

# Human Behavior, A.I. and the Pursuit of Joyful Experiences


---

## Safe harbor statement

---

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.

The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.



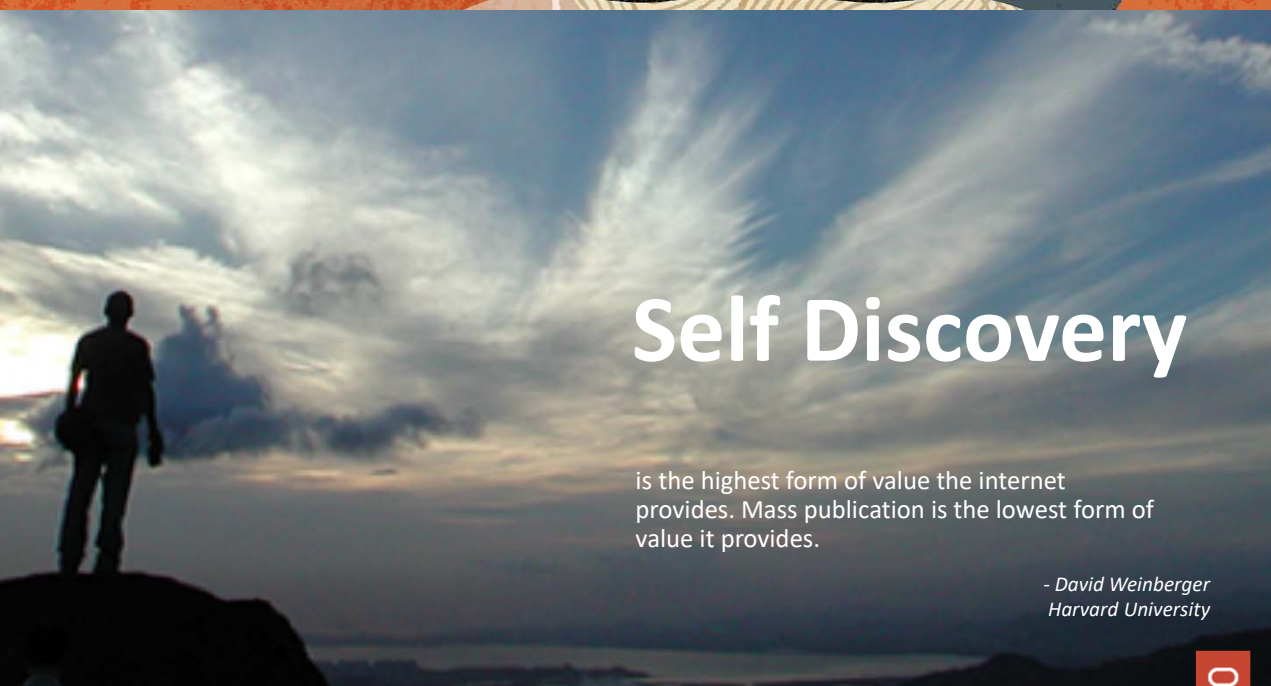

**Hello**

---

Kerry Nutley  
HCM Strategy Director UK&I  
Oracle

3


Confidential - © 2019 Oracle Internal/Restricted/Highly Restricted



# Self Discovery

is the highest form of value the internet provides. Mass publication is the lowest form of value it provides.

- David Weinberger  
Harvard University



# Heuristic Behaviours

## heuristic

/ˈhju(ə)ˈrɪstɪk/ ⓘ

adjective

1. enabling a person to discover or learn something for themselves.

A consumer can determine if there is value in a web experience in 1/20 of a second. If it is not valuable then they leave. On average a person only stays on 1.7 pages of a website. Nobody taught consumers how to search, how to use email, or use Facebook. They learned on their own.

- Cliff Seal 2015



# Experience Design



The practice of designing products, processes, services, events and environments with a focus placed on the **quality and enjoyment of the total experience.**

**Don Norman**

*The Design of Everyday Things*



## Human Centered Design

An approach that puts human needs, capabilities, and behavior first, then designs to accommodate those needs, capabilities, and ways of behaving.



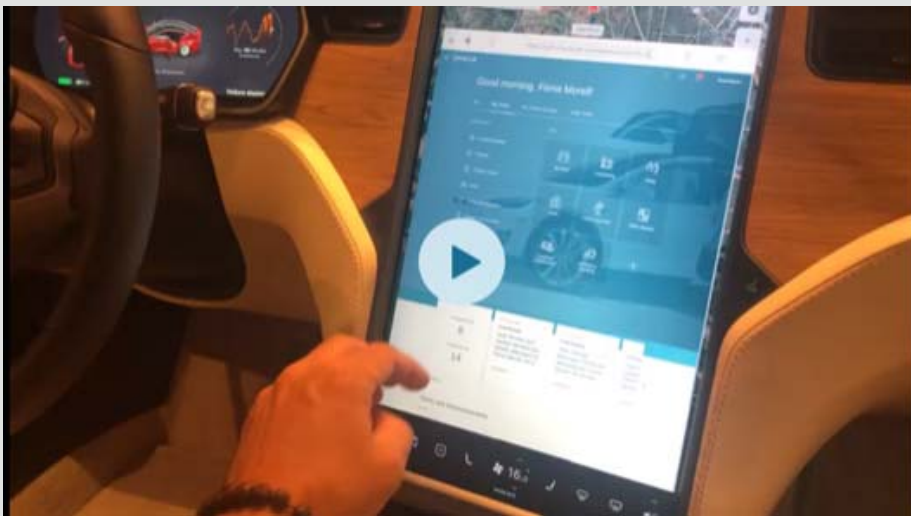
**Good design starts with an understanding of psychology and technology**

**Don Norman**  
*The Design of Everyday Things*





## Change is here now



## The survey says....

**53%**  
are optimistic  
and excited  
about having  
robot coworkers

**64%**  
would trust a  
robot more than  
their manager

**36%**  
think robots  
are better  
than managers  
at providing  
unbiased  
information



## Alignment



The employee experience



Thank you.

—  
Any questions?

