



OE24G28

Designing for Care, Non-Consciously

ABOUT

Biju Dominic is a pioneering expert in Behaviour Architecture, a field he founded by combining neuroscience, artificial intelligence, behavioral economics, and design. His groundbreaking work has addressed global challenges like HIV, road accidents, and vaccine hesitancy. A co-founder of Final Mile Consulting and now at Fractal Analytics, Biju explores the intersection of artificial intelligence and neuroscience. He is also a renowned educator, sharing his expertise at prestigious institutions worldwide like Chicago Booth School of Business, London School of Economics, and University College London, sharing his knowledge with future leaders and professionals.



Biju Dominic

www.thefinalmile.com/how-we-create-impact

OVERVIEW

How much of awareness translates into real action? We are aware of the need for building a culture of care - care for the environment, care for fellow men and care for oneself, both in the present and future. But, instead of a caring culture, a culture of destruction is thriving all around. This workshop on "Designing for Care, Non-Consciously" will take learning from fields of Cognitive Neuroscience and Evolutionary Biology to understand the non-conscious, emotional forces that shape humans' caring behaviours. This understanding will be used to design unique persuasion systems that build cultures of care.

METHODOLOGY

The workshop will begin by challenging the existing understanding of human behavior as primarily conscious and rational. Based on cognitive neuroscience, participants will learn about the non-conscious and emotional aspects of human behavior. The workshop will then explore Researching the Non-Conscious: Uncovering the brain's hidden processes-using the unique EthnoLabTM methodology & Leveraging evolutionary constructs & art of designing persuasion stimuli. Participants will analyze case studies of human behavior problems like road accidents, physical inactivity, and compare their design solutions with those of professional designers. Finally, the workshop will discuss the future of care and building trust between humans and AI.

KEYWORDS

Neuroscience of Care, Non-Conscious Design.

LOCATION

Gandhinagar

MAXIMUM PARTICIPANTS

20