers are there?



Marketing
headquarter

This is a great opportunity

We have a critical mass

And huge expertise

BOOM!

Post-it room



We have to position ourselves

There are two paths ahead of us



PRESENTING SPONSOR



SUPPORTING PARTNERS



HOST



We have to position ourselves

There are two paths ahead of us

DATA

DESIGN

We have to position ourselves

There are two paths ahead of us

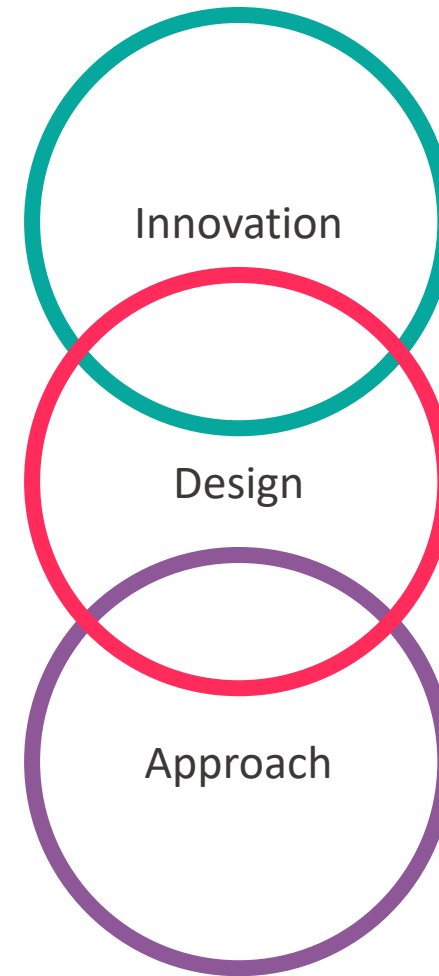
~~DATA~~

DESIGN

DESIGN

Design in a **new way**

Bring design to **new places**



NEW WAY

Inclusive design

It is a trend but it **is not a fad**

It takes **self-knowledge**

It requires **cultural preparation**



PRESENTING SPONSOR



SUPPORTING PARTNERS



HOST



NEW WAY

Inclusive design ≠ accessibility

RAMP

Wheelchair

Baby pram

Trolley

SUBTITLE

Deaf

Noise

Silence

NEW WAY

Inclusive design ≠ personas

Stereotypes

A word cloud visualization of the word "people". The word "people" is repeated multiple times in a dark gray, sans-serif font. The words are scattered across the frame, with a horizontal teal band passing through the middle. The words are positioned both above and below this band, creating a sense of depth and repetition. The overall composition is minimalist and focuses on the visual arrangement of a single word.

IXDD

PRESENTING SPONSOR



SUPPORTING PARTNERS



HOST

publicis
sapient

NEW WAY

Inclusive design ≠ average choices

Digital payments

Sisal Pay
Telepass Pay
Satispay
Apple Pay
Pay Pal
Carte di credito
Carte di debito
Prepagate

NEW WAY

Inclusive design

It is our **responsibility**

We have to bring **innovation**

We are the **spark**



NEW PLACES

Legal design

It incorporates **the principles of design** and applies them to the world of law.

It helps to **improve and increase** the perception of transparency and **the feeling of trust** towards the company.



PRESENTING SPONSOR



SUPPORTING PARTNERS



HOST



NEW PLACES

Legal design

In the US, in 2018, this approach began to shape and the **Legal Design Manifesto** was drafted.



Legal Design Alliance



ATTITUDES
of Legal Design

PURPOSES
of Legal Design

APPROACHES
of Legal Design



PRESENTING SPONSOR



SUPPORTING PARTNERS



HOST

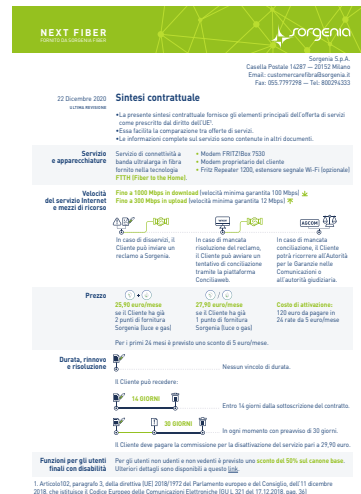


NEW PLACES

In Italy we are not the last



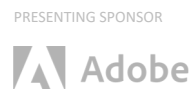
2018
Stefania Passera co-writes
the Legal Design Manifesto



2020
Sorigenia
the first Contract Summary

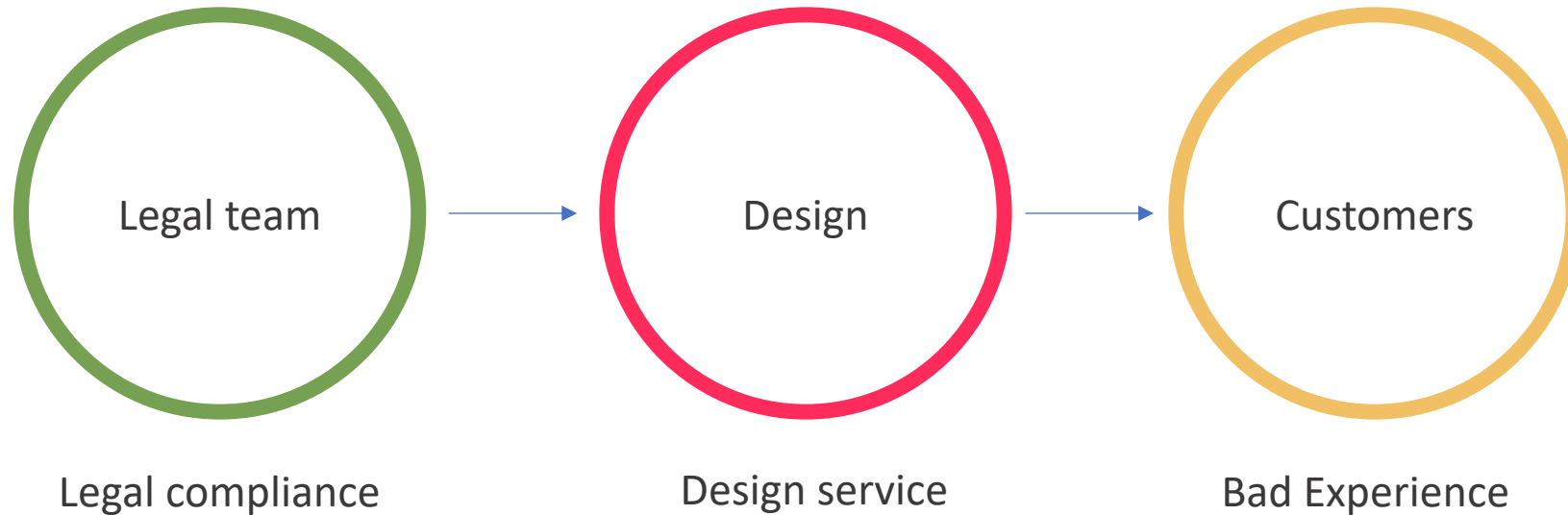


UNIVERSITÀ
CATTOLICA
del Sacro Cuore



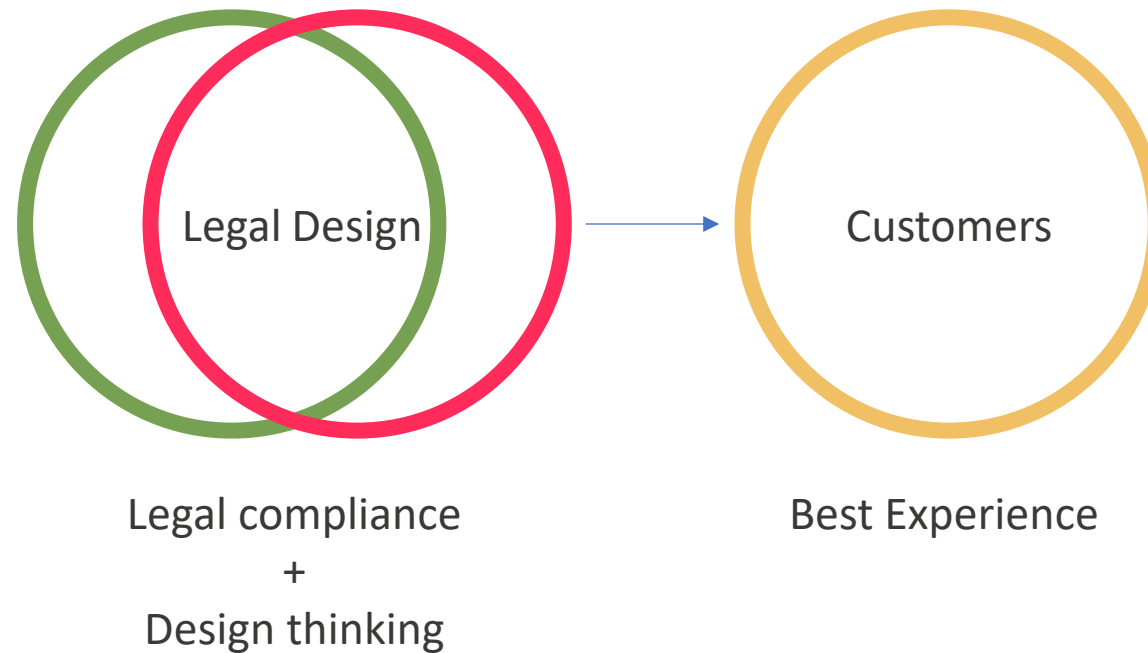
NEW PLACES

The process* must be changed.



NEW PLACES

The process* must be changed.



NEW PLACES

Legal design

For the lawyers, designers make **doodles**

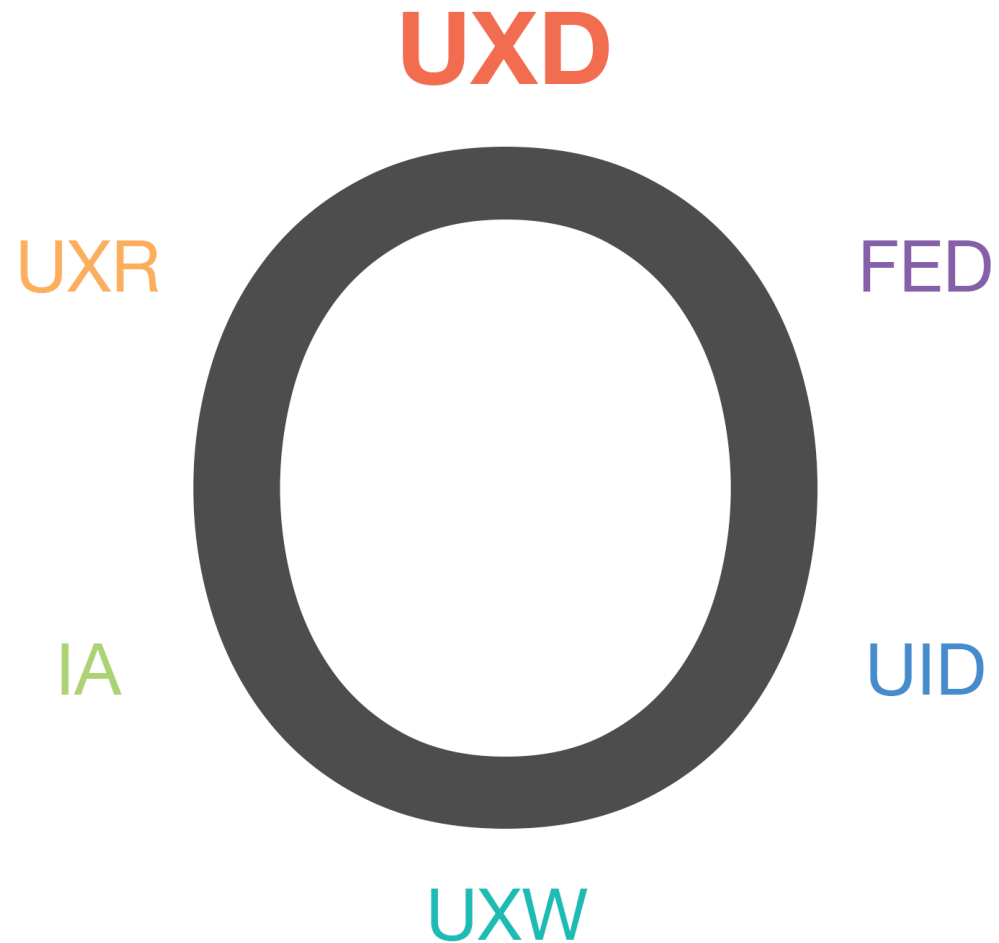
For designers, lawyers are **the boring ones**

There is a long way to go, but it **is a great opportunity**



FINALLY

The O shape



FINALLY, REALLY

Four books to growth like a designer



FINALLY, REALLY, OK

Some link about Inclusive design

Inclusive design

<https://www.nngroup.com/articles/inclusive-design/>

Inclusive design: perché il design può fare la differenza

<https://medium.com/uxlab-it/design-inclusivo-perch%C3%A9-il-design-pu%C3%B2-fare-la-differenza-81fb075534bb>

Accessibilità – AGID

<https://www.agid.gov.it/it/design-servizi/accessibilita>

FINALLY, REALLY, OK, DEF

Some link and one book about Legal design

Legal Design Alliance

<https://www.legaldesignalliance.org/>

Stefania Passera

<https://stefaniapassera.com/>

Legal Innovation Days 2022

<https://youtu.be/kxpVsUemFcY?t=17394>



FINALLY, REALLY, OK, DEF, LAST

You can follow me on 



 NEWSLETTER

Disegnini digitali

UX/UI e altre credenze popolari

IXDD

PRESENTING SPONSOR

 Adobe

SUPPORTING PARTNERS

 Cumulus
Association

 So
DA the
digital
society

HOST

publicis
sapient