Notes talking with Beatrice (1/9/12):

* She uses system thinking approach around change management
  + How do you analyze a problem using system approach?
  + How can you use the analysis process to facilitate change management?
* She has developed a technique for using causal loop diagrams to clarify mental models
  + her observation is that any time you say x is related to y you are making an assumption about a model
  + unless you are simply trying to automate an existing process, you need to challenge the assumptions surrounding the system you are working with in order to create positive change
* I brought up example of Le Corbusier and his utopian city as an example of big design, that hadn’t worked so well but at least aspired to be big and suggested that we then went through a period of small design, but now may be a moment for big design again
  + This really resonated with her
  + She felt like what may be different this time is that in 20’s and 30’s big design ideas were very much top down design thinking, then we had period of discovering system thinking, feedback, etc. and so now big design uses this methodology AND has adopted a user centric approach so perhaps we will solve big problems in a better way this time around
* She discussed the issue of emergent behavior and the point that UX design creates expectations, and a platform, for a system to develop emergent behavior that the designer cannot, of course, predict, but should be aware of the certainty that this will occur