

Thank you all.

I would also like to say special thanks to

Clement Mok

**Chuck Byrne
Elizabeth Byrne**

**David Asari
Dawn Zidonis
Brett Wickens**

**And I would like to acknowledge the folks with whom I work,
and thank them.**

Everything we do is a conversation and a collaboration.

Robin Bahr

Akira Motomura

Ryan Reposar

Paul Souza

Knut Synstad

Peiran Tan

Cody Wackerman

What we do continues to evolve.

From using computers as tools...



... and then as a medium.



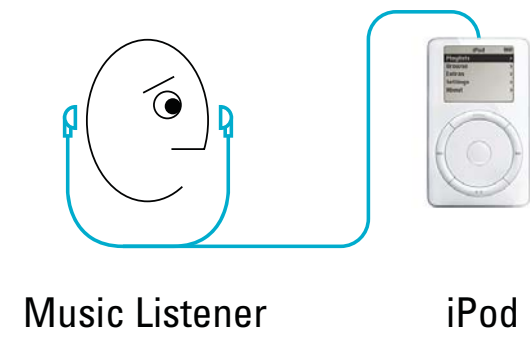
To using computers as a distribution channel...



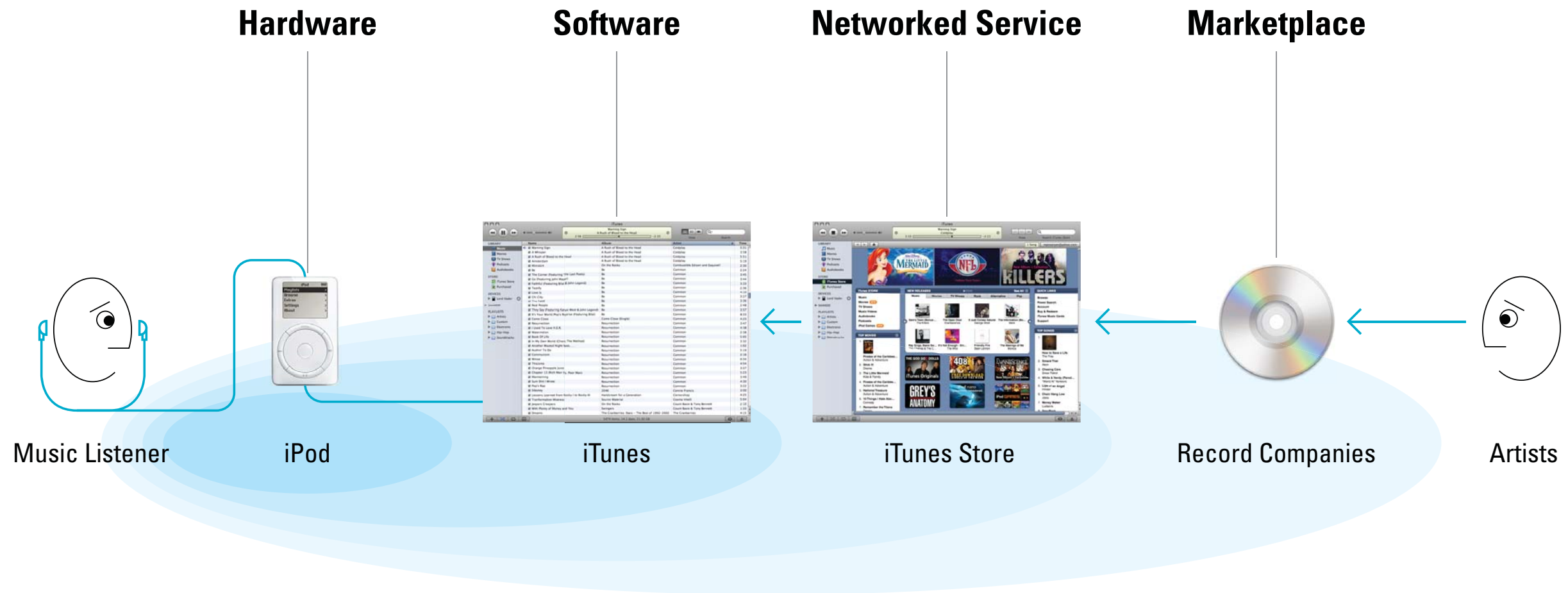
... with web-sites adding features and becoming web-apps.



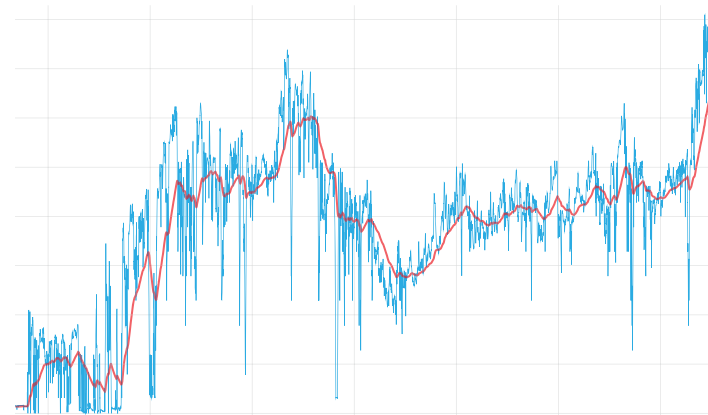
To mobile devices providing access anywhere...



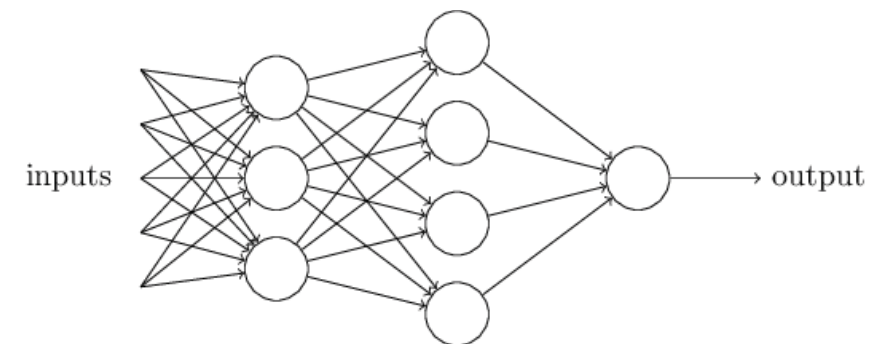
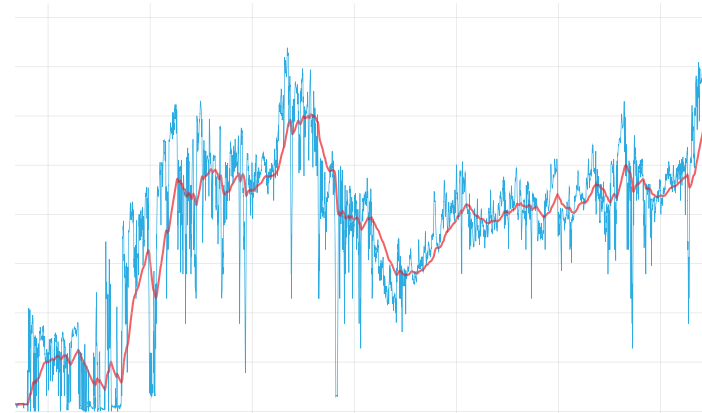
... and mobile apps connecting to networked services.



Now, smart-connected products are producing a growing tide of data...



... and machine intelligence is using the data to make predictions.



These changes are additive; the computer is...



tool
medium



channel
application

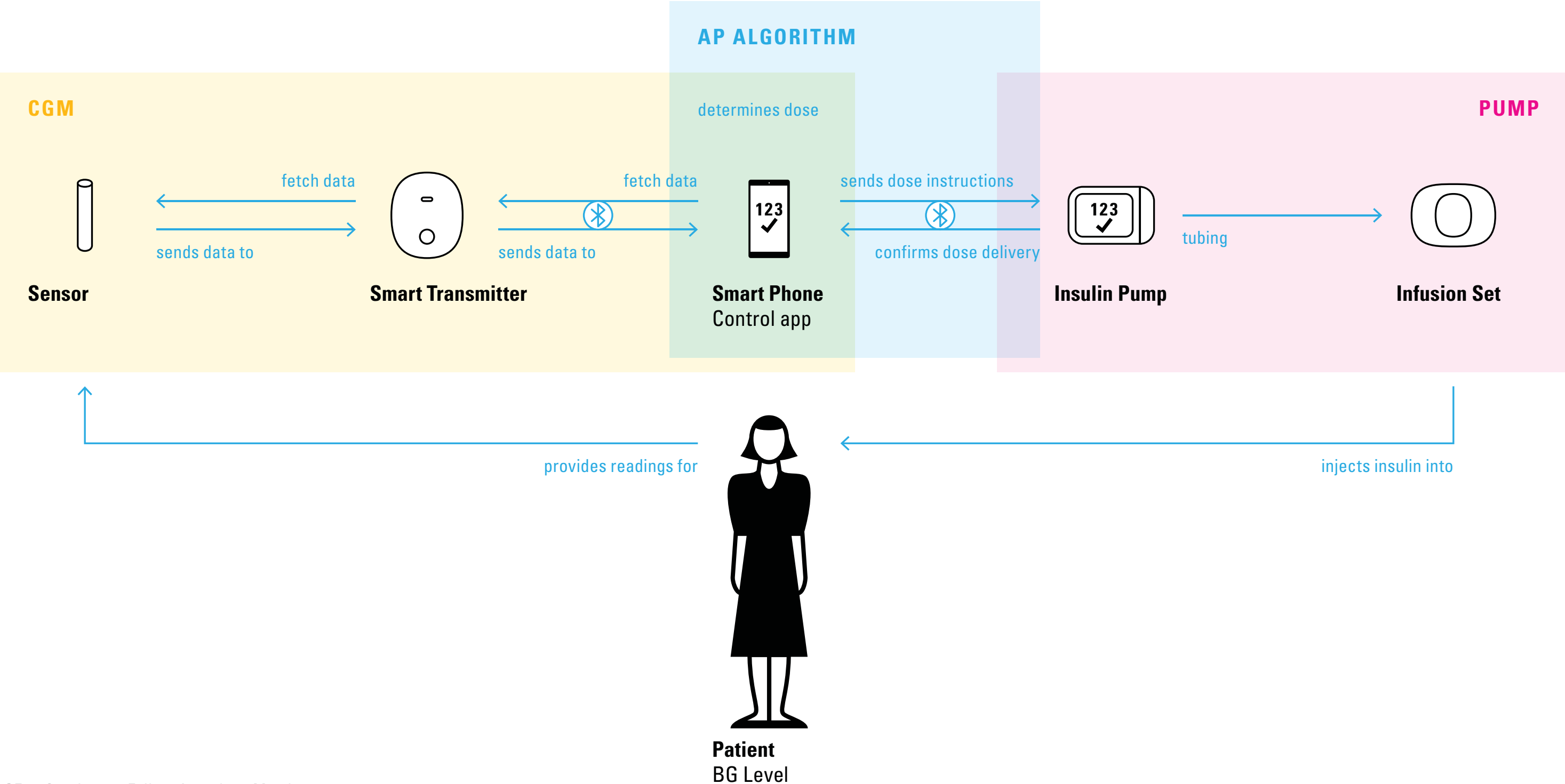


smart-connected product
bridge to service system



source of big data
machine intelligence

Making sense of these changes led us to designing for systems, such as the UI/UX for an artificial pancreas.



MIT Media Lab Director, Joi Ito summed it up well...

“Design has also evolved from the design of objects both physical and immaterial, to the design of systems, to the design of complex adaptive systems.”

—“Design and Science,” January 11, 2016



Thank you.