

Being a designer, today.



Attilio Raiteri

Design Experience manager, Sky Italia

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Being a designer, today

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Being a designer, today

Is a cultural issue

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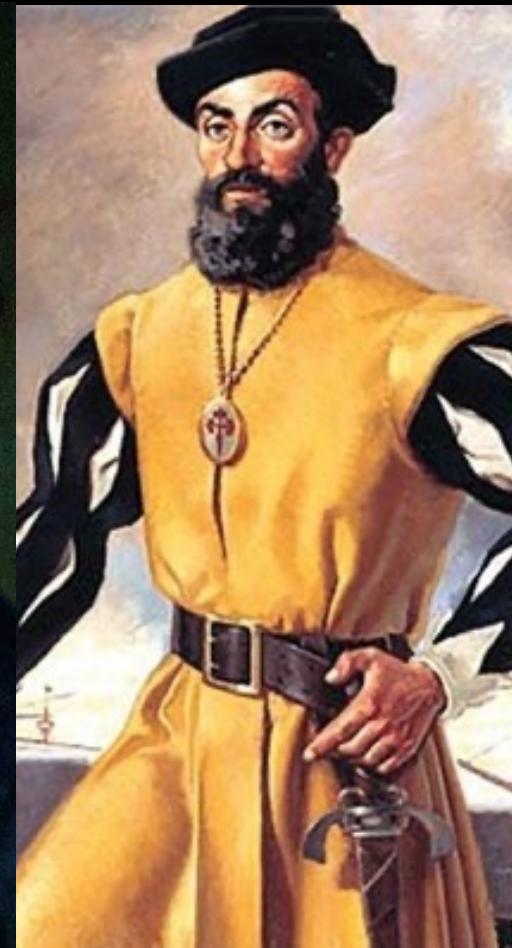
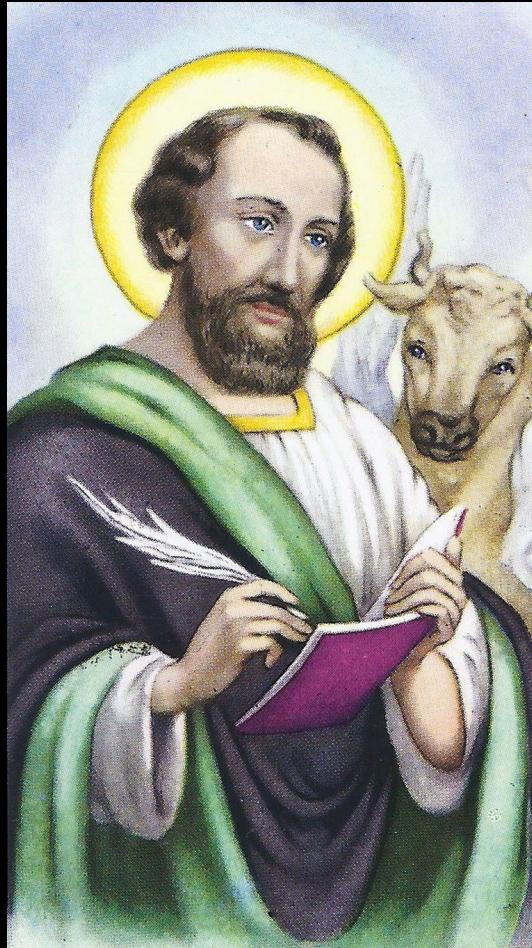


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Design = Progettazione

Design

IXDD

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Design = Progettazione

 Design

Design = Business

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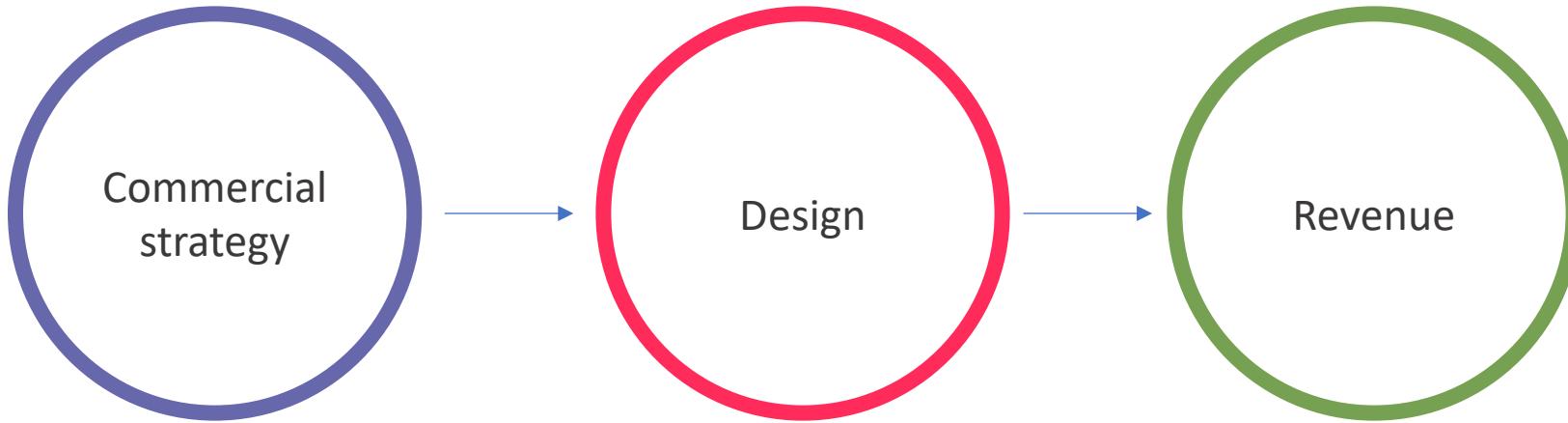


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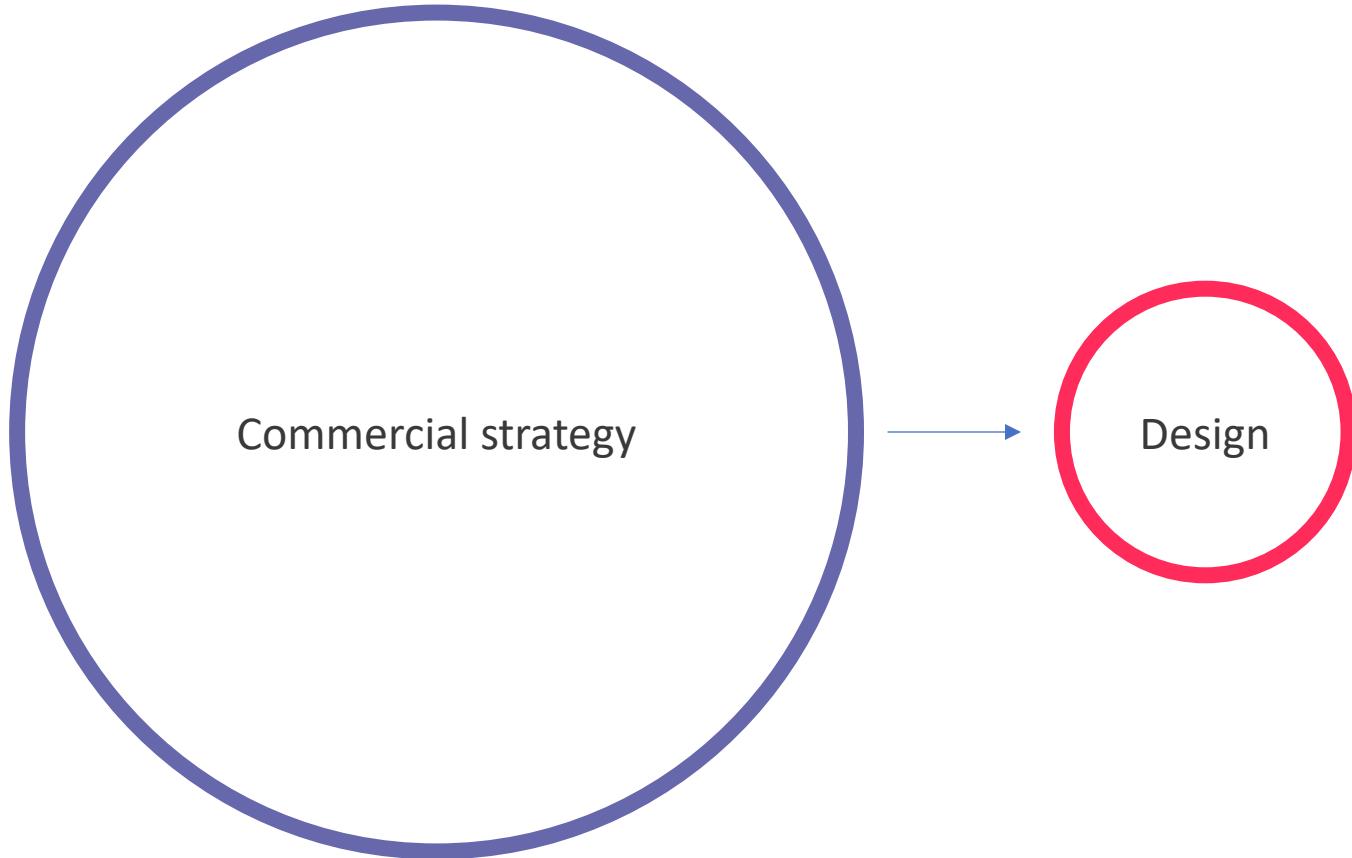
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A digital product/service process*



A digital product/service process*



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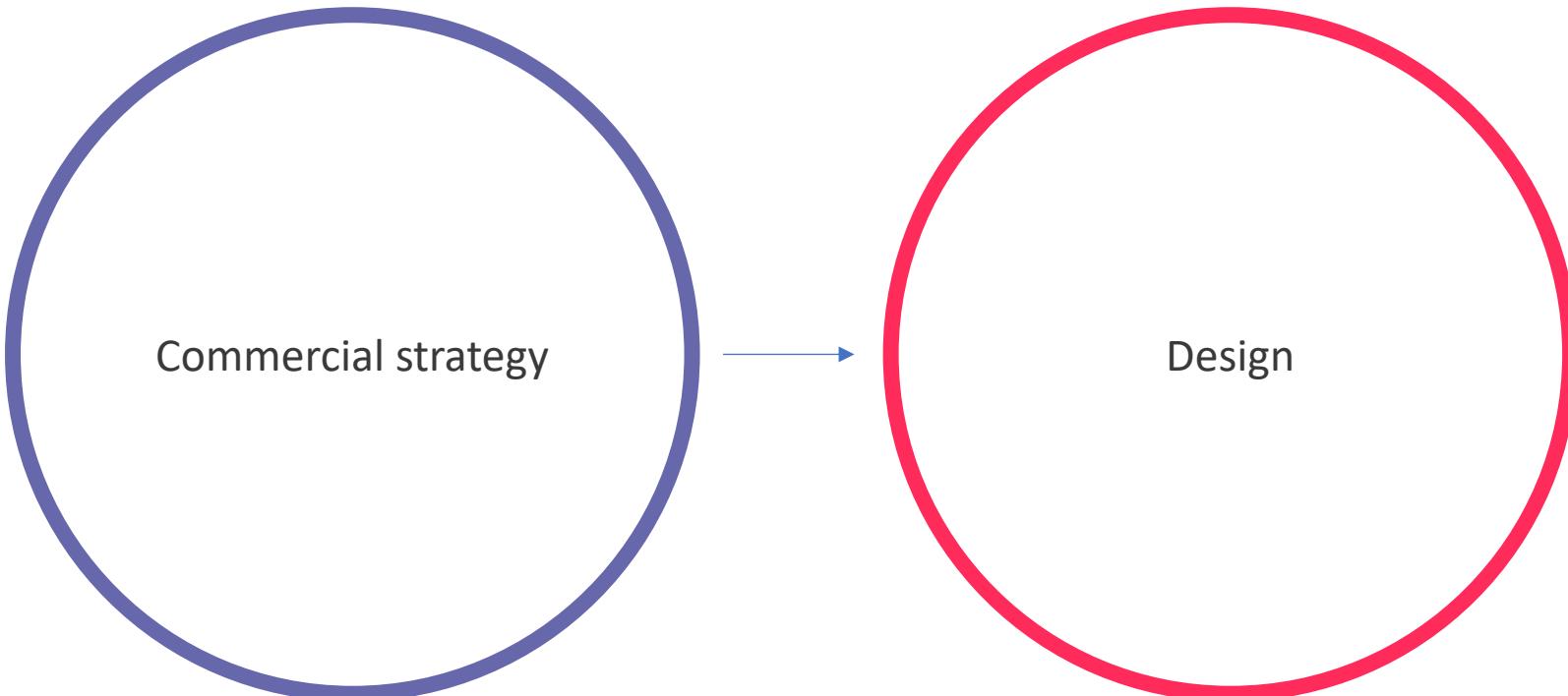
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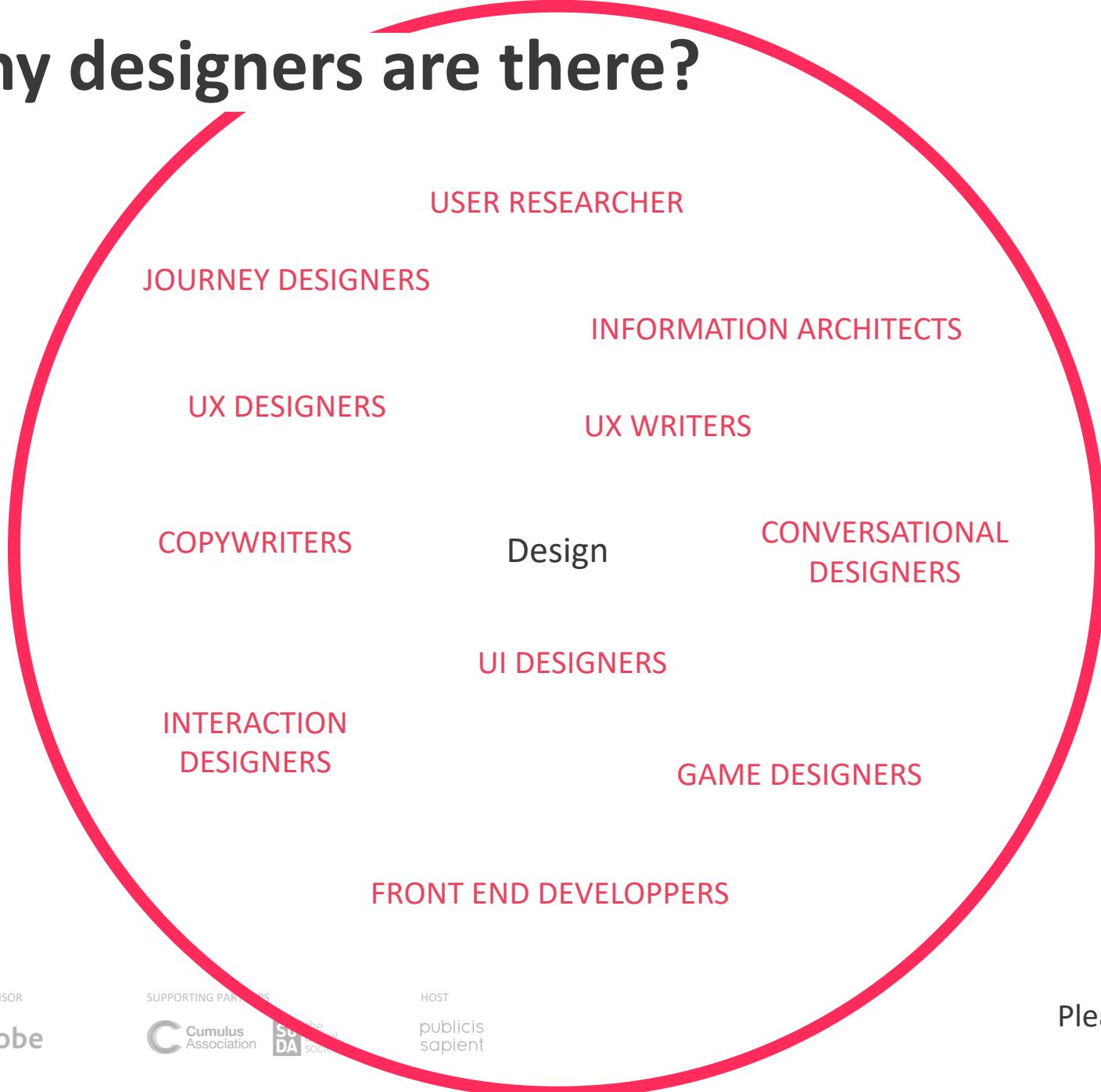
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*Extremely simplified version

A digital product/service process*



How many designers are there?



Design

USER RESEARCHER

JOURNEY DESIGNERS

UX DESIGNERS

COPYWRITERS

INTERACTION DESIGNERS

FRONT END DEVELOPPERS

UI DESIGNERS

GAME DESIGNERS

CONVERSATIONAL DESIGNERS

UX WRITERS

INFORMATION ARCHITECTS

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Please note: this is not a complete list



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

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We have to position ourselves

There are two paths ahead of us

DATA

DESIGN

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We have to position ourselves

There are two paths ahead of us

DATA

DESIGN

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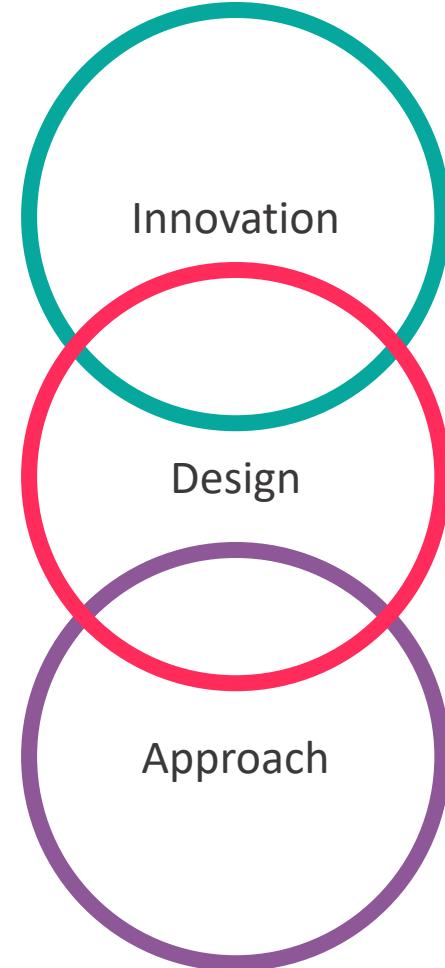
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DESIGN

Design in a **new way**

Bring design to **new places**



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NEW WAY

Inclusive design

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

It takes **self-knowledge**

It requires **cultural preparation**

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NEW WAY

Inclusive design ≠ accessibility

RAMP

Wheelchair

Baby pram

Trolley

SUBTITLE

Deaf

Noise

Silence

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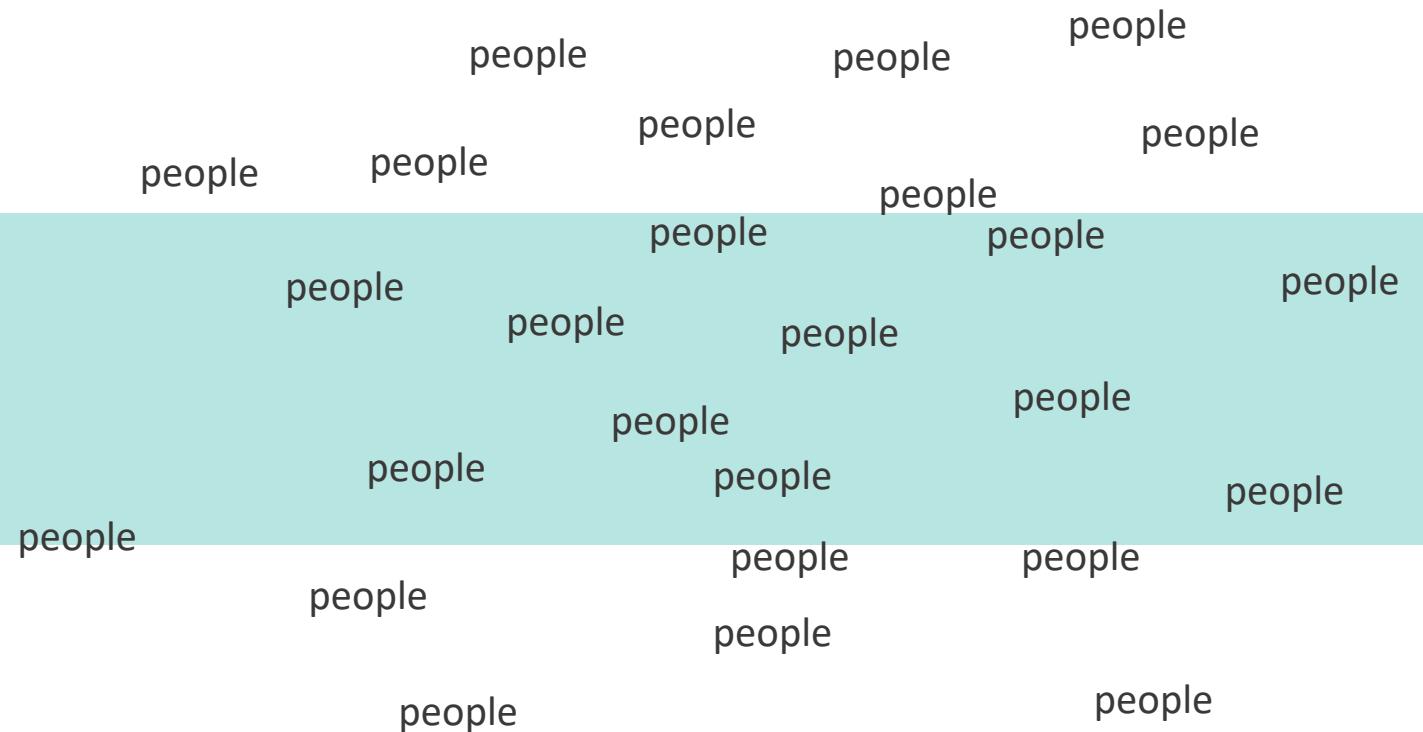
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Source: Debora Bottà - Inclusive design - Medium

Inclusive design ≠ personas

Stereotypes



people

people people people people people

NEW WAY

Inclusive design ≠ average choices

Digital payments

Sisal Pay
Telepass Pay

Satispay Apple Pay

Carte di credito Pay Pal

Carte di debito Prepagate

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Source: Debora Bottà - Inclusive design - Medium

NEW WAY

Inclusive design

It is our **responsibility**

We have to bring **innovation**

We are the **spark**



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.

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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

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NEW PLACES

In Italy we are not the last



2018

Stefania Passera co-writes
the Legal Design Manifesto

2020

Sorgenia
the first Contract Summary



AGID | Agenzia per
l'Italia Digitale



GPDP | GARANTE
PER LA PROTEZIONE
DEI DATI PERSONALI



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

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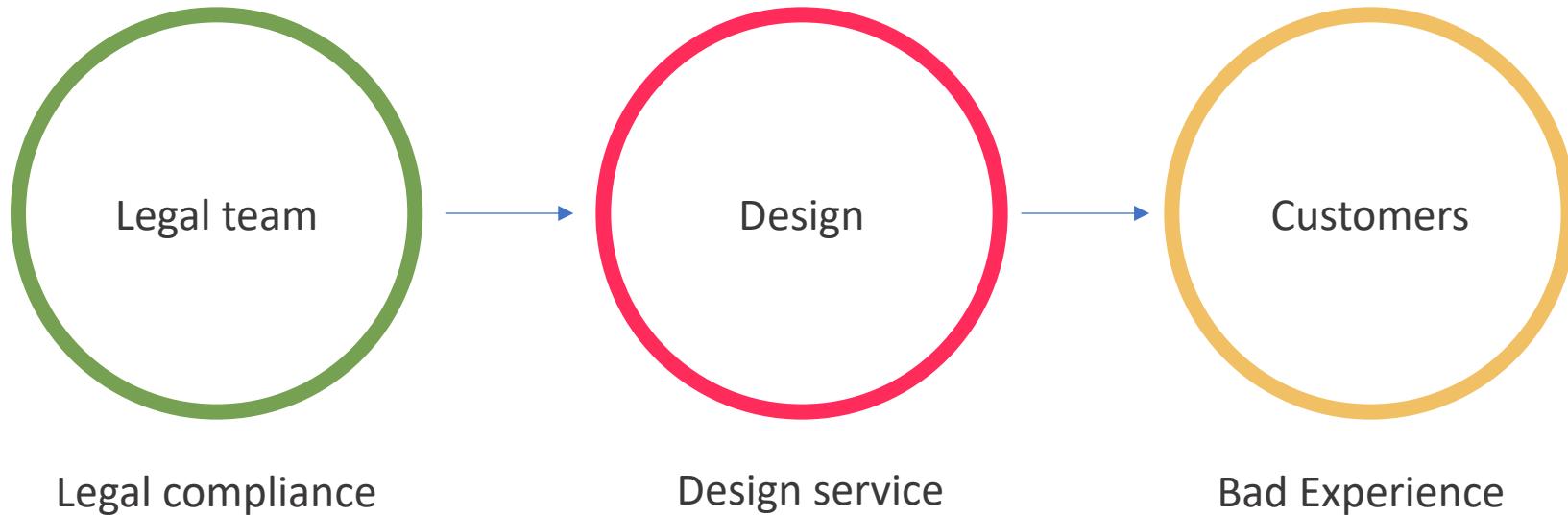


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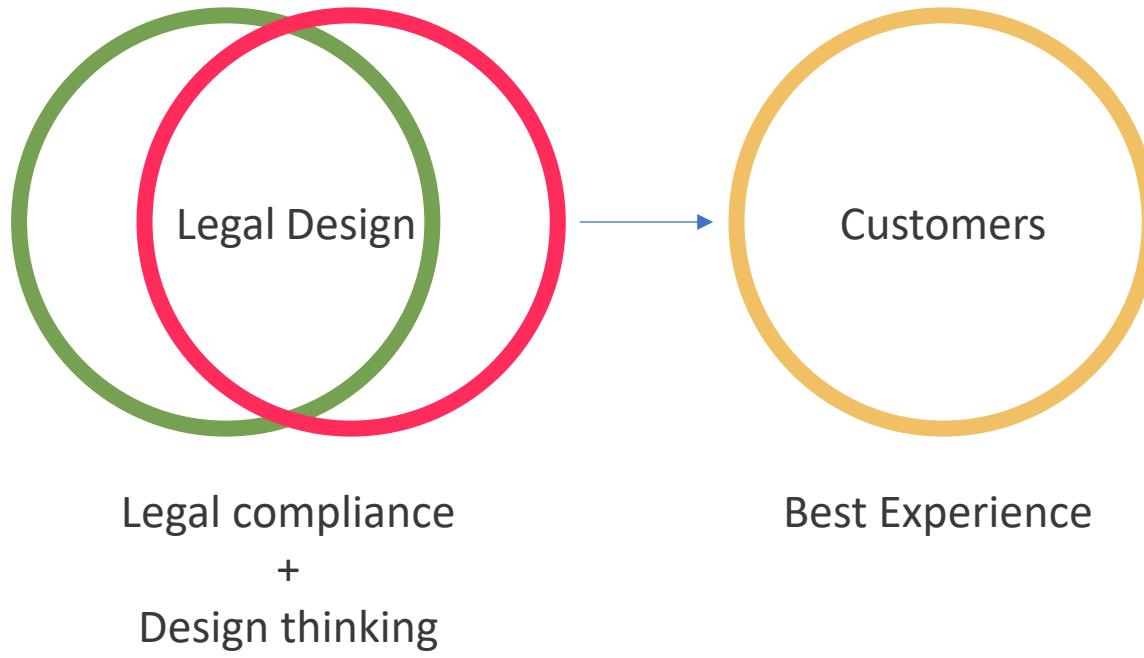
NEW PLACES

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**

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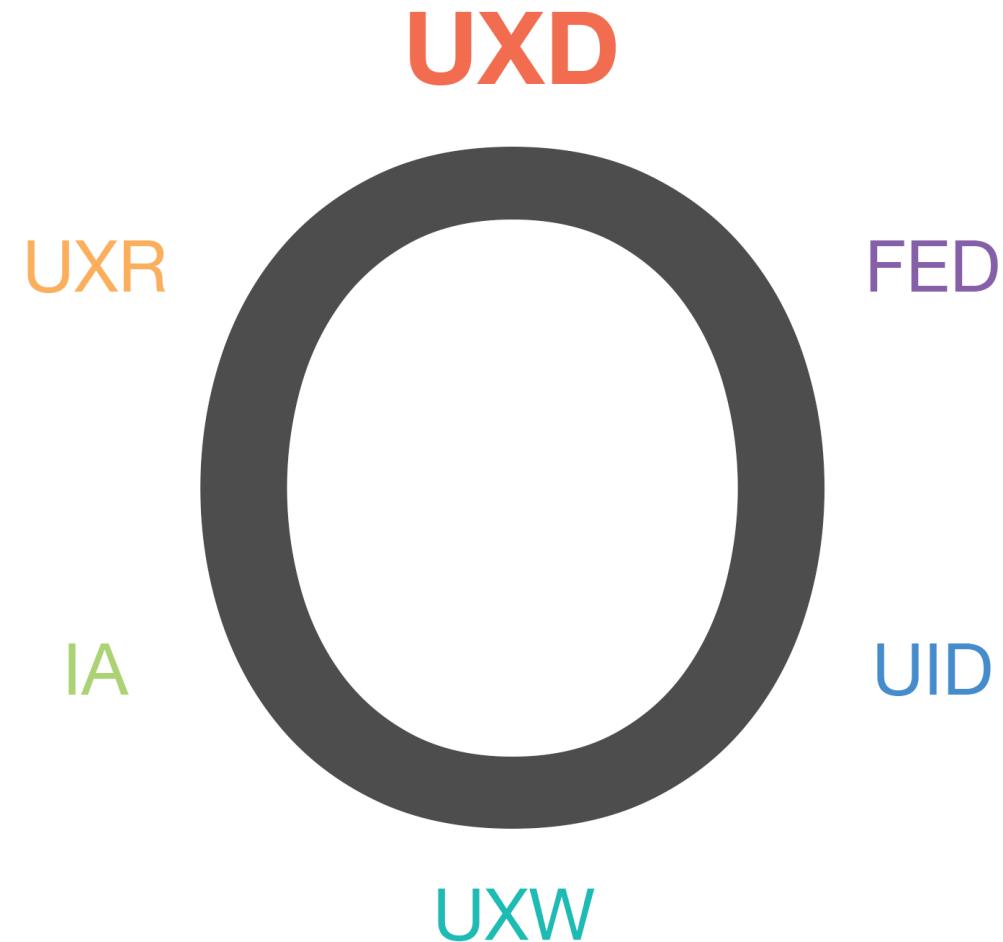
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FINALLY

The O shape



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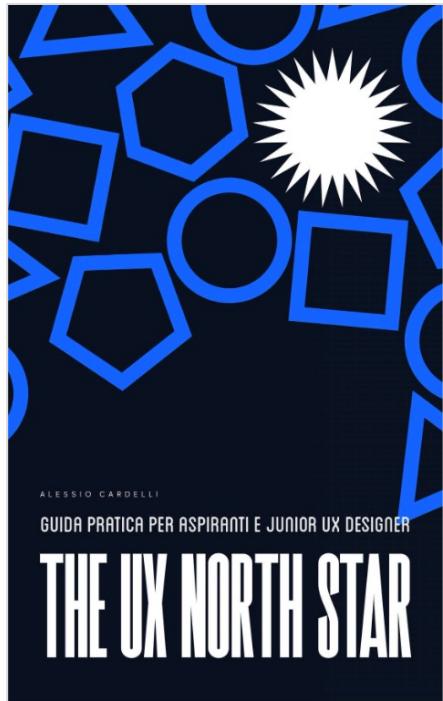


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FINALLY, REALLY

Four books to growth like a designer



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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>

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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>

Barbara de Muro
Marco Imperiale

**LEGAL
DESIGN**

bla bla **Come bla bla bla il design**
bla **può bla bla bla semplificare**
bla bla bla **il diritto bla bla bla**

 GIUFFRÈ
Giuffrè Franco Ufficio Legale

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✉ NEWSLETTER

Disegnini digitali

UX/UI e altre credenze popolari

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