

Future Making

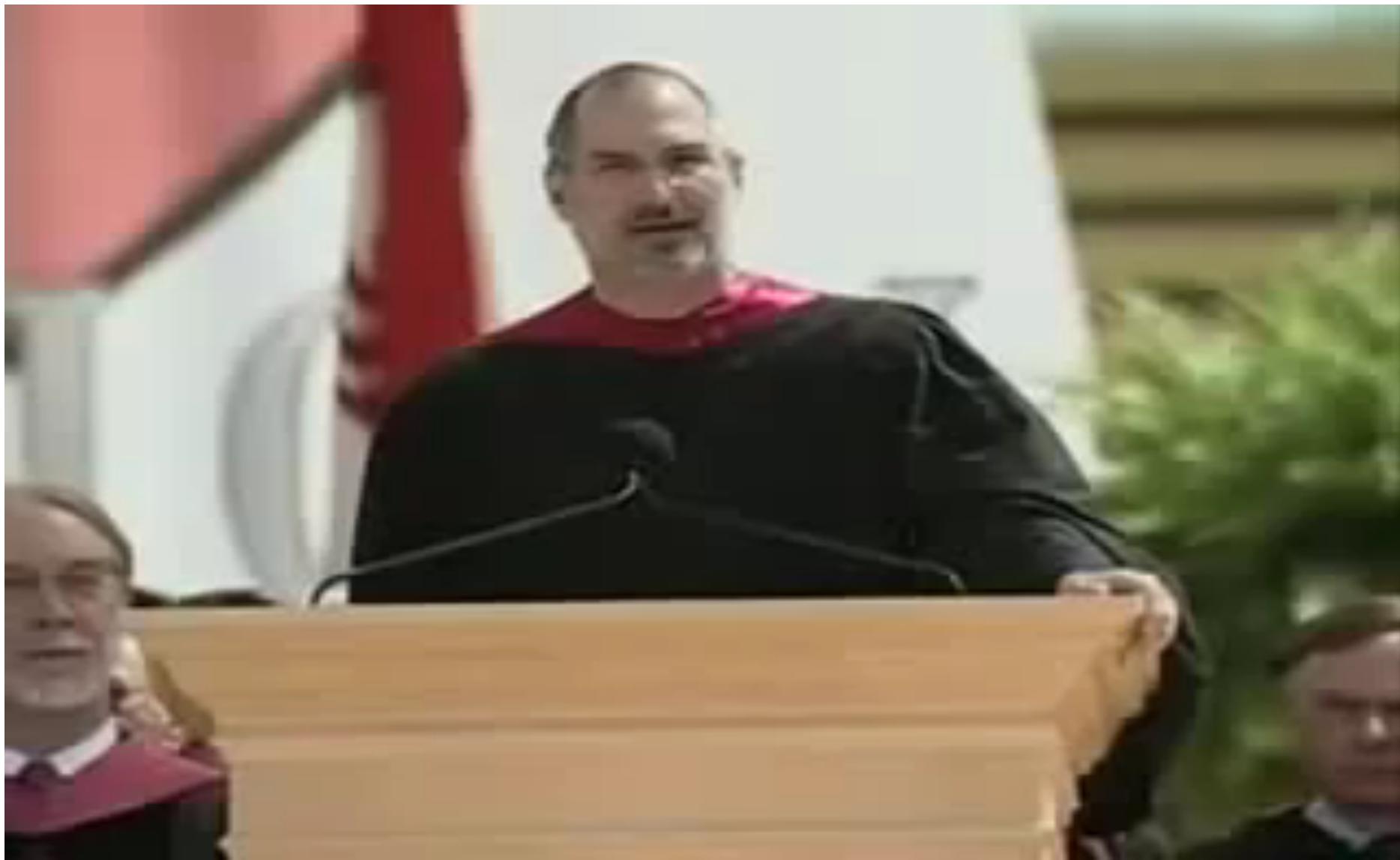
by Sukumar Rajagopal



“The best way to predict
the future is to invent it.”

Alan Kay – inventor of Smalltalk, GUI.. at Xerox PARC

Inspiration – Connecting the Dots



IKEA Harte Lamp

USB Power is a Digital Dot

Connect Digital Dots

Futuristic – Barrier?

Future is Unknowable

Futuristic: 3-Types of Future

Near Future

The future is already here. it's just not very evenly distributed
[William Gibson 1993]

Self-Driving Cars



Far Future

Hyperloop?

Past Future

The past is even more unevenly distributed. – Sukumar's Corollary ☺

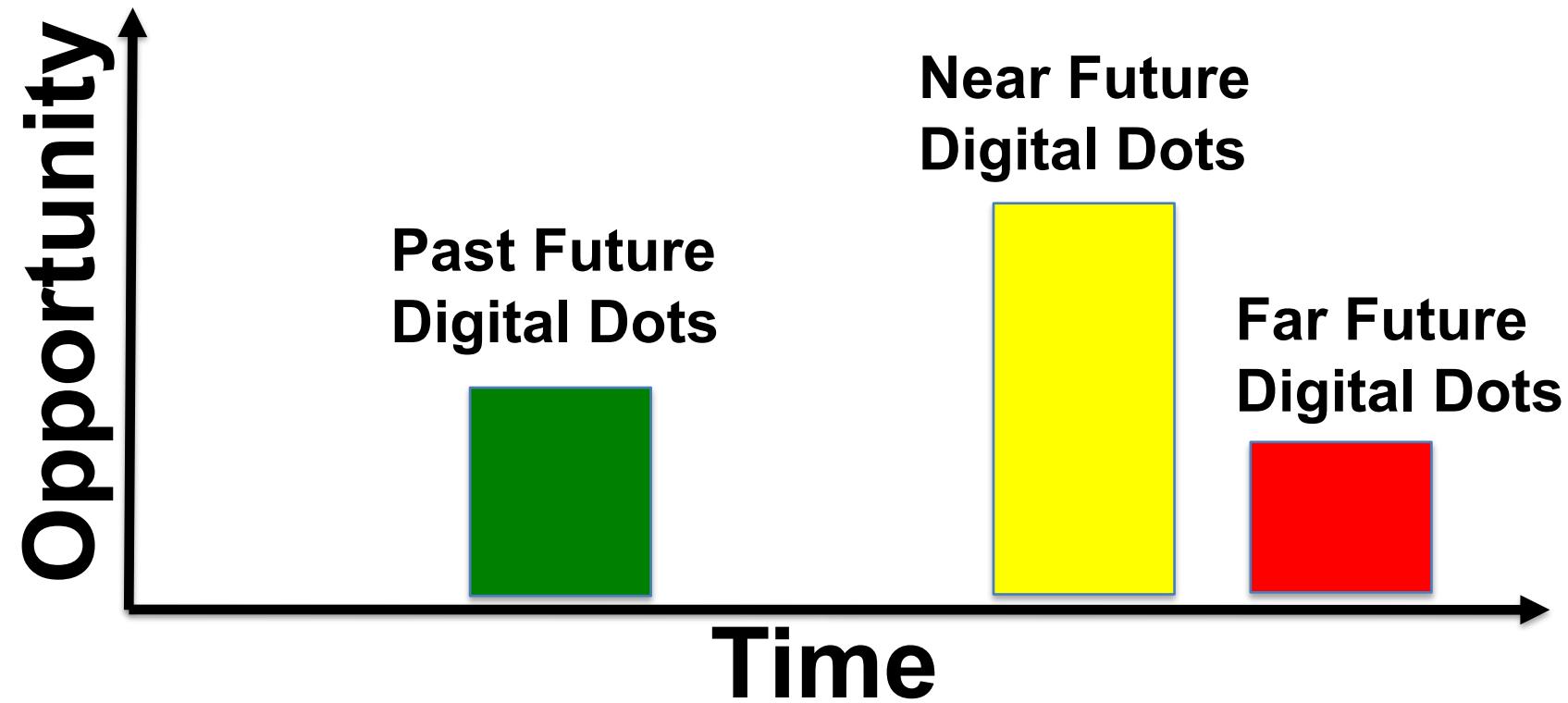
AWS Launch?

2006

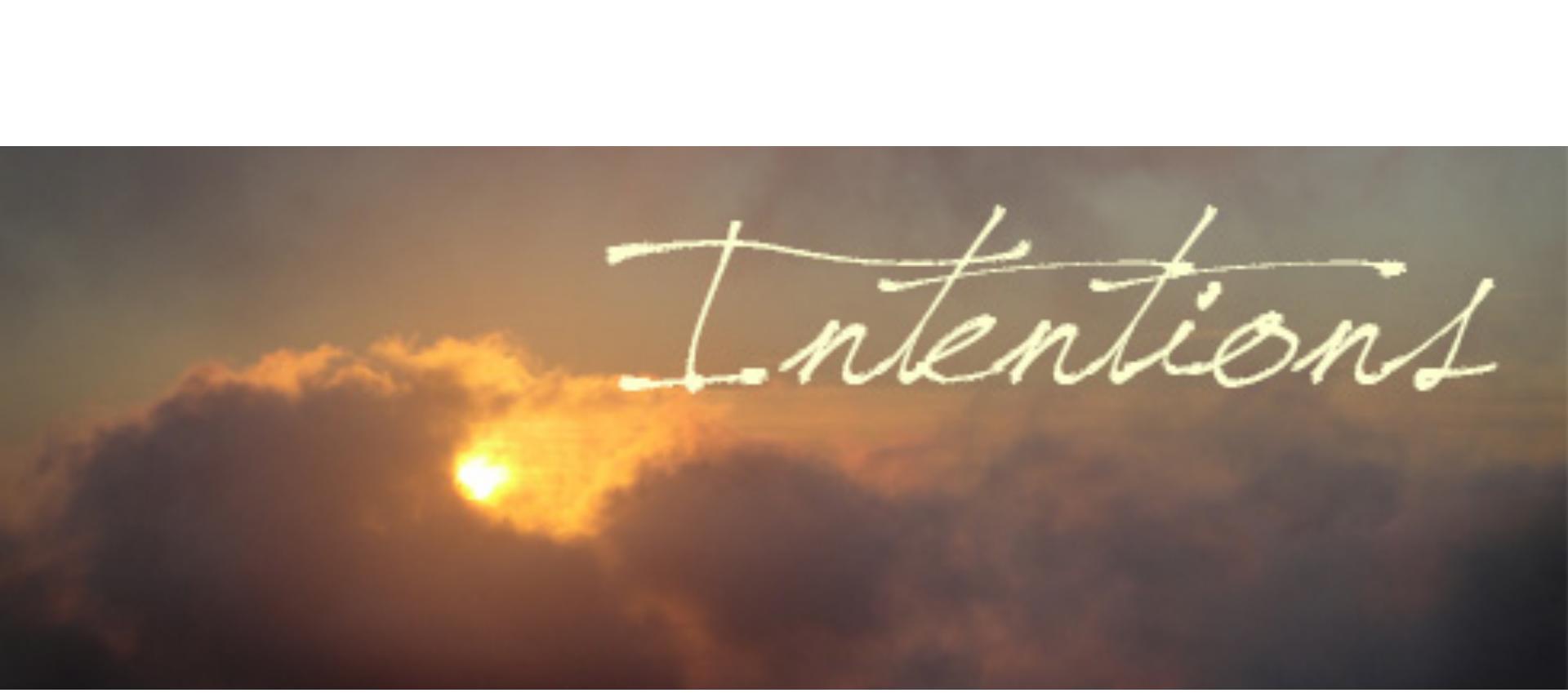
of customers on Cloud?

1C app store 2010

Least Risk for Clients?



RGY = RISK



Intentions

What does this mean?

A comparison

Action-Result Approach

- Make \$\$ with per user in the Payroll processing - Zenefits
- Increase Revenue per foot fall – Best Buy



Intention Approach

- **Make managing payroll simple - Zenefits**
- **Customers should feel comfortable and secure - Best Buy**



Components OF INTENTION

- What is an intention ?
 - Should have no clear results
 - Can never end

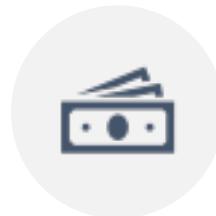
Add a Footer



FAST (AGILE)



*EASY
(CONVENIENT)*



*FRUGAL
(ECONOMIC)*



SECURE (SAFE)

Future Making

UX

Trim Tab

Extreme
Objective

Connect
Past
Digital
Dots

Customer Intention

Nina Monckton Saves \$1B for the NHS



App Example - Capital Appropriation Request (CAR)

Before....

- 10 fields manually selected/entered
- 3 header level fields
- 7 line level fields

The screenshot displays the CAR (Capital Appropriation Request) application interface across three main sections:

- Approver Details:** Shows a field "Based on the CAR value the approver should belong to the Associate Director grade or above" with a "Check ID" button. A red oval highlights this section.
- Project Details:** Shows a "Raise Request for" dropdown set to "New Project", a "Search Projects by" section with "Project Id" selected, and a search input field containing "L000056776 -EAS Paycot AvH". A red oval highlights this section.
- Asset Details:** Shows a "Business Justification*" text area and a "Individual Asset Details" section. This section includes fields for "Asset Type*", "Asset Category*", "Asset Item*", "City*", "Asset Location", and "Budget / Funding*". A red oval highlights this section.

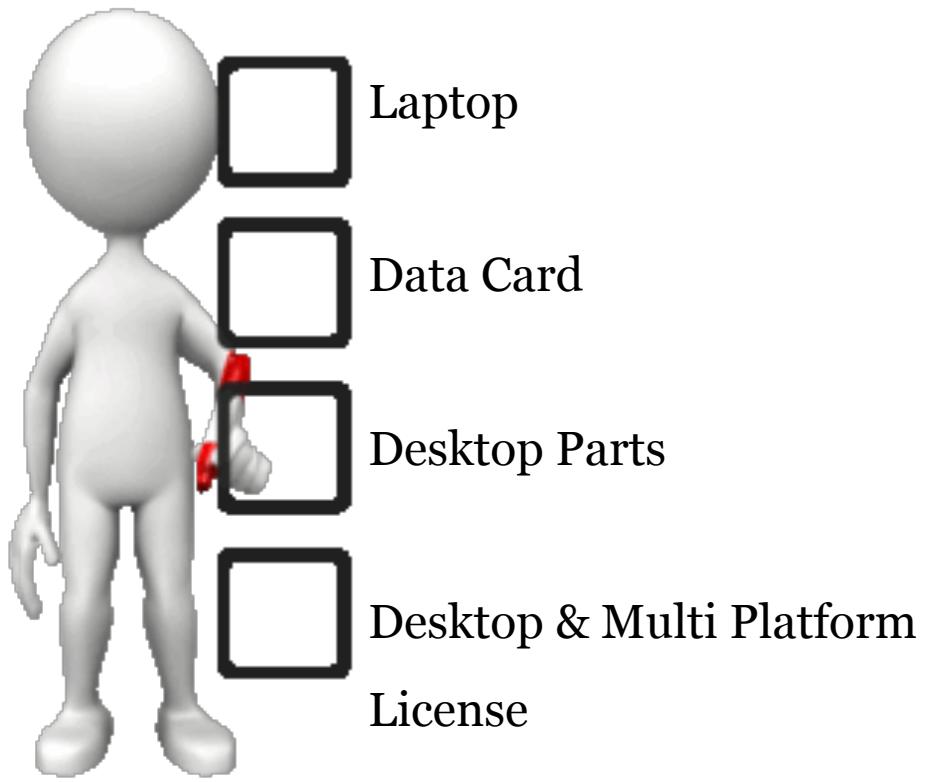
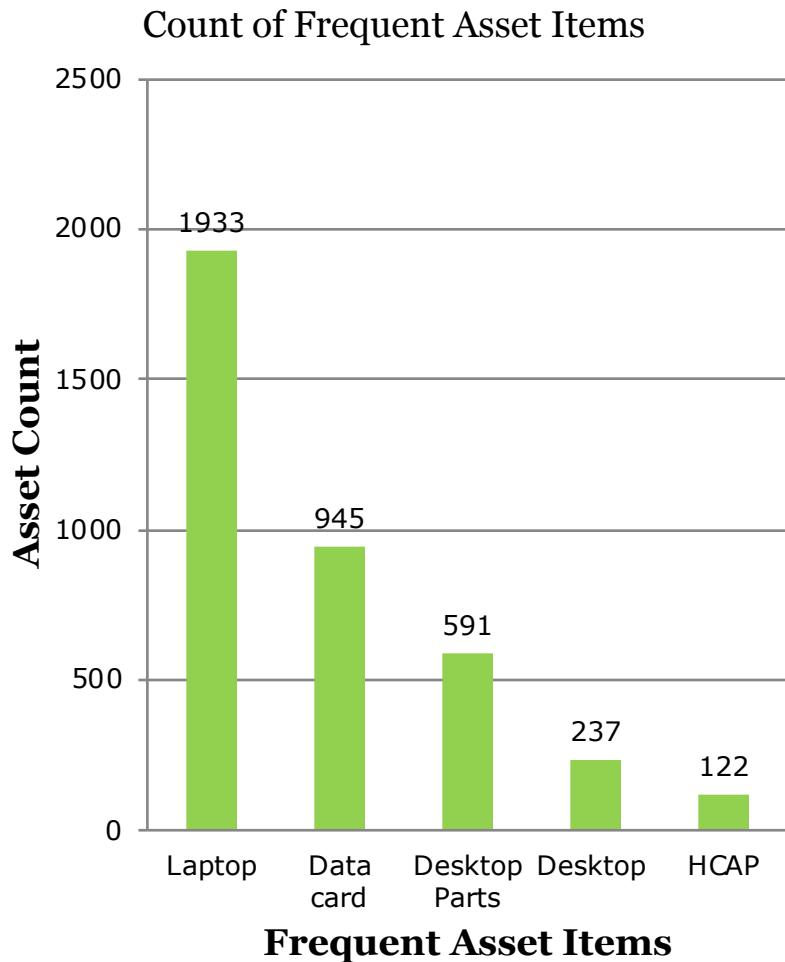
Look familiar?

Bet- 80% of your Screens are Similar

Pandemic: Systems of Record [Asocial]

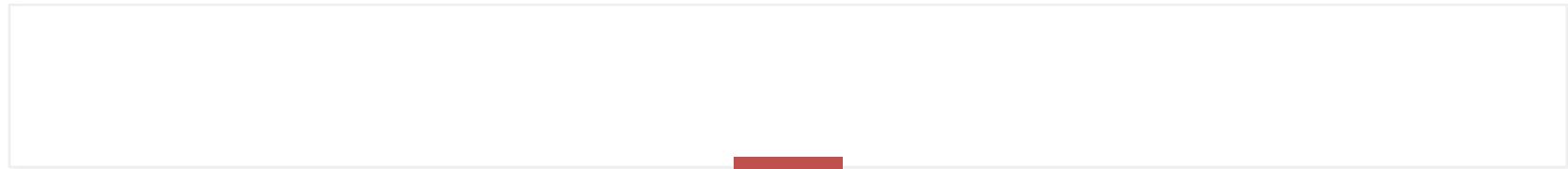
Asymmetry Revealed

Most Popular assets



Over 80% of CARs
raised are single line

Quick CAR – Zoom in Pivot



Quick CAR

Auto-create your CAR for these frequently procured assets

| | |
|--|---|
| | Standard Laptop |
| | High-speed wireless data card (2Mbps) |
| | RAM Module |
| | Standard Desktop |
| | HACP For Multiplatforms Authorized User License (PCOMM) |

Other Features

- Create Templates
- View Templates

FAQ

1. What are RAMS & CAR requests?
2. When is CAR request required?
3. How will my project be charged?
4. Why are RAMS & CAR costs different for the asset raised?
5. Why do I need to raise both CAR and RAMS?
6. Who has to approve my



Past Future Digital Dots

Cloud Services

Wearable Devices

Smart Speakers

Social FB/Twitter/LI

IoT Sensors/Devices

Aadhaar eKYC

Raspberry Pi
& Arduino

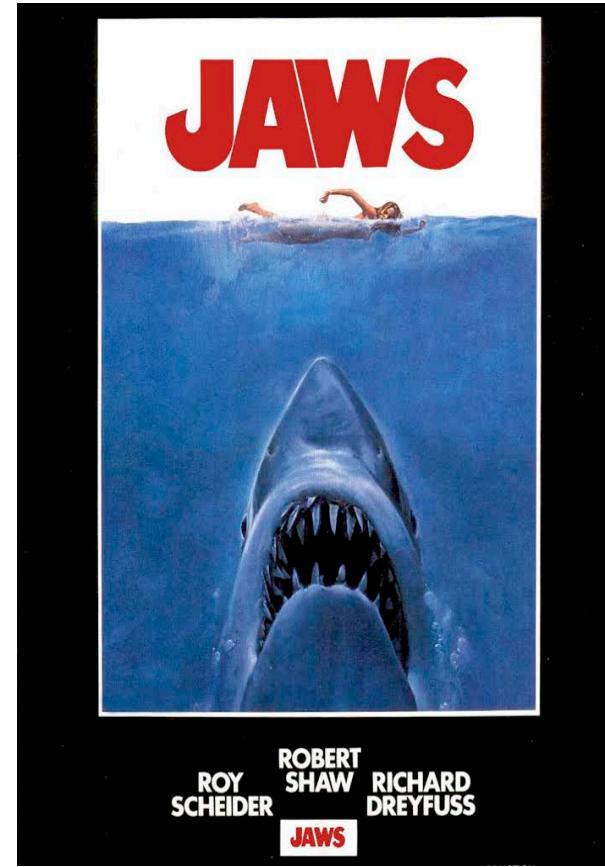
IFTTT

Drones

ML APIs

Any Missing?

Shark! Run! – Your Solution?



1. Australia ranks second behind the US in unprovoked shark incidents.
2. Coast guards armed with binoculars are about 20-30% accurate in correctly identifying sharks & alerting.



Source: <https://www.theverge.com/2017/8/28/16213416/drones-australia-shark-attack-ai-little-ripper>

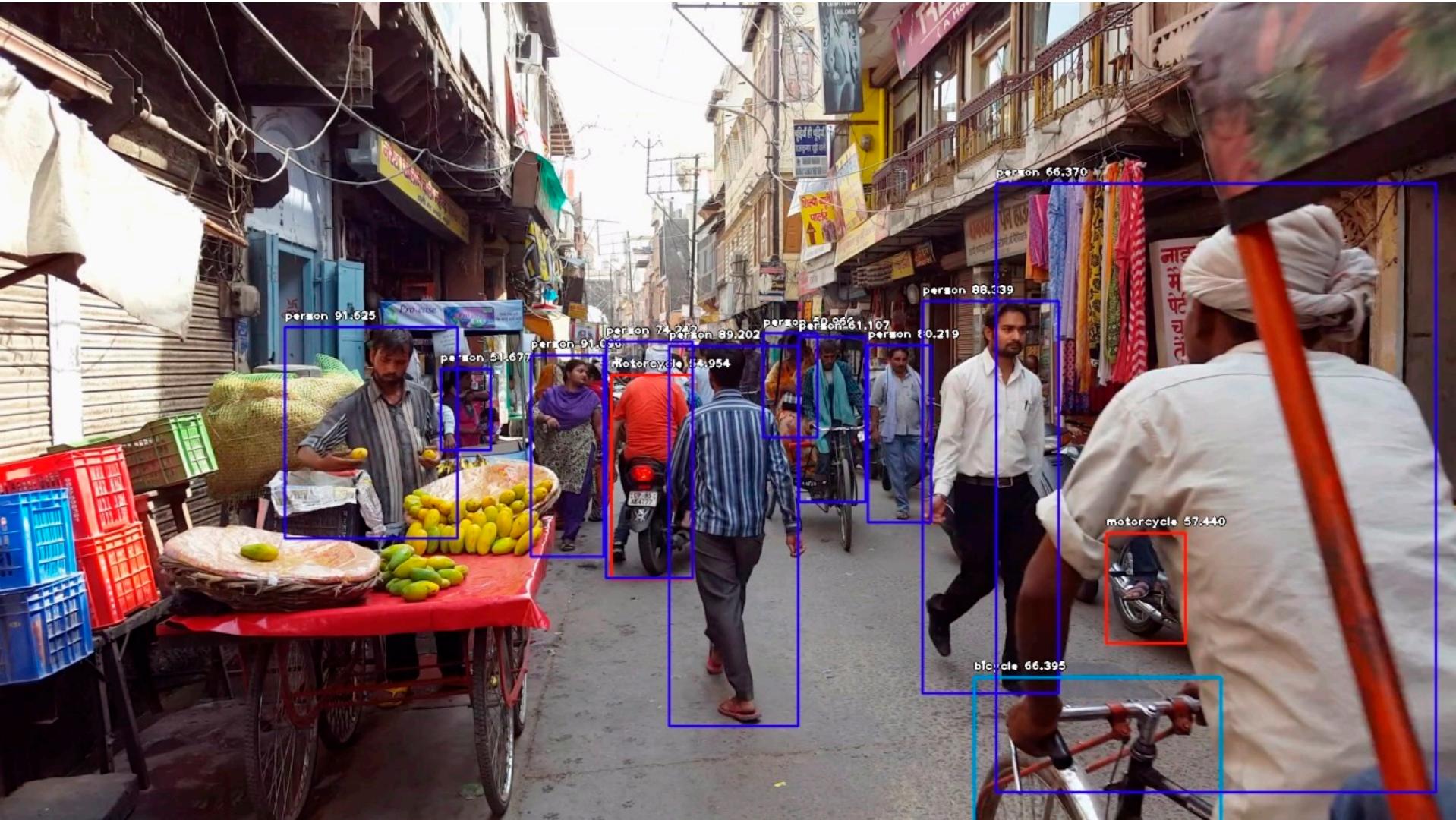
What are the Past Future Digital Dots?

Drones, AWS Rekognition/Google Vision/Azure Custom Vision Service API..

Write a program to detect the objects here?



Object Detection with 10 Lines of Code



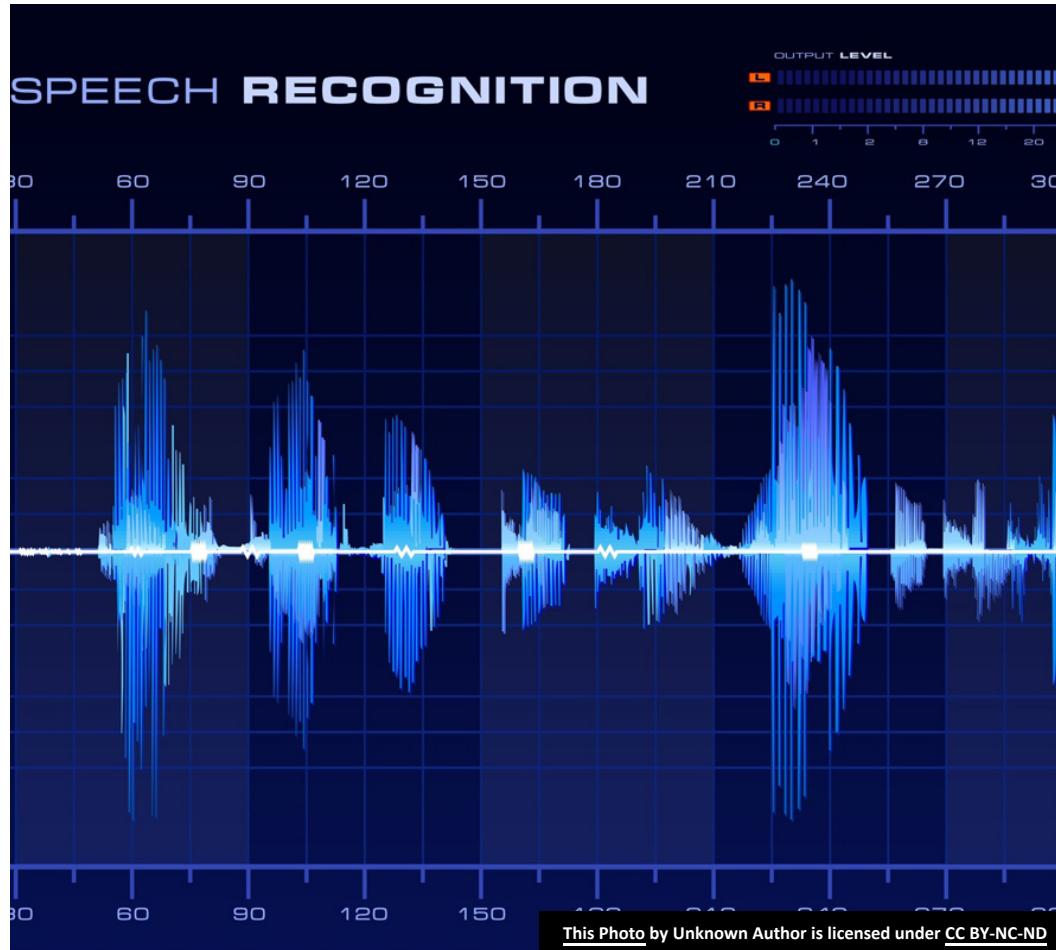
Customer HIPAA Verification Process



1. To comply with HIPAA guidelines and to maintain the security of the Acct, can you please confirm...
2. Please verify these 4 pieces of information – Name, Date of Birth, Medicare Nbr/Member ID and Address

What is the Performance Undersupply here? (PUX) and what is your Futuristic Solution?

What are the Past Future Digital Dots?



Voice
Biometrics

Restaurant – New Cuisine Experience

Customer Journey – All the steps involved in customer's full journey for a particular functional area



What are the Digital Dots?

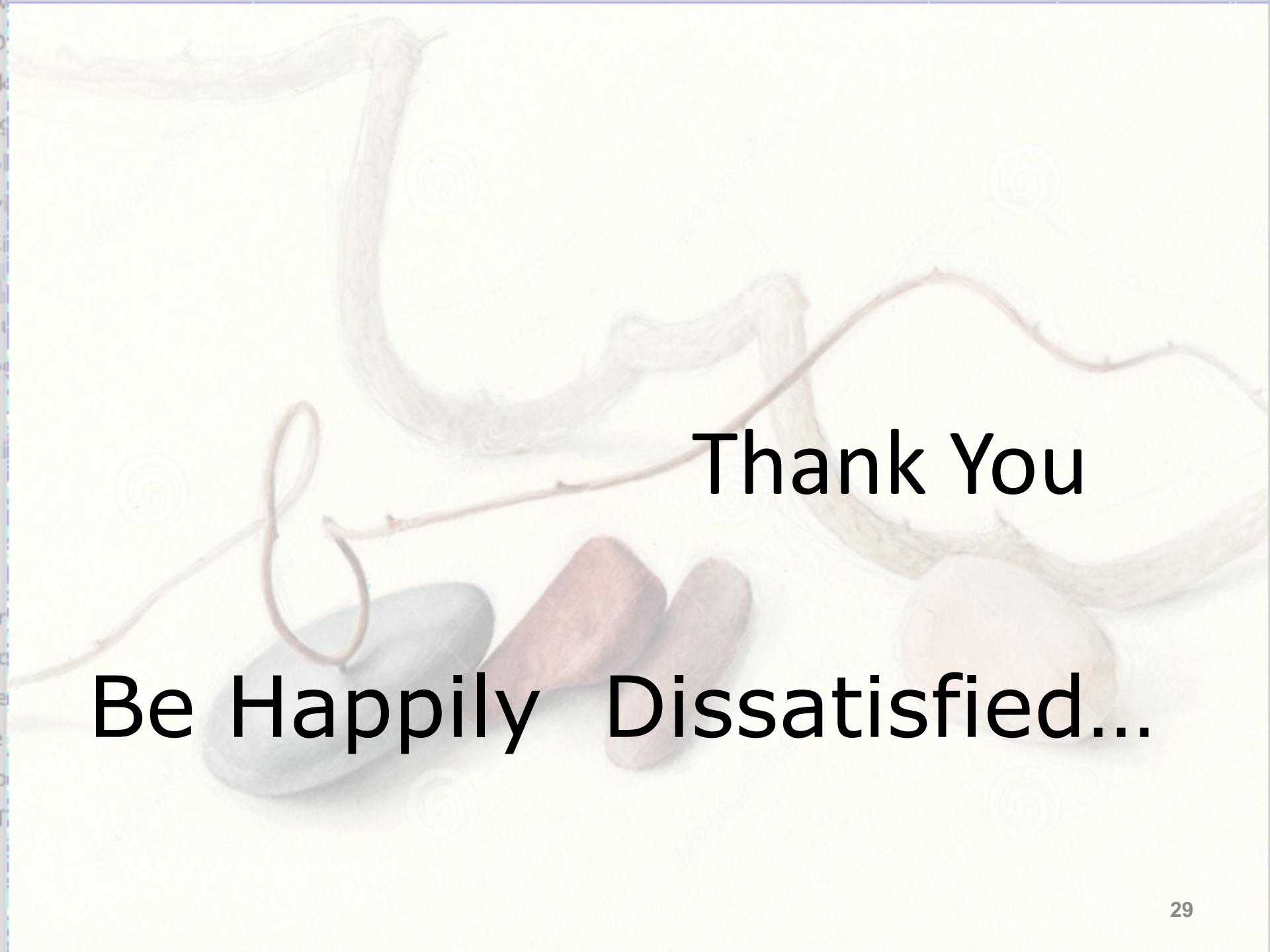


What if that device is too expensive?

In A Nut Shell



1. Pick one Customer Journey
2. Identify Customer Intention
3. Create an Extreme Objective
4. Revisit the Trim tab step
5. Connect Past Future Digital Dots
6. Generate a futuristic solution



Thank You

Be Happily Dissatisfied...