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How to unlearn? Change the way we study when we go from university

Do we study to get grades or understanding? Grades. Do we sacrifice grades for learning? sometimes , depends.

Initially grades matter a lot.

Is success abiding by the norms?

He has fundamentally changed the UI

Keyboard is software

How did he build the keyboard, he had touch screens

How did he go from code to touch screens -> unlearn etc

Sometimes screen is big sometimes small

Exercise

constant: student/teacher exchange of ideas

Define a new process

Answer

A Collaborative Knowledge Loop is a cyclical process where students and teachers co-develop understanding through ongoing exchange, reflection, synthesis, and application of ideas.

A new “Collaborative Knowledge Exchange” process where students and teachers actively share ideas instead of just listening to lectures. Both sides discuss, question, and refine concepts together, creating a more interactive and meaningful learning experience.

Discussion

Chatgpt destroys our thinking process

Our objective is to minimise time required by agent

So we remove agent and let customer work

Minimise wait time and time spent in system

Starbucks

Constant is everything we need to make the coffee: Beans Subject purchaser seller

What is the new way: does the order need to be physical? No can be online.

Apple video

What is the one thing we take away from this video? We feel and we make things that human feel. You should always make something someone can feel.

What is the element of unlearning? We think abundance is choice. We are programmed to think many are options and good and convenience of joy. We have to unlearn this

Starbucks website optimization

- Search Engine Visibility / Organic Traffic: Their site appears to be optimised for SEO (fast load times, mobile friendly, keyword usage, internal linking) so as to rank high on search engines and attract visitors.
- Conversion / Engagement: Facilitating ordering ahead, paying online, and convenient pick-up to drive usage of the website/app.
- User Retention / Loyalty: Encouraging repeat visits, reward program engagement, account login/signup, etc. (implied by analytics and digital strategy)
- Brand Experience / Customer Satisfaction: Website design, content, and processes aim to reflect the “Starbucks experience” and support the brand’s premium positioning.