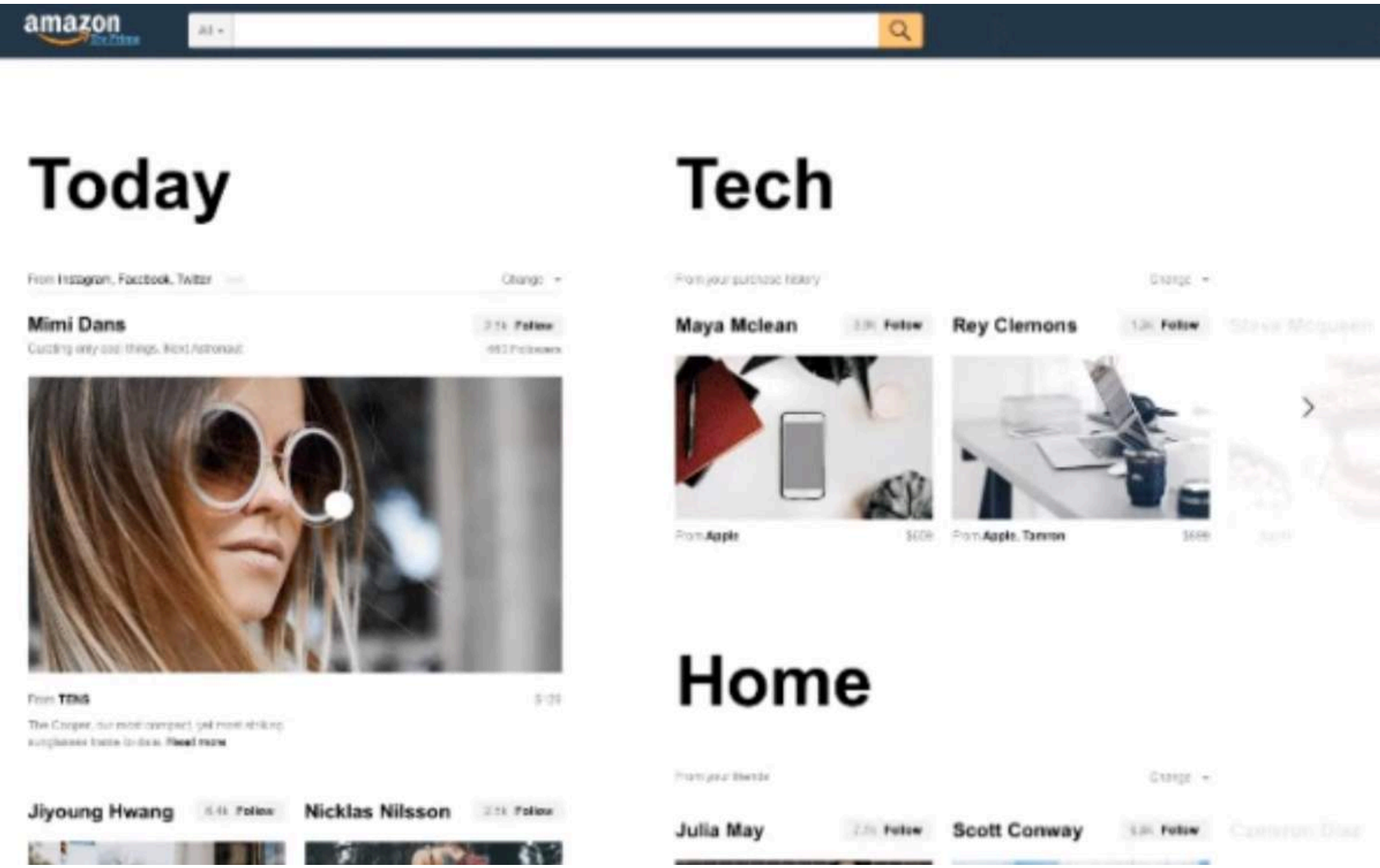


“Design can be art. Design can be aesthetics. Design is so simple, that’s why it is so complicated.”
- Paul Rand

Pointers and starters to the latest happenings in the field of design, user experience and ultra-modern technologies.

Disclaimer : All the stories are curated from different sources on the web, and the UX2DAY team does not make any warranty about the completeness, reliability and accuracy of the information.

Upstatement Studio’s Redesign of Amazon.com



A recent Forrester survey found that while consumers appreciate its speed and convenience, they don’t feel valued as Amazon customers. Powered by algorithms the consumer can’t see, it prioritizes products that aren’t necessarily the cheapest, or most highly rated, or easiest to attain, nudging our behaviors toward end goals that aren’t necessarily our own, but belong to Amazon or its partners.

These are dark patterns that undermine Amazon’s brand and value to consumers. The ensuing lack of trust isn’t just a problem for consumers wanting a good deal; Forrester went so far as to say that its perceived lack of humanity is an “Achilles’ heel” for Amazon, a competitive vulnerability in its seemingly untouchable empire.

Excerpted from the story <https://www.fastcodesign.com/90169636/we-asked-designers-to-fix-amazon-this-is-their-vision>

Walmart.com Redesigns As The Anti-Amazon

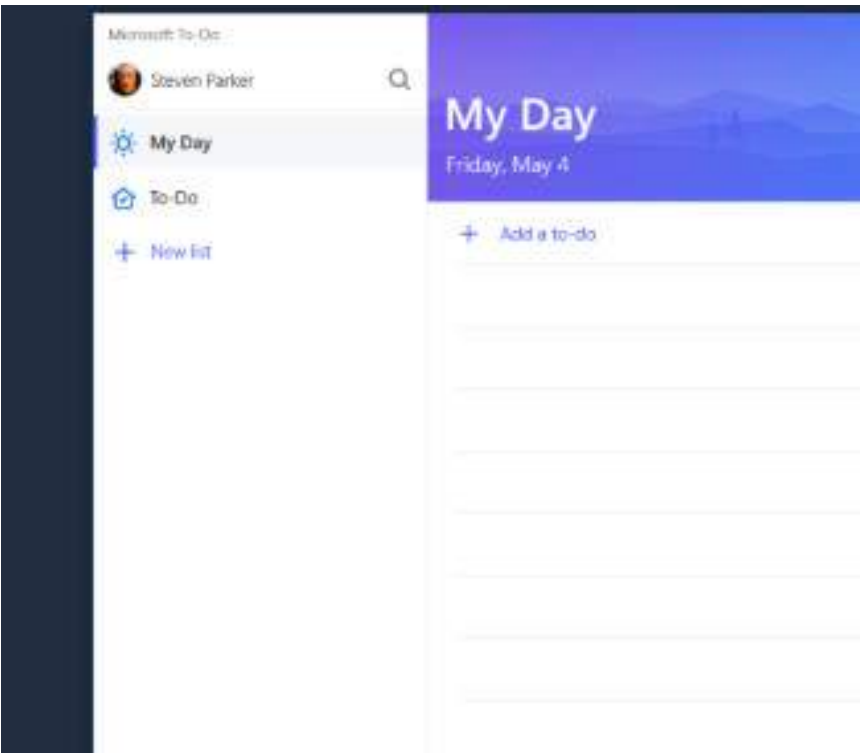
Amazon’s unstoppable growth has set the entire world of retail back on its heels, but at least one company has the footprint to stand in its way. With \$500 billion in annual sales and 11,700 locations across the world, Walmart is still more than three times the size of Amazon in yearly revenue—and it’s not about to be left behind.

So over the past two years, Walmart has invested heavily in e-commerce. It snatched up Jet.com, Bonobos, and Modcloth to expand its online footprint into hip millennial territory, along with the delivery service Parcel to expedite its shipping. More recently, it started offering Amazon-style conveniences like free two-day shipping with no membership fees, and one-button reorder options. Such updates have enabled Walmart’s online sales to grow 50% between 2016 and 2017, but that growth is already slowing. Jet.com faltered as Walmart struggled to woo the urban market. Walmart may be the bigger retailer, but Amazon’s online revenue in 2017 was almost 10 times that of Walmart’s and Amazon is still growing at a faster rate.

Excerpted from the story at <https://www.fastcodesign.com/90170513/exclusive-walmart-com-redesigns-as-the-anti-amazon>

TOP 5 QUICK BYTES

Fluent Design and more lands on Microsoft's To-Do app update



Microsoft has rolled out an update for the To-Do app that bumps it up to version 1.29. This release appears to concentrate on the look of the app, adding Fluent Design with more to come.

Read more at <https://www.neowin.net/news/fluent-design-and-more-lands-on-microsoft039s-to-do-app-update>

SnS Design Creates User Interface for AireSpa Tablet Remote

Read more at <http://www.exhibitoronline.com/news/article.asp?ID=18139>

Harvard Design Team Reveals New Ways To Keep Miami Beach From Flooding

Harvard's graduate School of Design, a team of 50 students and their professor, unveiled a powerful presentation to Miami Beach officials last week, detailing new and innovative ways to keep the city

Read more at <http://miami.cbslocal.com/video/3846215-harvard-design-team-reveals-new-ways-to-keep-miami-beach-from-flooding/>

Google Assistant on Wear OS gains smart suggestions, audio replies, & Actions support



Read more at <https://9to5google.com/2018/05/03/google-assistant-wear-os-update/>

Walmart reportedly triumphs over Amazon with approval of \$15 billion deal for majority stake in Flipkart

Read more at <https://www.cnbc.com/2018/05/04/walmart-reportedly-triumphs-over-amazon-with-approval-of-15-billion-deal-for-majority-stake-in-flipkart.html>

The Untold Design Story Of The Original Emoji

顔14	風邪	🤧	顔11	流れ星	★	生22	花束	🌸
顔15	ないしゅ	👃	顔12	アニメの本	📖	生23	バラ	🌹
顔16	ふくらみ	👀	顔13	圏外	📶	生24	ビキニ	👙
顔17	笑い顔	😄	生1	注射	💉	生25	ハイビスカス	🌺
顔18	真剣	😐	生2	薬1	💊	生26	目ざし時計	🕒

It all started with a <3. In the late 1990s, the Japanese telecom giant NTT DoCoMo offered an early mobile service called i-mode that let users send small amounts of data over their pagers, including a heart icon at the end of messages. Users <3'd the <3. But for reasons that have been lost to history, DoCoMo pulled it from the service.

People were furious. They demanded DoCoMo bring it back. In 1999, the company released a new heart icon alongside 175 other icons that became the world's first emoji.

accompanying keyboard app from Standards Manual, the boutique publisher best known for turning the graphic design style guides of NASA, the EPA, and the New York City subway into covetable books. Emoji is Standards Manual’s first foray into digital media, and it celebrates the ancestral design of what has become the world’s most universal visual language. Today, users can select from more than 2,500 emoji to express ideas and feelings that transcend cultures. Many even prefer emoji to their native tongue.

Excerpted from the post at <https://edition.cnn.com/travel/article/handmaids-tale-costumes/index.html>

Be a good storyteller to be a great designer



You’ve heard dozens of times that you’re more likely to engage your audience when you tell a story in your presentation. A story that’s powerful and relevant can galvanize people and inspire action. But even otherwise great stories can be told badly. Here are few pitfalls you’ll need to avoid to make sure you don’t sabotage your own storytelling.

Humans have a short attention span—frequently a matter of mere seconds before losing focus. If your story is too drawn out, you risk losing your audience’s attention. But how long is too long? Think of it like a basketball shot clock, which gives players just 24 seconds to get the ball in the basket to keep the game moving. Then apply that logic to storytelling too.

Excerpted from the story at <https://www.fastcompany.com/40567260/want-to-be-a-great-storyteller-first-break-these-habits>

These 176 emoji are the subject of a forthcoming book and an