

# HELLO!

- Come in quietly and take any seat except the one you had last week
- Fill out a survey: <http://bit.ly/ThesisCheckin>)
- Sit quietly and breathe deeply until we start

# QUESTIONS

- What came up since we met last?
- What questions do you have that warrant group discussion?

**4**

**HOW TO  
MOVE THROUGH WHY,  
WHAT AND HOW**

**LAST WEEK...**

# **INTENT**

**WANT      DIRECTION      GOAL      FOCUS**

**MISSION      COMPASS      MOTIVE**

**SCOPE      NEEDS      RESOLUTION**

**AMBITION      PROMISE      ASSIGNMENT**

**OBJECTIVE      DESTINATION**

# FOR MY THESIS, GOOD IS:

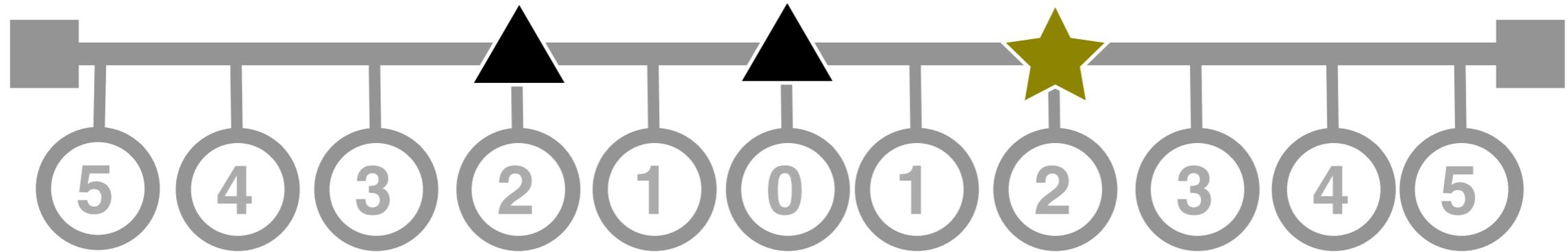
DIRECTION

TODAY

DEFENSE

INTENT

DIRECTION



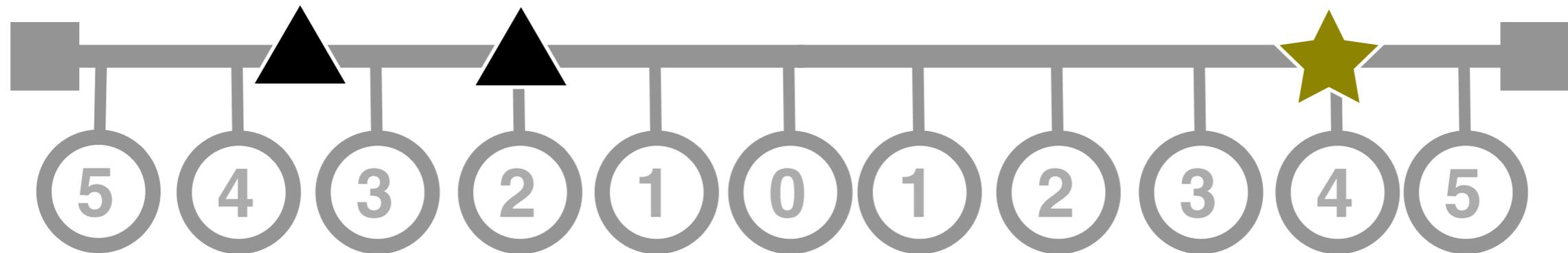
DIRECTION

DEFENSE

TODAY

INTENT

DIRECTION



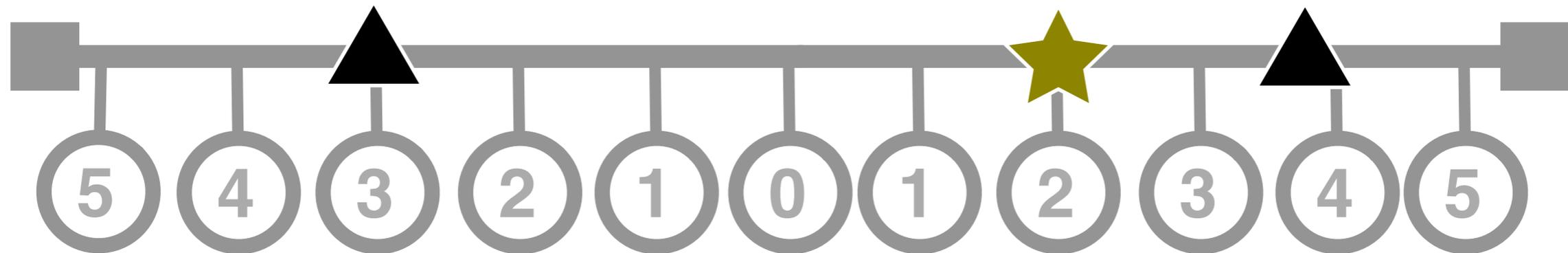
DIRECTION

DEFENSE

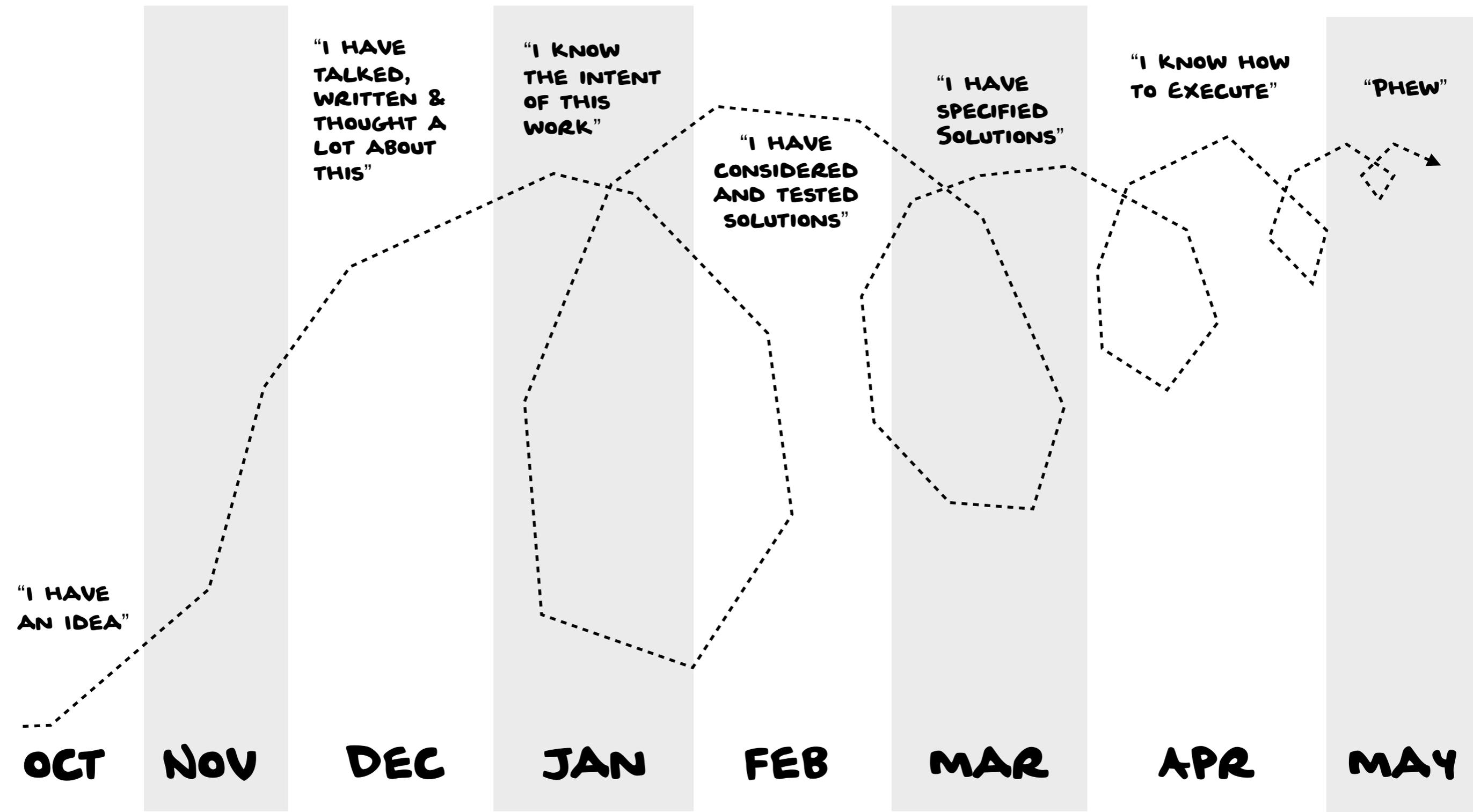
INTENT

TODAY

DIRECTION



# THE JOURNEY YOU ARE ON...



“During the 1970s, Chris Argyris, a business theorist at Harvard Business School (and now, at 89, a professor emeritus) began to research what happens to organizations and people, like Mr. Chang, when they find obstacles in their paths.

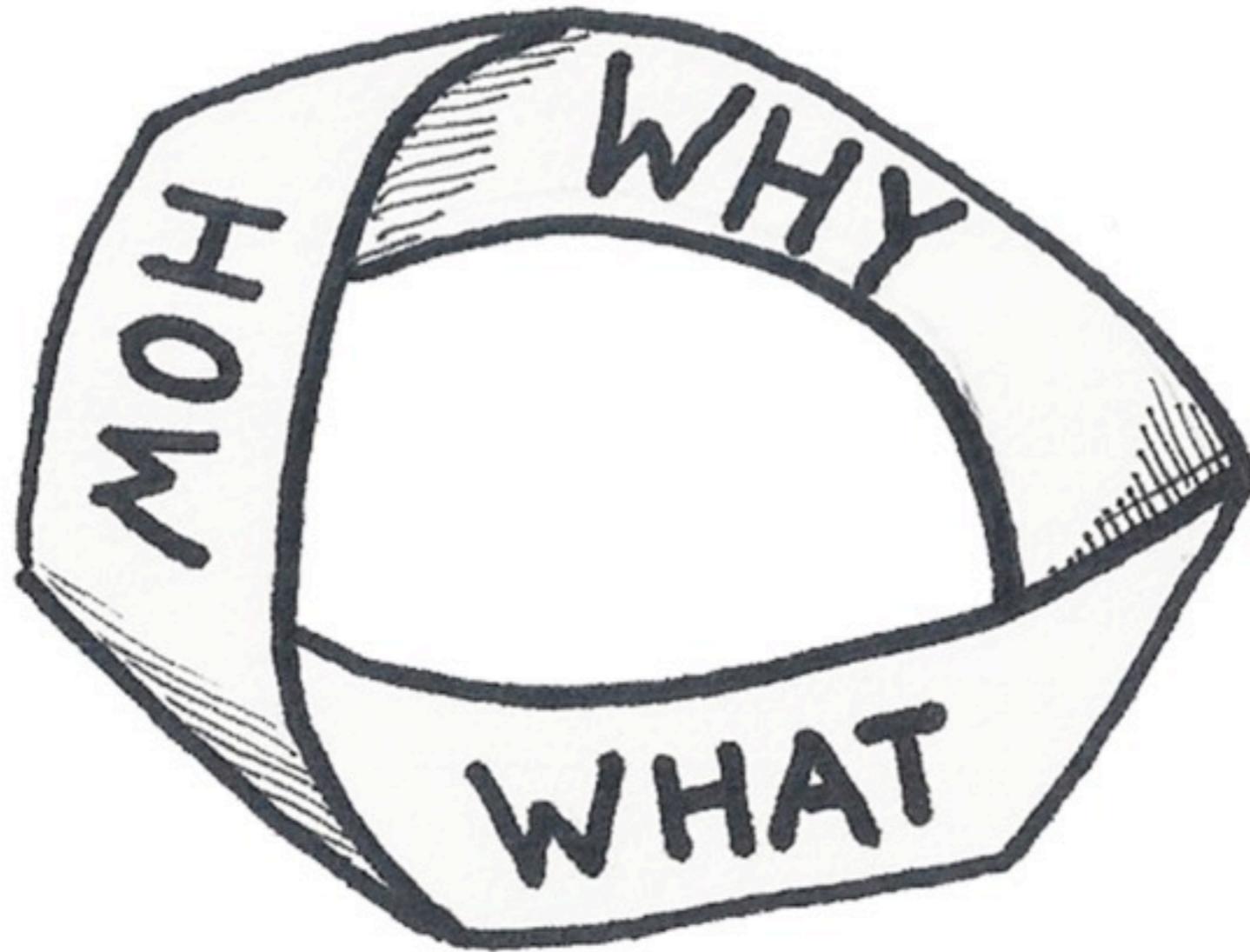
Professor Argyris called the most common response single loop learning — an insular mental process in which we consider possible external or technical reasons for obstacles.

LESS common but vastly more effective is the cognitive approach that Professor Argyris called double-loop learning. In this mode we — like Mr. Chang — question every aspect of our approach, including our methodology, biases and deeply held assumptions.

**This more psychologically nuanced self-examination requires that we honestly challenge our beliefs and summon the courage to act on that information, which may lead to fresh ways of thinking about our lives and our goals.**

In interviews we did with high achievers for a book, we expected to hear that talent, persistence, dedication and luck played crucial roles in their success. Surprisingly, however, self-awareness played an equally strong role.”

[http://www.nytimes.com/2013/01/20/opinion/sunday/  
secret-ingredient-for-success.html?\\_r=2&](http://www.nytimes.com/2013/01/20/opinion/sunday/secret-ingredient-for-success.html?_r=2&)



**WHY**

**WHAT**

**HOW**



**INTENT**

- ... REASONS
- ... GOALS
- ... OPPORTUNITIES

**WHY**

**WHAT**

**HOW**



# **SPECIFICATION**

- **PHYSICAL OBJECT SPECIFICATIONS**
- **SERVICE DESIGN SPECIFICATIONS**
- **INTERFACE SPECIFICATIONS**
- **PROSPECTUS SPECIFICATIONS**

**WHY**



**WHAT**



**HOW**



**EXECUTION**

- BUILT OBJECTS
- CODE
- PIXELS
- EDITED BOOK
- EVENTS

**WHY**

**WHAT**

**HOW**



**INTENT**

**BECAUSE INFORMATION  
ARCHITECTURE IS AN IMPORTANT  
CONCEPT THAT NOT ENOUGH  
PEOPLE ARE GOOD AT YET**

**WHY**



**WHAT**



**HOW**



**SPECIFICATION**

**I WANT TO WRITE A SHORT AND  
FOCUSED PUBLISHED WORK THAT  
IS EASY FOR NEW AUDIENCES TO  
UNDERSTAND THE BENEFITS OF  
IA THINKING**

**WHY**



**WHAT**



**HOW**



**EXECUTION**

**HOW TO WRITE THIS BOOK:**

- 9+ CHAPTERS
- 50,000+ WORDS
- 50 + ILLUSTRATIONS
- HIRING AN EDITOR
- WORKING WITH A PRINTER
- MARKETING A BOOK
- DEALING WITH IMPOSTER SYNDROME

**TO ASSUME...**

# ASSUMPTIONS THAT ARE COMMON

- **Complexity Involved:** “This is simple...”
- **User Needs:** “What they need is...”
- **Resources:** “So-n-so knows how to do that...”
- **Time:** “Yea, a week should be enough...”
- **Bias:** “I don’t need to test this...”

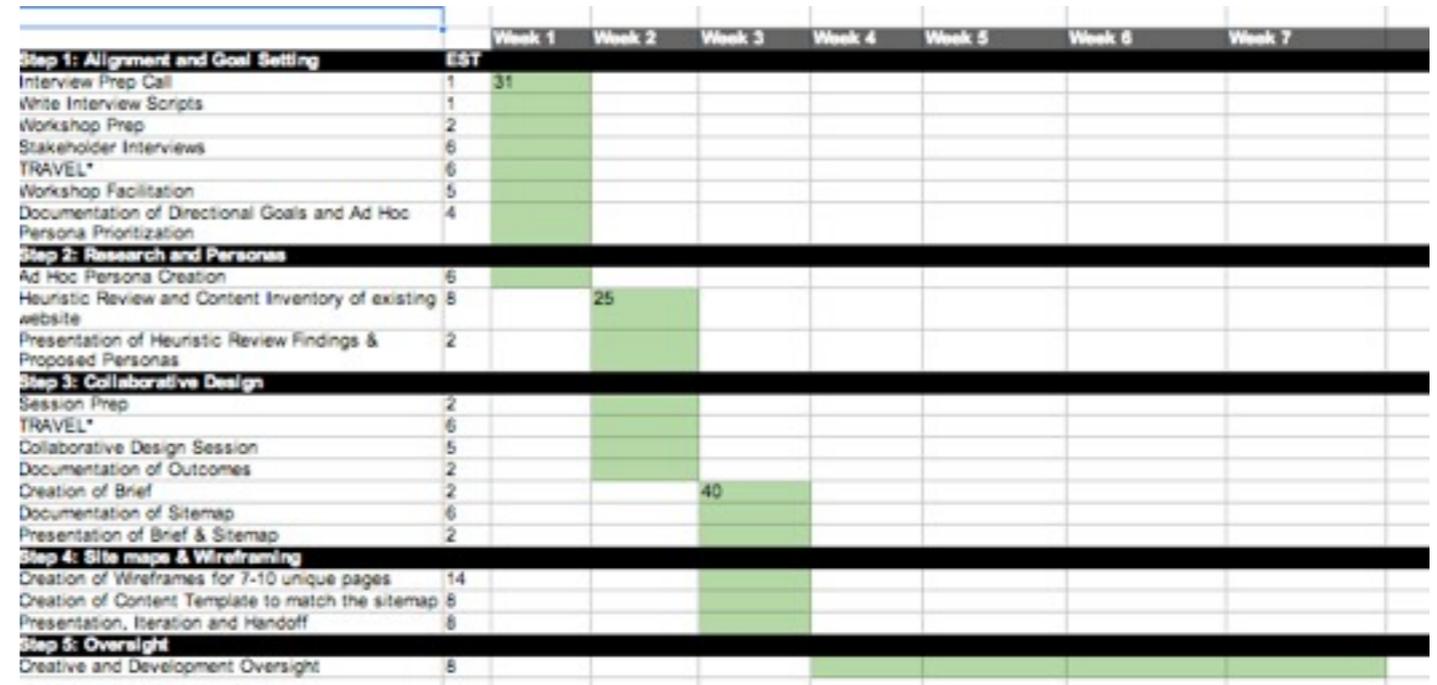
**SHOULD YOU BE  
WORRIED AT  
THIS POINT?**

# REASONS TO WORRY

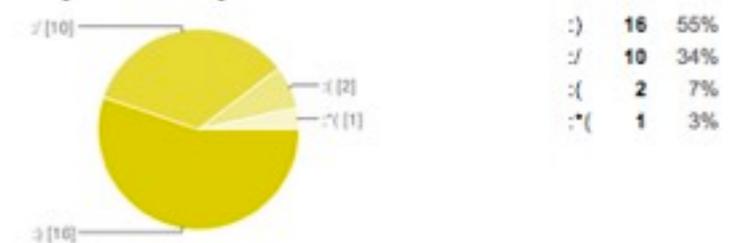
- You aren't sure you know "why" you are doing this work
- You have not started to test any solutions with real people and have no upcoming plans to do so
- You have not worked to find an editor
- You haven't written anything useful for your book since December
- You have no plan and have no plan to a plan

# IDEAS THAT MAY HELP!

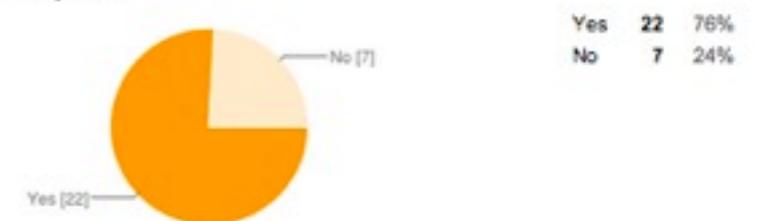
- A project plan with:
  - Milestones
  - Deadlines
  - Work Time
  - Time Estimates
- Use your calendar like a game of Tetris - don't forget to schedule down time (and meals if it gets really bad in there)
- Make a Google form to capture progress at a set interval - use your calendar to remind you about it



How would you describe your mood this week



Did you Speak?



# 1:1 SCHEDULE

1 Lijia	11 Adem
2 Ziyun	12 Belen
3 Tahnee	13 Eden
4 Souvik	14 Jon
5 Roya	15 Judy
6 Panisa	16 Leila
7 Oscar	17 Marianna
8 Natsuki	18 Chelsea
9 Louise-Anne	19 Isioma
10 Adam	20 Long