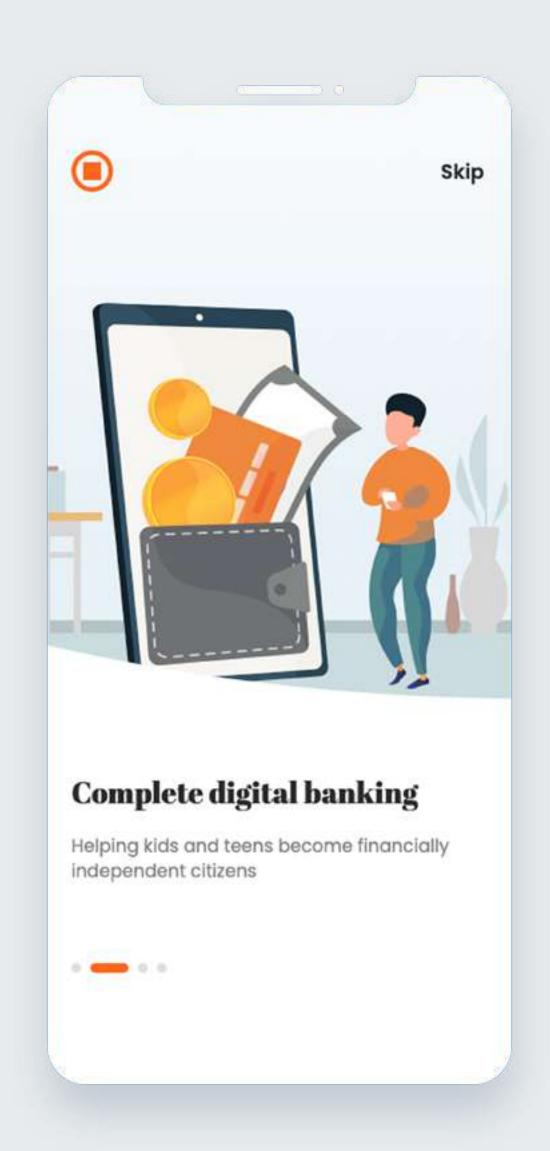
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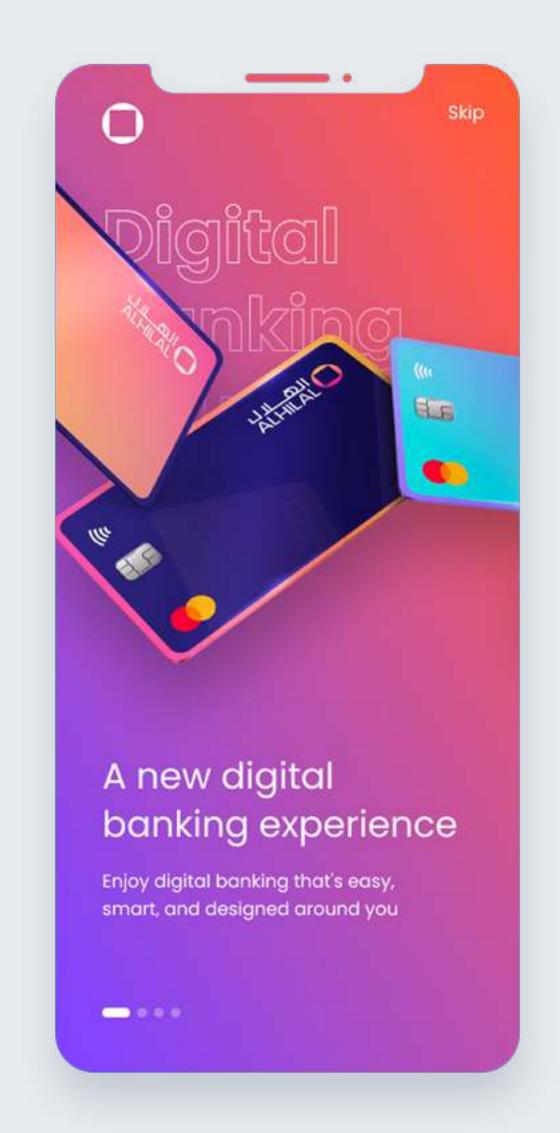
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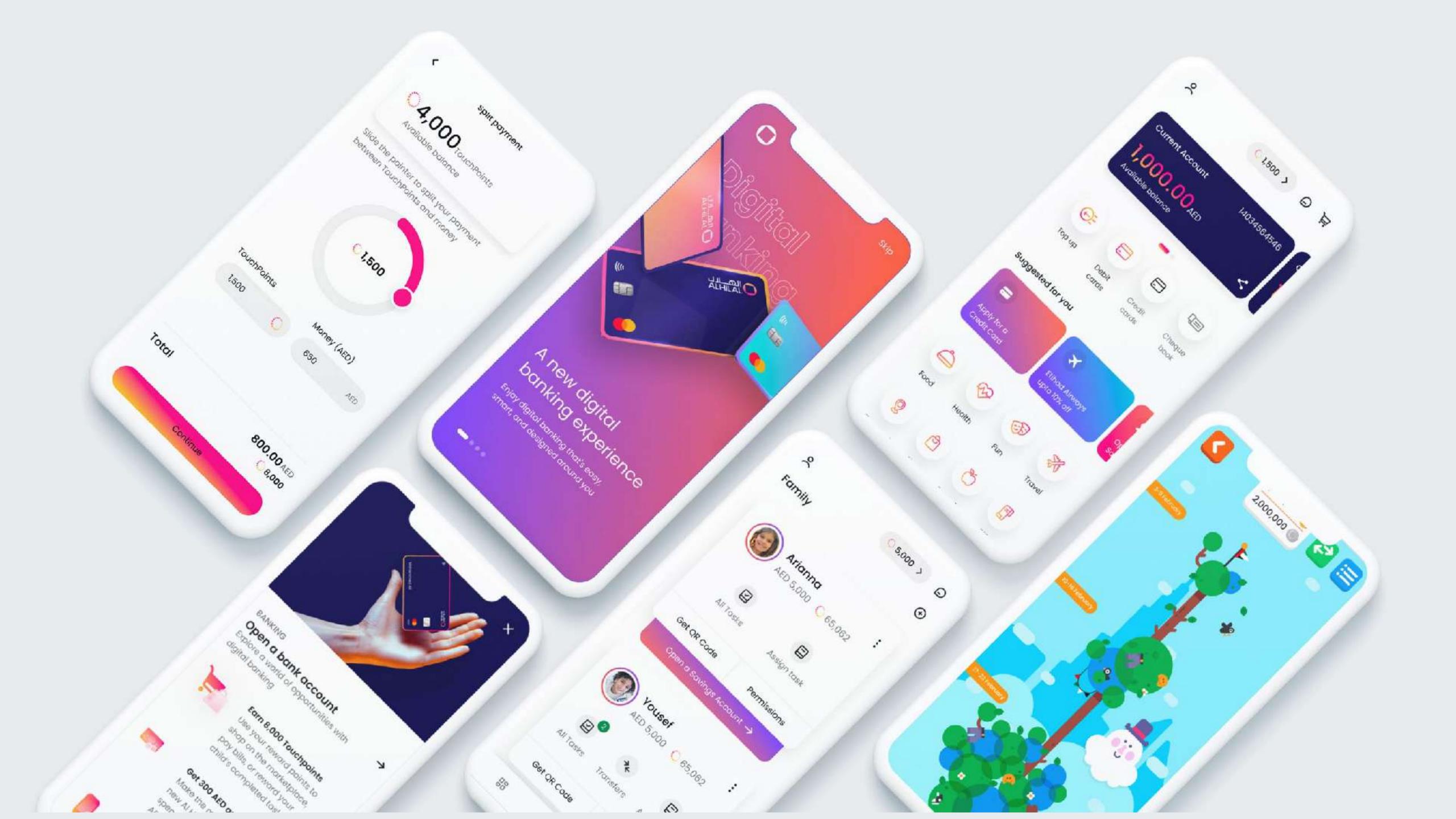
A person is a person because of other people









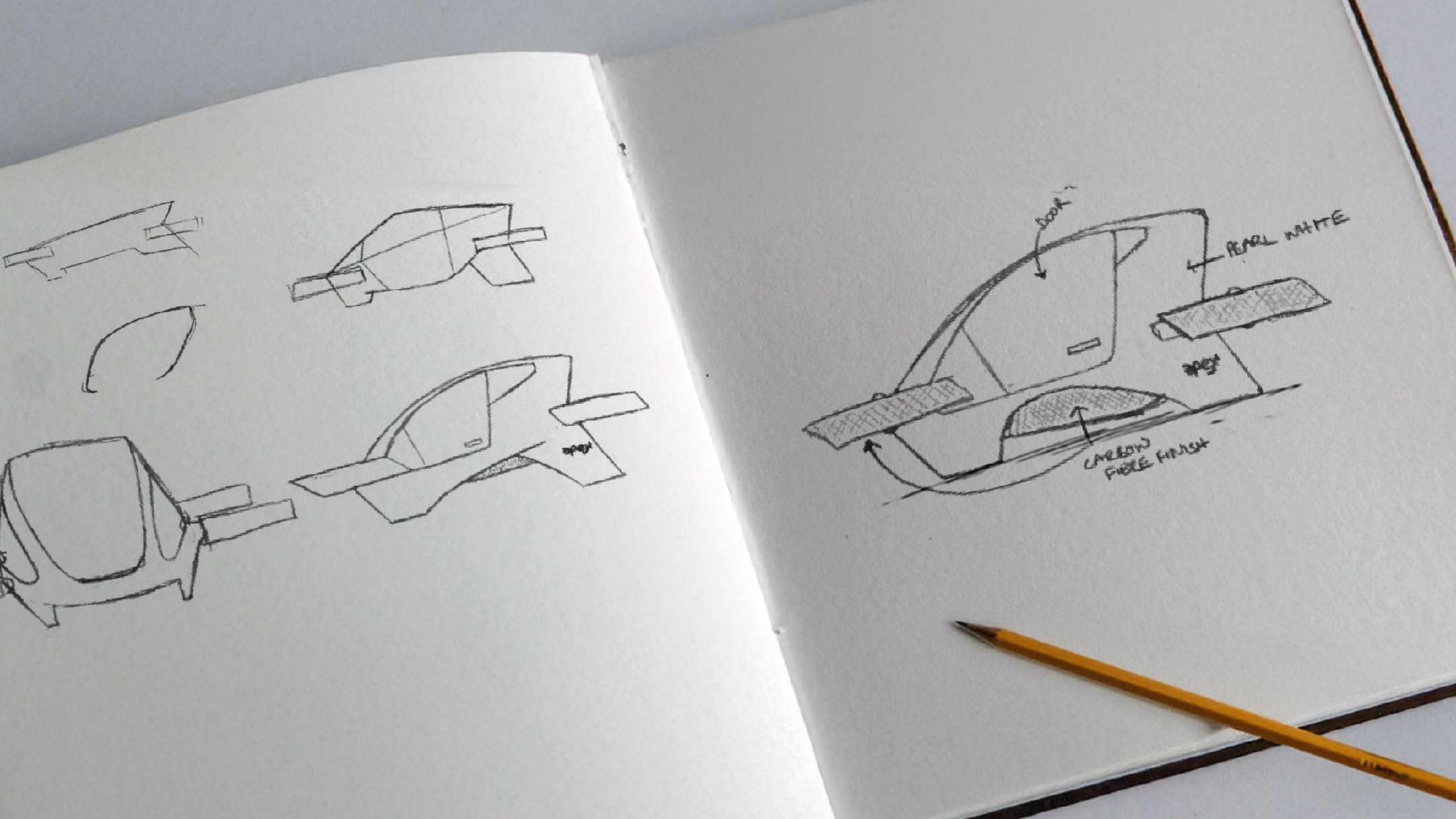




DSL/ Kids ! COLLECTABLES













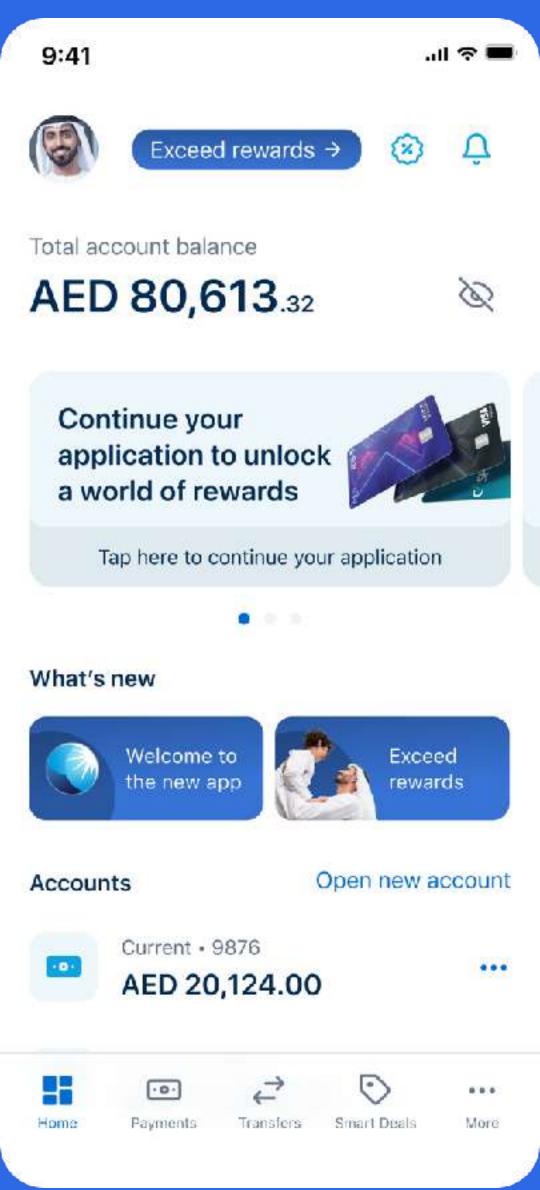


Daily banking made simple.

Safe & Secure!

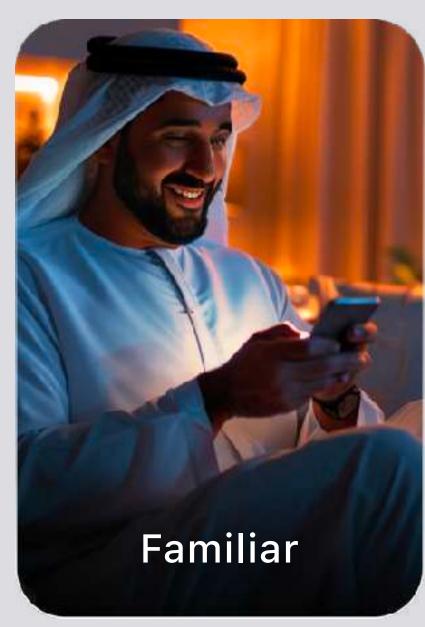
Bank with ADIB →

Already a customer? Register



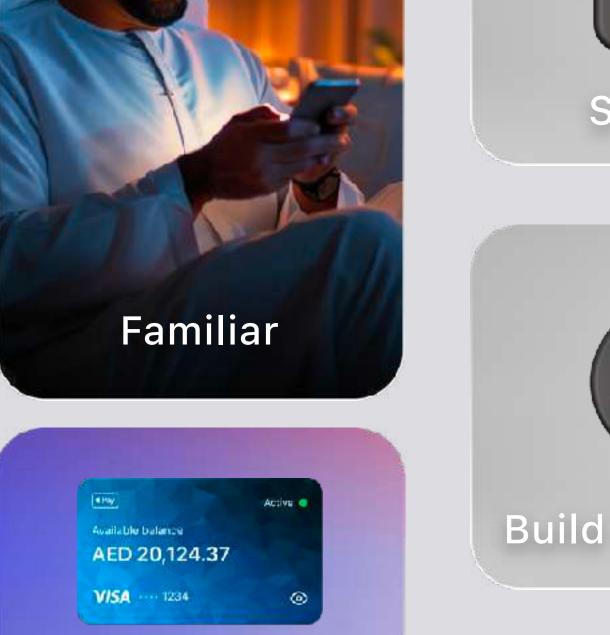


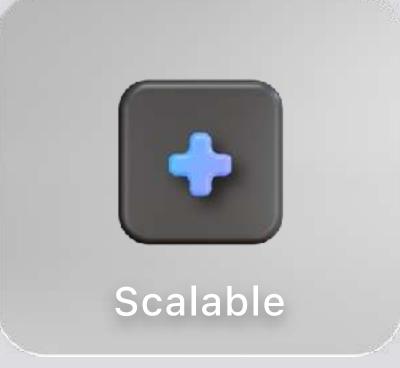


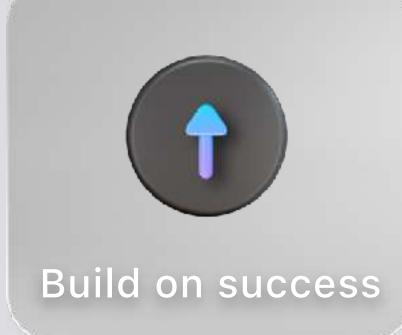


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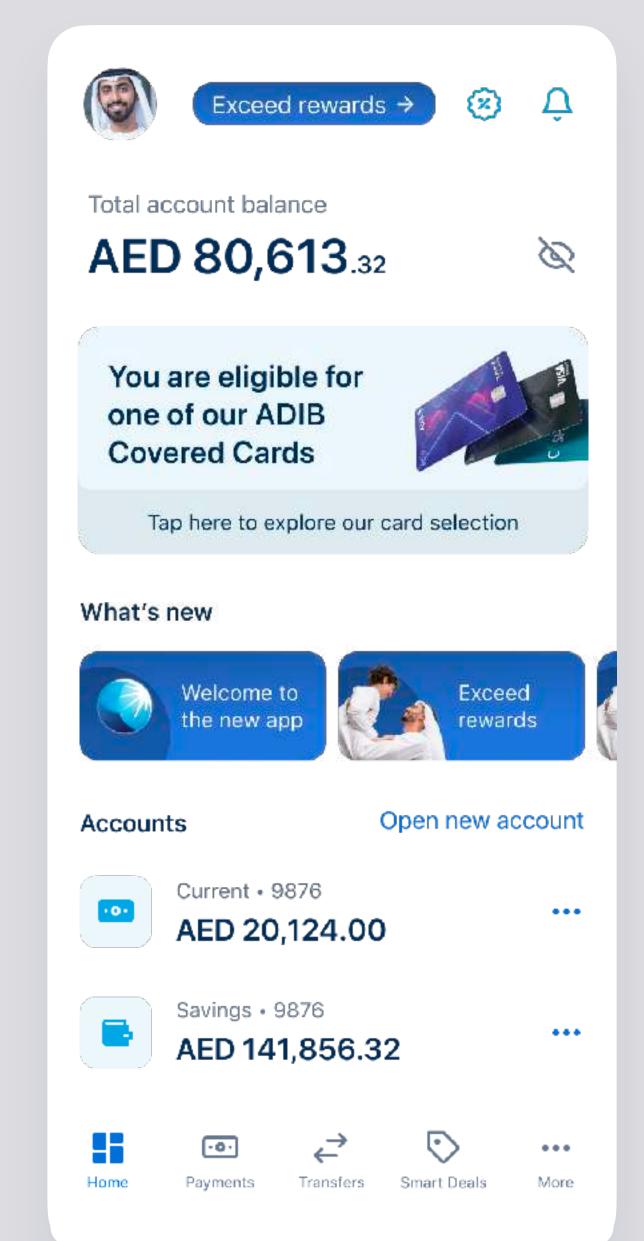
Product system

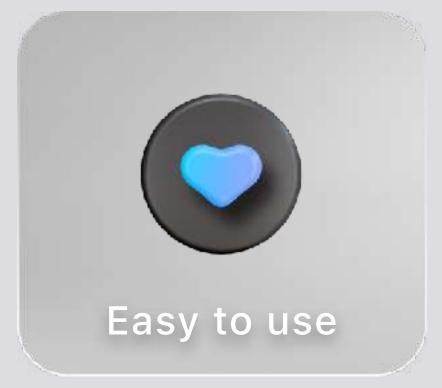




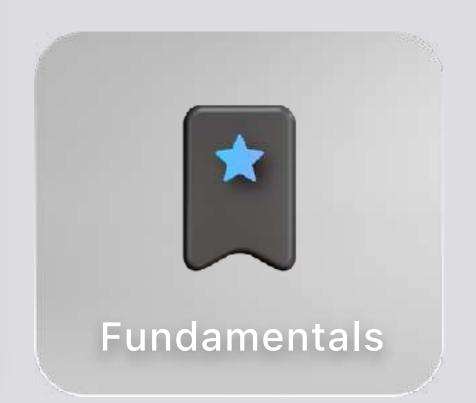


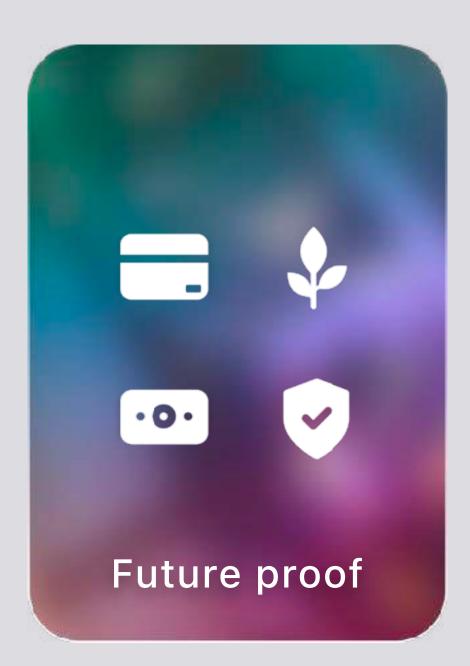














9:41

Let's get started

Cards

Unlock a world of rewards and benefits to suit every lifestyle.





You're pre-qualified for a salary advance with Al Yusr!



Tap here to apply today!



Special offer for India
Get lower fees & better rates!

You're pre-qualified for auto finance up to AED400,000



Tap here to get you dream car!

Personal Finance
Your credit history is being verified

Current account • 0711

Balance: AED 230,000.10

CAED 3452



Transfer to

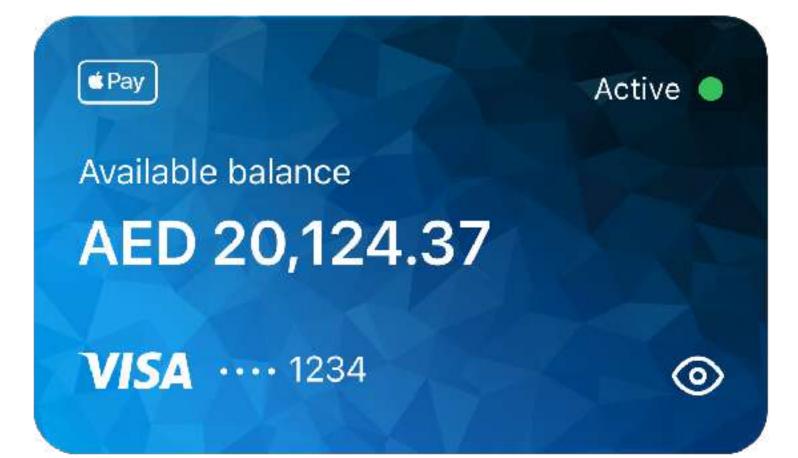
Mohammed Saleh • 1234

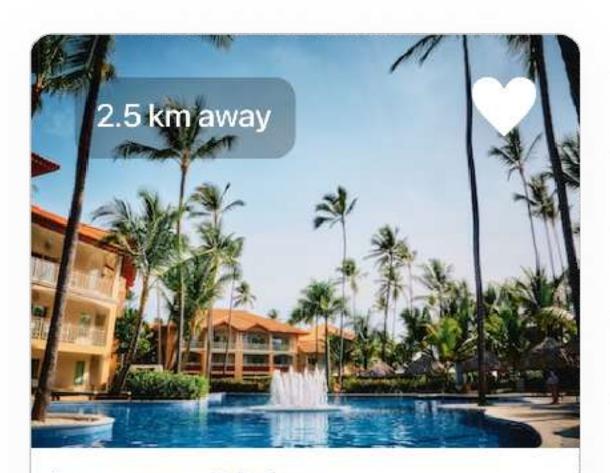
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Personal Finance

We will call you to schedule the signing of the Security Cheque.

View progress





Instore - Dining
Atlantis The Palm

35% off

A

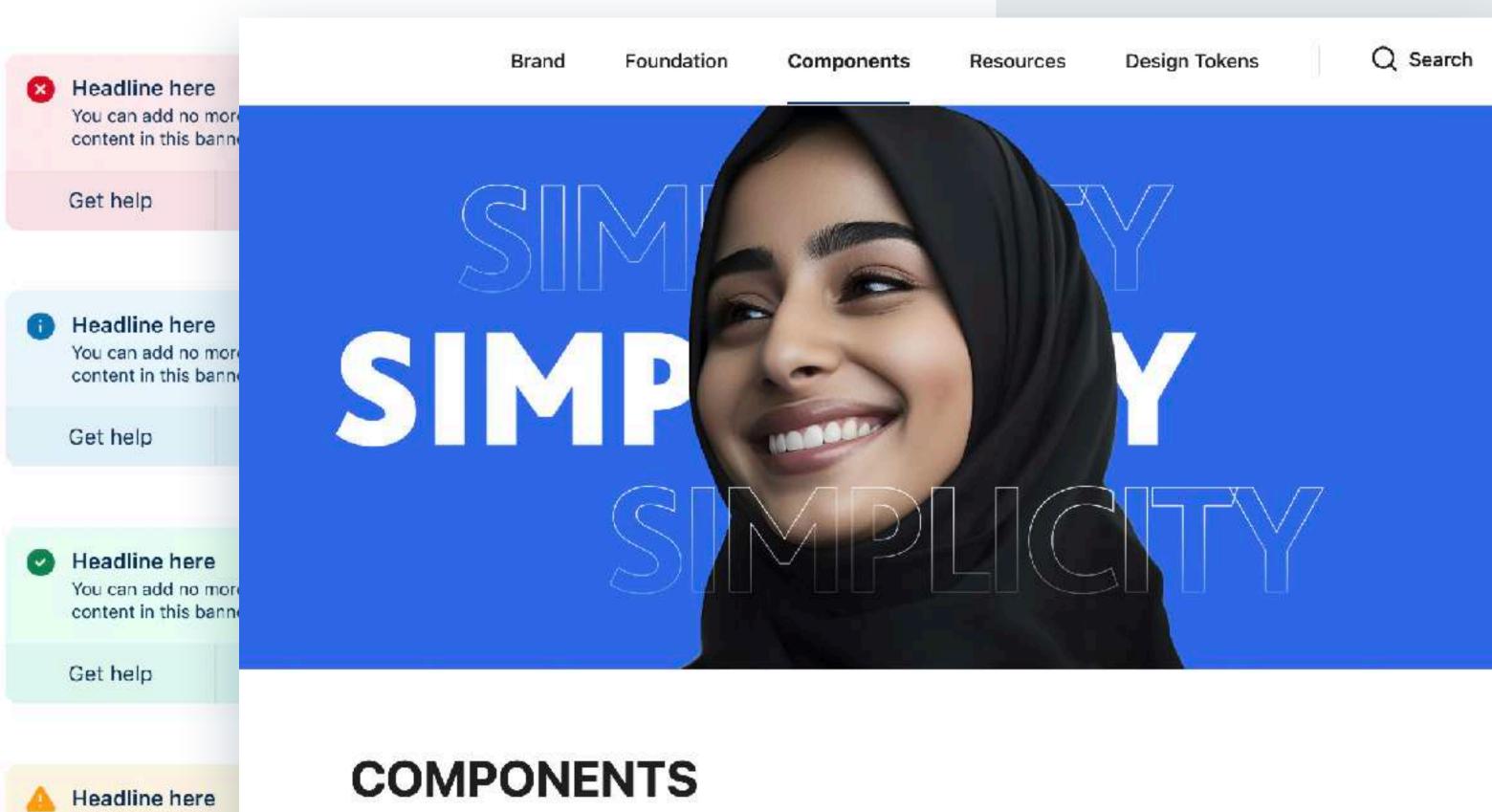
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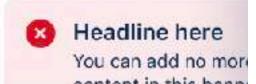
With buttons



You can add no more content in this banne

Get help

No buttons



Innovation meets functionality. Components are the building blocks that shape our digital experiences.

New tab

From buttons that invite interaction to dynamic modules that seamlessly adapt, our design system components pave the way for a cohesive and visually compelling journey across our digital landscape. Explore the details, understand the nuances, and discover the versatility that empowers our designers and developers to create harmonious, accessible, and scalable

BRAND VALUES

Transparent Terms, fees, system feedback

Shari'a Inspired Innovation, content & positioning

Simple and Sensible Experience design

Mutual Benefit Products & features

Hospitality & Tolerance Accessibility & equitable design

Daily banking made simple.

Is all this work threatened by AI?

Design Matters

Al can never replace a designer or researcher who puts the data points into context



Desİgn Matters

Batsirai Madzonga

"I'm working for an AI company 💁



Desİgn Matters



"No because it's literally garbage right now...

Desİgn Matters

Batsirai Madzonga



"Al technologies can never replace a designer

Is design facing disruption?

Design Matters



- Types of Al
- 02 What's in our future
- What can we do?

- Types of Al
 - 02 What's in our future
- ⁰³ What can we do?

Design Matters

Batsirai Madzonga

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01 Narrow intelligence

01 Narrow intelligence

02 General intelligence

Desİgⁿ Matters

The Intelligence Age

September 23, 2024



In the next couple of decades, we will be able to do things that would have seemed like magic to our grandparents.

This phenomenon is not new, but it will be newly accelerated. People have become dramatically more capable over time; we can already accomplish things now that our predecessors would have believed to be impossible.

We are more capable not because of genetic change, but because we benefit from the infrastructure of society being way smarter and more capable than any one of us; in an important sense, society itself is a form of advanced intelligence. Our grandparents – and the generations that came before them – built and achieved great things. They contributed to the scaffolding of human progress that we all benefit from. All will give people tools to solve hard problems and help us add new struts to that scaffolding that we couldn't have figured out on our own. The story of progress will continue, and our children will be able to do things we can't.

01 Narrow intelligence

02 General intelligence

Super intelligence

Types of Al

⁰² What's in our future

What can we do?







Bronze & Iron

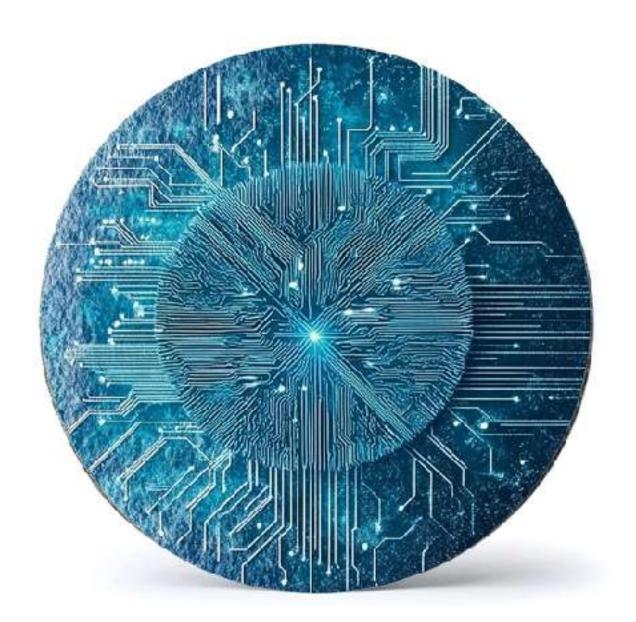


Classical & Medieval

Information & Digital

Knowledge worker





Design Matters

AGE.

Information age

-- Intelligence age

Knowledge workers → Al automation

Linear growth — Exponential



Knowledge workers are the first to go...

Mo Gawdat

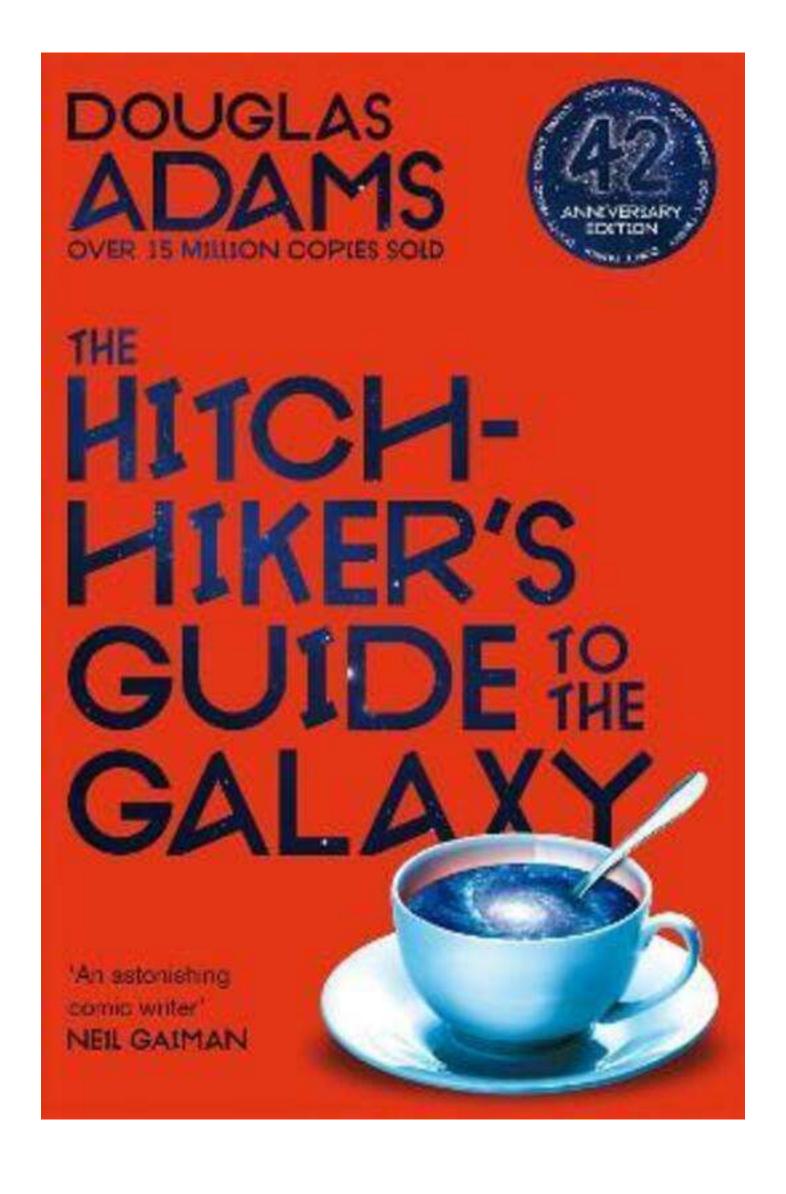
⁰¹ History of Al

What's in our future

What can we do?

TO DOLONG TO THE REAL OF THE PARTY OF THE PA

Desİgn Matters



Focus on fostering human connections

Ubuntu, ngumuntu, ngabantu

A person is a person because of other people



Ubuntu Design Framework

COMMUNITY FOCUSED DIGITAL PRODUCT DESIGN by BATSIRAI MADZONGA





Characher Charac

Cram. Crew. Family. Household. Kin. Being. Cram. Crew. Family. Household. Kin. Self. Identity. Juman. Character Char

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Desİgⁿ Matters

THE PHILOSOPHY

The framework acknowledges the coagency between relationships, community building and product design. This is realised by leveraging concepts from the Afrikan value system Ubuntu.

8

004 004 714







Individual

Self belief • Relationships • Growth



Family

Culture • Support • Excellence



Community

Support • Collaborate • Contribute



Interconnectedness

Shared Vision • Engage • Deliver Value

FIGURE 4.1: The four pillars of the UDF philosophical framework

34 THE UBUNTU DESIGN FRAMEWORK





Design Matters

WEJATU

Ubuntu Design Framework

COMMUNITY FOCUSED DIGITAL PRODUCT DESIGN by **Batsirai Madzonga**

THE PRACTICAL

I call this **Associative Design** — a method where designers deploy nodes based on complexity, preparation time, and their connections. Smaller tasks use low-complexity, low-preparation nodes.

The Nodes



FIGURE 4.2: The nodes in UDF's Associative Design model



Design Matters

Ubuntu Design Framework

COMMUNITY FOCUSED DIGITAL PRODUCT Design by **Batsirai Madzonga**

NODES + UBUNTU

To effectively connect the nodes in Associative Design, it's essential to cultivate specific relationships. This is where the philosophical foundations of the UDF align with its practical applications.

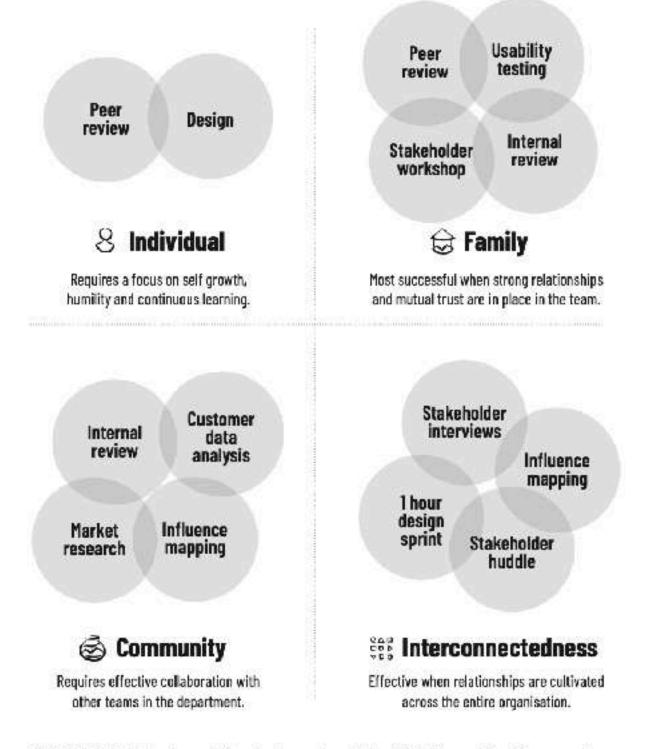


FIGURE 4.4: Relating Associative Design nodes to the UDF philosophical framework



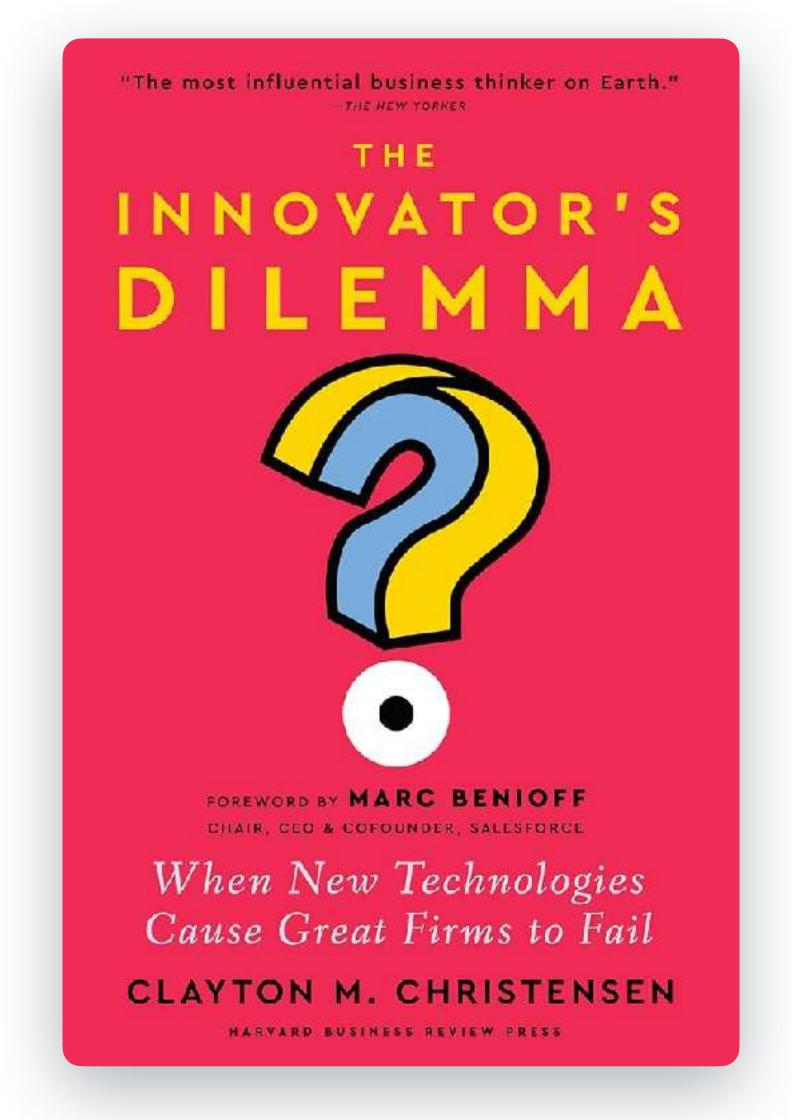
Ubuntu, ngumuntu, ngabantu

A person is a person because of other people

Focus on fostering human connections

02 Use it, don't lose to it

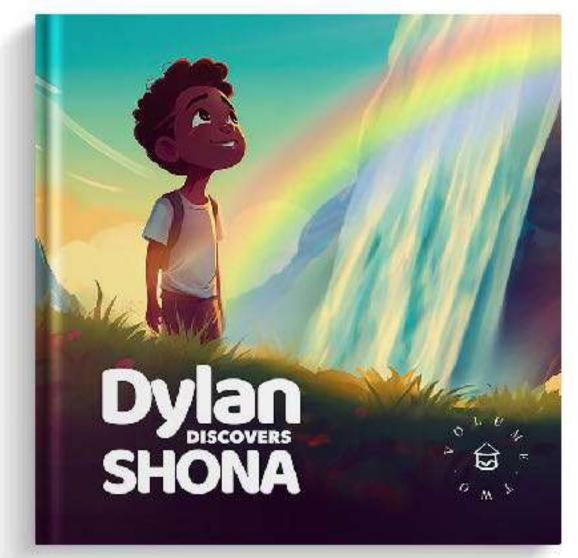
Desİgn Matters

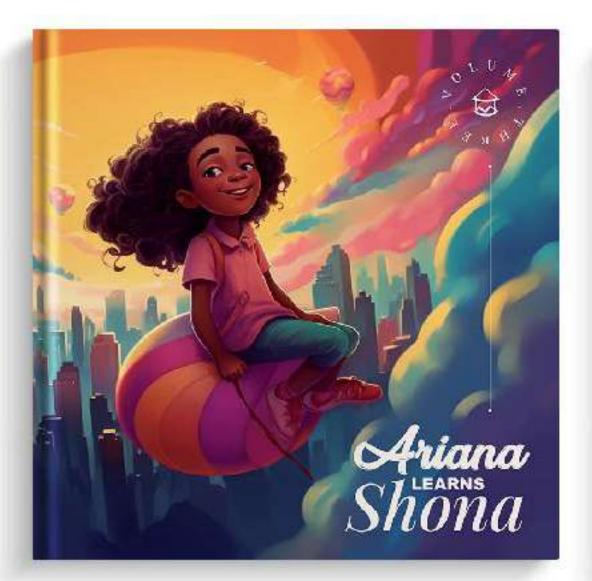


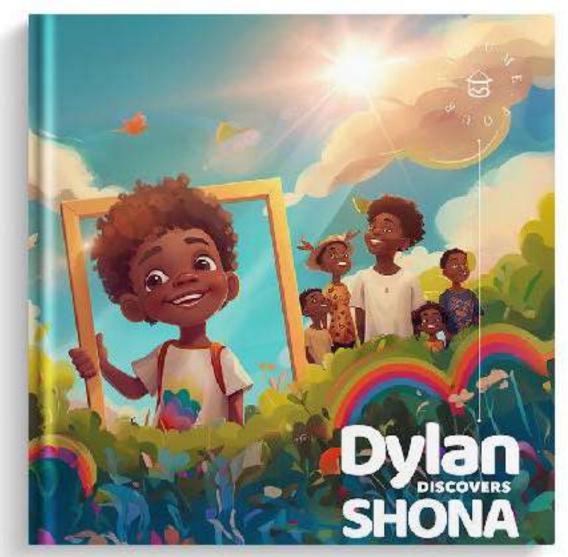






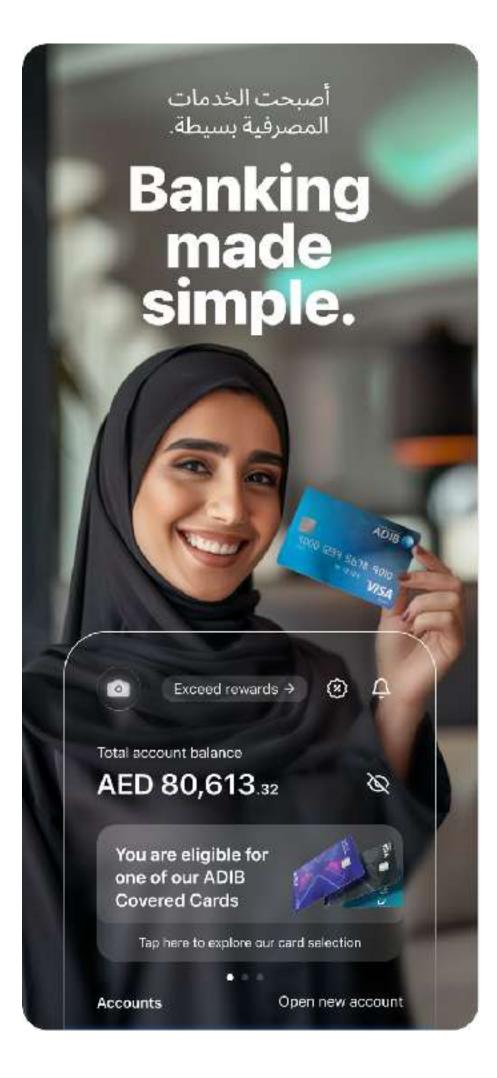


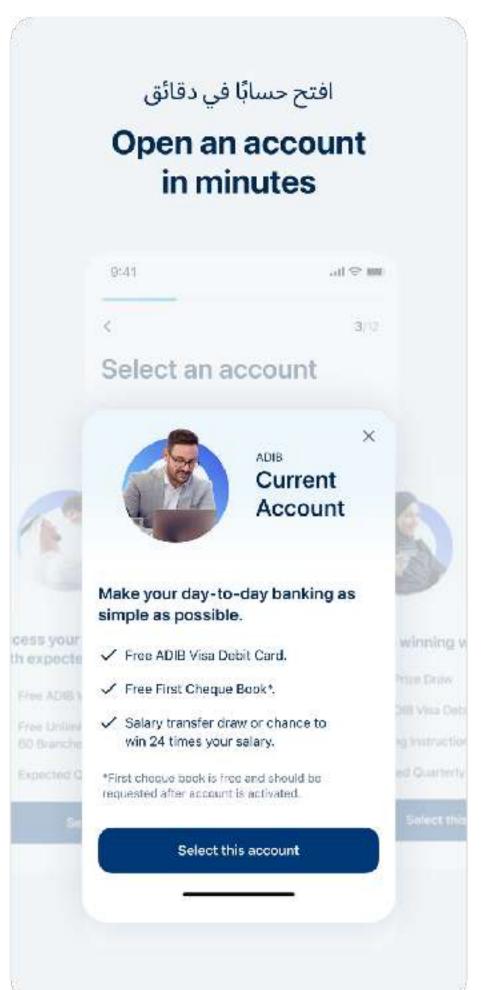




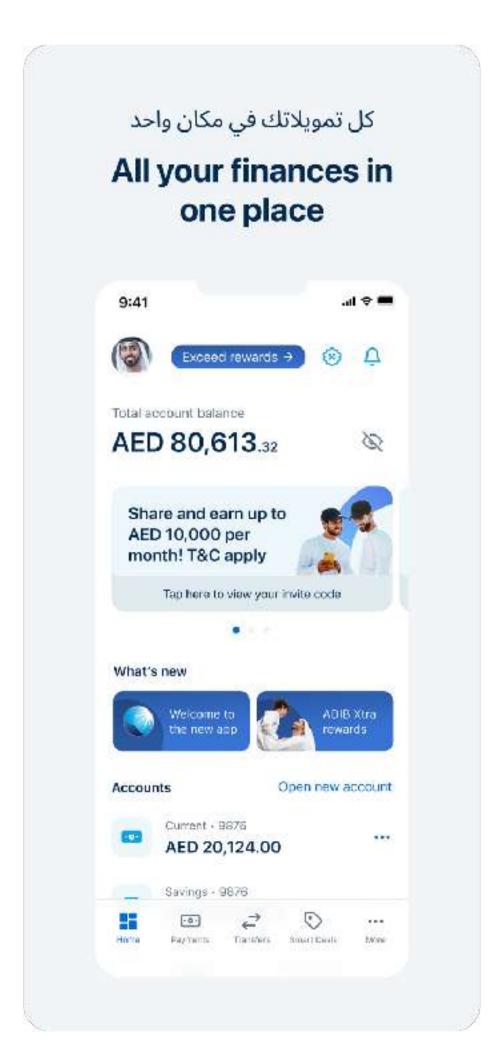








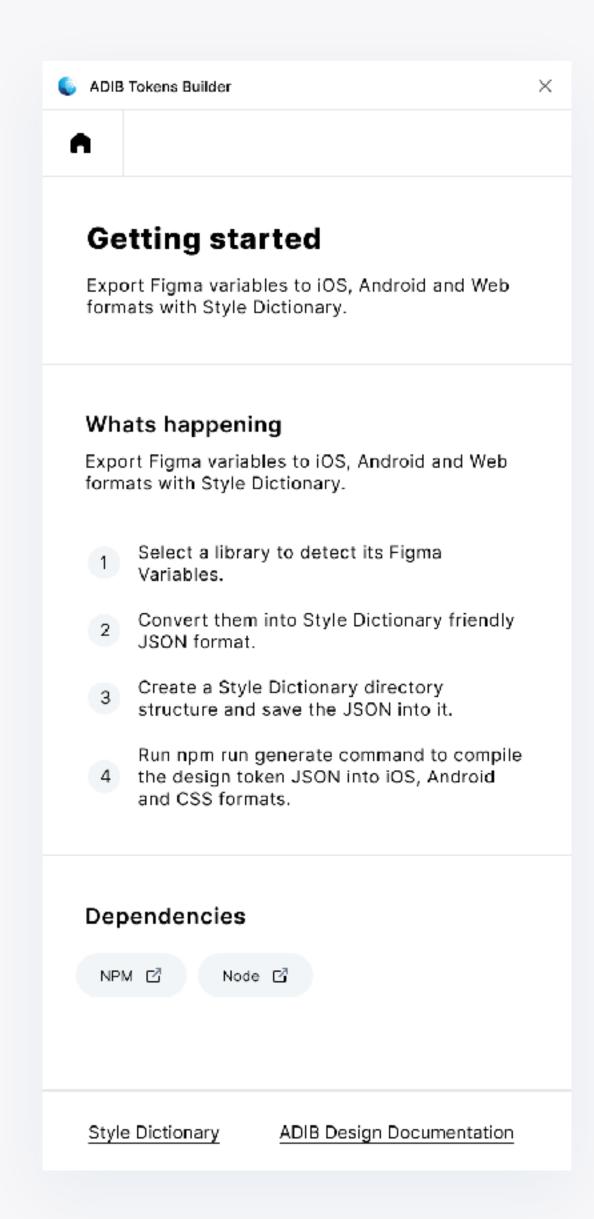


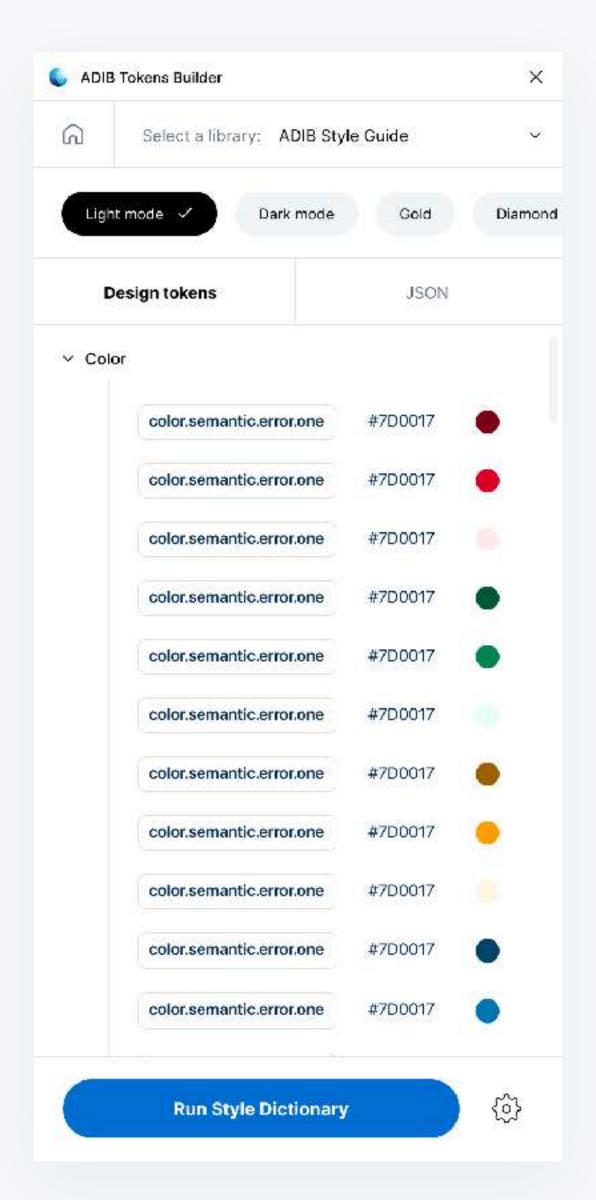


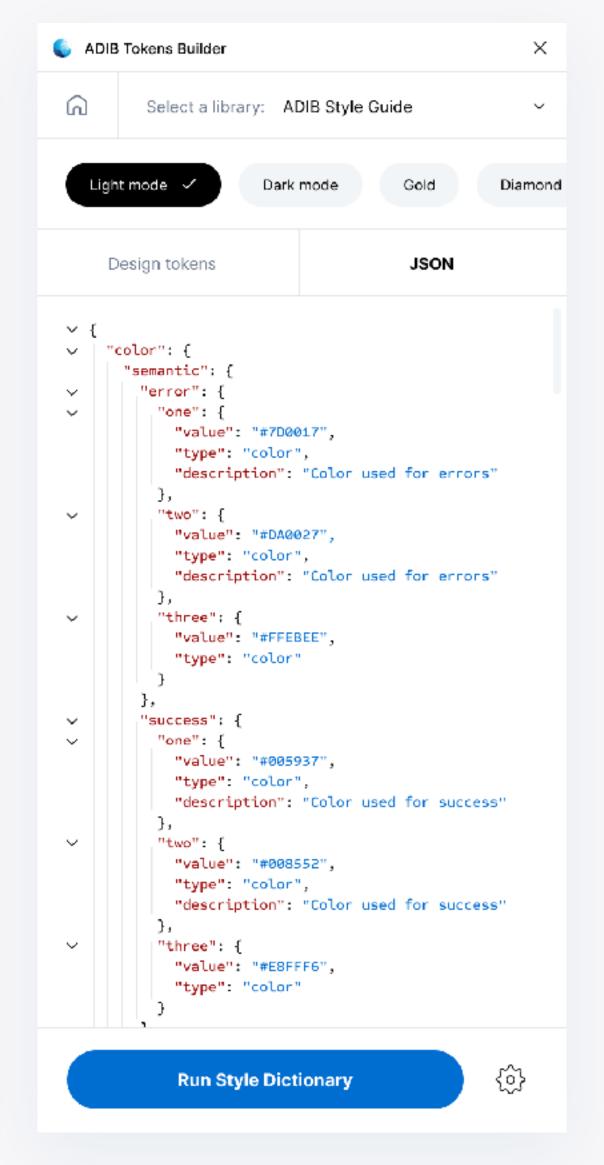




Design Matters







- Focus on fostering human connections
- 02 Use it, don't lose to it
- Go beyond the interface



VISA

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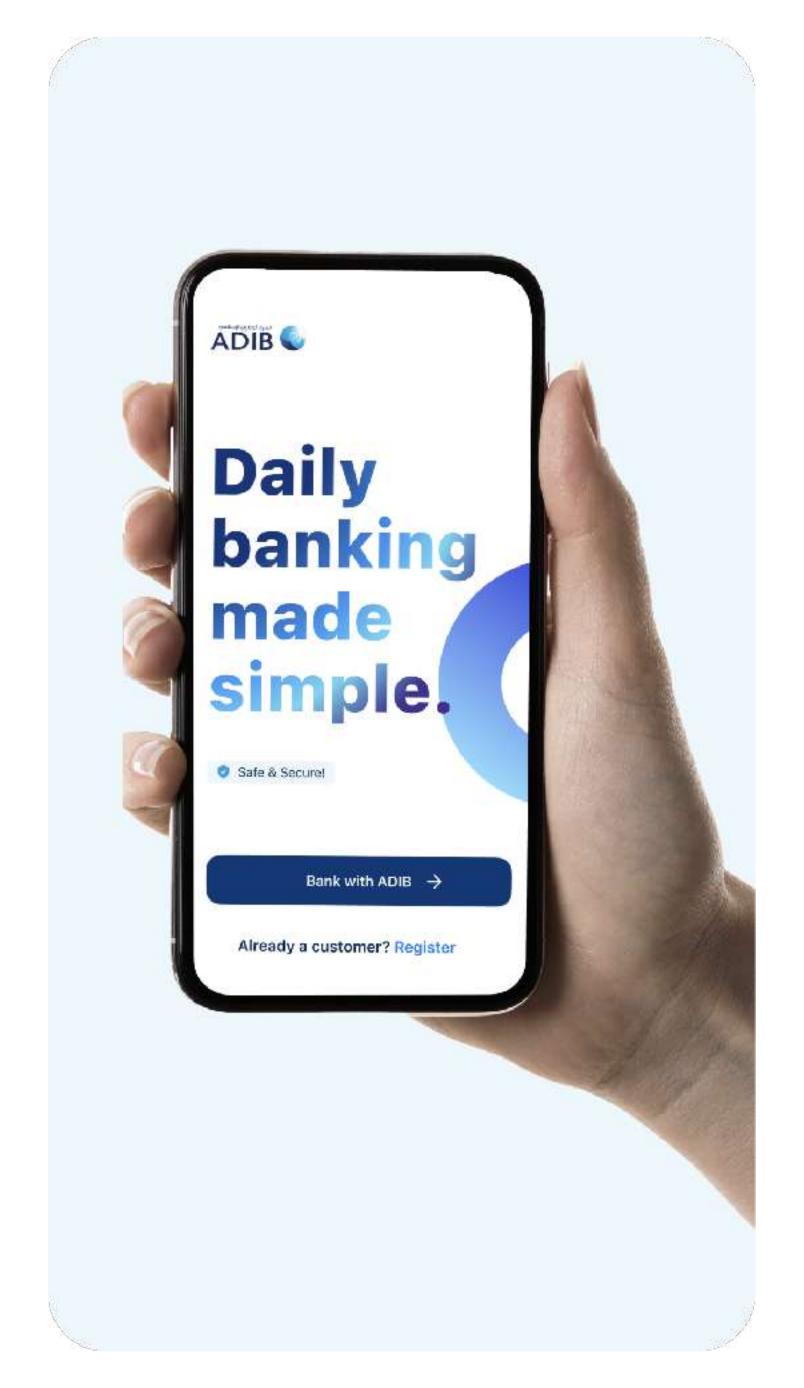


















You are eligible for one of our ADIB Covered Cards



Tap here to continue your application



Verification successful

Mabrook! You can now proceed by tapping on review offer.

Review offer



Get Finance

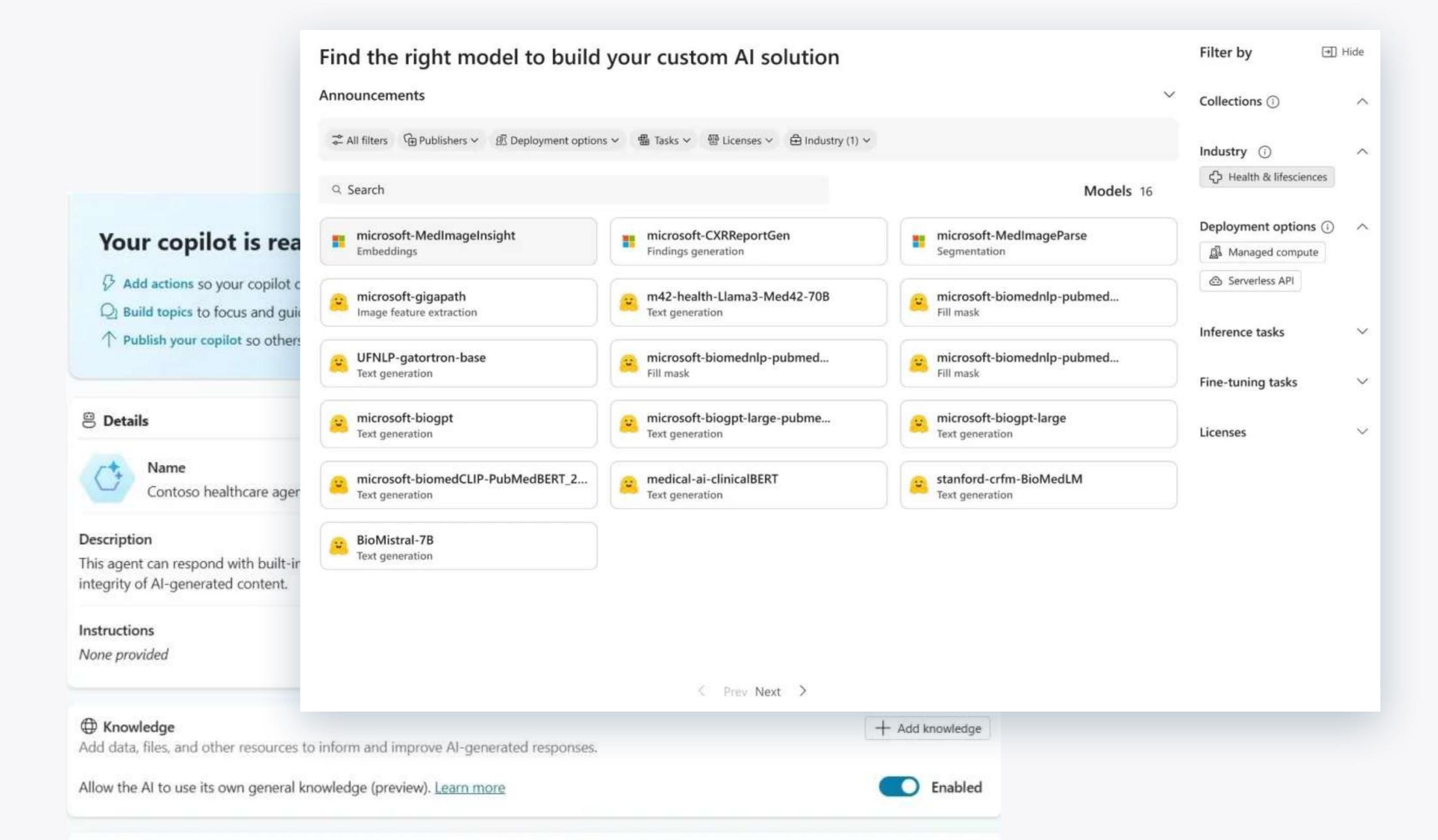
Kick start your financial goals with our financing solutions



Stratecic thinking.

Nurses spend ~41% of their time on documentation

Design Matters









You have to be intentional



When we are no longer able to change a situation...

Viktor Frankl



When we are no longer able to change a situation... we are challenged to change ourselves.

Viktor Frankl

NDATENDA Thank you.