INTRO TO
Design
Thinking
IDEO

TechCrunch   TC TechCrunch

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Extracting the Imperative from
Data

amazon

faceb__k

Instagram

Microsoft

amazon web services | Partner Network
ADVANCED TECHNOLOGY PARTNER

Linked in

amazon web services | Partner Network
TECHNOLOGY PARTNER

Trademark

A./ t h e n a Inc.
I D E O Human-Centered Approach

Artificial Intelligence • Machine Learning
|J E R A D ACOSTA

Market Strategy • Design Research
| Stéphanie Acosta

IWhat
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Consuming Data

Divide itself into not just one
but

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Soliloquy Prone of Extolling ||

Légende :
Petit Texte xplicatif
Accompagnant une iconographie
Link | Resources | Explanations *
Given exponentially

—•1| I D E O Human-Centered Approach

—•2| G o o g l e   •Amazon | AWS
|M i c r o s o f t • LinkedIn
|F a c e b o o k •Instagram
|Twitter

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infinite number as citizens we differ in ways even Einstein's Genius have awakened its two actors: the Organizations [Any named entities with one solely driven goal: targeting the consumers Help our users from Amazon Retail Account [Selling, Buying, Advertising = Profit] to Facebook •Instagram Account with such powerful tool to connect and let the world knows about anything, anywhere, anytime, eventually has a purpose to answering Why?

Why people societies have such needs and wants as being almost not even a life's routine but rooted to even deeper as it established, created, unleashed one of the humans rights to speak freely. But such powerful tool have led to collect data lawfully, legibly although societies ignores it. It's been that way since before its mission statement or value proposition were even exposed. Facebook tremendous data assets based on public contents, images, work

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Extracting the Imperative from Data
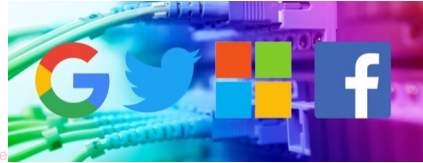
shared, places from and visited, cultures, religions, languages, ethnic groups, skin colors, sex, social status, economic situation, financial expenses, political upheavals, Environmentally sustaining itself (our planet earth, with global warming being a powerful force drive societies to impact and make a change not at small level yet at at higher levels one's could ever attain reach to save our future an the generations to come, norms legislative regulations reform approvals and disagreements, all past, present, yet future stories are finally exposed.
Where Injustice at all costs is being revealed

Societies—>
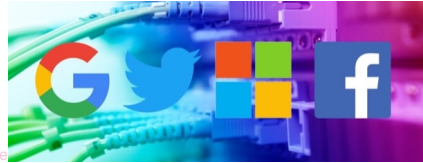A./ t h e n a Inc.
I D E O Human-Centered Approach employed

Track organization hierarchies, partnerships, and all your contacts' connections.

Societies | Two Actors

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Organizations & Consumers

pressures that can influence a person's behavior.

Applying

Identify
N E E D S vs. W A N T S

N E E D S

One of the most popular needs theories is Abraham Maslow's hierarchy of needs theory.
Maslow proposed that motivation is the result of a person's attempt at fulfilling five basic needs: physiological, safety, social, esteem and self-actualization. According to Maslow, these needs can create internal
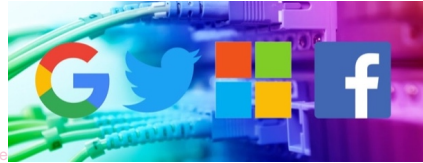
Unwavering
Human-Centered *Design Thinking*

Founded by
Creative Design R&D | Big Data

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Ever will be Owned by you
Creating Athena
Is not about predicting | controlling
Rather

A Recognition System
Addressing
Self's Well Being | Quality of Life
Reducing Errors
In the allocation of resources

Based on my Beliefs
Integrating the Needs | Wants

depths of expertise:
as One Creative Design & Market
Researcher
Approaching life with such success-driven
mindset
Where *Design Thinking,*
A true method I've kept to be the pillar of
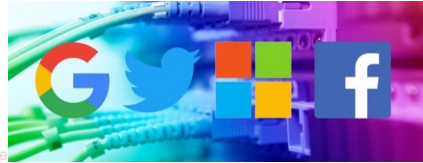strength
To the problem-solving matters

Thriving for it shall not be a battle
We live in such mediocre state of mind

Besides ,
Amazon: Jeff Bezos
Facebook | Instagram: Mark Zuckerberg
LinkedLn:

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Integrating the needs of people, the possibilities of technologies, and the requirements for business success
I've kept and defined one's mind to be shaped
such precision

Our Computer System utilizes publicly exposed & expressed contents (written) and depictions (illustrative images)

A./ t h e n a Inc. is an Artificial Intelligence
Defined simplistically as off collecting Data although its peculiarities
Data renders informations about the world in which
A.I t h e n a's tremendous role depicted through a mobile platform with such ease of interpreting infinite ones by us all

H o w
A./ t h e n a Inc. Significant Crucial Player Actors:
Actors composed | employed as my solely Base| Foundation of
Data Driven Minds Entities | Enterprises With the Highest Daily Volume Visits Paid As off The Amount of Users All Matter

-Instagram simple accessible efficient & -Facebook' social media contents
-Google Search Engines features, and all sorts of supporting tools

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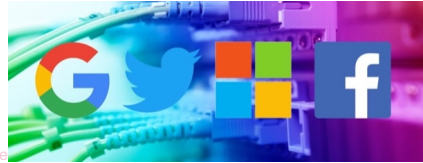
-LinkedLn' powerful networking data assists Employers as Entities
Three | Four very distinctive yet Impactful Engines
Enabling societies to incorporate | to represent their lives

Why it must bring true method of
-Respectably as -Ethically
-Understanding Comprehending -
Interpretations -Acknowledging all forces
economics, politics, sociological trends,
technological innovations, ecological,
legislative requirements , industry analysis

W h o m
A./ t h e n a Inc.
Empowered by Three Technology Giants
Such incredibly
Target segmented is actually of very
meticulous quite complex business structure
model to which
Enables growth from both the market
economy | it's hidden corrupted means
employed from all domains empowered by
money and power in worldwide authorities

Why Societies Matters to The Market
Economic World and
[Ideas, Opinions, Criticisms, Attitudes, Traits
of Uniqueness and or Similarities, Religions,
Cultures, Interests, Experiences, Mindsets,
Parental background, Educational
Background, Travelings, Customs,
Languages, Sex, Ethnicities, Age,

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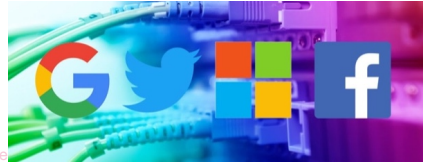
A GoalSolve
Complex Matters at a worldwide scale

yet differing in some ways by

in the OpenIDEO' problem solving approach
"Design Thinking" to Acquire, Learn, Share,
Expand Knowledge

concepts defined to renders justice for all
societies battling everyday's struggle to
either survive yet succeed
No matter

What one's Vision may be
Wherever one's born and lived in, still live yet
to be

However the resources and the means
employed
Whomever plays such significant crucial role(s)
Why shall be the absolute mission behind one's hidden
values, thoughts, ideas,
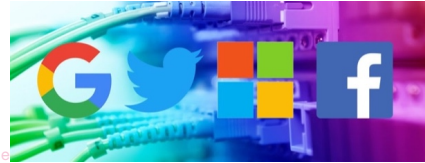Exposing one's lives to the world will matter
Impacting

Whatever one's vision
Wherever one's cradle
However the means
Whomever the actor
It is Why
Exposing one's life to the matters of the
world
IMPACT

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Logo

https://raw.githubusercontent.com/
AthenaAcosta/
AthenaAcosta.github.io/master/
README.md https://
www.linkedin.com/pulse/right-wrong-
clearly-lifes-design-figure-out-
quickly-nothing-acosta

ideo.com
OpenIDEO Account Profile Access
https://challenges.openideo.com/profiles/
110785536979979879299149388636 9653

Proposal
ideo.com | OpenIDEO

OpenIDEO' Frist Challenge
https://challenges.openideo.com/challenge/
gratitude-in-the-workplace/research/from-

Three Distinctive Projects

GitHub

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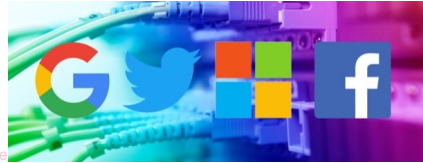
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one-s-mind-to-all-minds-create-impact-inspire-design-thinking-an-ideo-s-tribute

OpenIDEO' Second Challenge
https://challenges.openideo.com/challenge/ecprize/evaluation/acquire-knowledge-learn-differences-in-interpretation-s-share-one-s-thinking-expose-globalization-concept-expand-it-to-impact

Idea:

Creative Design | Market Research
-Based on I D E O.com | my *OpenIDEO's project* [Challenge work started in June 2017- Present July 2018]
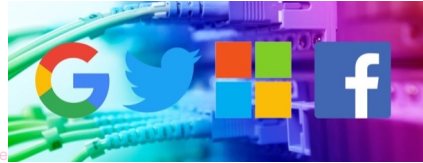-Based on Writing Content

-Concept defines:

1| -**How** to

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—**Acknowledge**
The Needs and Wants of Society
—**Exposing**
One's life or lives
—
—**Given Forces economics, politics, sociological trends, technological innovations, ecological, legislative requirements , industry analysis**

| Express |

—>1. *Define what Gratitude means* in the workplaces
Wherever one's individual interacts with society and most significantly societies

The concept's base on:
Societies composed of unique individuals
In order to Acquire, Learn, Comprehend, Understand which means infinite facets of Interpretations occur
Exposing as Expressing its own agreements and or disagreements (tangibly = products and intangibly = services & experiences) through depicted pictures [popular users as employing their fames from art, acting, movies, singing, dancing…etc.)

> Facebook — platform whose target is way broader
{Name, Midden Name, Addresses, Age, Religion, Countries moved to, lived in, vacationed, family, friends, history of all types of informations publicly shared through content required somehow to identify
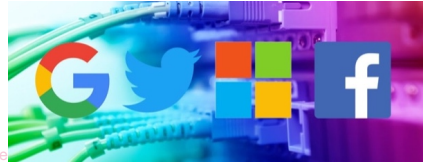
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yourself as legal lawful and through depiction descriptive illustrative images that definitely must get facebook most popular attention if lucky individuals, significant minds Bill Gates, Elon Musk, Jeff Bezos Larry Page… etc. , popular famed gained from Entertainment. Domains will define my unique creative solving-problem approach:
1-To Approach as to Understand, to Comprehend thus Interpret #…
2-To Learn [Acquired means resources to attain such final goals, missions, visions, impact]
3-To Share [General Knowledges must be exposed, expressed and interpreted as accepted by respect, admiration, humility, wisdom vs. criticism irony humor can deploy devastating effects consequences on the

present future of one's society in a # place, time, people, visions, beliefs, goals?
4- To Expand
A goal = Get Such A [Several] Recognitions Awards as in comments, click like buttons the higher the more self-esteem the less the more disappointing.
Instagram, Pinterest, LinkedIn

Where

The idea conceptualized is founded on people not only the workforce considering oneself to be employed or unemployed may differ from one's general knowledge of whether such person [counting all 7.2 billions men in this planet earth =logic] is to acknowledge all obviously born, raised, influenced, experienced and adapted to a lifestyle(s) each believed in to be of an
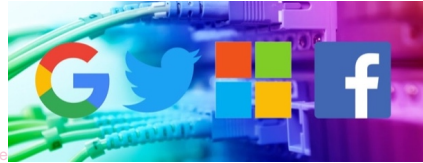
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accomplished one as of where success shall must be attain according to the very given standards of such country (leads to the understanding, the comprehension, the approach, learning, sharing, expansion of such knowledges differs in places = WHERE

Simply= WHERE shapes our distinctive minds, personality traits, beliefs and hopes
, time period (with past traditional customs shaped our present from incredible yet still mysterious

Explanations of society as in plural due to its own complexity as such termed 'society' is an entity regrouping all human forces which is a factor of causes and effects.

I describe simply How to be A first factor daily users of technology [I strongly believed to be of an approximate total number of = **—> Data: f**rom Public Platforms Exposing Personal and Professional Informations as seen either in very

2| **-Where**
Targeting all details will lead to -How
relates to '**Where**' Factor | Force empowering one another to comprehend the origins as of the causes of Economic, Social, Political,
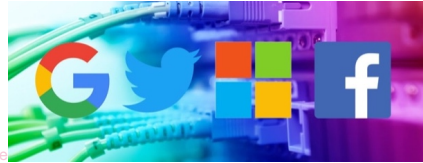**Depicting**
-Precise Location seen in
#GPS Add Location,
#Tags (Data collected through the tag names the Places which will target

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Countries| Culture | Personal interests | Common Traits to society and societies | Eventually given facts of a big or small country that is in need of Economic, Societal Social, Political, Environmental, Sustainability,
#Picture Content,
#Writing Content,
#Invisible Content=Why Where Matters to one and all

 3| -**Whom**
—> Target: 1 to 6 Billions Individuals (check sources for accuracy)

—> Technology (ies) hardware | software used [bought, owned, borrowed…etc.]
  2| -**Why can be defined** ust a single country then include them all.

As to Comprehend | Understand | Interpret each one of them, that embodies Everything an individual of each societies distinctive of the many differing factors:

What: Mobile application > platform , for user to identify with virtual representation of social selves