

A Designer's Guide to
**LIFE & DEATH
DECISIONS**

by Katie Swindler











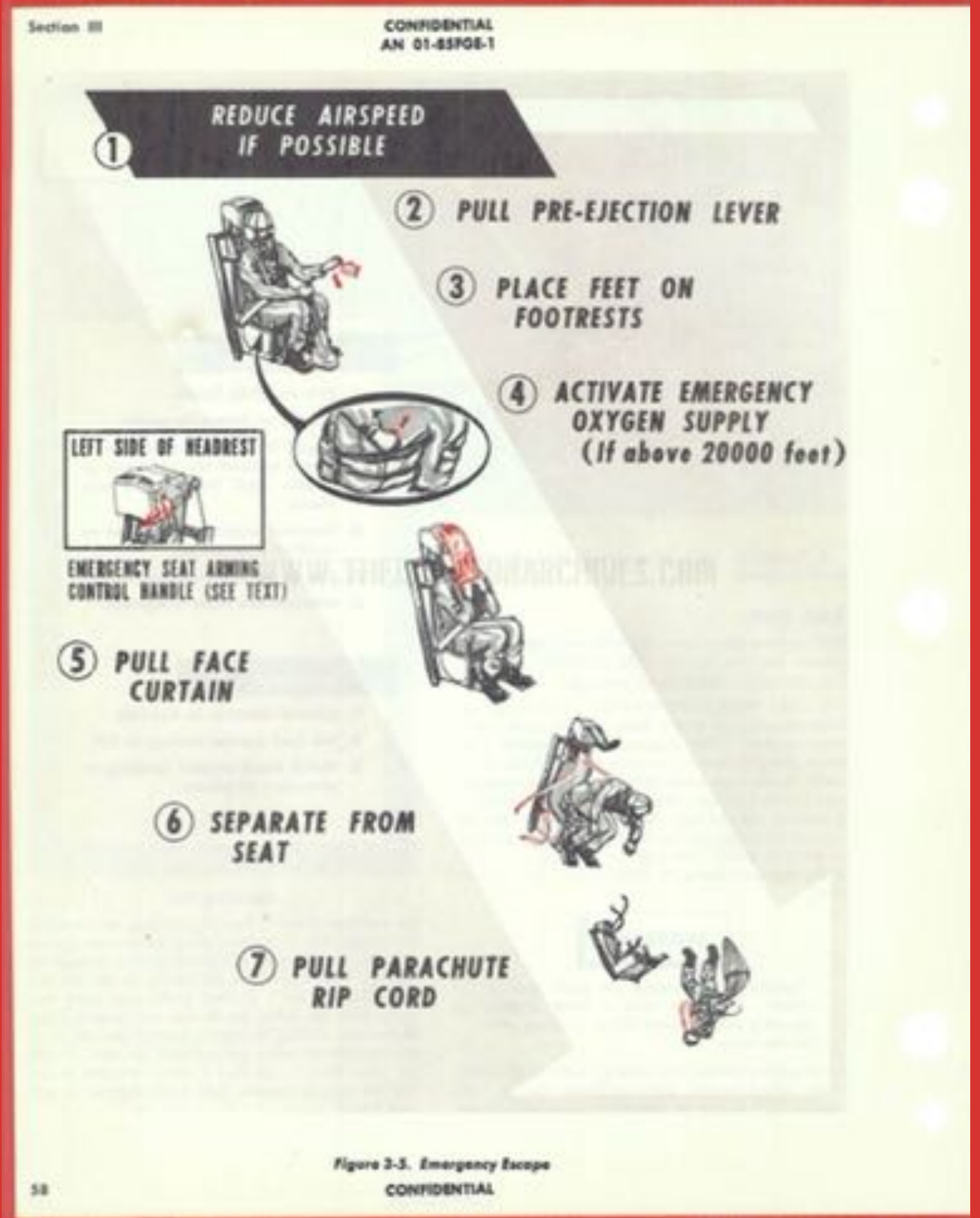


SINGLE, LINIER INSTRUCTIONS

SHORT PHRASES

MIX OF IMAGES & WORDS

DISCIPLINED USE OF COLOR



Hi, I'm Katie Swindler

Author of Life and Death Design
& UX Strategist at Allstate Insurance





Allstate

CATASTROPHE
RESPONSE TEAM

800-54-STORM

allstate.com

TZ5007



STRESS





IF A STRESSED
PERSON CAN USE
IT, ANYONE CAN

HOW TO DESIGN FOR THE HUMAN STRESS RESPONSE

Harness

Suppress

Protect

Calm

HOW TO DESIGN FOR THE HUMAN STRESS RESPONSE

Harness

Suppress

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DAD REFLEXES

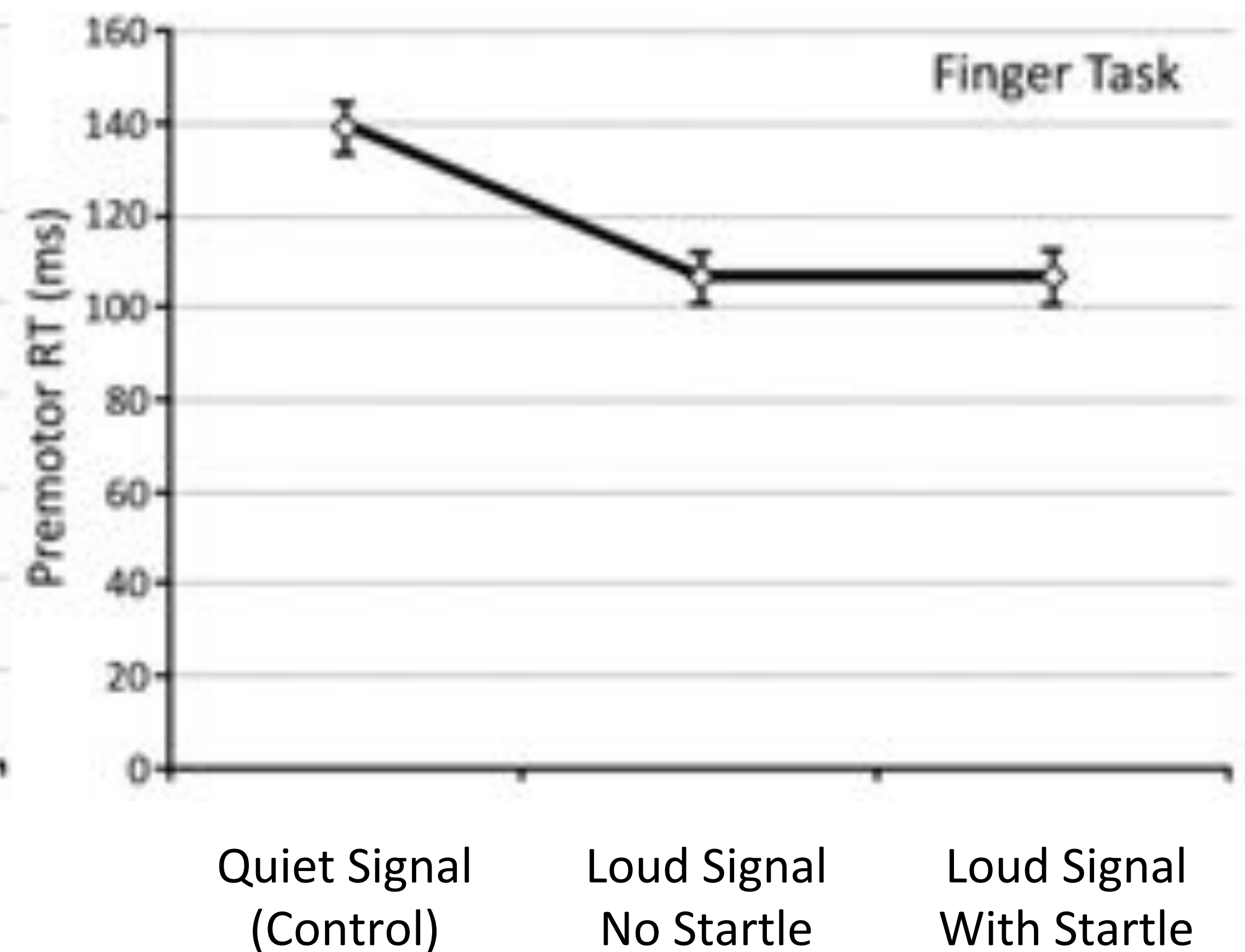
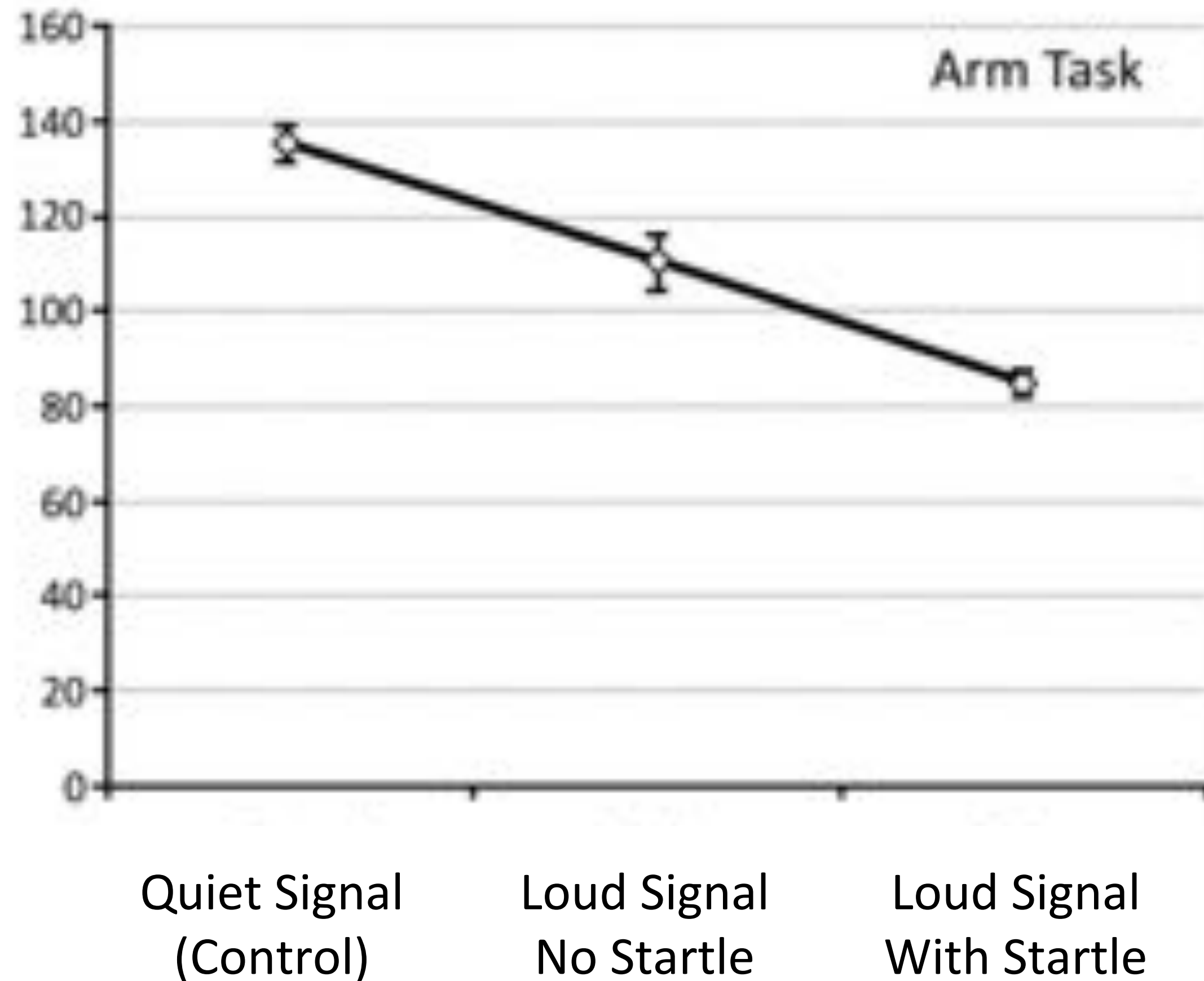






18ms FASTER

Startle Moves Arms Faster, But Not Fingers





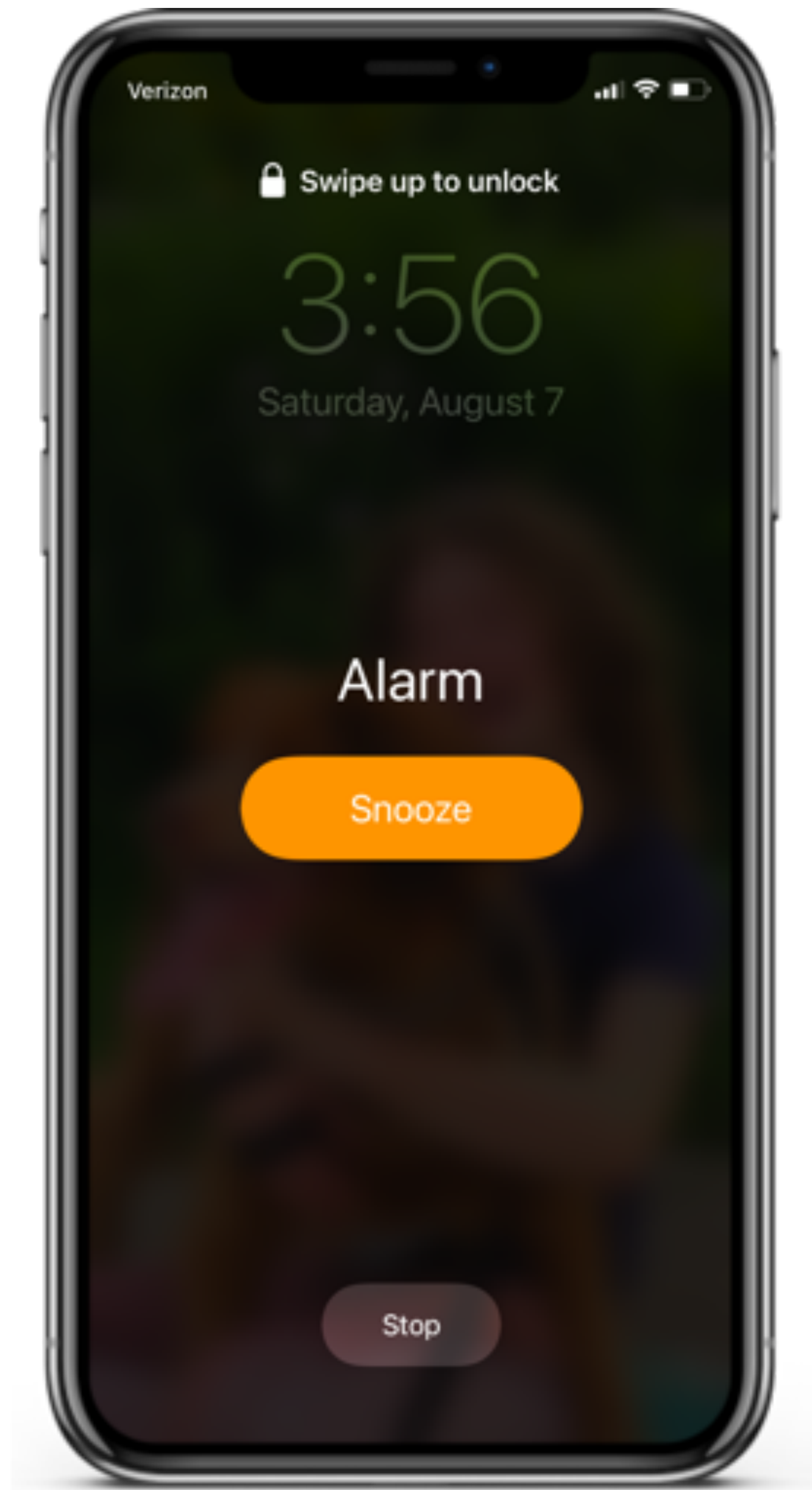
LARGE SIZE

UNIQUE SHAPE

STANDARDIZED

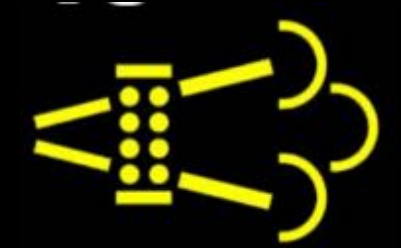
PHYSICAL CONTROL

LARGE MARGIN FOR ERROR

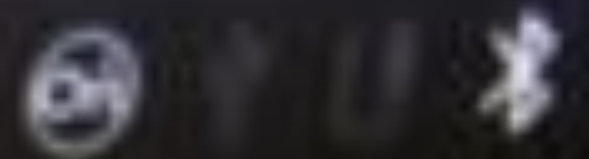








Source ▾



45°F

09:42 PM

XM ra

CH 1

CATEGORY:
ARTIST: 800-
TITLE: simulat

Category

Voice Command



Cancel



8 XM

101.9 FM

114 XM

760 AM

FAV1 / 7



GEORGE SALAZAR

NASA









SHOUTING SATURATES MICS

LACK OF PAUSES

BACKGROUND NOISE



72% to 99%
FALSE ALARMS



Cardiovascular

Intuitive Sound Icons



Abnormal
Temperature



Abnormal
Heart Rate



Abnormal
Ventilation

A portrait of Dr. Judy Edworthy, a woman with shoulder-length brown hair and glasses, wearing a black and white floral patterned top. The background is a plain, light-colored wall. A dark grey banner is overlaid on the bottom left of the image, containing white text.

DR. JUDY EDWORTHY
UNIVERSITY OF PLYMOUTH, UK



WE NEED YOU



TO RESEARCH SOUND ICONS

Contact katie.swindler@gmail.com

HOW TO DESIGN FOR THE HUMAN STRESS RESPONSE

Harness

Suppress

Protect

Calm



STARTLE

NOVELTY

INTENSITY

RISE TIME



TRAINING





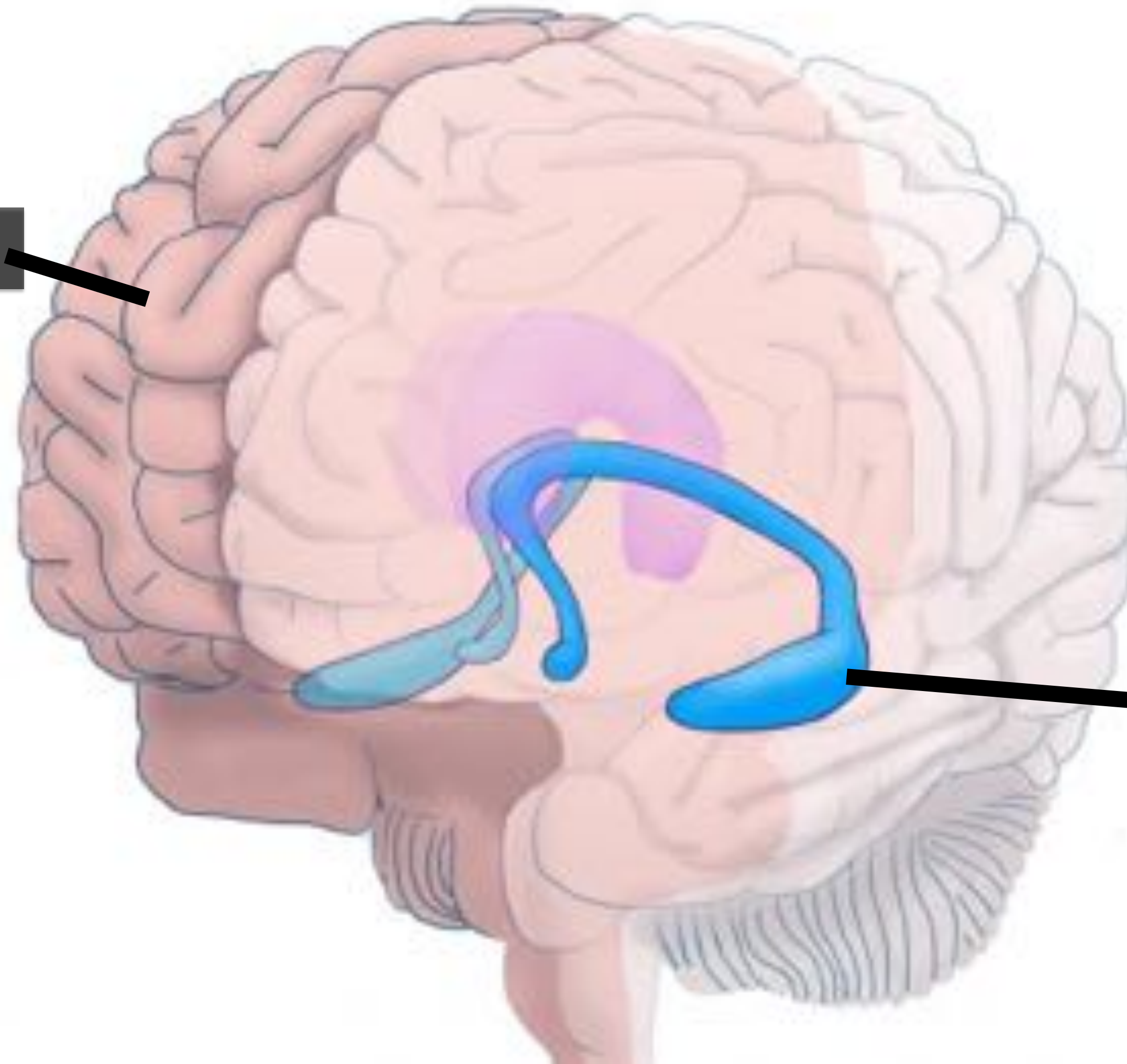
**PREFRONTAL
CORTEX**



**HIPPOCAMPUS
(MID-BRAIN)**

Decision Making in the Brain

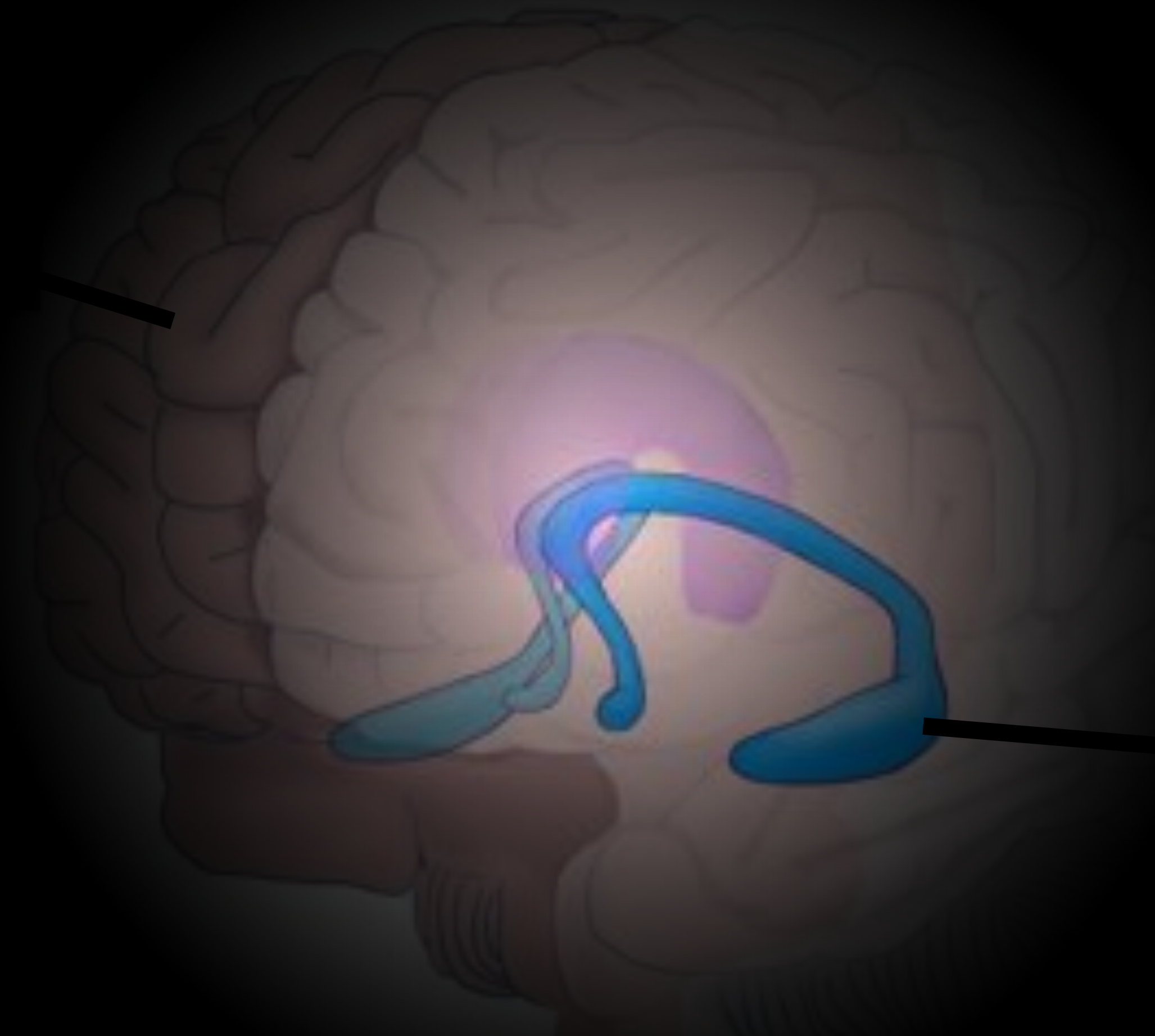
PREFRONTAL CORTEX
LOGIC & REASON



HIPPOCAMPUS
INTUITION

Decision Making in the Brain

PREFRONTAL CORTEX
LOGIC & REASON



HIPPOCAMPUS
INTUITION

TRAINING

HANDS ON

REPETITION

FAST FEEDBACK

REALISTIC



45%

of Men Receive CPR
from Bystanders



39%

of Women Receive CPR
from Bystanders





WoMANIKIN

from JOAN CREATIVE
& UNITED STATE OF WOMEN



HOW TO DESIGN FOR THE HUMAN STRESS RESPONSE

Harness

Suppress

Protect

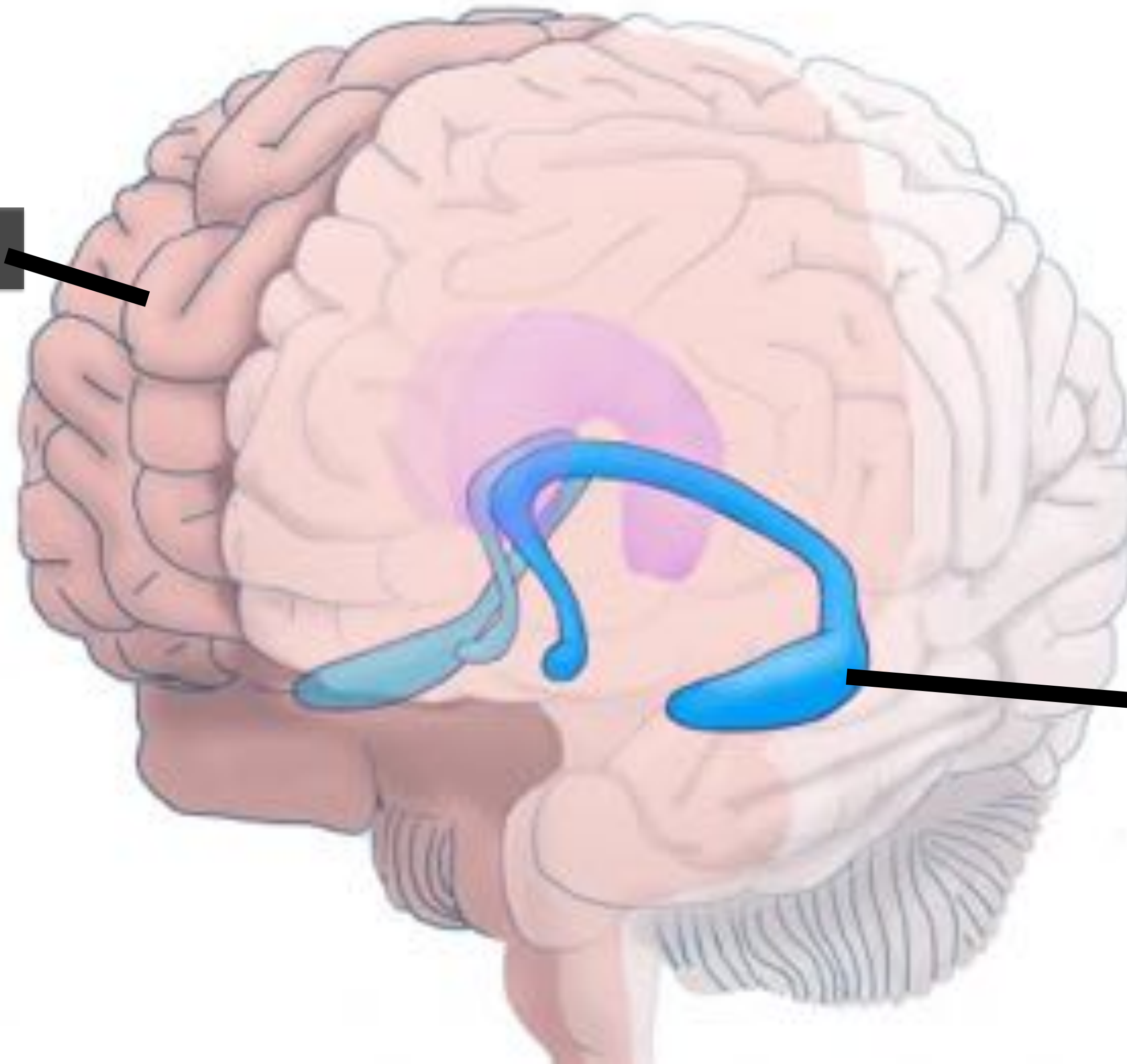
Calm





Decision Making in the Brain

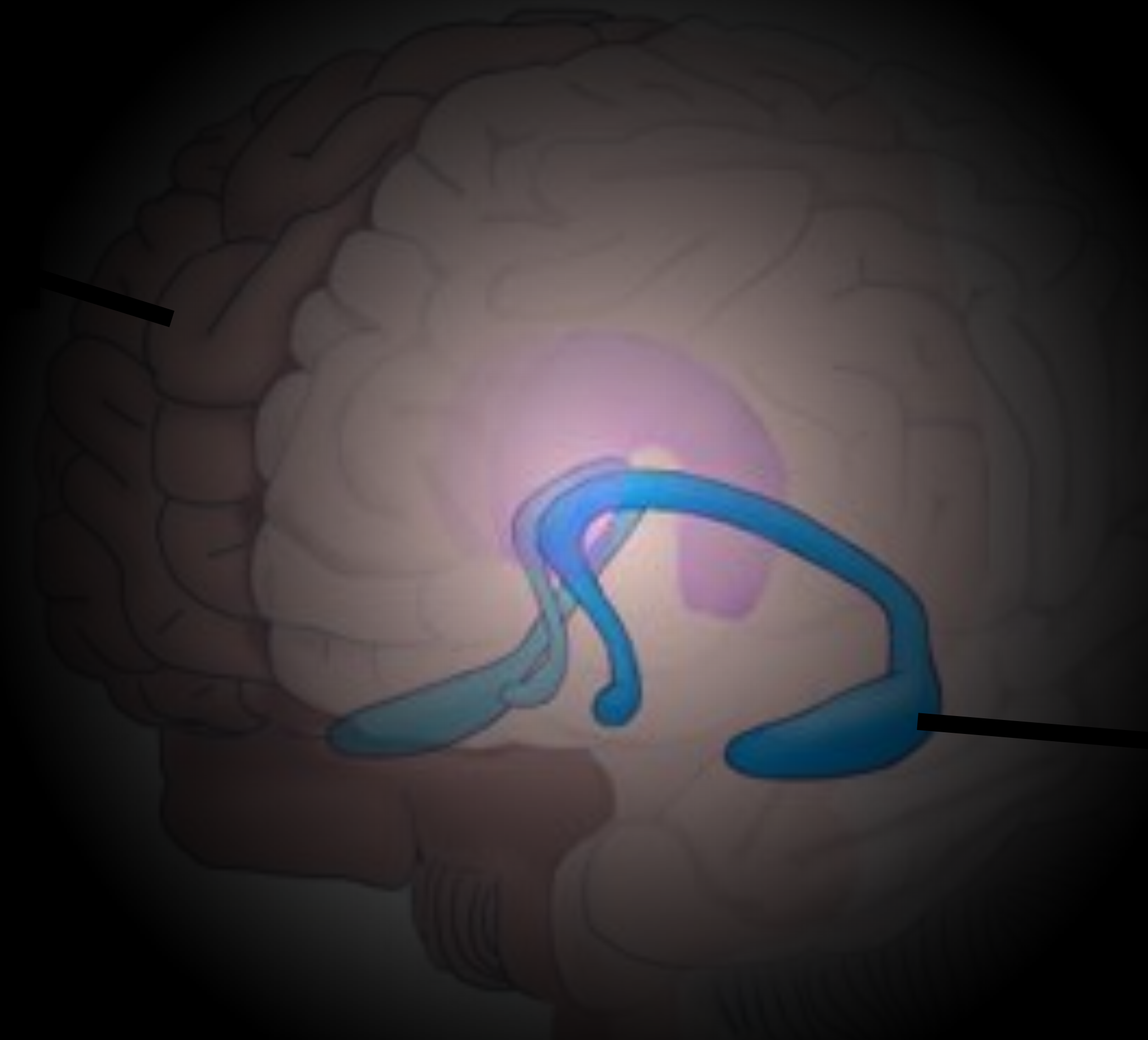
PREFRONTAL CORTEX
LOGIC & REASON



HIPPOCAMPUS
INTUITION

Decision Making in the Brain

PREFRONTAL CORTEX
LOGIC & REASON



HIPPOCAMPUS
INTUITION

CORTISOL

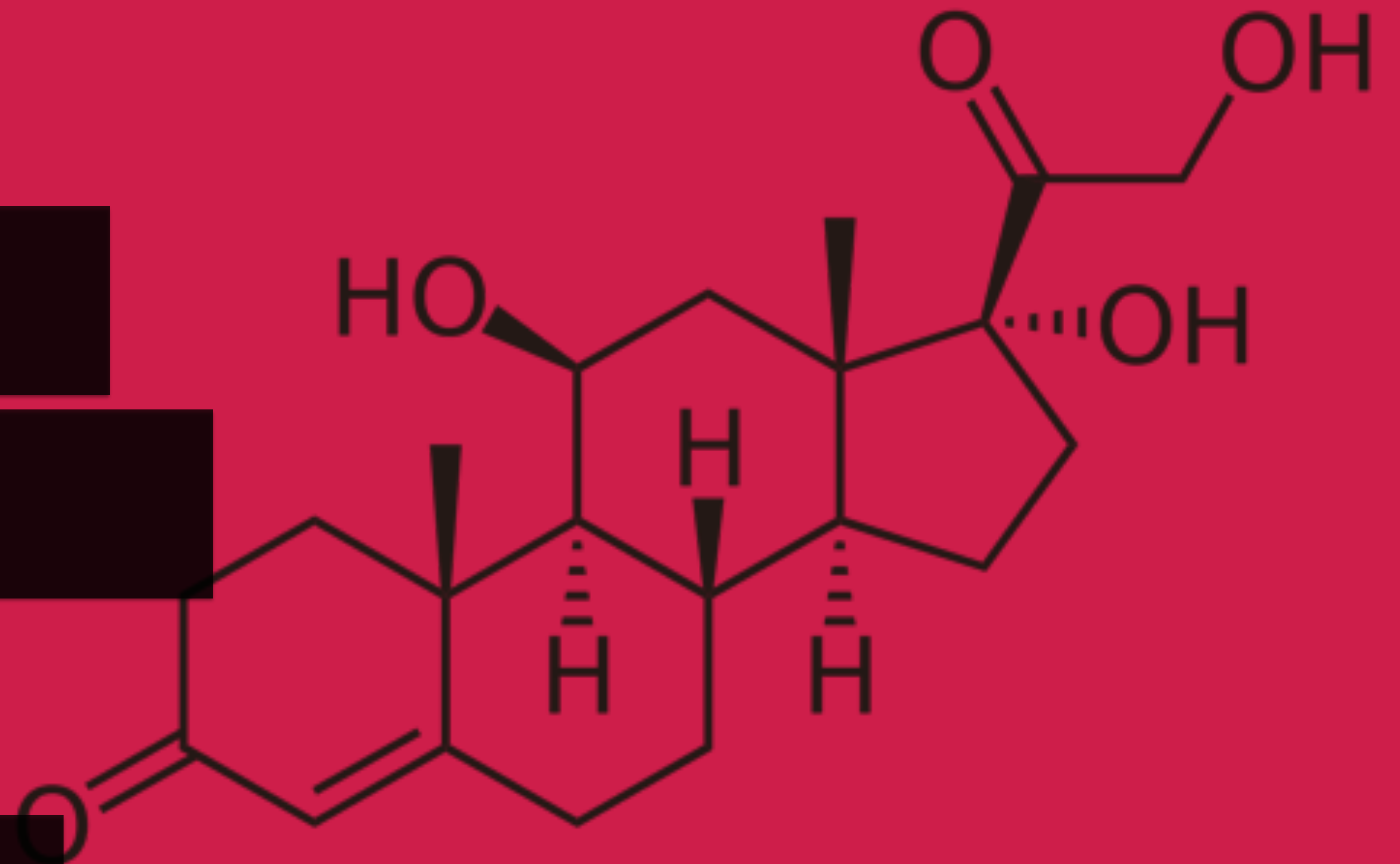
FASTER DECISIONS

BLACK & WHITE THINKING

REDUCED UNDERSTANDING

REDUCED RETENTION

INCREASED AGGRESSION





JACKIE WOLF
MICHIGAN MEDICINE

50%

could explain the goal of the trial

66%

unaware they had an alternative

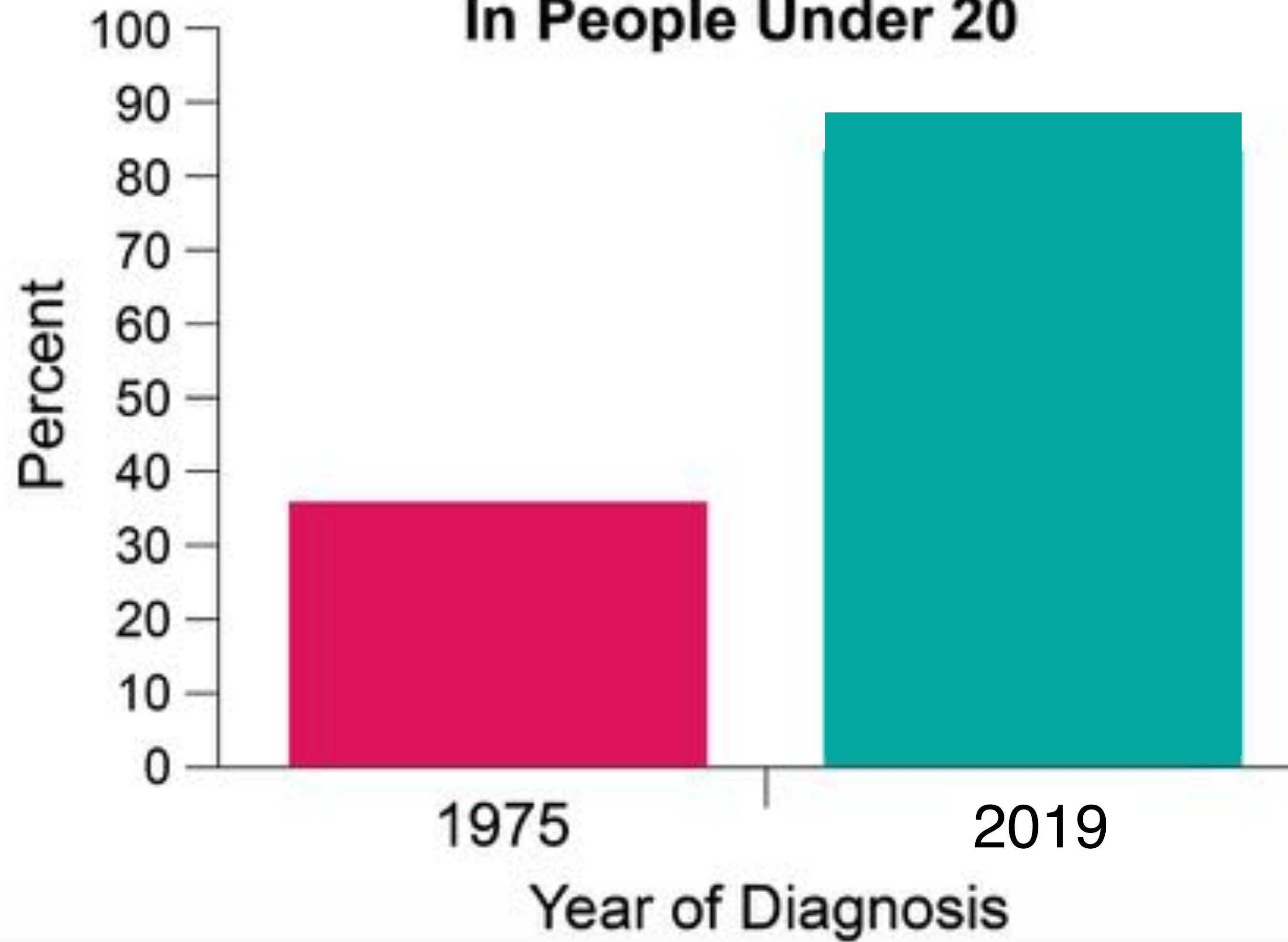
1/5

did not realize their child was enrolled

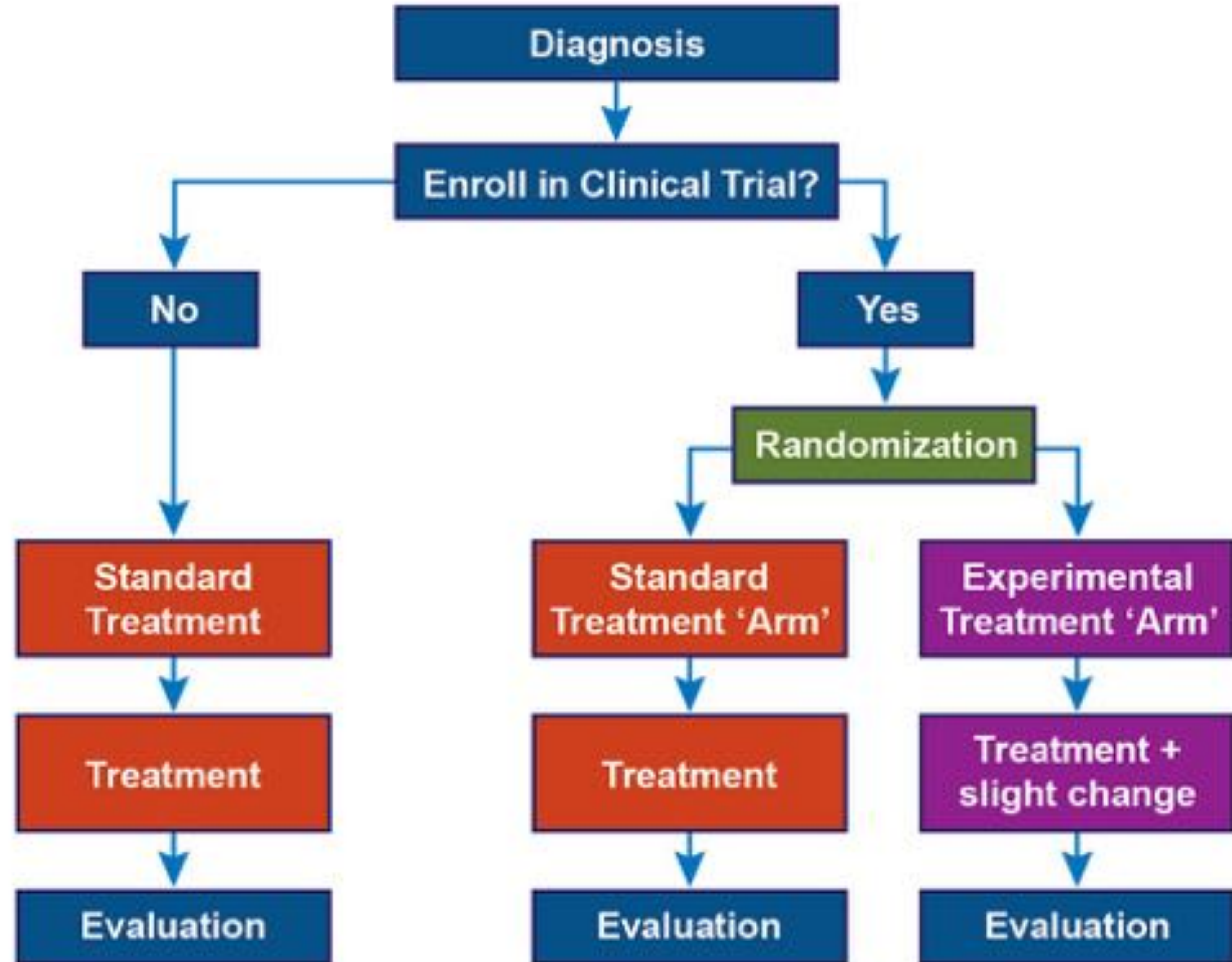


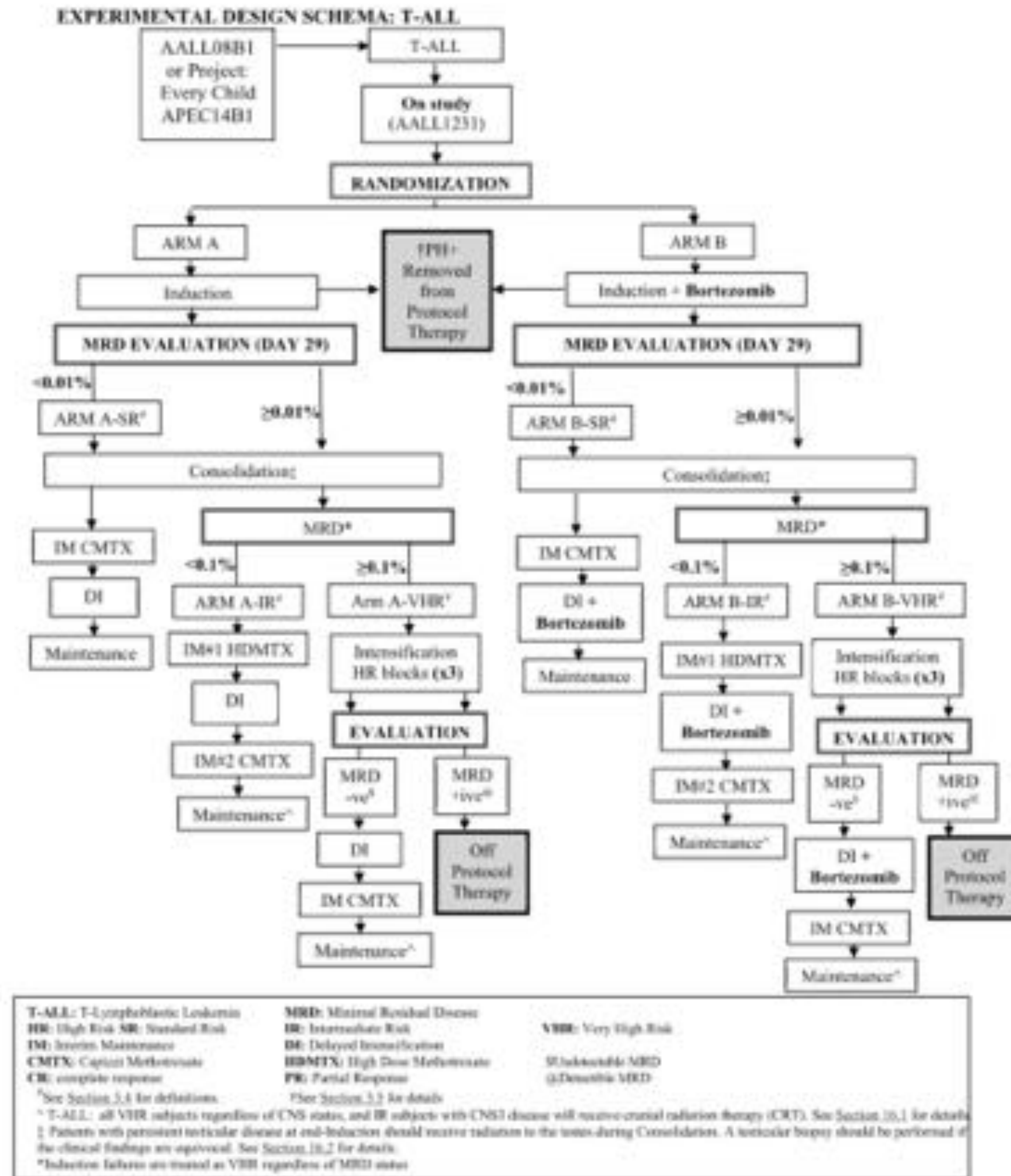


5-Year Survival Rate For Leukemia In People Under 20



PHASE 3 TRIAL





LEARNING WHILE STRESSED



VIDEO, PRINT, DIGITAL ALL EQUAL


INTERACTIVE BETTER THAN PASSIVE

MIX OF WORDS AND VISUALS

BREAK UP CONTENT

HUMAN LENS

What is a phase 3 clinical trial?



So you mentioned that this would be a phase 3 trial. Can you explain that again?

A phase 3 clinical trial is a way to help doctors figure out the best way to treat patients.

We compare the best known treatment with one that we think will be better. Sometimes we think the new treatment might cure more patients. Other times we think it will have fewer side effects.

The differences between the best known treatment and the new treatment are usually small.

HOW TO DESIGN FOR THE HUMAN STRESS RESPONSE

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An anatomical illustration of a human torso, showing the internal organs in red. The organs include the heart, lungs, stomach, and intestines. The illustration is set against a light blue background representing the skin and muscles.

20-60 MINUTES

a



b



c



SOFT & CURVY

CLICK HERE

vs.

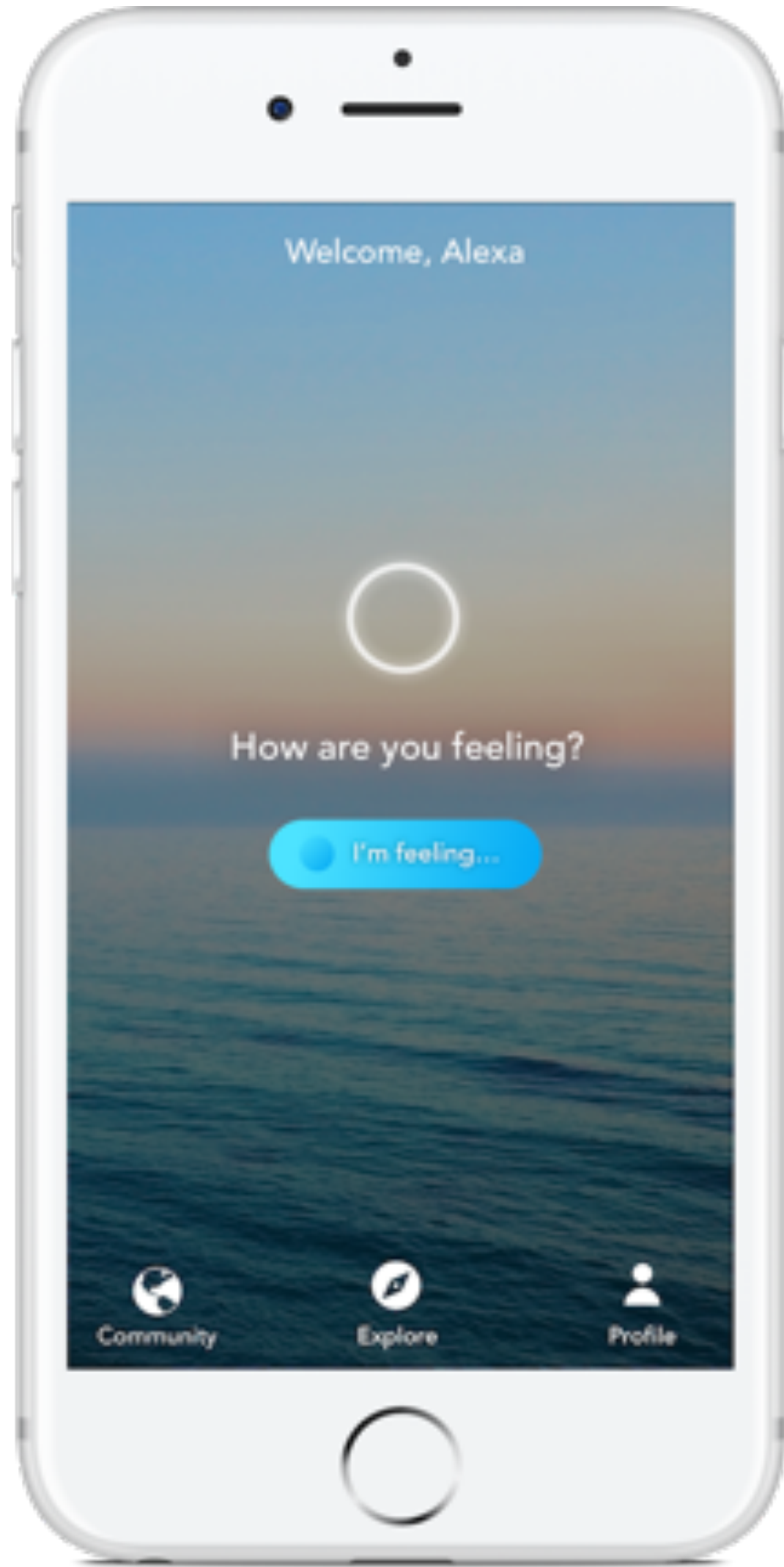
CLICK HERE

ORDER & CLARITY



NATURAL ELEMENTS





HUMAN CONNECTION











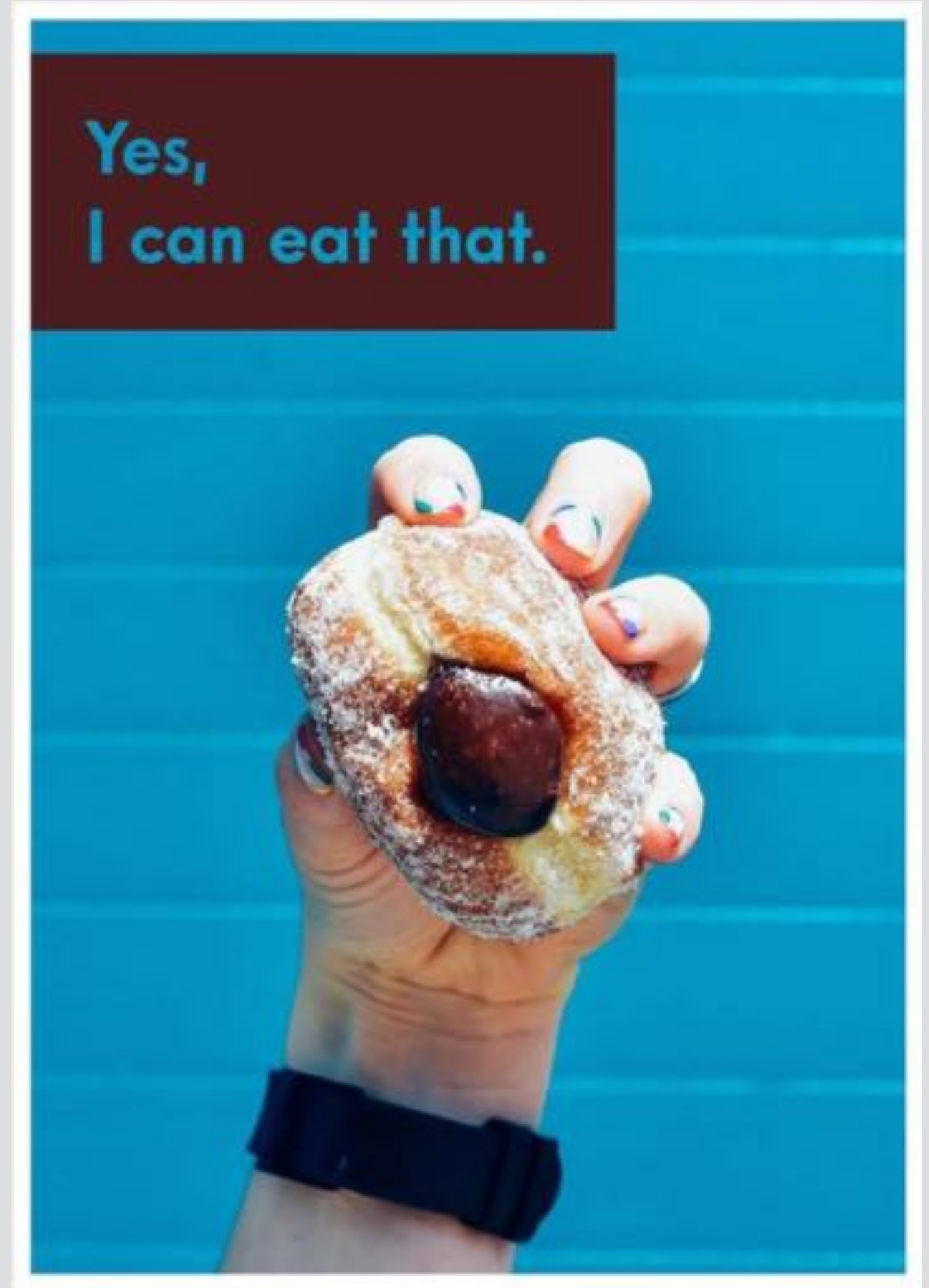
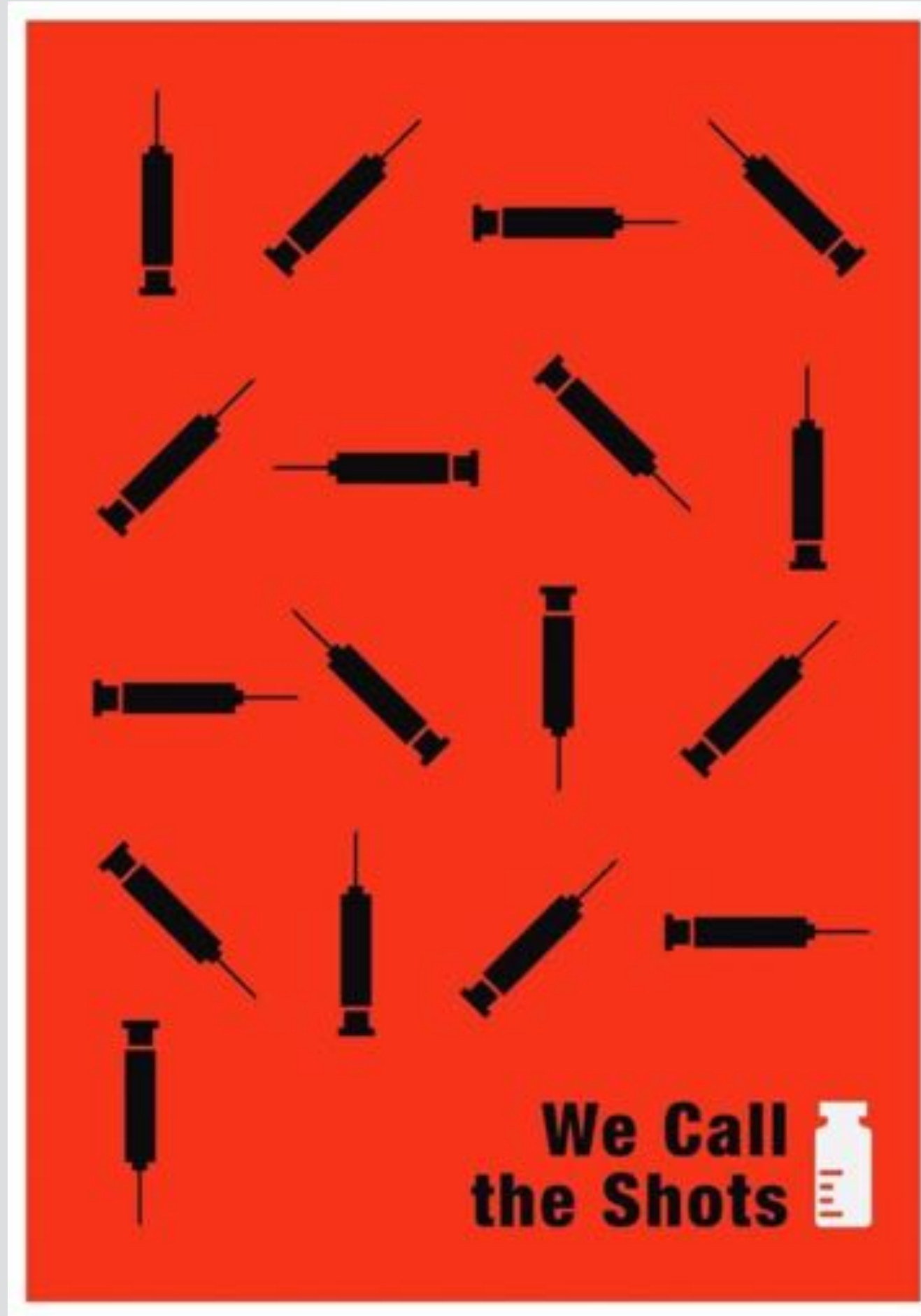
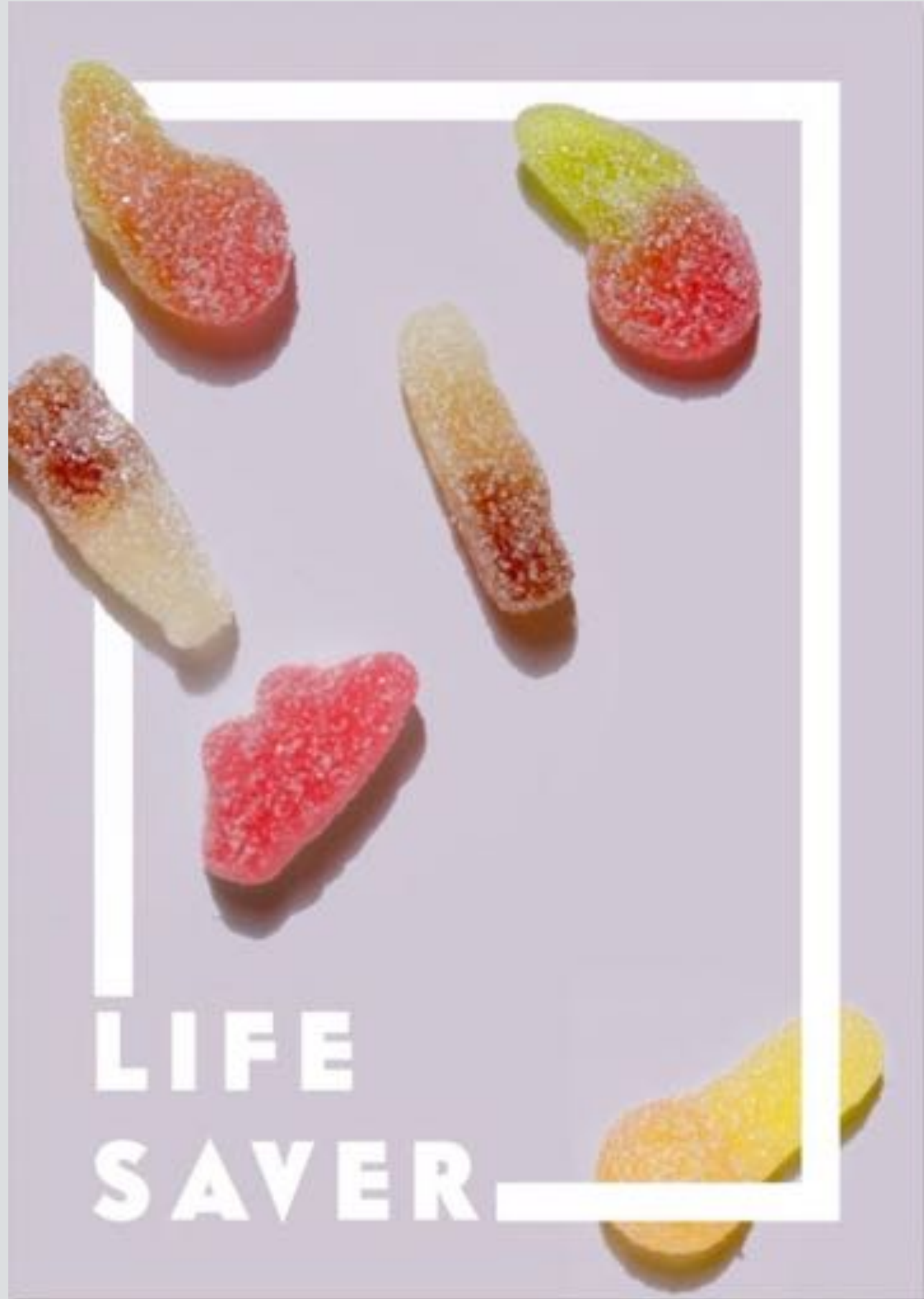


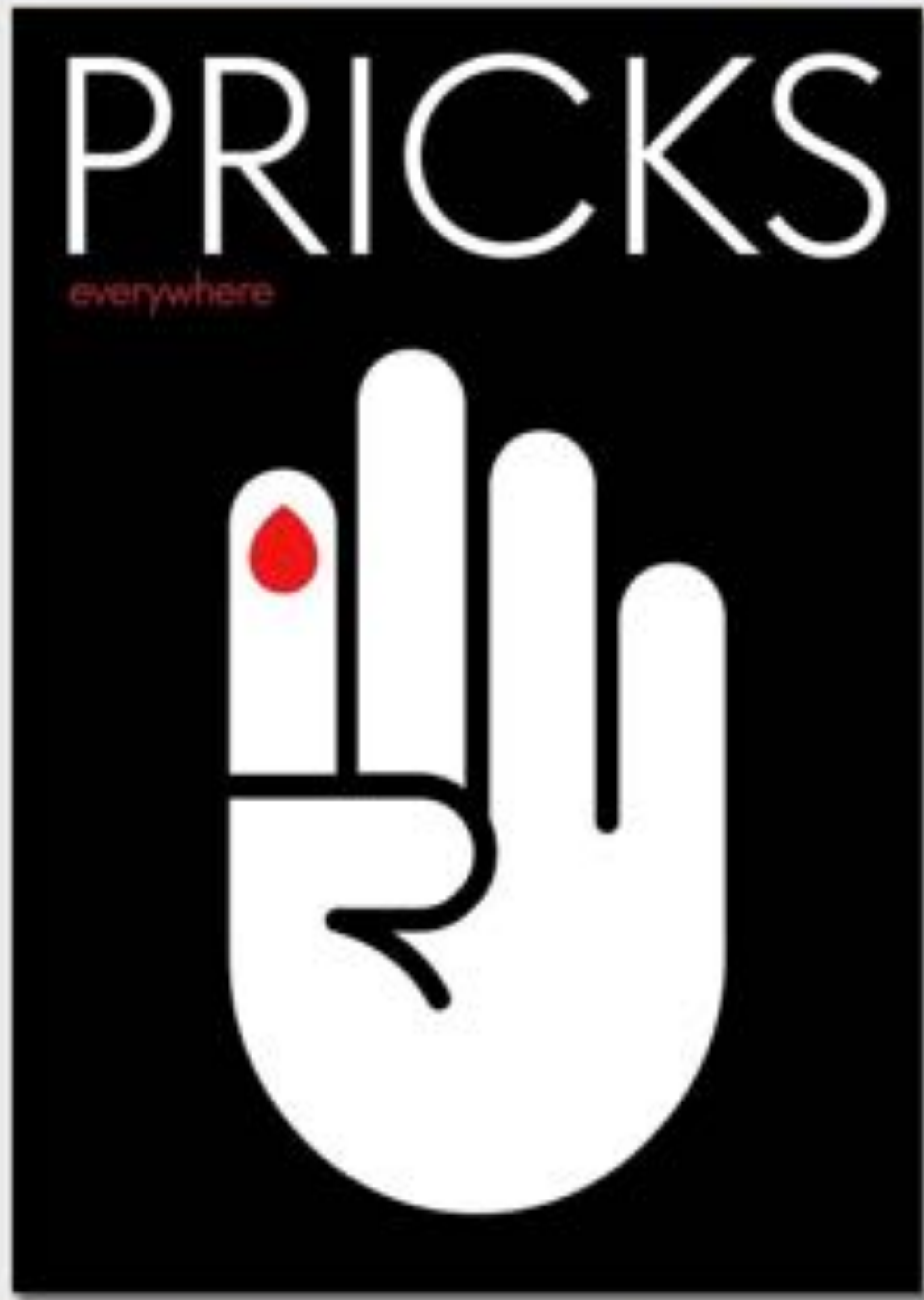




Alex Durussel-Baker

DIABETES BY DESIGN





diabetesbydesign • Following



diabetesbydesign Life as a diabetic is full of sharp and annoying pricks. Pricks to my fingers to measure my blood glucose when my continuous glucose monitor malfunctions. Pricks 4-7 times a day as I inject insulin into my arms, stomach, thighs - and when I am feeling adventurous - buttocks 🍑. Unfortunately there are more than one type of pricks to contend with as a T1D. The "healthsplainers" are the ones that I steer clear of, or the magical remedy druids - but I've learnt to try and not let it get to me as much anymore... a year ago I didn't know any better either. I supposed this is what this project is really about, raising awareness so as to reduce the number of pricks. 🙄👉



64 likes

MAY 22, 2019

Add a comment...

Post





“If you break an arm, and you’re walking around with a splint, people will say, ‘Oh, what happened?’ and it makes a nice ice breaker. These posters became my broken arm and what people came to talk to me about.”

~ Alex Durussel-Baker

DIABETES BY DESIGN

Learning to live fully
with Type-1 Diabetes

T1D COMPANION CARDS

Yes,
I can eat that.

LONG

DAY

ALL

HIGH

W



SOURCES AND ADDITIONAL READING

Neil Armstrong: A Life of Flight: A biography by Jay Barbree, 2014.

Dr. Dan Siegel's *Hand Model of the Brain*—YouTube: A useful visualization technique for the parts of the brain involved in the stress response, 2017, <https://youtu.be/f-m2YcdMdFw>.

Thinking, Fast and Slow: A fascinating book by Daniel Kahneman about the brain and bias, 2011.

Calm Technology: A book about nonintrusive design by Amber Case, 2015.

The Human Contribution: Unsafe Acts, Accidents, and Heroic Recoveries: A book by James Reason, 2008.

Useful Delusions: The Power & Paradox of the Self-Deceiving Brain: A book that explores the idea of optimism and other helpful biases by Shankar Vedantam, 2021.

“Stress and Selective Attention: The Interplay of Mood, Cortisol Levels, and Emotional Information Processing”: A study by Mark A. Ellenbogen et al., 2002.

“What World War II's ‘Operation Pied Piper’ Taught Us About the Trauma of Family Separations”: An article in the *Washington Post* by Amy B Wang, 2018.

99% Invisible: “Sound and Health: Hospitals”: Part of an excellent two-part podcast series hosted by Roman Mars, 2019.

“Understanding Mass Panic and Other Collective Responses to Threat and Disaster”: A review of available studies by Anthony R. Mawson, 2005.

Life and Death Design: What Life-Saving Technology Can Teach Everyday UX Designers: A book about designing for stressful situations by me, Katie Swindler, 2022.

LIFE AND DEATH DESIGN

What Life-Saving Technology Can Teach
Everyday Designers

by **Katie Swindler**

AVAILABLE NOW ON AMAZON

To purchase a signed copy email me at
katie.swindler@gmail.com



LIFE AND DEATH DESIGN

What Life-Saving Technology Can Teach

Everyday UX Designers

by **KATIE SWINDLER** foreword by Lisa Baskett

 Rosenfeld

QUESTIONS?

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SLIDES AVAILABLE AT

www.LifeAndDeathDesign.com