

JK

Sociology  
Psychology

Time is the commonality  
of most living organisms

Humanities & Social sciences focus on slow & long-term

Humanities & Social sciences focus on slow & long-term

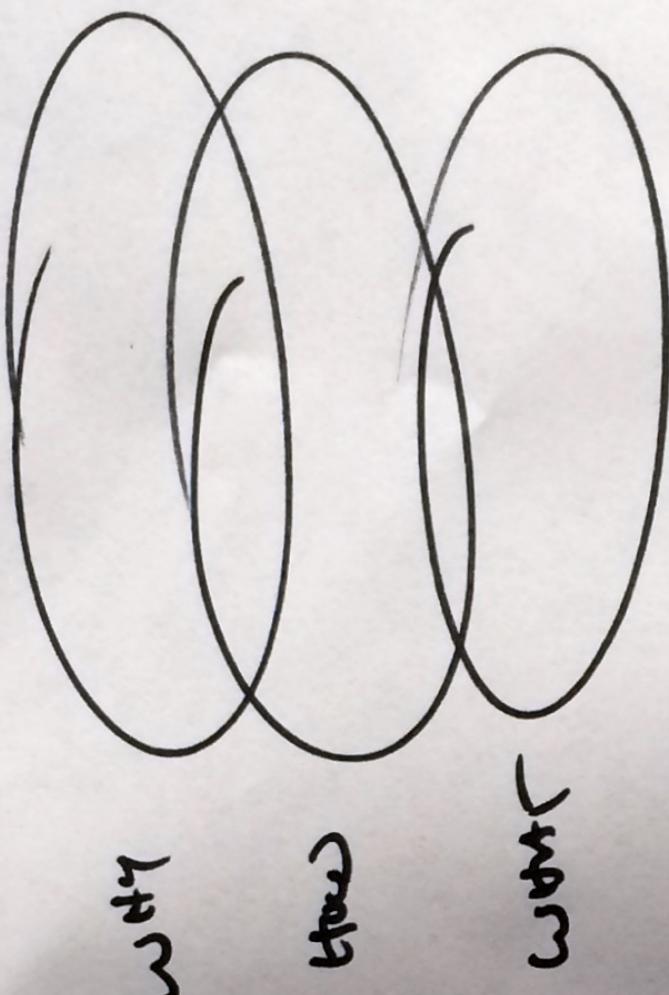
Historical

Cultural / Political

Top-down & bottom-up

Slow & fast

Theory of management  
Focus on practicalities & theories; so you don't have to



IT EQUITY IN DESIGN & INVEST.

Focusing on equity

-Focus

-Inequality

Time is the commonality

Time is the commonality  
of most living organisms

$Q = n$

$A = H$

$B = H$

$D = n$

WHAT

INDIVIDUALS

Natural Law

more  
mobie  
efficiency

more  
efficient

Business

Profit

Revenue

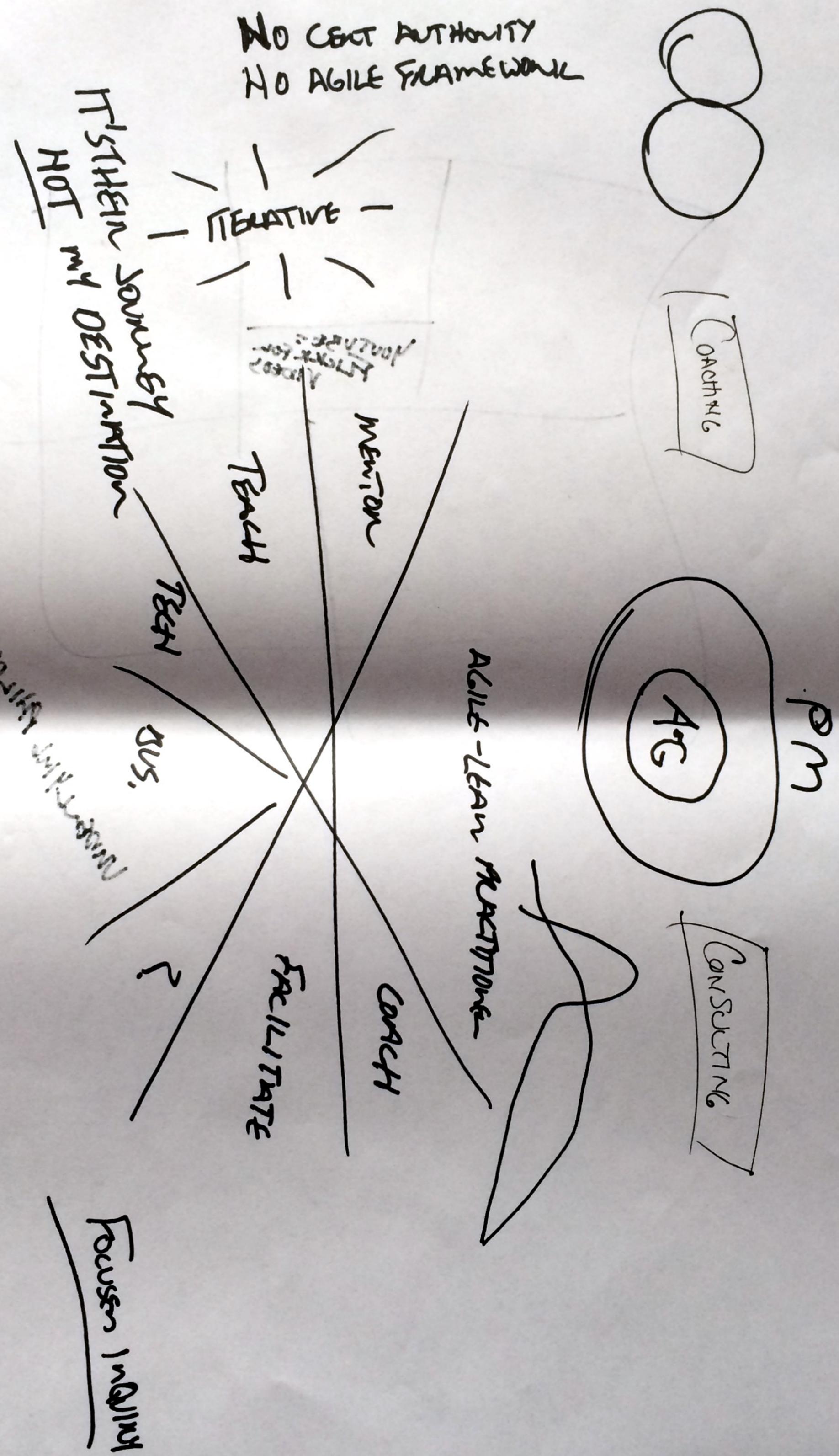
Cost

ENTREPRENEURIAL  
EFFICIENCY

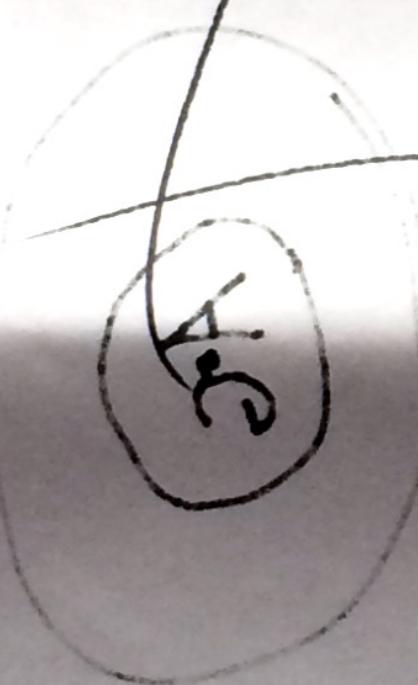
SPREAD

EFFICIENCIES

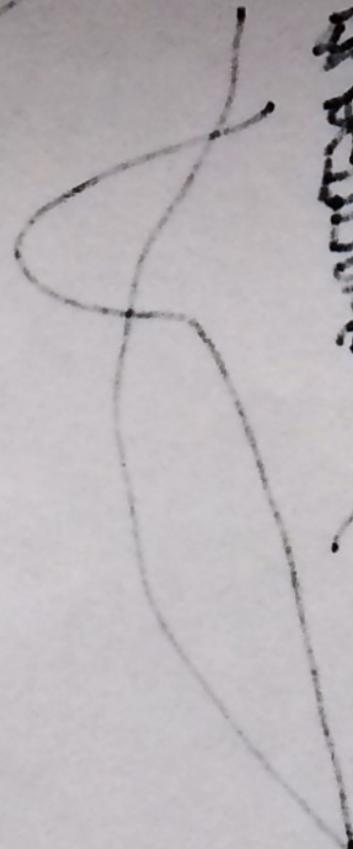
... LEADING TO LOWER  
COSTS ... TO PROFIT  
PLACED ON BUSINESS



NO CENSURE ON  
SHOW ANSWER



INTERVIEW WITH ADOLESCENTS



HEAD

STYLISATION

?

PERSONAL CONCEPT

ART

25D

UNDERLYING PHILOSOPHY

- INVITATION

YOUTUBE =  
FLICKR FOR  
VIDEOS

IMAGE

HIST

INTERVIEW WITH  
ADOLESCENTS

INTERVIEW

HO

HP

We believe  
Iterative design is dev.

It's not about making you  
the designer

It's not about making you  
the me

Focused inquiry Human interaction

- focus

- inquiry

How

What

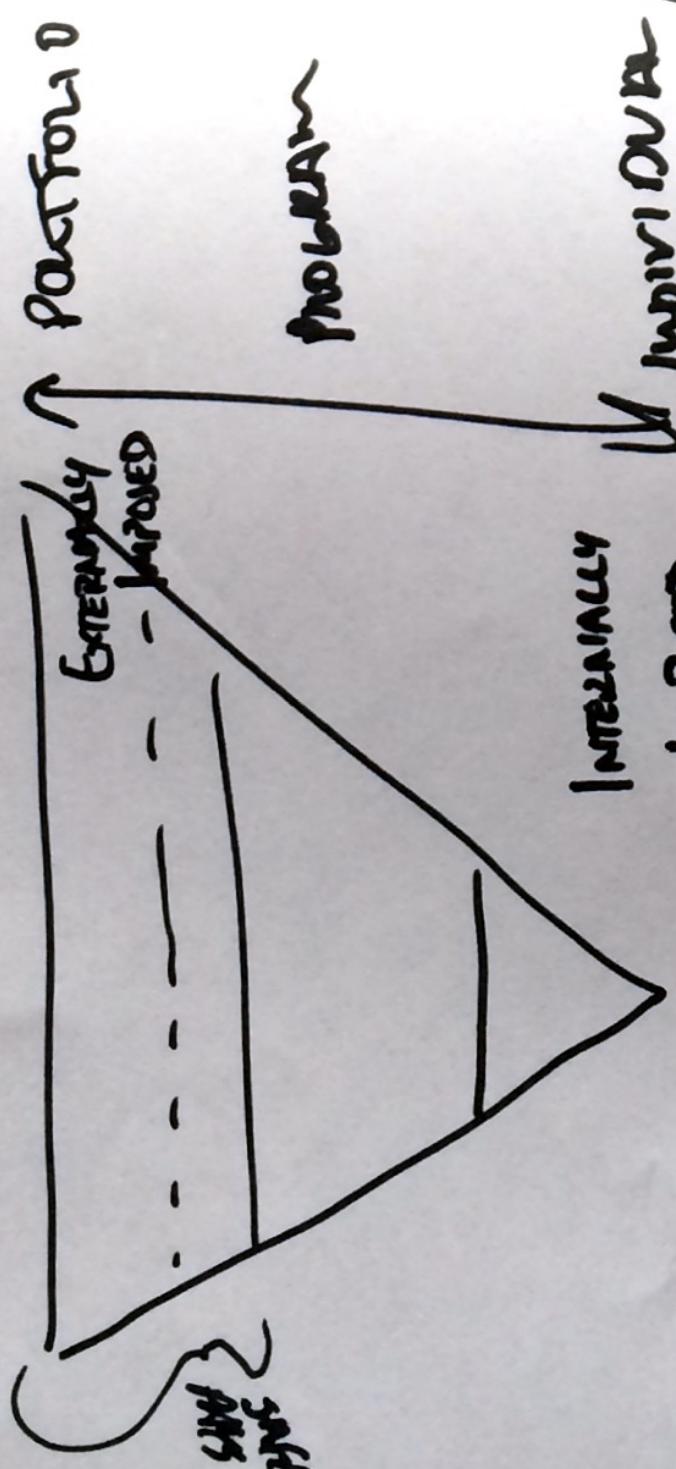
Horizon < top-down & bottom-up

WHAT

Clean/Ance

Horizon

Carry  
forward



Hierarchy of  
generalizations/levels

MUNDANE: OBLIGED TO DO IT  
BUT YOU DON'T WANT TO  
- EXCUSE  
- REMOVE/CHOOSE THE RULES  
- MINIMIZE/DESCRIBE  
- LEARN TO LOVE

---

CI

AGILE-LEAN

COACH

Train

FAC.

MENTOR

W

---

TOP-DOWN  
BOTTOM-UP  
— FOCUSES IN QUIET

---

## ITERATIVE DESIGN

- SHORTER CYCLE TIMES
- FASTER FEEDBACK

---

TIME IS THE ONLY COMMODITY THAT  
MATTERS

---

## Human Interaction

PSYCH.

SOC.

UX

etc

---

BASED ON A PHILOSOPHY NOT METHODOLOGY  
OR DOGMA

---

## TAO PRODUCTIVITY

- EFFICIENCY
- EFFECTIVENESS
- & SPEED

