

Mickey McManus

President, CEO and Principal, MAYA Design

LEAD SPONSOR



SUPPORTING SPONSORS

Alcon

CareCredit
25 Years of Caring.

DAC
VISION

LUXOTTICA


SHAMIR

**INTERNATIONAL
VISION
EXPO**
& CONFERENCE
NEW YORK

MVYA®

“Most Advanced Yet Acceptable”

Why Does Innovation Matter Now?

**I'd like to start with a personal
story...**







Pay for Parking Before Exiting

PLEASE PAY FOR
PARKING HERE
BEFORE RETURNING
TO VEHICLE







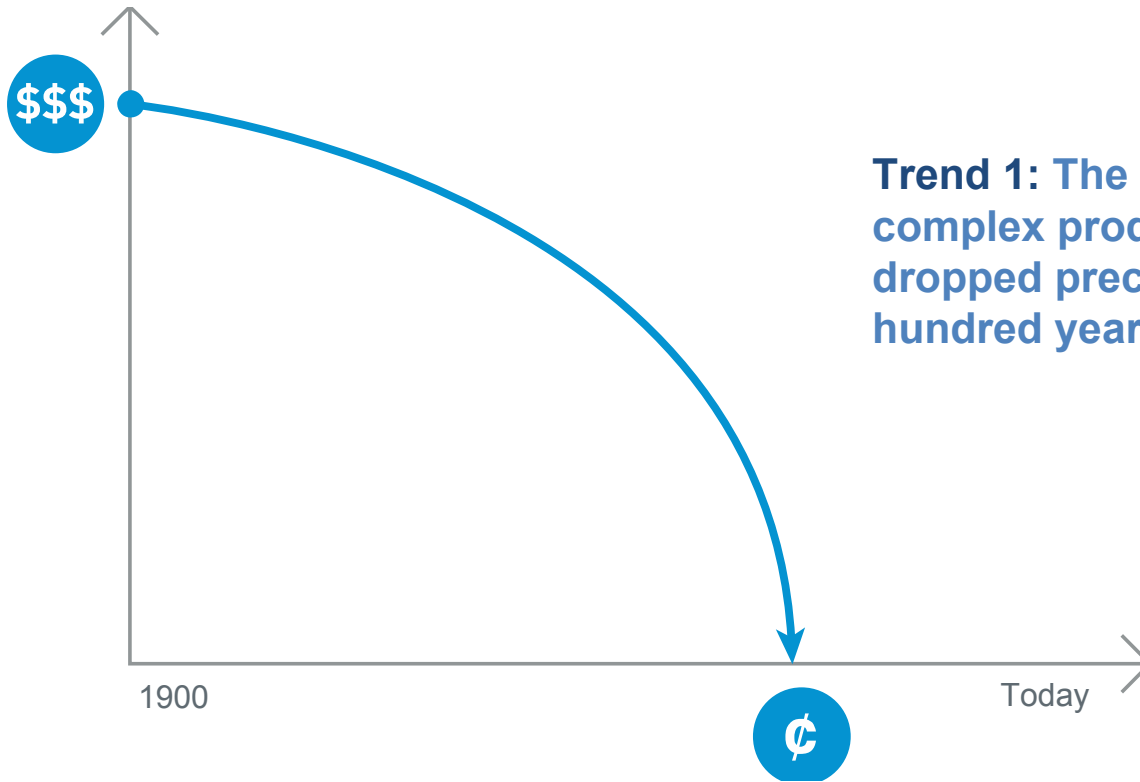


**When we talk about innovation.
It's really about creativity, agility,
and insight.**

**And it's really about solving real
problems for real people.**

**But how innovation happens
changes with the times, the
trends, and the tools.**

**So let's start with two trends we
all know, and one we don't talk
about that much.**



Trend 1: The cost of powerful, complex products and systems has dropped precipitously over the last hundred years.

We're moving towards Trillions

1,000,000 seconds



about a week and a half ago

Million

NOW



1,000,000,000 seconds



about 30 years ago



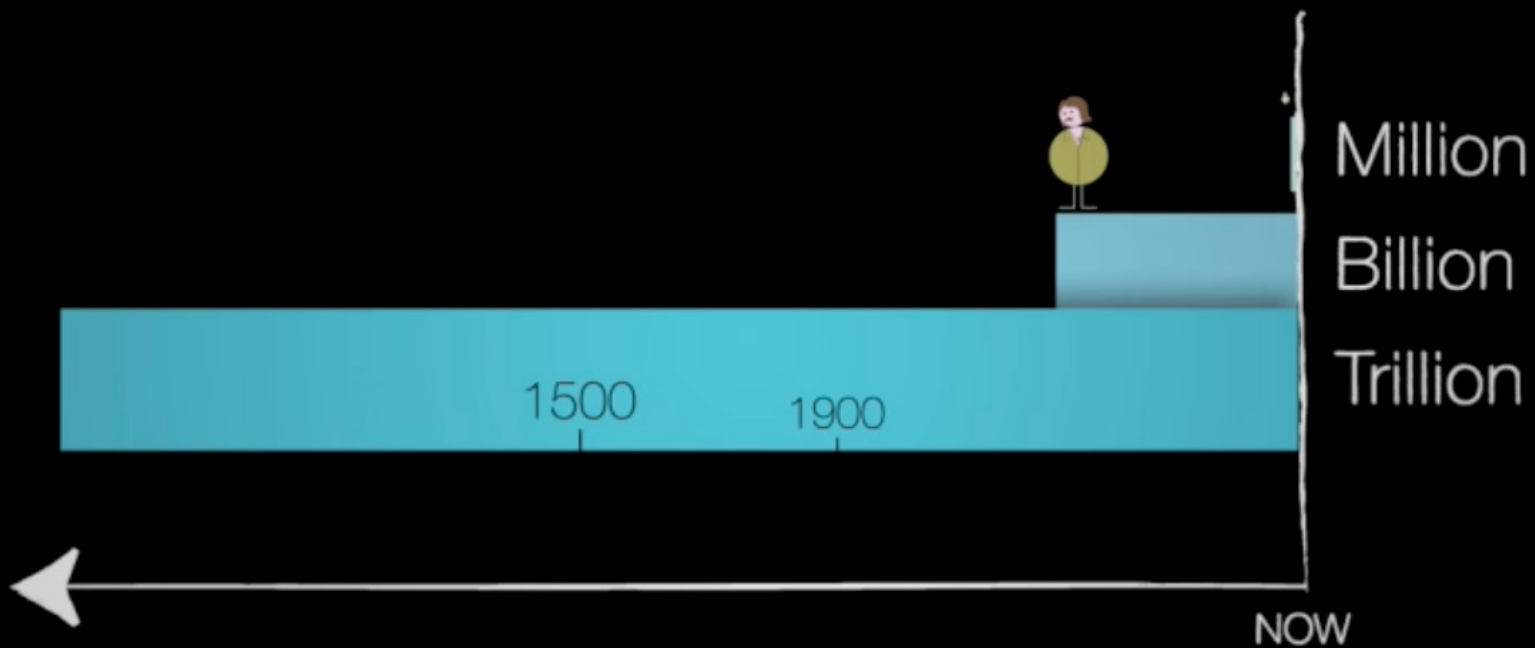
Million

Billion

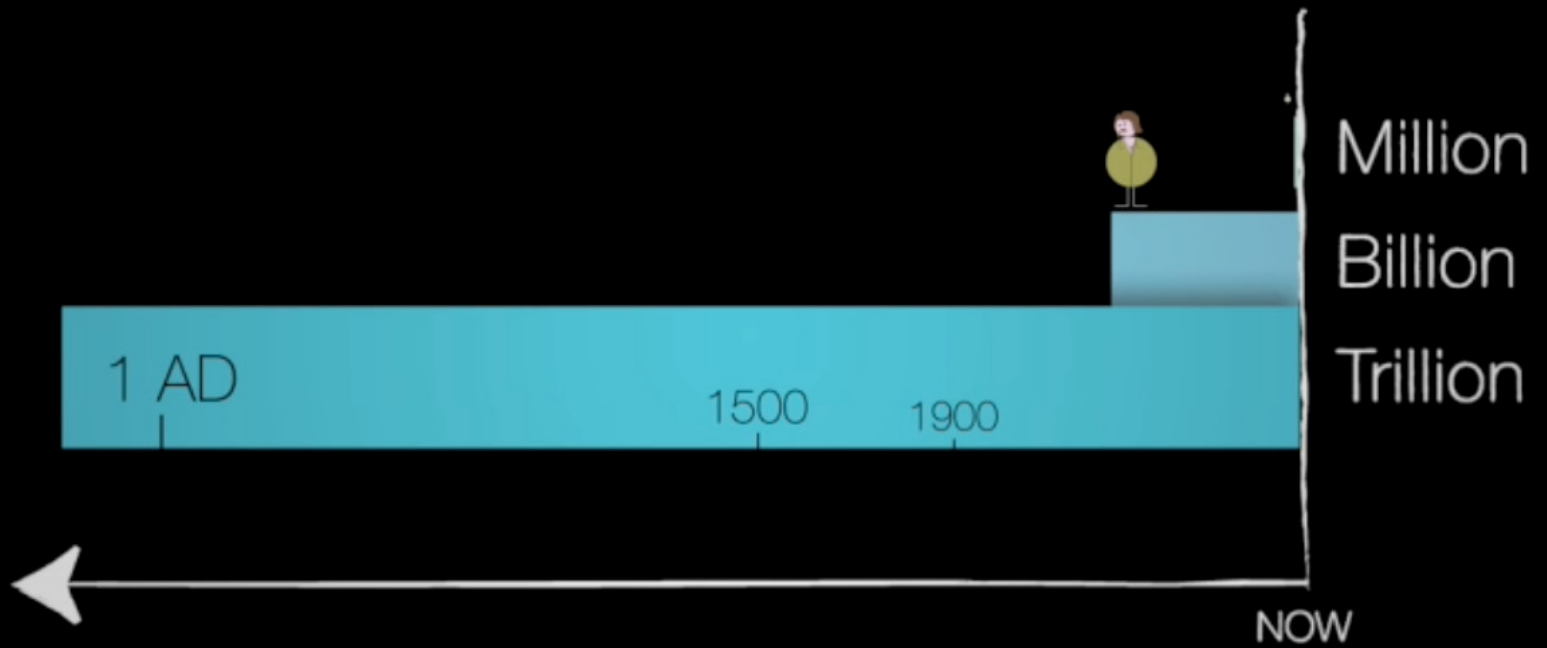
NOW



600,400,000,000 seconds



630,000,000,000 seconds

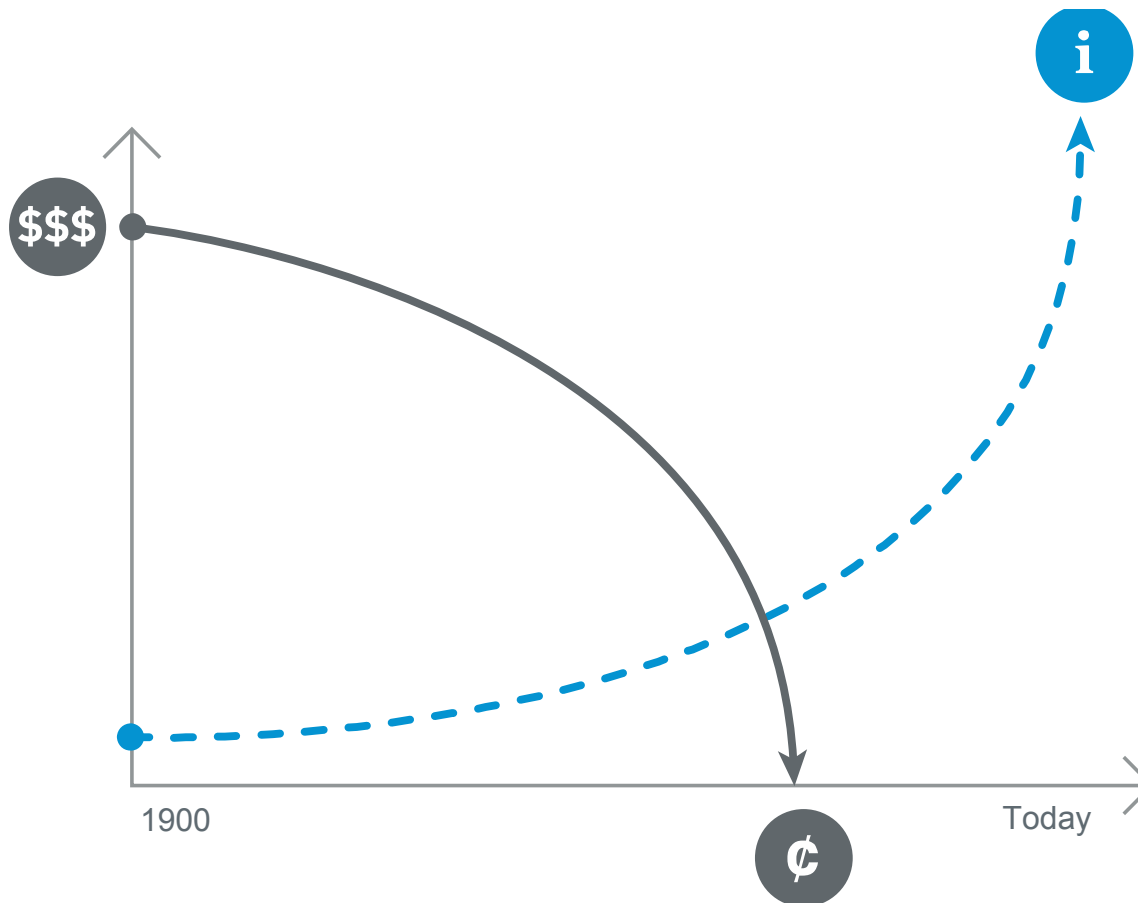


1,000,000,000,000 seconds



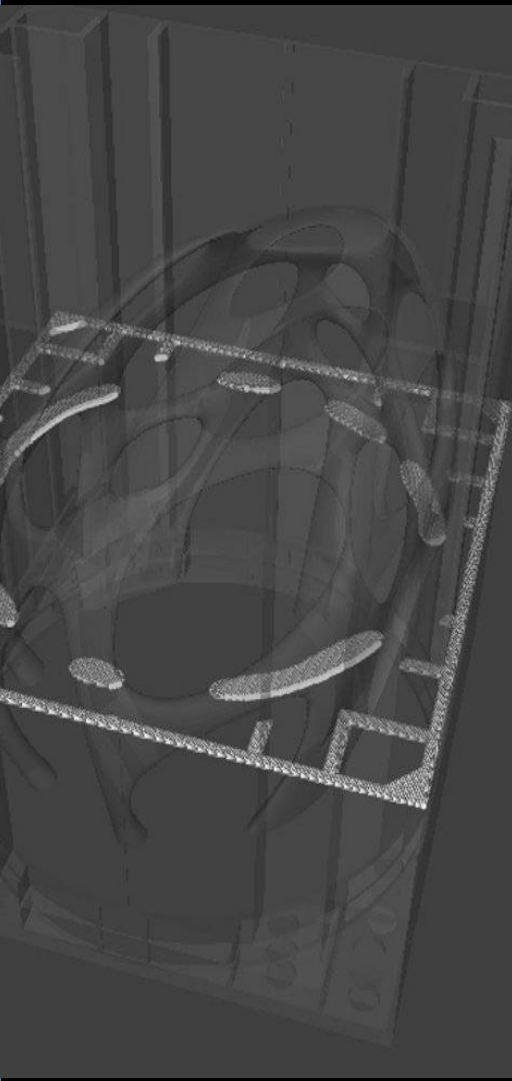
over 30,000 years ago





Trend 2: The amount of structured information in the world has exploded with the advent of radio, TV, and most recently the Internet.

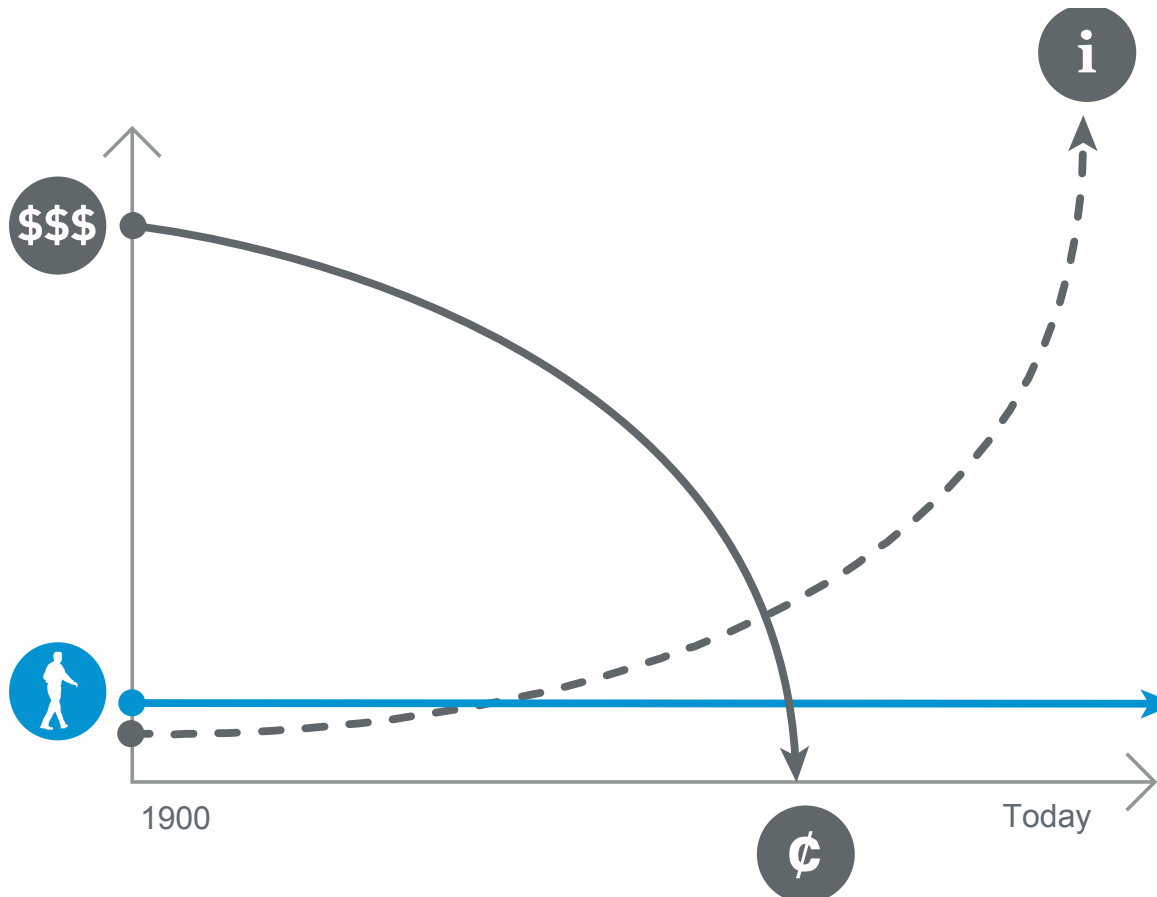
**We can now find never before
seen patterns and make
practically anything, and make it
right.**



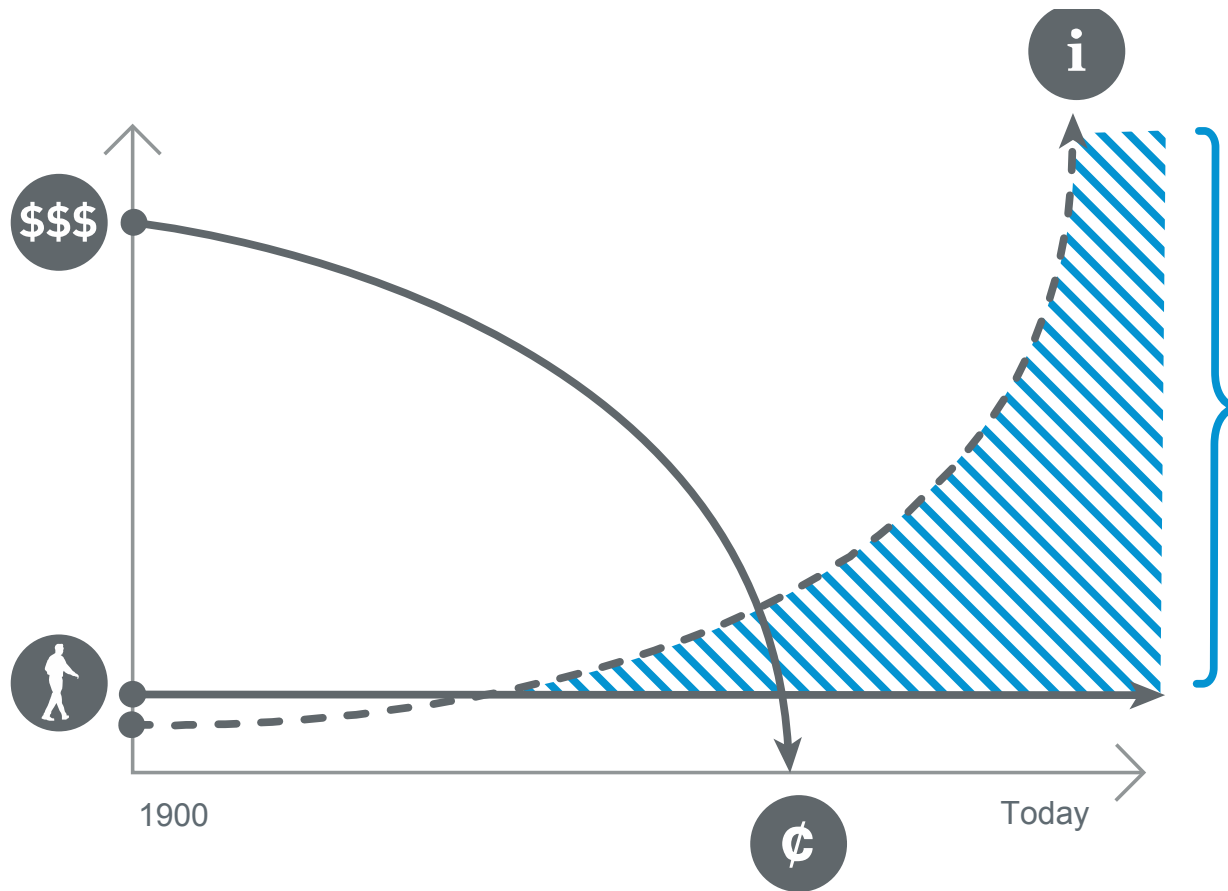




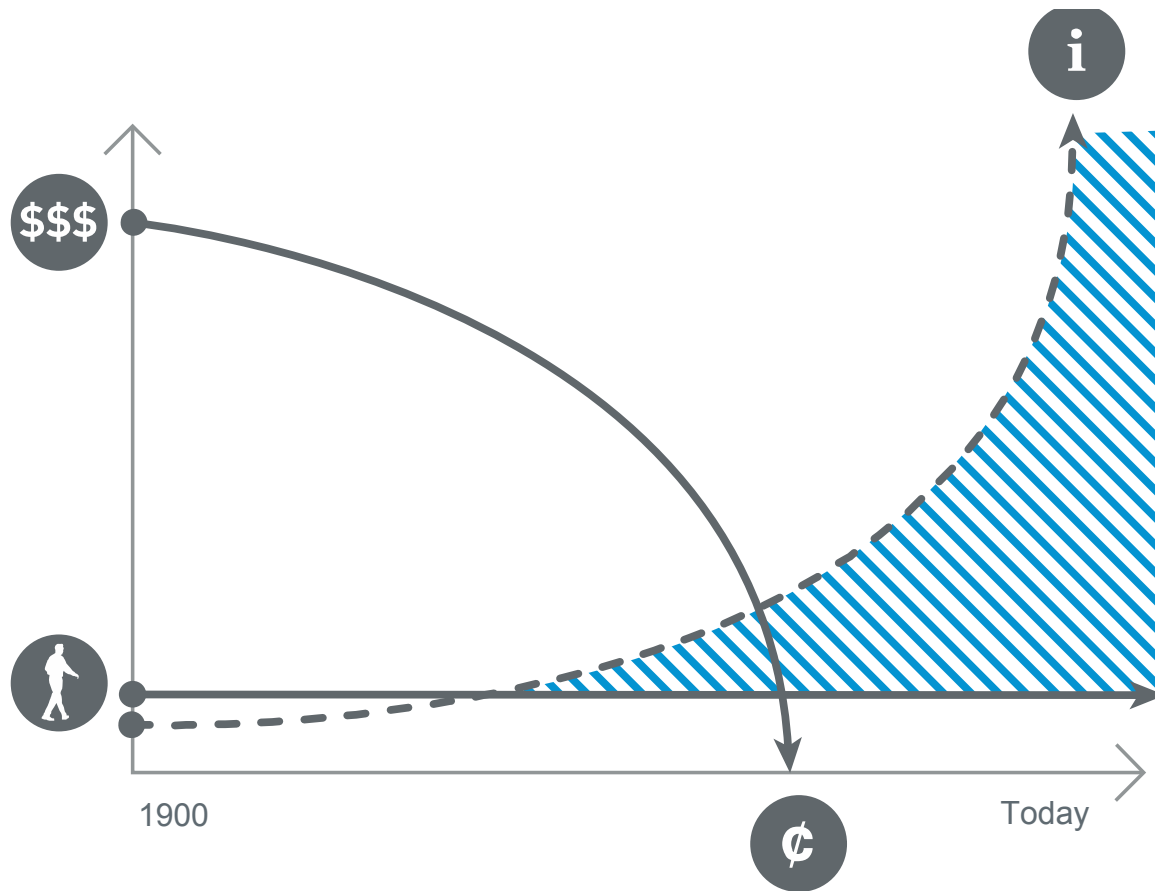
But what should we make?



Trend 3: The ability of humans to cope with these increases is limited by our own speed to evolve new “capabilities.”



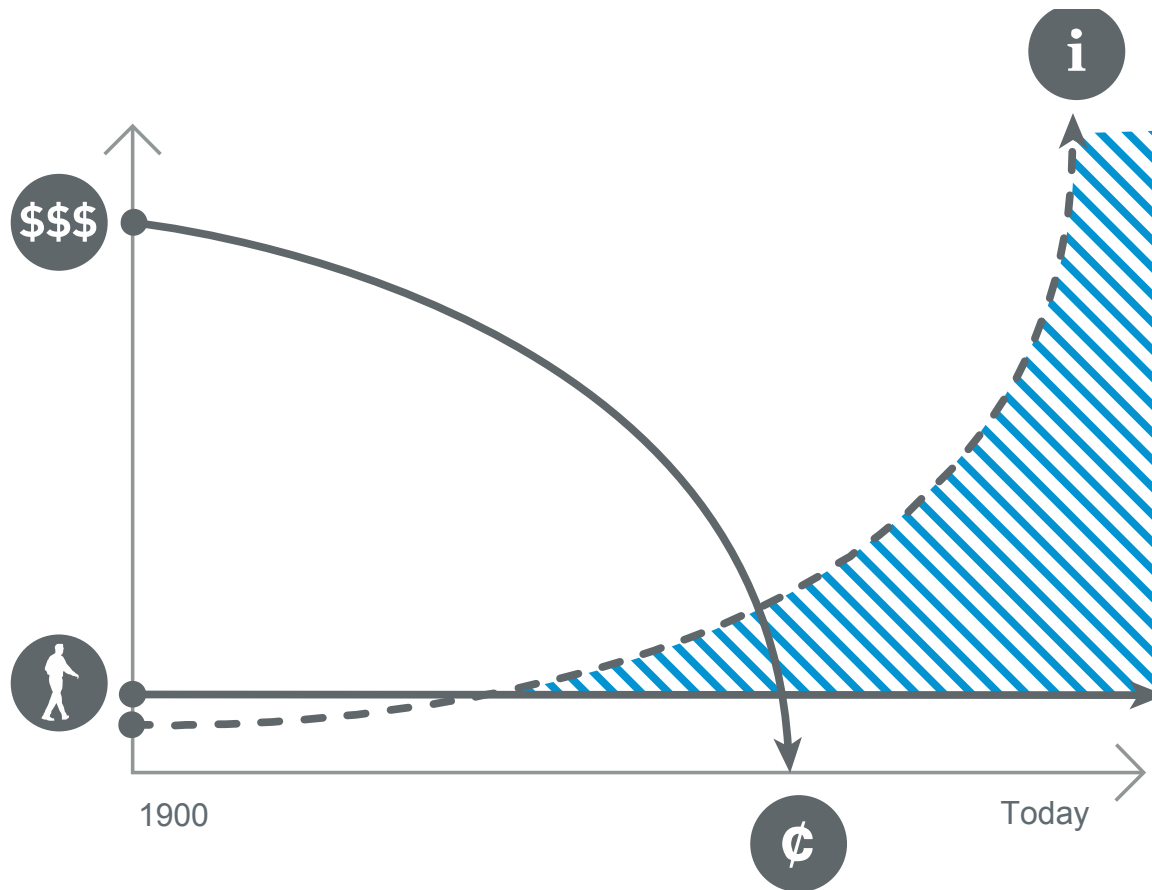
Deep need to tame
complexity between
people and the
connected world



Deep need to tame complexity

- Now we can make anything and make it right...

-The question becomes, "what is the right thing to make?"



Deep need to tame complexity

- Now we can make anything and make it right

- The question becomes, "what is the right thing to make?"

- The challenges ahead are complex and interconnected

The challenges ahead are complex and interconnected, moving very fast, and at a scale unseen before by humankind.



The opposite of luck is design.

“Today we must all be
designers.”

DANIEL PINK
AUTHOR OF “A WHOLE NEW MIND”

Design your future experience now, prototype it, and simulate it.



Human-Centered Design gives you creativity, agility, and insights...



Looking

Methods for gathering insights about human experience

ETHNOGRAPHIC RESEARCH

- Interviewing
- Contextual Inquiry
- Walk-a-Mile Immersion
- Fly-on-the Wall Observation
- ...

PARTICIPATORY RESEARCH

- What's-on-your-Radar
- Build-your-Own
- Buy-a-Feature
- Journaling
- ...

EVALUATIVE RESEARCH

- Usability Testing
- Heuristic Review
- A/B Testing
- System Usability Scale
- ...



Understanding

Methods for analyzing challenges and opportunities:

PEOPLE & SYSTEMS

- Stakeholder Mapping
- Persona Profiles
- Experience Diagramming
- Concept Mapping
- ...

PATTERNS & PRIORITIES

- Affinity Clustering
- Bull's-eye Diagramming
- Importance/Difficulty Matrix
- Visualize-the-Vote
- ...

PROBLEM FRAMING

- Problem Tree Analysis
- Statement Starters
- Abstraction Laddering
- Rose, Bud, Thorn
- ...



Making

Methods for envisioning future possibilities:

CONCEPT IDEATION

- Thumbnail Sketching
- Creative Matrix
- Round Robin
- Alternative Worlds
- ...

MODELING & PROTOTYPING

- Storyboarding
- Schematic Diagramming
- Rough & Ready Prototyping
- Appearance Modeling
- ...

DESIGN RATIONALE

- Concept Posters
- Video Scenarios
- Cover Story Mock-ups
- Quick Reference Guides
- ...

**A short case study from another
domain...**

WALL
SESSIONS

TODAY

SPRING 2014

MONDAY 12:15

WHAT IF

PRODUCTS

BECAME MORE SOCIAL AND BIG
DATA WENT TO THE NEXT LEVEL?



GUEST INFLUENCER:

MARCUS NELSON

FROM: SALES FORCE

MARCUS IS A RECOVERING ENTREPRENEUR,
ADVISER TO STARTUPS, AND THE DIRECTOR
OF SOCIAL MEDIA FOR SALESFORCE.COM

HIS MANY HATS AT THE COMPANY
INCLUDE SOCIAL MEDIA STRATEGY, BLOG +
CONTENT, AND CORPORATE TRAINING &
ENABLEMENT.

@MarcusNelson

MONDAY 2:15

WHAT

COULD LEARN THE
3 BRAIN HACKS FOR BETTER THINKING AND
COMMUNICATION IN THE NEXT
45 MINUTES

@JODIARMY





How

Feeling

OR MOOD RIGHT NOW

Feeling
burning
coals!

Anticipation
level for next
24 hours!



Amount of sleep
in last 24 hours



1

3

DRAW A PICTURE OR DIAGRAM
OF THE BEST
HEARD TODAY YOU HAD ON ①





Welcome to PepsiCo Central

TOP 4 CHECK-IN PLACES





SXSW 2012

LIVE FACE DETECTION ANALYTICS

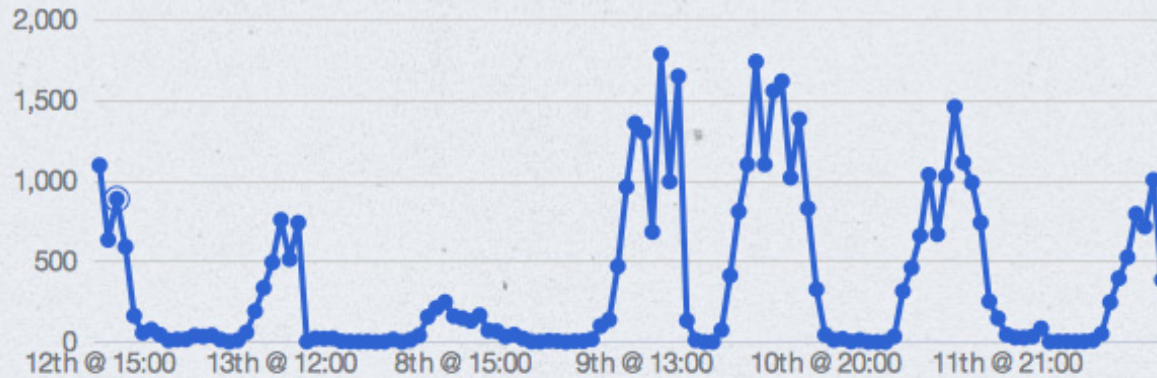
ALL SXSW - TOTAL VIEWERS

LAST 24 HOURS

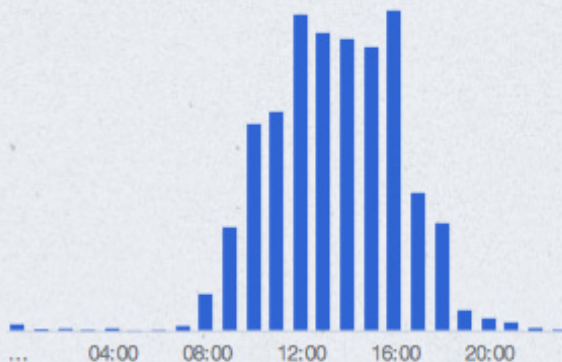
+

-

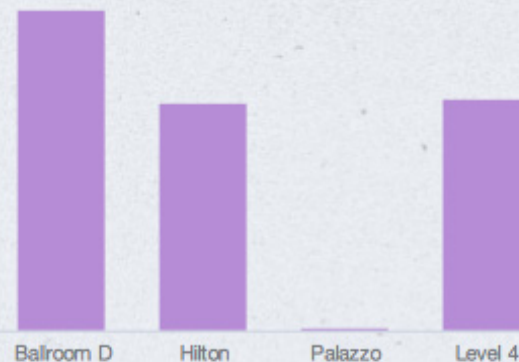
GADGET



POPULAR HOURS



VIEWERS BY SIGN



2012 LIVE SXSW FACE ANALYTICS

NOW PLAYING:

ZIGGY 184

Face Detection
Sensor



TOTAL AD IMPRESSIONS

4 4 , 7 8 9



vs



73%

27%

11.2 sec

Average
Dwell

Human-Centered Design gives you creativity, agility, and insights...

Looking

Methods for gathering insights about human experience

ETHNOGRAPHIC RESEARCH

- Interviewing
- Contextual Inquiry
- Walk-a-Mile Immersion
- Fly-on-the Wall Observation
- ...

PARTICIPATORY RESEARCH

- What's-on-your-Radar
- Build-your-Own
- Buy-a-Feature
- Journaling
- ...

EVALUATIVE RESEARCH

- Usability Testing
- Heuristic Review
- A/B Testing
- System Usability Scale
- ...

Understanding

Methods for analyzing challenges and opportunities

PEOPLE & SYSTEMS

- Stakeholder Mapping
- Persona Profiles
- Experience Diagramming
- Concept Mapping
- ...

PATTERNS & PRIORITIES

- Affinity Clustering
- Bull's-eye Diagramming
- Importance/Difficulty Matrix
- Visualize-the-Vote
- ...

PROBLEM FRAMING

- Problem Tree Analysis
- Statement Starters
- Abstraction Laddering
- Rose, Bud, Thorn
- ...

Making

Methods for envisioning future possibilities

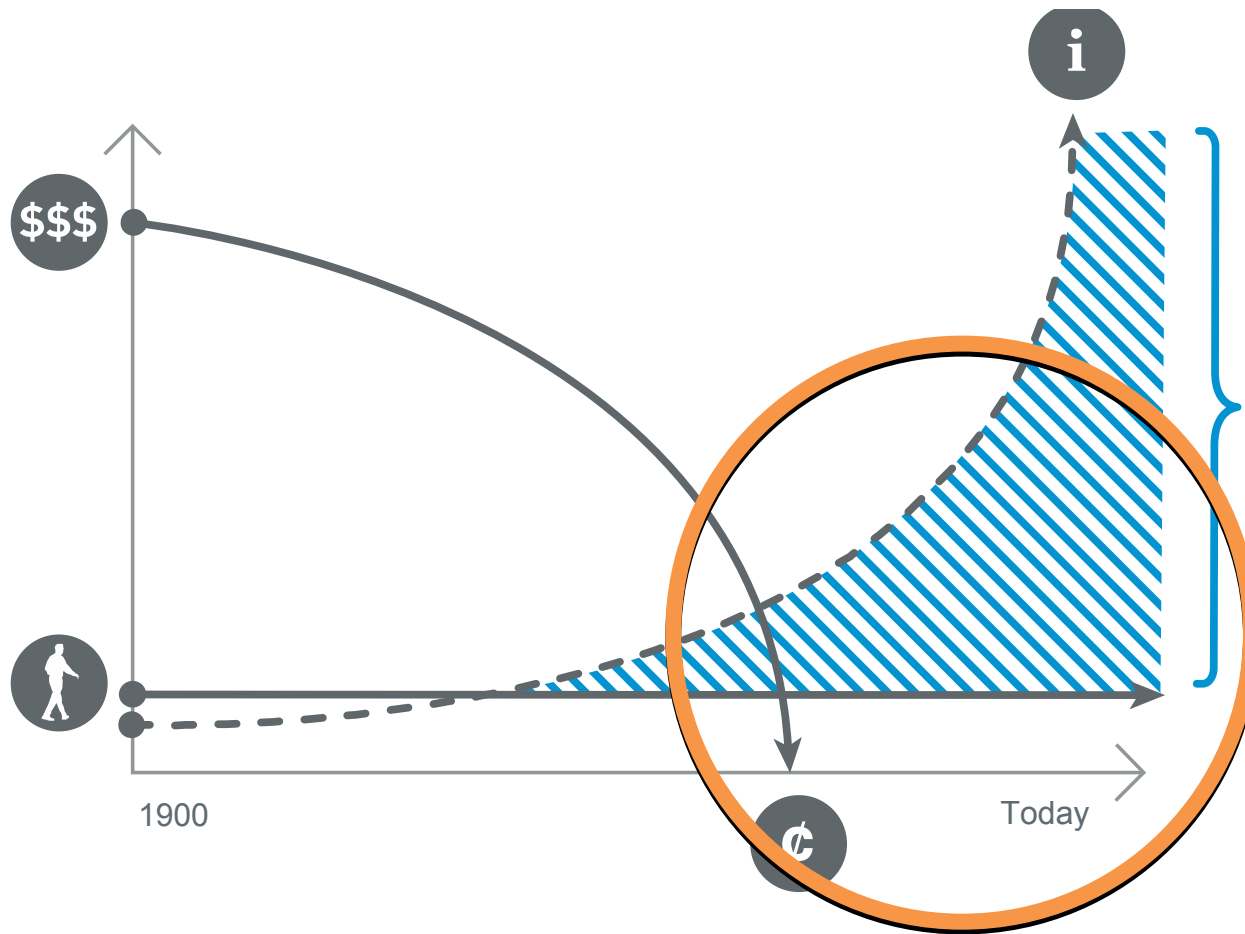
CONCEPT IDEATION

- Thumbnail Sketching
- Creative Matrix
- Round Robin
- Alternative Worlds

MODELING & PROTOTYPING

- Storyboarding
- Schematic Diagramming
- Rough & Ready Prototyping
- Appearance Modeling
- ...

- Concept Posters
- Video Scenarios
- Cover Story Mock-ups
- Quick Reference Guides
- ...



Deep need to tame complexity

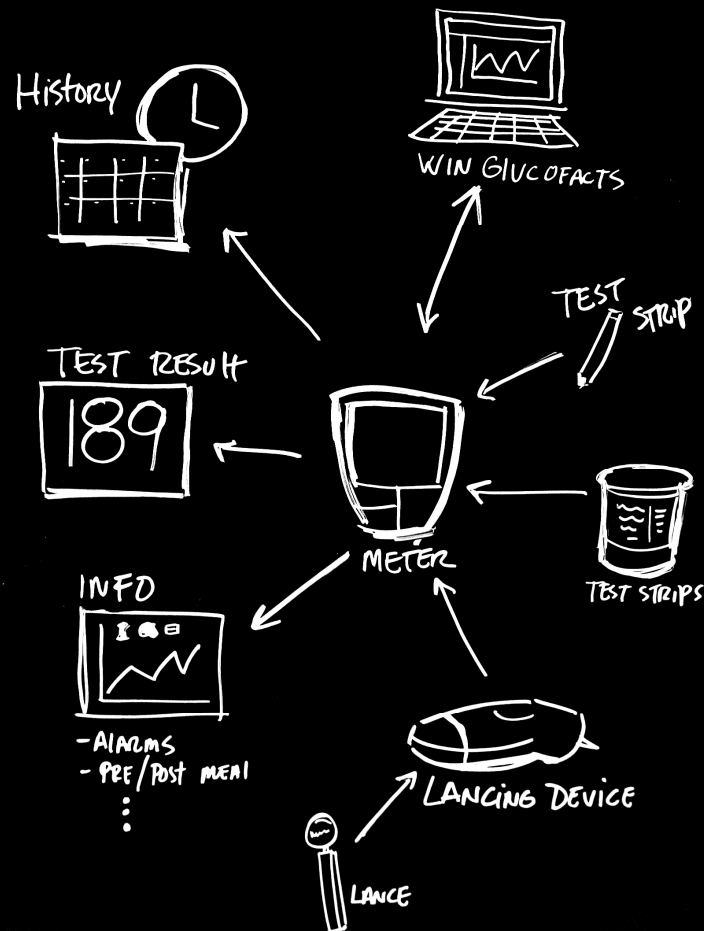
- Now we can make anything and make it right

- The question becomes, "what is the right thing to make?"

- The challenges ahead are complex and interconnected

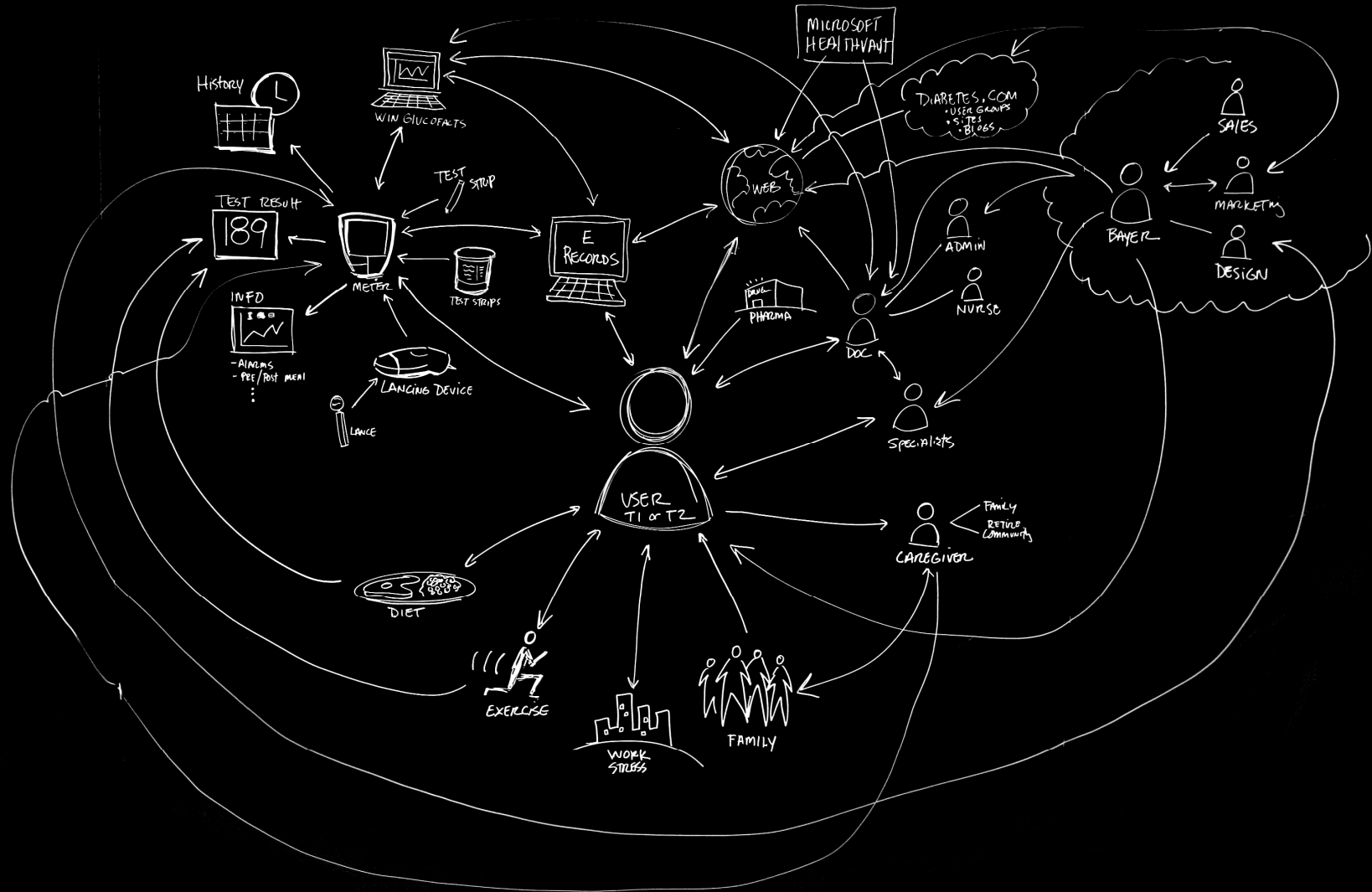
At the intersection...

We can't continue to think about things in isolation. This customer, that health issue. This product, that social network, this store, that accessory.



**The Age of Disconnected Products
and Services is Over.**

Connectivity allows us to shift to a human-centric, an information-centric approach that drives an end-to-end experience



The Spread of behavior in an Online Social Network

“Individual adoption was much more likely when participants received social reinforcement from multiple neighbors in the social network. The behavior spread farthest and fastest across clustered-lattice networks than across corresponding random networks.”

Sources: Damon Centola, Science 329, 1194, (2010)

Fig. 1. Randomization of participants to clustered-lattice and random-network conditions in a single trial of this study ($N = 128$, $Z = 6$). In each condition, the black node shows the focal node of a neighborhood to which an individual is being assigned, and the red nodes correspond to that individual's neighbors in the network. In the clustered-lattice network, the red nodes share neighbors with each other, whereas in the random network they do not. White nodes indicate individuals who are not connected to the focal node.

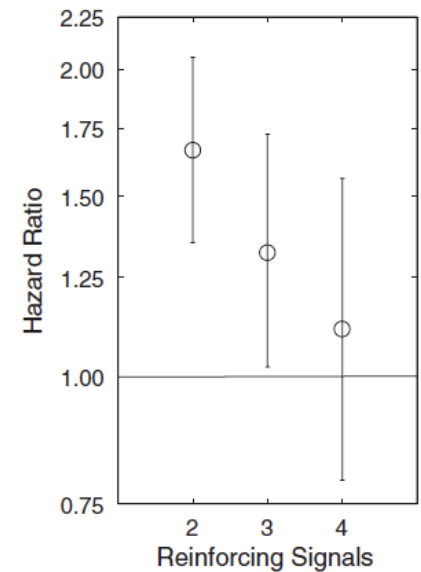
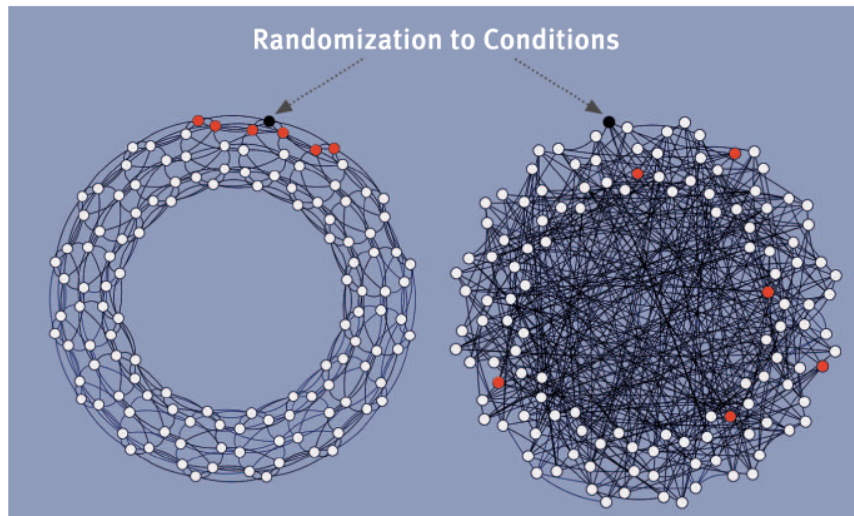


Fig. 3. Hazard ratios for adoption for individuals receiving two, three, and four social signals. The hazard ratio g indicates that the likelihood of adoption increases by a factor of g for each additional signal k , compared to the likelihood of adoption from receiving $k - 1$ signals. The 95% confidence intervals from the Cox proportional hazards model are shown by error bars. The effect of an additional signal on the likelihood of adoption is significant if the 95% confidence interval does not contain $g = 1$ (13).

today



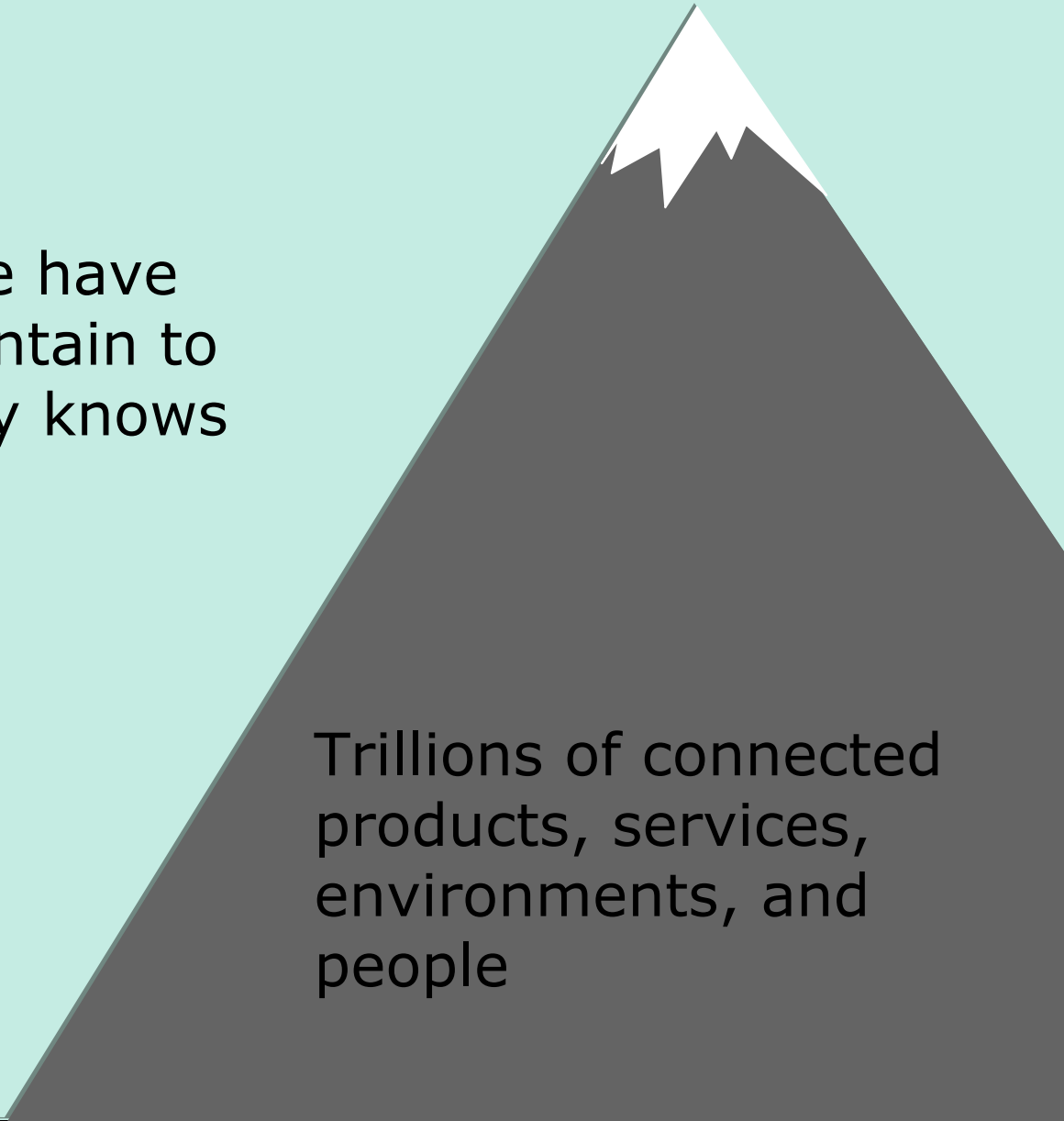
the future



It's almost like we have
entirely new mountain to
climb, and nobody knows
the path...

Billions of
smart phones

Trillions of connected
products, services,
environments, and
people



Opportunities for growth
tomorrow?

Not Much Here...



Not Much Here...



A Huge Volume Here.



“Any medium powerful enough to extend man's reach is powerful enough to topple his world. To get the medium's magic to work for one's aims rather than against them is to attain literacy.”

ALAN KAY
COMPUTER SCIENTIST

Thank you.