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By understanding human psychology, both as individuals and in social groups, by focusing on the ways that human beings adopt and organise their lives around computational technologies, maybe we can start to think of better ways to engage with them.

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The Human Approach In the future,

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design needs to consider the dynamics of human emotion and the influence of our environment equally with technology and digital progress. Then we can focus on servicing what people need, instead of what we think they need.

### **Hippo - The Human Focused Digital Book - LinkedIn SlideShare**

"Hippo - The Human Focused Digital Book" is the new book by Pete Trainor, the founder and director of Human Focused Design at Nexus Design in London ([www.nexus.design](http://www.nexus.design)). Pete Trainor is a digital disruptor, author and accidental polymath.

### **New Release - "Hippo, The Human Focused Digital Book"**

His book, "Hippo - Human Focused Digital" takes a philosophical look at technology and design, challenging us to look inwardly at the self when designing future technologies.

### **Pete Trainor - Author - Hippo - The**

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Hippo: The Human Focused Digital Book (1st Edition) by Pete Trainor, Luke Shipman (Editor), Jamie Twyman (Cover Design) Paperback, 182 Pages, Published 2016: ISBN-10: 0-9955361-3-9 / 0995536139 ISBN-13:

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The web is burning this week with the story of the man who survived being swallowed by a hippo, but what about the people who don't survive.. Hippos are actually responsible for more human fatalities in Africa than lions or tigers or cheetahs or ostriches or anything else. Apparently, they kill hundreds of people each year. First, a bit on ...

### **Swallowed, Chewed and Drowned By Hippos - Digital Dying**

Human focused AI with Pete Trainor  
Great speaking with Pete this month about human focused AI and his book Hippo: The Human Focused Digital Book, helping businesses get prepared and take advantage of AI, the importance

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