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ART103
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Reading #1

Q1. -- What is a good working definition of what a System is and perhaps what it is not?

- A good working definition of what a System is a group of elements working together to achieve the same end goals, or to maintain the core values/ functions.
  Examples: Solar system, Ecological system, Management Information Systems
- Collection of different components, have relationships with each other, have no connection with each other but come together,..
- Had to fit in a category, creating structures.
- NOT a system:
    - Components that stand only by itself without participating in any process or contributing anything for reaching the same goal.
    - They do not work together, and are disconnected.

Q2. -- For the 4 system definitions you were to look up please give in your own words what they mean and give an example of them for each case.

- Modularity:

Components of a system that can be arranged in a variety of configurations or roles (very interchangeable)
Ex: parts of computer, cpu, ram sticks, etc.

- Decomposability

The point at which elements cannot be broken down any further and doing so would just mean functional obliteration.
Ex: a business, chart, top is CEO -> manager -> marketing, researcher,... (Who's the boss, who is in charge.) Product management, characterize system

- Emergence

A complex behavior that arises out of a multiplicity of relatively simple interactions from many components. It's hidden but will be reviewed.
Ex: Neighborhoods, cities, towns, buildings, hormones, snowflakes.

- Chaos Theory

The behavior of dynamic systems that are highly sensitive to initial conditions and can have wide-ranging outcomes and still behave within larger systems that maintain balance. Also which is popularly referred to as the butterfly effect. It cannot be explained deterministically and cannot be predicted. Many different components are at work and their interactions are so complex that extremely small variations can lead to huge differences in outcome.
Example: History, or the fact that someone is born, traffic, or just simply anyone's daily routine (the fact that I wake up in the morning and have a plan to do but meet obstacles and plan changed).

Q3 -- What is the difference between ideas of Modularity and Tessellation? What are the properties that are in opposition with each other?

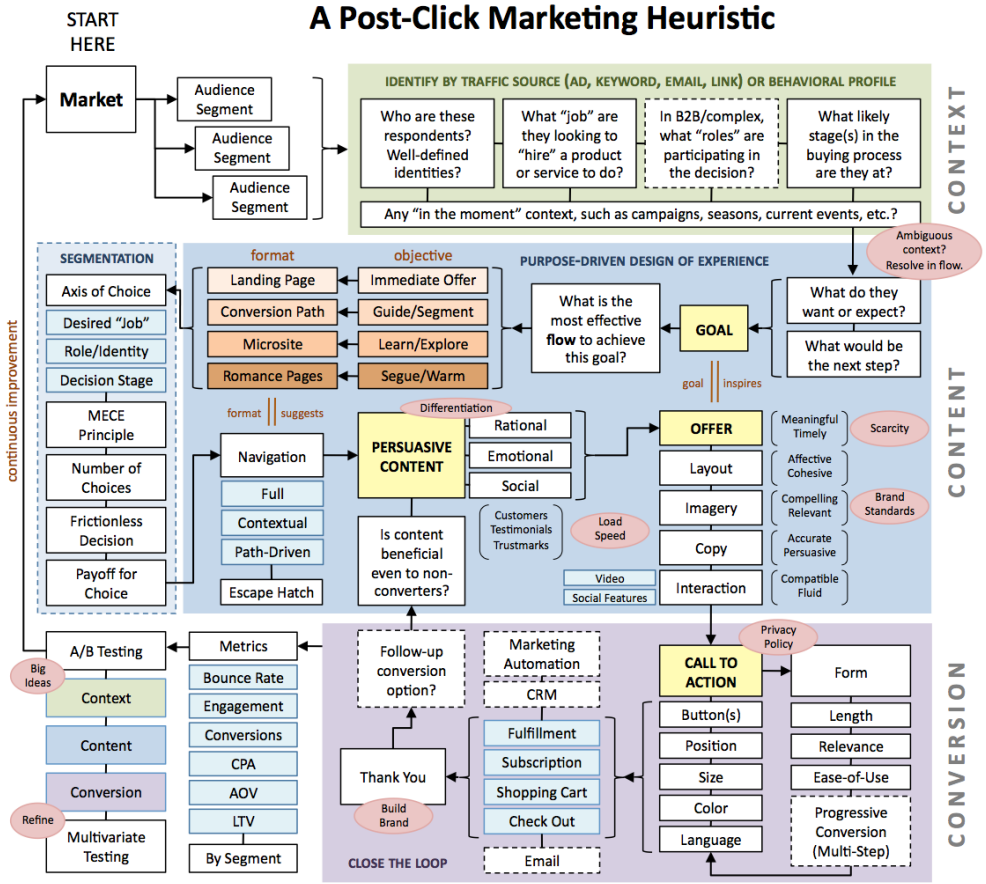
- Modularity is able to break apart, flexible, variable ways to do it, can be arranged in many ways. Freely change the component within the system
- Tessellation is able to always connect and reconnect, repetition of pattern, symmetrical, well arranged, and set in a system.
- Things that tessellate: no flexibility in arrangement (fixed) Work one way only.

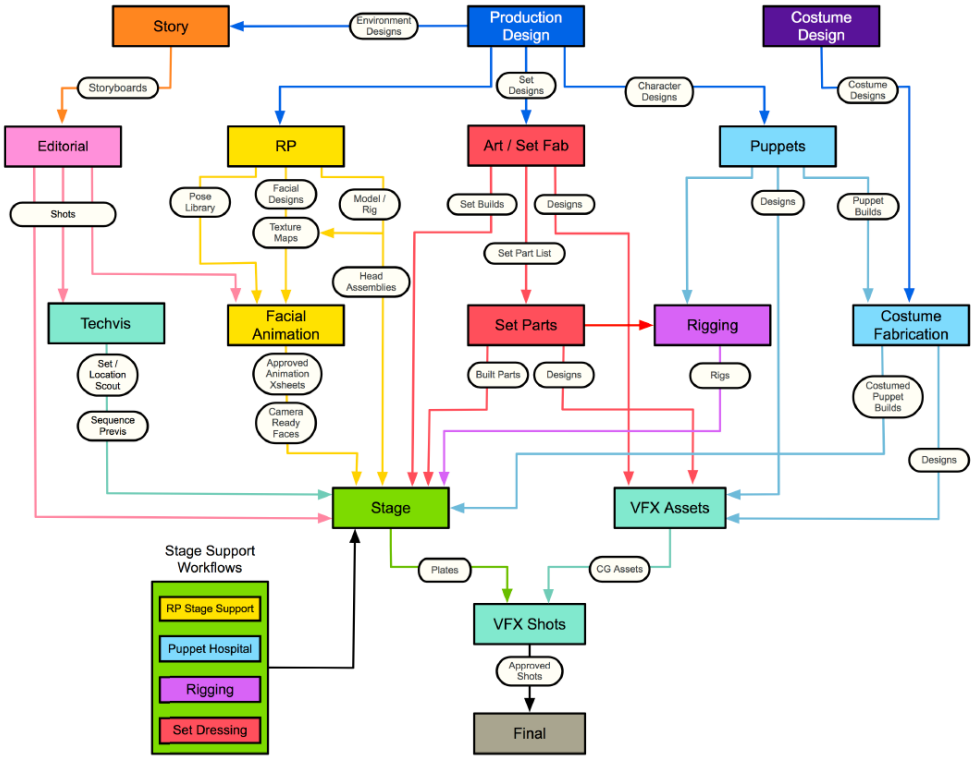
Q4 -- What is the difference between designing something that has Complexity (aperiodic) vs being Uniform (periodic)

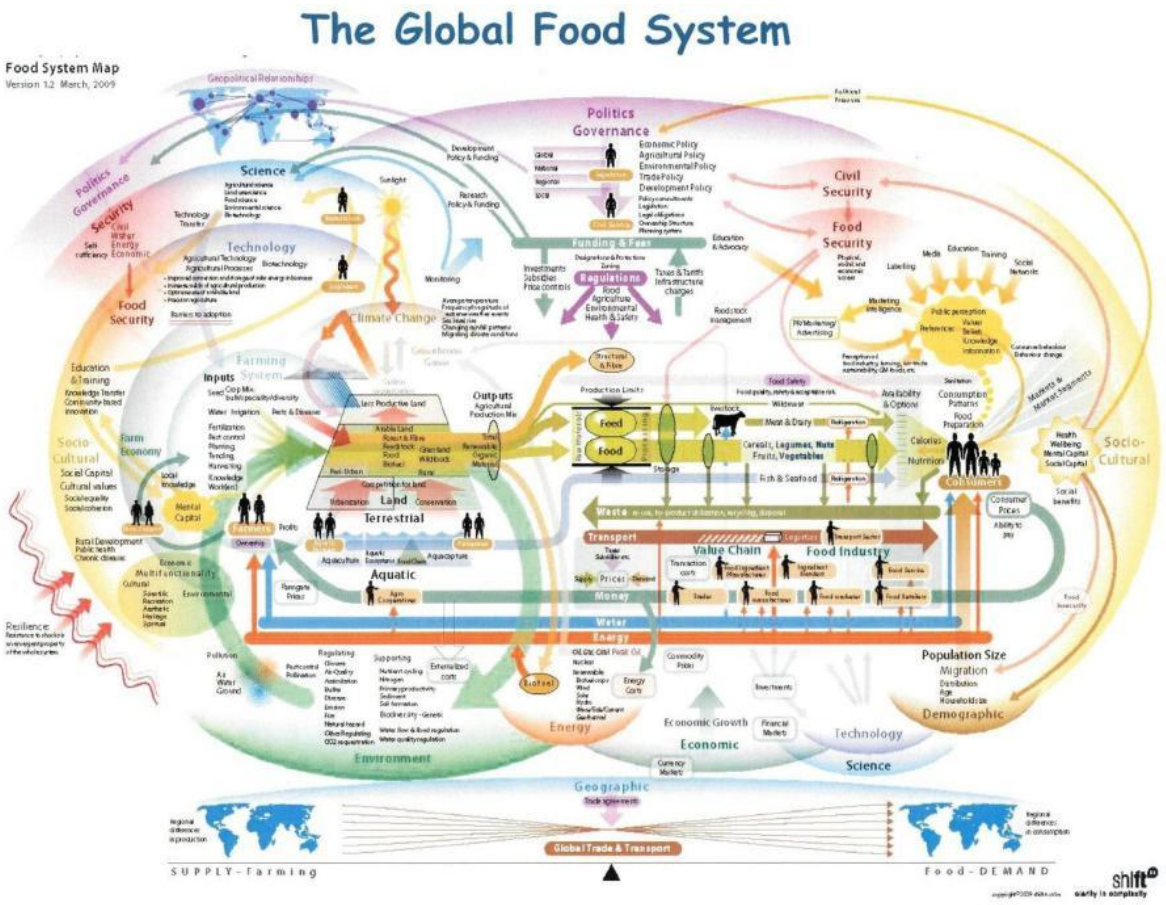
- Complexity (aperiodic): the design will be unpredictable, patterns are made by a type of emergent behavior called complex adaptive behavior.
- Uniform (periodic): predictable and pattern that repeats the sequence of the values exactly after a fixed length of time.

Q5 -- What is the difference between a system diagram and some kind of feature diagram like an exploded view drawing or an illustration like this lady bug. Please explain in complete sentences.

- System diagram shows the process, the connection of elements and functions of each branch, working together to finish the same goal/ task in a meaningful and functional way.
- Feature diagram shows the elements of the object, how things fit together, however it doesn't show the functionality or the connection between them.


START HERE
A Post-Click Marketing Heuristic
Market
Audience Segment
Audience Segment
Audience Segment
IDENTIFY BY TRAFFIC SOURCE (AD, KEYWORD, EMAIL, LINK) OR BEHAVIORAL PROFILE
Who are these respondents? Well-defined identities?
What "job" are they looking to "hire" a product or service to do?
In B2B/complex, what "roles" are participating in the decision?
What likely stage(s) in the buying process are they at?
Any "in the moment" context, such as campaigns, seasons, current events, etc.?
CONTEXT
Ambiguous context? Resolve in flow.
SEGMENTATION
Axis of Choice
Desired "Job"
Role/Identity
Decision Stage
MECE Principle
Number of Choices
Frictionless Decision
Payoff for Choice
format
objective
Landing Page
Immediate Offer
Conversion Path
Guide/Segment
Microsite
Learn/Explore
Romance Pages
Segue/Warm
PURPOSE-DRIVEN DESIGN OF EXPERIENCE
What is the most effective flow to achieve this goal?
GOAL
What do they want or expect?
What would be the next step?
goal
inspires
format
suggests
Navigation
Full
Contextual
Path-Driven
Escape Hatch
Differentiation
PERSUASIVE CONTENT
Rational
Emotional
Social
Is content beneficial even to non-converters?
Customers Testimonials Trustmarks
Load Speed
OFFER
Layout
Imagery
Copy
Interaction
Video
Social Features
Meaningful Timely
Affective Cohesive
Compelling Relevant
Accurate Persuasive
Compatible Fluid
Scarcity
Brand Standards
CONTENT
continuous improvement
A/B Testing
Big Ideas
Context
Content
Conversion
Refine
Multivariate Testing
Metrics
Bounce Rate
Engagement
Conversions
CPA
AOV
LTV
By Segment
Follow-up conversion option?
Marketing Automation
CRM
Fulfillment
Subscription
Shopping Cart
Check Out
Email
Thank You
Build Brand
CLOSE THE LOOP
Privacy Policy
CALL TO ACTION
Button(s)
Position
Size
Color
Language
Form
Length
Relevance
Ease-of-Use
Progressive Conversion (Multi-Step)
CONVERSION


Story
Environment Designs
Production Design
Costume Design
Storyboards
Set Designs
Character Designs
Costume Designs
Editorial
RP
Art / Set Fab
Puppets
Shots
Pose Library
Facial Designs
Model / Rig
Texture Maps
Head Assemblies
Set Builds
Designs
Set Part List
Designs
Puppet Builds
Techvis
Facial Animation
Set Parts
Rigging
Costume Fabrication
Set / Location Scout
Sequence Previs
Approved Animation Xsheets
Camera Ready Faces
Built Parts
Designs
Rigs
Costumed Puppet Builds
Designs
Stage
VFX Assets
Stage Support Workflows
RP Stage Support
Puppet Hospital
Rigging
Set Dressing
Plates
CG Assets
VFX Shots
Approved Shots
Final



Chaos theory