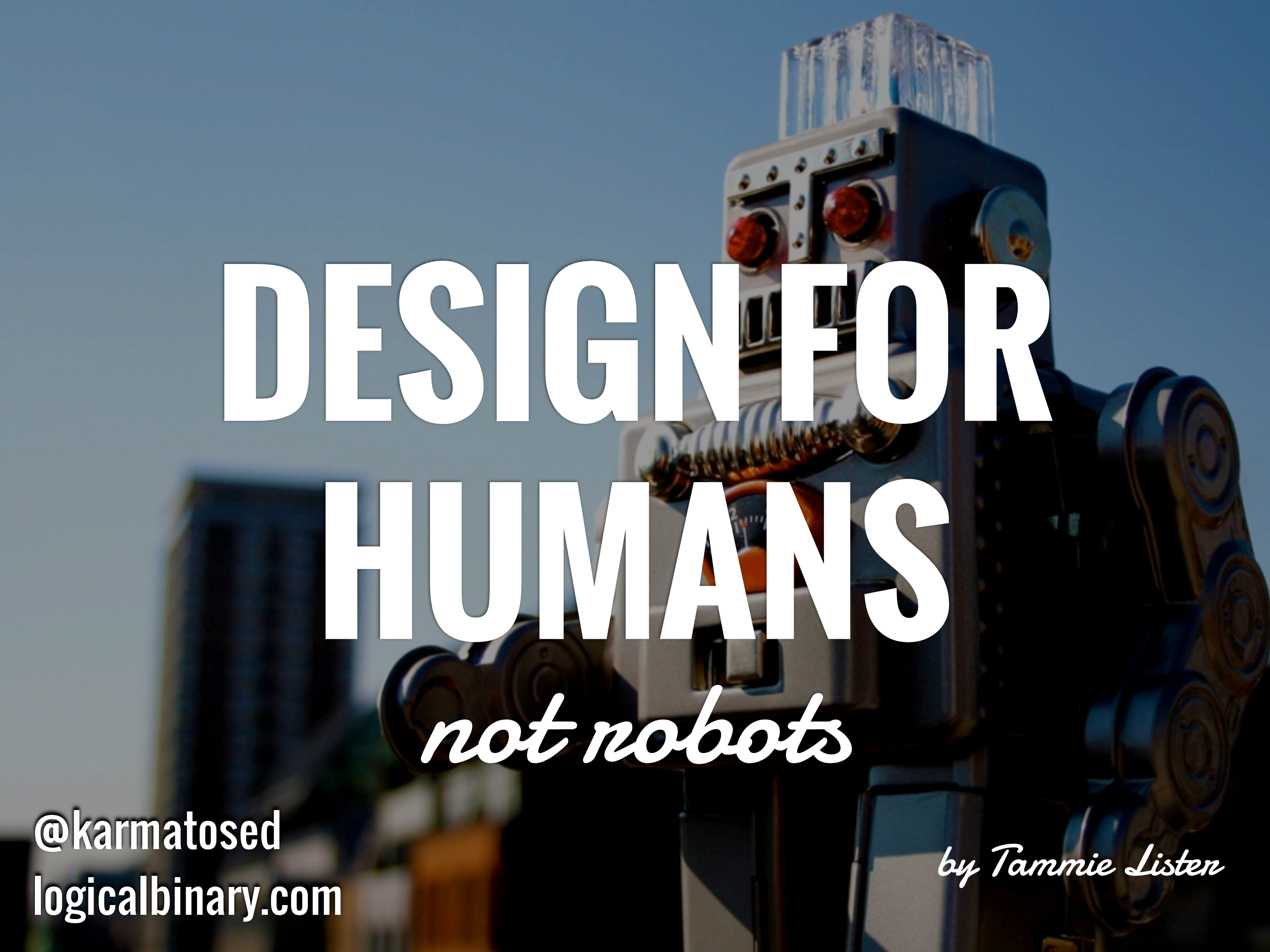




# DESIGN FOR HUMANS

*not robots*

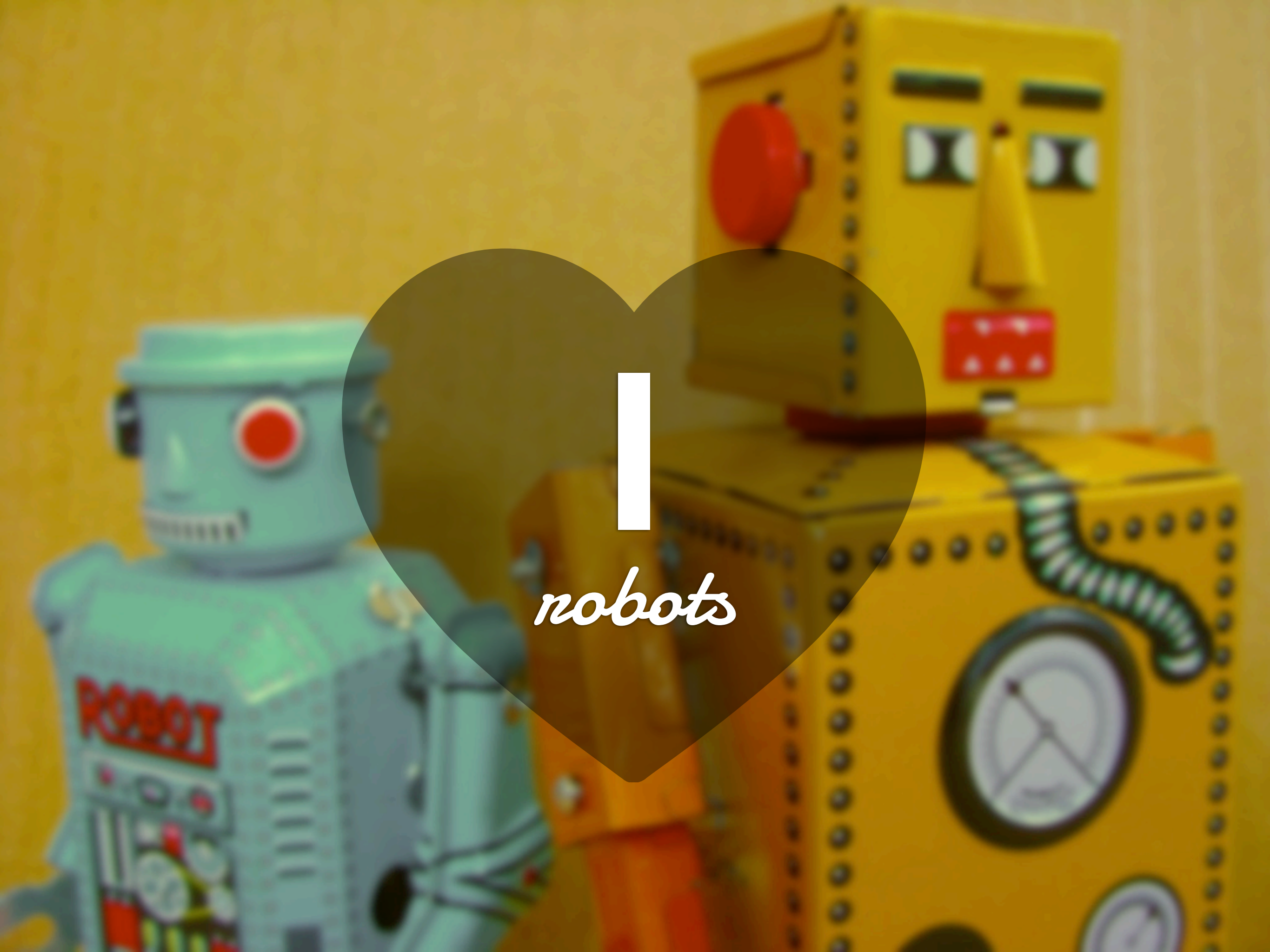
@karmatosed  
logicalbinary.com

*by Tammie Listen*

HI, I'M

*Tammie Listen*





!

*robots*



# 3 BRAINED

*Susan M. Weinschenk Ph.D - Neuro Web Design*

## OLD BRAIN

*Survival, animal, primal*

## MID BRAIN

*Emotions, feeling, impulse*

## NEW BRAIN

*Speech, reading, thinking*

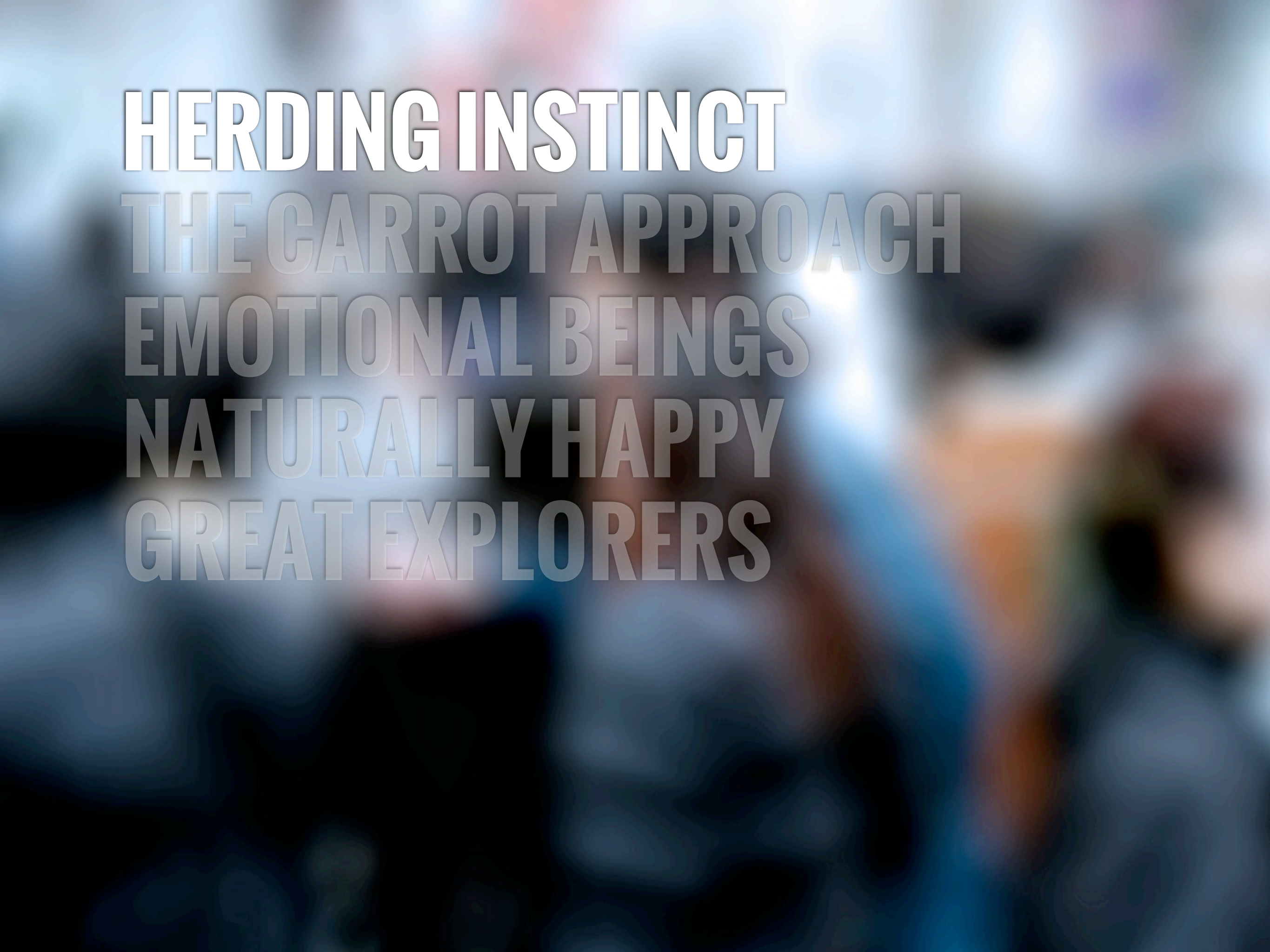
A man in a blue button-down shirt is juggling three flaming torches. He is standing in front of a light-colored stone building with a black wrought-iron fence. The scene is outdoors, and the lighting suggests it might be dusk or dawn. The text is overlaid on the left side of the image.

**MULTITASKING IS  
A LIE..ish**

**2 - 3**

**THINGS AT ONCE**

**HERDING INSTINCT  
THE CARROT APPROACH  
EMOTIONAL BEINGS  
NATURALLY HAPPY  
GREAT EXPLORERS**



**HERDING INSTINCT**

**THE CARROT APPROACH**

**EMOTIONAL BEINGS**

**NATURALLY HAPPY**

**GREAT EXPLORERS**



# SOCIAL

*animals*

# We are born dependent on each other

*1 year*

*80 years*

A group of people in a room, some with pale faces and dark eye sockets, suggesting a zombie theme. The scene is dimly lit, with a red sign visible in the background. The people are dressed in casual clothing, and their expressions are blank or menacing. The overall atmosphere is eerie and unsettling.

# ZOMBIE

*inside us all*

A photograph of a herd of cattle, including several calves and adult cows, standing behind a wire fence in a lush green field. The scene is bathed in a warm, golden light, suggesting late afternoon or early morning. The text 'HERDING HUMANS' is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

# HERDING HUMANS

*101*



Registration

# LEAD SOFTLY

New to Amazon.com? Register Below.

My name is:

My e-mail address is:

Type it again:

My mobile phone number is:

(Optional)

[Learn more](#)

Protect your information with a password

This will be your only Amazon.com password.

Enter a new password:

Type it again:

Create account

LEAD SOFTLY

~~MAKE FINDING EASY~~

wwgd

ENCOURAGE SHARING

CREATE SAFE HAVENS

Google Search

I'm Feeling Lucky

Love the free and open Internet? [Tell the world's governments](#) to keep it that way.

LEAD SOFTLY

MAKE FINDING EASY

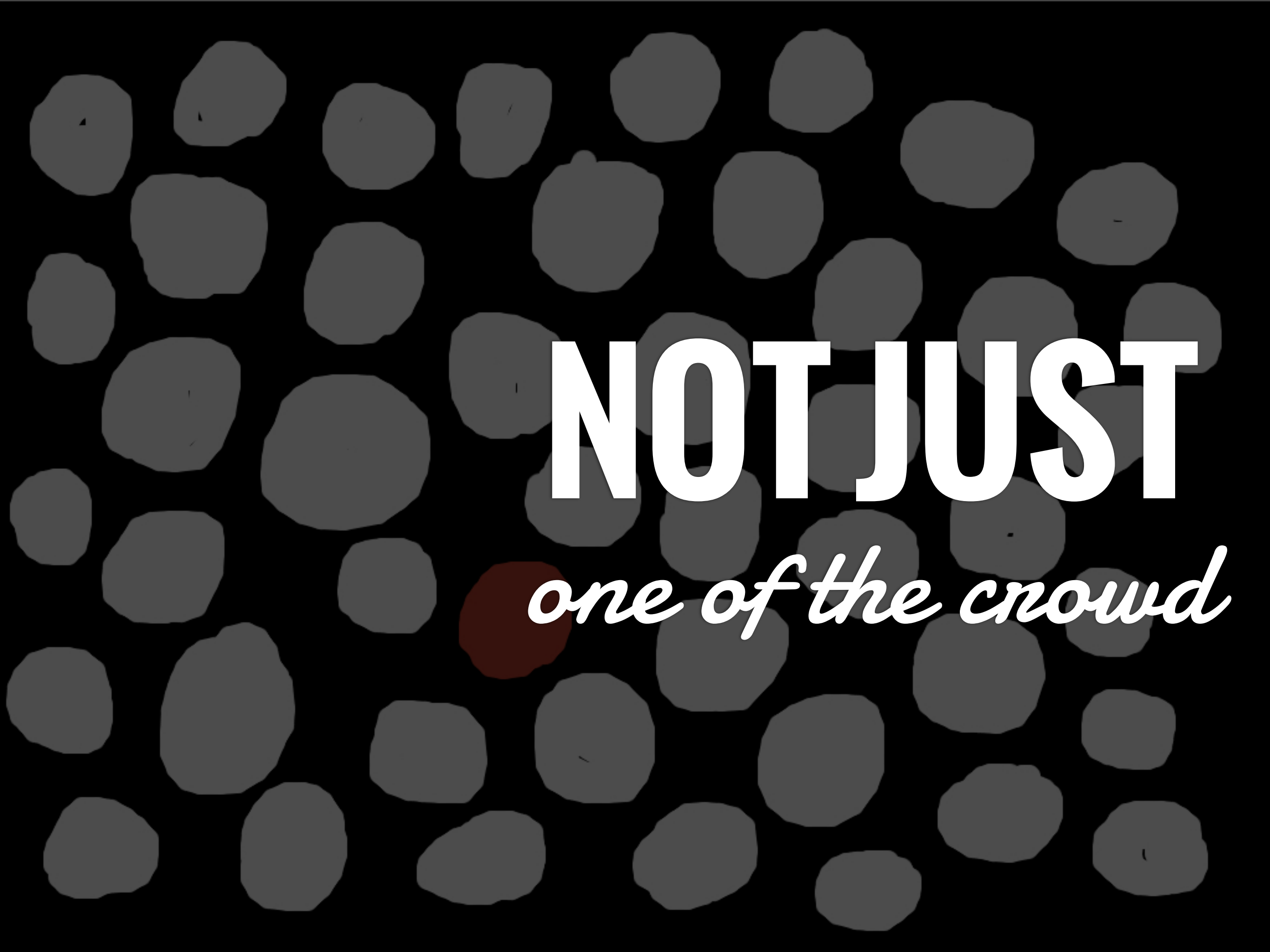
**ENCOURAGE SHARING**

CREATE SAFE HAVEN





**CREATE SAFE HAVENS**

The background of the image is a solid black field populated with numerous irregular, hand-drawn grey circles of varying sizes. These circles are scattered across the entire frame, creating a sense of a large, dense crowd. In the lower-left quadrant, slightly below the main text, there is a single circle that is a dark, muted red color, making it stand out from the rest of the grey ones.

NOT JUST

*one of the crowd*

HERDING INSTINCT

**THE CARROT APPROACH**

EMOTIONAL BEINGS

NATURALLY HAPPY

GREAT EXPLORERS

A collection of colorful postage stamps is displayed, featuring various designs including birds, flowers, and landscapes. A magnifying glass is positioned over the stamps, highlighting a specific area. The text "GOTTA HAVE" is overlaid in large, bold, white capital letters, and "'em all" is written in a smaller, white, cursive font below it.

**GOTTA HAVE**

*'em all*

# WHAT IS GAMIFICATION?



*achievements /*  
*badges*  
*levels*  
*leaderboards*  
*progress bars*  
*activity feeds*  
*avatars*

*real-time feedback (notification)*  
*virtual currency*  
*gifting*  
*challenges and quests*  
*trophy case*  
*embedding small mini games*  
*within other activities*



HOME



GAME GUIDE



COMMUNITY



MEDIA



FORUMS



SERVICES

Log In now to enhance and  
personalize your experience!



World of Warcraft > Game Guide > Northernlite @ Antonidas

# Northernlite

the Insane  
**Nero**

85 Draenei Elemental Shaman, Antonidas

♥ 15165

## Summary

## Talents & Glyphs

Auctions

Events

Achievements >

Companions & Mounts

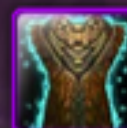
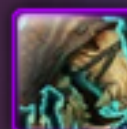
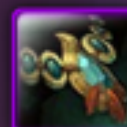
Professions >

Reputation

PvP

Activity Feed

Guild >



## Recent Activity

Obtained **Timepiece of the Bronze Flight**.

4 days ago

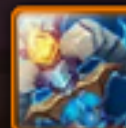
Obtained **Backbreaker Spaulders**. 6 days ago

Obtained **Gauntlets of the Golden Thorn**. 30/05/2012

9 **Professor Putricide** kills (Icecrown Citadel) 05/05/2012

17 **Rotface** kills (Icecrown Citadel) 05/05/2012

[View earlier activity](#)



# Teen Summer CHALLENGE

## WELCOME CHALLENGER

### What is the Teen Summer Challenge?



Every year [Pierce County Library System](#) unveils a new Summer Reading Program for teens in our communities. This year we've taken the program online!



Simply put, the Teen Summer Challenge is all about challenging yourself to explore **your interests**, **your library**, and **your community** through a variety of activities and masteries.



Challengers can share their experiences, earn badges and achievements for their participation, interact with friends, claim their mastery of an activity group, earn library fine rebates, and share reviews of the books, music, movies, and places they love.



Best of all, challengers across all of our branches and all of the communities that Pierce County Library serves can participate in the challenge together in one place!



So get started with one of the buttons to the right or explore some of the [Things to Do](#) for the Teen Summer Challenge!



Those badges aren't going to earn themselves!

[Register](#)[Login](#)[Get Started](#)

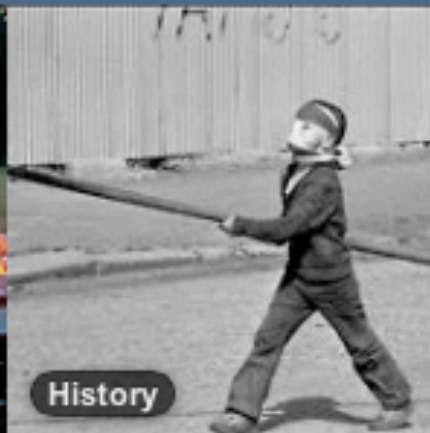
Register for an account to compete in the challenge! Anyone can register and participate, but to earn real-world prizes you'll need to be a teen with a valid [Pierce County Library Card](#). Explore, share, compete, and check back often!



Food



Design

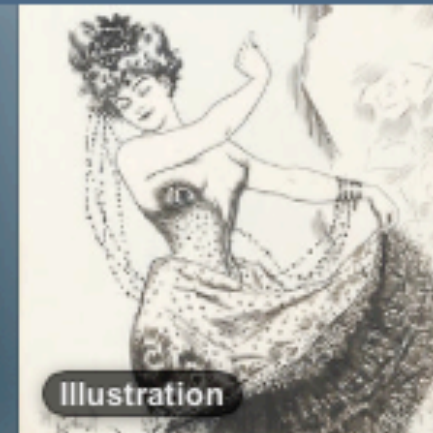


History

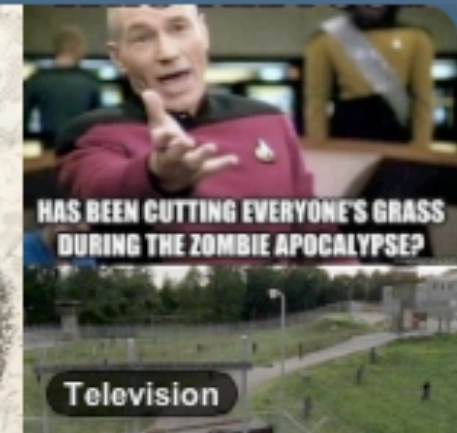
## A Bucket out of Water

This is my first e-book. It's called 'A Bucket out of Water' and it's basically a bucket list of things to do with

Lit



Illustration



Television

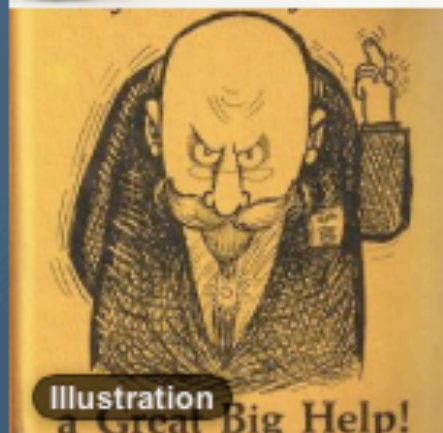


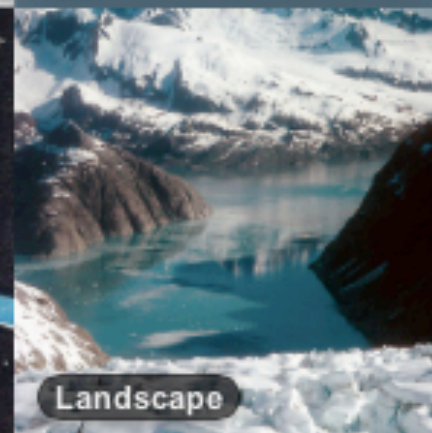
Illustration  
a Great Big Help!



Advertising



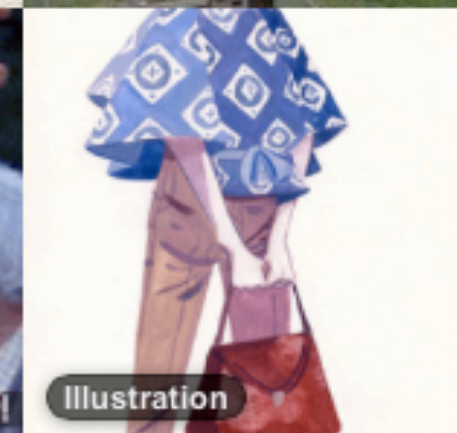
Advertising



Landscape



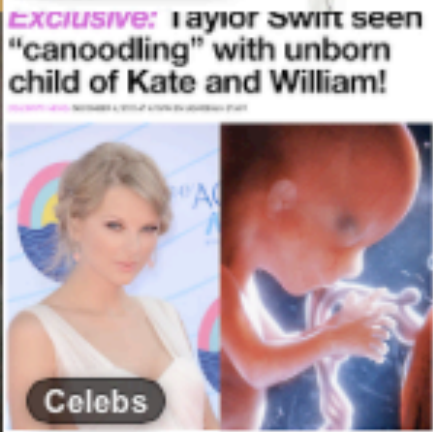
Television



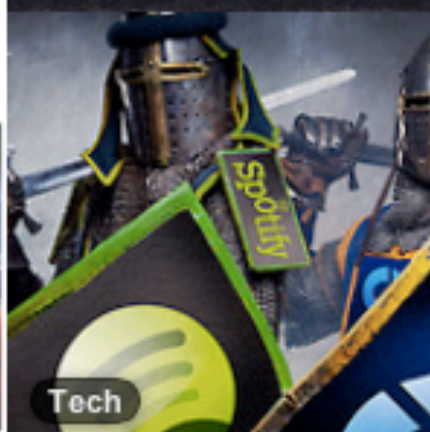
Illustration



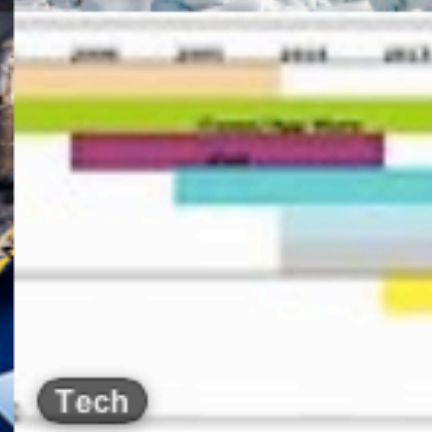
Fashion



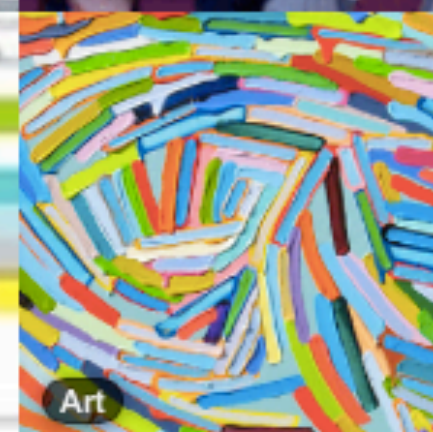
Celebs



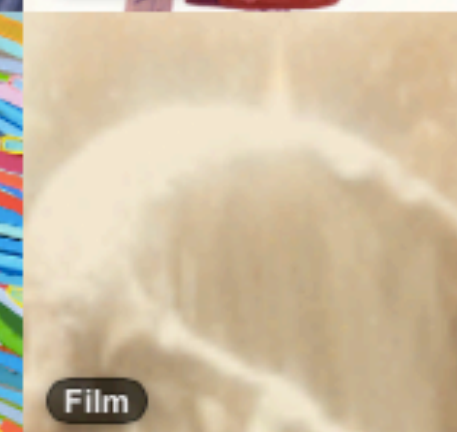
Tech



Tech



Art



Film

### POPULAR TAGS

[LOL](#)

[Fashion](#)

[Art](#)

### FEEDBACK ▼



### ACTIVITY



### TOP EDITOR



tastefullyoffensive



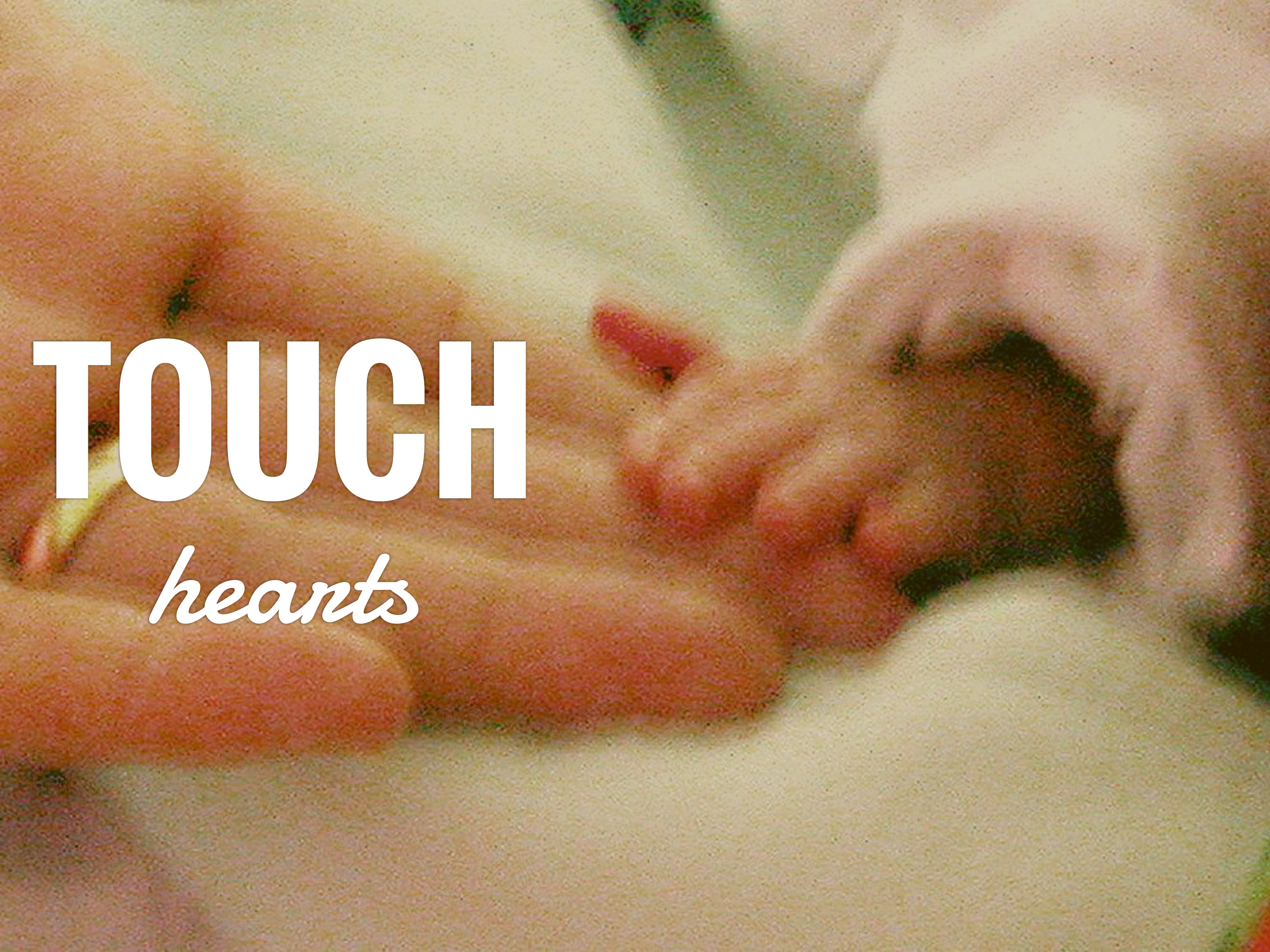
wetheurban



arpeggia



**HERDING INSTINCT**  
**THE CARROT APPROACH**  
**EMOTIONAL BEINGS**  
**NATURALLY HAPPY**  
**GREAT EXPLORERS**



**TOUCH**

*hearts*

A heart shape is drawn in the sand on a dark, grainy beach at night. The heart is filled with a lighter, textured material, possibly wet sand or a different type of sand, creating a glowing effect against the dark background. The text "USE YOUR" is overlaid on the heart in a large, white, sans-serif font.

**USE YOUR**

*emotion gauge*

[illegible]

# NAME TO

*a face*

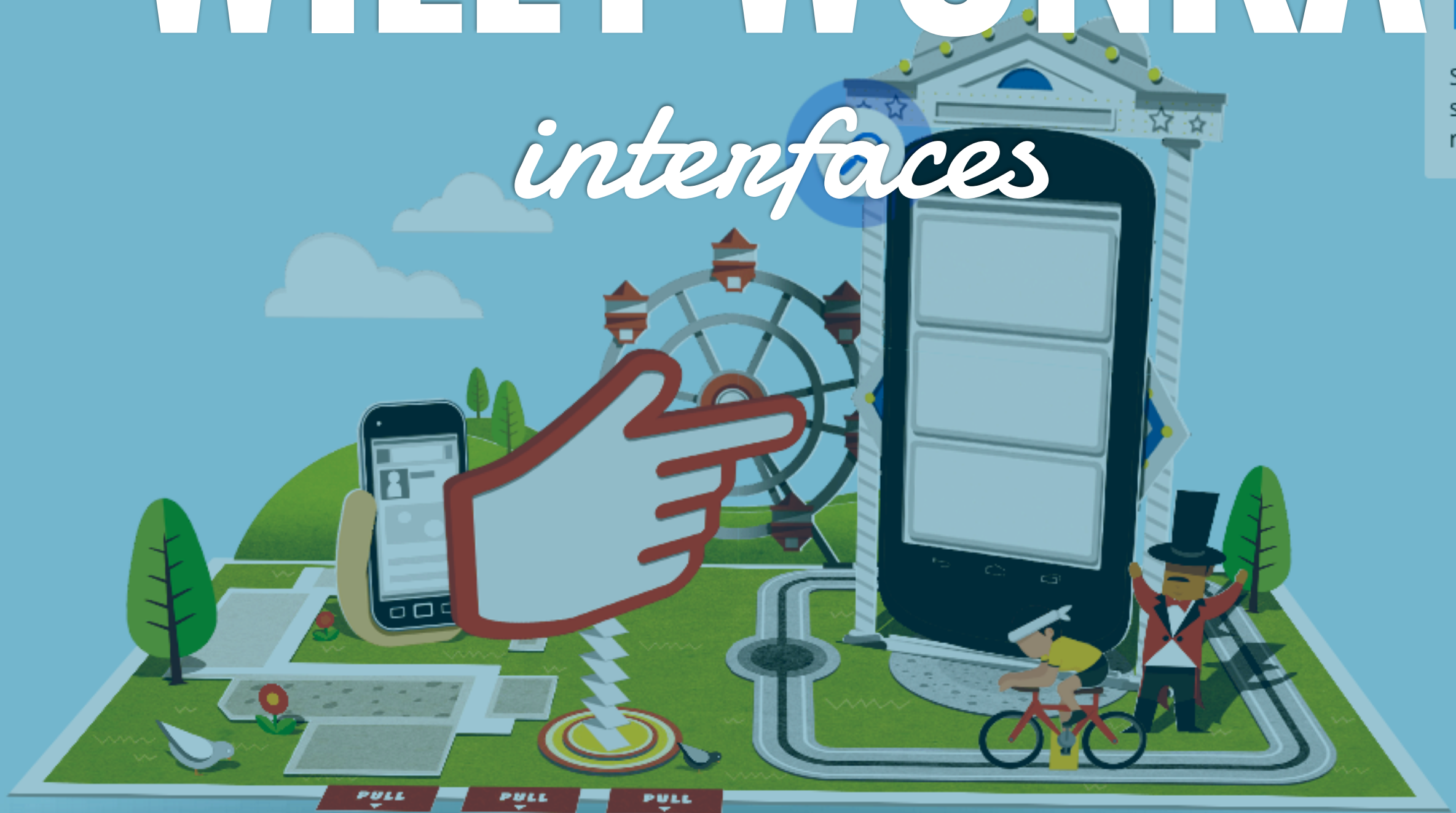
Meet the team

# WILLY WONKA

*interfaces*

Mobile

Small canvas  
some inspira  
mobile.

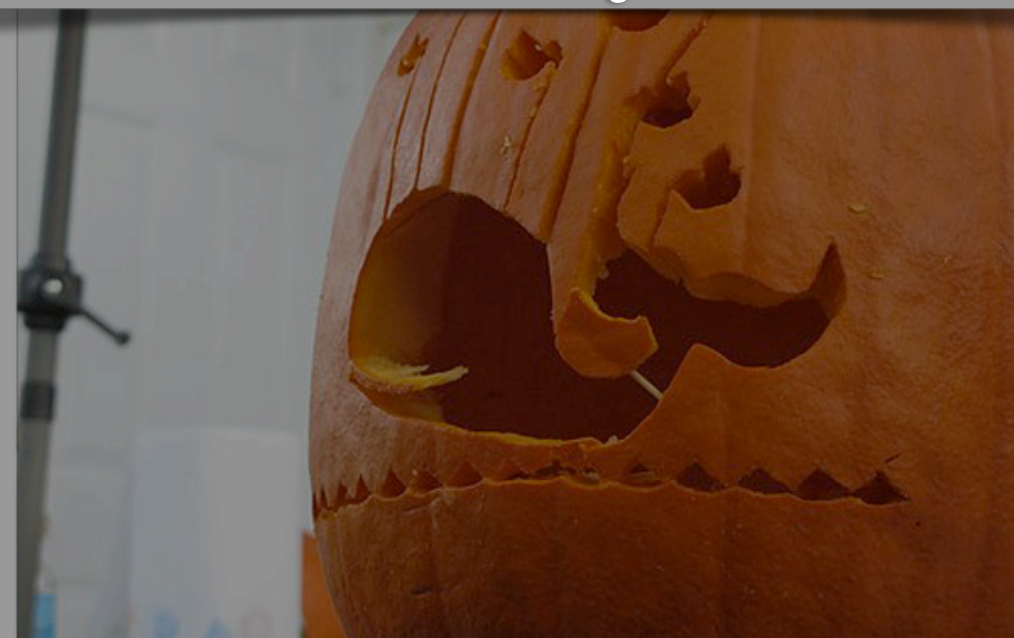
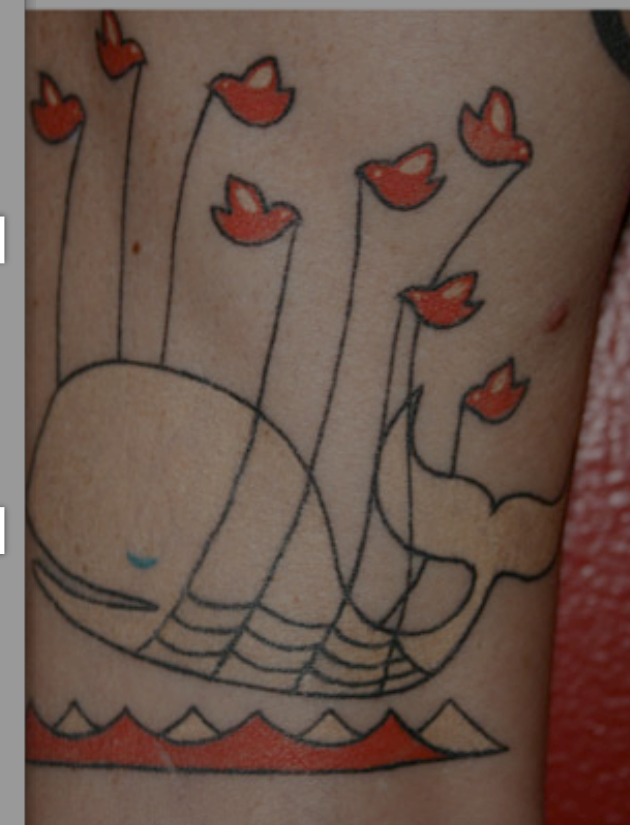
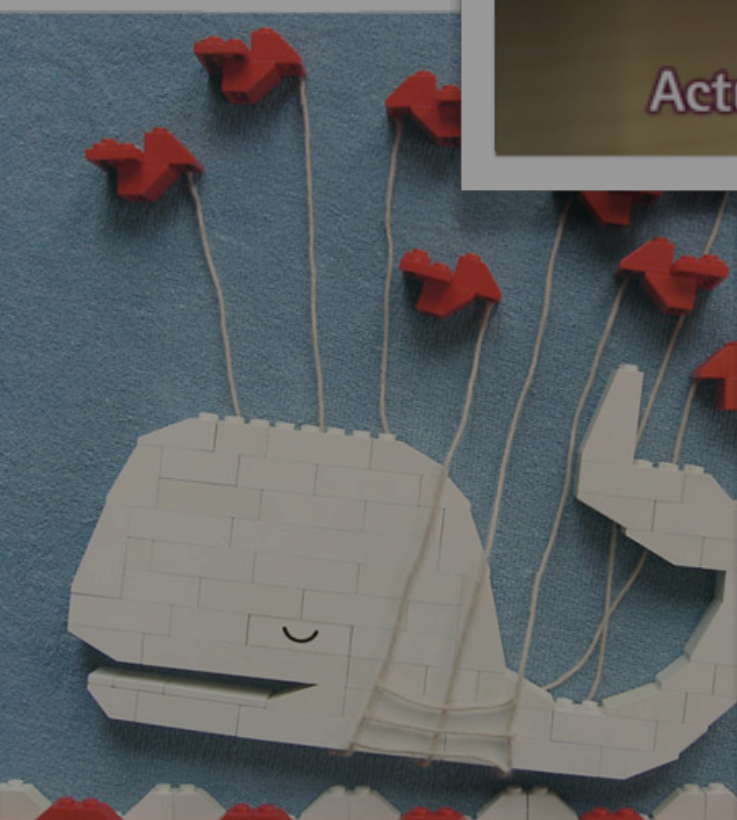
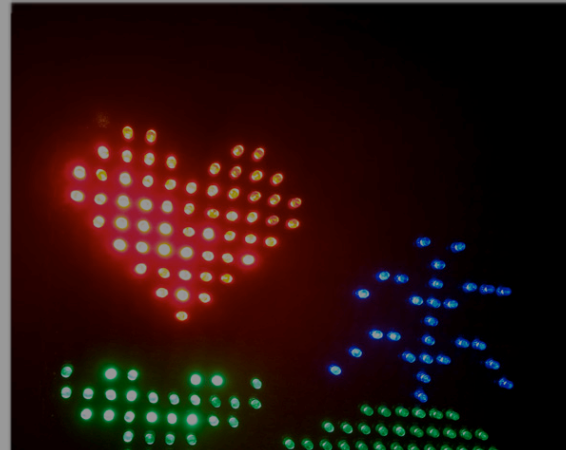
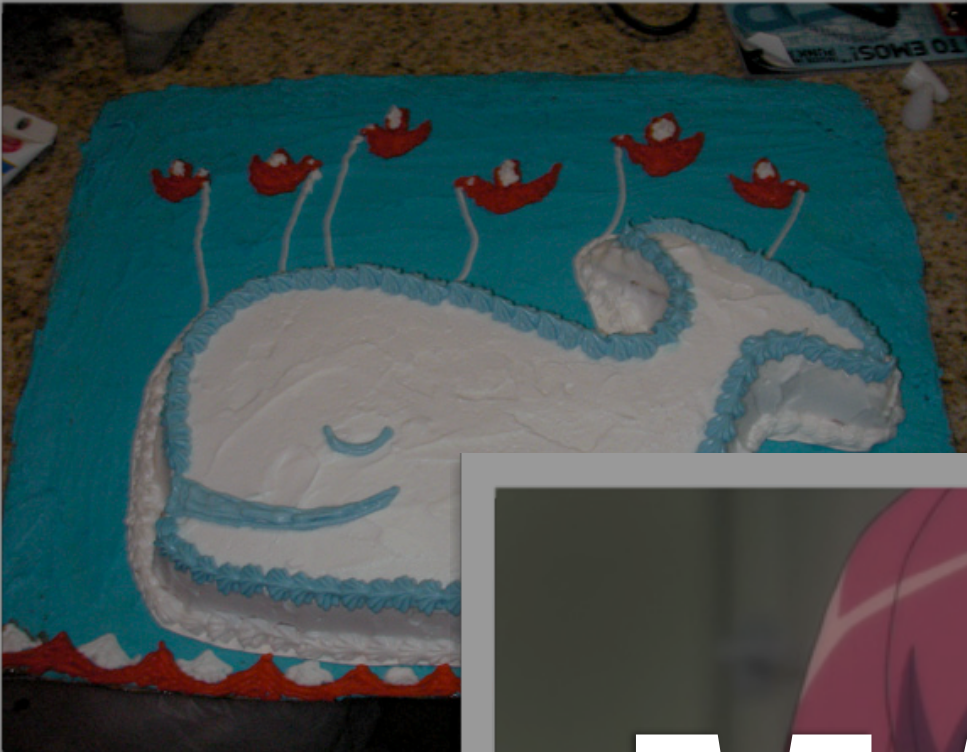




HERDING INSTINCT  
THE CARROT APPROACH  
EMOTIONAL BEINGS  
**NATURALLY HAPPY**  
GREAT EXPLORERS



**HOW TO FEEL GOOD**



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Sign up with Facebook

or

Create an account

Username

Password

Email

Birthday (?) Month ▼ Day ▼ Year ▼

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Create your portfolio

# Remember everything.



## Capture anything.

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Search by keyword, tag or even printed and handwritten text inside images.



GET EVERNOTE, IT'S FREE ►



Evernote ►



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Web  
Clipper ►



Evernote  
Hello ►



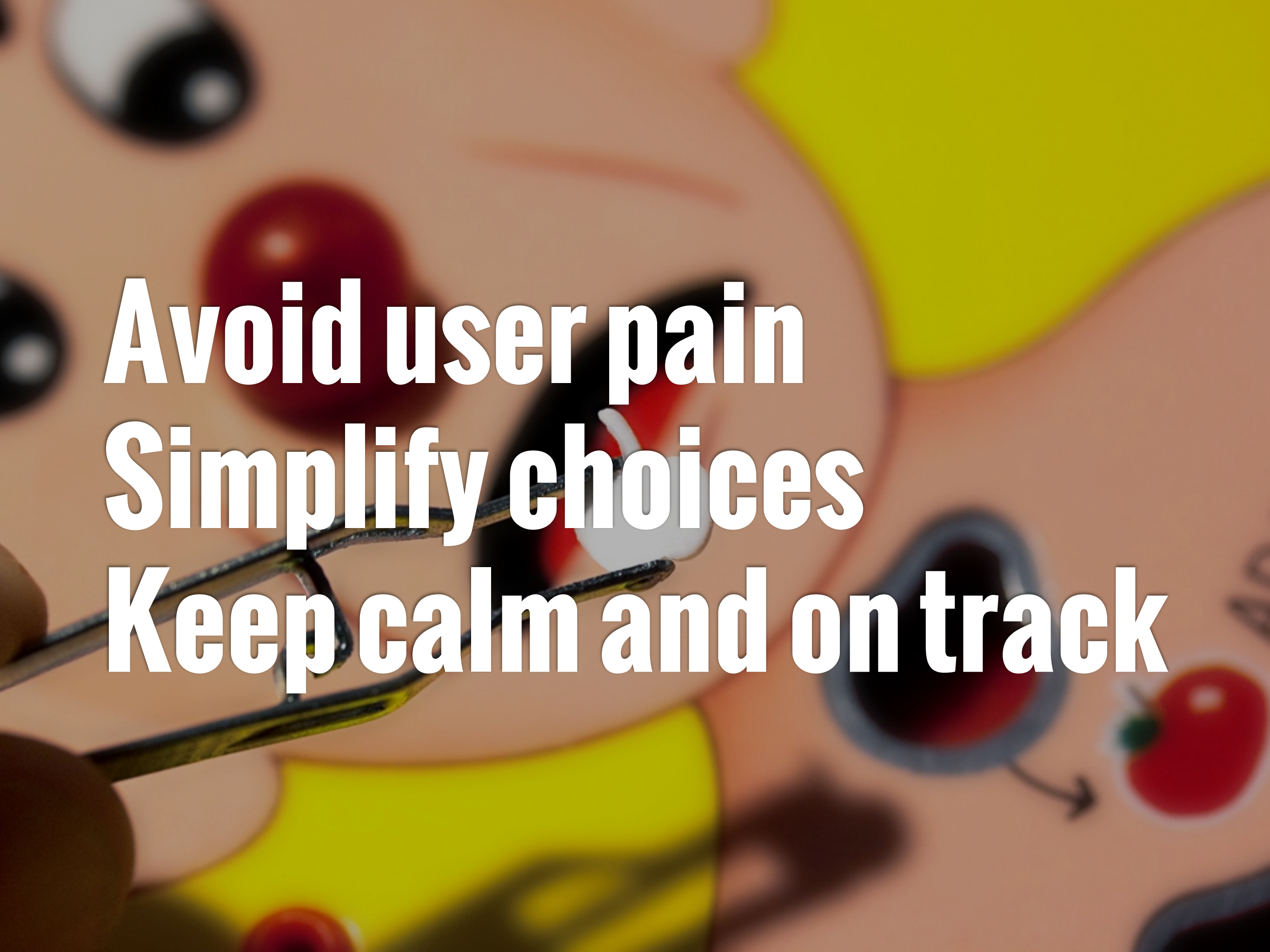
Evernote  
Food ►



Evernote  
Clearly ►



Evernote  
Peek ►



**Avoid user pain**  
**Simplify choices**  
**Keep calm and on track**



HERDING INSTINCT  
THE CARROT APPROACH  
EMOTIONAL BEINGS  
NATURALLY HAPPY  
**GREAT EXPLORERS**

A detailed image of a Mars rover, likely a Curiosity rover, on the surface of Mars. The rover is a six-wheeled vehicle with a complex mechanical structure, including a mast with various sensors and cameras. It is positioned on a reddish-brown, rocky terrain with small hills in the background. The text "BORN" is written in large, white, bold, sans-serif capital letters, and "explorers" is written in a smaller, white, cursive script below it, both centered over the rover.

# BORN

*explorers*

CHOOSE YOUR OWN ADVENTURE® 6

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 20 POSSIBLE ENDINGS.

# R CODE S JONAH

BY EDWARD PACKARD



ILLUSTRATED BY PAUL GRANGER

CHOOSE YOUR OWN ADVENTURE® 6

THE CLASSIC SERIES IS BACK!  
CHOOSE FROM 20 POSSIBLE ENDINGS.

# HOUSE OF DANGER

BY R. A. MONTGOMERY



CHOOSE YOUR OWN ADVENTURE® 22

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 26 POSSIBLE ENDINGS.

# SPACE PATROL

BY JULIUS GOODMAN



ILLUSTRATED BY RALPH REESE

CHOOSE YOUR OWN ADVENTURE® 45

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 14 POSSIBLE ENDINGS.

# YOU ARE A SHARK

BY EDWARD PACKARD



ILLUSTRATED BY RON WING

CHOOSE YOUR OWN ADVENTURE®

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 30 POSSIBLE ENDINGS.

# THE THRONE OF ZEUS

BY DEBORAH LERME GOODMAN



ILLUSTRATED BY RON WING

CHOOSE YOUR OWN ADVENTURE® 28

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 25 POSSIBLE ENDINGS.

# MOUNTAIN SURVIVAL

BY EDWARD PACKARD



ILLUSTRATED BY PAUL GRANGER

CHOOSE YOUR OWN ADVENTURE® 1

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 40 POSSIBLE ENDINGS.

# THE CAVE OF TIME

BY EDWARD PACKARD



ILLUSTRATED BY PAUL GRANGER

CHOOSE YOUR OWN ADVENTURE® 10

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 36 POSSIBLE ENDINGS.

# THE LOST JEWELS OF NABOOTI

BY R. A. MONTGOMERY



ILLUSTRATED BY PAUL GRANGER

CHOOSE YOUR OWN ADVENTURE® 22

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 26 POSSIBLE ENDINGS.

# SPACE PATROL

BY JULIUS GOODMAN



ILLUSTRATED BY RALPH REESE

CHOOSE YOUR OWN ADVENTURE®

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 30 POSSIBLE ENDINGS.

# INSIDE UFO 54-40

BY EDWARD PACKARD



ILLUSTRATED BY PAUL GRANGER

A vintage map of Africa, showing the continent's outline and internal borders. The map is rendered in a sepia or brownish tone, with some areas highlighted in red and blue. The word "REMEMBER" is written in large, bold, white capital letters across the center of the map.

# REMEMBER

*nurture*

thanks :)  
@karmatosed  
[logicalbinary.com](http://logicalbinary.com)

