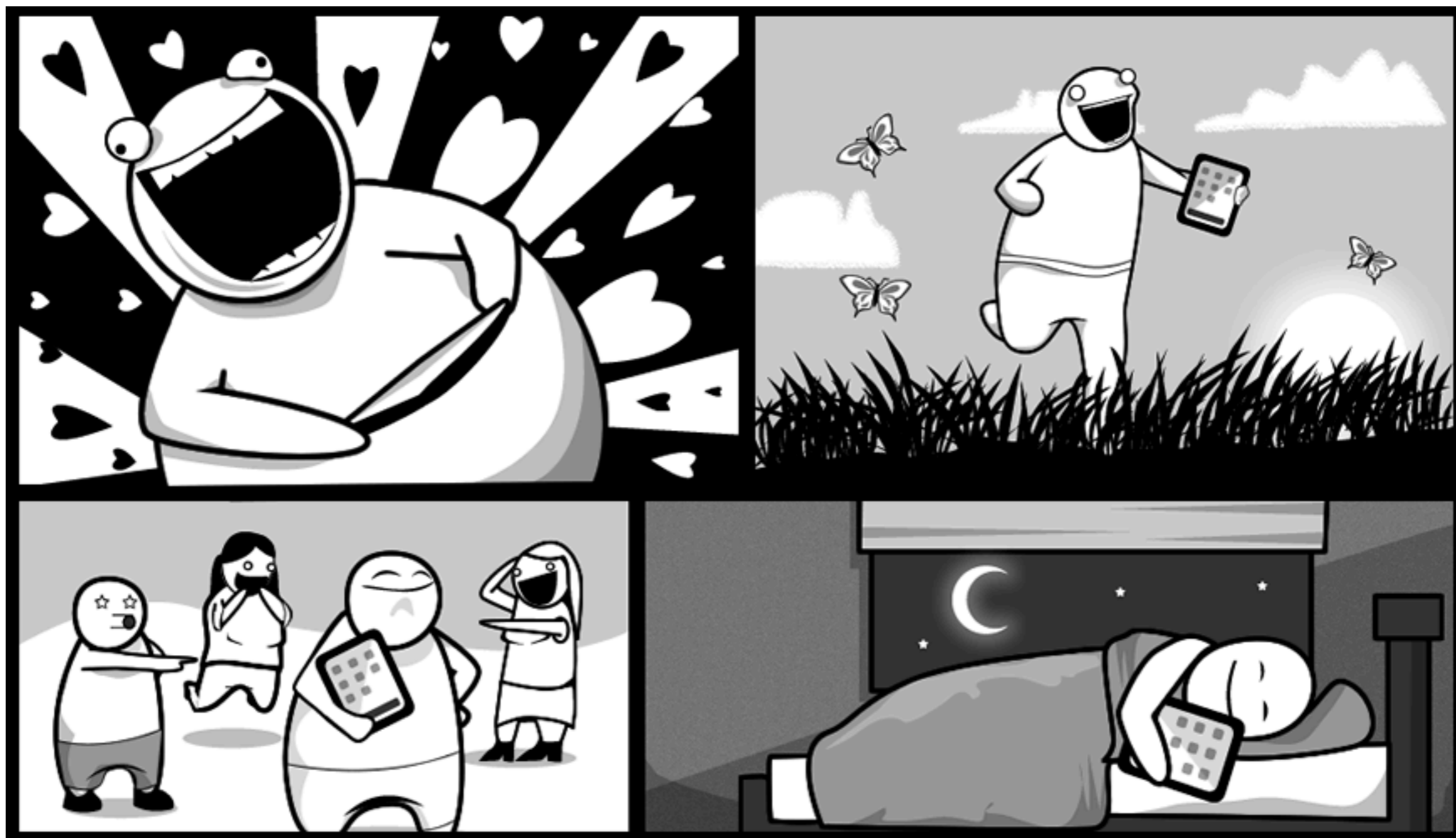


Zakaj moraš med razvojem
produkta razmišljati kot
obsedeni bivši?



Alja Isaković
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ialja.com

Ko razvijaš svoj produkt ...



Vir: <http://theoatmeal.com/comics/apple>

Optimističen razvoj



You're my cat.
I pet you. I feed you

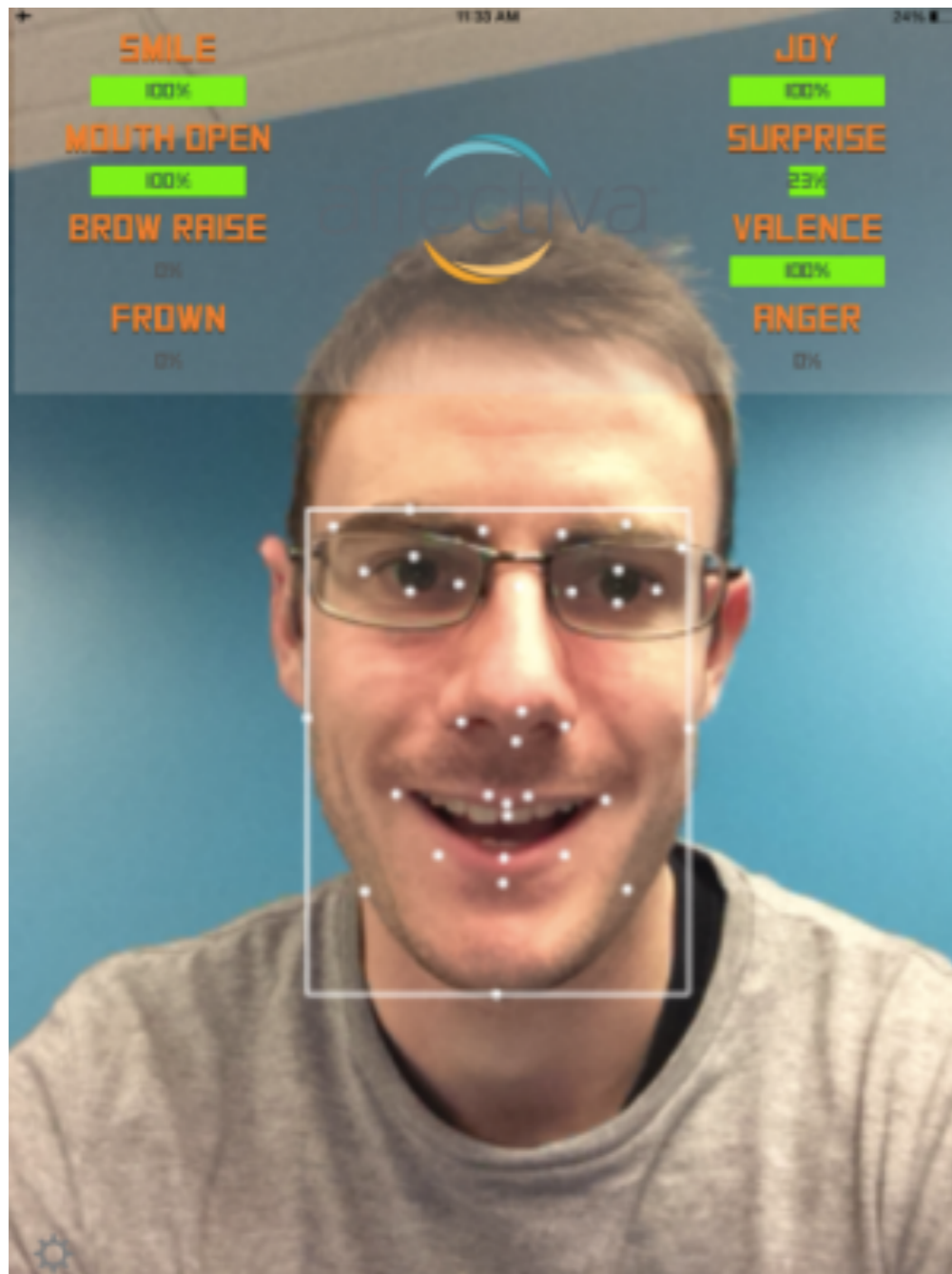
I love you.
I love you and ONLY you.

While you're at work,
I live with the neighbors.



Tvoj produkt

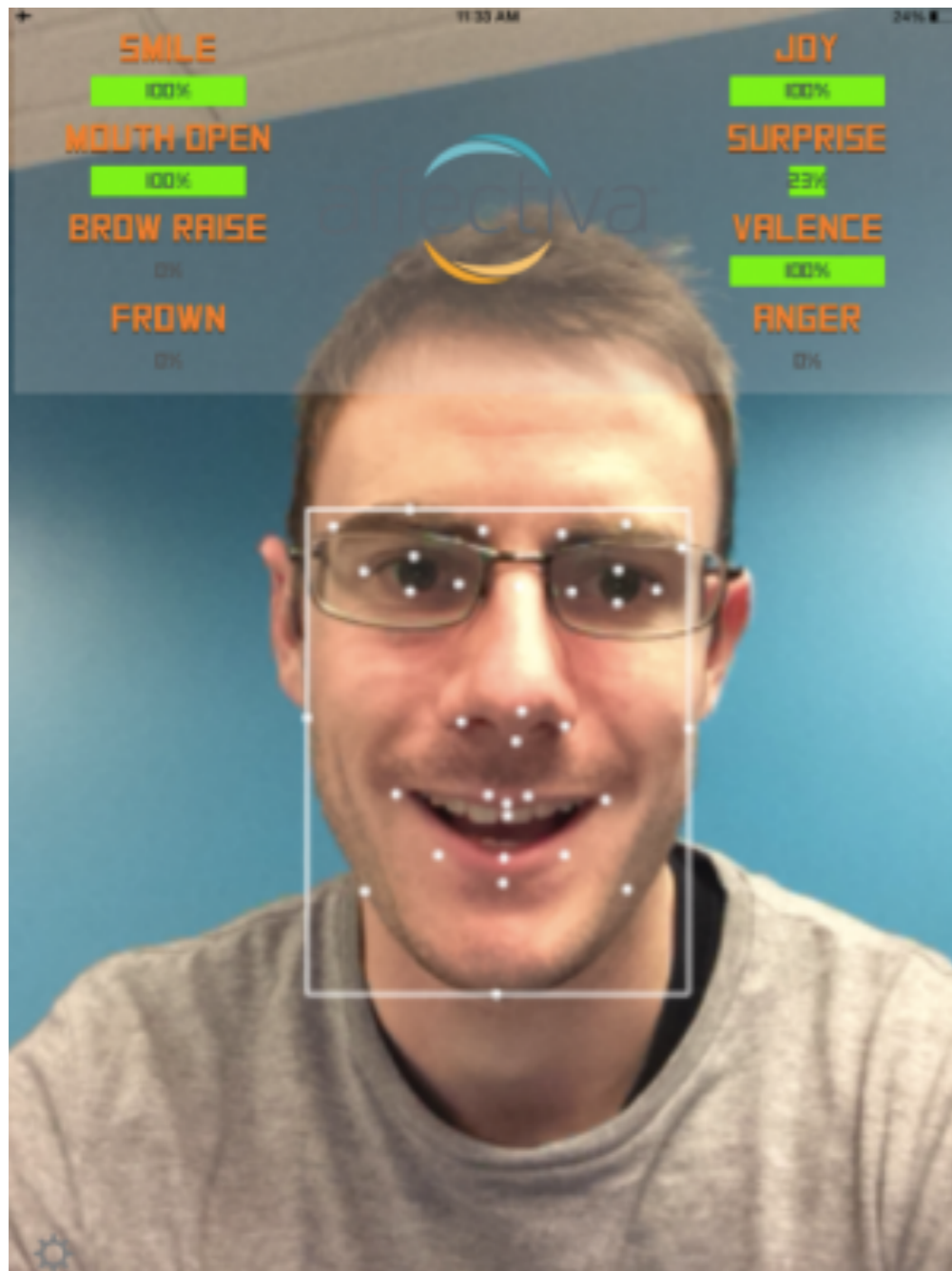
“Tehnologija je nevtralna”



:) **Affectiva**

Tehnologija, ki avtistom pomaga prepoznati čustva sogovornika

“Tehnologija je nevtralna”



:) Affectiva

Tehnologija, ki avtistom pomaga prepoznati čustva sogovornika



... ali diktatorjem pomaga najti tiste, ki se ne strinjajo z njimi ...

Fitbit: “Dejmo imet profile javne, saj gre samo za korake”



Fitbit: “Dejmo imet profile javne, saj gre samo za korake”



REVIEWS NEWS VIDEO HOW TO SMART HOME CARS DEALS DOWNLOAD

TMI? Some Fitbit users' sex stats on Google search

A tracker called Fitbit allows people to log all of their moods and calorie intakes and usages. But its default setting is public, so some users' sexual activity is on Google search for all to see.



News Startups Mobile Gadgets Trending Tesla Google Facebook

HealthTech fitbit

Sexual Activity Tracked By Fitbit Shows Up In Google Search Results

Posted Jul 3, 2011 by [Leena Rao](#) (@leenarao)



Next Story



"sexual activity" site:fitbit.com

About 100 results (0:05 seconds)



Advanced Search

Everything

Images

Videos

News

Shopping

More

Fitbit Profile

[www.fitbit.com/user/22DP9H/activities](#) - Cached

Calories. Automatically calculate calories burned. Sexual Activity. General, moderate effort, started at 1:00 am. N/A 45 minutes 70 ...

Activities - Fitbit Profile

[www.fitbit.com/user/22B8GD/activities/data/2010-11-14](#) - Cached

Nov 14, 2010 - Calories. Automatically calculate calories burned. Sexual Activity. General, moderate effort, started at 12:00 am. N/A 30 minutes 37 ...

Some people are simply obsessed with monitoring every part of their lives. I don't know if it's sheer ego or sheer paranoia.

But when **trackers like Fitbit** come along, they tap into this need like Justin Bieber taps into the need for little girls to have boyfriends with hair like theirs.

Fitbit is a fitness tracker that enables people to log all of their moods and calorie intakes and usages. However, it seems to have one characteristic that will be entertaining for some and perplexing for others: it seems to let the world know, among other things, when you've had sex. Or, you know, made out.

3 osnovni koraki za odgovorni razvoj

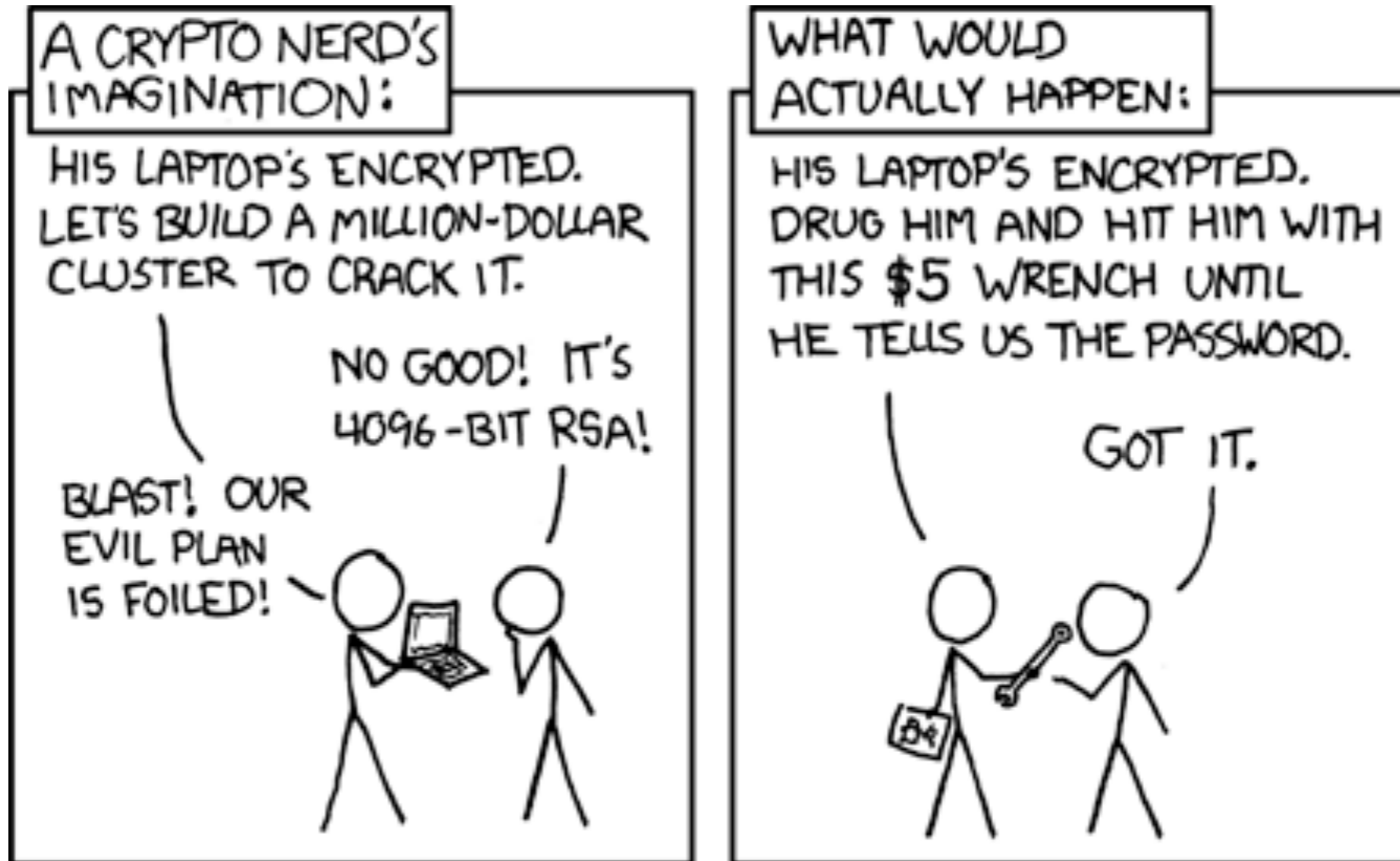


- 1) **Razmisli** o možnih zlorabah.
- 2) **Pogovarjaj** se o tem s celotno ekipo.
- 3) **Načrtuj** produkt s tem v mislih.

Kako o tem razmišljati?



Bolj verjetno:



Miselni eksperiment: “Kako bi nagajal bivšemu?”



NEVER. LET. GO.

CRAZY
EXGIRL
FRIEND



... tudi znotraj podjetja

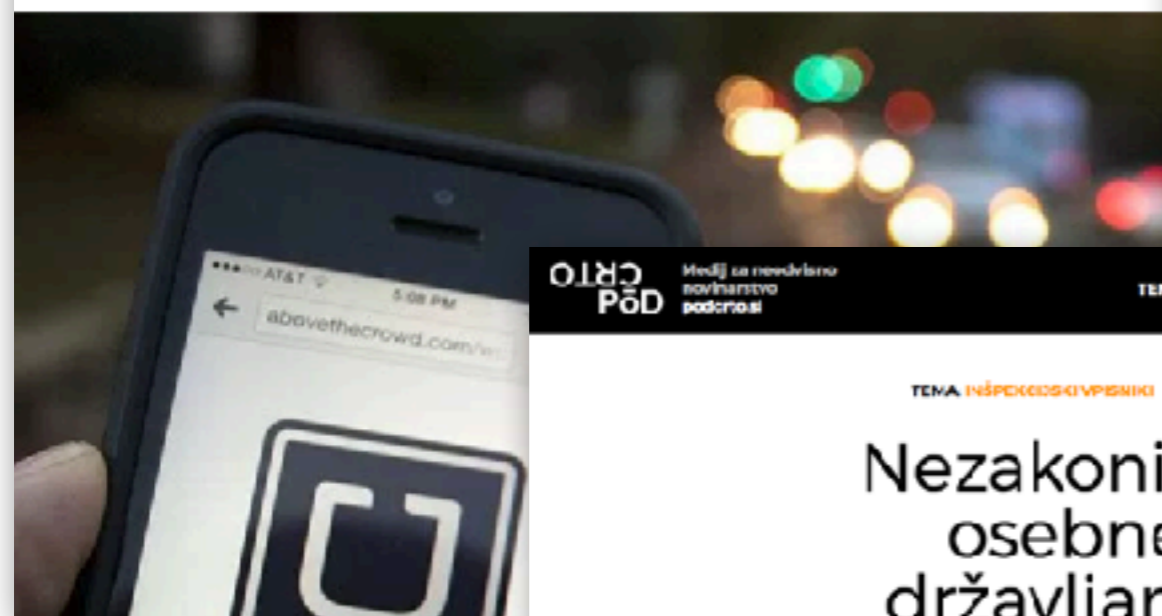
9TO5Mac

MAC IOS AAPL GUIDES APPS COMMUNITY CASHBACK/FIX

DECEMBER 13, 2016 AAPL: 115.19 1.89

Thousands of employees still able to stalk Uber customers, say former security staff

Ben Lovejoy · Dec. 13th 2016 4:50 am PT @benlovejoy



BUSINESS INSIDER TECH INSIDER

Uber employees used the platform to stalk celebrities and their exes, a former employee claims

Medij za neodvisno novinarstvo področje

TEMA: PODATKI UČNEK O NAS OPEN DATA ABOUT POCPRI

TEMA: NEPOKONOSKIVPESNIKI Članek 30.11.2014 0 komentarjev

Nezakoniti vpogledi v osebne podatke državljanov: najhujši kršitelji so policisti

Kdo ne spoštuje varstva osebnih podatkov? Poleg policistov so kazni zaradi nezakonitih vpogledov v osebne podatke državljanov dobili politične stranke, banke, veterinarji prodajalci kuponov ...

EMAIL PRINT

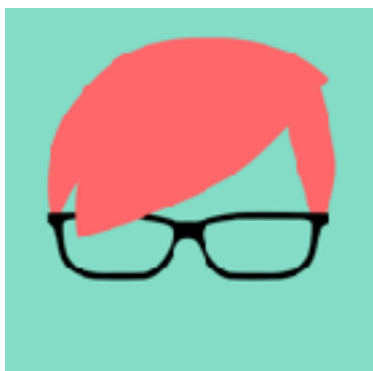
Cilj: naj bo zloraba vašega produkta izziv, ne stvar enega popoldneva

- uporabi **varne povezave** za prenos podatkov
- poskrbi za **varno shrambo** podatkov (in v skladu z zakonodajo)
- varno shranjuj **vsa** gesla (tudi za WiFi)
- odgovorno ravnanje s podatki naj bo del **kulture podjetja**
- ne pozabi na **fizični dostop** (sosed, čistilci ...)
- ne pričakuj, da so **uporabniki** varnostni strokovnjaki



Nauk zgodbe: če ti ne razmišljaš o varnostnih luknjah, se bo našel obsedeni bivši, ki bo to storil zate*.

*In ti povzročil PR nočno moro.



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