The Urgent Need to Appify Big Data

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@MercAnthro

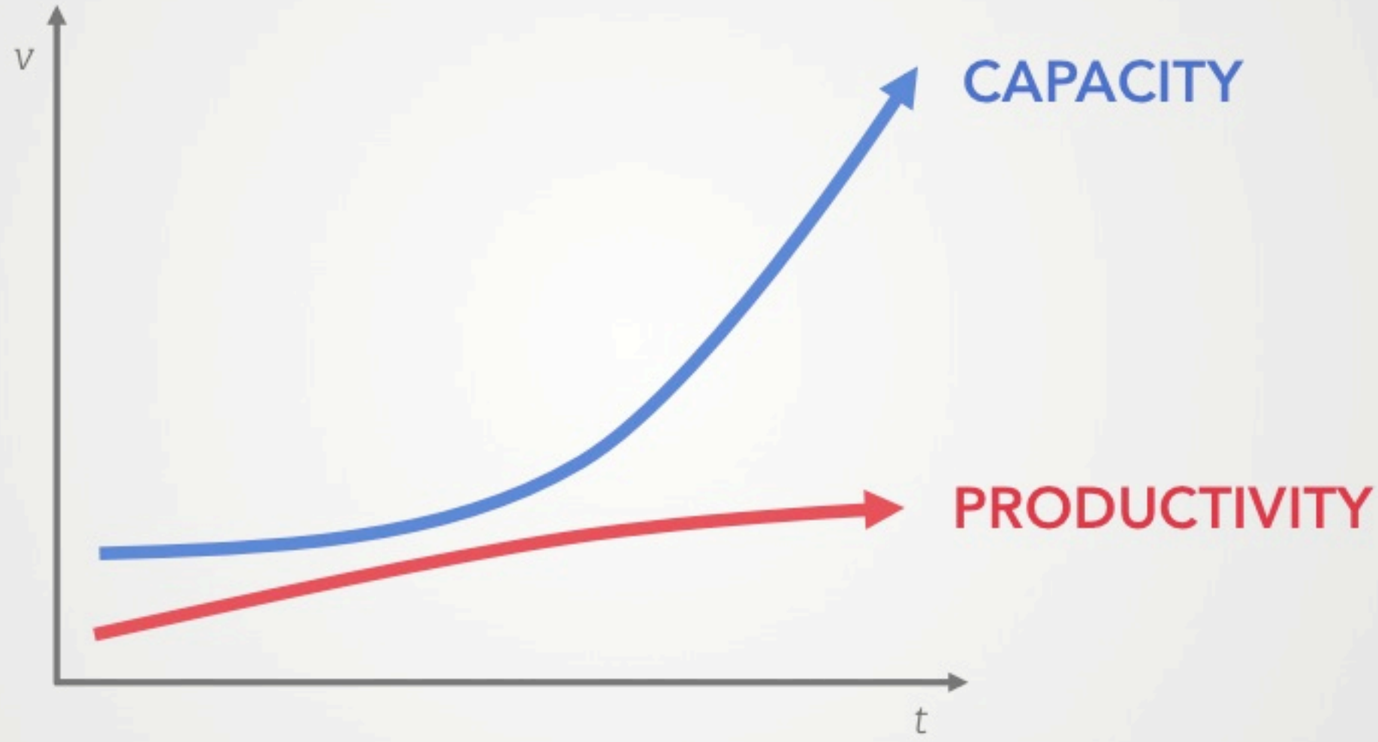
Product VP at ClipCard
@GetClipCard

Justin Langseth + Eva Andreasson

How to Stop Worrying And Get the Most From Your Computer

PERSONAL computers are just too hard to use, and it isn't your fault. The computer industry boasts that its products can help everyone become more productive. Maybe so. But many people can't afford the time and money needed to get the most out of PCs.

IDC
Analyze the Future


v
CAPACITY
PRODUCTIVITY
t

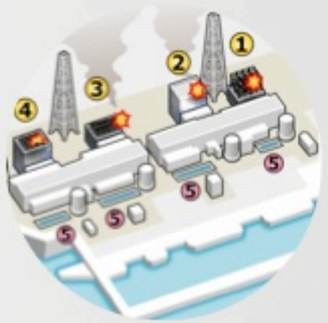
our fault.

Discourse is fundamental

to psychological relations, social relations, and relations with the non-human world.

Lacan

FALLOUT SHELTER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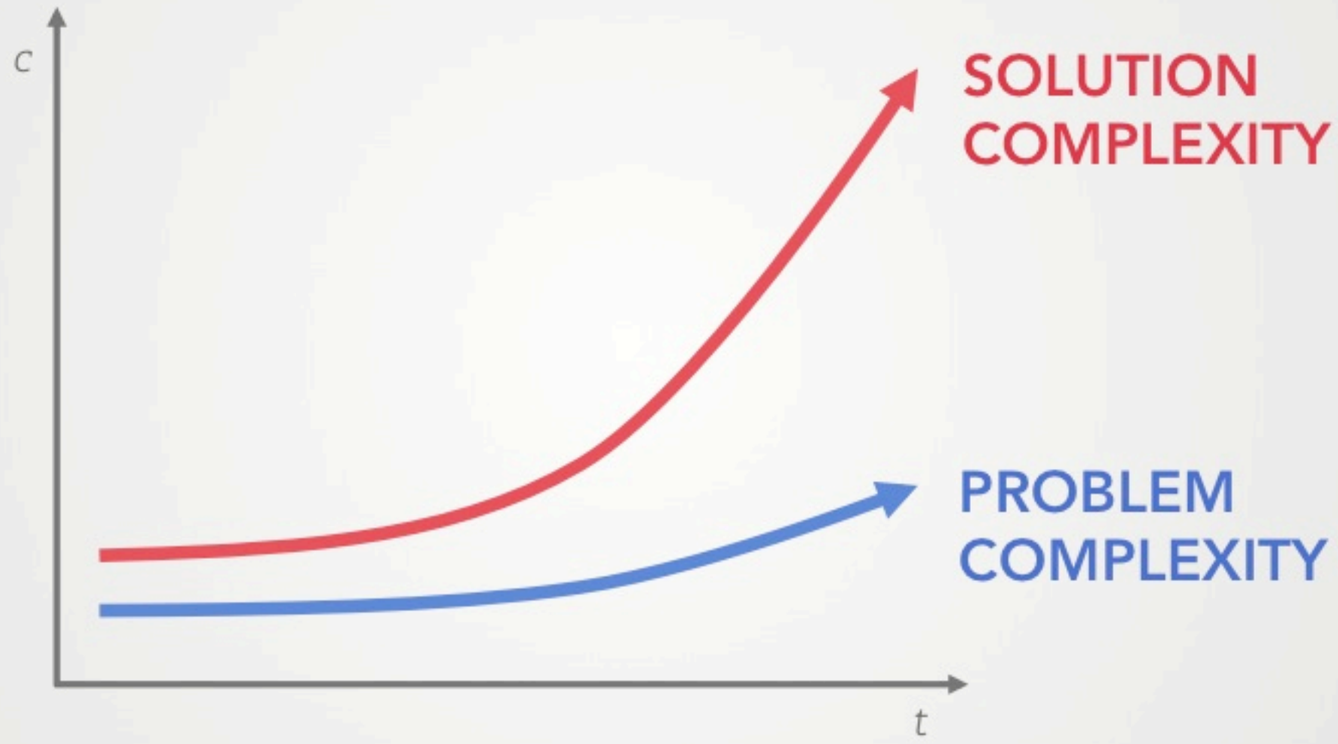

c
t
SOLUTION
COMPLEXITY
PROBLEM
COMPLEXITY

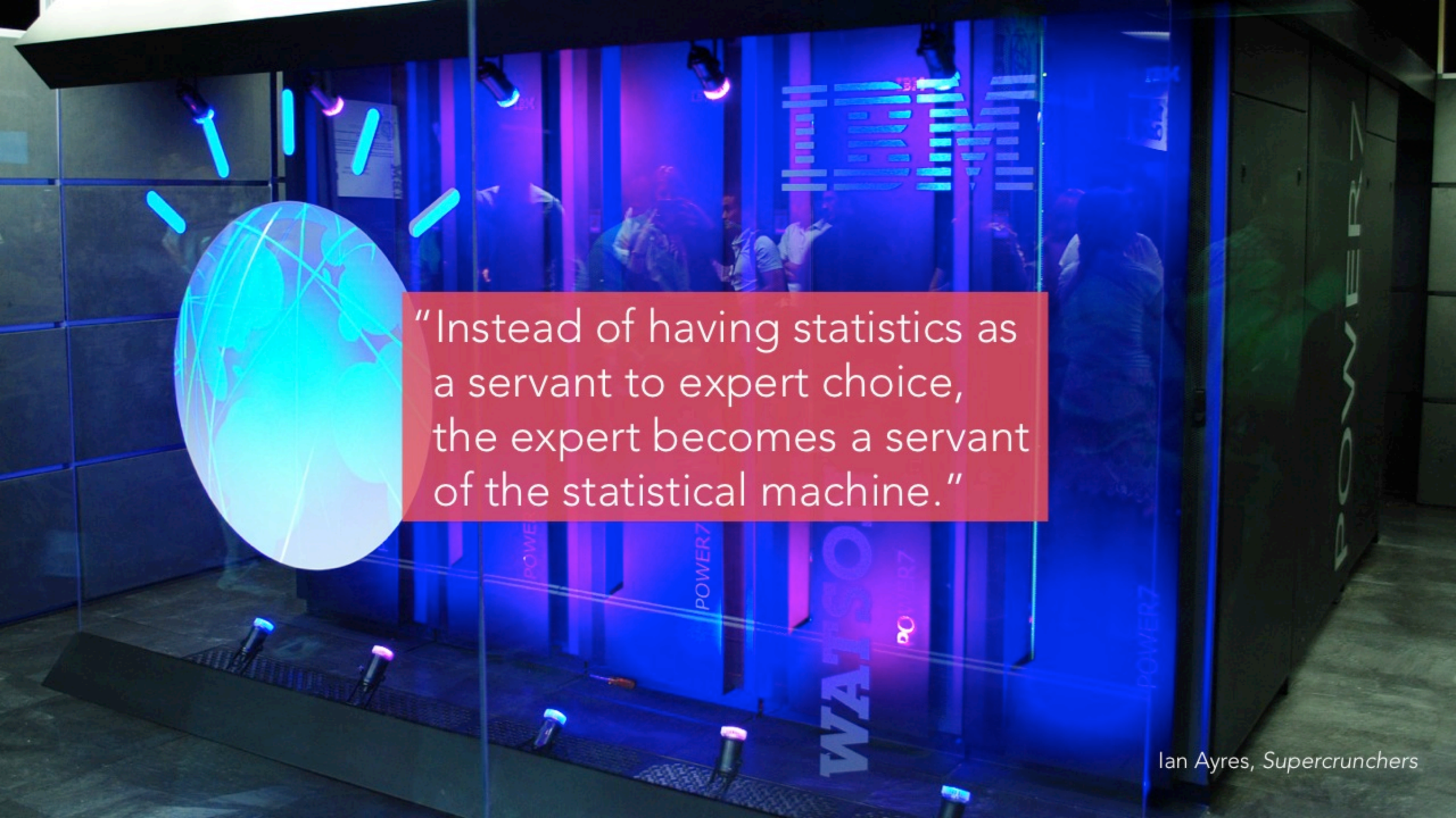
The United States alone faces a shortage of

140,000 to 190,000

analytical experts

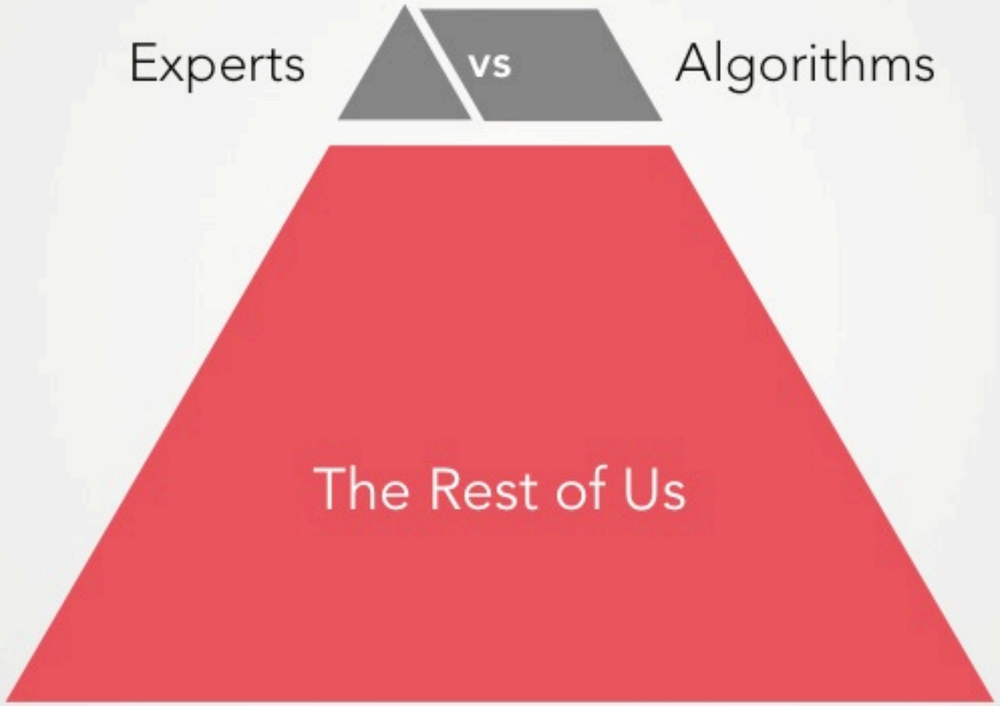
and 1.5 million managers and analysts with the skills to understand and make decisions based on the analysis of big data.

McKinsey
Global Institute



"Instead of having statistics as a servant to expert choice, the expert becomes a servant of the statistical machine."

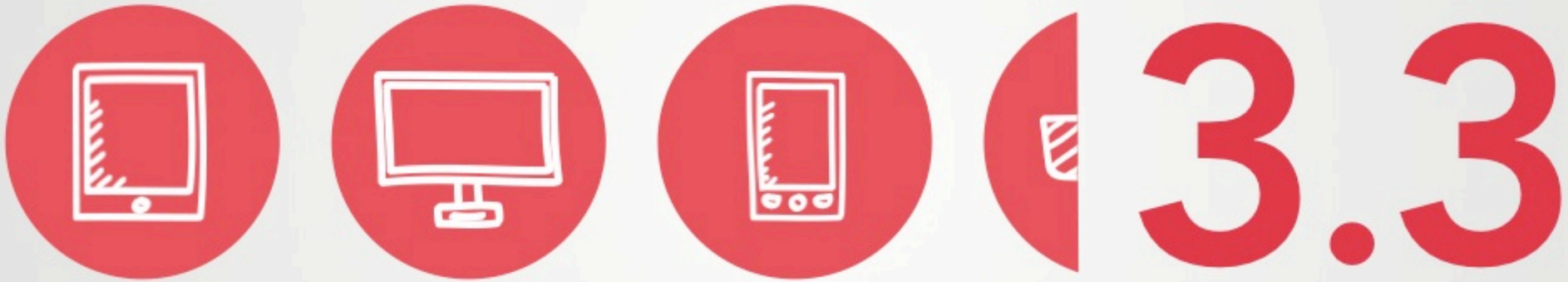
Ian Ayres, *Supercrunchers*


Experts
vs
Algorithms
The Rest of Us

The rest of us don’t work like this.

We work like this.

JAMAICA
JAMAICA



3.3

cisco

FUEL

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69

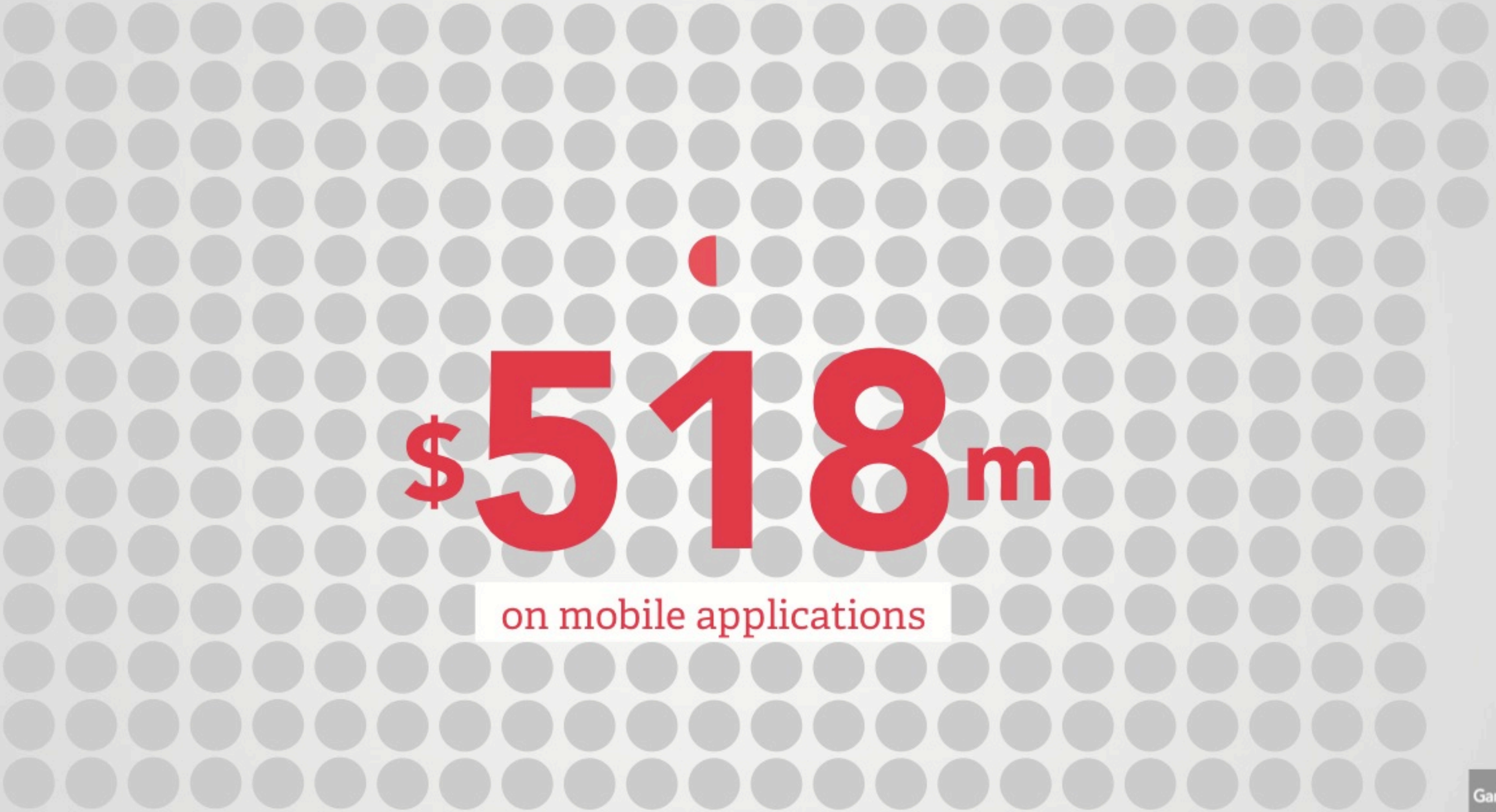
8:20

Call From

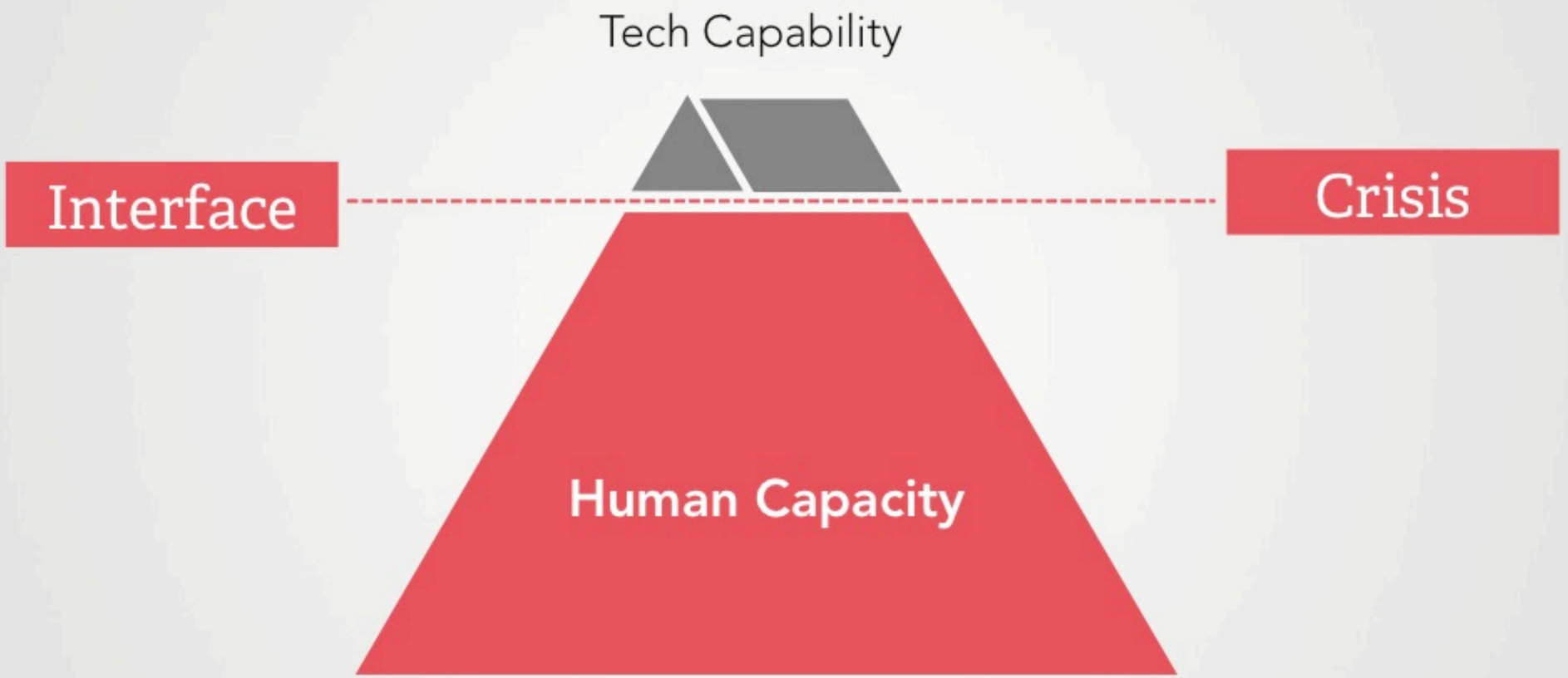
$326b

Will be spent on enterprise software in 2014

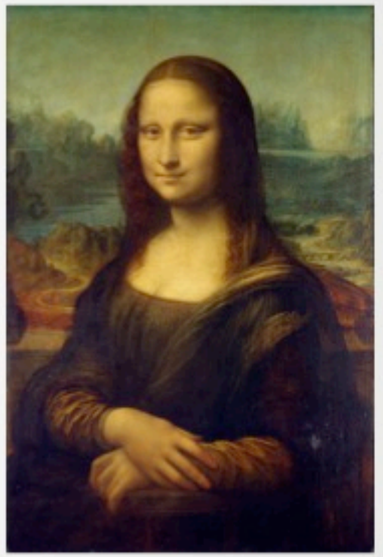
Gartner



Gartner


Tech Capability
Interface
Crisis
Human Capacity

DESIGN ≠



Design is just language

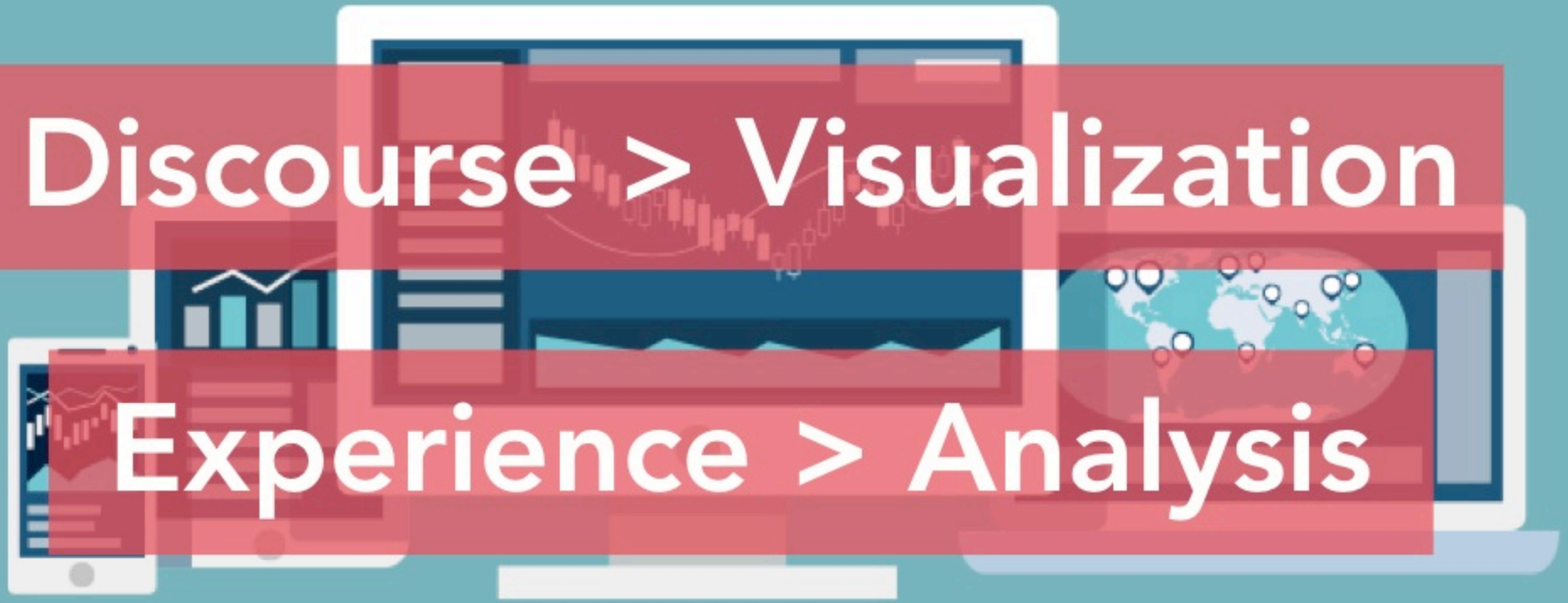
The real issue is what you use that language to do.

Tibor Kalman

DESIGNING = structuring *the* discourse *of an* experience

VS

Discourse > Visualization



Experience > Analysis

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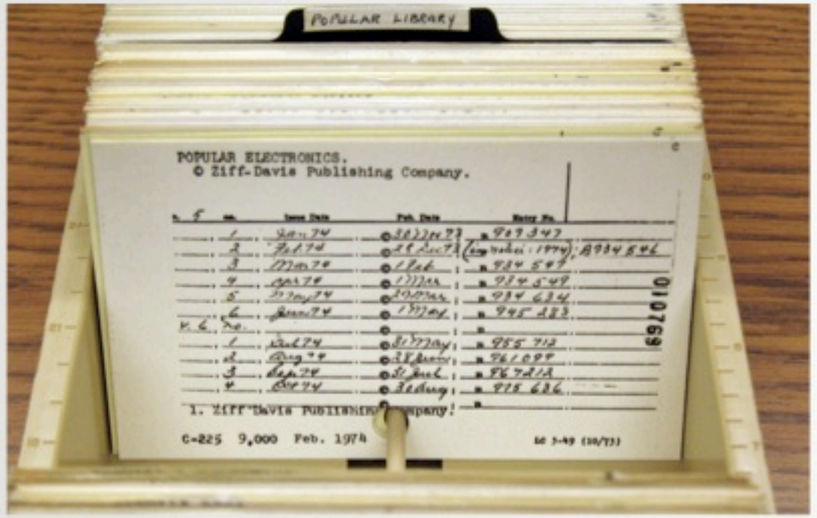
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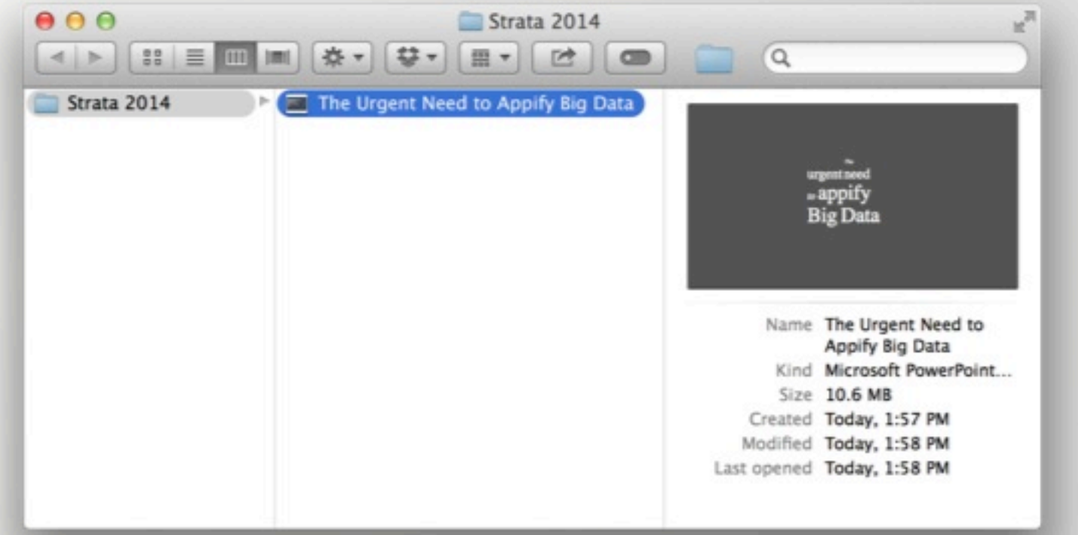
Strata 2014
Strata 2014
The Urgent Need to Appify Big Data
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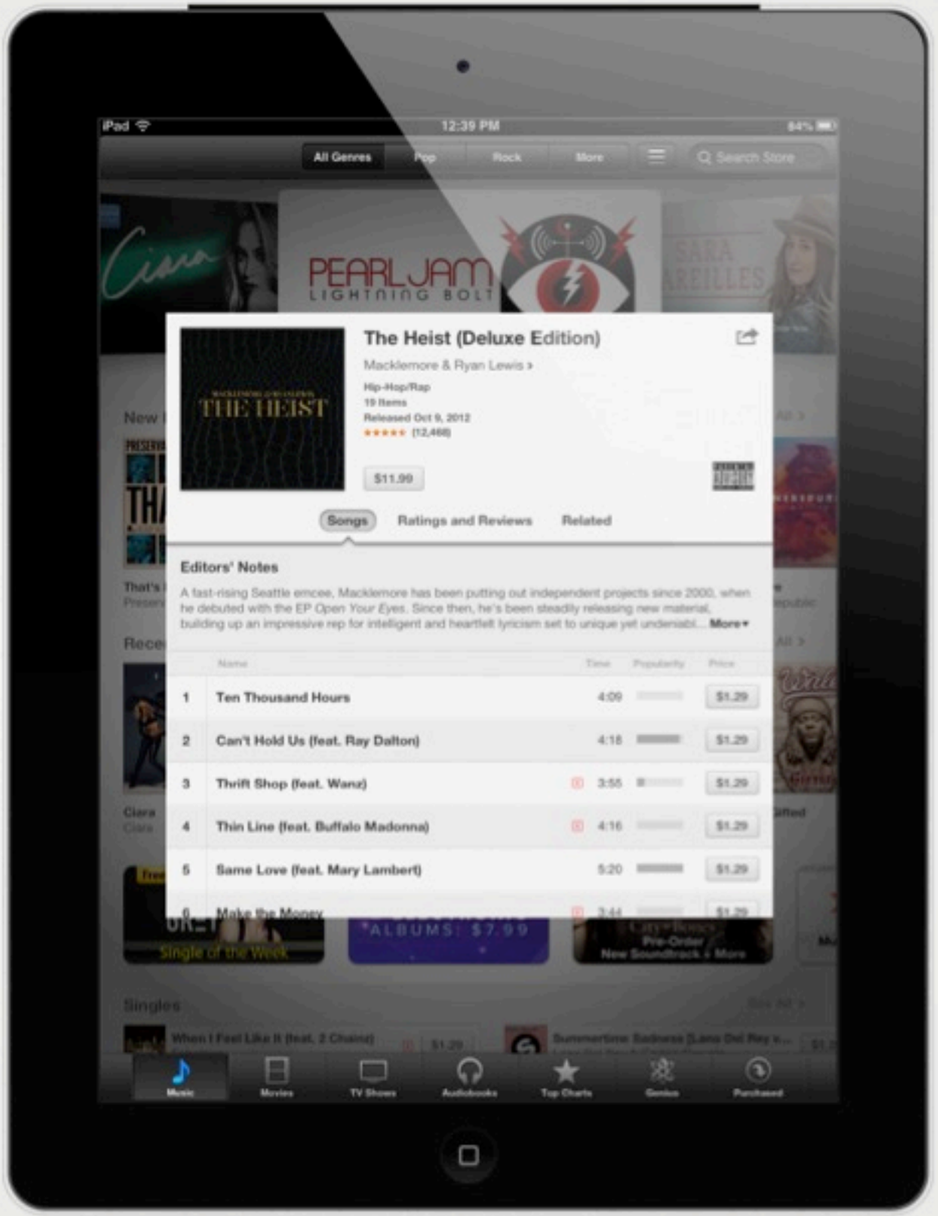
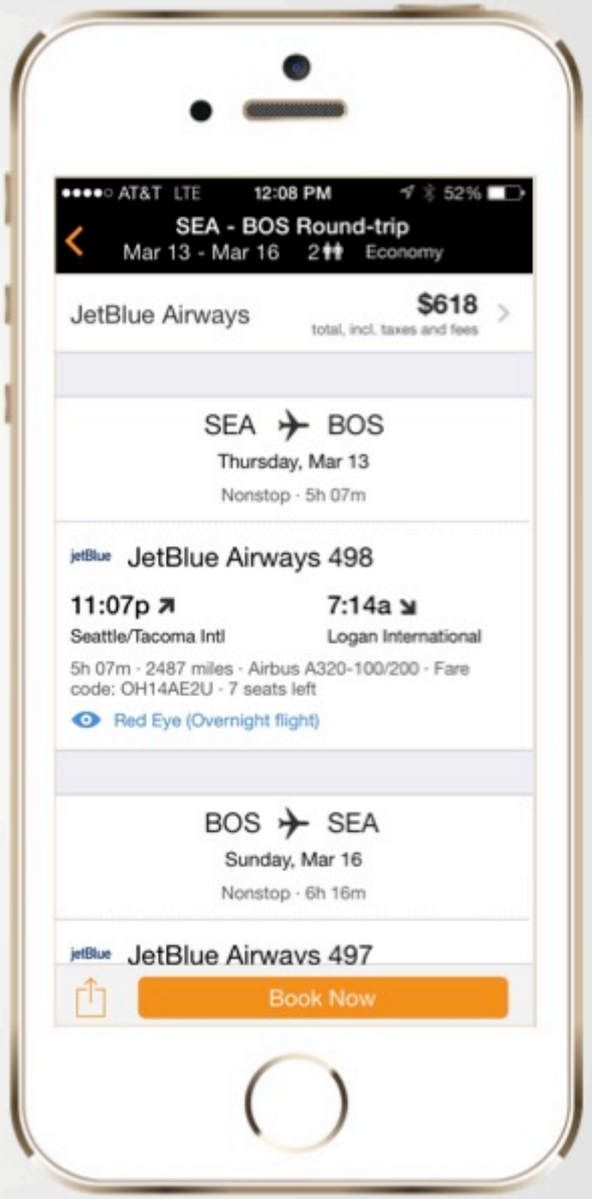
DESIGN TOOL


iPad
12:39 PM
All Genres
Pop
Rock
More
Search Store
PEARL JAM
LIGHTNING BOLT
The Heist (Deluxe Edition)
Macklemore & Ryan Lewis ›
Hip-Hop/Rap
19 Items
Released Oct 9, 2012
(12,468)
$11.99
Songs
Ratings and Reviews
Related
Editors' Notes
A fast-rising Seattle emcee, Macklemore has been putting out independent projects since 2000, when he debuted with the EP Open Your Eyes. Since then, he's been steadily releasing new material, building up an impressive rep for intelligent and heartfelt lyricism set to unique yet undeniabl... More
Name
Time
Popularity
Price
1 Ten Thousand Hours 4:09 $1.29
2 Can't Hold Us (feat. Ray Dalton) 4:18 $1.29
3 Thrift Shop (feat. Wanz) 3:55 $1.29
4 Thin Line (feat. Buffalo Madonna) 4:16 $1.29
5 Same Love (feat. Mary Lambert) 5:20 $1.29
6 Make the Money 3:44 $1.29
Singles
Music
Movies
TV Shows
Audiobooks
Top Charts
Genius
Purchased

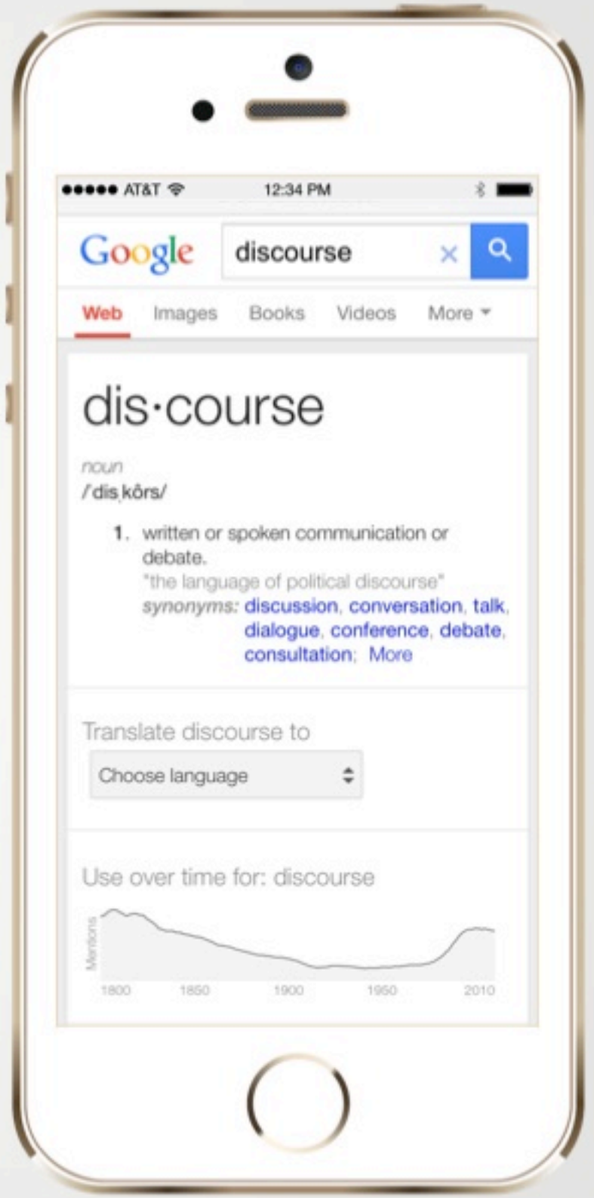
Let's Think Meta

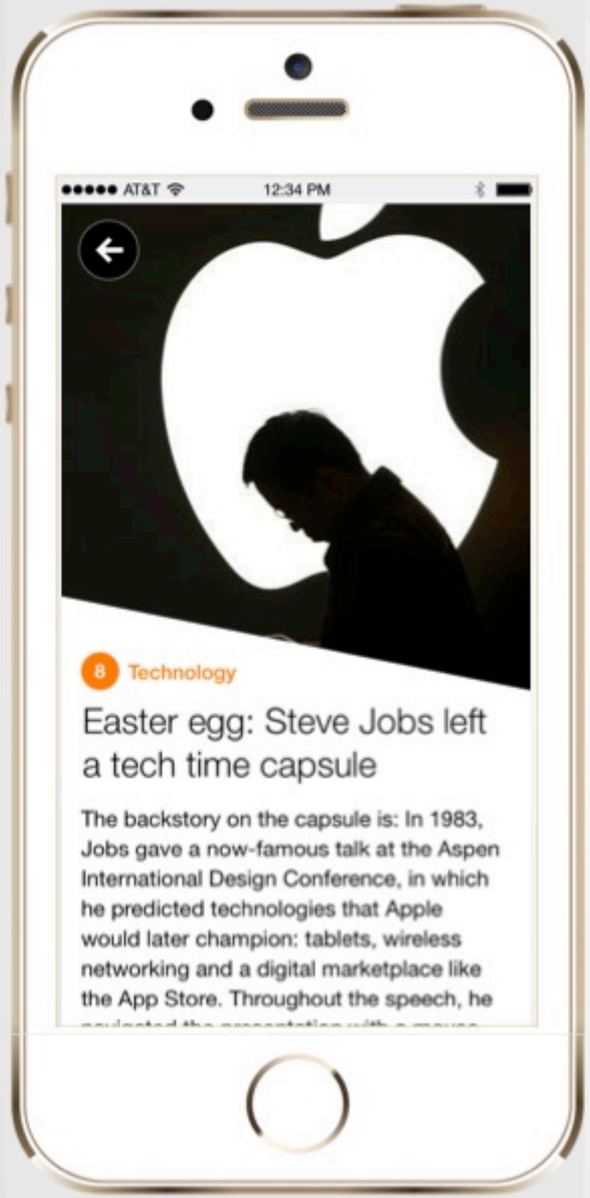
Direct Access



Proper Distance

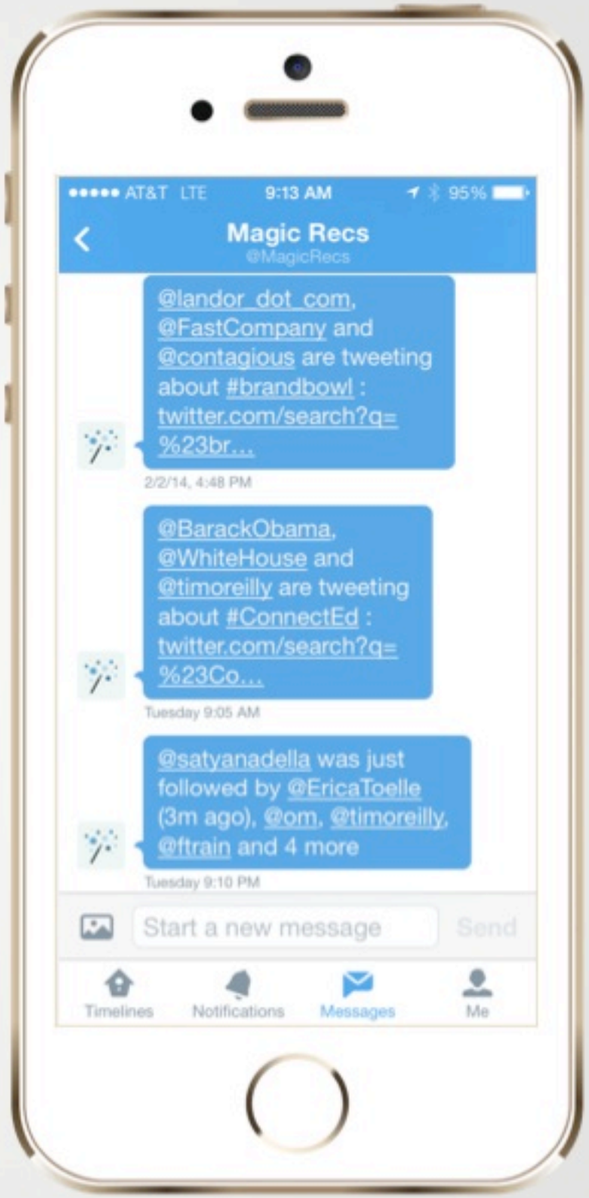
Scalable Detail

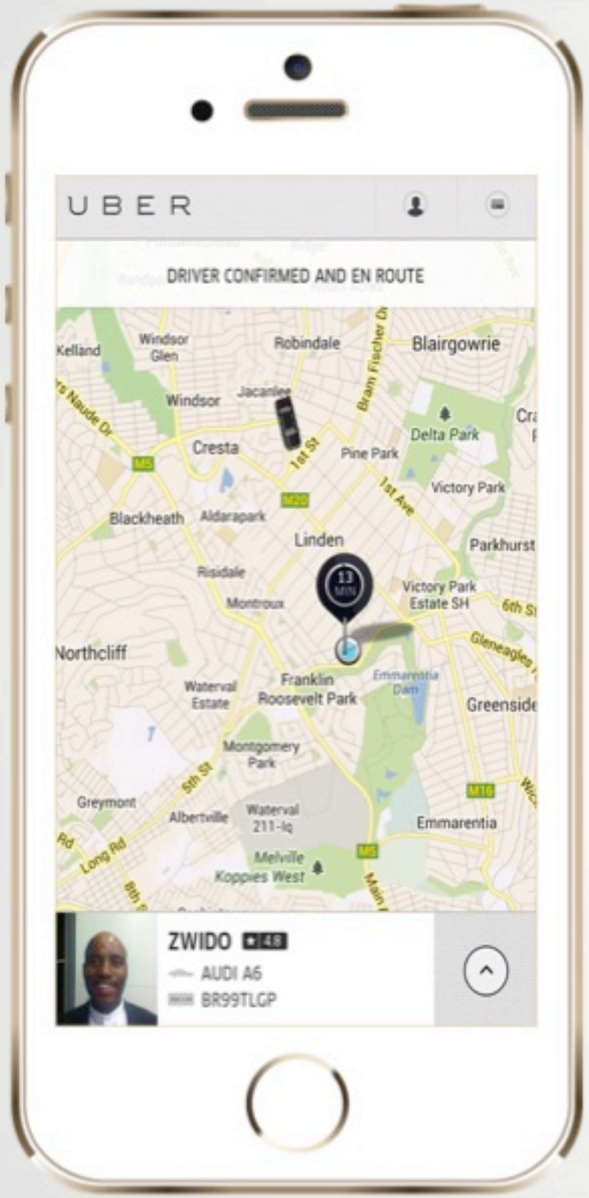




Cultural Context

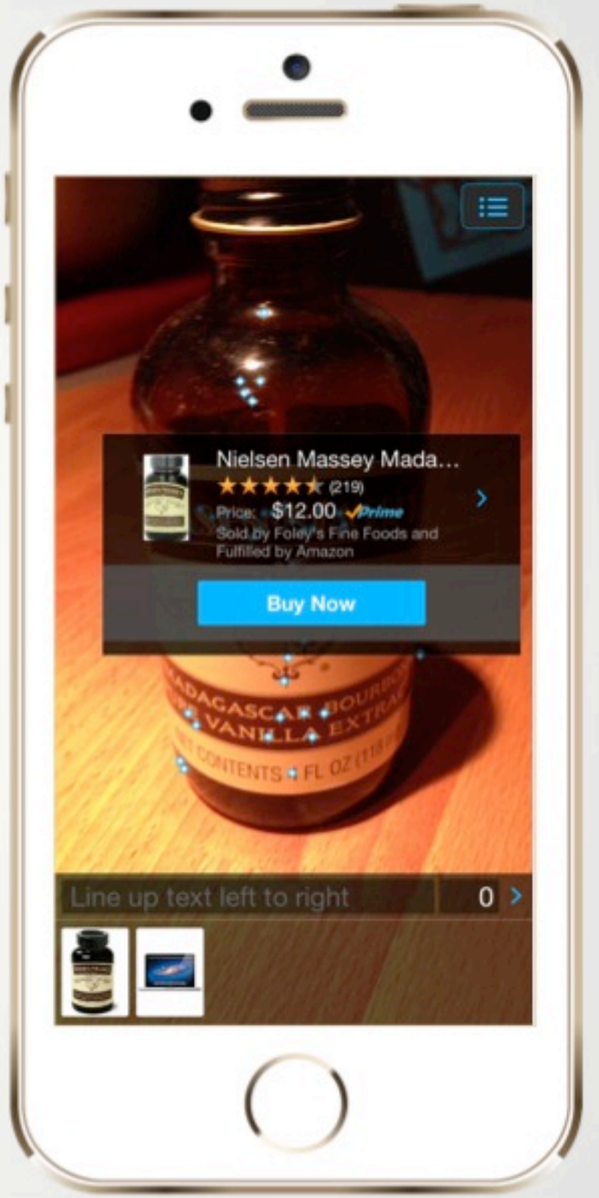
Contextual Discovery

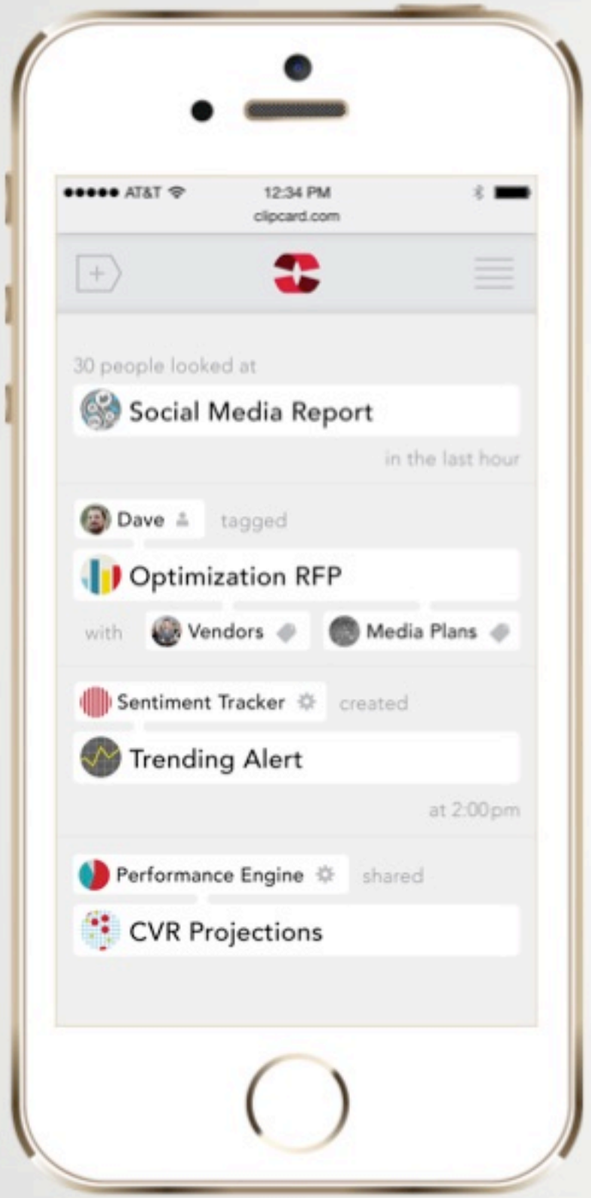




Instant Feedback

Implicit Trust





Common Ground

- Direct Access
- Proper Distance
- Scalable Detail
- Social Context
- Instant Feedback
- Contextual Discovery
- Implicit Trust
- Common Ground

Let's Think Meta

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@GetClipCard