KEYNOTE - PRODUCT & DESIGN SUMMIT 2027

The Quiet Interface

Building software people forget they are using



Maya Okonkwo - Head of Design, Example Labs - Main stage, 10:00

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Opening

The best interface is the one you never have to think about.

Three ideas in the next 30 minutes on designing for attention, not engagement.

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Hello, I'm Maya

Why I care about quiet software



Maya Okonkwo

Head of Design

15 years designing tools for nurses, pilots and air-traffic controllers, where every extra click has a cost.

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Three ideas

1

Attention is the budget

Every element on screen spends some of it.

2

Defaults do the work

Most people never change a setting.

3

Silence is a feature

What happens when software stops asking for attention.

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