



2019 EDUCATION PROGRAM • FREE INDUSTRY SESSION



**LAWRENCE
AMFOFO, PHD**
Semantica
Research & Digital
Mindfulness



KEN SINCLAIR
Automated
Buildings.com

Smart Environments for Humans

Presented by AutomatedBuildings.com

JOIN US! MONDAY, JAN. 14 • 1:30PM – 2:30PM • LOCATION: B311



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BRAD WHITE
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Dr. Lawrence Ampofo, Director, Digital Mindfulness

Lawrence Ampofo is a thought leader on the impact of digital technologies on humans and society.

Lawrence is a political scientist, strategic communications expert, author, trainer and speaker who focuses on the impact of emerging digital technologies on the geopolitical system and global business.

Creating Digitally Mindful Spaces

- *“The most profound technologies are those that disappear. They weave themselves into the fabric of everyday life until they are indistinguishable from it” — Marc Weiser.*
- Software and IoT are fundamentally changing how people interact with technology and spaces. Humans are increasingly less likely to be hunched in front of our computer screens and expect to access computers wherever they are, and for those digital experiences to be ambient, non-interruptive and powerful.

<https://controltrends.org/?s=Lawrence+>



Episode 278 Digital Mindfulness in Smart...

Watch later Share

MORE VIDEOS

1:05:24 / 1:11:06

YouTube

The image shows a YouTube video player interface. At the top, there is a video title "Episode 278 Digital Mindfulness in Smart...". Below the title, there are three video thumbnails. The top-left thumbnail shows a man with a beard and headphones. The top-right thumbnail shows a man with a beard and headphones, with the text "Watch later" and "Share" overlaid. The bottom thumbnail shows a man with glasses and a white shirt. The video player controls at the bottom include a play button, a progress bar showing "1:05:24 / 1:11:06", and the YouTube logo. There is also a "MORE VIDEOS" button on the left side of the player.



#103 DIGITALLY MINDFUL BUILDINGS

with Ken Sinclair



Digital Mindfulness

#103 Digitally Mindful Buildings with Ken Sinclair

7 months ago

Technology



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#109 Dr. Lawrence Ampofo on The Smart Buildings Podcast

4 months ago

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#109 Dr. Lawrence Ampofo on The Smart ...

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SMART ENVIRONMENTS FOR HUMANS

BRIDGING HUMAN EXPERIENCES
WITH DIGITAL TECHNOLOGY

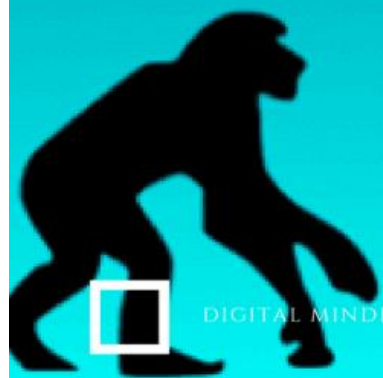


DIGITAL MINDFULNESS



DIGITALMINDFULNESS.NET

TECHNOLOGY HAS A PROFOUND IMPACT ON HUMANITY

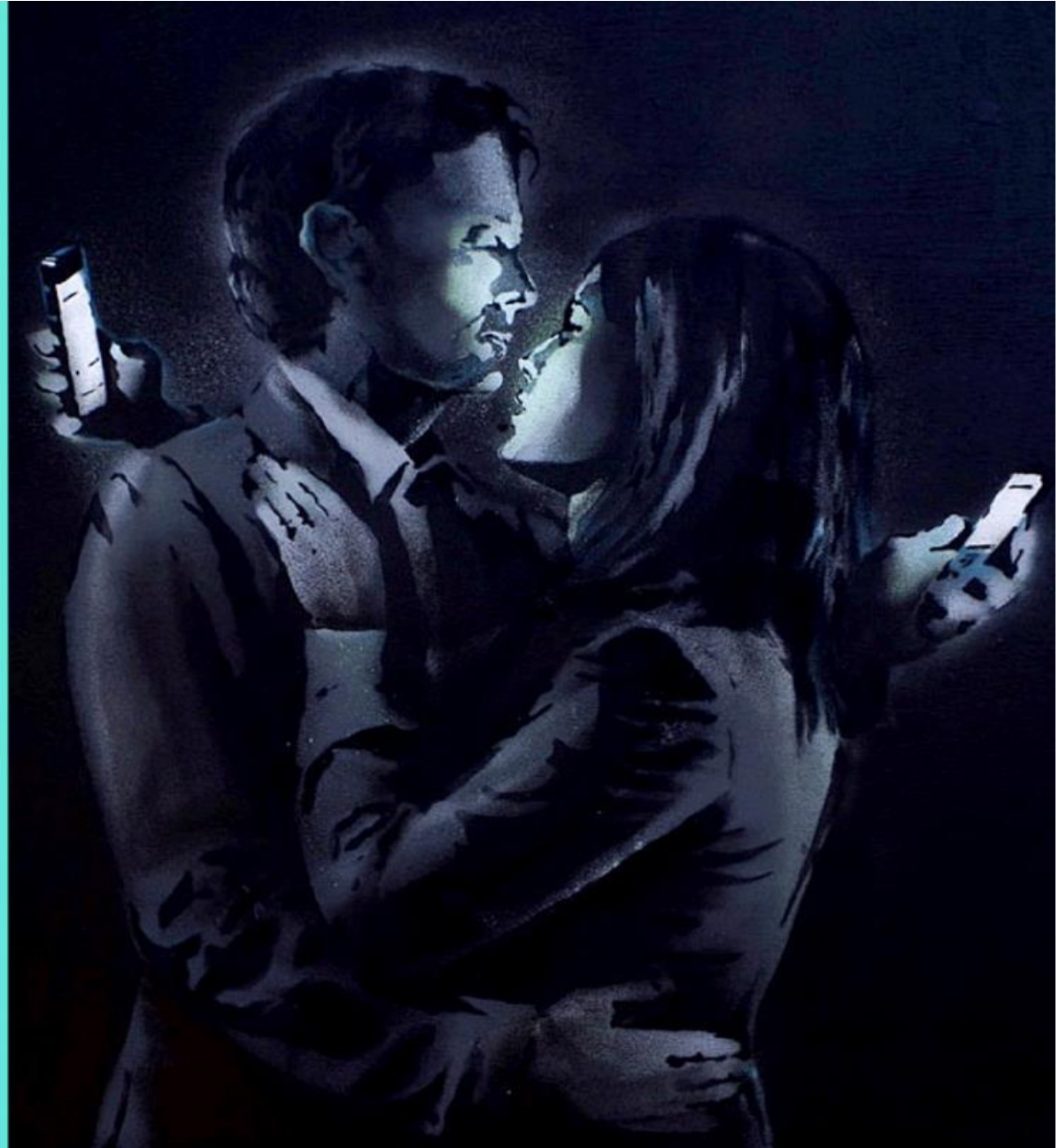


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ATTENTION HIJACKING



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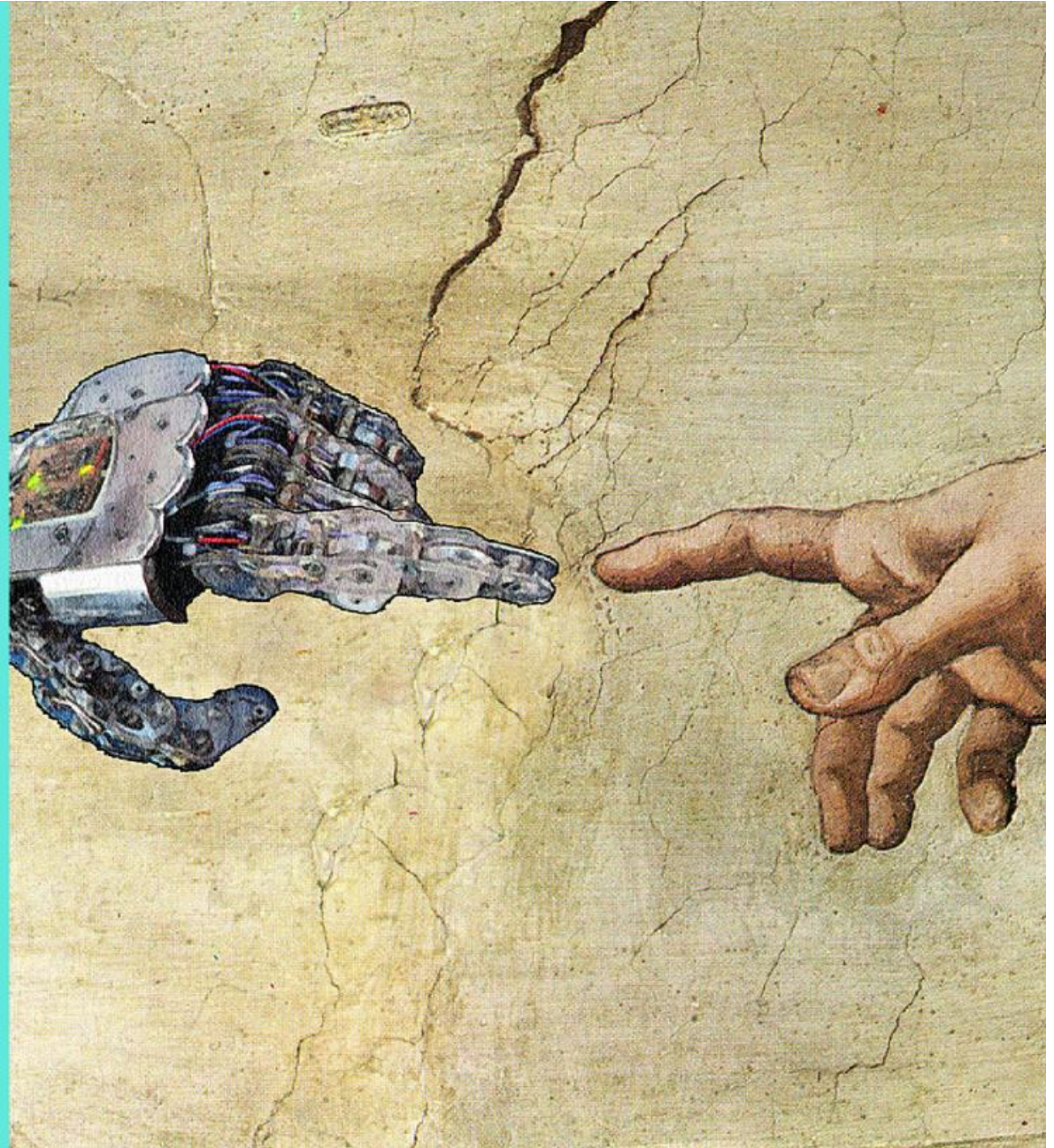


NEGATIVE SCREEN TIME



DIGITAL MINDFULNESS

TECHNOLOGY HAS TO ADAPT TO HUMANS

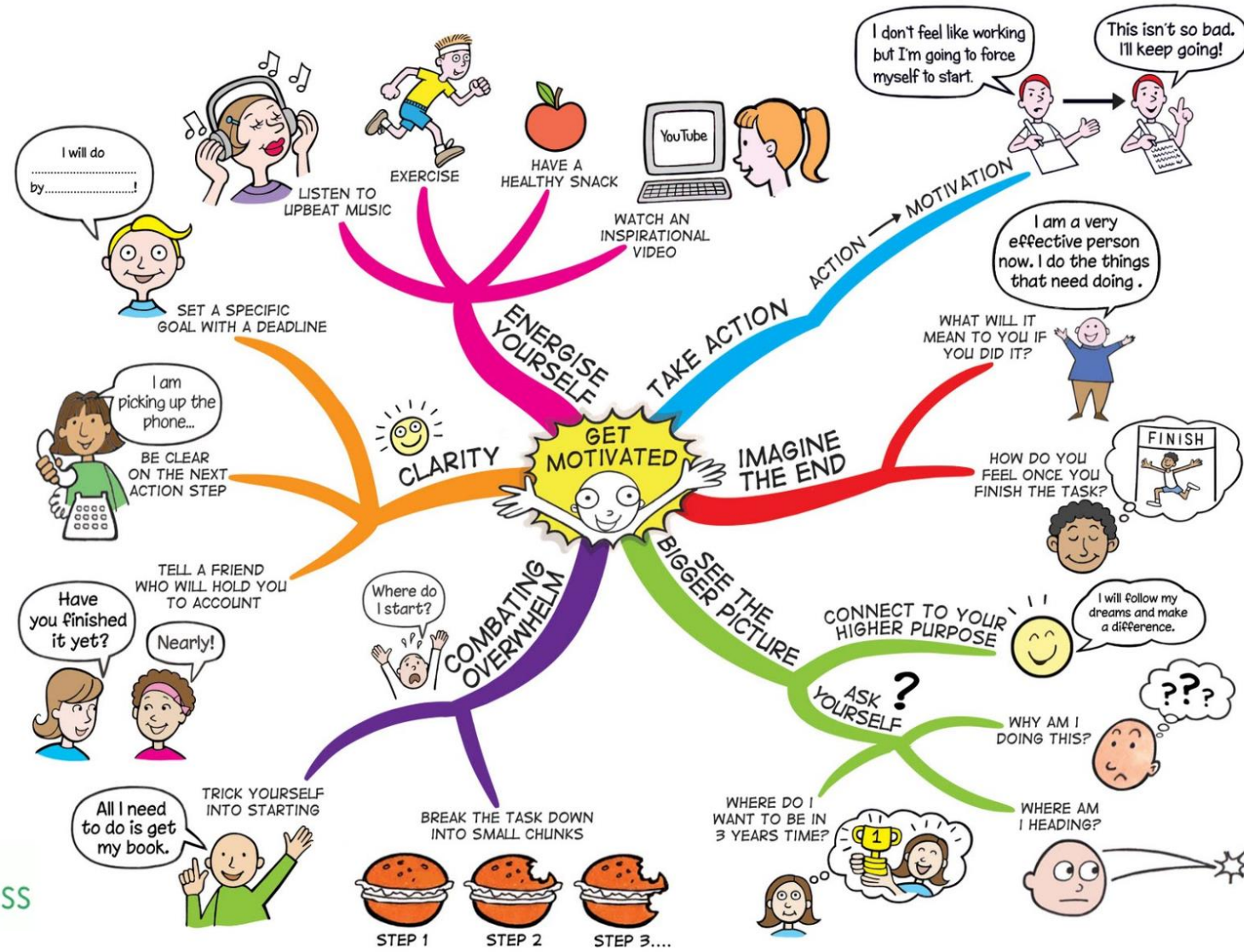


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**SMART BUILDINGS
SHOULD BE LIFE
PARTNERS NOT
SERVICE
PROVIDERS**



Use Different Human Data Points to Understand Motivations



Calm Technology

“Smoothly capturing the user’s attention only when necessary, while calmly remaining in the user’s periphery most of the time...to design products that work well, launch well, are easy to support, easy to use, and don’t get in the way of a user’s life.



Technology should require the smallest possible amount of attention



Technology should amplify the best of humanity and the best of technology



A person’s primary objective should not be computing but being human



The right amount of technology is the minimum needed to solve a problem



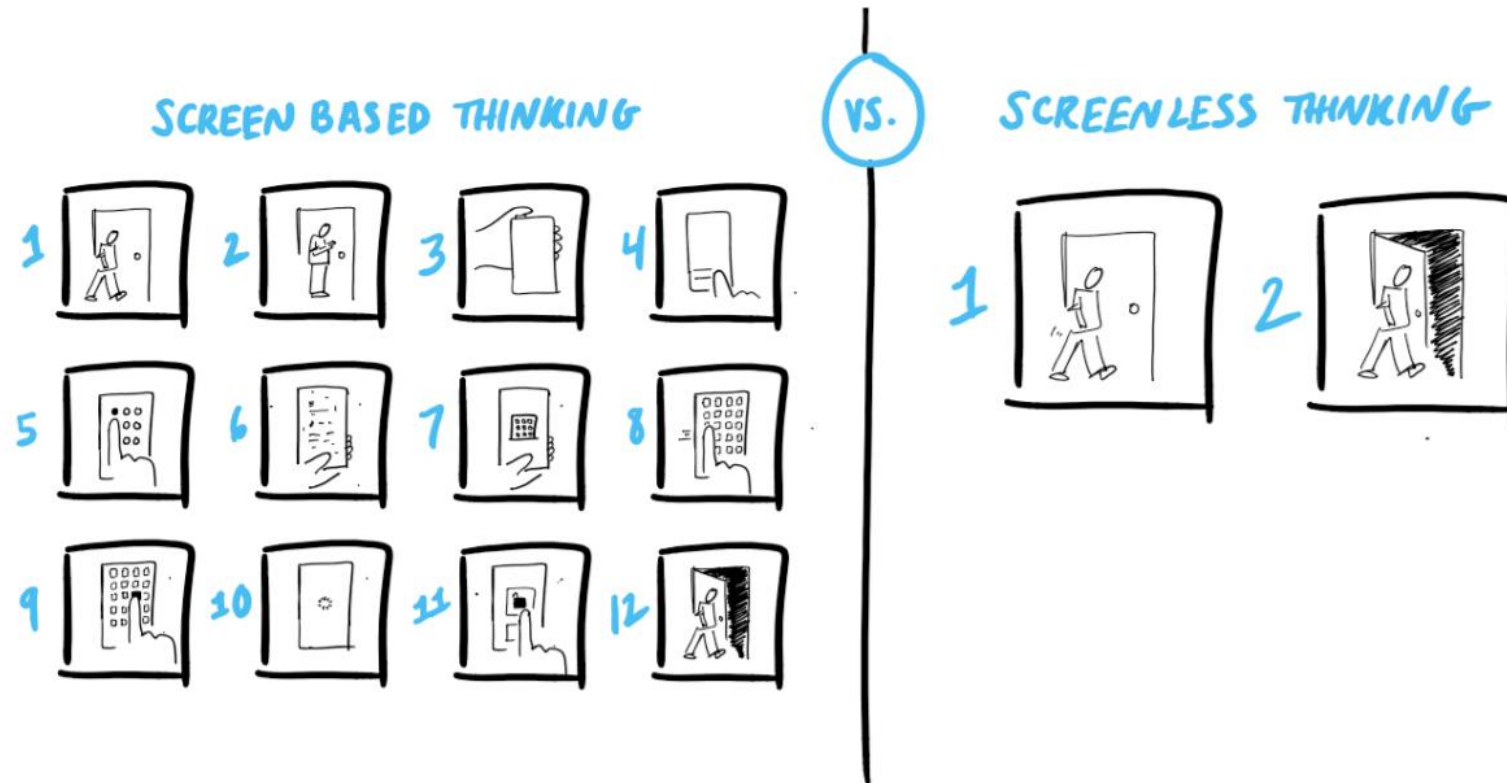
Technology should make use of the periphery



Technology should respect social norms



Screen-free App Experiences



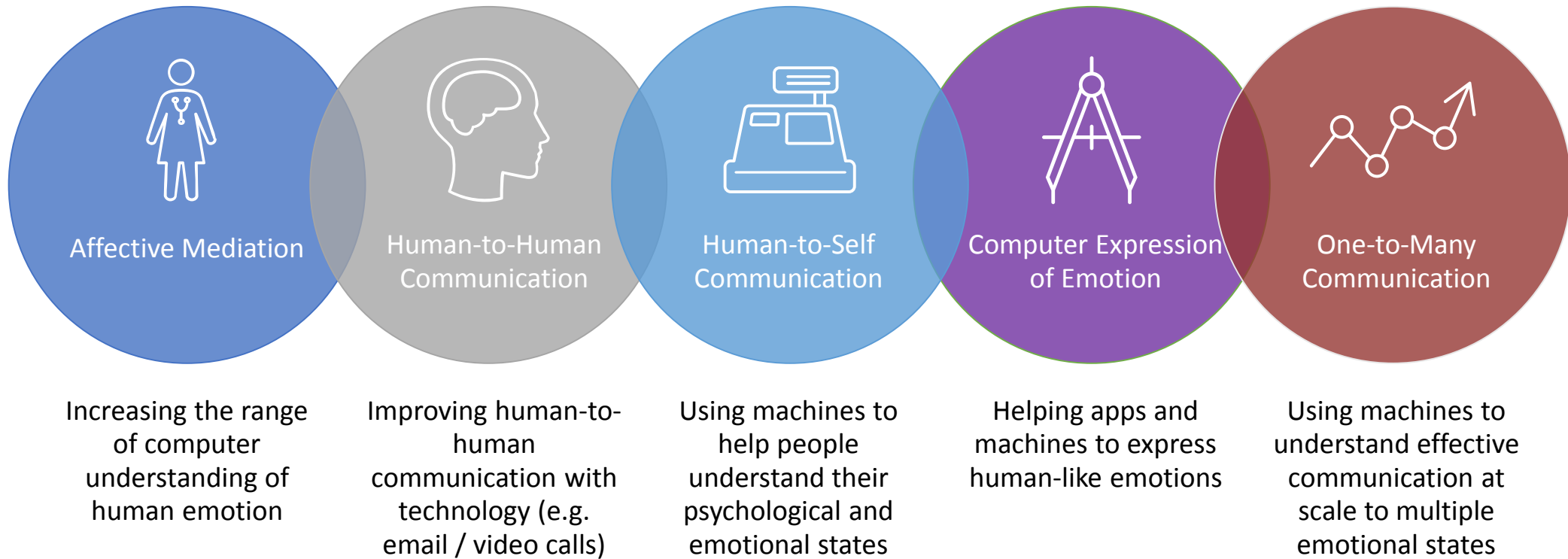


AI-DRIVEN PERSUASIVE TECHNOLOGIES

- Use AI to understand user behaviour and increase the right amount of reinforcement
- Apps succeed when they become sticky
- When user behaviour is understood, technology can bridge the gap between our intention and reality



Affective Computing Can Help Bridge the Gap between Apps and Human Emotions

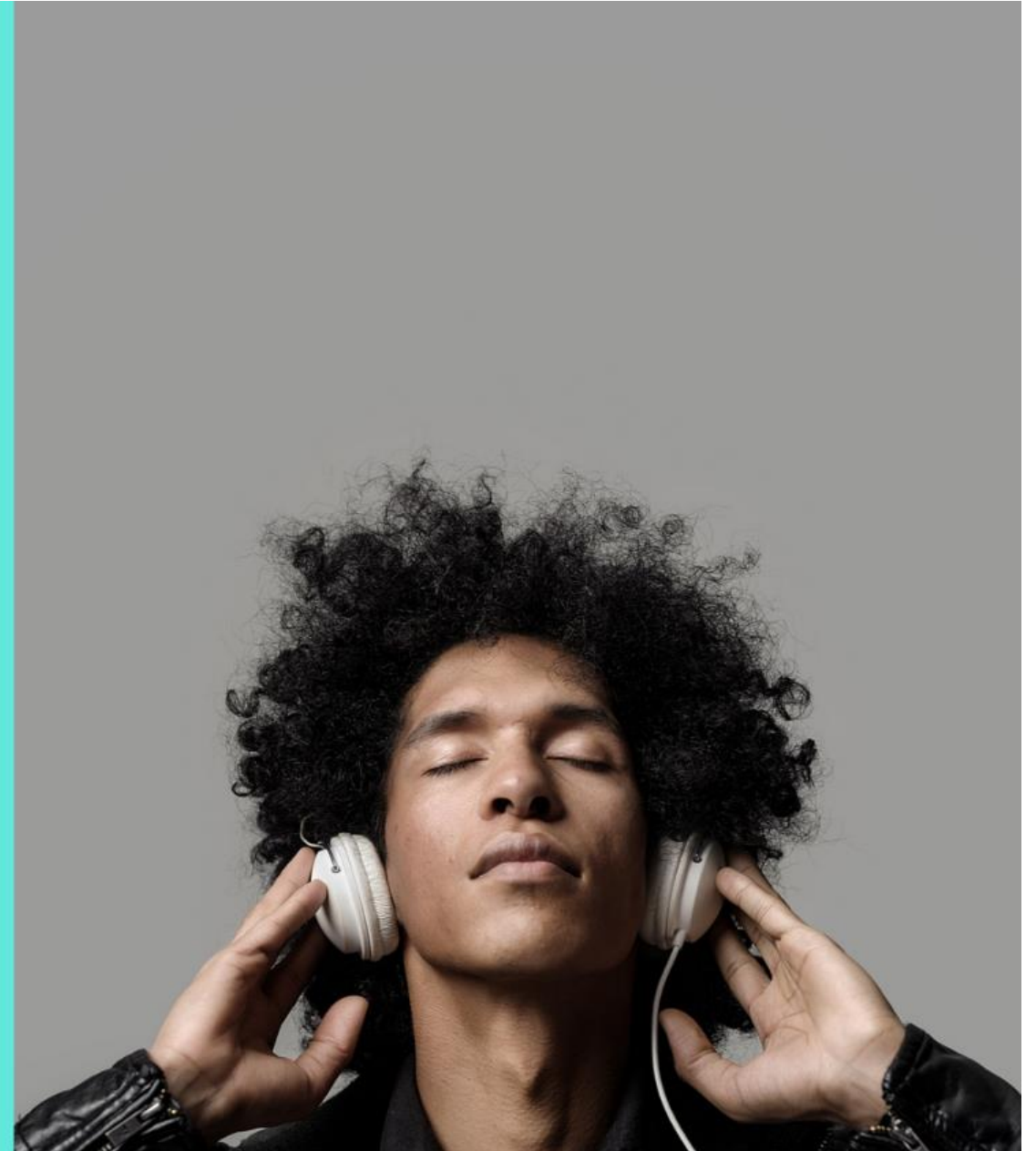


TAKEAWAY

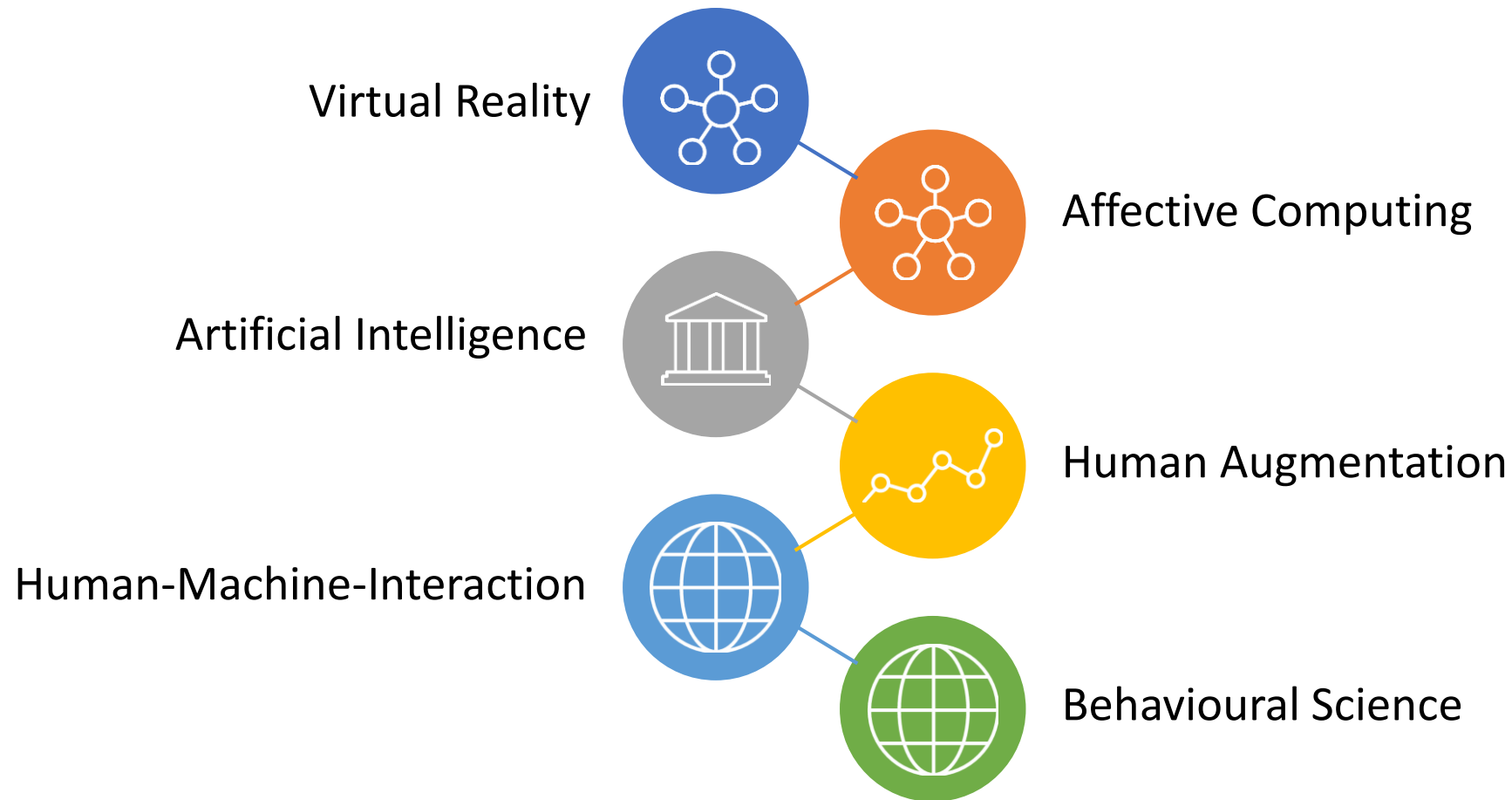
In an age of constant connection and engagement, app experiences that focus on using technology to understand and support human experiences will create long-term value for your customers



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Evolving Humane Digital Landscape



Humane App Designers Reap Many Benefits



THE WAY WE CONNECT MATTERS

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Welcome to Digital Mindfulness

Unlocking value and opportunities from time well spent digital experiences

LEARN MORE

Digital Mindfulness Podcast

Our popular weekly show on the vibrant time well-spent landscape

Advisory & Consulting

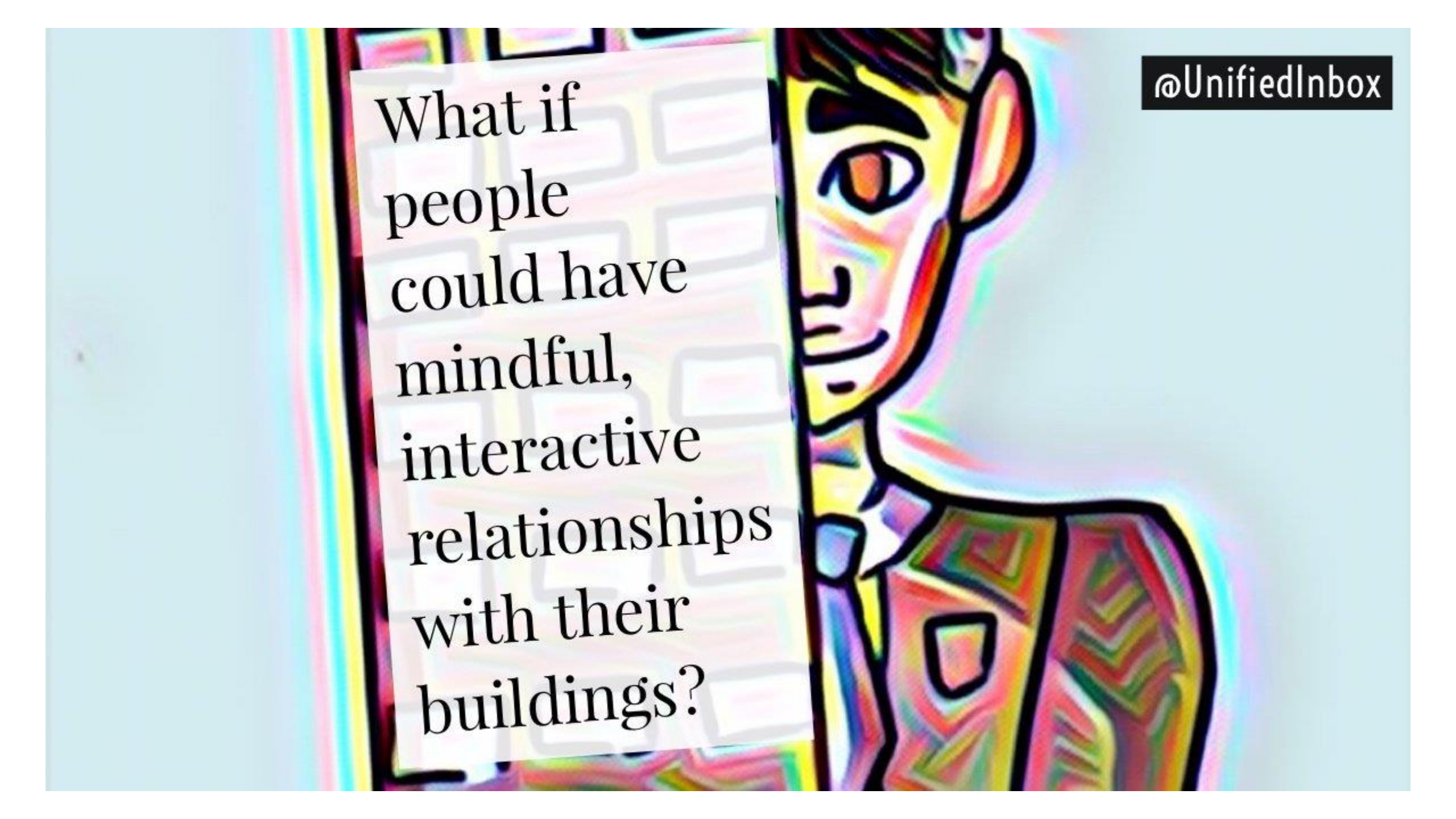
Global advisory on product development and digital strategy for time well spent

Events

Conferences, webinars and workshops connect and inspire forward-thinking people and businesses

Speaking

Keynote presentations, workshops, webinars and research on time well spent digital experiences



What if
people
could have
mindful,
interactive
relationships
with their
buildings?

@UnifiedInbox

Building Whisperers Aid Digital Transformation of Buildings



Building Emotion Connects the Physical, Virtual, and Emotional Worlds



Humanistic Digital Inclusion

