

An economics user-centred design agency would:

Envision the UX of the economy as part of a design practice

Conceive of itself as being user-led, positioning working with the 'economic user' as its central methodology

Evaluate the UX of the economy as a phenomenon. Research with the target group in context, rather than model them in the abstract

Deliver economic and public policy design and changes aimed at enabling a certain UX

Develop these iteratively, based on insights drawn from testing with users

Measure economic success in terms of user experience of the economy and economic product-market fit

The UX of the economy...

includes encounters with the economic system - not only active, personal use but also being confronted with a system in a more passive way - for example seeing others affected by the system (observing what happens in the economy). It attempts to look at these as a whole and always ask: **what's the sum of these parts?**

Case Study: 2008 Financial Crisis

Roger Bootle, who on Monday predicts that the recovery from the resulting recession will be “sluggish and protracted” in a forecast for Deloitte, the professional services firm, suggested it was “quite unfair” to suggest no one saw the crunch coming. **“A lot of people saw a little bit of it, but no one saw the whole caboodle,” he said.**

Economists' letter to the Queen on the 2008 financial crisis:

‘So in summary, Your Majesty, the failure to foresee the timing, extent and severity of the crisis and to head it off, while it had many causes, was principally a failure of the collective imagination of many bright people, both in this country and internationally, to understand the risks to the system as a whole.’

UX design for the economy...

deals with studying, designing for and evaluating the experiences that people have through the use of (or encounter with) the system of the economy itself or an experience of the economy as a system (encountering discussion of economics), and suggesting policy and measurement solutions to improve user experience of the economy.

This looks at economics as a product or service design discipline (for the economy as a service or product of policy design), **not as a descriptive science of the market.**

It actively seeks not to model, but to reconsider the economics discipline and question whether economics methodology as it exists in standard teaching today (neoclassical economic models) is useful.

To break this down and make it tangible, we

first pose the question: if the economy was a product, how would we expect to interact with it?

Good user experience can be broken down into a framework:

Is what you're making...

Useful? Usable? Delightful?

- **Useful** - Does it solve the problems I have?
- **Usable** - Does it do it in a way which is intuitive?
- **Delightful** - Does it do it in a way which offers feedback so my confidence and engagement with it goes up?



Although seeing the economy as a product is a

methodological leap, we can also look at smaller simpler aspects and use UXD methodologies which have not been applied in this field before and build up a set of field-specific knowledge about how economic UX is constituted and affected.

For instance how we could redesign economics for public engagement, e.g. the methods, content and engagement experiences created around engaging in economics, or the analysis of our economy and economies in general.



Activities

Design research approaches that allow it to make visible and measure the UX of the economy

Design measurement activities that allow people to notice and articulate their user experience of the economy

Represent the UX of the economy. For example, building a prototype to demonstrate and communicate the current and desired UX

Deliver economic design aimed at enabling a certain UX

User-centred design

- Is humble. It seeks to test assumptions
- Seeks to understand people in context
- Measures the overall outcome of user experience, acknowledging that otherwise customers will opt out
- Creates a process by which producer and consumer are brought together, rebalancing power and empathy

It's about seeing an expert's work as an evolving process of involving users and making a better and better product.

Could this create a different relationship of 'experts' and public? And better experts?

"I discovered a flaw in the model that I perceived is the critical functioning structure that defines how the world works." said Greenspan, referring to his economic philosophy. "I don't know how significant or permanent it is. But I have been very distressed by that fact..." **Alan Greenspan, Head of Federal Reserve**

"People have had enough of experts."
Michael Gove