Hi, I’m Jennings Hanna.

Thank you for considering me as a candidate today.

Why I want to join GE Digital.

I want to put my imagination to work building the industrial internet.

10244
LEGO CREATOR
Ages/edades
12+
10241
Maersk Line
Triple-E
MAERSK LINE
1518 pcs/pzs
EXPERT
$149.99
LEGO CREATOR
10241
Kai
Alarm Clock / Réveil / Wecker / Despertador
NINJAGO
8-14
70726

Large Scale System Thinking

MTA

npr

Etsy

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WEILL CORNELL MEDICAL COLLEGE · CORNELL UNIVERSITY ·

Williams®

Liberty Flags The American Wave®

CITY OF ALBUQUERQUE · NEW MEXICO · 1706

NFL

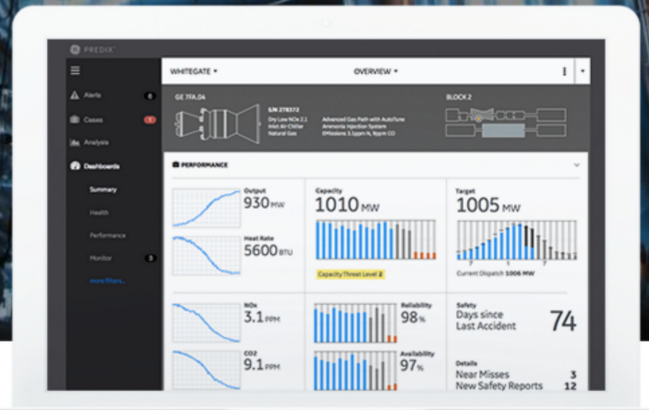
TPM

But none as big as GE.

PREDIX

Asset Performance Management

Reduce unplanned downtime by harnessing the power of the Industrial Internet to achieve breakthrough levels of performance from all of your industrial assets, throughout their lifecycle.

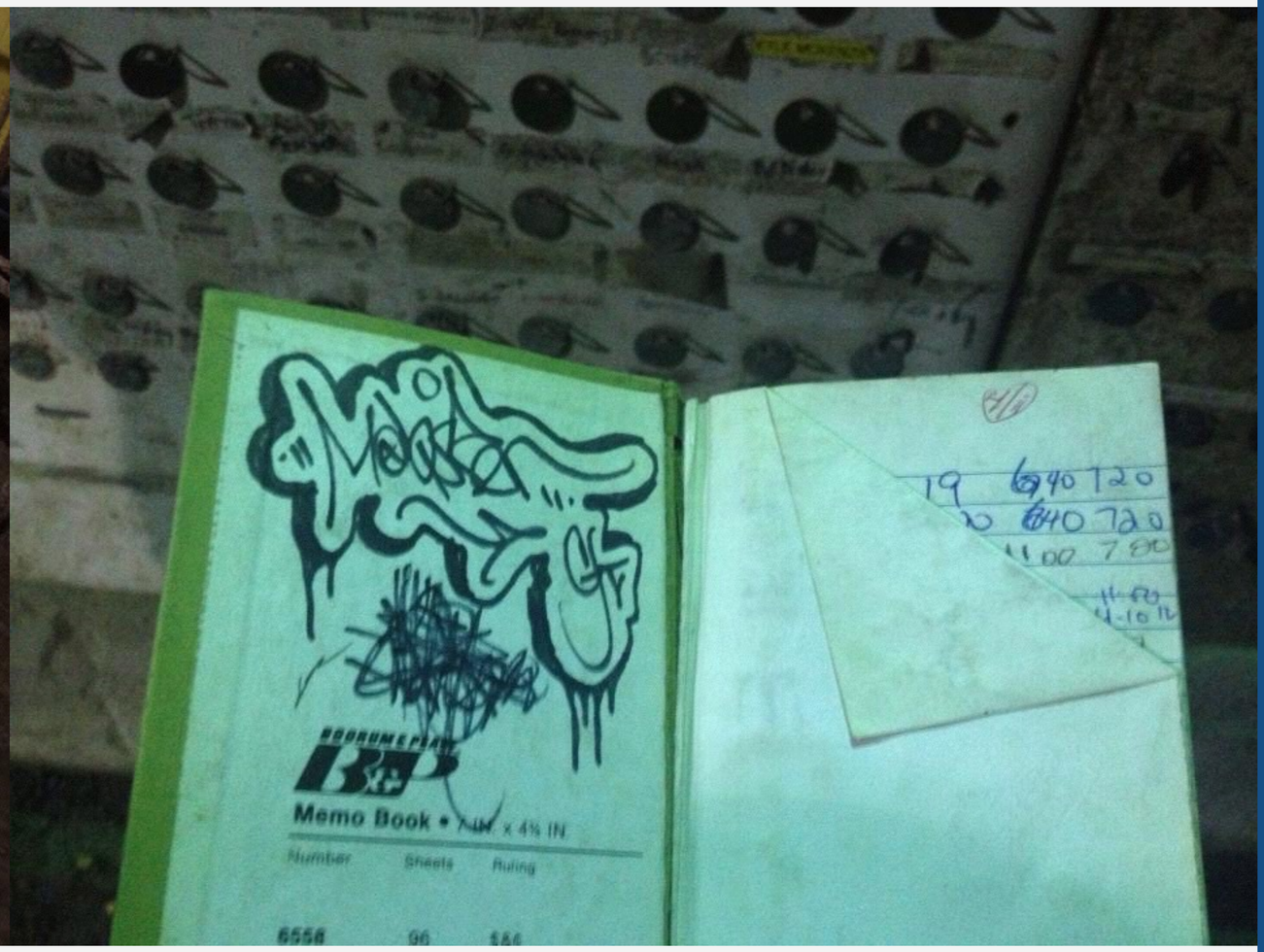


MTA +

Look Up. Look Out.
Look Around.
SWING

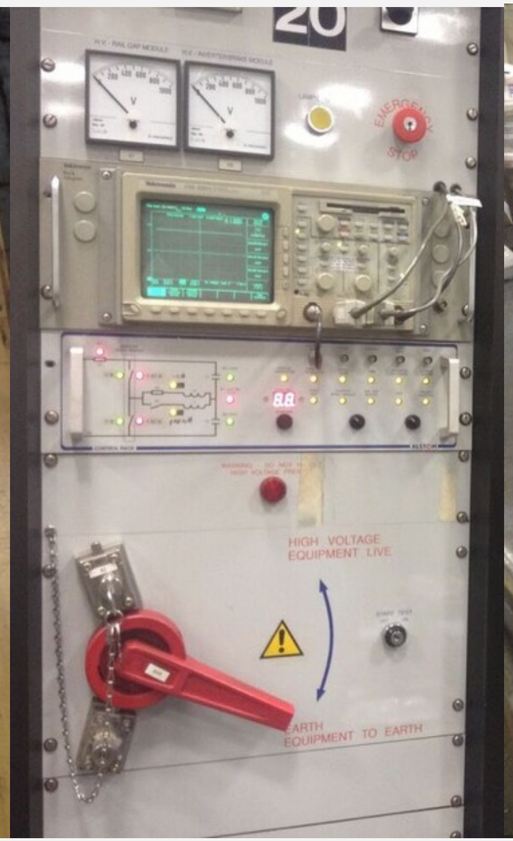
FEDERAL SAFETY REGULATIONS
OSHA 1926.800 3C
CHECK-IN CHECK OUT BOARD
NOTICE
INFORMATION
ALL EMPLOYEES & VISITORS MUST
ADHERE TO THESE SAFETY REGULATIONS
DAY
SWING
GRAVE

SELF
RESCUERS


Memo Book
Number
Sheets
Ruling

ST301
ST301
ST302
ST302

DAILY REPAIR LOG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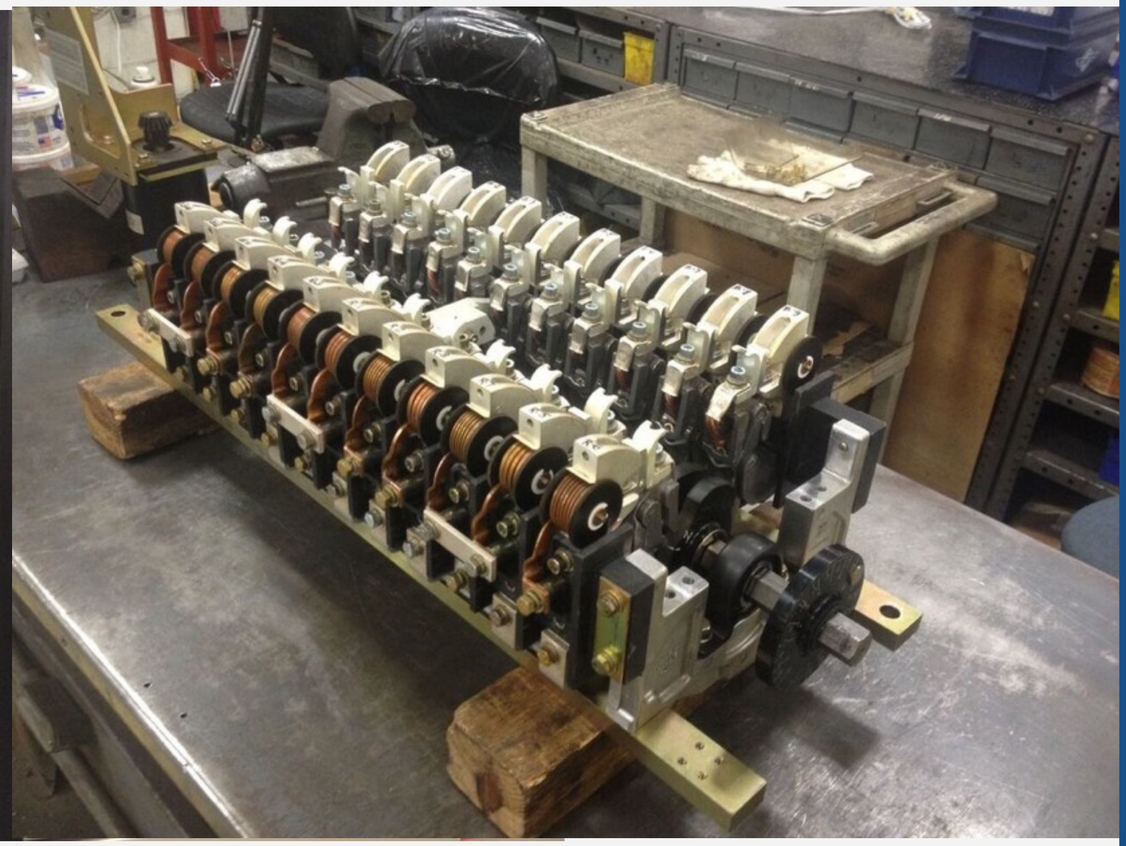
EMERGENCY STOP
HIGH VOLTAGE
EQUIPMENT LIVE
EARTH
EQUIPMENT TO EARTH



Air Compressor
Ser# 15E00069
07-03-17
Unit Tested
O.K.
To use.

INPUTS
STEPS
OUTPUTS
EVALUATION

Contextual Insights in Realtime with Big Data.

That's why I want put my imagination to work for .

Why did I become a designer?

Why did I become a designer?

I love helping people refine complex systems into meaningful and delightful interactions.

This is my Mom.

Empathy.

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“

information rich, instead of simply data rich

— Albuquerque Mayor, Richard Berry

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Date	Meeting	Meeting Type	Interviewee Type	Organization (s)	Participants	Location	Key Take-Away Questions	Things the participant (s) said or did that surprised you or most memorable quotes	Things that matter most to the participant(s):	Participant's largest barrier	New topics or questions to explore in future interviews:	Main themes or learnings that stood out from this interview:	Organizations / Individuals to connect with	Potential Project Ideas
2/2/2015	Mark Leech	Introduction	City Official	City of Albuquerque	Team ABQ	City Hall		"Open data is a redaction in the eyes of city officials and lawyers," "Are you exposing the city to a liability if you open up data? (risk averse)" "The nail that sticks out gets pounded down, "Historically, Albuquerque is a place of 'behind the fence' innovation," "Senior Affairs / Family Community Services don't tell the community about their programs because they're afraid they will succeed and they might not be able to handle the intake, making them look bad"	Changing behavior in city government			Albuquerque city officials and residents are generally risk averse, not wanting to be prideful		Extras-Aggregation? Twitterbot (January Project), Mark's film set location / film map
2/2/2015	Debi Randall	Introduction	Community Leader	Share New Mexico	Team ABQ	Hotel Lobby	How do you define economic mobility?	"ShareNM is a curator of information, a wikipedia, an inforemation commons," " Indiginous communities want indiginous solutions"	Providing indiginous communities an opportunity to create indiginous solutions	Struggle with taxonomy and keeping data up to date	Albuquerque student graduation rates / child pregnancy	Indiginous solutions matter		
2/2/2015	Lunch w/ Mayor Berry	Activity	City Official		Team ABQ, Delaney, Mayor Berry, Gary Oppendalh, Mark Leech, Gilbert Montano	Hotel Andaluz	"How can we leverage local skills?"			Employers aren't fully receptive to "skills based" hiring		Leveraging local talent and inorporating it in the local economy		
2/3/2015	Gary Oppedahl	Introduction	City Official	Department of Economic Development	Team ABQ, Cyd, Becca	Mayor's Office	How can we build a community that believes in itself after you're gone? How can we create more connecting points and collaborative culture?	"If you want to go fast, go alone, if you want to go far, go with others," "	Creating a long-lasting in the downtown district that has many "connecting points"			Creating "connecting points"	Katie Rice, Lawrence Chavez, Andy Lim	
2/3/2015	Tech Team	Introduction	City Official	Lunch with Tech Team	Team ABQ, Cyd, Becca, Mark, Brian	Coffee Shop	How can we create better content across all departments? Does the city have the tools to do outreach / engage communities?	10+ re-designs in the last 20 years. Website doesn't						
2/4/2015	Robin Brule	Introduction	City Official	NM Educators Federal Credit Union	Team ABQ, Robin Brule	Team Office								
2/4/2015	Carol Garner	Introduction	Community Leader	Law Access New Mexico	Team ABQ, Mark Leech, Carol Garner, Conrad Rocha	Brew Coffee Bar	~75% of calls (22750) are screened out due to residents							
2/4/2015	Frank Mirabal	Introduction	City Official	Directory of Community?, Mission Graduate	Team ABQ, Cyd, Arika	Mayor's office	How can ABQ offer opportunities to non-english speakers that allow them to meaningfully particip in the local economy? How can we Make an ecosystem of innovation that can only exist in Albuquerque? How can we bring local tribal lead together?							
2/4/2015	1 Million Cups	Event	N/A	1 Million Cups	Team ABQ, Cyd, Becca	Fat Pipe								
2/4/2015	Michael Robertson	Introduction	City Official	Family & Community Services	Mark, Cyd, Becca	FCS 5th Floor								
2/4/2015	Web Geeks ABQ	Event	N/A		Team ABQ	Tractor								
2/5/2015	MRCOG	Introduction	Community Leade	MRCOG	Team, Mark, Lloyd, Jerilynn, Ann	MRCOG	How many systems are linked to economic development, how do they connect, and where a the gaps?							
2/5/2015	Sunset	Activity	N/A	Sandia Mountains	Team ABQ	Sandia Mountain Tramway								
2/6/2015	UNM Arts Lab	Introduction	Community Leade	UNM Arts Lab	Team ABQ									
2/6/2015	Robin Brule	Follow-up	City Official	NM Educators Federal Credit Union	Team ABQ, Robin Brule	Mayor's Office	Where can you change things on a local level to unique ways to do things? If we know there is multiple levels of complexity in the area of econc development, what are our systems doing to cha it? Are our systems sophisticated enough to pro holistic, place-based and integrated serives? Wh can tech come in to cut through the fat? How do use our resources more powerfully?							
2/8/2015	Jackie at Acoma Pueblo Contact Image		Local Resident	Acoma Reservation	Jennings and William	Acoma Sky City	How can technology help the Acoma Tribe pass down their language and culture to younger generations?							

D	H	I	J
Interviewee Type	Key Take-Away Questions	Things the participant (s) said or did that surprised you or most memorable quotes	Things that matter most to the participant(s):
City Official		"Open data is a redaction in the eyes of city officials and lawyers," "Are you exposing the city to a liability if you open up data? (risk averse)" "The nail that sticks out gets pounded down, "Historically, Albuquerque is a place of 'behind the fence' innovation," "Senior Affairs / Family Community Services don't tell the community about their programs because they're afraid they will succeed and they might not be able to handle the intake, making them look bad"	Changing behavior in city government
Community Leader	How do you define economic mobility?	"ShareNM is a curator of information, a wikipedia, an inforemation commons," " Indiginous communities want indiginous solutions"	Providing indiginous communities an opportunity to create indiginous solutions
City Official	"How can we leverage local skills?"		
City Official	How can we build a community that believes in itself after you're gone? How can we create more connecting points and collaborative culture?	"If you want to go fast, go alone, if you want to go far, go with others," "	Creating a long-lasting in the downtown district that has many "connecting points"
City Official	How can we create better content across all departments? Does the city have the tools to do outreach / engage communities?	10+ re-designs in the last 20 years. Website doesn't supprt Navajo language. More mobile usage on weekends. How does the community ask for help? What are th ekey worrds people are using? What are the nodes that should be shared?	
City Official		"70% of Albuquerque's population is working poor"	Alternative access to capital and co-op loans; Place-based interventions and maximizing delivery systems; large scale systems change

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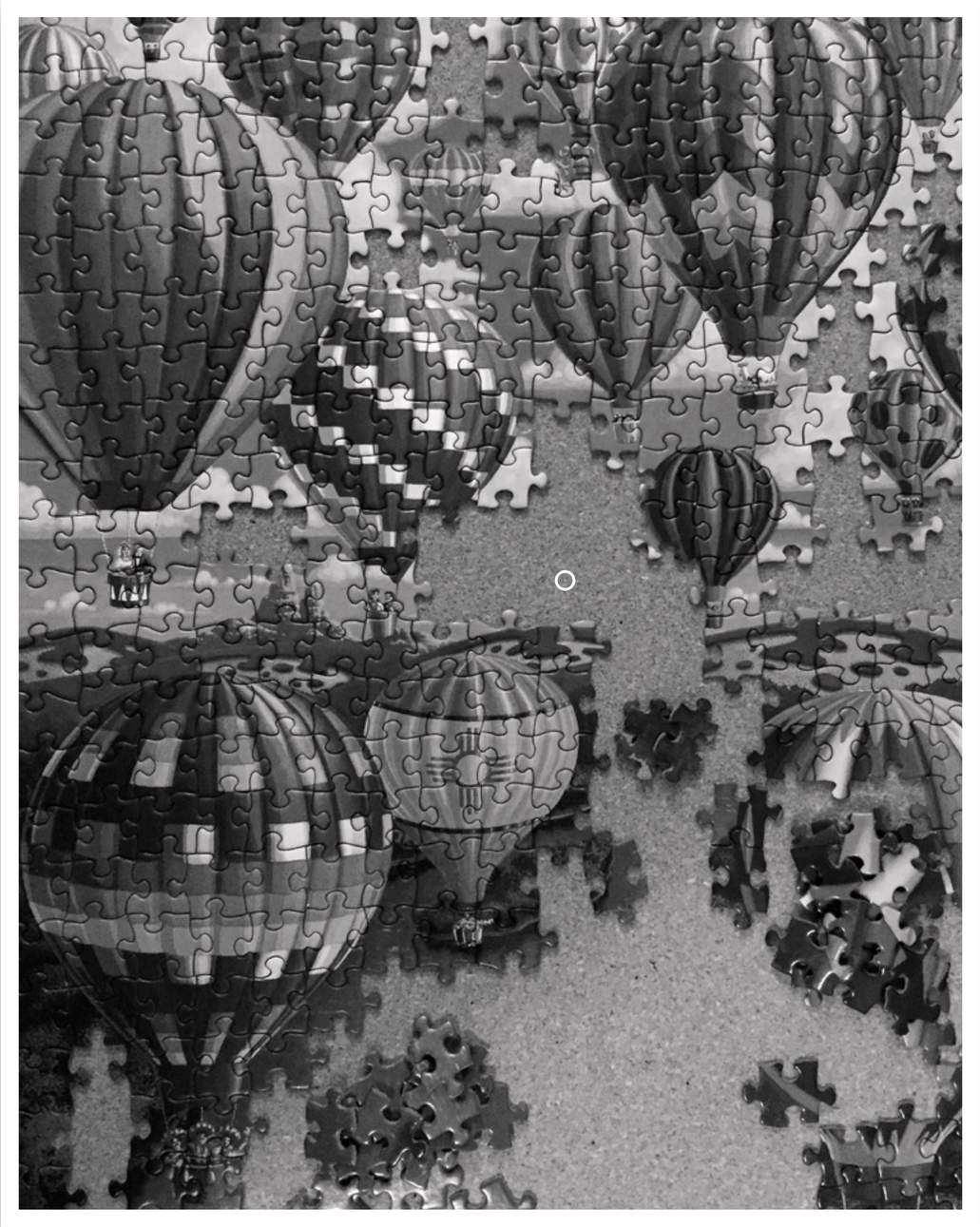

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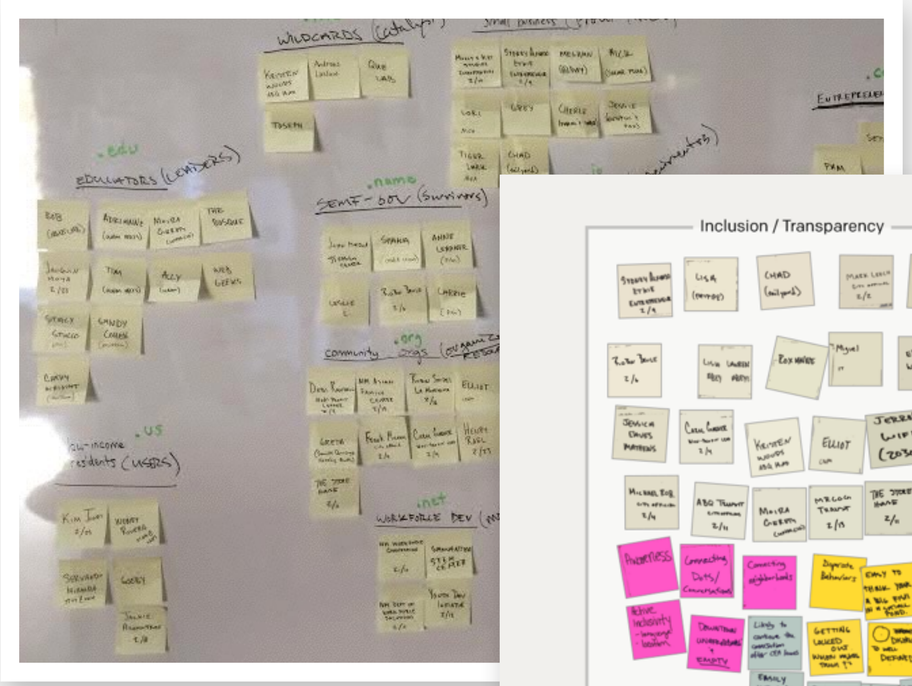

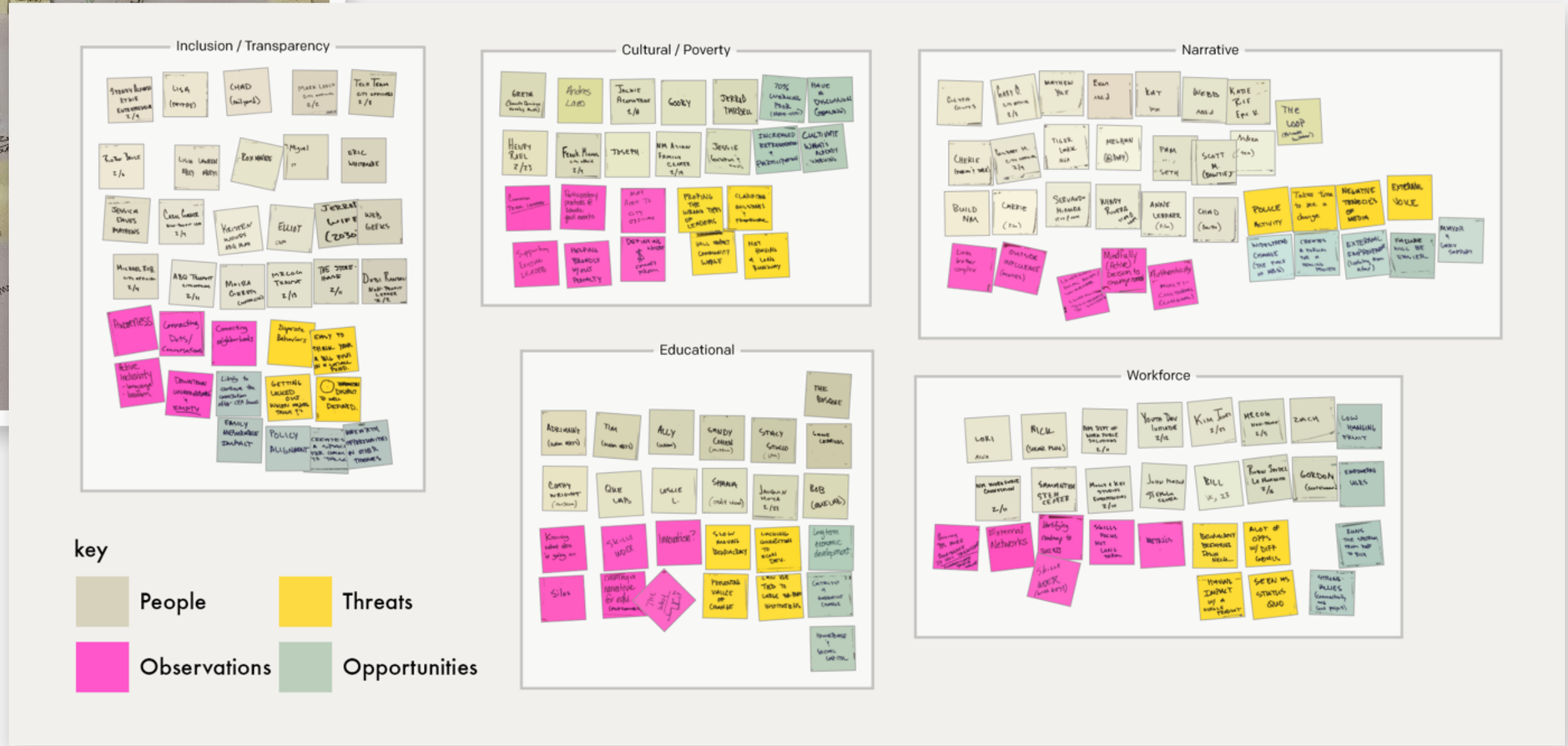

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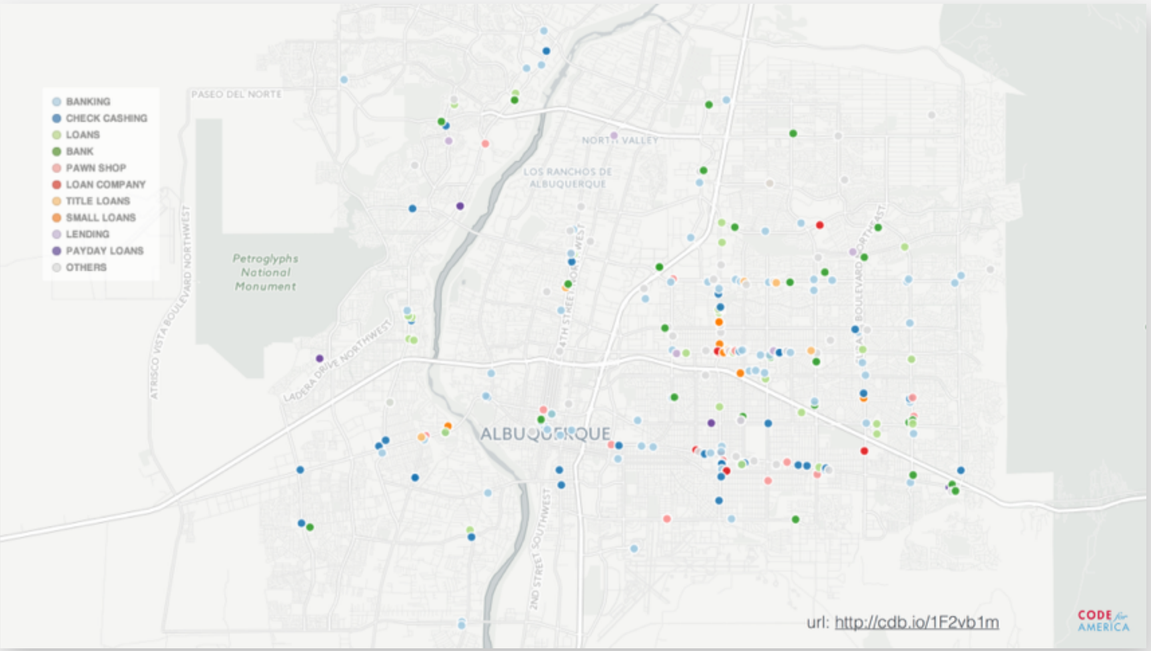
TEAM ALBUQUERQUE I DESIGN REPORT CARD I MAR. 27, 2015



url: http://cdb.io/1F2vb1m

THIS WEEK

- We had some fun with ABQ city data and made a map showing all the banking institutions by type. We're interested in ways of identifying need from payday loan and pawn type entities by "nature of business". Check out the example in slide 3.
- We took a wonderful tour of a SF gem called Delancy Street. It's an "institute for life renewal" for people fresh out of prison. It was suggested to us by a CfA mentor as a model for how to look holistically at workforce development issues. More info on slide 4.
- For compiling our research into a digital document we've been using some of the constructs of the CfA Annual Report. One of those is story cards which we've shared in the slide 5.

NEXT WEEK

- Sadly, Jennings had a death in the family and will be working remotely most of the week. All three of us will be traveling from Wednesday through the weekend — Yaniv through Tuesday for the Easter holiday. We'll still plan on having our call on Monday at 2mt.
- We are continuing our work on a few prototypes; the map above and another prototype about how businesses might be searchable by business that would add value by locating around — starting with co-working spaces as a microcosm.
- As part of documenting our research we are also identifying leads that we will follow up on in April when we return. We've began creating a continued research plan and have started contacting some parties. In the same vein, we are starting to run some diary-like studies with a few people in the community.

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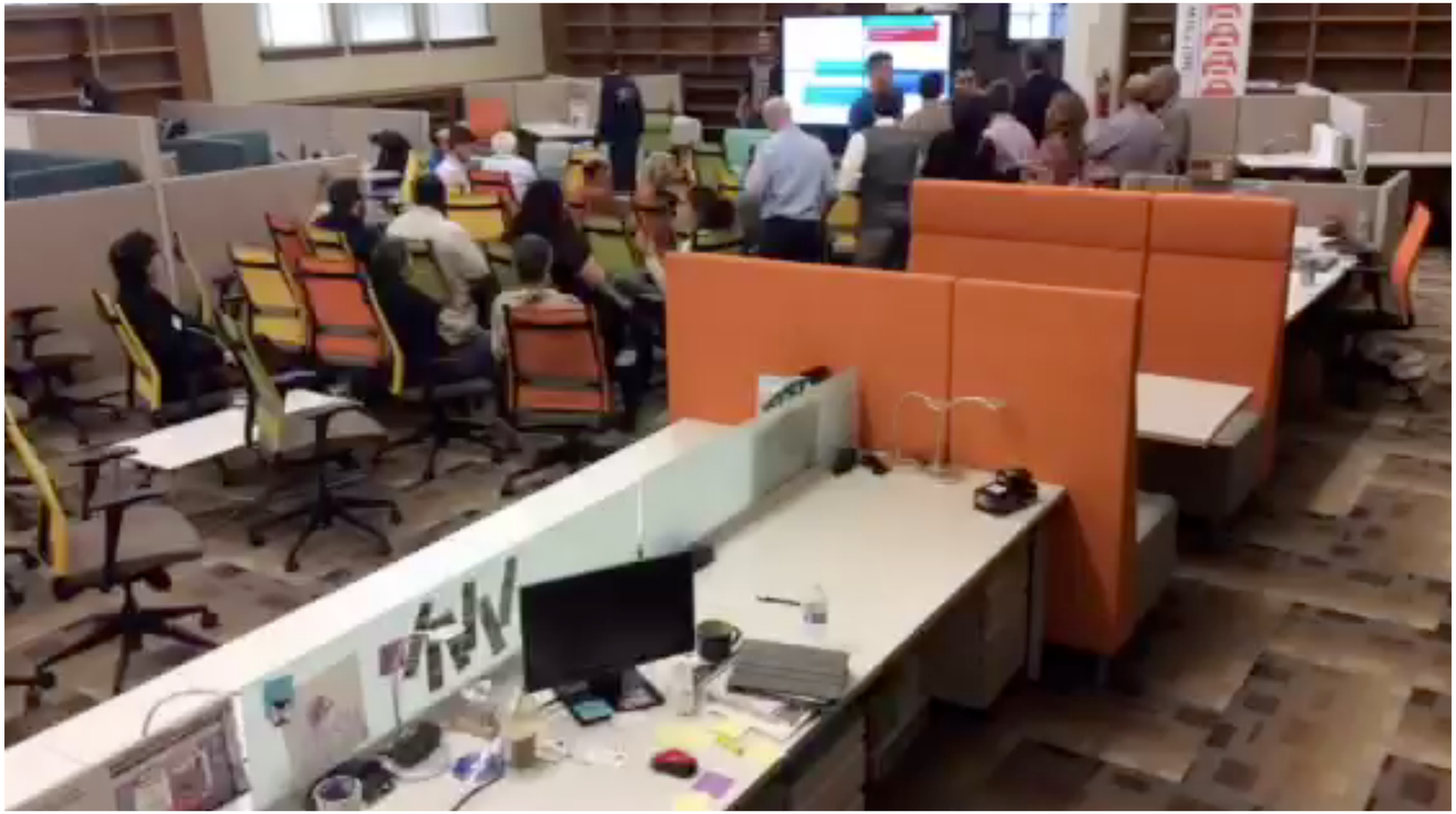
DELANCY STREET LIFE LEARNING ACADEMY

- The academy has the capacity for 500 adults, all of which are interviewed and accepted. The institution is known for being an "extreme solution to a extreme problem". It mimics gang paradigms such as hierarchies and roles.
- Our tour guides were both ex-convicts, both had been there more than 3 years. They explained with glee to us that everyone who works there is also a ex-con. The entire facility is run by, and was even built by, convicts rehabbing through their institution.
- Take-aways for us were mostly around the concept of meeting people where they are. To simply understand the nuances of a given circumstance can lead us to better insights and a more relevant product.
- We also found inspiration in a principle deep set in their small society: "each one, teach one" — which means simply that if you learn a skill like carpentry, it's your duty to teach the next person behind you how to be a carpenter.
- The facility has been open for over forty years and recognized by many. There are 8 locations throughout the states, one is in NM on the San Juan Pueblo — We're working on potentially setting up a meeting with them when we return in April.



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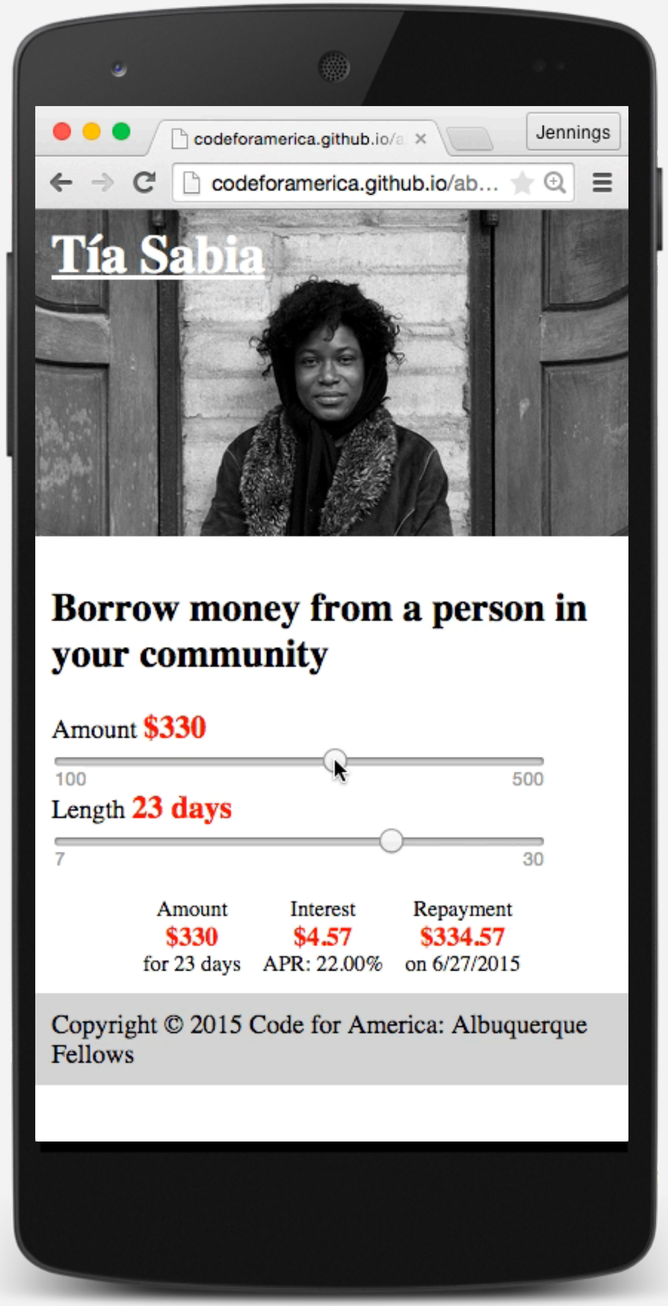

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WHY?

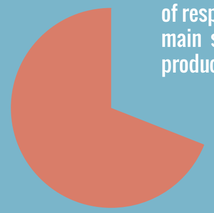
Residents struggling to cover small financial gaps, which leads to fatigue and financial paralysis. Many are lost and don't know where to go or what to do. In most cases they first turn to dangerous financial products for help, then their family and employer. That's why we're proposing a platform that can be utilized through the employer/employee relationship.

HOW?

By building public/private partnerships around finicial wellness, the City will see an increase in social mobility for lower / working class residents, and a drop in registration for social services. When residents feel self reliant they will work harder, be more productive, and follow through on more opportunity.

47%

of Americans cannot cover a $400 emergency expense.



71%

of respondens said that their main stress that affected their productivity at work was money

50%

or more of the city of ALbuquerque is making below the U.S. median income.

70%

of New Mexico is working poor, meaning they rely on at least one social service

WHAT?

When residents feel self reliant they have more mental bandwidth to work hard, be more productive, and follow through on more opportunities in their lives. And who better to provide them with a tool to achieve those goals other than the city they love and their employer? As a result, the city gets a more engaged citizen and the employer gets a more productive worker; it's a win win for everybody.

NEXT STEPS

We are actively building partnerships with lending institutions such as Native CDFI and credit unions in Albuquerque. We are building a pilot program through SL Start and NM Workforce Connection that aims to work with businesses who employ TANF and SNAP recipients through these programs. We're working with non-profits and Albuquerque's human services department to define a list of offered services that can be accessed through this platform.

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cfpb

Consumer Financial Protection Bureau

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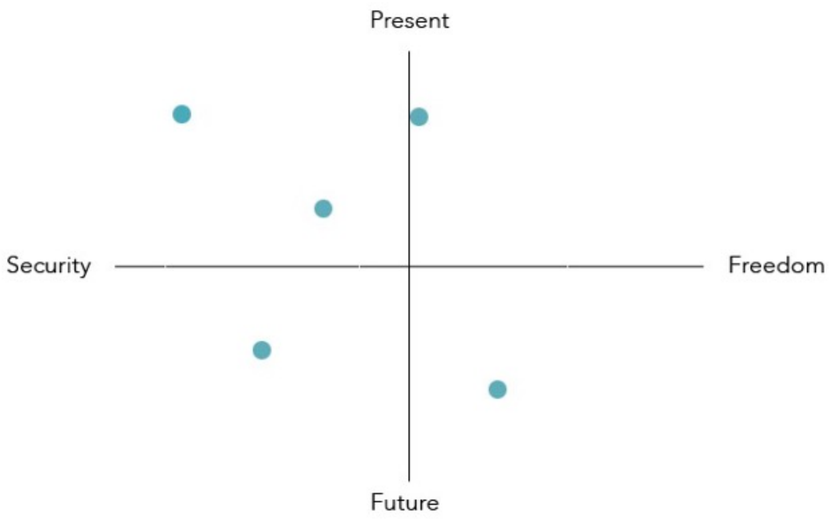
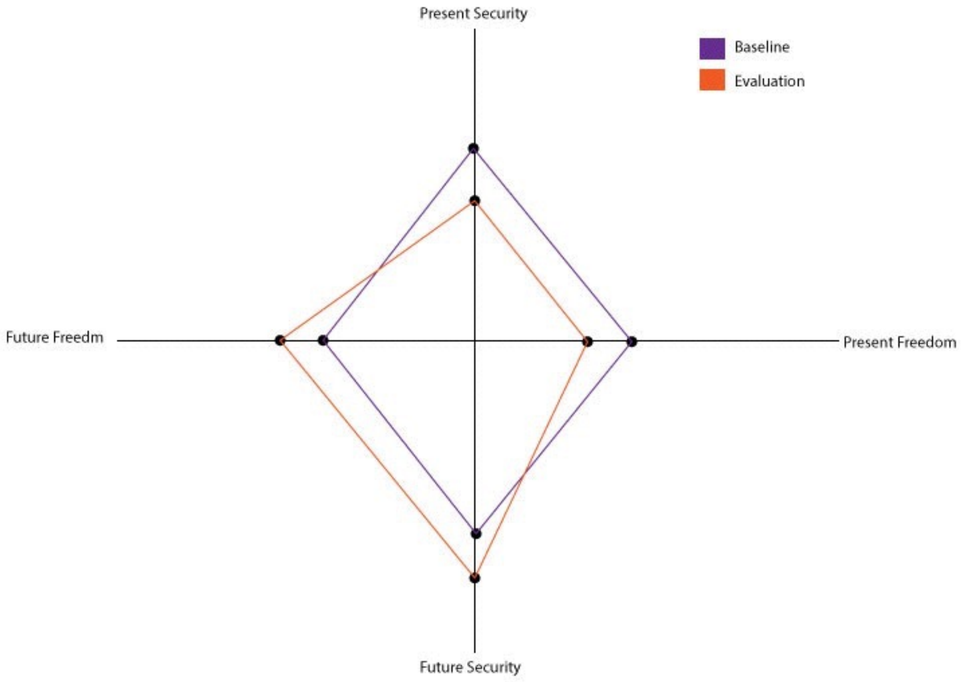
The four elements of financial well-being

	Present	Future
Security	Control over your day-to-day, month-to-month finances	Capacity to absorb a financial shock
Freedom of choice	Financial freedom to make choices to enjoy life	On track to meet your financial goals





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Present Security

Feeling in control and confident about your money.

How much of your monthly income goes towards bills?

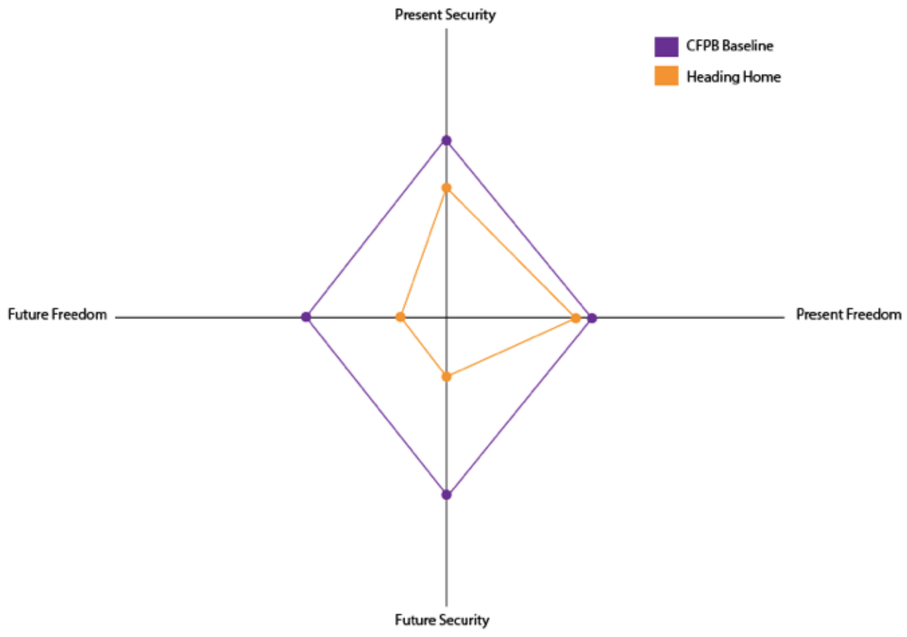
SOME	MOST	ALL	NOT SURE
+1	-1	-2	0

How often do you worry about covering all of your expenses in a month?

NEVER	SOMETIMES	OFTEN	NOT SURE
+1	-1	-2	0

Do you ever miss a bill payment?

NEVER	SOMETIMES	OFTEN	NOT SURE
+1	-1	-2	0



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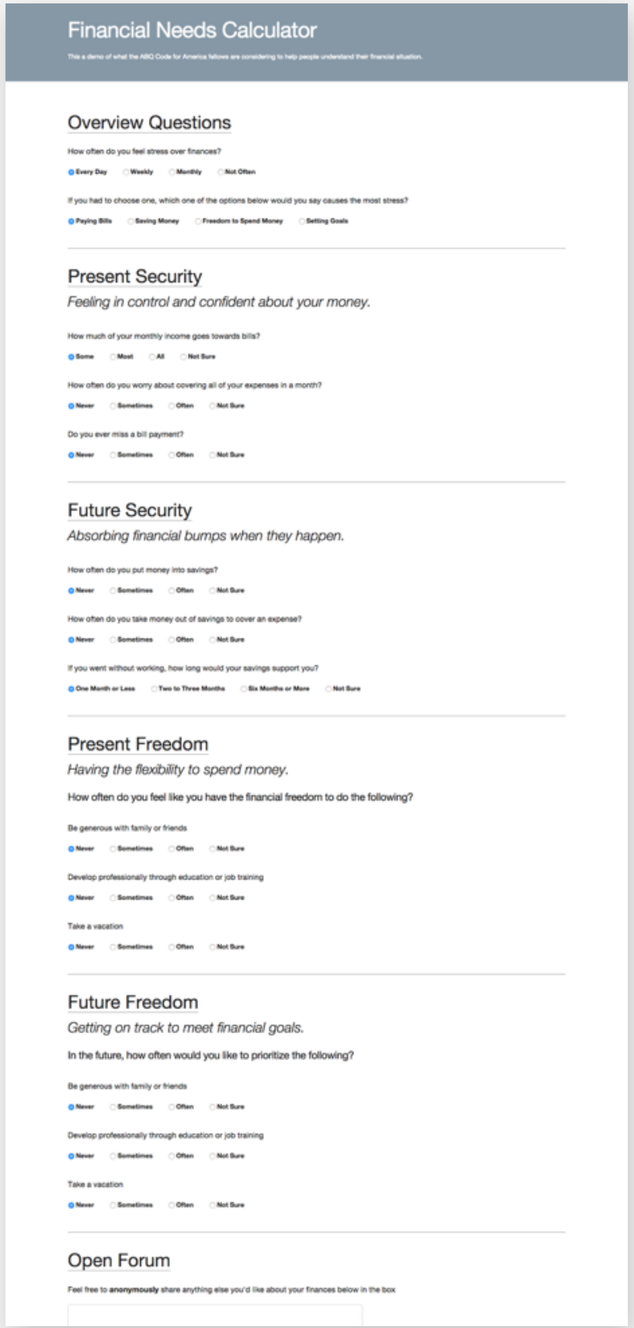

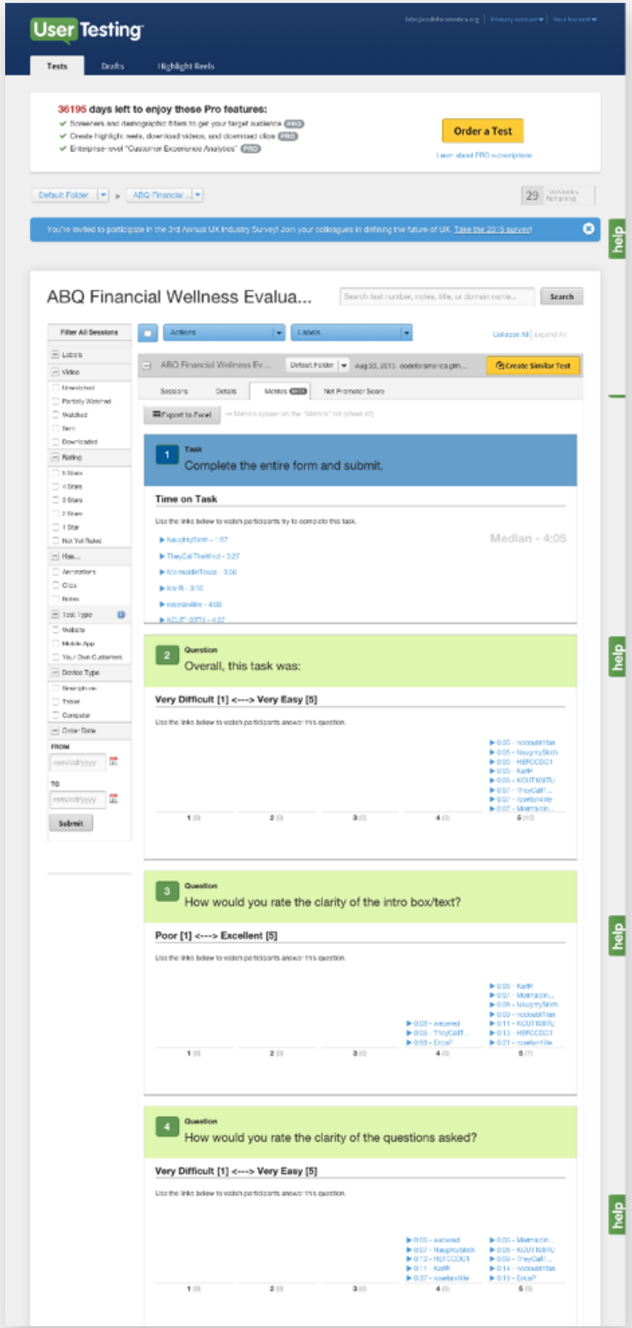

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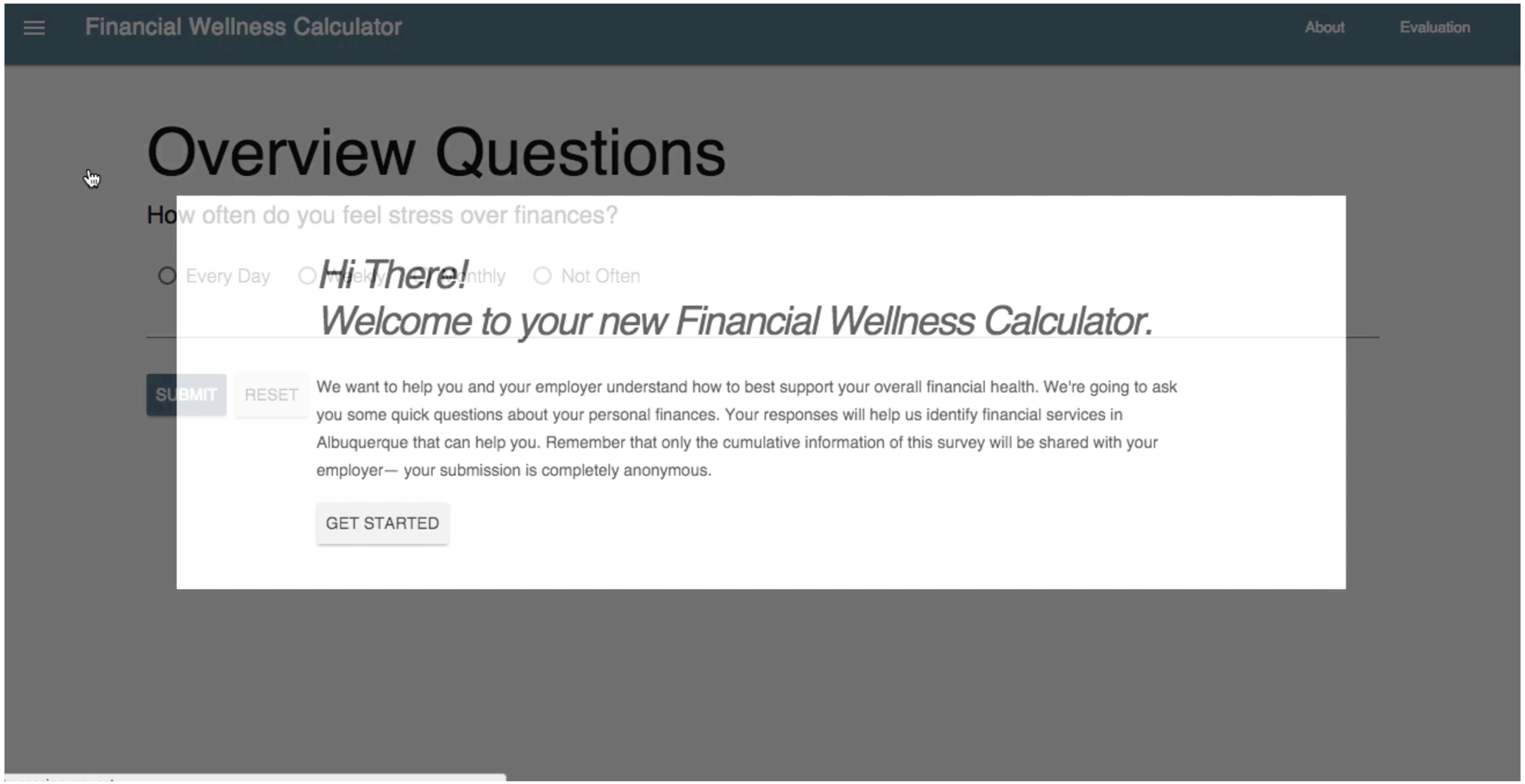

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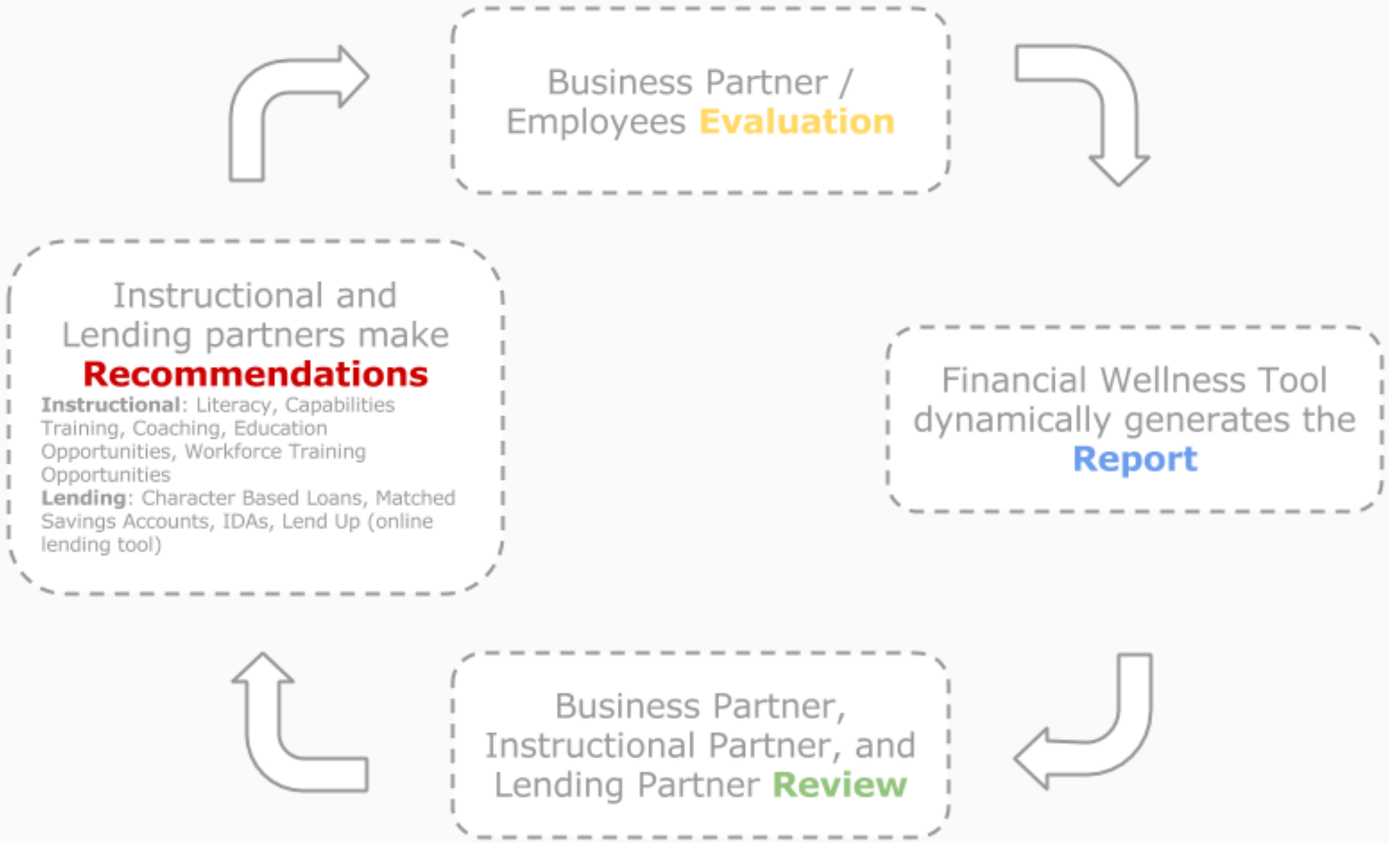
Pilot Map - ABQ Financial Wellness Tool



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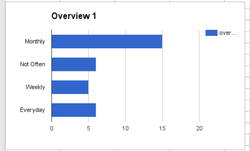
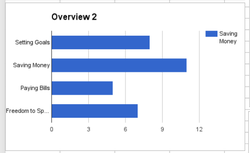
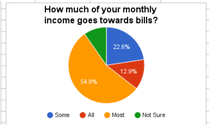
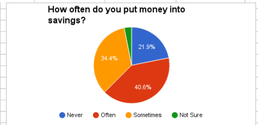
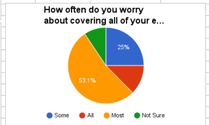
overview_1	overview_2	present_securi	present_securi	present_securi	future_security	future_security_2	future_security_3	present_freedom_1	present_freedom_2	present_freedom_3	future_freedom_1	future_freedom_2	future_freedom_3	open_forum
Monthly	Saving Money	Some	Sometimes	Sometimes	Never	Never	One Month or Less	Sometimes	Sometimes	Sometimes	Often	Often	Often	
Not Often	Setting Goals	Some	Never	Never	Often	Sometimes	Two to Three Months	Sometimes	Not Sure	Sometimes	Often	Sometimes	Sometimes	
Weekly	Saving Money	Some	Never	Never	Often	Never	Two to Three Months	Sometimes	Never	Sometimes	Not Sure	Not Sure	Not Sure	
Not Often	Setting Goals	Some	Never	Never	Often	Sometimes	Six Months or More	Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	
Everyday	Paying Bills	All	Often	Sometimes	Never	Never	One Month or Less	Never	Never	Never	Sometimes	Sometimes	Sometimes	
Everyday	Saving Money	Most	Sometimes	Never	Sometimes	Not Sure	One Month or Less	Often	Not Sure	Never	Not Sure	Often	Sometimes	
Monthly	Saving Money	Most	Sometimes	Sometimes	Sometimes	Often	One Month or Less	Never	Never	Never	Sometimes	Often	Often	
Monthly	Paying Bills	Most	Often	Sometimes	Sometimes	Often	One Month or Less	Never	Never	Never	Sometimes	Often	Sometimes	
Monthly	Paying Bills	Most	Often	Sometimes	Sometimes	Often	One Month or Less	Never	Never	Never	Sometimes	Often	Sometimes	
Everyday	Saving Money	All	Often	Never	Never	Sometimes	One Month or Less	Never	Never	Never	Sometimes	Sometimes	Often	
Everyday	Saving Money	All	Often	Never	Never	Sometimes	One Month or Less	Never	Never	Never	Sometimes	Sometimes	Often	
Everyday	Paying Bills	Most	Often	Never	Never	Often	One Month or Less	Never	Sometimes	Never	Sometimes	Often	Often	
Monthly	Saving Money	Most	Sometimes	Sometimes	Never	Never	Two to Three Months	Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	
Monthly	Saving Money	Not Sure	Sometimes	Sometimes	Sometimes	Sometimes	Two to Three Months	Sometimes	Sometimes	Sometimes	Often	Sometimes	Often	
Weekly	Saving Money	Most	Never	Never	Sometimes	Sometimes	Two to Three Months	Sometimes	Not Sure	Sometimes	Often	Sometimes	Often	
Monthly	Freedom to Spe	Most	Often	Sometimes	Never	Never	Not Sure	Sometimes	Not Sure	Never	Often	Not Sure	Often	
Not Often	Freedom to Spe	Most	Never	Never	Often	Sometimes	Two to Three Months	Sometimes	Sometimes	Sometimes	Often	Sometimes	Often	
Monthly	Paying Bills	Most	Sometimes	Never	Sometimes	Sometimes	One Month or Less	Sometimes	Often	Sometimes	Sometimes	Often	Often	
Weekly	Setting Goals	Some	Never	Sometimes	Often	Often	Six Months or More	Sometimes	Never	Often	Often	Sometimes	Often	
Monthly	Freedom to Spe	Most	Sometimes	Never	Sometimes	Sometimes	Two to Three Months	Often	Often	Sometimes	Often	Often	Often	
Monthly	Freedom to Spe	Most	Sometimes	Never	Often	Never	Two to Three Months	Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	
Monthly	Freedom to Spe	Not Sure	Never	Never	Often	Sometimes	Six Months or More	Sometimes	Not Sure	Often	Not Sure	Not Sure	Often	
Monthly	Saving Money	Some	Sometimes	Never	Sometimes	Sometimes	One Month or Less	Sometimes	Never	Sometimes	Often	Often	Often	
Not Often	Setting Goals	Not Sure	Sometimes	Sometimes	Sometimes	Never	Two to Three Months	Often	Often	Often	Often	Often	Often	
Monthly	Setting Goals	All	Sometimes	Never	Often	Sometimes	Six Months or More	Often	Not Sure	Sometimes	Not Sure	Not Sure	Sometimes	
Not Often	Freedom to Spe	Some	Never	Never	Often	Sometimes	Six Months or More	Often	Sometimes	Often	Often	Sometimes	Often	
Weekly	Saving Money	Most	Sometimes	Never	Not Sure	Sometimes	One Month or Less	Sometimes	Sometimes	Never	Often	Sometimes	Often	
Monthly	Setting Goals	Most	Sometimes	Never	Often	Sometimes	Two to Three Months	Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	
Weekly	Freedom to Spe	Most	Sometimes	Never	Often	Sometimes	One Month or Less	Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	Often	
Not Often	Setting Goals	Most	Never	Never	Often	Sometimes	Six Months or More	Sometimes	Often	Sometimes	Often	Often	Often	
Monthly	Saving Money	Some	Never	Never	Sometimes	Sometimes	Six Months or More	Sometimes	Sometimes	Often	Sometimes	Never	Often	
Everyday	Setting Goals	Most	Sometimes	Never	Often	Sometimes	Six Months or More	Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	

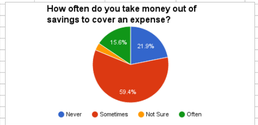


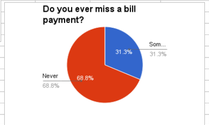


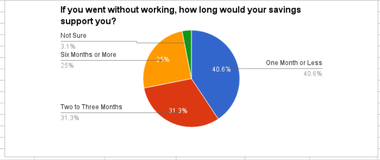


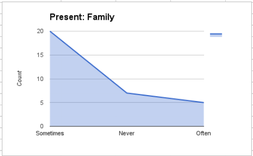


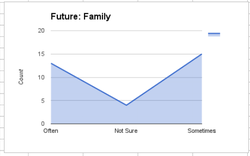


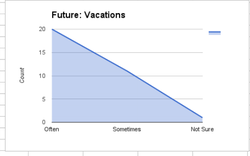




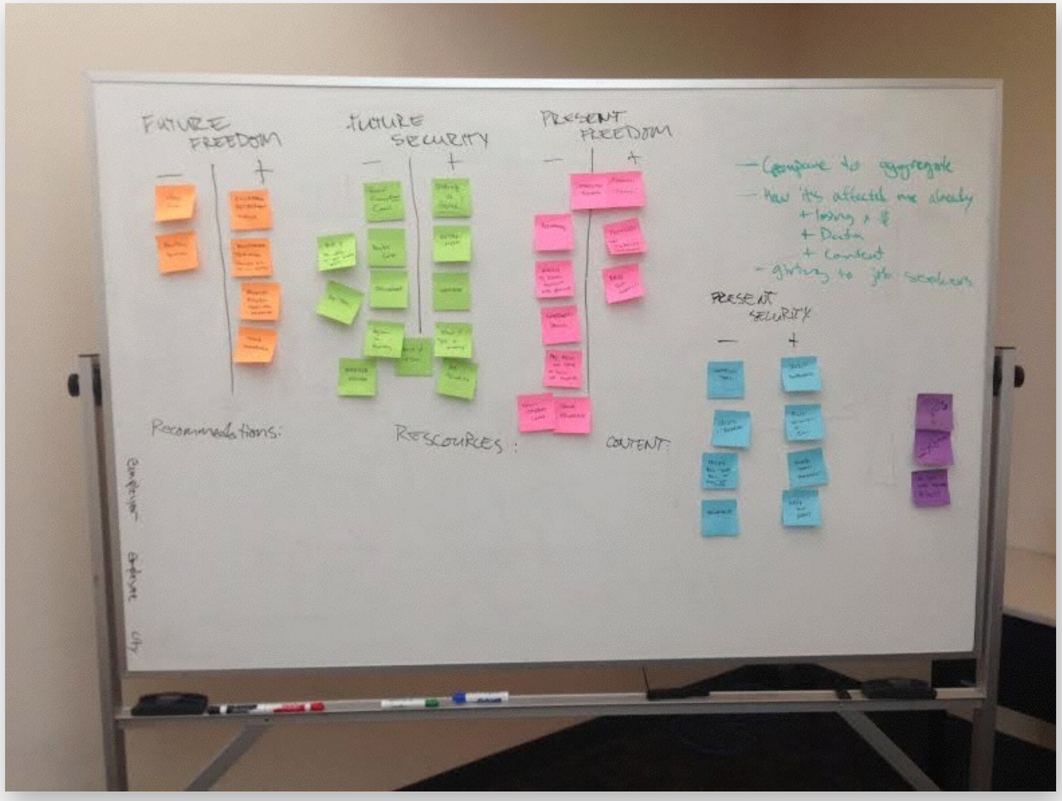








CODE for AMERICA



CfA ABQ Financial Wellness Pilot Workshop

September 14th, 2015

Minus (-)
Capabilities Training
Refinancing
Match w/ Banking Services
Emergency Savings
Paying Bills (on time, every month)
Low-interest Loan Access

Plus (+)
Financial Literacy
Focusing on reducing debt, barriers
Have fun money!

Minus (-)
Personal Finance Coach
Health Care
"Will I be able to get another job?"
Re-tool Older Population
Insurance
Agism in Hiring
Continued Education
Matched Savings

Plus (+)
Home Ownership
Retirement
Saving
Money for fun/whatev (pot o' money)
Job Security

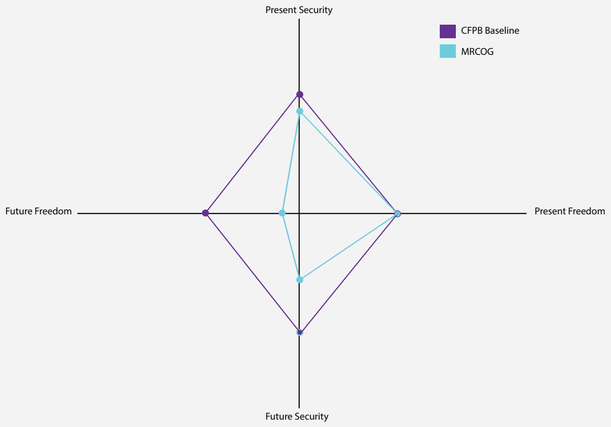
Minus (-)
Capabilities Tools
Crisis Reserve
Paying Bills
Insurance Help

Plus (+)
Credit Awareness
Multiple Streams of Income
Investment Training
Have fun money

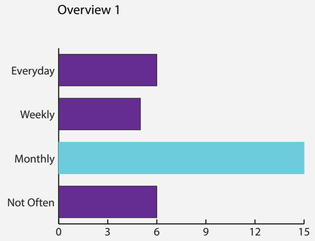
Minus (-)
College Fund
Renting Forever

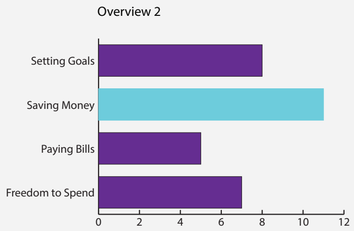
Plus (+)
Increased Retirement Match
Investment Training
Mentor others feeling negative
Home Ownership

CODE for AMERICA



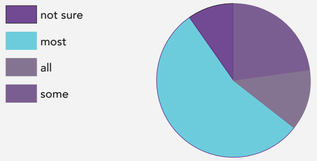
OVERVIEW:



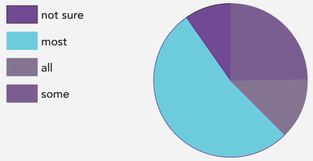


PRESENT SECURITY:

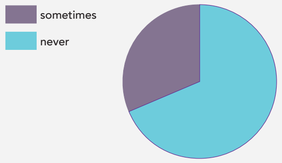
How much of your monthly income goes towrds bills?



How often do you worry about covering your expeses?

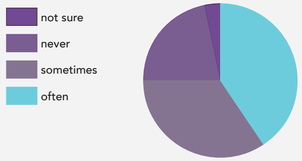


Do you ever miss a bill payment?

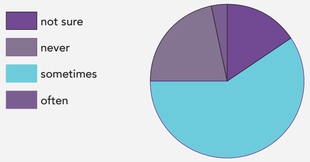


FUTURE SECURITY:

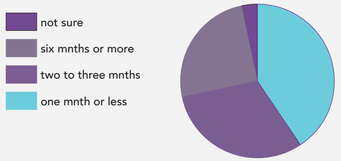
How much of your monthly income goes towrds bills?



How often do you worry about covering your expeses?

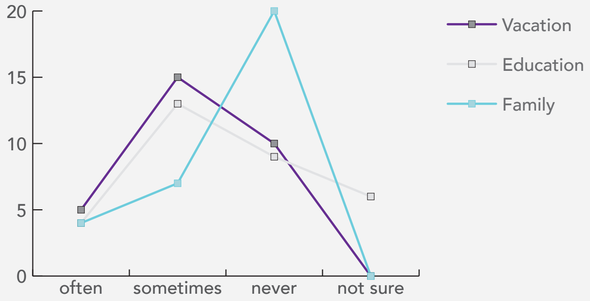


Do you ever miss a bill payment?



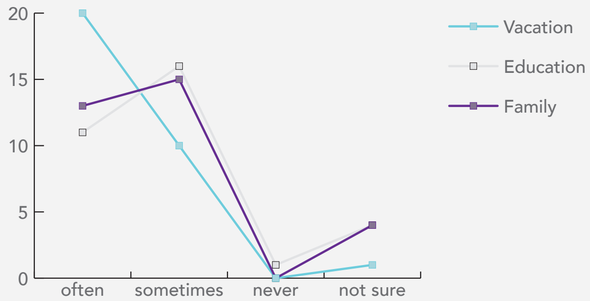
PRESENT FREEDOM:

How often do you feel like you have the financial freedom to do the following?

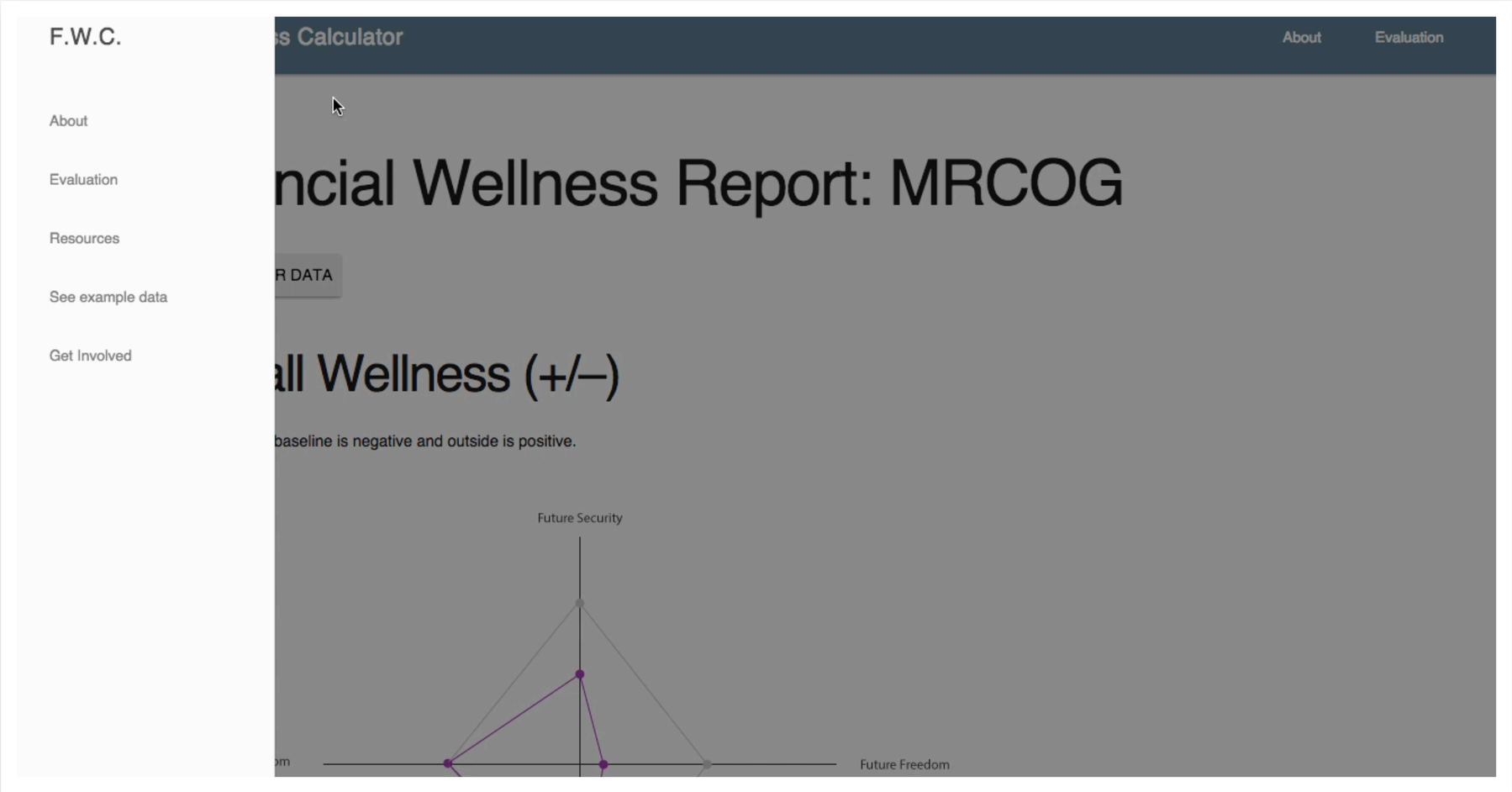


FUTURE FREEDOM:

In the future, how often would you like to prioritize the following?



CODE for AMERICA



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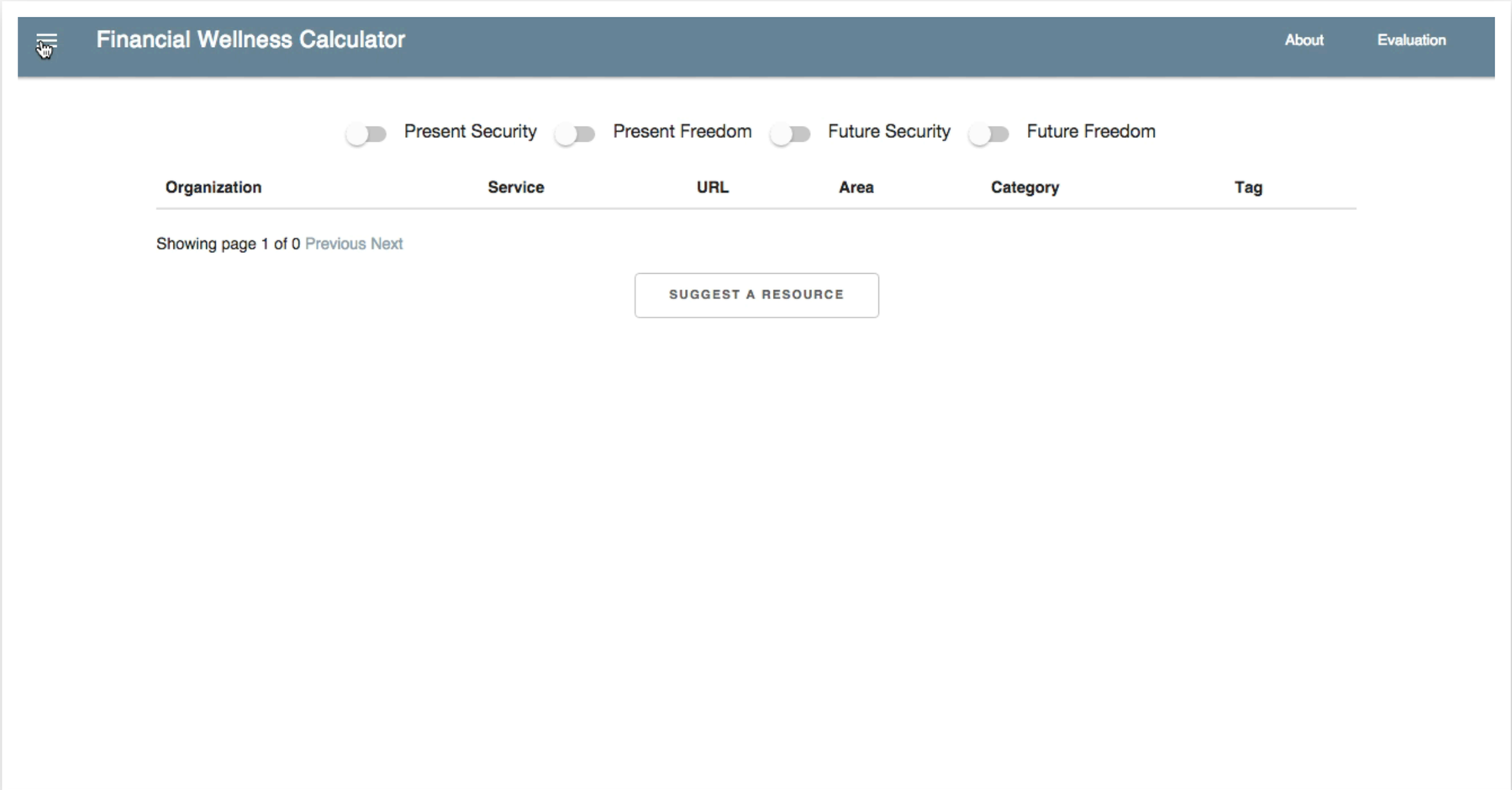


CODE for AMERICA

+

+

zapier

CODE for AMERICA

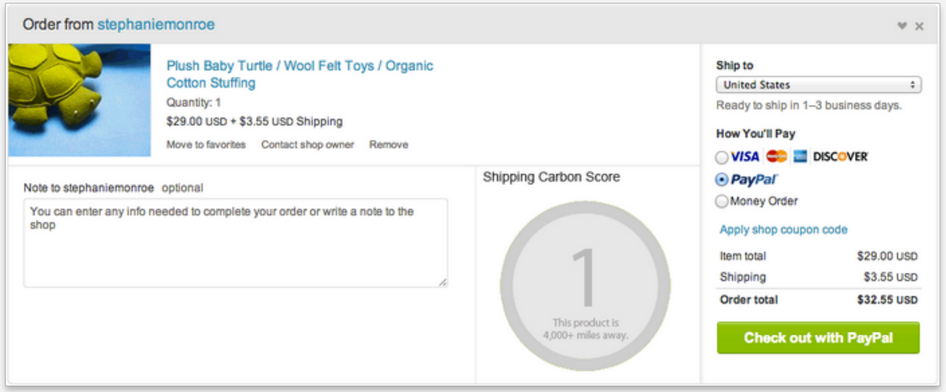
School of Visual Arts

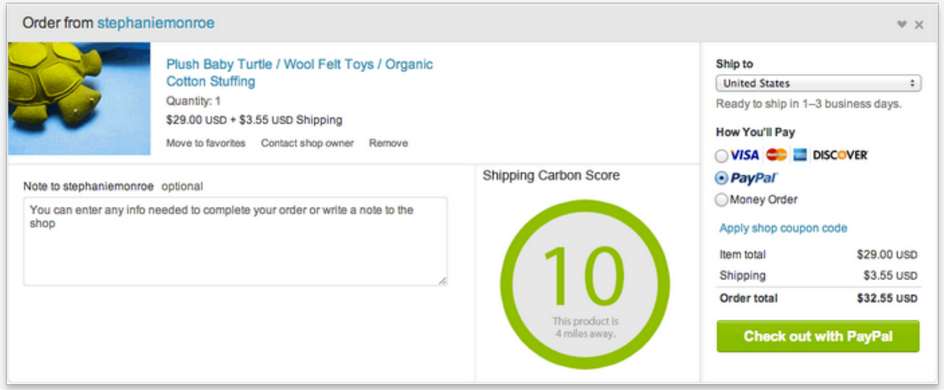
Interaction Design Department

10244
LEGO CREATOR
Ages/edades
12+
10241
Maersk Line
Triple-E
MAERSK LINE
1518 pcs/pzs
EXPERT
$149.99
LEGO CREATOR
10241
Kai
Alarm Clock / Réveil / Wecker / Despertador
NINJAGO
8-14
70726

Etsy

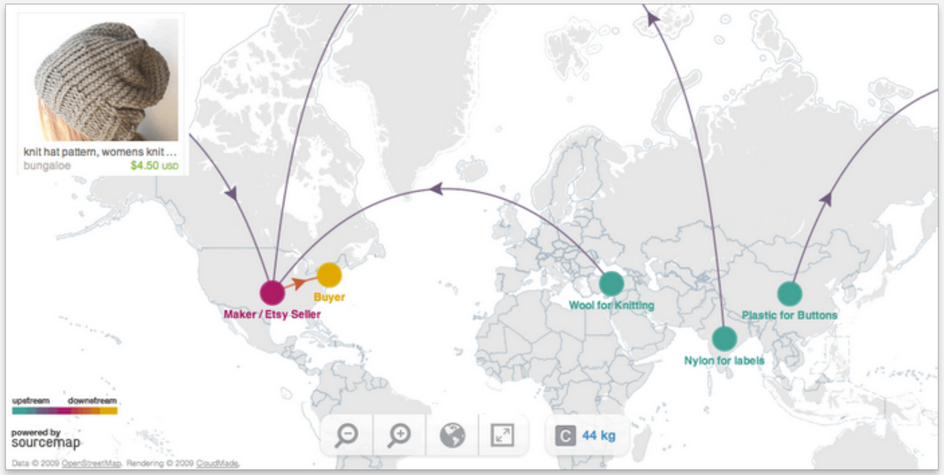
Carbon Score

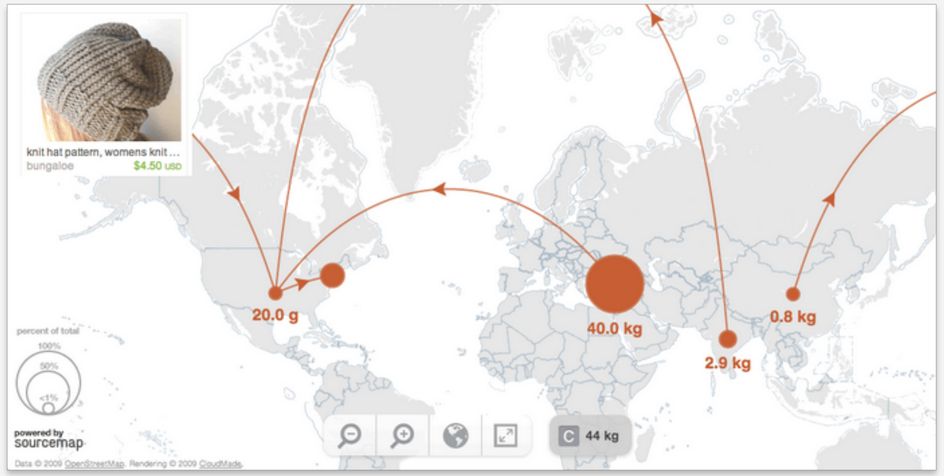




Etsy

Source-Mapping





CARBON FOOTPRINT MARKETPLACE

Search for a product you love

Snow Boots

Submit

CARBON FOOTPRINT MARKETPLACE

You searched for:

SNOW BOOTS

Dan's Snow Boot Supply
37 W. 20th Street - *2 Blocks*
From $47.98 - $189.20
Shop Local

Rider Snow Boots
Peekskill, Ny - *100 Miles*
From $37.98 - $389.20
Shop State

Baker Shoes
Plattsville, Pa - *300 Miles*
From $37.98 - $389.20
Shop Region

Medium Footprint

Big Shoes Store
Oakland, Ca - *2,900 Miles*
From $27.98 - $289.20
Shop N. America

Big Shoes Store
China - *6,962 Miles*
From $23.00 - $160.00
Shop World

CARBON FOOTPRINT MARKETPLACE

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SNOW BOOTS

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37 W. 20th Street - *2 Blocks*
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Shop Local

Rider Snow Boots
Peekskill, Ny - *100 Miles*
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Shop State

Baker Shoes
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From $37.98 - $389.20
Shop Region

Big Shoes Store
Oakland, Ca - *2,900 Miles*
From $27.98 - $289.20
Shop N. America

Big Shoes Store
China - *6,962 Miles*
From $23.00 - $160.00
Shop World

Highest Footprint

CARBON FOOTPRINT MARKETPLACE

You searched for:

SNOW BOOTS

Dan's Snow Boot Supply
37 W. 20th Street - *2 Blocks*
From $47.98 - $189.20
Shop Local

Lowest Footprint

Rider Snow Boots
Peekskill, Ny - *100 Miles*
From $37.98 - $389.20
Shop State

Baker Shoes
Plattsville, Pa - *300 Miles*
From $37.98 - $389.20
Shop Region

Big Shoes Store
Oakland, Ca - *2,900 Miles*
From $27.98 - $289.20
Shop N. America

Big Shoes Store
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Shop World

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High Footprint

Big Shoes Store
China - *6,962 Miles*
From $23.00 - $160.00
Shop World

CARBON FOOTPRINT MARKETPLACE

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SNOW BOOTS

Dan's Snow Boot Supply
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Shop Local

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Shop Region

Big Shoes Store
Oakland, Ca - *2,900 Miles*
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Shop N. America

Big Shoes Store
China - *6,962 Miles*
From $23.00 - $160.00
Shop World

CARBON FOOTPRINT MARKETPLACE

You searched for:

SNOW BOOTS

Dan's Snow Boot Supply
37 W. 20th Street - *2 Blocks*
From $47.98 - $189.20

Lowest Footprint

$47.98 $47.98 $47.98

$66.90 $77.00 $180.98

CARBON FOOTPRINT MARKETPLACE

You selected:

SNOW BOOTS

From:

Dan's Snow Boot Supply

With The

Lowest Footprint

You may spend

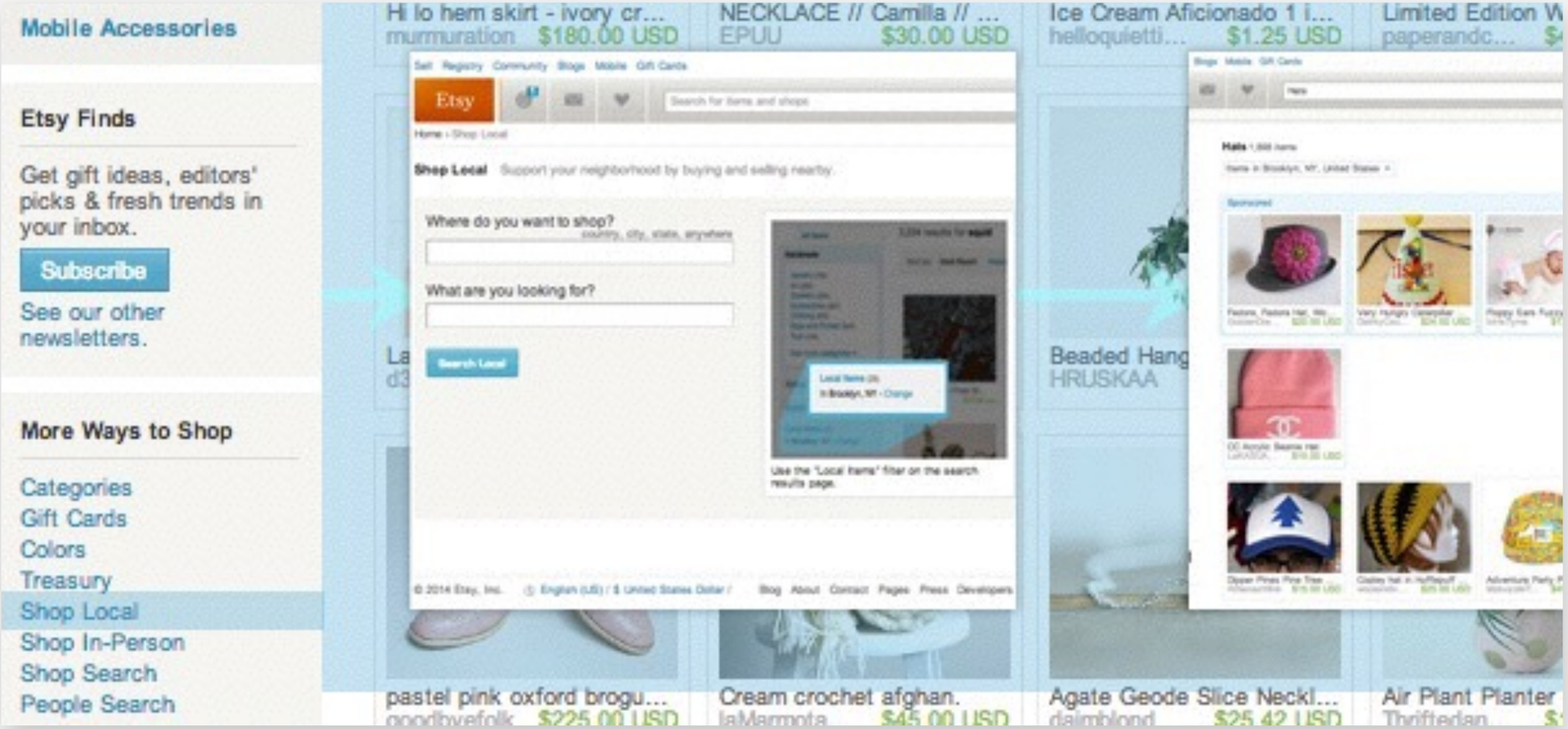
$3.40 More

But you save the environ

200 PPM Ca e

Buy And pat your times!

Etsy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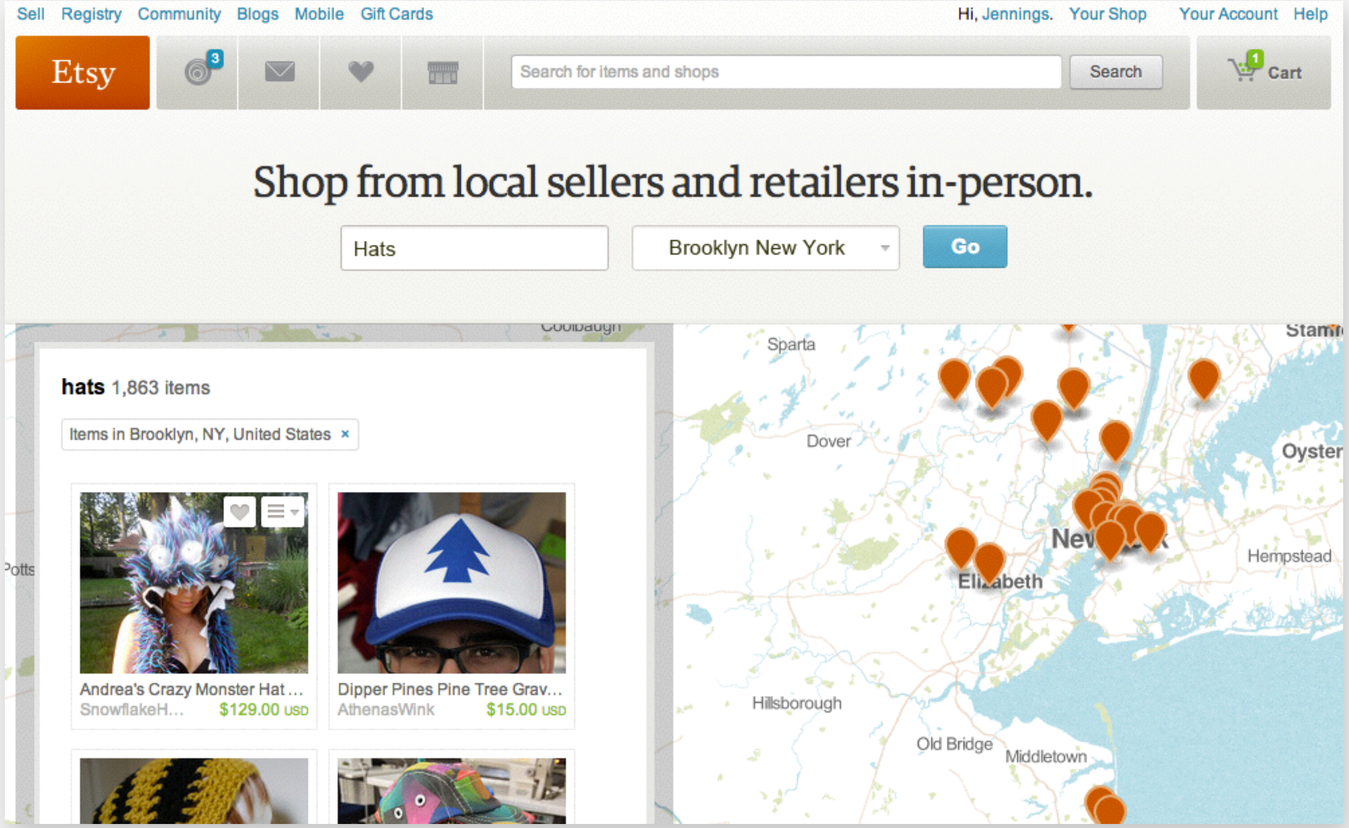
What are you looking for?
Search Local
Beaded Hang
HRUSKAA
pastel pink oxford brogu...
Cream crochet afghan.
Agate Geode Slice Neckl...
Air Plant Planter

Etsy


Sell Registry Community Blogs Mobile Gift Cards
Hi, Jennings. Your Shop Your Account Help
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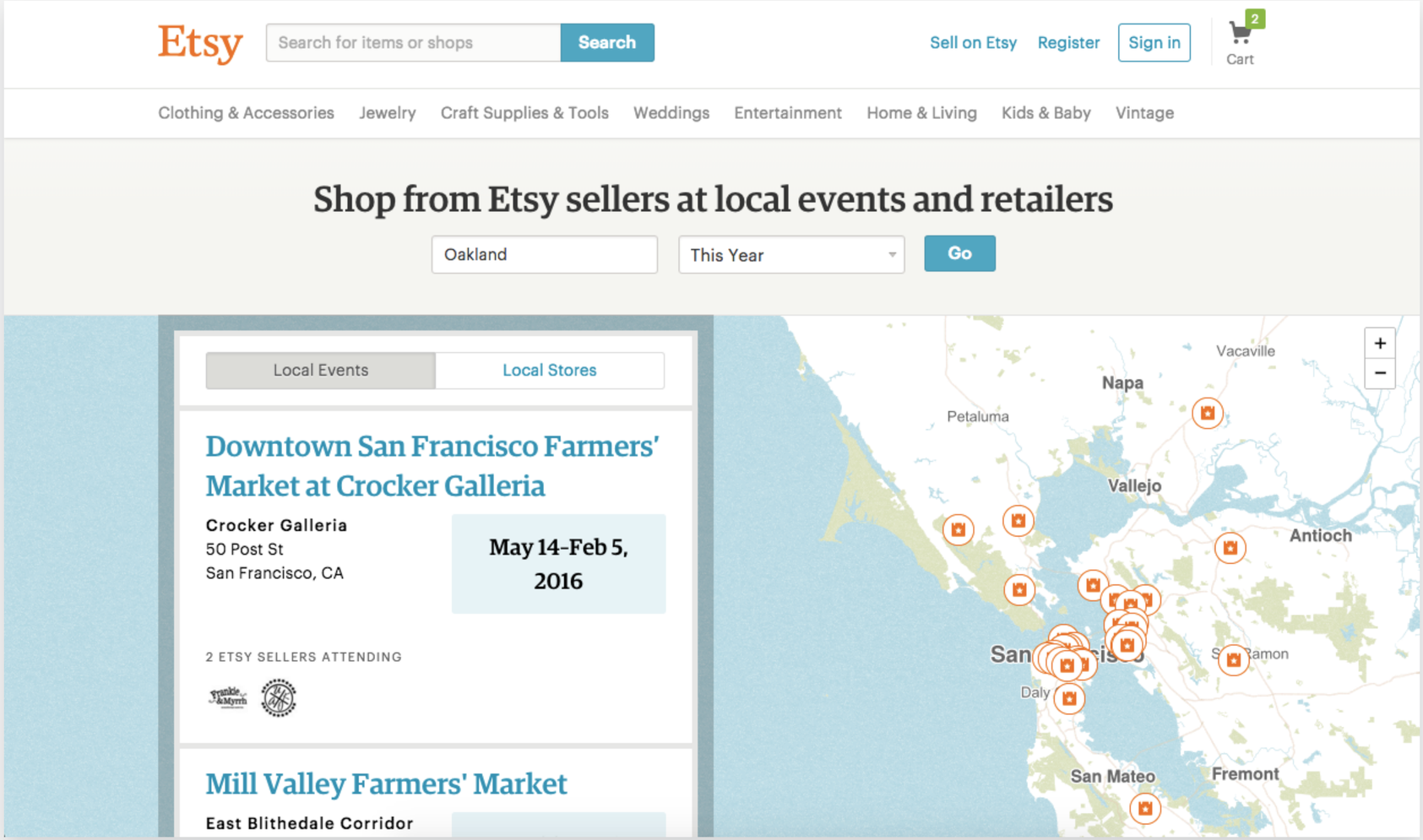
Search
Cart
Shop from local sellers and retailers in-person.
Hats
Brooklyn New York
Go
hats 1,863 items
Items in Brooklyn, NY, United States
Andrea's Crazy Monster Hat ...
SnowflakeH...
$129.00 USD
Dipper Pines Pine Tree Grav...
AthenasWink
$15.00 USD
Sparta
Dover
Oyster
Hempstead
Elizabeth
Hillsborough
Old Bridge
Middletown


Etsy
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Sell on Etsy
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Sign in
2
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Clothing & Accessories
Jewelry
Craft Supplies & Tools
Weddings
Entertainment
Home & Living
Kids & Baby
Vintage
Shop from Etsy sellers at local events and retailers
Oakland
This Year
Go
Local Events
Local Stores
Downtown San Francisco Farmers' Market at Crocker Galleria
Crocker Galleria
50 Post St
San Francisco, CA
May 14-Feb 5, 2016
2 ETSY SELLERS ATTENDING
Mill Valley Farmers' Market
East Blithedale Corridor
Vacaville
Napa
Petaluma
Vallejo
Antioch
Daly
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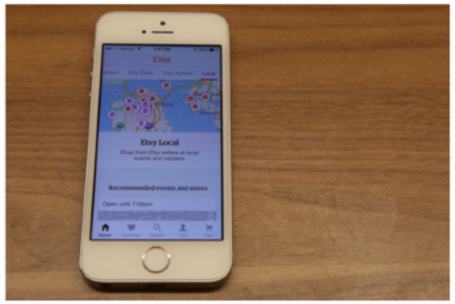
Gear Gaming Culture Entertainment Science Video Reviews Public Access

Etsy's mobile apps now let you find local sellers and events

Nathan Ingraham , @nateingraham
08.25.15

1 Comments

210 Shares



Etsy may be an online marketplace first and foremost, but the company has long had a "shop local" feature to let you find craftspeople and products made near you. Strangely, though, this feature only existed on the desktop -- Etsy's mobile app didn't have its local feature, despite the fact that your smartphone pretty much always knows where you are. The situation has now been corrected: Etsy Local is now included in the company's iOS and Android app. Users can now find items and sellers near them, whether they're selling at a pop-up shop or through a local retailer, and Etsy sellers can add real-life locations to find their work.

The app will also automatically make recommendations for retailers and items near you worth checking out; it's all based on your Etsy history, including what shops and specific you've favorited while using the site. And if you'd rather see local goods in areas that outside of your current city, you can just use the built-in map to explore any other location you choose. The company may still not want you selling spells, but you can find other local goods in person by updating to the new app -- it's available now in iTunes and Google Play.

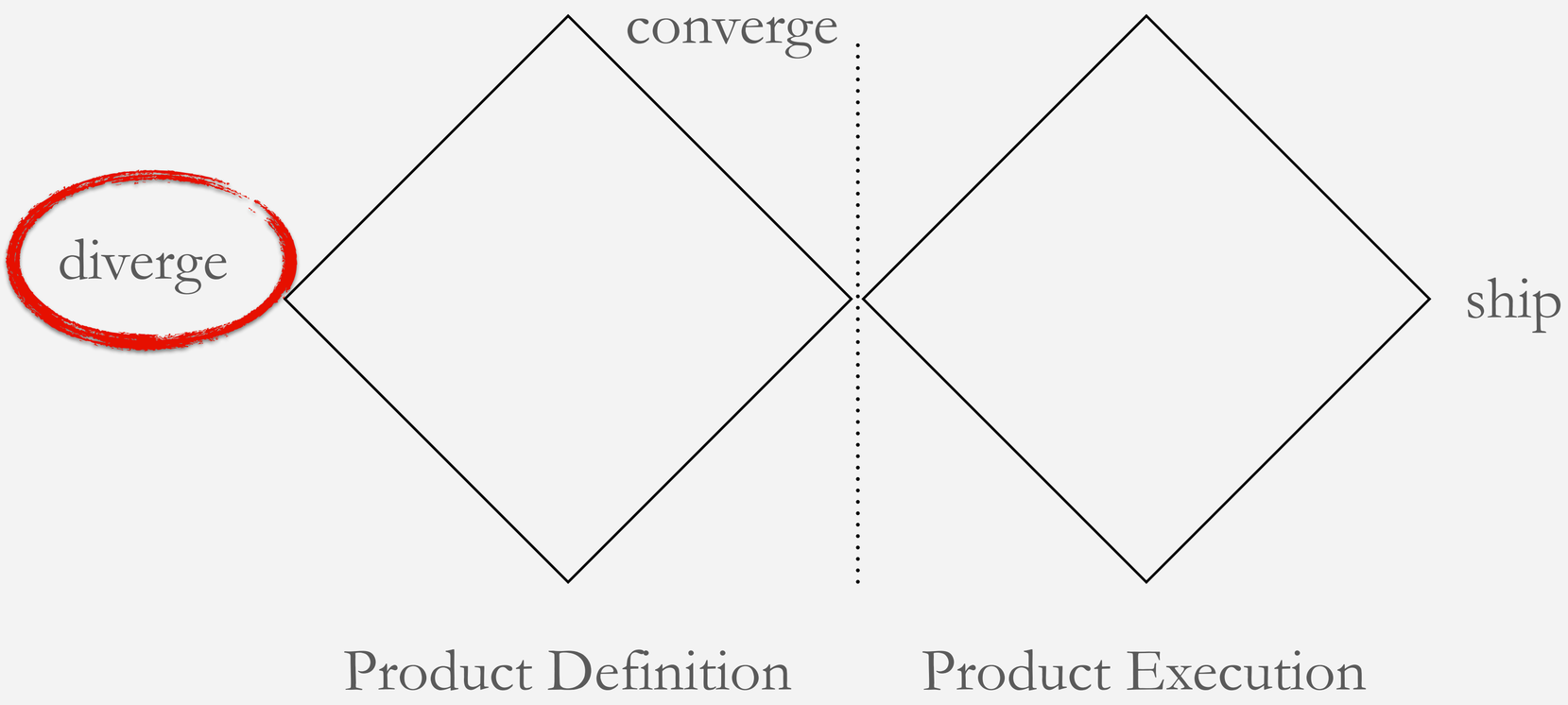
Etsy

How I approach design?

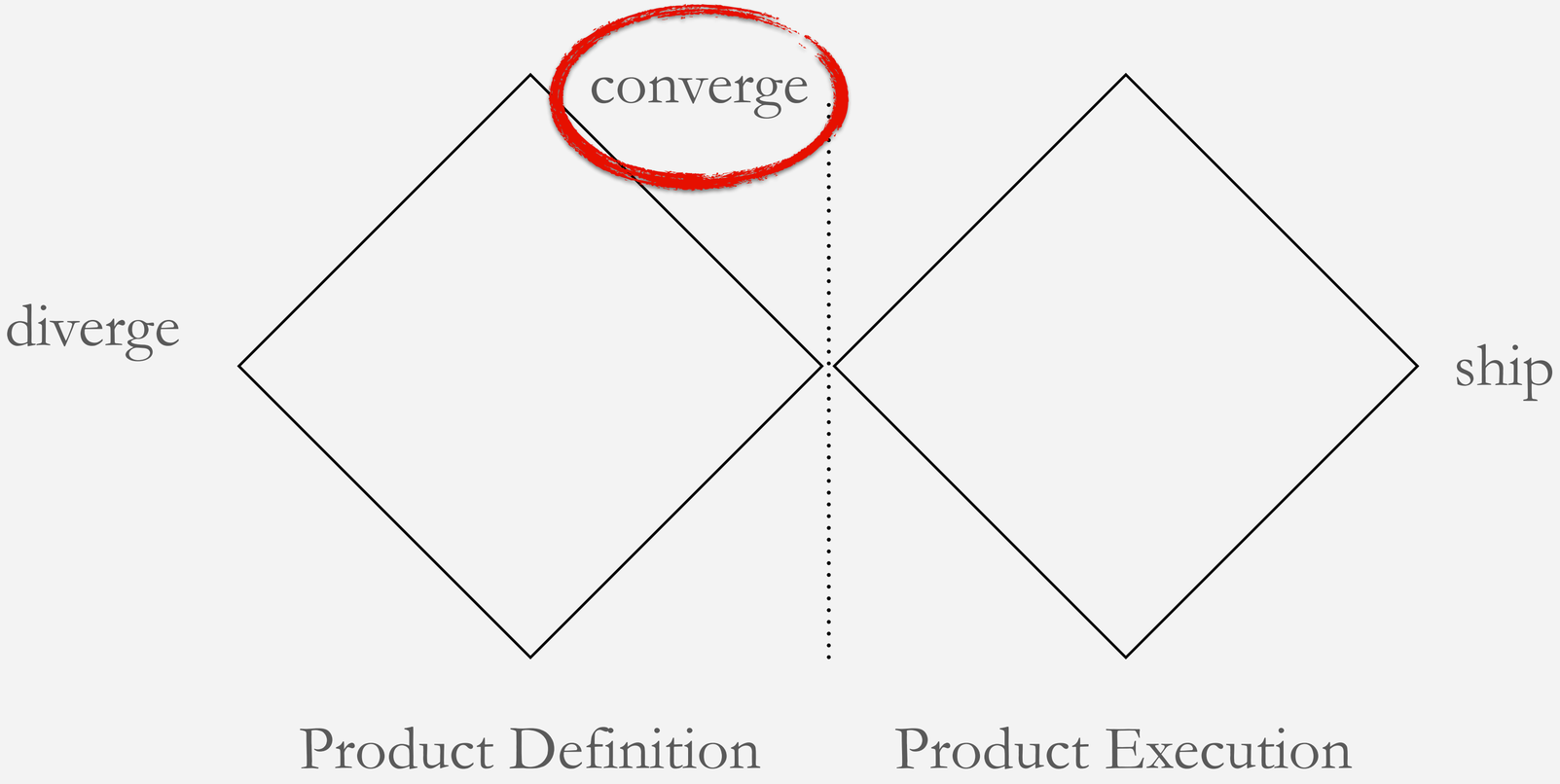
My strengths.

- Communicating
- Systems Thinking
- Prototyping

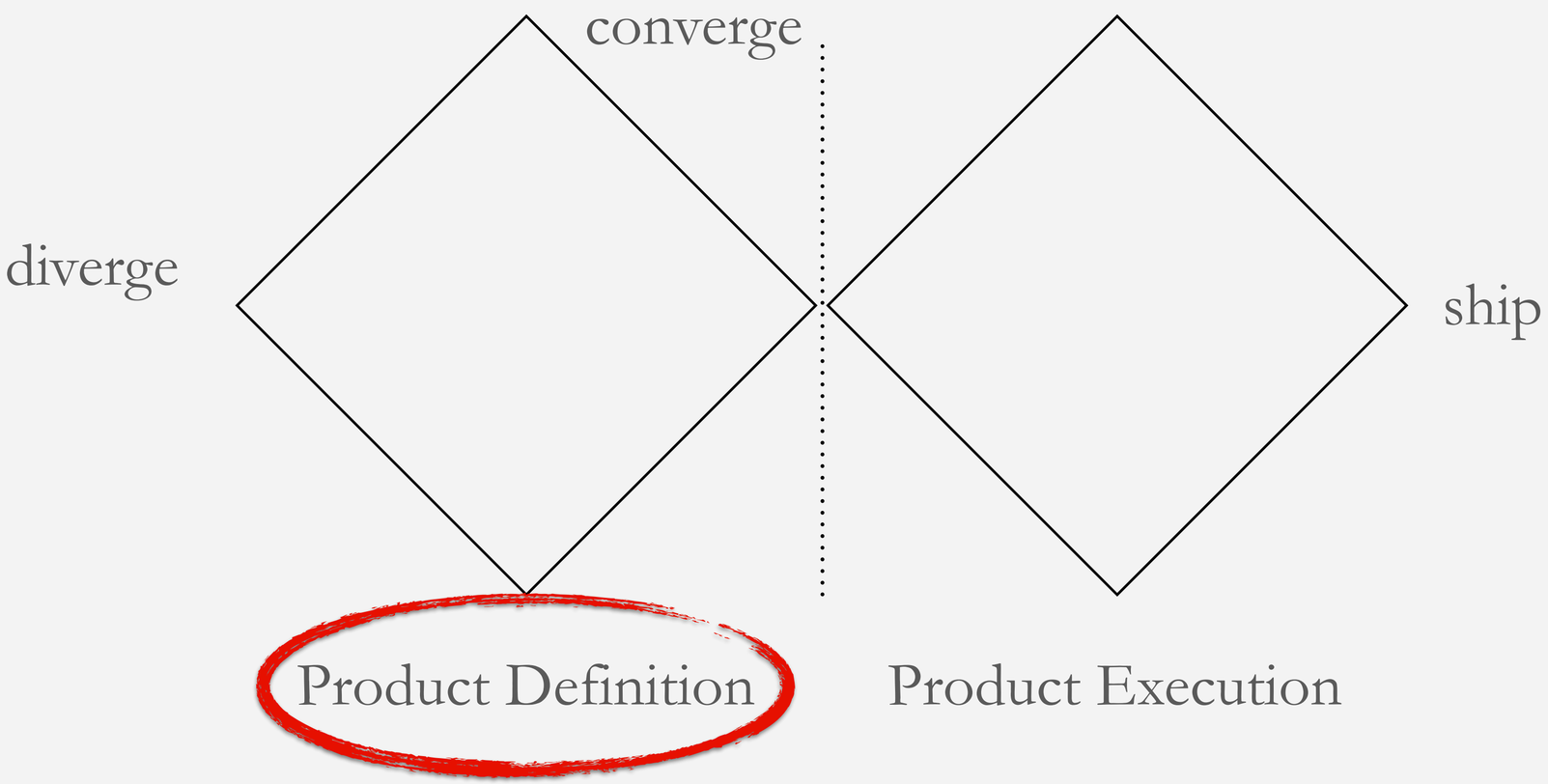
Methodology



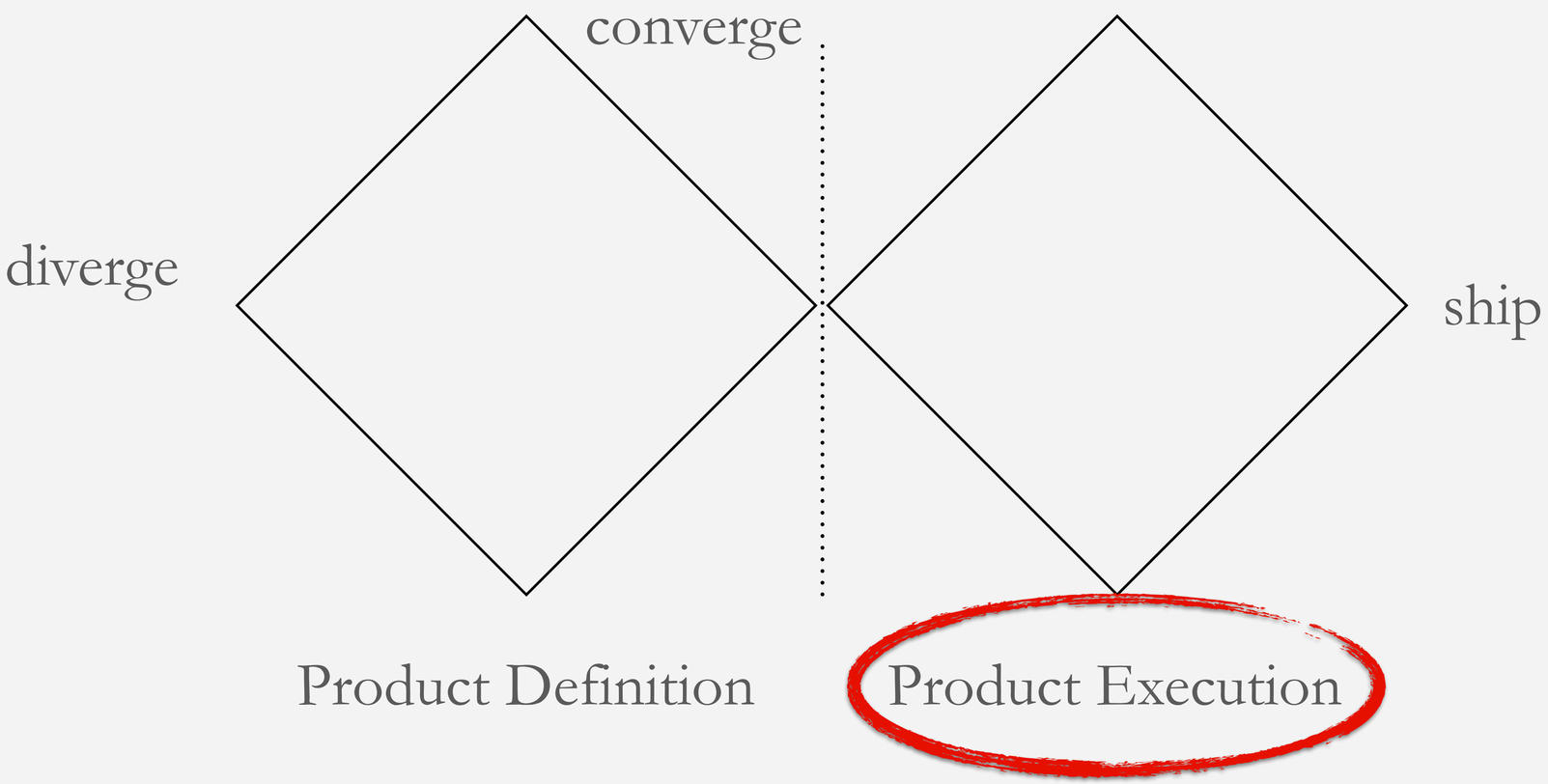
Methodology



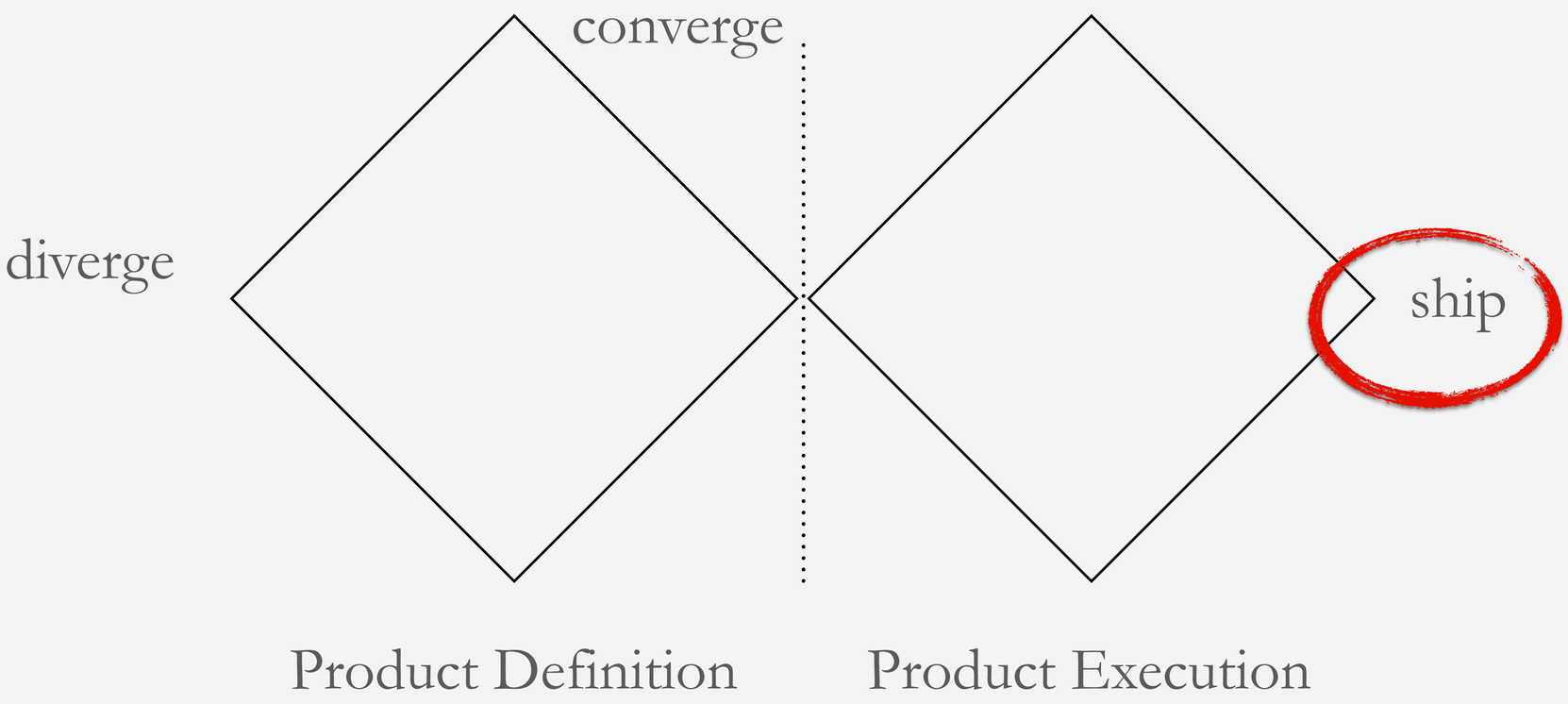
Methodology



Methodology



Methodology



1. Discovering

- Design Thinking
- Service Design
- Data (ethnography, cartography)

2. Validating

- Prototyping
- User Testing
- Surveying and Interviewing
- Feedback Loops

3. Building

- Minimun Viable Product
- Content Strategy
- Front-End Development
- Back-End Requirements

4. Shipping!

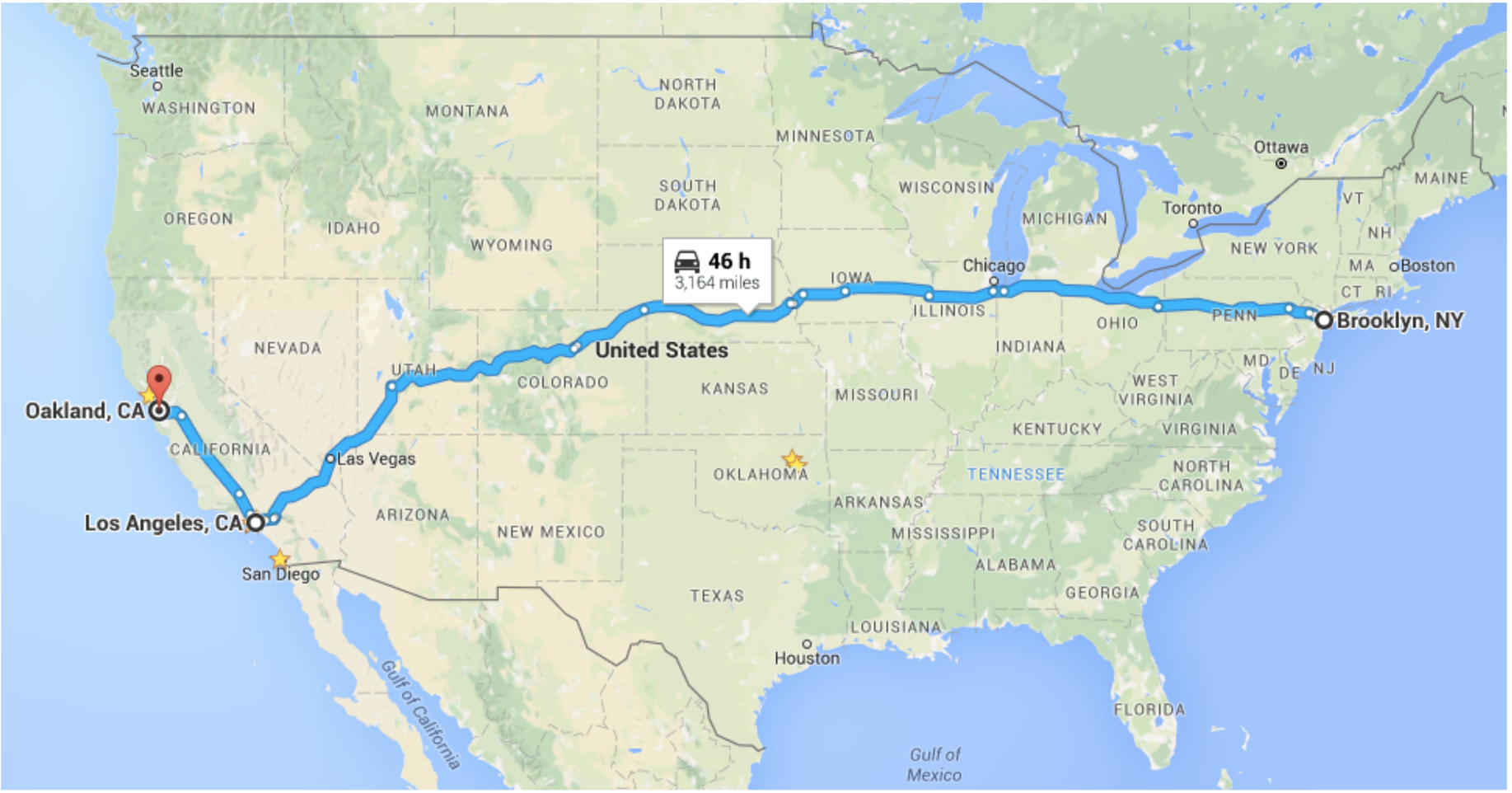
- Analytics
- Support
- User Feedback
- Iterate to Scale

1. Discovering

2. Validating

3. Building

4. Shipping!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MA
CT
RI
MD
DE
NJ
Gulf of California
Gulf of Mexico

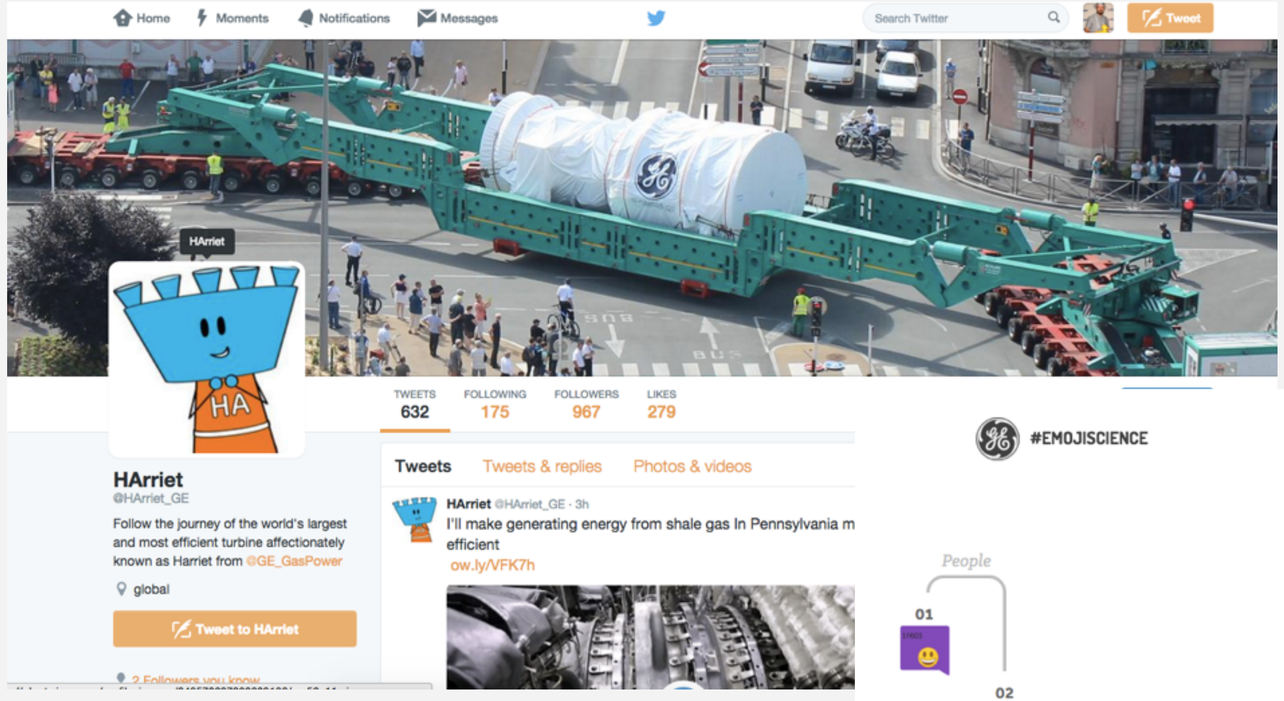
I’ve been moving around a lot over the last few years . . .

I love helping people refine complex systems into meaningful and delightful interactions.

How will I make meaningful and delightful things at GE?

- Communicating
- Systems Thinking
- Prototyping

. . . and having fun!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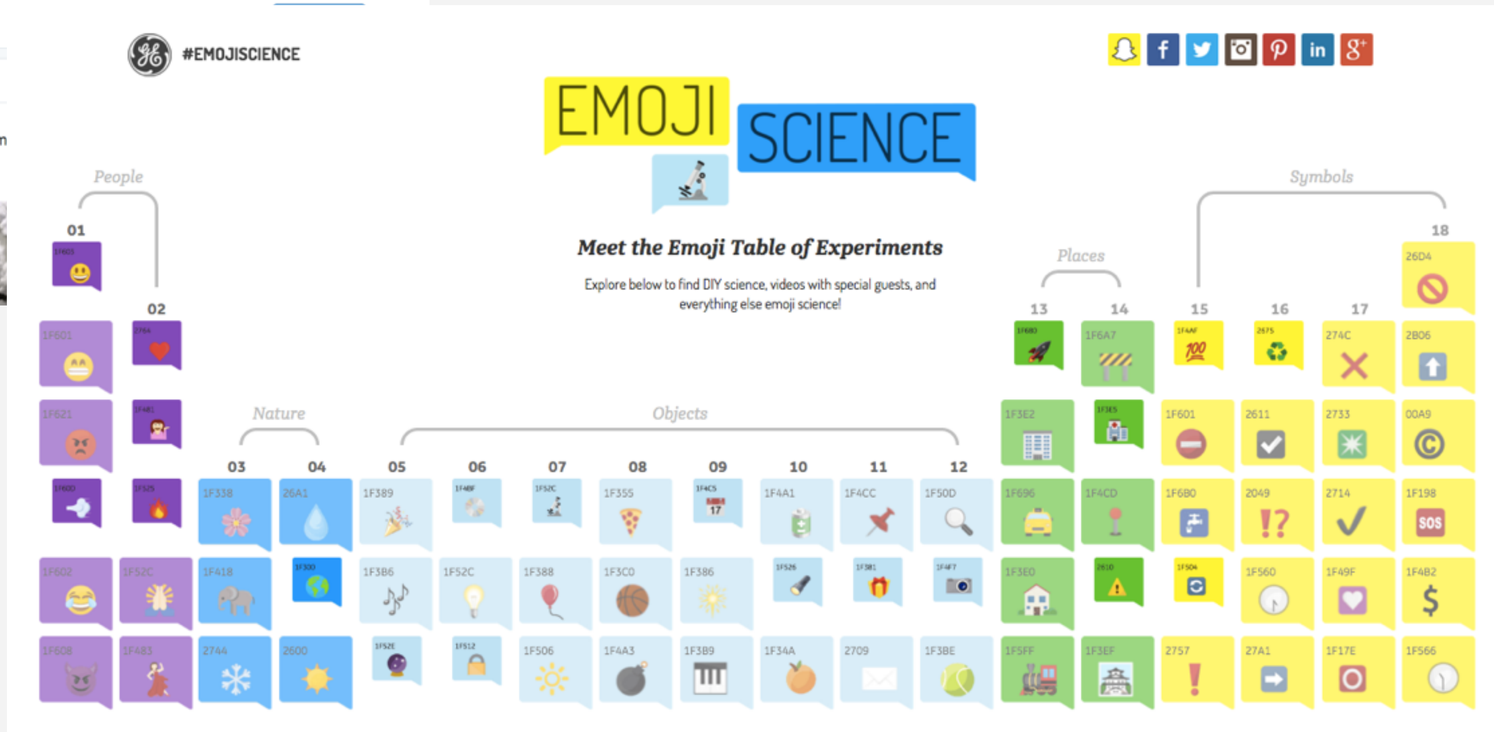
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Objects
Places
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I am passionate and excited for the opportunity to join GE Digital and build the IIoT.

Thank You!

?'s