

Technology changes,
people don't
(as fast)

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Head of Marketing @ Vola.ro

- 2010, PR @ GMP PR
- 2011 – 2013, social media

(startup, cursuri, pseudobrand personal)

- 2013 – 2016, Head of Digital Strategy, Leo Burnett
- 2017, Head of Marketing, Vola.ro

Tehnologie

Oameni

Tehnologia nu schimba oamenii...

(cel puțin nu cât vom trăi noi)

Insa oamenii schimba (si aleg) tehnologia



A close-up photograph of a person wearing 3D glasses. The glasses are black with a 'Panasonic' logo on the right side. The person's face is partially visible, showing their eyes and nose. The background is dark and out of focus. Overlaid on the image is white text that reads: "With a bullet to the head from Samsung, 3D TV is now dead than ever".

With a bullet to the head from
Samsung, 3D TV is now dead
than ever



GLASS



Cum se adapteaza tehnologia?



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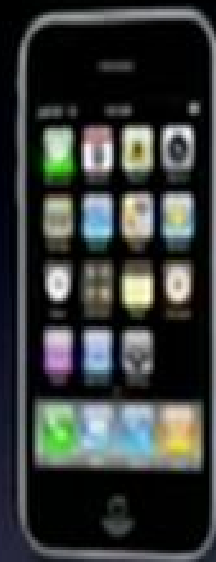
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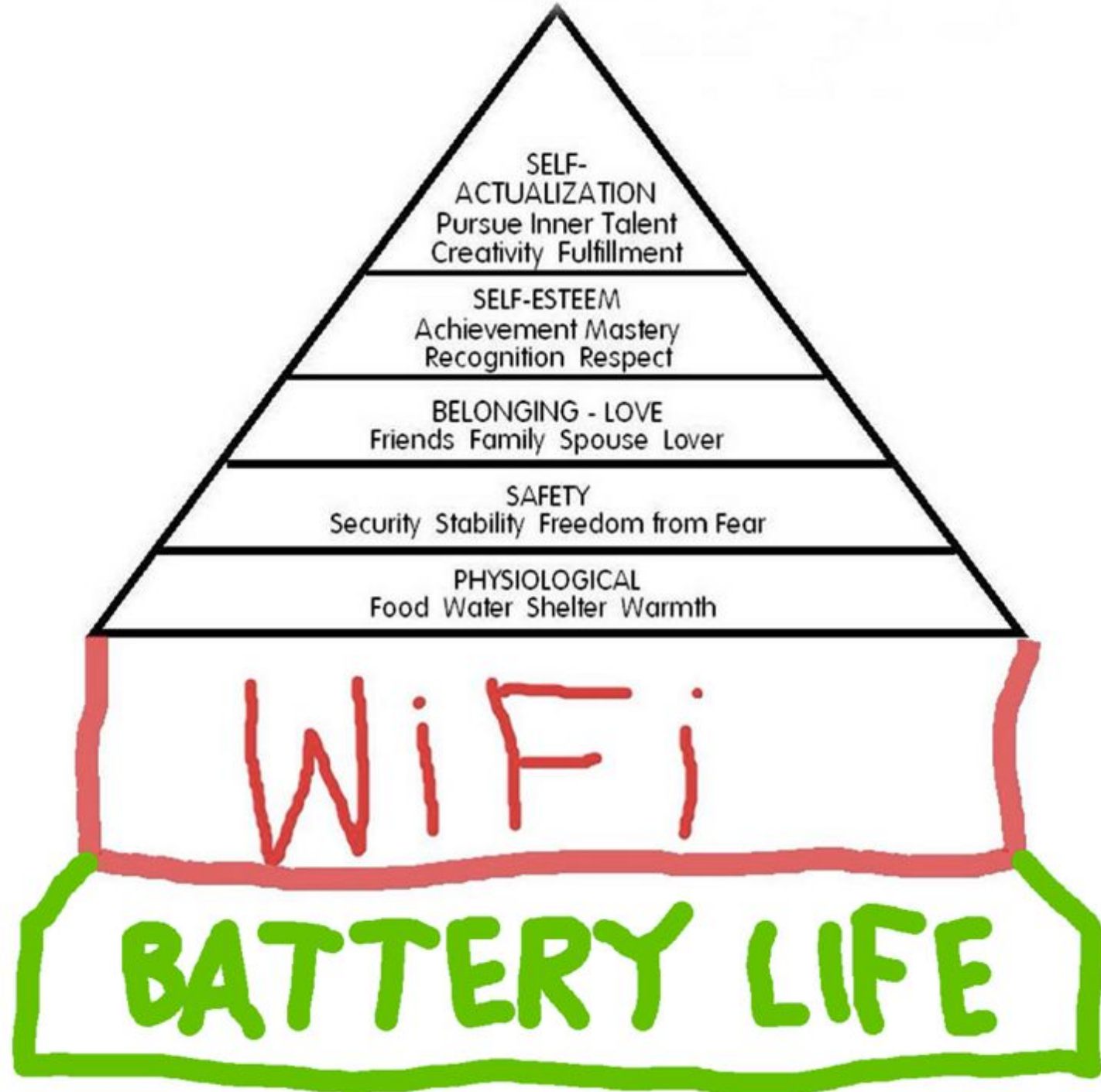




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Pyramid of needs

Human needs

Digital needs

morality,
creativity,
spontaneity,
problem solving,
lack of prejudice,
acceptance of facts

Self Actualization

Quantified Self,
Transhumanism,
Virtual Reality worlds,
Artificial Intelligence

self esteem,
confidence, achievement,
respect of others, respect by others

Wellness

Health monitoring, Remote sensing,
Exercise tracking, Biofeedback,
Meritocracy, etc.

friendship, family, sexual intimacy

Belonging

Blogging, File sharing, Co-working, Tweeting, Rating a
product, Commenting on an article, etc.

security of body, employment, resources, morality, family, health, etc.

Safety

Password-based authentication, Role-based authorization, Secure
document storage, Versioning, Secure Communications, etc.

breathing, food, water, shelter, sex, sleep, etc.

Physiology

Write an electronic document, Web Browse & Search, Buy online / eCommerce,
Make phone call, Take a digital picture, Store file on disk, etc.

O metropola americana avea mari probleme din cauza furturilor de becuri din metrou. In drumul lor spre iesirea din statie, hotii pur si simplu desurubau becurile in cateva secunde si le furau.

Cum rezolvi problema?

Autoritatile din Atena erau tot mai preocupate de faptul ca turistii luau ca amintire pietre desprinse din coloanele Partenonului.

Practica era ilegala, legea o pedepsea, dar turistii continua sa o ignore.
Cum a fost rezolvata problema?

- Cu ce poti sa usuci parul, sa tai iarba si sa umfli roata de masina?
- Cu un uscator de par, o masina de tuns iarba si o pompa

Concluzie

Nimic mai dificil decat schimbarea comportamentelor

Nu incerca sa le schimbi

Foloseste-te de ele pentru a rezolva problema

Rugamintea mea

Ganditi-va intotdeauna la nevoia umana (emotionala) pe care o rezolvati.

Nu post-rationalizati, empatizati.

Stay true you must. 😊



Tablet PC
IS
SUPER!
COOL!