

*Human-Centered*  
**DESIGN PROMPTS**  
*for Emerging Technologies*



20 deliberations, considerations, and provocations

Today's emerging technologies promise exciting new ways of engaging with our world and with one another. But actually implementing and creating this bold future can be confusing and intimidating. Where should we start?

These cards shift the approach from technical specs to human behavior. They provide prompts and provocations for you to imagine entirely new uses for these technologies that fit into people's lives, as well as your business.

The cards have evolved from observations and conversations with users, developers, experts, and artists, as part of a collaboration between Google Play and IDEO in 2017.

Find out more about the project and hear what users had to say at: [g.co/play/ideoatplaytime](https://g.co/play/ideoatplaytime).



#### VIRTUAL REALITY

Transports us to different places, with new abilities.



#### AUGMENTED REALITY

Allows us to interact with hidden layers of information in the physical environment.



#### DIGITAL ASSISTANT

Lets us access and control information and services through conversation.



#### EPHEMERAL APPS

Make it as easy as possible for us to do what we want when we need to do it.

## HOW TO USE THE CARDS:

Start with the scenario side, then flip the card over and use the other side to brainstorm. Each color corresponds to a specific technology. There are 20 cards in total—five per technology.

### SIDE 1

The user scenario, grounded in reality. Start here.



### SIDE 2

The design prompt, afloat in speculation.

## 1

Place cards white side up and consider your user.



## 2

Imagine a scenario from their daily life based on the card's prompt.



## 3

Flip the card over to begin brainstorming.

Each prompt is designed to generate a number of possible answers, grounded in human desires for each given technology.

Go wide, and have fun!



**VIRTUAL REALITY**

THINK OF A PERSON...

your user could learn from.

How might we use VR  
to allow them to experience life  
through the eyes of this person?



THINK OF A PLACE...

your user wants to explore, but cannot.

How might we use VR  
to give them the power to affect  
this virtual environment?



THINK OF A SUPERPOWER...

that could be useful for your user.

How might we use VR  
to give them this supernatural  
ability within a relevant context?



THINK OF SOME REAL-LIFE ACTIVITIES...

your user likes to do together with others.

How might we use VR  
to enable them to share  
this experience *remotely*?





THINK OF A STORY...

your user may find inspiring or interesting.

How might we use VR  
to not just entertain and inform,  
but move and enlighten?





THINK OF A MOMENT IN YOUR USER'S DAY...

when they're overwhelmed or distracted.

How might we use AR  
to *remove* distractions?



THINK OF A MOMENT IN YOUR USER'S DAY...  
when they're exploring or investigating.

How might AR assist them  
by boosting their vision or hearing?



THINK OF A MOMENT IN YOUR USER'S DAY...

when they're excited or proud.

How might we use AR to let  
others share and participate  
in their excitement?



THINK OF A MOMENT IN YOUR USER'S DAY...

when they have an experience  
together with others.

How might we use AR to make  
each person's experience unique  
while sharing the same space?



THINK OF A MOMENT IN YOUR USER'S DAY...  
when they're in a routine situation.

How might we use AR to make  
this ordinary situation extraordinary?



**DIGITAL ASSISTANT**



THINK OF A MOMENT IN YOUR USER'S DAY...

when they're idle or pensive?

How might a digital assistant  
inspire or motivate them in this moment?



THINK OF A MOMENT IN YOUR USER'S DAY...

when they're planning ahead  
and setting goals.

How might a digital assistant  
help them set goals and achieve them?



THINK OF A MOMENT IN YOUR USER'S DAY...  
when it's time to put away the screens.

How might a digital assistant provide  
relevant information without the need  
to look at a screen?



THINK OF A MOMENT IN YOUR USER'S DAY...

when they repeat a habit or ritual.

How might a digital assistant  
anticipate the user's needs?



THINK OF A MOMENT IN YOUR USER'S DAY...  
when their mood might change.

How might we adapt the digital assistant's  
tone and behavior to the user's mood?



# EPHEMERAL APPS

THINK OF A TASK...

your user completes frequently.

How might we automate this task or surface it quickly when it's most needed?



THINK OF A TASK...

your user completes rarely.

How might we make this task  
easy to access only when it is needed?





THINK OF A MOMENT IN YOUR USER'S DAY...

when they're transitioning  
between places or modes.

How might we adapt to their  
changing context by surfacing  
different functionality?



THINK OF A MOMENT IN YOUR USER'S DAY...

when they're making a  
transaction or exchange.

How might a dedicated app  
or existing service make this  
transaction faster to complete?



THINK OF A MOMENT IN YOUR USER'S DAY...

when a task requires  
a specific context or environment.

How might the user's context trigger  
the task rather than the user themselves?



