

UX Professionals Must Build Business Models for the Apocalypse



Human Factors International, Inc.

**Eric Schaffer PhD CUA CPE
CEO**

Human Factors International

Largest User-Experience Company in the World – Since 1981

Scientific, Systematic, Pragmatic, Innovative, and Strategic





Areas of Expertise

Our Engagements

Business Value

Innovation and Strategy

Digital
Strategy

New Product
and Business
Ideation

- Reach new markets
- Develop new product opportunities
- Expand the customer base

Benchmarking

User Experience
Test

Performance
Persuasion

User Experience
Expert Review

Performance
Persuasion

- Benchmark existing design
- Identify opportunities for redesign
- Institute a continuous UX improvement program

Ecosystem Research

Ecosystem
Research

- Deeply understand your users, tasks, and environments
- Discover their drives and uncover their blocks

Performance and Persuasion Design

User Interface
Structural Design

Performance Design
Persuasion Design

Detailed
Design

Performance Design
Persuasion Design

- Create new designs that achieve your business goals
- Optimize the high level interface structure. Then optimize the detailed design.

Validation Testing

User
Experience
Validation

Continuous
UX Validation
and
Improvement

- Validate that your designs are achieving your business goals.
- Make ongoing improvements.

Institutional UX

Institutionalization
Strategy

Training and
Certification

Ecosystem
Standards

Corporate
Memory

Executive
Advisory

Methodology

UI Standards

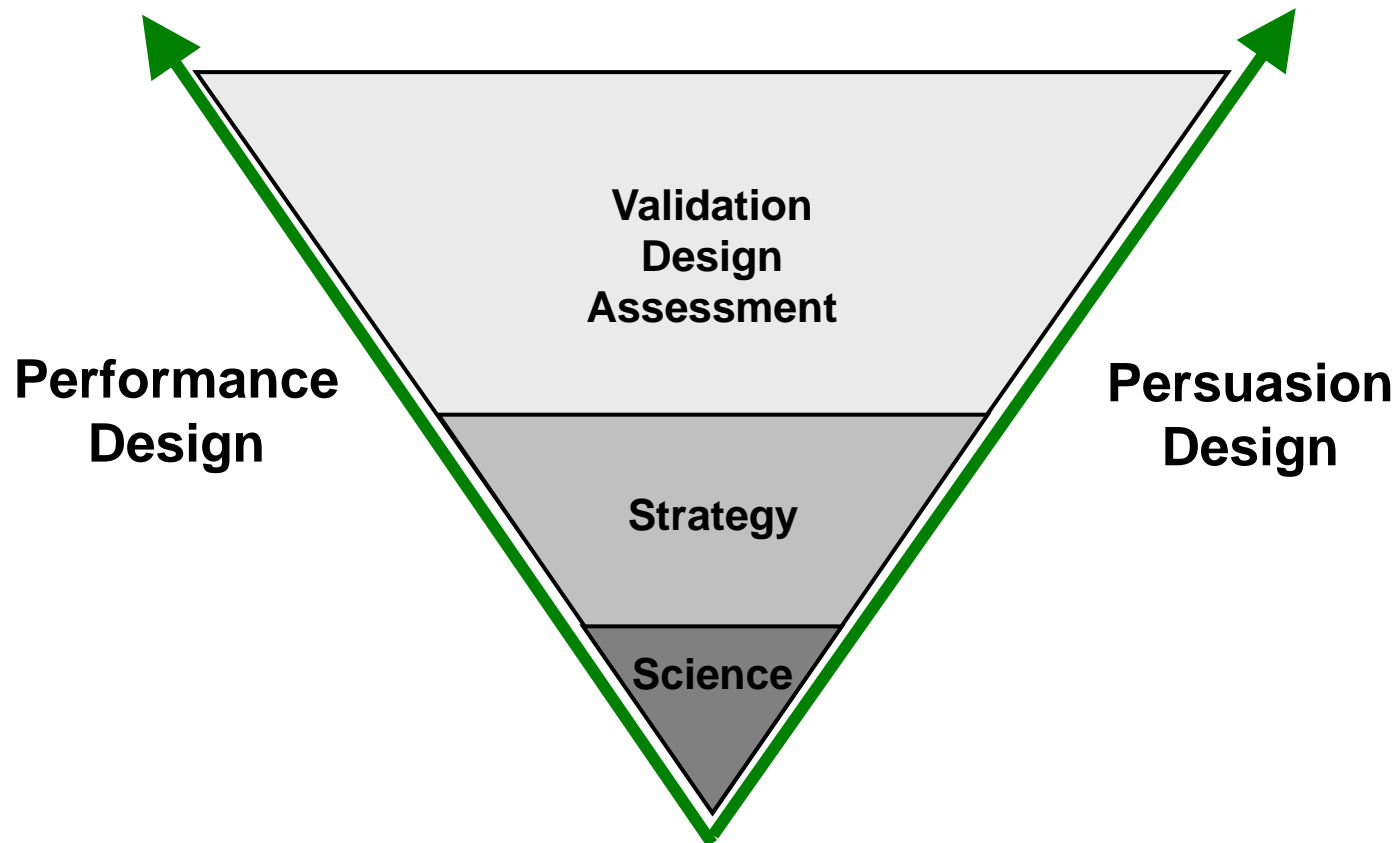
Central Usability
Support

- Build and actualize Deep UX capabilities into your organization

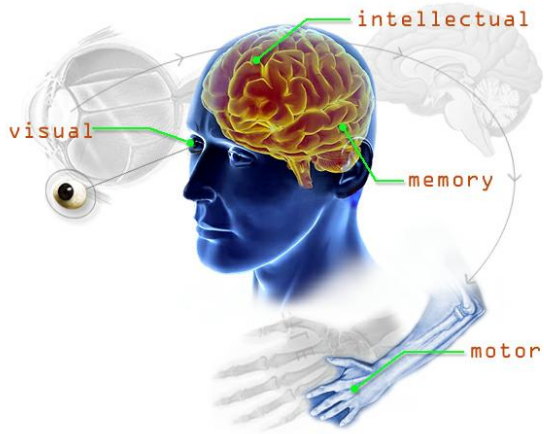
PET Expands Our Horizons

CAN DO

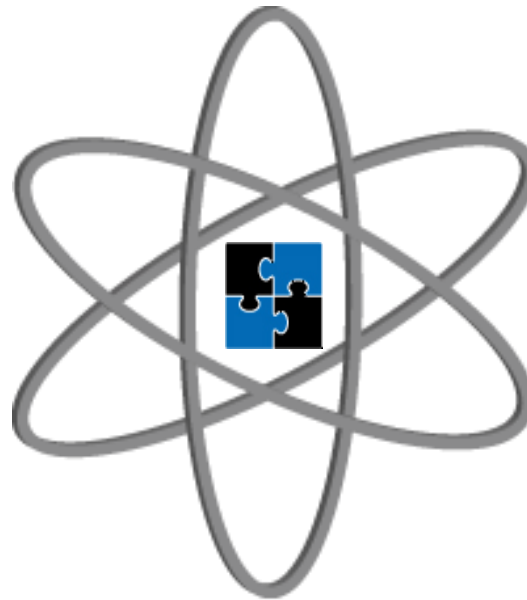
WILL DO



Human Centered Design



Attention



Decision



§ Unconscious Learning

§ Motivation

§ Arousal

§ Emotion

Your Lotto Ticket number is

[Español](#) | [Play responsibly](#) | [Vendor opportunities](#) | [About us](#) | [Players club sign in](#) | [Search](#) [Go](#)



Live Help

[Check current numbers](#)

[YouTube](#)

[Draw video](#)

[Winning numbers](#)



Choose your game: [Go](#)

Enter your numbers:

[Go](#)

Numbers matched: 2

You have won: \$ 11

[How to Claim »](#)



Current jackpot



\$36,400,000



\$107,000

Fantasy 5

\$7,600,000



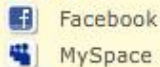
Upto \$1 million

Jackpot alert

Choose game [Go](#)

[Subscribe now »](#)

Lottery on:



Lucky number
chooser



[Get lucky numbers »](#)

Where does the
money go?



Lucky 8 group
\$ 1,000,000



[Home](#)

[Current numbers](#)

[Past numbers](#)

[Draw videos](#)

[Draw dates & times](#)

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[Winning numbers](#)

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[Supporting education](#)

[Games & Jackpots](#)

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[For winners](#)

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[Media](#)

Other persuasive features: hope

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What would you do if you won?

- ☐ Take a vacation
- ☐ Buy a home
- ☐ Take a cruise
- ☐ Buy a car
- ☐ Pay bills
- ☐ Other

Click "Enter" to see what others said

Jackpot Genie:

What can you buy with \$15,000,000?

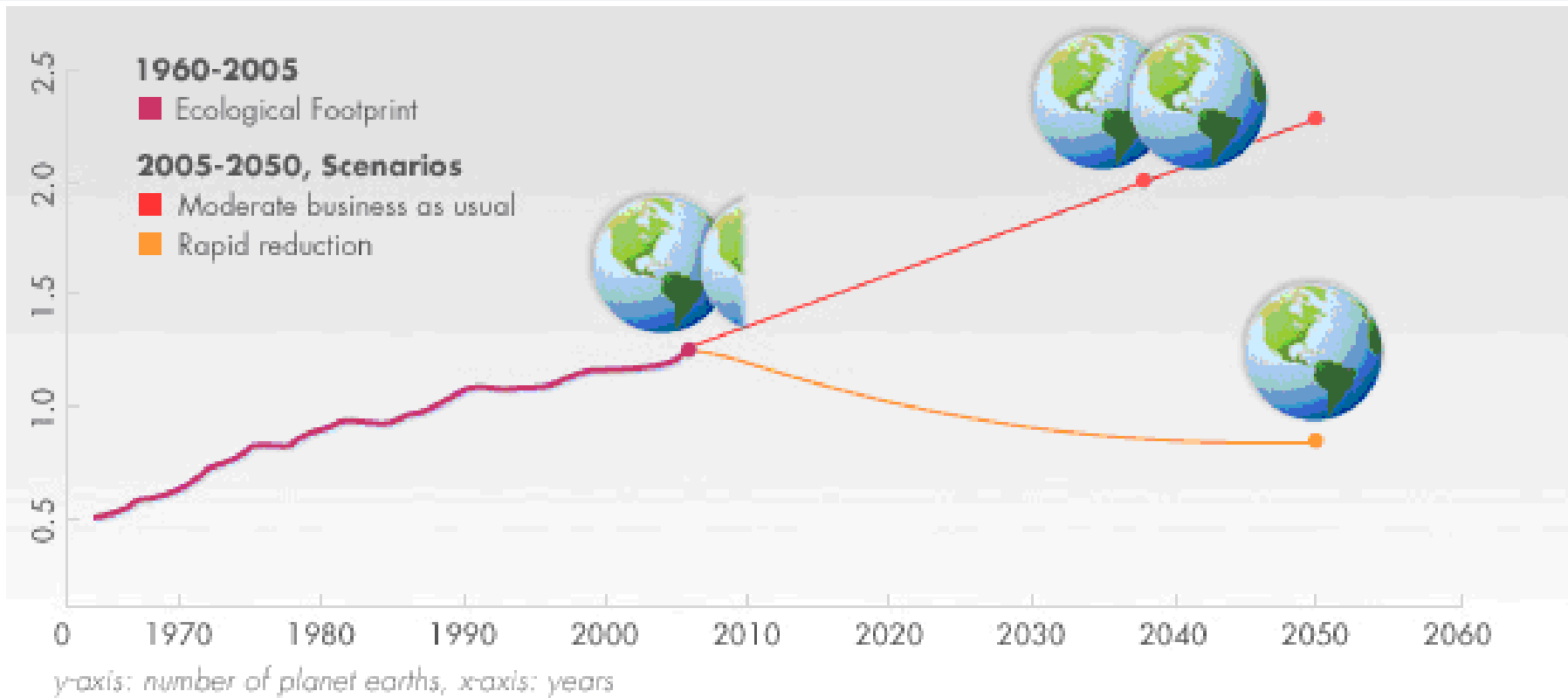
- ☒ sports car \$50,000
- ☒ college fund \$150,000
- ☒ private jet \$3,000,000
- ☒ mansion \$1,300,000
- ☒ island \$6,500,000

Total: \$11,000,000

You have: **\$4,000,000** remaining

What would you do with it?

Lifestyles Must Change



Our Turn!!!!

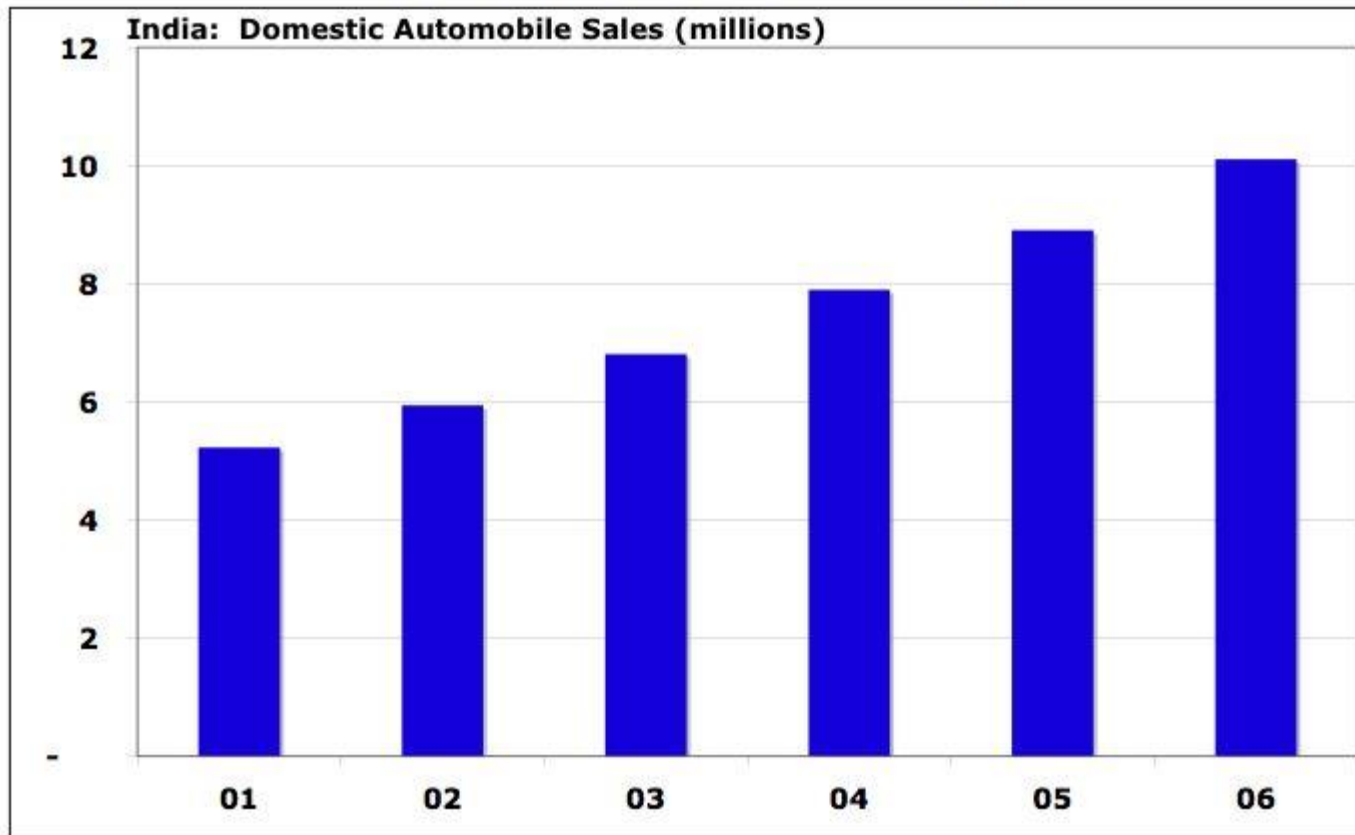
USA Now 22.2 Acre Ecological Footprint

India 2.2 Acre



It is Happening

Automobile Sales in India

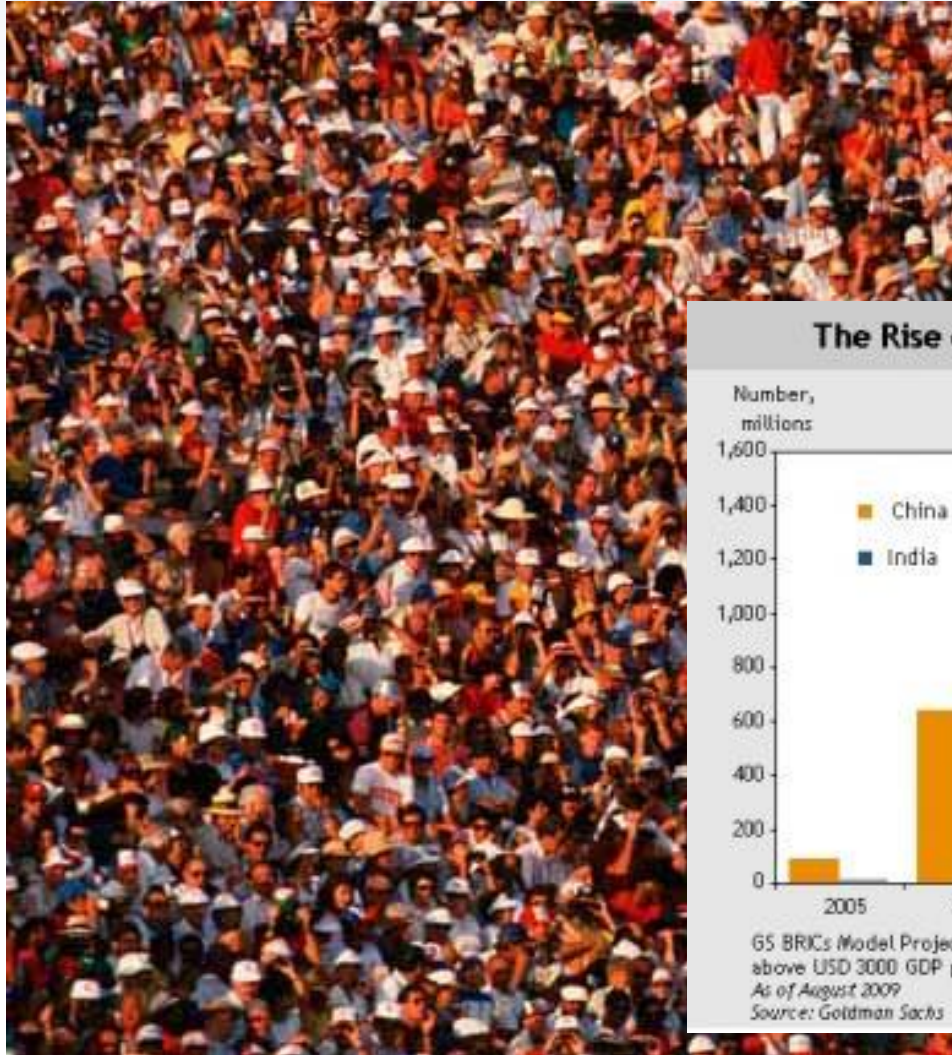


Source: Society of Indian Automobile Manufacturers

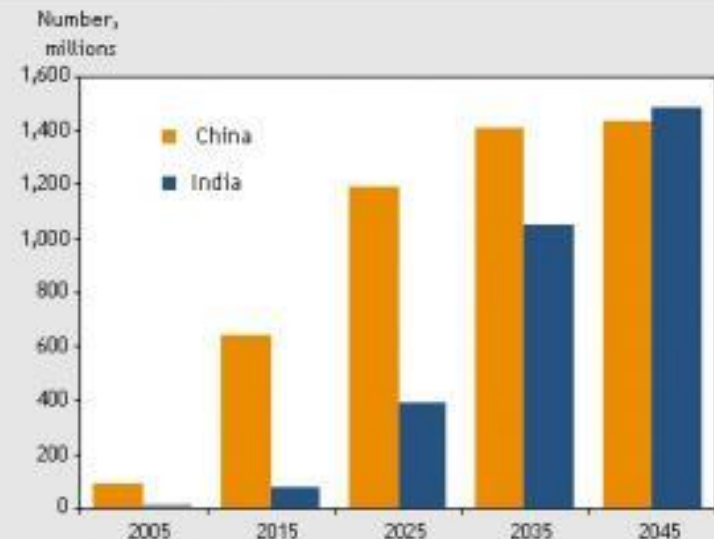
The Demand

In the USA – 750 of every 1,000 households have a car.

In China - 3



The Rise of the Chinese Middle Class



65 BRICs Model Projections. Middle class defined as above USD 3000 GDP per capita
As of August 2009
Source: Goldman Sachs

The Demand

USA per capita poultry consumption 45.4kg
India is 1.9kg

Bush blames India for Rising Food Prices Issue

Dinesh Singh - Rawat

03 May, 2008 05:18:00

Font size: - +



President George W Bush

Washington (ABC Live): The US President George W Bush also vindicated remarks given by the Secretary of State; Condoleezza Rice a few days back on the rising food prices, blaming India and China, that improvement in dietary habits of Indian middle class has been responsible for rising food prices.

Washington (ABC Live): The US President George W Bush also vindicated remarks given by the Secretary of State; Condoleezza Rice a few days back on the rising food prices, blaming India and China, that improvement in dietary habits of Indian middle class has been responsible for rising food prices.

The US President George W Bush explained the reasons for rising food prices at a function in Maryland Heights in Missouri, on Friday said "Just as an interesting thought for you, there are 350

million people in India who are classified as middle class. That's bigger than America. Their middle class is larger than our entire population."





Go Ahead.... YOU Tell Them....

Something Different Better Happen!

What is Our Plan???

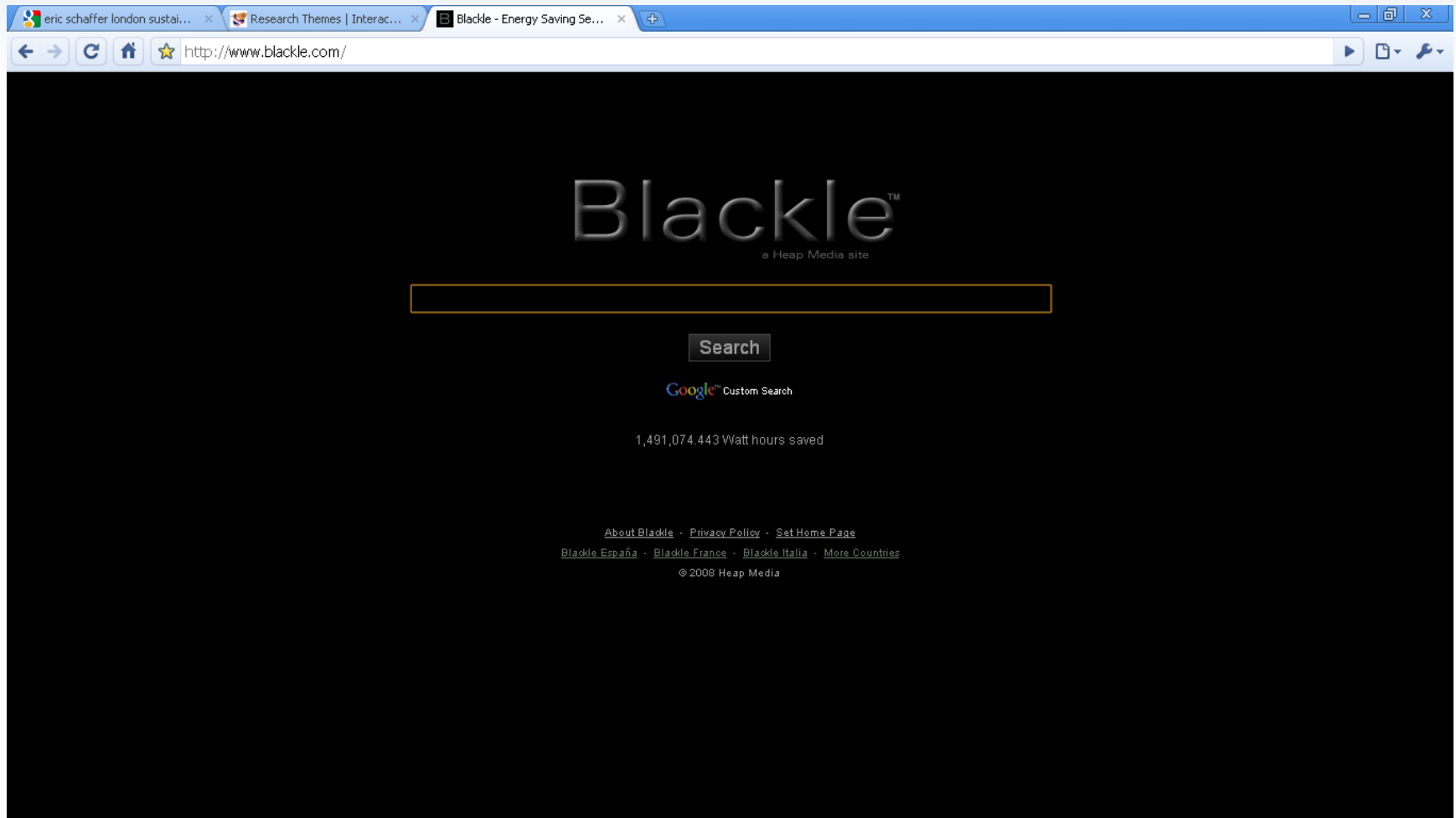
The Inconvenient Truth

ALL OUR LIFESTYLES WILL CHANGE



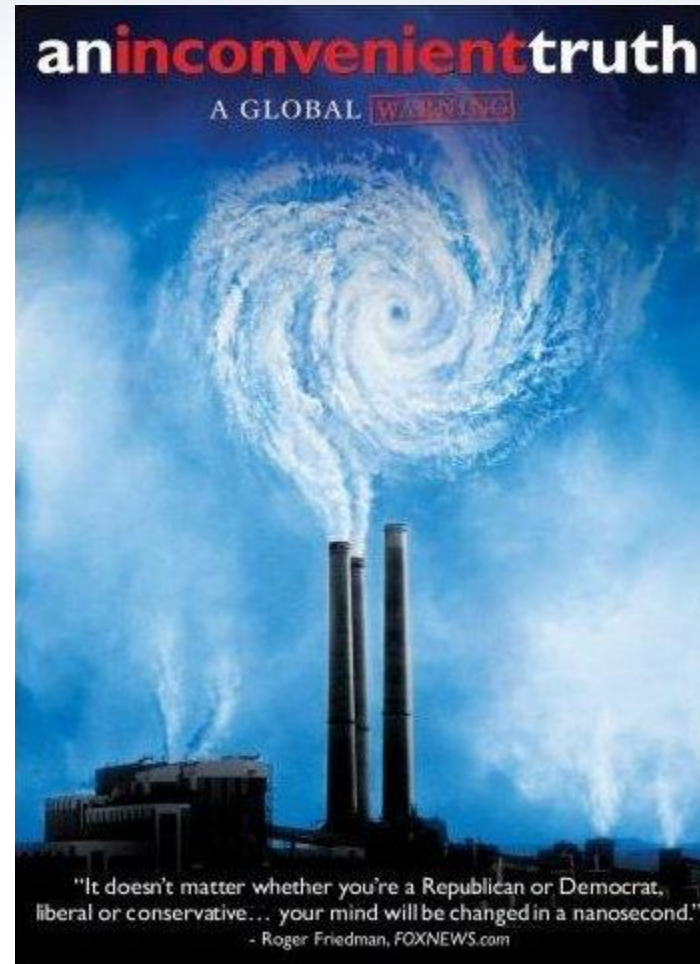
What Types of Lifestyle Change?

SWEET MYTH



Just Incremental Efficiencies

SWEET MYTH!



Assumption – No One New Lives Like Americans

“Humanity **already** possesses the fundamental scientific, technical, and industrial know-how to solve the carbon and climate problems...”

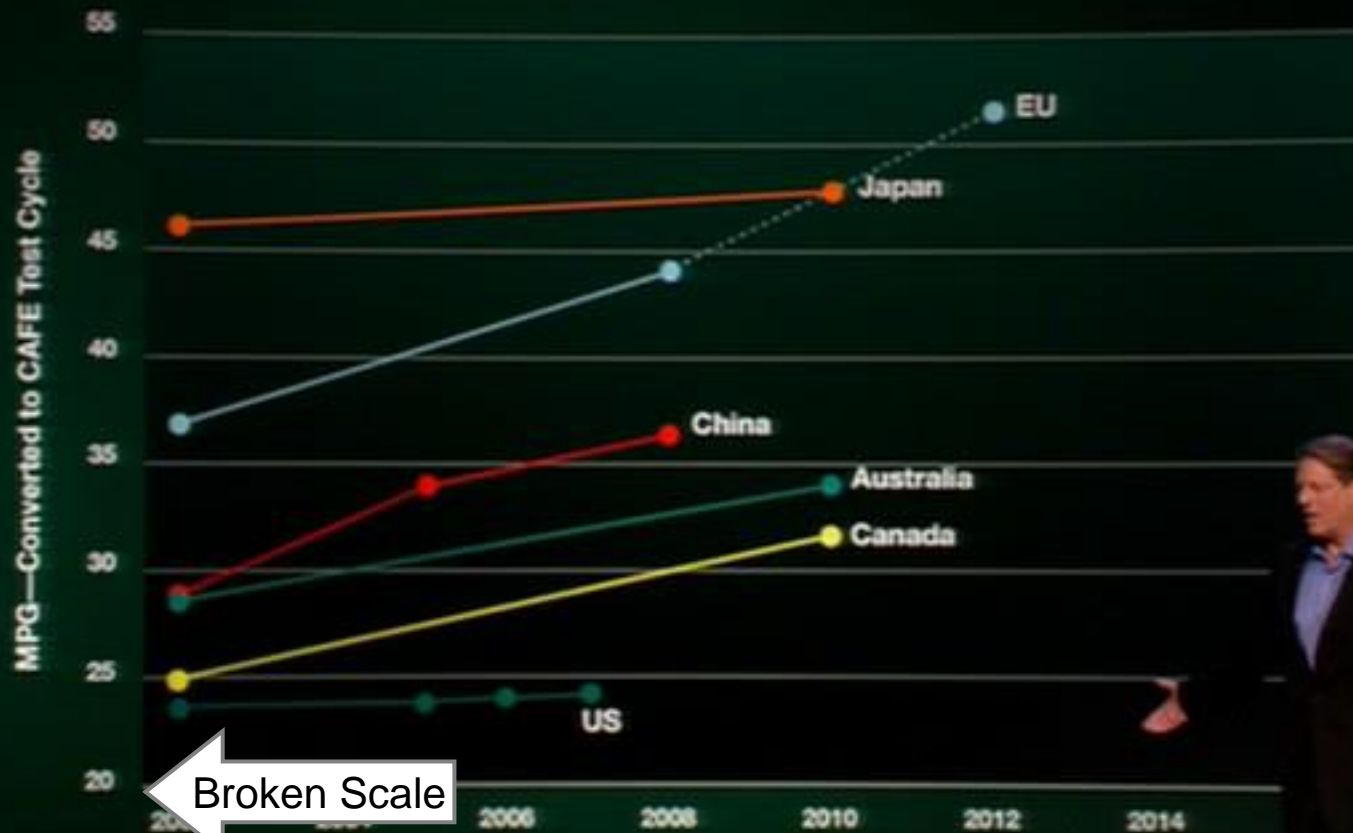
- Stephen Pacala and Robert Socolow

Science, August 13, 2004

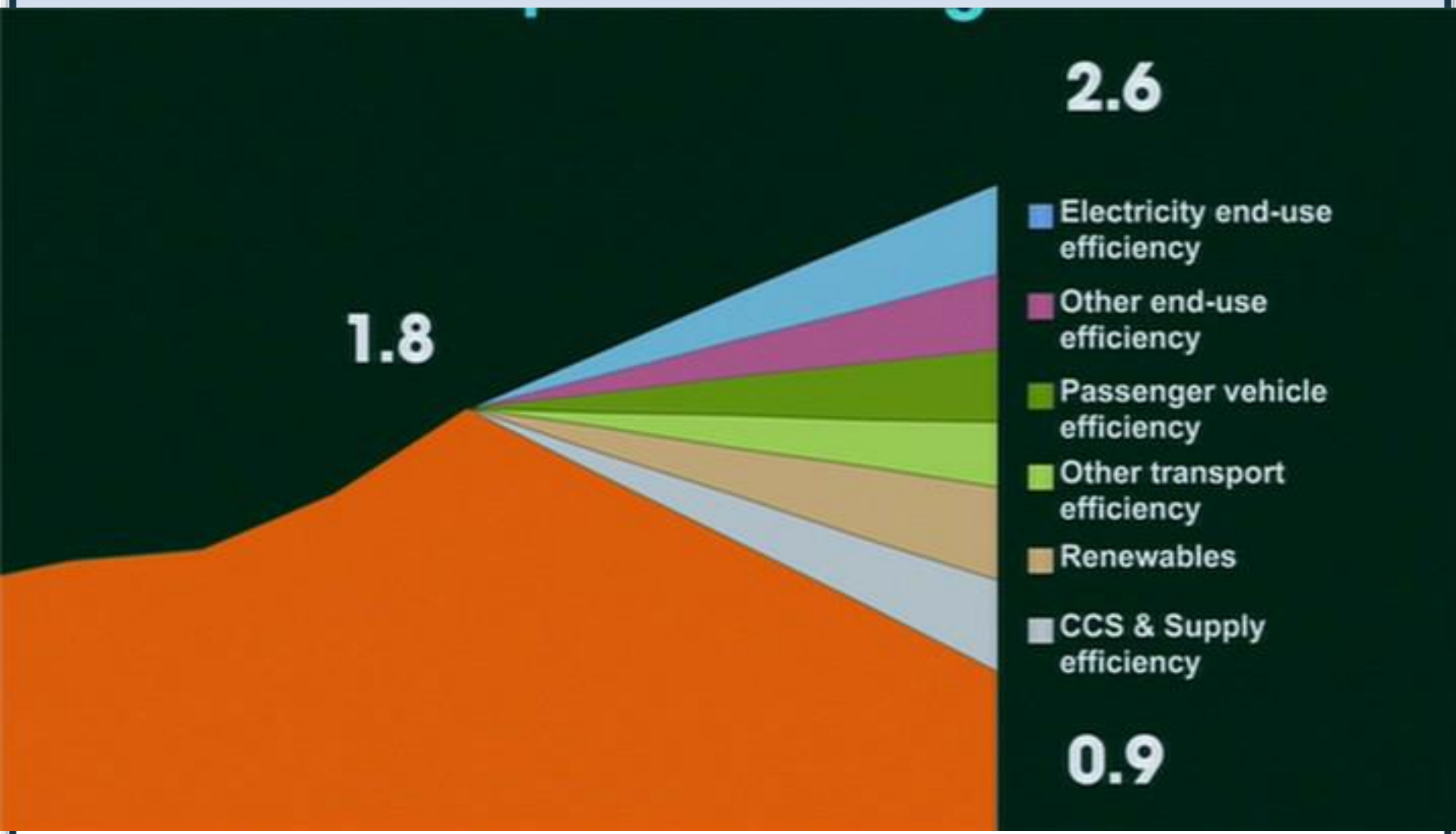


So Maybe 50% More Efficient Cars... If you triple the number?

Comparison of Fuel Economy and GHG Emissions Standards Around the World

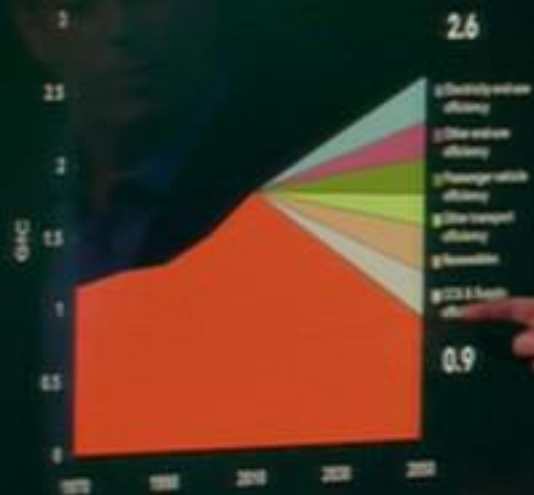


Same Lifestyle, 3 Times the People, and we get this?



The Sustainability Myth

U.S. Emissions: Carbon Capture & Storage



"Simple Solutions"

SWEET MYTH

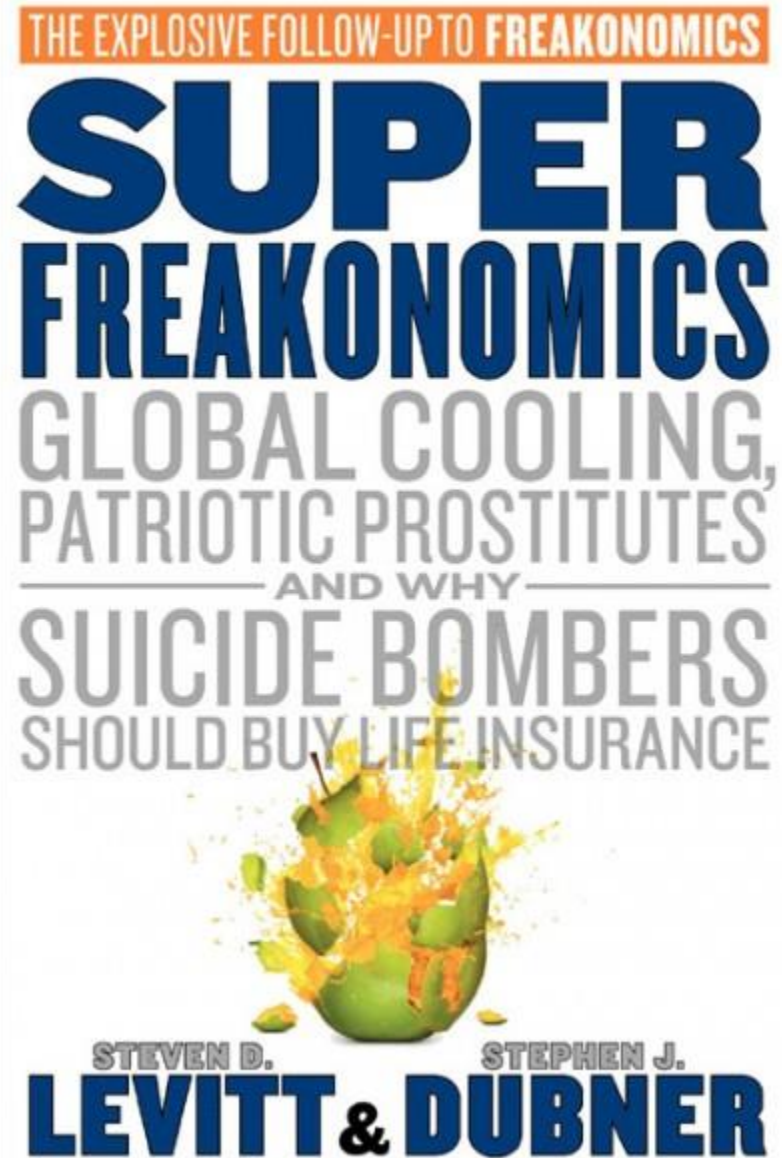
Patch the Problem with...

Hurricane Mitigation

Low Methane Bacteria for Cows

Hope for Volcanoes

Pump SO₂ to the Stratosphere



It's a Complex Ecosystem

WEIRD Weather

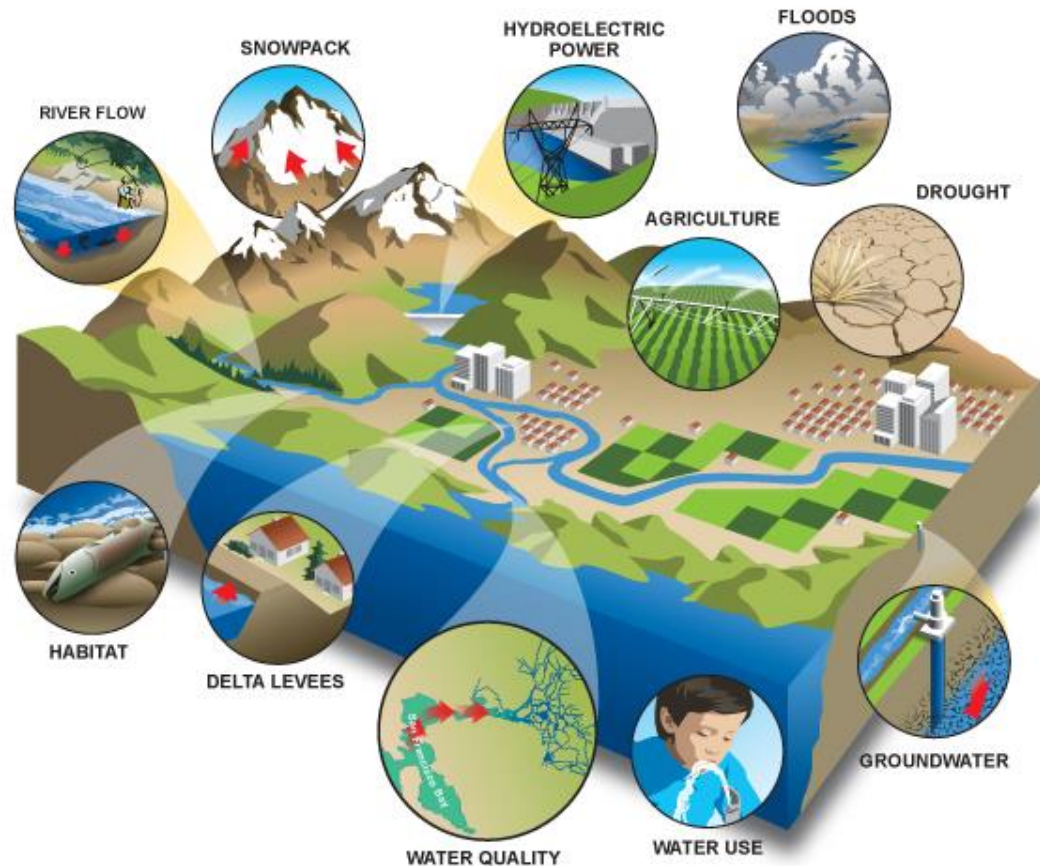
Peak Oil

Water Shortages

Pollution

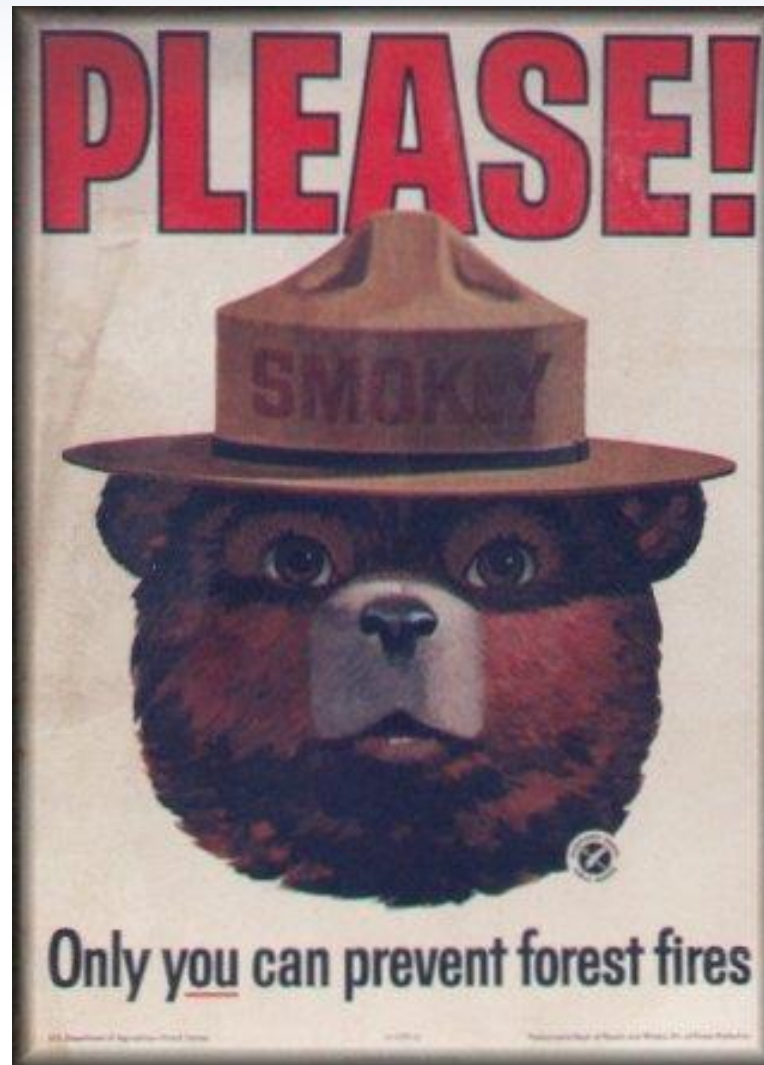
Fragile Food Chain

Biodiversity



The World of Unintended Consequences

The greatest destroyer of American Forests....



Government Action?

SWEET MYTH



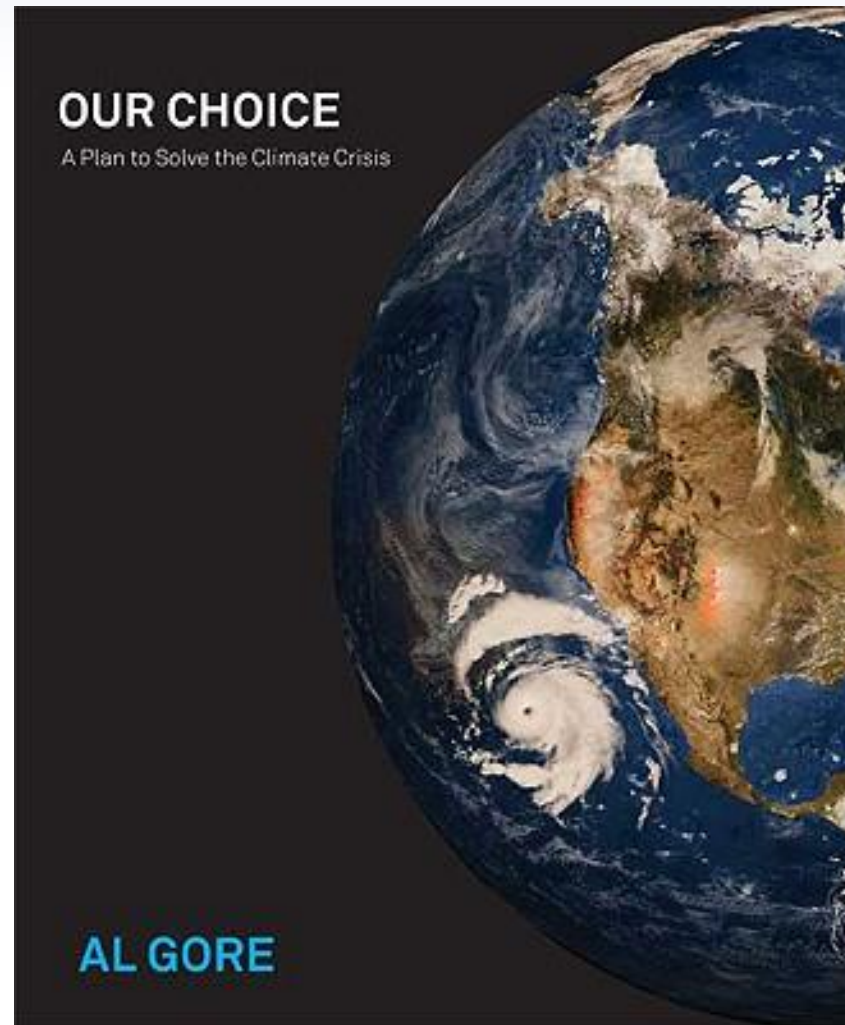
How Will THIS Play Out?

The day Prime Minister Manmohan Singh reiterated that India would never exceed the average per capita emissions of the developed countries, United Nations Framework Convention on Climate Change executive secretary Yvo De Boer said the developing countries would have to limit growth of their emissions.



A Collective Decision?

SWEET MYTH



Cheap, Plentiful, and Reliable Electrons. Distributed Intelligently

SWEET MYTH!



‘To meet the demand we would need to build a new nuclear plant every day until 2050

THOMAS L. FRIEDMAN *Hot, Flat, and Crowded*

WHY WE NEED A GREEN REVOLUTION —
AND HOW IT CAN RENEW AMERICA



Intelligent Choices by Individuals

SWEET MYTH!



AUTHOR OF THE #1 BESTSELLER,
Emotional Intelligence

DANIEL
GOLEMAN

HOW KNOWING THE HIDDEN
IMPACTS OF WHAT WE BUY
CAN CHANGE EVERYTHING

ECOLOGICAL
INTELLIGENCE

Market Forces

SWEET MYTH

\$20 Per Gallon



How the Inevitable
Rise in the Price of
Gasoline Will Change
Our Lives for the Better

CHRISTOPHER
STEINER

Result of \$20 Per Gallon Gas



Let Mom Do It

NOW THAT IS NO MYTH



So Check the List of Solutions

Incremental Technology Changes

Ecological Mitigation

Governmental Action

Intelligent Grid

Market Forces

Mother Nature

NO

NO

NO

Can Do!!!

The “Sustainability Myth”
Is that it can all be fixed
without radical lifestyle
change



Psychological Denial of Lifestyle Change

Stages of Adjustment to Misfortune are Happening Globally

- Denial
- Anger
- Bargaining
- Depression
- Acceptance

The screenshot shows the USA TODAY website interface. At the top, there's a navigation bar with 'USA TODAY' logo and links for 'Classifieds', 'cars.com', 'careerbuilder.com', and 'Marketplace'. Below this is a vertical menu with categories: Home, News, Travel, Money, Sports, Life, Tech, Weather, and a Search bar. To the right of the menu, the main heading is 'Editorial/Opinion'. Below the heading, there are links for 'E-MAIL THIS', 'PRINT THIS', 'SAVE THIS', 'MOST POPULAR', and 'SUBSCRIBE'. The article title is 'Yes, globe is warming, even if Bush denies it', posted on 6/14/2005 at 9:17 PM and updated at 9:25 PM. The article text begins with 'As the world's sole superpower, the United States has tremendous influence. Beyond military might, it can shape issues from trade to terrorism to the environment. That's why future generations, say 100 years from now, might ask: So why didn't it get serious about global warming when it had the chance?' and continues with 'Good question.' and 'The Bush administration's mantra on climate change is this: The science is not yet in to prove a link between man's gas-and-coal guzzling habits and rising global temperatures that are causing glaciers to shrink, polar ice caps to melt and seas to rise.' The article concludes with 'Yet, as USA TODAY's Dan Vergano reported Monday, not only is the science in, it is also overwhelming. Last week, the National Academy of Sciences and 10 other leading world bodies said there is "significant global warming" that requires urgent action.'

USA TODAY Classifieds: cars.com | careerbuilder.com | Marketplace

Home News Travel Money Sports Life Tech Weather Search

powered by YAHOO! GO

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[Washington briefs](#)
[Government guide](#)
Health&Behavior
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Editorial/Opinion

▪ E-MAIL THIS ▪ PRINT THIS ▪ SAVE THIS ▪ MOST POPULAR ▪ SUBSCRIBE

Posted 6/14/2005 9:17 PM Updated 6/14/2005 9:25 PM

Yes, globe is warming, even if Bush denies it

As the world's sole superpower, the United States has tremendous influence. Beyond military might, it can shape issues from trade to terrorism to the environment. That's why future generations, say 100 years from now, might ask: So why didn't it get serious about global warming when it had the chance?

Good question.

The Bush administration's mantra on climate change is this: The science is not yet in to prove a link between man's gas-and-coal guzzling habits and rising global temperatures that are causing glaciers to shrink, polar ice caps to melt and seas to rise.

Yet, as USA TODAY's Dan Vergano reported Monday, not only is the science in, it is also overwhelming. Last week, the National Academy of Sciences and 10 other leading world bodies said there is "significant global warming" that requires urgent action.

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Psychological Denial of Lifestyle Change

Stages of Adjustment to Misfortune are Happening Globally

- Denial
- Anger
- **Bargaining**
- Depression
- Acceptance

The image shows a composite of two web pages. The top page is the WWF Climate website, featuring the WWF logo, navigation links (WHO WE ARE, WHAT WE DO, PLACES, SPECIES, SCIENCE, CLIMATE, ACT NOW), a search bar, and a 'DONATE' button. The 'CLIMATE' section is highlighted, with links to 'Climate Change Overview', 'Why it Matters', 'What We Are Doing', 'Engaging Business', 'Delivering Results', 'Make a Difference', and 'Publications'. Below this is a section titled 'ADOPT A POLAR BEAR' with an image of a polar bear and a 'NASA SEA ICE VIDEO' section. The bottom page is a MIT News Office article titled 'news office' with a photo of three men (Leslie Bromberg, Daniel Cohn, and John Heywood) standing next to a laptop. The article text describes their work on a half-sized engine that performs like a full-sized engine but offers the fuel efficiency of a hybrid electric car.

WWF Climate

Climate

What you can do to fight climate change

Did you know that the United States is the world's single largest contributor to global warming, with average annual emissions of 19.6 tons per person? That is nearly five times the world average of 3.9 tons per person. The impacts of climate change are too great to ignore, and we must do everything in our power to protect our future.

It clearly is time for all Americans to roll up their sleeves, to take steps to reduce emissions, to prepare for climate change, and to encourage others to do the same. Start with a few quick and easy

Quick and Easy

1. **Check lights.** Identify frequently used light fixtures that use incandescent bulbs; order fluorescent replacements bulbs
2. **Check the temperature setting on your water-heater.** Reduce the set 120°F (typically the "warm" setting; or halfway between the low and me settings), if it is not already set to that temperature.
3. **Check the settings on your appliances.** Where the option is available is not already selected -- select the energy-saving setting on your refriger dishwasher, washing machine and other major appliances.
4. **Check your thermostat settings.** During the heating season, set the thermostat lower, especially at night or when rooms are unoccupied. During the cooling season, set the temperatures higher. If you have a program thermostat, set the temperatures higher.

Adopt Polar Bear
Make a symbolic Polar Bear adoption to help save some of the world's most endangered animals from extinction and support WWF's conservation efforts.
[Adopt Now!](#)

NASA SEA ICE VIDEO
Watch how sea ice has declined over the past 30 years

news office

MIT researchers have developed a half-sized engine that performs like a full-sized engine but offers the fuel efficiency of a hybrid electric car. The team includes, from left to right, Leslie Bromberg, principal research engineer at the Plasma Science and Fusion Center (PSFC), Daniel Cohn, division head and senior research scientist at the PSFC, and John Heywood, director of the Sloan Automotive Lab and professor of mechanical engineering. Photo / Donna Coveney

Give it Up? A Catastrophe!

Only 2.9 People Per Household

More TVs then People

More Cars then Drivers

Food that is Always in Season

Retire at 65

Buy the Latest Fashion

Showered with Gold and Diamonds



WHO The HELL Is At FAULT???

DESIGNERS

We Designed Products that Defined the Consumer Age

We Designed Products that People Do Not Need.

We Designed Products with Huge Externalized Life Cycle Costs



We Created Mega-Consumers

Sexual Arousal Motivates Other Needs



Pairing of Objects with Happiness

LADIES' HOME JOURNAL

The Dayton Koolfoam Pillow!

The whole family wants this Perfect Gift!

Christmas Greetings! Brighten and cheer up, in this gently colored package, with so welcome and appropriate beauty & comfort... a Dayton Koolfoam Pillow!

A new Koolfoam Pillow... the Dayton Koolfoam Pillow... is a really good for many places in your home. Wonderful looking... beautiful and others... styled by *Elmwood*

They are it, touch it, feel its incomparably luxurious softness and resilience. Every member of the family, young or old... or every relative and friend... wishes instantly the wonderful promise of comfort, rest, sleep, offered only by the Dayton Koolfoam Pillow! What a truly marvelous Christmas gift!

There's no gift like it! Only Koolfoam is made by Dayton's exclusive manufacturing process. It's happy proof from laboratory substitutes! Only Koolfoam is softer, cooler, smoother, more resilient, swelling its load perfectly without packing up, falling, always holding its shape. Only Koolfoam is so clean, sanitary, sleep-free!

Your favorite now has the gift you'll love to give... a Dayton Koolfoam Pillow, ready for giving in its gay "Merry Christmas" package. See it... and learn what pleasure you'll have in giving it! You see you'll agree there is no substitute for Koolfoam quality.

Enjoy the Rest of your life!

Dayton Koolfoam pillows

The World's Largest Manufacturer of Foam Latex Pillows
DAYTON RUBBER COMPANY • DAYTON 1, OHIO • Since 1923

We Changed How People Eat

Extra guest for dinner?

You're ready for him!

When a stray golfing partner drops in after a game—and stays—that's one good time for delicious Swanson TV Brand Chicken Dinners. When Mom's late, as the stress doubles as risk, are other examples of the kind of special occasions for which Swanson TV Brand Dinners are as handy.

They're all cooked, fresh frozen and ready to heat in their own individual serving trays—without thawing. Only 21 minutes from oven to table! No work before—no dishes after. Just pure enjoyment of tender, meaty golden-fried chicken with garden-fresh mixed vegetables and fluffy whipped potatoes. Every dinner includes a portion of bread, a wing and a dumpling or thigh. Make sure you keep some in your freezer always.

Only Swanson has the secret of these delicious Frozen Meals.

FRESH FROZEN

Swanson

TV. BRAND DINNERS

Also try Swanson TV Brand Turkey, Beef and Fish of Heartbreak Dinners.

SPECIAL GARDEN OFFER

ONLY
25¢

and one label from any
STOKELY or VAN CAMP product
for at least
a dollar's worth of
imported
HOLLAND TULIP
and
DUTCH IRIS BULBS

This is the package you get:

31 imported Darwin tulip bulbs... vivid and beautiful shades... enormous flowers... straight, heavy stems, 24 to 30 inches high.

7 imported Dutch iris bulbs... each orchid-like blossom of iridescent hue filling your garden with a riot of color. Ideal for cut flowers.

Each bulb vitamin treated to stimulate root growth... promote early flowering. Illustrated insert with full instructions for planting in each package.

Go to your grocer's Look for his featured special of Van Camp's Pork and Beans or Stokely's Finest Corn. Fill

Stokely-Van Camp, Inc.

Enjoy the Garry Moore Show CBS-TV Network, every Thursday afternoon • John Conte ABC Radio Network, Monday through Friday mornings

your shopping basket with these delicious foods. Then take one label from any Stokely's Finest or Van Camp's product—and send with this coupon and 25¢ for your Dutch Bulb Garden that will blossom in the spring... give you an armful of gay flowers.

Mail this COUPON now

STOKELY-VAN CAMP, INC.
BOX 2591, TERMINAL ANNEX, LOS ANGELES 54, CALIFORNIA

Please send me... collections of imported Dutch bulbs. For each collection of 30 bulbs, I enclose 25¢ (in coin) and 1 label from any Stokely-Van Camp product. Each collection contains 3 imported Darwin Tulip and 7 imported Dutch Iris bulbs for 25¢ (in coin).

NAME _____ Please Print

ADDRESS _____

CITY _____ STATE _____

This special offer expires December 15, 1952

Your Throat Protection against irritation against cough

Can We Make a Sustainable Lifestyle Aspirational?

Did you see us on CNN or AOL? Our website server is currently overloaded. bluehost.com is trying to increase our capacity to handle the increase in traffic. In the meantime, you can watch our videos on youtube. [Click Here](#)



Welcome. Come on in.

My name is Jay Shafer and since 1997 I have been living in houses smaller than some people's closets. I call the first of my little hand built houses Tumbleweed. My decision to inhabit just 89 square feet arose from some concerns I had about the impact a larger house would have on the environment, and because I do not want to maintain a lot of unused or unusable space. My houses have met all of my domestic needs without demanding much in return. The simple, slower lifestyle my homes have afforded is a luxury for which I am continually grateful. [Read more...](#)

- See [houses](#) built by our customers
- [Workshop](#) in Portland just 3 weeks away.
- Read Greg's blog about the [Tiny House Tour](#)

Houses
from 65 to 774
square feet

Featured Videos



Inside Jay's home



Tiny Road Adventure



The Hour TV Show

Happiness Need Not Be Reduced

The American Dream has Grown in Wealth, But NOT Happiness

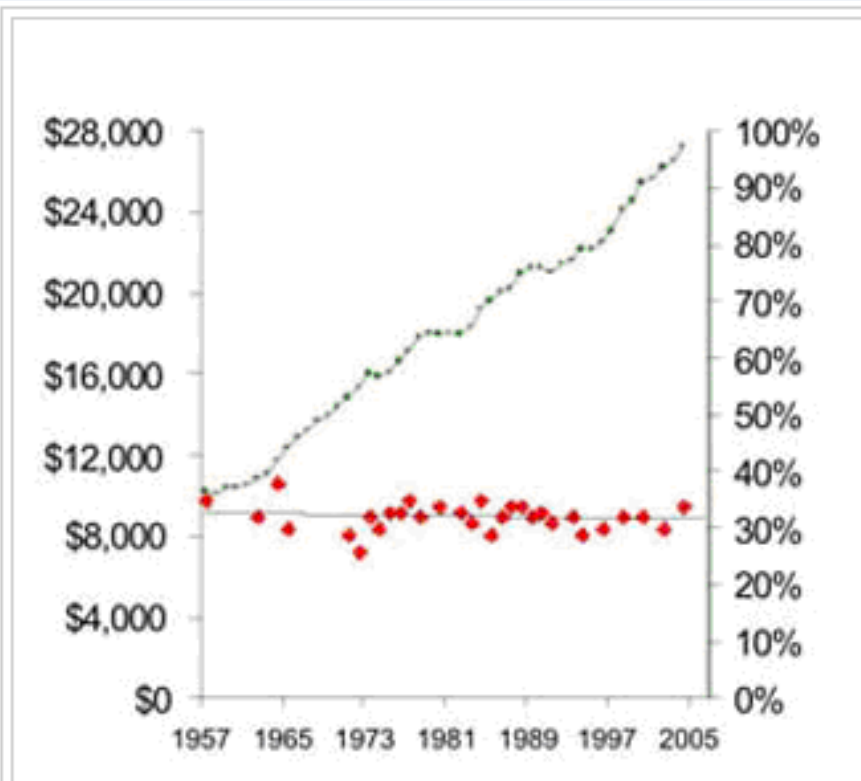
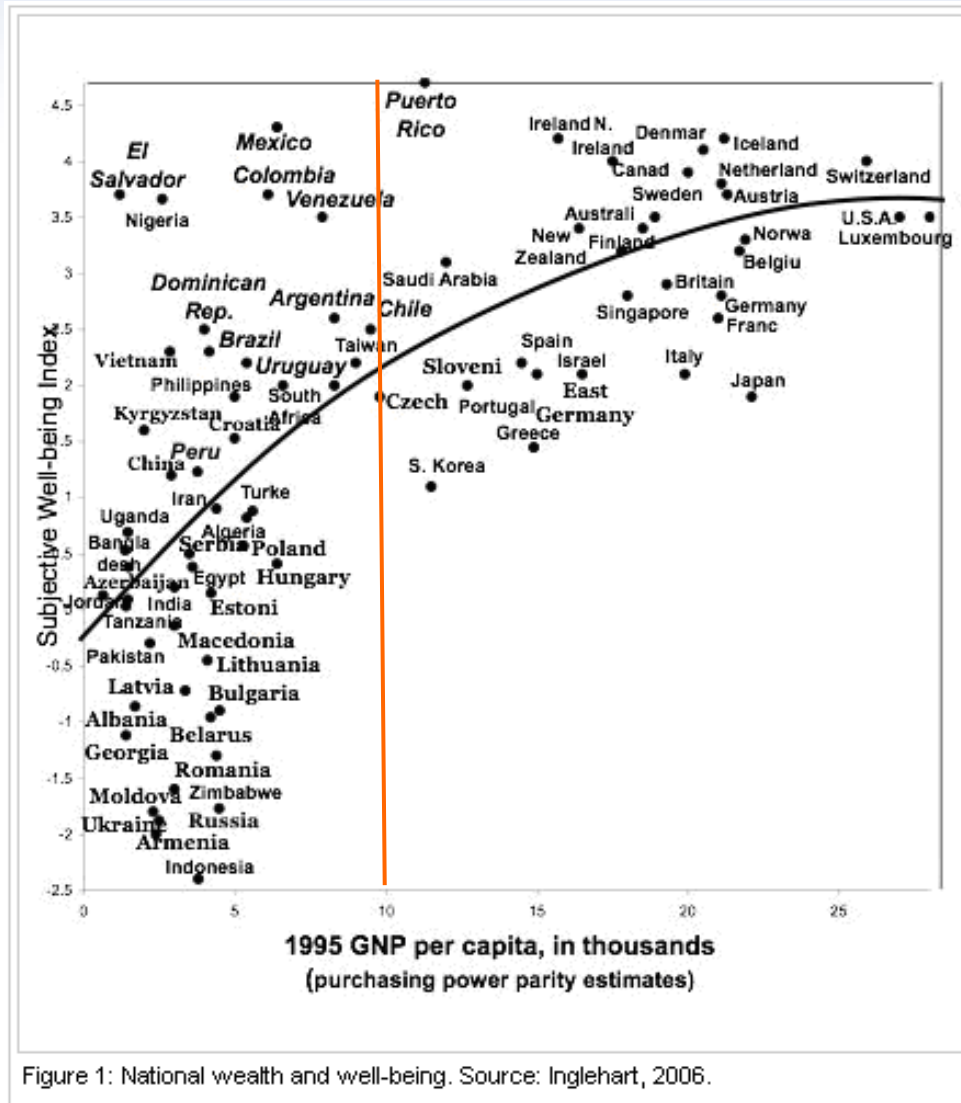


Figure 2: **Economic growth and happiness.** American's average buying power has almost tripled since the 1950s, while reported happiness has remained almost unchanged. (Happiness data from National Opinion Research Center General Social Survey; income data from *Historical Statistics of the United States* and *Economic Indicators*.)

Happiness Need Not Be Reduced

Beyond about \$10,000 a Year, Money Does NOT Increase Happiness

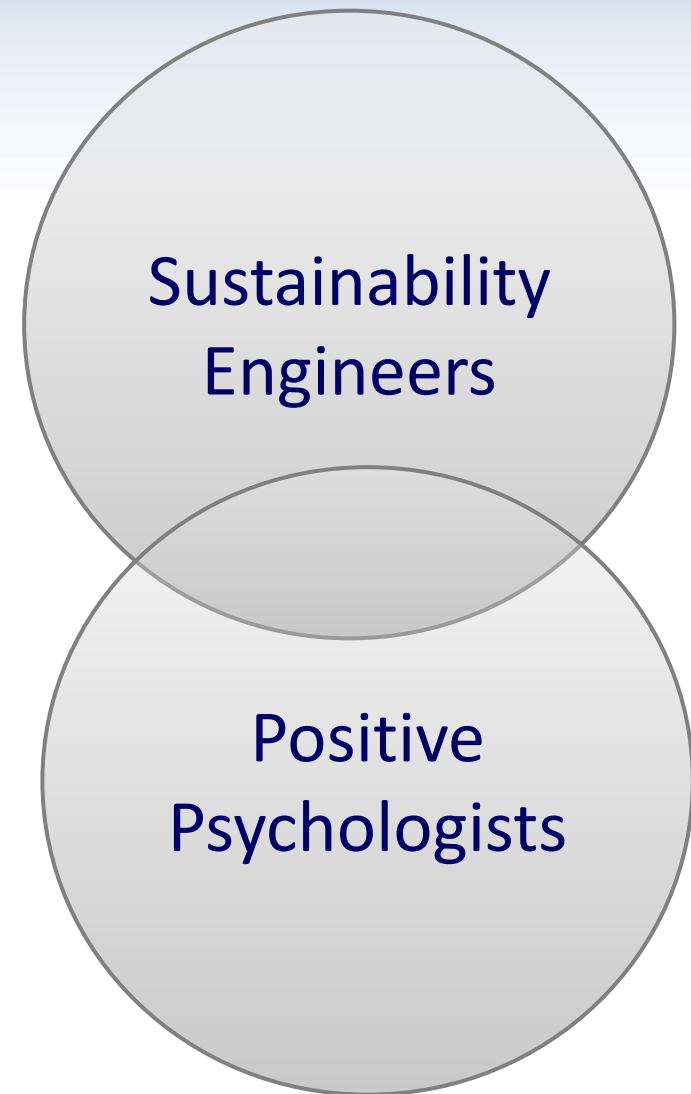


Frey & Stutzer, 2002 factored out health, quality of government, and human rights. That made money over \$10,000 even LESS of a factor.

The Lifestyle Changes

The Lifestyle Changes are Predictable

- Sharing
- Telepresence
- Immortal Products
- A Lifetime of Contributing Roles
- Local Services
- Leveraged Leisure
- Design Value
- Online Value
- Dressing for the Season
- Security in Gold, Diamonds, and Other Repositories of Value and Pride
- Efficient Healthcare
- Efficient Food
- Aversion to Waste
- Easier Pace of Life



The Lifestyle Changes

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■ Sharing

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AVELLE

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BAG BORROW OR STEAL

JOIN NOW! | Sign In | Saved Searches
1-866-922-2267 | Live Help | Gift Cards | Tell A Friend

HANDBAGS JEWELRY SUNGLASSES WATCHES DESIGNERS TRENDS NEW ARRIVALS SALE HOW IT WORKS


Find it fast! Use Interactive [Match Maker](#) to search for accessories two ways: ☐ by Occasion OR ☐ by Product

SAVE 50% on designer handbags, jewelry & sunglasses! [Semi-Annual Outlet Sale](#). 100s of new and gently loved styles added!

“Why not join the growing number of people who are choosing to RENT, rather, than buy, life’s little luxuries.”

— CNN.COM

[SHOP ALL HANDBAGS](#)



LOUIS VUITTON
Tivoli PM Handbag

Why rent?
[LEARN MORE](#)

Are they authentic?
[LEARN MORE](#)

What does it cost?
[LEARN MORE](#)

The Lifestyle Changes

The Lifestyle Changes are Predictable

- **Sharing**
- **Telepresence**
- **Immortal Products**
- **A Lifetime of Contributing Roles**
- **Local Services**
- **Leveraged Leisure**
- **Design Value**
- **Online Value**
- **Dressing for the Season**
- **Security in Gold, Diamonds, and Other Repositories of Value and Pride**
- **Efficient Healthcare**
- **Efficient Food**
- **Aversion to Waste**
- **Easier Pace of Life**

LIVING TOGETHER

A Modern Answer to the Commune



Photographs by Michael Nagle for The New York Times

From left: Harmony Hazard, 24, wanted "A safe place for book groups and hula hoops"; Sara Teitelbaum, 23, wanted "People to bring warmth to a home"; Rupert Poole, 30, wanted "Community building, skill-sharing, gardening"; Mariel Berger, 28, wanted "Social, political, and artistic collaborations"; Johanna Bronk, 23, wanted "Communal vegetarian meals and chickens."

By PENELOPE GREEN

Published: September 30, 2009

JOHANNA BRONK wants to make communal [vegetarian](#) meals and keep chickens. Mariel Berger hopes for social, artistic and political collaborations. Harmony Hazard is into hula hooping, book groups and anarchism.

☒ SIGN IN TO RECOMMEND

TWITTER

COMMENTS (56)

☒ SIGN IN TO E-MAIL



Testimonials

AMAZING, I've used this service once in the past and the roommate I found turned out to be one of the nicest guys I've EVER met. When another of my roommate's moved out I knew I was going to use this again. 2 hours after posting my ad, I had a large number of replies. 8 hours after posting my room has been filled. AMAZING!!! THANK YOU, THANK YOU, THANK YOU!!! - Ryan

Thank you so much! I was having difficulty finding a place on the other services available. I thought I would try your site. I'm so glad that I did. I found my new roommate the very first night. I emailed her and she called me back and we met the next afternoon. Thank you so much! - Nicole

December 9th: 112,756 Active Listings

▶ Matching roommates:

1 - 5 of 40 | Order by:

[New search](#) Page: [1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [6](#) | [7](#) | [8](#) | [>>](#)

summer67 Last activity: Within a few hours. **New!**



About me: Female, 27, Non-smoker [More info](#)
Monthly payment: \$275 + deposit
Residence: Apartment in (Central) Coralville, IA: [Map](#)
Available date: **Available Now!**

DArmstrong25 Last activity: Within 1 day.



About me: Male, 25, Outside smoker [More info](#)
Monthly payment: \$450
Residence: House in (East) Iowa City, IA: [Map](#)
Available date: 01/01/09 (23 days)

JBuck Last activity: Within a few days. **New!**



About us: Male, 27, Non-smokers [More info](#)
Monthly payment: \$550 + deposit
Residence: Apartment in (South) Iowa City, IA: [Map](#)

Swishing



[HOME](#) [ABOUT](#) [YOU SWISH](#) [EVENTS](#) [MEDIA](#) [LOGIN](#)

Swishing News

Latest publication to
report on Swishing:
[The Daily Mail](#)

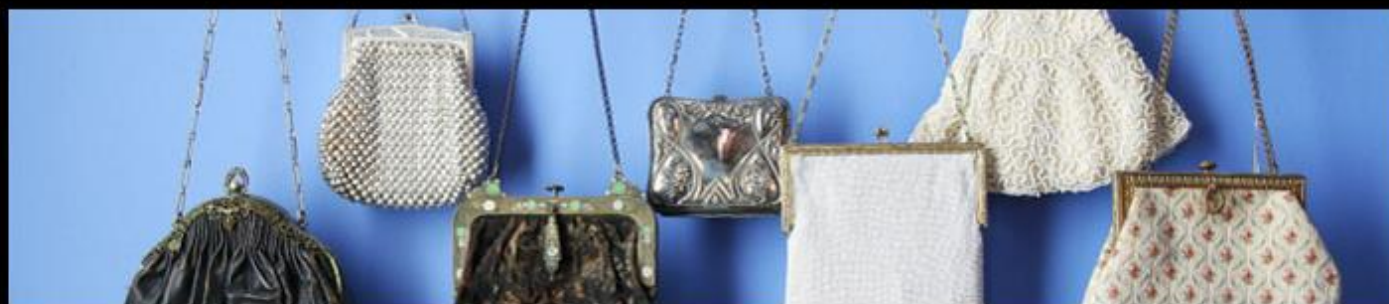
Latest Party

[Oh my GOSH let's
swish!](#)

New Photos



[RSS Feed of events](#)



**"We were allowed to grab anything that we wanted. Just imagine.
Free clothes. And jewellery. And shoes. To take away forever..."**

Anna Shepard, The Times

The Art of Swishing involves getting your friends together to swap gorgeous clothes and party at the same time. Every lady must bring at least one good quality, clean item of clothing, or an accessory, that she'd feel proud to hand on.

(Large sacks of designer frocks are also gratefully received. And people who bring along anyone else with a bulging wardrobe.)

January 2009

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24



THE SPORTS CAR YOU WANT TO DRIVE ON THE DAYS YOU WANT TO DRIVE IT!™



CAR COLLECTION
ENTHUSIAST

► ELITE

HOW IT WORKS

LOCATIONS

EVENTS

BUZZ

PHOTO GALLERY

BLOG

LEASEPLUS

SPECIALTY SERVICES

ABOUT CLUB SPORTIVA

HOME

SPORTS CARS, CLASSIC CARS AND MORE CARS!

For those hardened car junkies, here is a small sampling of the Club Sportiva cars contained in our Elite Level Collection. The Elite Collection is for those with discriminating tastes for nothing but the latest in exotic hardware. From an Aston Martin DB9 Volante to a Ferrari F430 Spider, the super cars will give you the experience of a rock star celebrity. There is no going back after driving these high caliber exotics.

A Sample of our Collection



Bentley Continental GT

Engine: 6.0 Liter, W12
Output: 552 hp
Seats: Four
Tier: Elite Tier

RESERVE
NOW



Lamborghini Gallardo Spyder

Engine: 5.0 Liter, V-10
Output: 520 hp
Seats: Two
Tier: Elite Tier

RESERVE
NOW



Sharing: Who pays how much?



Biometric system tracks car usage by each user.
Information is useful for dividing costs of fuel and maintenance.
Insurance is linked to a person using the car at the time.

Sharing Suggests New Products and Services

Our Group Together and Sharing



The ANZ Bank 'Our Group Account'
Makes Paying for the Pizza a Snap

The Lifestyle Changes

The Lifestyle Changes are Predictable

- Sharing
- **Telepresence**
- Immortal Products
- A Lifetime of Contributing Roles
- Local Services
- Leveraged Leisure
- Design Value
- Online Value
- Dressing for the Season
- Security in Gold, Diamonds, and Other Repositories of Value and Pride
- Efficient Healthcare
- Efficient Food
- Aversion to Waste
- Easier Pace of Life

Tele-Work Tele-Educate Tele-Socialize



Telepresence Suggests New Products and Services

Concept – Future School

Future School

My Home


My Teachers & Tutors

Class Sessions

My Lesson plan


Math

Addition




Watch Video on One-Step Addition

Added: 1 year ago
From: [yourteacher...](#)
Views: 1,992
01:49 ★★★★★




Watch Video on Addition Word

Added: 6 months ago
From: [yourteacher...](#)
Views: 604
02:26 ★★★★★




Math at Home: Tips for Basic Addition

Added: 3 months ago
From: [TheK5](#)
Views: 144
02:47 ★★★★★




Learn Math Addition in a Fun Way!

Added: 9 months ago
From: [NJDrumTeacher](#)
Views: 1,592
04:38 ★★★☆☆



First Grade Math Lessons : Two Digit


Added: 7 months ago
From: [expertvillage](#)
Views: 1,259
01:40 ★★★★★



Basic Math: Lesson 6 - #9 - Addition of

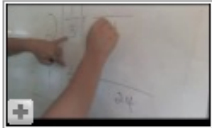
Added: 6 months ago
From: [videomath tutor](#)
Views: 1,891
23:07 ★★★★★ [More >](#)

Subtraction




Watch Video on Subtracting Rational

Added: 10 months ago
From: [yourteacher...](#)
Views: 2,438
02:41 ★★★★★




Math Fractions : Subtracting Mixed

Added: 1 month ago
From: [expertvillage](#)
Views: 528
01:06 ★★★★★




New Math (Tom Lehrer) Animation

Added: 2 years ago
From: [phasmidman](#)
Views: 325,100
03:37 ★★★★★




Basic Math: Lesson 6 - #10 - Subtraction of

Added: 6 months ago
From: [videomath tutor](#)
Views: 1,677
10:25 ★★★★★



Watch Video on Subtracting Mixed

Added: 10 months ago
From: [yourteacher...](#)
Views: 3,933
01:35 ★★★★★



Subtracting Integers

Added: 1 year ago
From: [thematlab](#)
Views: 1,420
08:47 ★★★★☆ [More >](#)

6830s

The Lifestyle Changes

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<http://www.ifixit.com/Guide/iPod/iPod-Shuffle-2nd-Generation/Disassembly/100/1/Page-2>



Step 4

- Beneath each cap is a metal retaining bracket.
- ✕ Remove the two Phillips #00 screws on the top of the Shuffle and another two on the bottom.



Step 5

- Use a spudger to lift out the metal retaining brackets on either side of the Shuffle.
- Apple includes a 'flash guide' with ten different codes. The LEDs flash green, amber, and red.



Step 6

- Use a spudger to push the logic board through the case and out of the Shuffle.



Imagine Working Toward Materials That Improve with Age



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Retirement Investing with
Fidelity and Vanguard



Dependable retirement solutions

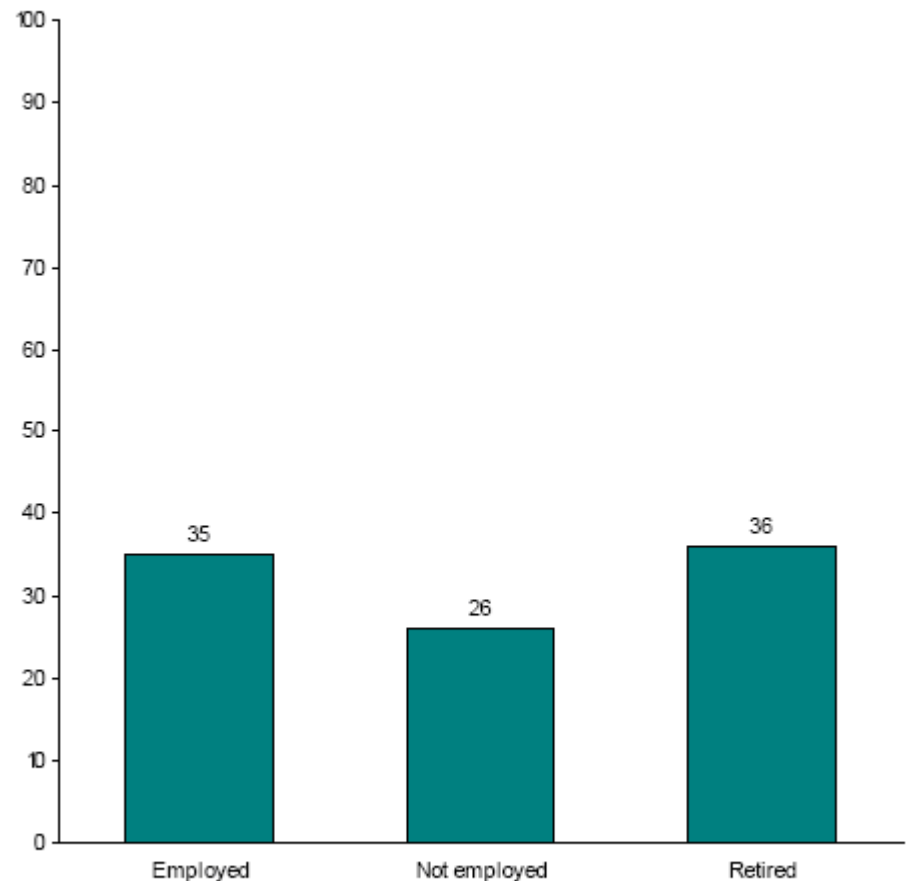
The Lifestyle Changes

The Lifestyle Changes are Predictable

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Retirement No Guarantee of Happiness

Percentage Very Happy by Employment Status



Retirees and the employed are about equally likely to be very happy; those not employed are less likely to be very happy.

PewResearchCenter

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Design Value

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The screenshot displays the Target website's interface. At the top, there's a navigation bar with links like 'about target', 'my account', 'find a store', 'photo', 'pharmacy', 'redcards', 'help', and 'shoppingcart'. Below this is a secondary navigation bar with categories like 'GiftCards', 'GiftGiving', 'GiftRegistries', 'TargetLists', and 'WeeklyAd'. A main navigation bar lists various product categories: 'Women', 'Men', 'Baby', 'Kids', 'Shoes', 'Home', 'Bed + Bath', 'Kitchen', 'Furniture', 'Toys', 'Electronics', and 'See All'. A search bar is present with a 'go' button. A prominent red banner announces a 'CLEARANCE' sale, stating 'Save up to 75% on last-chance finds'. Below the banner, the breadcrumb trail reads: 'Target : Women : Clothing : Tops : All Blazers + Jackets : Merona® Petites: 1/2 Milano Notch Collar Sweater Jacket - Black'. The main product area features a 'Browse Similar Items' sidebar with links to 'All Women's Merona', 'Merona Petites', 'Women's Blazers, Jackets + Vests', 'Petites', 'Cotton', 'Petites', 'All Blazers + Jackets', 'New Arrivals', and 'All New Arrivals'. The central image shows a woman wearing the black double-breasted sweater jacket. To the right of the image, the product name 'Merona® Petites: 1/2 Milano Notch Collar Sweater Jacket - Black' is displayed in bold, followed by the price '\$29.99'. Below the price, there's a link to 'Be the first to write a review.', a size selection dropdown, a 'SIZING CHART' link, and a 'Quantity' field set to '1'. A red '+ Add to Cart' button is prominent, with additional options like '+ Add to Club Wedd', '+ Add to Target Baby', and '+ Add to TargetLists' below it. An 'Availability' section indicates 'Please Make a Selection'. At the bottom of the page, a 'CLOSE WINDOW' button is visible, and a smaller product preview for a 'Corduroy Blazer' is shown, featuring a woman in a black blazer and a promotional offer for a 'FREE NM Exclusive Theory tank' with a \$350 purchase.

about target my account find a store photo pharmacy redcards help shoppingcart

*GiftCards *GiftGiving *GiftRegistries *TargetLists WeeklyAd

Women Men Baby Kids Shoes Home Bed + Bath Kitchen Furniture Toys Electronics See All

Search All Products go Sign In | New Guest?

CLEARANCE Save up to 75% on last-chance finds > Save 10%-75%

Target : Women : Clothing : Tops : All Blazers + Jackets : Merona® Petites: 1/2 Milano Notch Collar Sweater Jacket - Black

← Previous Page

Browse Similar Items

- All Women's Merona
- Merona Petites
- Women's Blazers, Jackets + Vests
- Petites
- Cotton
- Petites
- All Blazers + Jackets
- New Arrivals
- All New Arrivals

free shipping with minimum purchase

Merona® Petites: 1/2 Milano Notch Collar Sweater Jacket - Black

\$29.99

Be the first to write a review.

Select Size S M L XL SIZING CHART

Quantity: 1

+ Add to Cart

Sign-in for 1-Click

+ Add to Club Wedd

+ Add to Target Baby

+ Add to TargetLists

Availability:
Please Make a Selection

CLOSE WINDOW

Corduroy Blazer

Receive a **FREE NM Exclusive Theory tank** with your \$350 Theory women's apparel purchase.
Navy, V neckline; button front. Long sleeves.
Cotton/angora/Lycra® spandex. Dry clean only. Made in the USA.

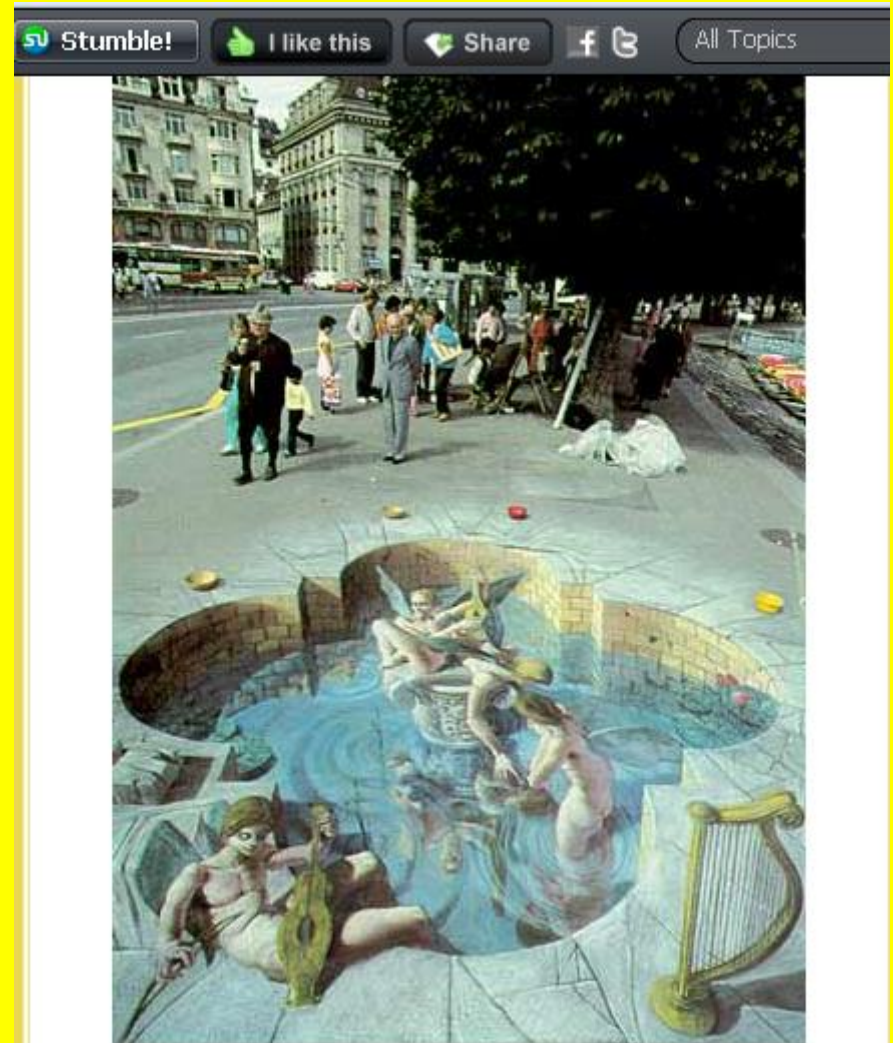
Original: \$380.00
SALE: \$304.00

NMF09_T1PYQ

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The advertisement is for Snuggly, a brand of blankets with sleeves. The main headline reads "Snuggly THE BLANKET WITH SLEEVES!". Below this, it says "BUY 1 Snuggly with FREE Book Light for \$19.95 + \$7.95 P&H and receive a SECOND SET FREE just pay an additional \$7.95 P&H". A red button with white text says "ORDER NOW". To the right of the text, there is a small image of a woman's head with a green arrow pointing up, labeled "FREE". Below the text, there is an image of a woman and a child reading a book together. At the bottom right, there is a large image of a person wearing a green Snuggly blanket, with the text "SPECIAL OFFER Buy one get one free Plus you'll" visible.

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GreenKarat Recycled Jewelry

by TreeHugger on 12. 1.04

FASHION & BEAUTY (accessories)



Digg



reddit



share



StumbleUpon



Buzz up!



You may not have thought much about the ecological impact of a wedding band or a pair of gold hoop earrings, but GreenKarat sure has. Unfortunately, industrial and manual methods of extracting precious metals and gems can damage land and ecosystems. Small scale miners often use excavation and extraction techniques which are harmful both to themselves and to the environment. For example, by using cyanide and mercury to separate gold from rock, miner frequently disperse poisons into the environment and their own bodies. Sadly, this is only one of many examples of the trauma mining can cause...

But by teaching miners other marketable skills and providing ecologically responsible alternatives, such as jewelry made from recycled precious metals and high-end synthetic gems, these dudes are doing their part.

Guys: We are not suggesting that you substitute fake gems in your efforts to win your gf's hand (c'mon, you know she'd be pissed), but a nice band of recycled gold (\$100-1,600), will do. And a pretty yellow "diamond" ring (\$975) is great guise for traveling or cocktail parties. Plus, GreenKarat also offers a voluntary carbon offset tax, which allows you to [buy credits](#) toward neutralizing carbon emissions associated with the energy usage of mining and making jewelry. Thanks for the tip, Brian B! [GreenKarat](#)

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Climate care and KLM. Fly CO2 neutral.

You can add to KLM's climate care efforts by making CO2 compensation part of your regular travel plans.

KLM's CO2 ZERO service makes it easy – it's the most effective and least costly airline compensation service.

Compensation costs for all flights





€ 6.82
(€ 6.82 per passenger)

☒ [Compensate with a different amount](#)

Choose a different amount to compensate

€ [Update](#)

Please select a payment method

- ☐  American Express
- ☐  Euro Card
- ☐  Master Card
- ☐  VISA Visa

[← Cancel](#)

[See how the amount is calculated →](#)

[See how the money is invested →](#)

[Learn more about KLM and climate care →](#)

The following [conditions](#) apply to flying CO2 neutral

[Display more details of this booking →](#)

Privacy

KLM protects your privacy with the greatest possible care, which is in accordance with the Dutch Personal Data Protection Act. [Privacy Policy](#)

Security

All information provided to KLM through this web page is encrypted and secured by SSL technology.



The Lifestyle Changes

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Save the Planet: Buy Less

It's is trendy to be green these days. More and more companies are offering so-called green products, that are biodegradable, organically farmed, or are natural. They all promise that they not only will make your life better, but are also easy on the planet. But the truth is most of them are pretty bad for our environment.

There is an alternative that is almost always better then the purchase of green products – it's to buy nothing at all and minimize consumption. Any time you purchase something it is a product that has been produced and made out of products from our environment. Most products contain a variety of non-renewable resources, that will never be replaced once you consume them.

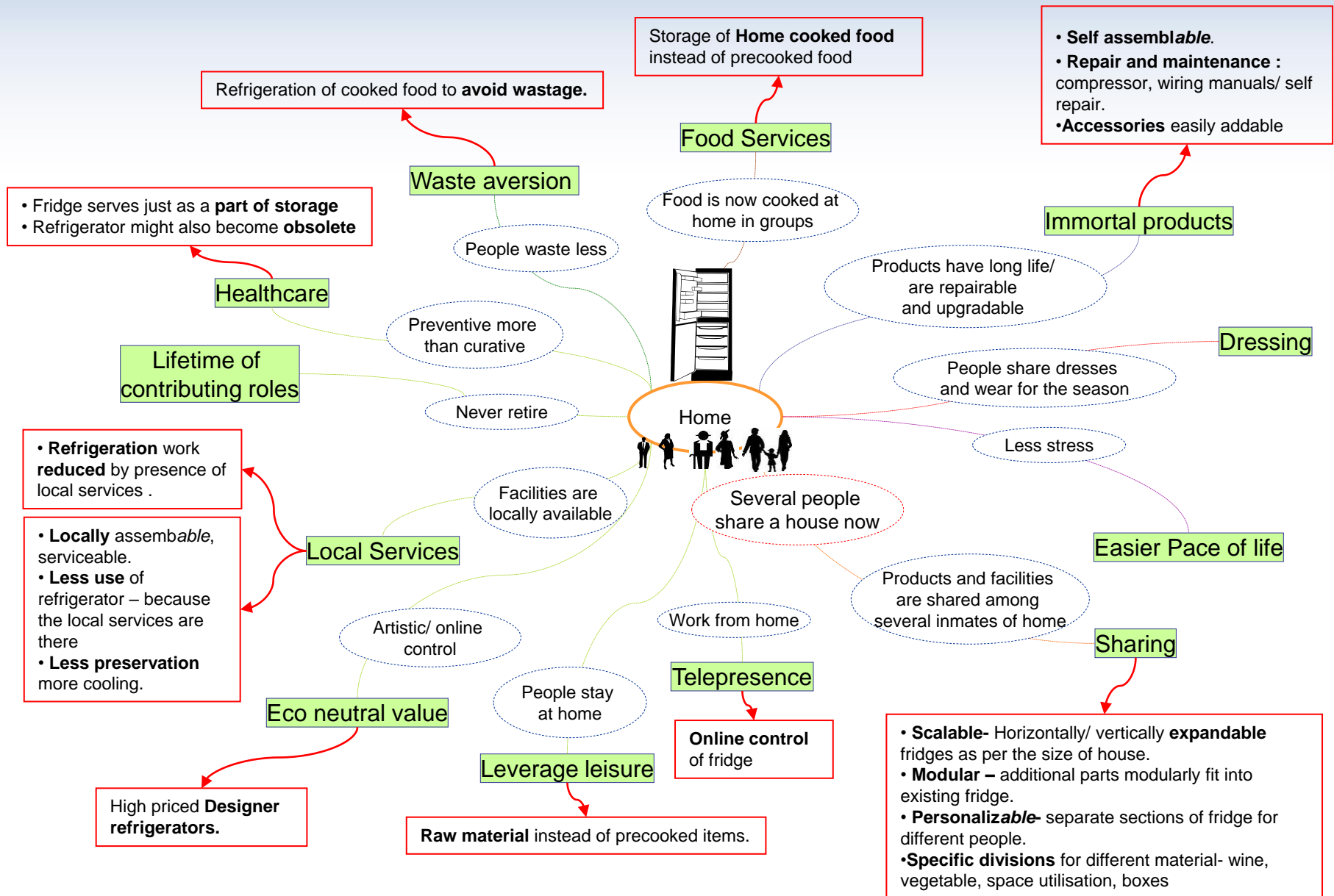
The Lifestyle Changes

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Products in ecosystems: Home Refrigerator



Would the Refrigerator be Different?

Larger

More modular to allow for household growth

Separate locking compartments for individuals

Accommodate snacking by home workers (drink dispenser, small door for snack compartment)

Larger produce compartment

Locally maintainable – not obsolescent



Refrigerator Door Lock

Other products by [Marinelock](#)

★★★★☆ (2 customer reviews) | [More about this product](#)

Available from [these sellers](#).

> [8 used & new](#) available from \$24.75

What Designs are NOT Impacted

After full day of brainstorming for an HFI Creative Team...

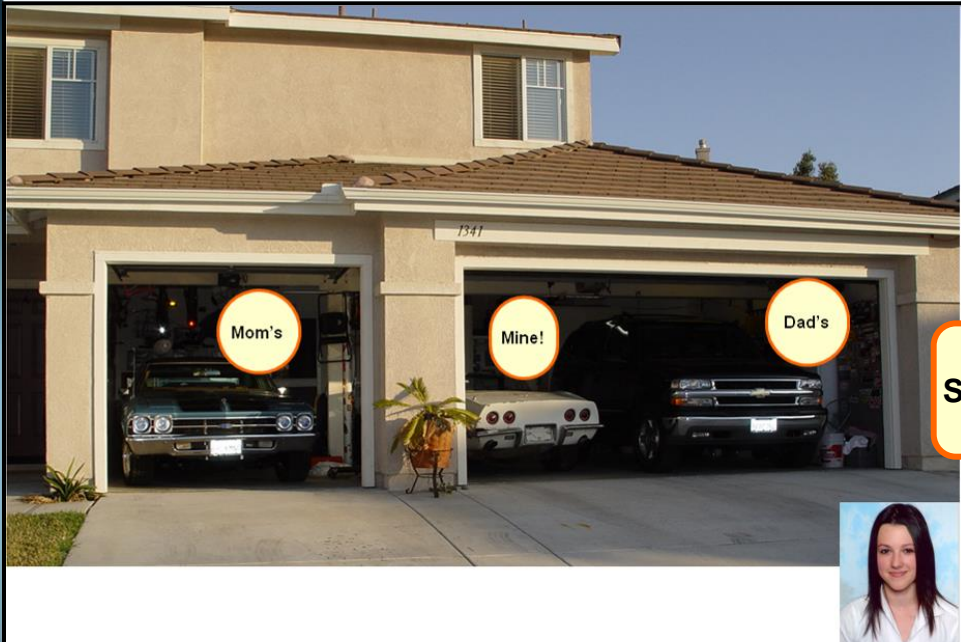


The Future: Dark and Frugal or Light and Connected?

	Negative Frame: Cold and Frugal	Positive Frame: Light and Connected
Sharing	We can't afford to have our own homes, cars, or even televisions. We have to crowd around and struggle to get our needs fulfilled.	It is our aspiration to share . This give us the chance to enjoy being part of our community and have more fun with our friends.
Telepresence	I'm not even important enough to have my own office space. I can't afford to visit friends or have a vacation. Even my kids can only go to school once each week.	We do almost everything from home. Gone are the days on endless commutes and shuttling kids. My work, friends, family, and even school are just a click away.
Immortal Products	I so used to enjoy shopping for new appliances and cars. Now that new car smell is a once in a lifetime experience. We have to make things last forever now.	Every product today is built to be an heirloom. They work nearly forever and if they break my neighbor can fix it. Its great to think of my grandchildren using these appliances when I gone.
A Lifetime of Contributing Roles	I worked my whole life , scrimping and saving for retirement. Now you say I can NEVER retire?	I love the freedom and relaxed pace of the new style of working. Retire? I have too much to contribute and it is too much fun being part of the new economy.
Local Services	I remember the huge shopping malls . We would take the family for a ride all the way up to Interstate 80 and shop for hours. Now that's just too far. We make do with our local supply shops and people who have set up little side businesses.	We have a wonderful community here. Pretty much everything you could ever want. I love giving first aid and fixing phones for my friends. And I can just take a relaxing walk or bike ride to get most things.

Etc.....

New Life Style - Sharing



Sharing: Image 1



Sharing: Image 2

Probing reported feelings around Sharing

♥ I feel uncomfortable being dependent on others.

♥ If I own my own car I feel free! I can go wherever I want to, whenever I want to!

🧠 People should be able to do what makes them happy be it buying cars or anything else


🧠 The number of Cars you own reflects your status and the power you hold within the community

♥ It's a question of Personal Space, I may not feel comfortable in the presence of others.


🧠 It depends on Who I'm sharing it with!



Independence and Freedom



Quality of Life



Social Status


Personal Barriers


Contribution


Guilt


Social Bonding


Money

🧠 Its my responsibility to contribute to the cause of the **environment**

🧠 In a small way it feels as though I am giving something to the community

🧠 I find the need to defend my guilt and resolve the inner conflict between maintaining quality of life, while keeping the environment in mind.

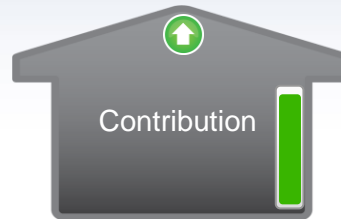
🧠 It's a romantic idea of not being selfish to the wider community

🧠 Positive social Interaction is good for Mental health

♥ You feel less isolated!

🧠 Its money more efficiently used

Drives to become 'Light and Connected'



Feelings

In a small way it feels as though I am giving something to the **community**

Supporting Local vendors is a way of contributing to one's community

Its my responsibility to contribute to the cause of the **environment**

If everyone on this planet had a fire place , it wouldn't be the best thing!

When it comes to the environment tradition takes a back seat

Supporting Local Creative Arts is a way of contributing to one's community

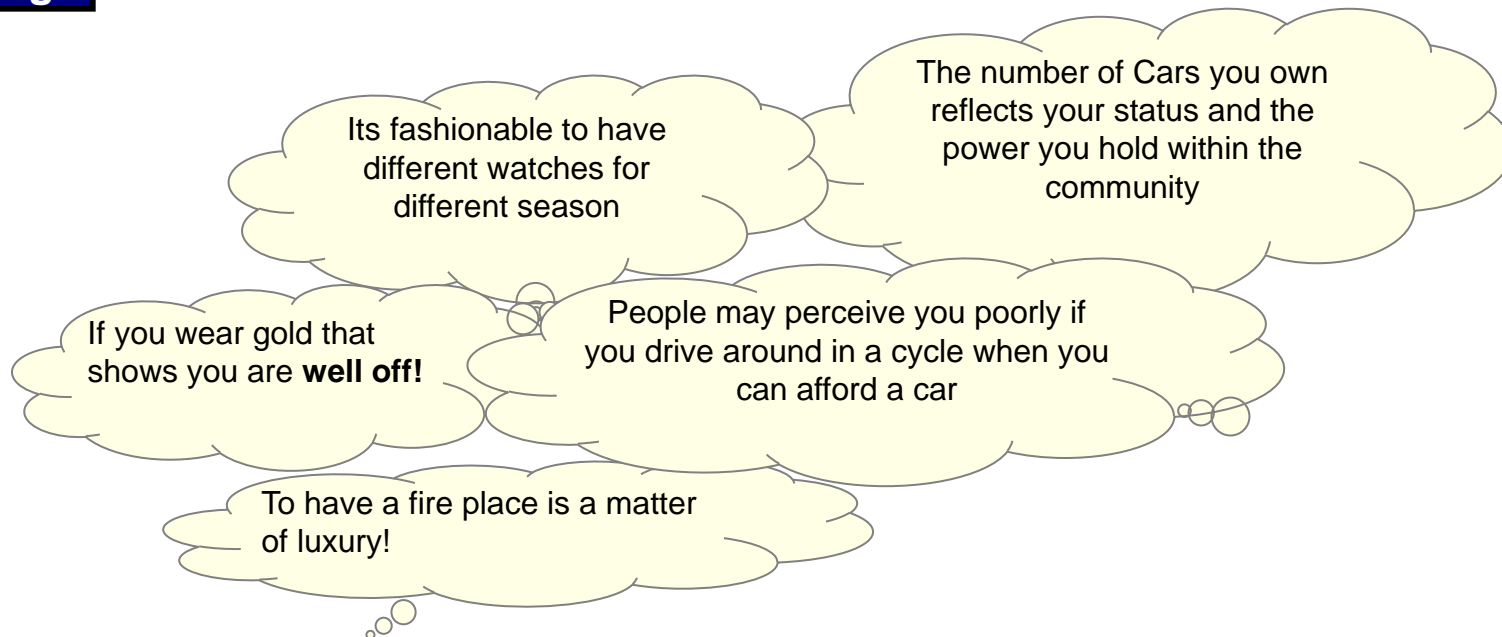
When you get older you can teach others what you know and contribute to your immediate community

I will be able to **conserve the land** that I buy and use it responsibly

Blocks around being 'Light and Connected'



Feelings



Lots of Research



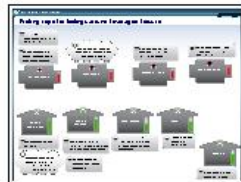
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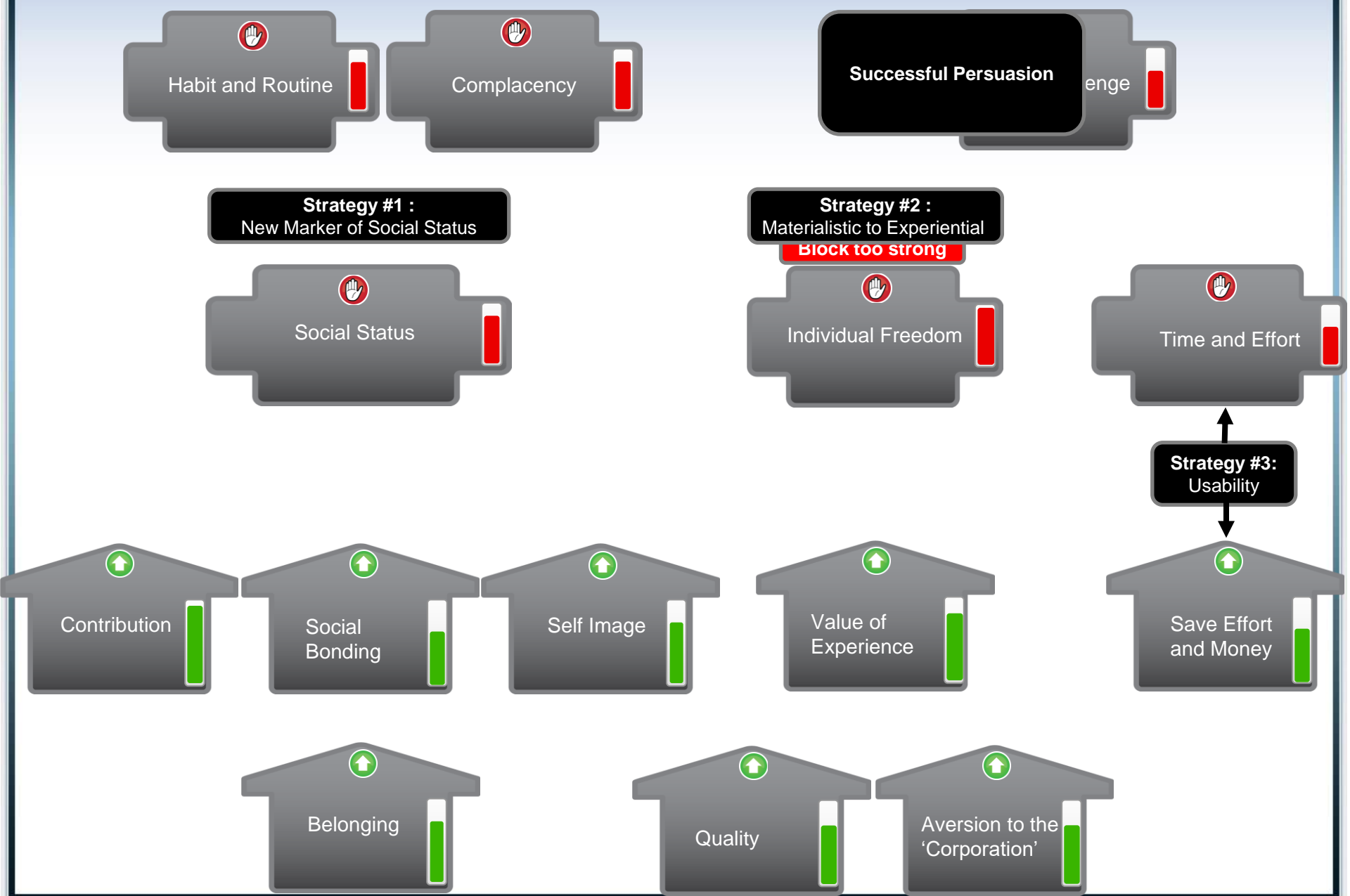


62



63

PET Strategy for Light and Connected



Psychologists Got Us In and Can Get Us Out



Swishing

leadership program

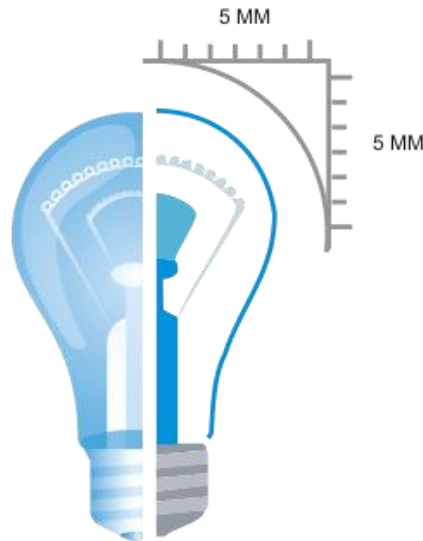
For those who can afford to help.

What Does Your Organization Need to Do?

Wealth in the New Age is about Leading the change



Innovate



Design



Persuade

You COULD be the Walking Dead

Crafter's Choice

IDEAS. INSPIRATION. IMAGINATION.

[Already a Member? Sign in](#)[How the Club Works](#)

Shop by Category

[New Arrivals](#)
[Top 100 Bestsellers](#)
[Browse By Author](#)

- ▶ Beading/Jewelry
- ▶ Beyond Crafter's Choice
- ▶ Crochet
- ▶ Decorative Painting
- ▶ Dolls & Teddy Bears
- ▶ Experts
- ▶ Food & Lifestyle
- ▶ Gift Ideas
- ▶ Holiday
- ▶ Home & Garden
- ▶ Knitting
- ▶ Mind Health Body
- ▶ Other Crafts
- ▶ Paper Crafts
- ▶ Quilting
- ▶ Sales and Specials
- ▶ Sewing
- ▶ Sneak Peeks
- ▶ Stitchery

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GET 4 BOOKS FOR \$1 EACH

Plus a **FREE GIFT**
with membership

NEW!
No Automatic
Shipments!

START SHOPPING

New Arrivals

[View All](#)

Donna Dewberry's
**Essential One-Stroke
Painting Reference**
by Donna Dewberry

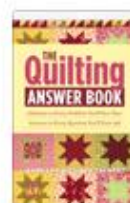


Joanna Sheen's
World of Cards
by Joanna Sheen

Counts as 2



Mini Mosaics
by Angie Weston



**The Quilting
Answer Book**
by Barbara Weiland
Talbert



**Fast, Fat Quarter
Baby Quilts With
M'Liss Rae
Hawley**
by M'Liss Rae
Hawley

Your Cart

- 1.
- 2.
- 3.
- 4.

Free with membership

▶ **Traveler Tote Bag**

SPECIAL OFFER!

Buy 1 more book on sale now for 50% off the publisher's price and have less to buy later!

▶

Click to remove from cart.

Subtotal: \$0.00

Your Total Savings: \$0.00

Or You Could be a Successful Leader

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LET THEM SEE WHO THEY'VE BEEN MISSING



Amazingly simple crystal clear video chat

Video chat with up to six family members or friends at once.

Download free ooVoo

2-way video chat is always free!

Try all premium features free for 30-days, no credit card required!

Latest News

ooVoo for Business. [Learn More](#)

How to ooVoo



What do I need to use ooVoo?

All you need is broadband internet access and a computer with a webcam and microphone (a headset works great if you have one).

Business Solutions



- Save time and money – only travel when you need to!

Headquarters

410 West Lowe
Fairfield, IA 52556
Phone: (800) 242-4480
(641) 472-4480
Fax: (641) 472-5412

Boston

1050 Waltham Street,
Suite 410 Lexington, MA 02421
Phone: (781) 860-7200
Fax: (781) 860-7979

Baltimore

1720 Thames Street
Baltimore, MD 21231
Phone: (410) 327-1012 / 1013
Fax : (410) 327-1014

Chicago

8700 W. Bryn Mawr Avenue
Suite 800 South Chicago,
IL 60631-3507
Phone: (773) 714-2362
Fax: (773) 714-4910

Minneapolis

8400 Normandale Lake Blvd, Suite 920
Minneapolis, MN 55437
Phone: (952) 820-4442
Fax: (952) 921-2306

New York

95 Morton Street
Ground Floor
New York, NY 10014
Phone: (212) 905-3495

San Francisco

235 Montgomery Street
Suite 810
San Francisco, CA 94104
Phone: (415) 765-0962
Fax: (415) 765-0961

London, UK

Winchester House
259-269 Old Marylebone Road
London NW1 5RA UK
Tel +44 (0) 20 7170 4164
Fax +44 (0) 20 7170 4161

Thank You

**Mumbai, India**

Unit 7, Srishti Plaza,
Next to Killick Nixxon,
Off Saki-Vihar Road, Andheri (E),
Mumbai 400072
Phone: 91 (22) 40170400
Fax: 91 (22) 2847 5554

Bangalore, India

310/6 HR Complex, 2nd Floor
Koramangala, 5th Block
Bangalore 560 095
Tel: +91 (80) 4150 7221/22/23
Fax: +91 (80) 4150 7220

Pondicherry, India

Aurelec Premises, Prayogashala
Kuilapalayam Village
Auroville 605 101
Phone: +91 413 26232 95/96
Fax: +91 413 2623297

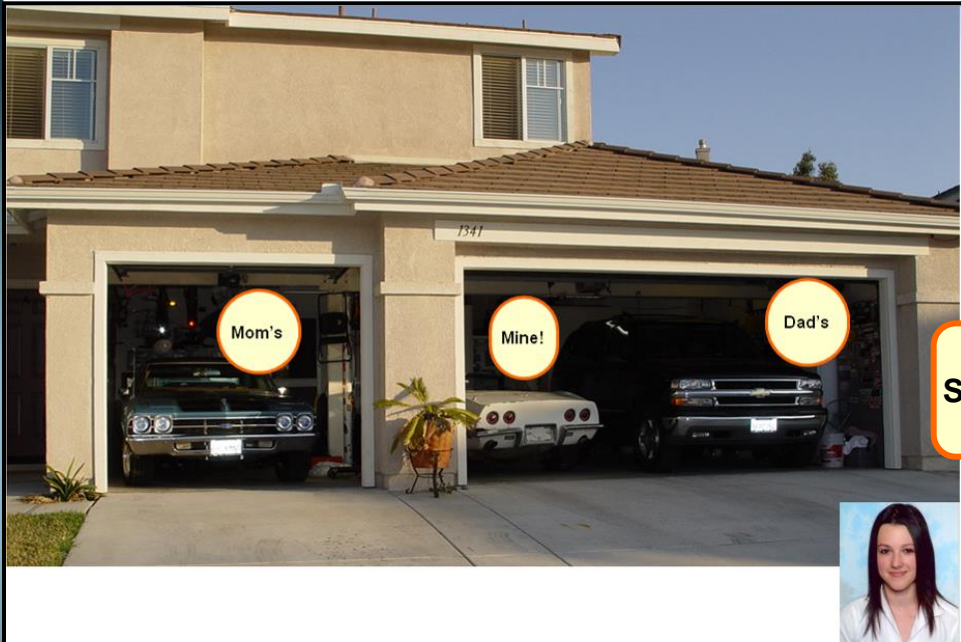
Singapore

9 Raffles Place,
Level 58 Republic Plaza,
Singapore 048619
Tel: +65 6823 1368
Fax: +65 6823 1377

China

407, No. 555, Nanjing Road
West Shanghai, China 200041
Phone: +86-21-52132046
Fax: +86-21-52132062

New Life Style - Sharing



Sharing: Image 1



Sharing: Image 2

Probing reported feelings around Sharing

♥ I feel uncomfortable being dependent on others.


♥ If I own my own car I feel free! I can go wherever I want to, whenever I want to!

🧠 People should be able to do what makes them happy be it buying cars or anything else


🧠 The number of Cars you own reflects your status and the power you hold within the community

♥ It's a question of Personal Space, I may not feel comfortable in the presence of others.


🧠 It depends on Who I'm sharing it with!



Independence and Freedom



Quality of Life



Social Status


Personal Barriers


Contribution


Guilt


Social Bonding


Money

🧠 Its my responsibility to contribute to the cause of the **environment**

🧠 In a small way it feels as though I am giving something to the community

🧠 I find the need to defend my guilt and resolve the inner conflict between maintaining quality of life, while keeping the environment in mind.

🧠 It's a romantic idea of not being selfish to the wider community

🧠 Positive social Interaction is good for Mental health

♥ You feel less isolated!

🧠 Its money more efficiently used

New Life Style - Local Services

Shopping at the Supermarket



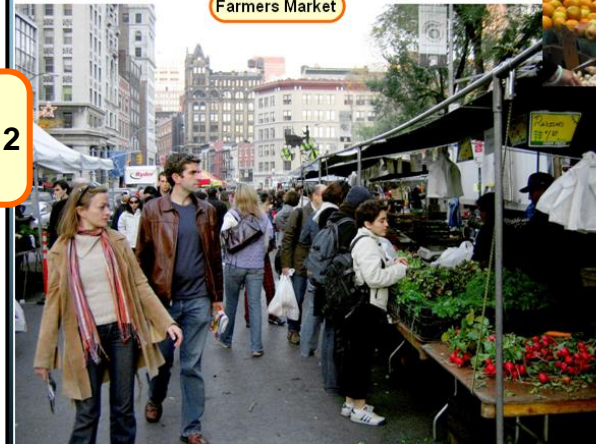
Local Services: Image 1

Local Services : Image 2

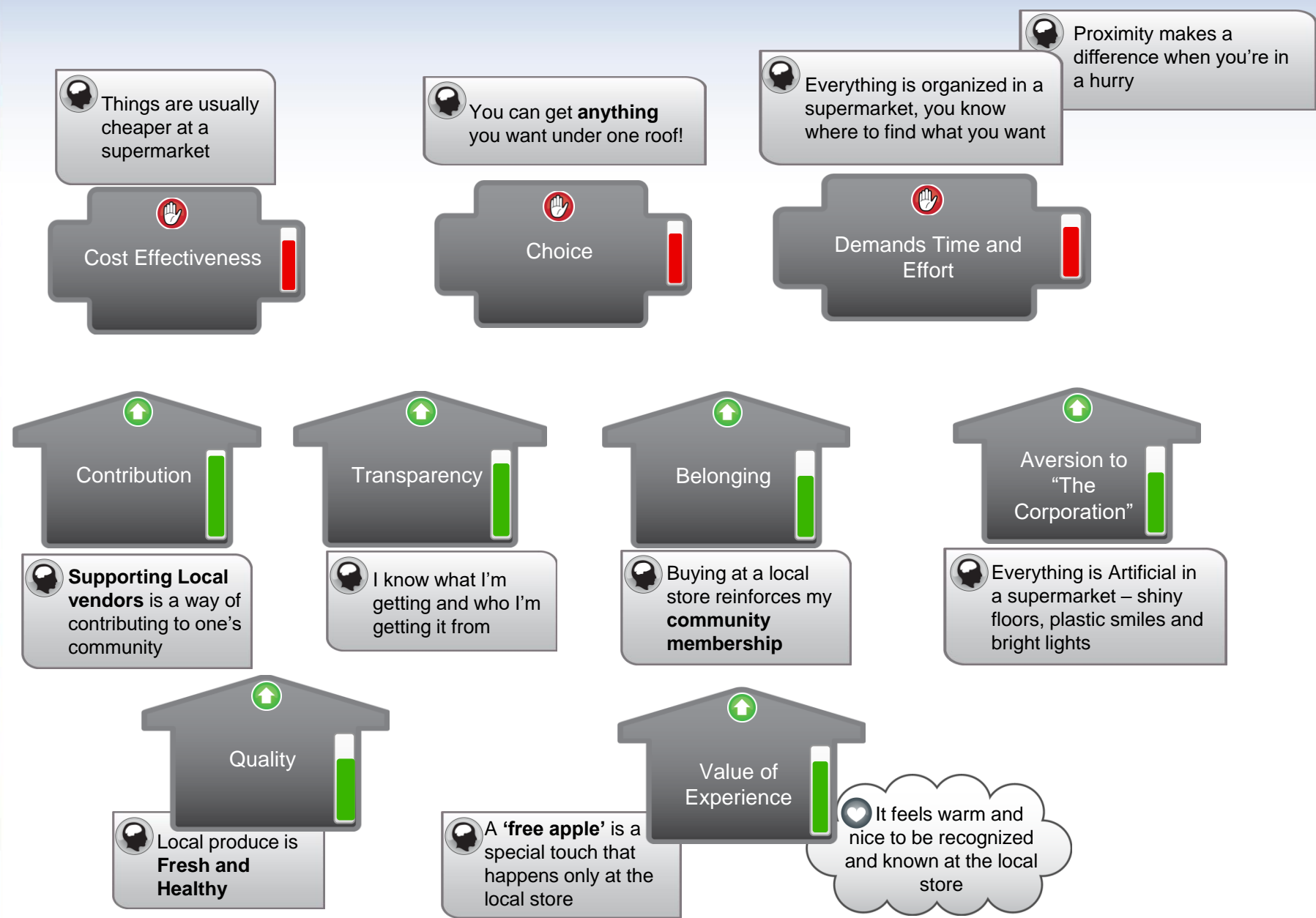
Local Produce



Farmers Market



Probing reported feelings around Local Services



New Life Style - Leveraged Leisure

Night at the movies




Local Pleasures: Image 1


Local Pleasures: Image 2


Home Entertainment





Probing reported feelings around Leveraged Leisure

 **Big Screen** contributes to a **Better experience**

 Certain movies are better watched with a good sound system


 It's difficult to focus on what you're watching with everyone around

 One can get carried away and **consume too much** if at home

 It's an opportunity **dress up** and just **go out and meet people**




 It's happening in 'my territory'

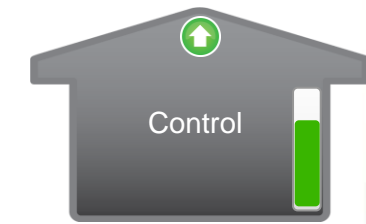
 It's a more **Personal Experience** where one can learn and exchange ideas


 **Supporting Local Creative Arts** is a way of contributing to one's community

 Popcorn at the theatre is **expensive!**

 Watching movies at home offers a **cozy, comfortable and intimate experience**

 An opportunity to connect with family members



 I can take a break whenever I want.

New Life Style - Immortal Products



A watch for every season

Immortal Products: Image 1



INTERNET PURCHASES WARNING
To customers who plan to purchase our products through the Internet, read more ...

Immortal Products: Image 2



Probing reported feelings around Immortal Products

Too many options makes things complicated and it means not having peace

I want something static, the idea of having the possibility of change makes me feel uncomfortable

Stability/ Routine

A New watch helps me feel **confident** about myself when I go out

Esteem

Its fashionable to have different watches for different seasons

Social Status

Money

I can buy one watch I really like rather than too many watches!

Simplicity

I prefer simple products as opposed to complex designs let alone ones for every season!

Quality

If its **fashionable** it may **not be reliable**!

Something which lasts long is always appreciated **It shows the power of the product**

Aversion to 'the corporation'

I am uncomfortable with the idea of being a walking billboard to a brand!

Identity

What you wear is a reflection of your personality

I like to change things as the reflection of my purpose in life

Nostalgia

Sentimental value of a watch like this increases with time and become irreplaceable

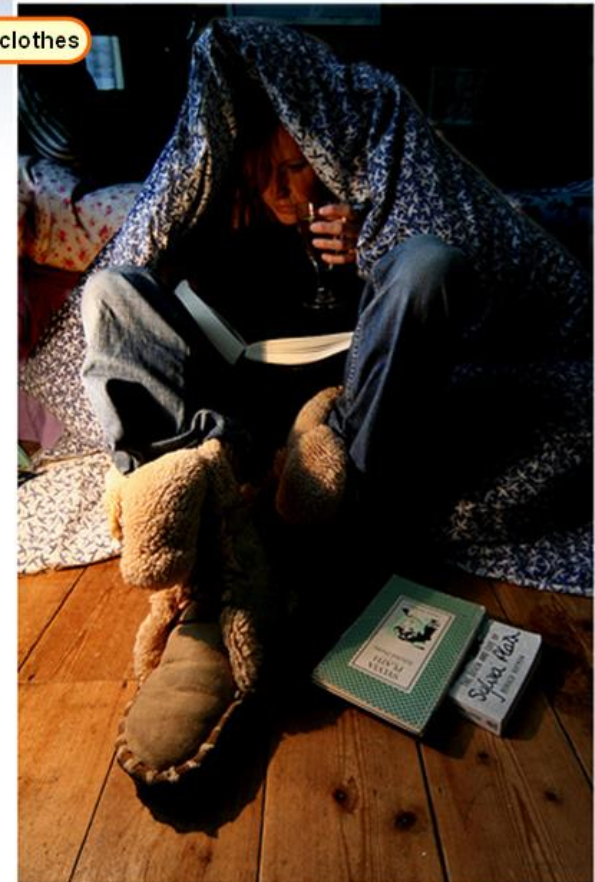
New Life Style - Dressing up for the season

Winter toasting by the fireplace



Dressing up for the Season: Image 1

Winter toasting in warm clothes



Dressing up for the Season: Image 2

Probing reported feelings around Dressing up for the season



It is an opportunity to connect with family members, the fire is our gathering point



To be together around a fire is basic, we have been **doing this for thousand of years**



I am proud about how I can build a fire...its not easy!



I feel good about how I can teach my younger siblings to build a fire



To have a fire place is a matter of luxury!



Some of my friends seat around fire and do nothing.
We feel connected through the silence



Festive mood
(Christmas) associated with the fire



For years we have gathered around the fire as a family It feels **peaceful.**



Social Bonding



Nostalgia / Tradition



Efficacy



Status



Contribution



Lesser Effort



Privacy



If everyone on this planet had a fire place , it wouldn't be the best thing for the environment!



You have to cut down a tree and its easier to wear warm clothes instead



I have **time for myself** this way



When it comes to the environment tradition takes a back seat



It would be **messy** to have fire place that is dirty etc

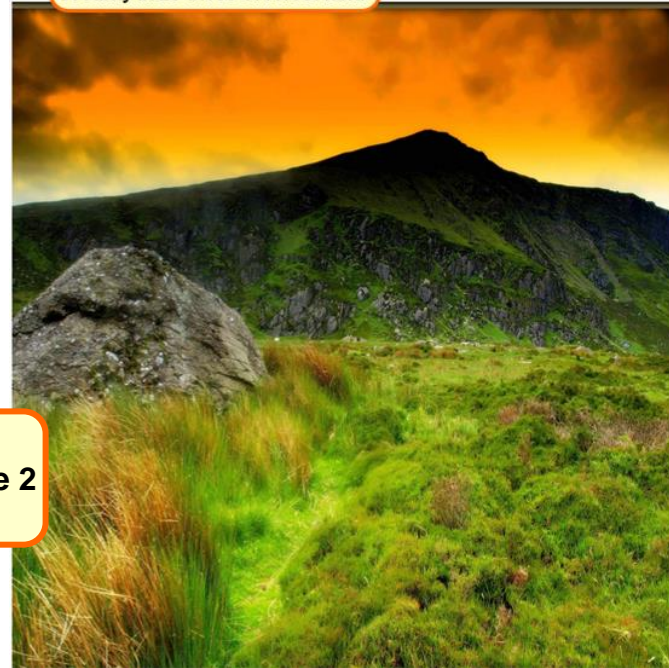
New Life Style - Security in Other Repositories of Value and Pride

Security in 20oz of gold



Security: Image 1


Security in 20 acres of forest land




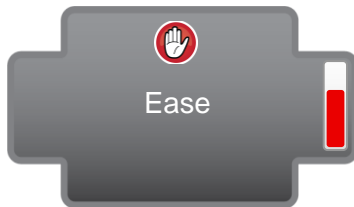
Security: Image 2




Probing reported feelings around Security in other Repositories of Value and Pride


 You don't have to know anything about gold and invest in it

 While Investing In land there are more things to worry about like the surroundings and who I am buying it from




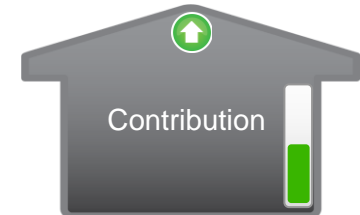
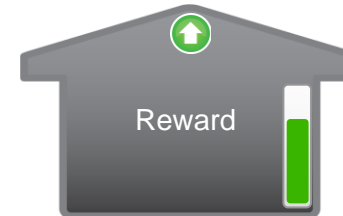
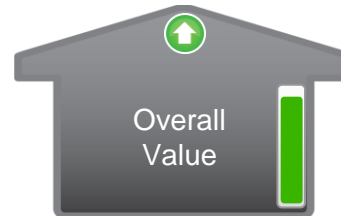
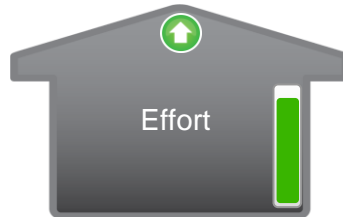
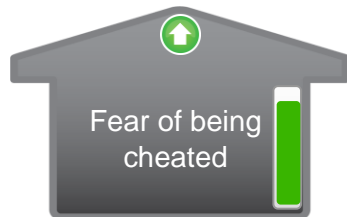
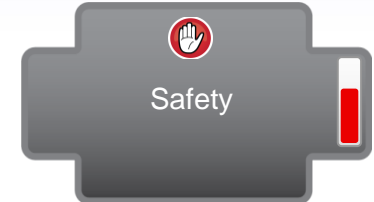
 **Gold is a stable investment** it has stood the test of time





 If you wear gold that shows you are **well off**!





 The weather and the presence of industries or a nuclear power plant will affect my decision





 I want something to show for that I can use at the **end of my career** as a reward!

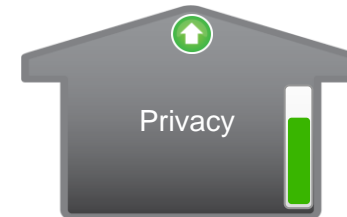
 I will be able to **conserve the land** that I buy and use it responsibly


 I don't understand the market and I feel I may get **ripped off**

 I have to **worry** that its price is going up and down etc. Life is too short worry about such things

 The benefits of a land are **not monetary**, It's a place I can call my own and live in

 I feel Its just a shiny thing and it has no value for me. Its just like money -- a piece of paper



 I like that I can be cut off from the **hustle and bustle of the city** and spend time by myself

New Life Style – Telepresence

Meeting Colleagues



Telepresence: Image 1

Working from home



Telepresence: Image 2

Probing reported feelings around Telepresence

Work Life and Home Life need to be different – You need to switch off!

Formal environment helps in being more focused

Dedicated Space

Creative Freedom

When you are at home you can let go of everything and be yourself

You are not allowed to think freely because you feel you are being watched

There is a lesser chance to be competitive

When I see other people working I feel motivated to work

Lack of Pressure

Fear of Evaluation

While working from home you don't have to worry about fitting in!

Self esteem can take a beating and this can create phobias at work

It is difficult to focus when there are kids and other family members around while working at home

Distraction

You can judge people better in person

Trust

Reduced Surveillance

Nobody's watching over your shoulder

When there is physical interaction, there is a greater sense of being part of a team

Belonging

When people meet in person and get along there is higher overall performance

Bonding

Less Effort

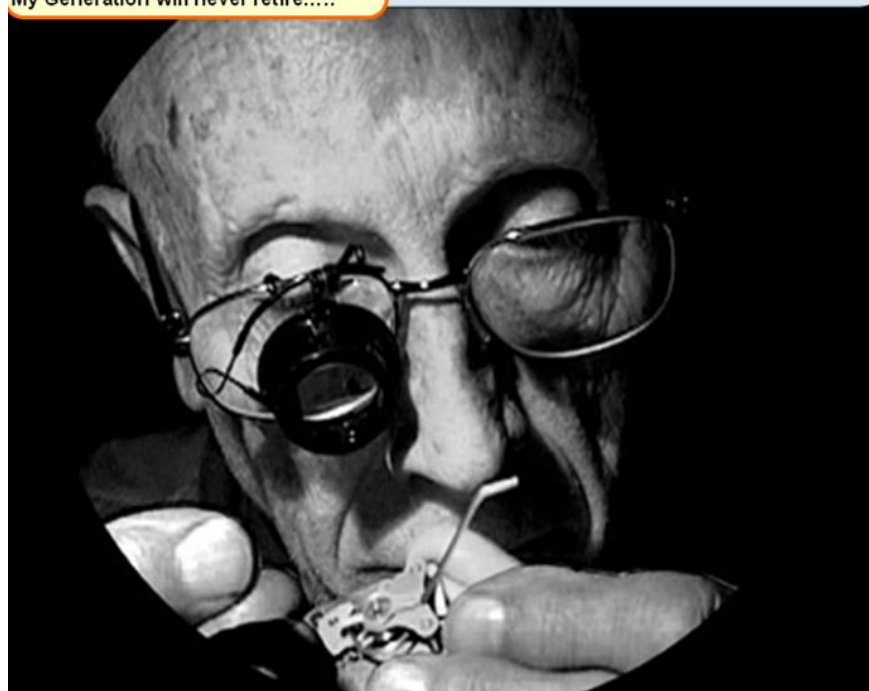
It takes too much time and energy to organize a physical meeting

New Life Style – A Lifetime of Contributing Roles

Retirement – A time to relax



My Generation will never retire.....



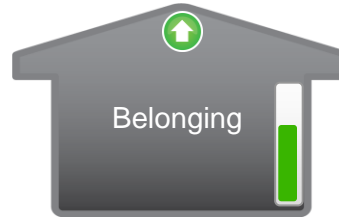
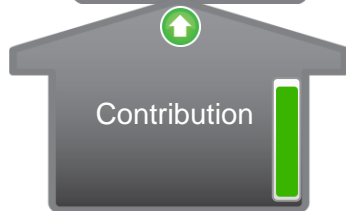
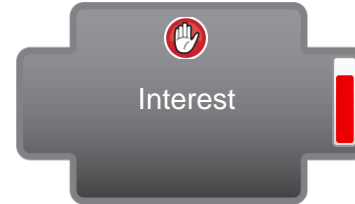
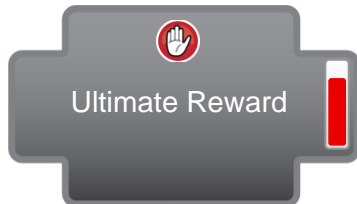
Probing reported feelings around A Lifetime of Contributing Roles

There is an idea that you should be compensated for your life's work

You have all the time in the world to do what you've wanted to

Age and your physical well-being may not allow you to work after some time

Work is boring!



When you get older you can teach others what you know and contribute to your immediate community

The sense of pride I get from working is even better than money!

When you are working you don't feel disconnected or isolated from your immediate society

There's no 'kick' in knowing everything has been planned out for you!



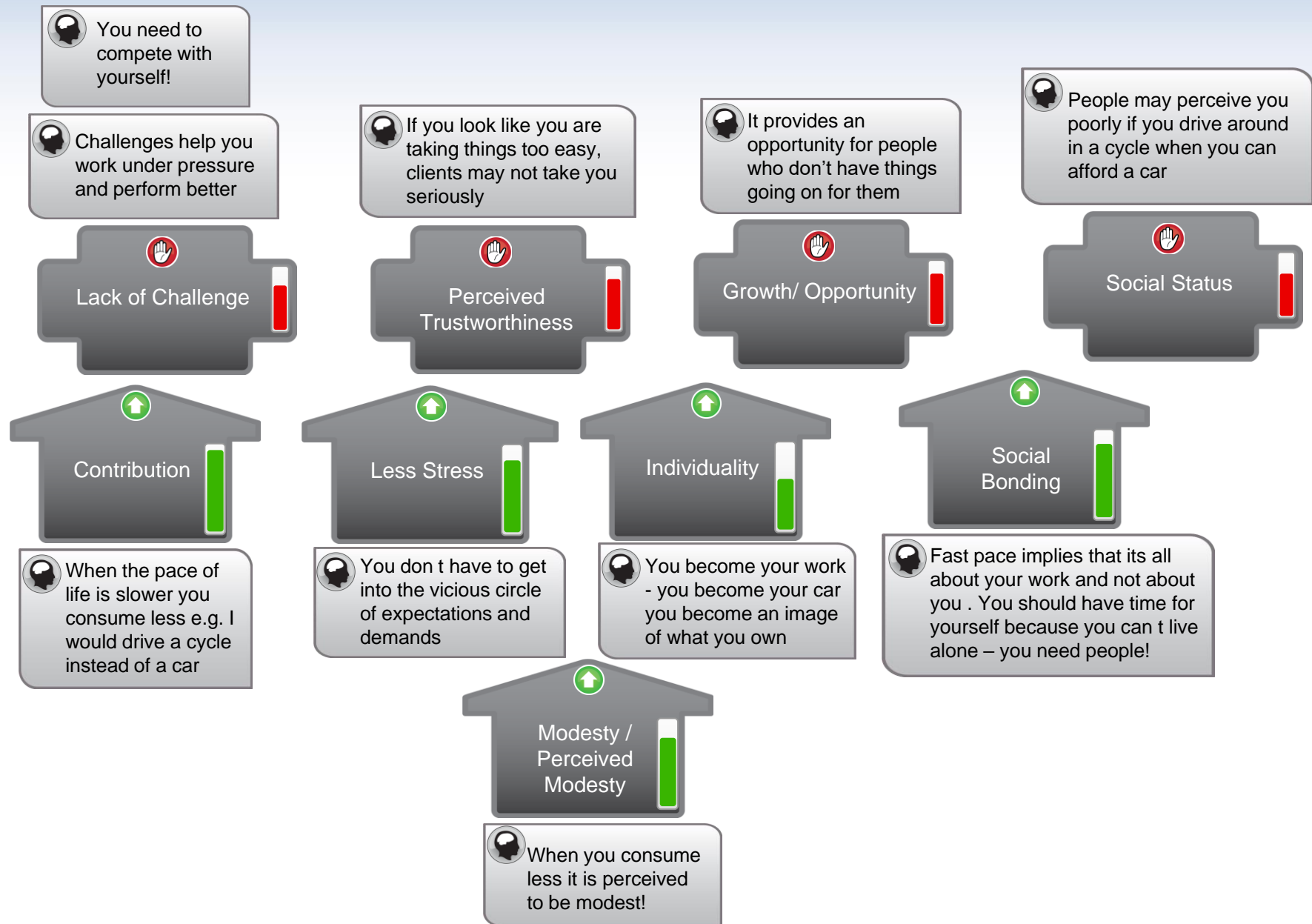
Retirement = 'Done with living'

New Life Style – Easier pace of life

Great employees aren't born; They're trained!



Probing reported feelings around Easier pace of life



New Life Style – Efficient Food

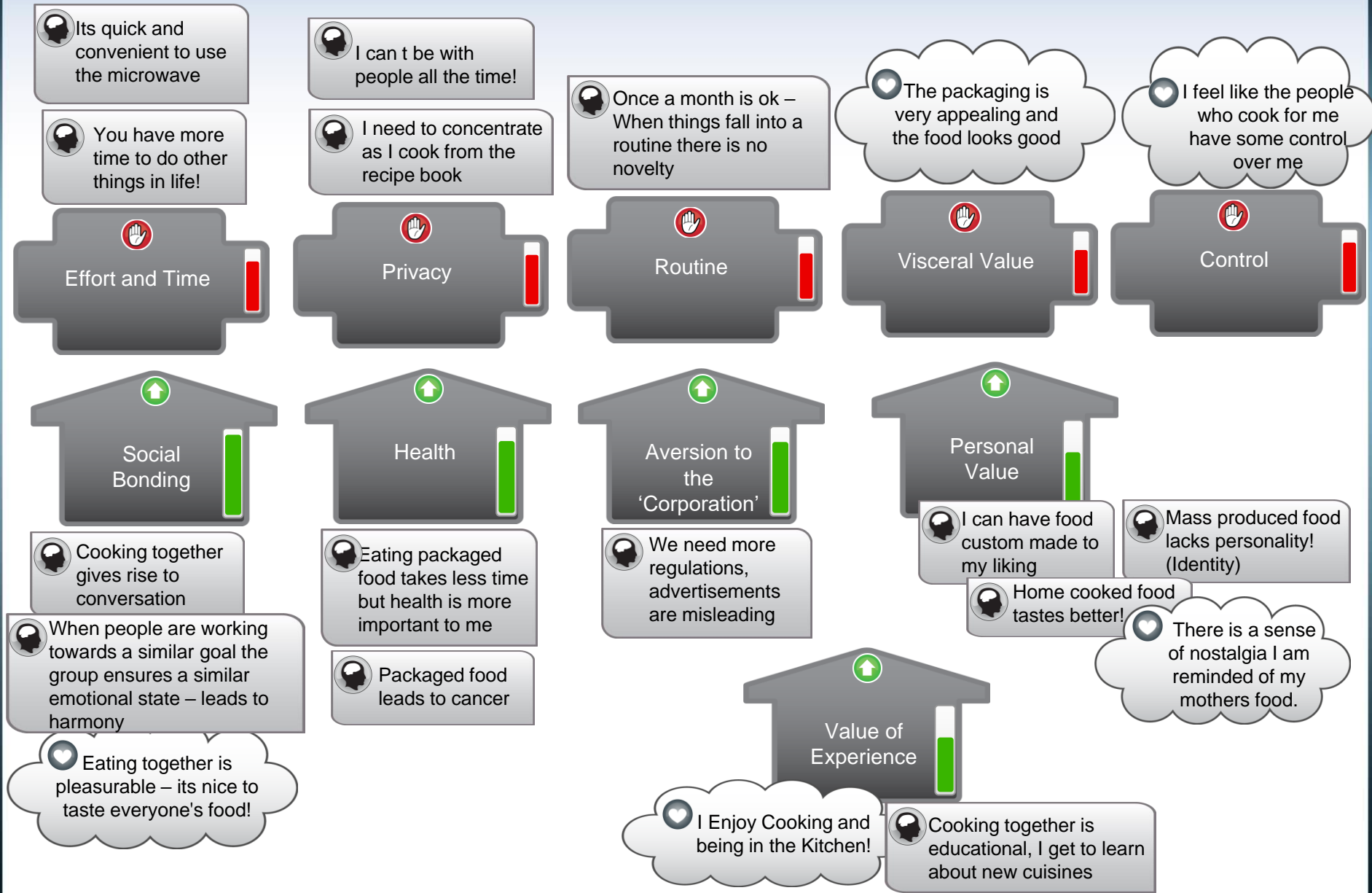
From the freezer



Cooking Together



Probing reported feelings around Efficient Food



New Life Style – Aversion to Waste

Whoever has the most toys wins!



10 easy steps to save energy...and save money!



- Turn off lights when not in use.

- Use public transportation whenever possible.



- Only wash dirty dishes when the dish washer is full and then let them air dry.

- Set your computer on "sleep mode" after 15 minutes of non-use.



- Take short showers and install "water saver" shower heads.

- Turn off the television when not in use.



- Do not exceed the speed limit and maintain a steady speed when driving.

- Check doors and windows and eliminate wind leaks and drafts using caulking and weather stripping.





- In winter, dress warmly and set the thermostat at 68 degrees during the day and 60 degrees or lower at night. During summer, dress lightly and set the thermostat at 78 degrees or higher.


- Replace burned-out incandescent light bulbs with compact fluorescent bulbs.





Probing reported feelings around Aversion to Waste

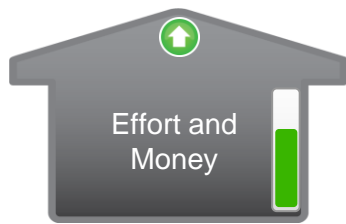
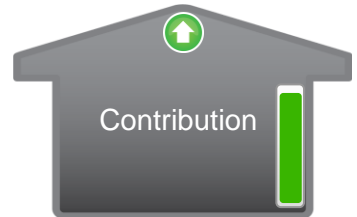
 You need to compete with yourself!


 When you buy many things you create jobs – e.g. A private plane requires a crew to run it!


 If you look like you are taking things too easy, you maybe looked down upon


 It's not all bad, it can be convenient to own a private jet...


 There are other solutions! Someone will find a way!




 It is important to do your part for future generations

 You re just left with possessions, a tired mind and body

 A materialistic Lifestyle can tire you out, I takes too much energy to be happy that way!

 Using a large houseboat for just two people is like showing off and I find it silly

 You work hard to get money and lose money in buying things that do not matter!

New Life Style – Efficient Healthcare

I consult a General Physician when I get sick



For serious problems I go to a Specialty centre



Probing reported feelings around Efficient Healthcare

♥ I'm scared of Needles!

🧠 If I'm referred to a specialist then it means there is a serious problem



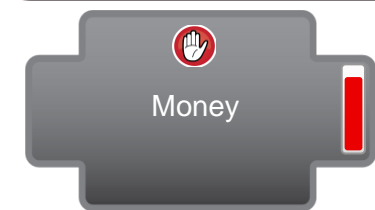
🧠 One needs to go to a GP before being referred to a Specialized doctor



🧠 If you want a quick remedy its best you go to a general physician

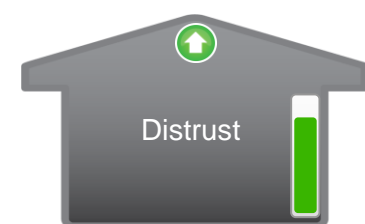


🧠 Not anyone can afford specialized treatment!



♥ I feel confident because I know my body

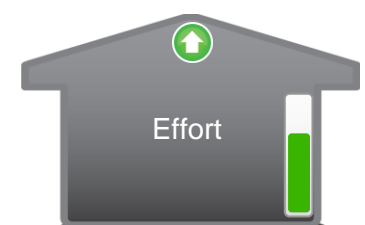
🧠 You realize the greatness of the human body when you start treating yourself



🧠 General Physicians can abuse their position and give less time per person

🧠 General physicians don't know enough and they misdiagnose symptoms

🧠 Specialized doctors know exactly what to say and do also, they have advanced treatment facilities



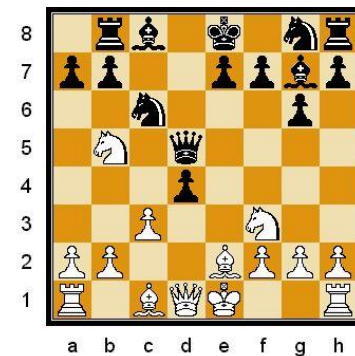
♥ There is a long queue at the physicians clinic- That's frustrating!

New Life Style – Online Value

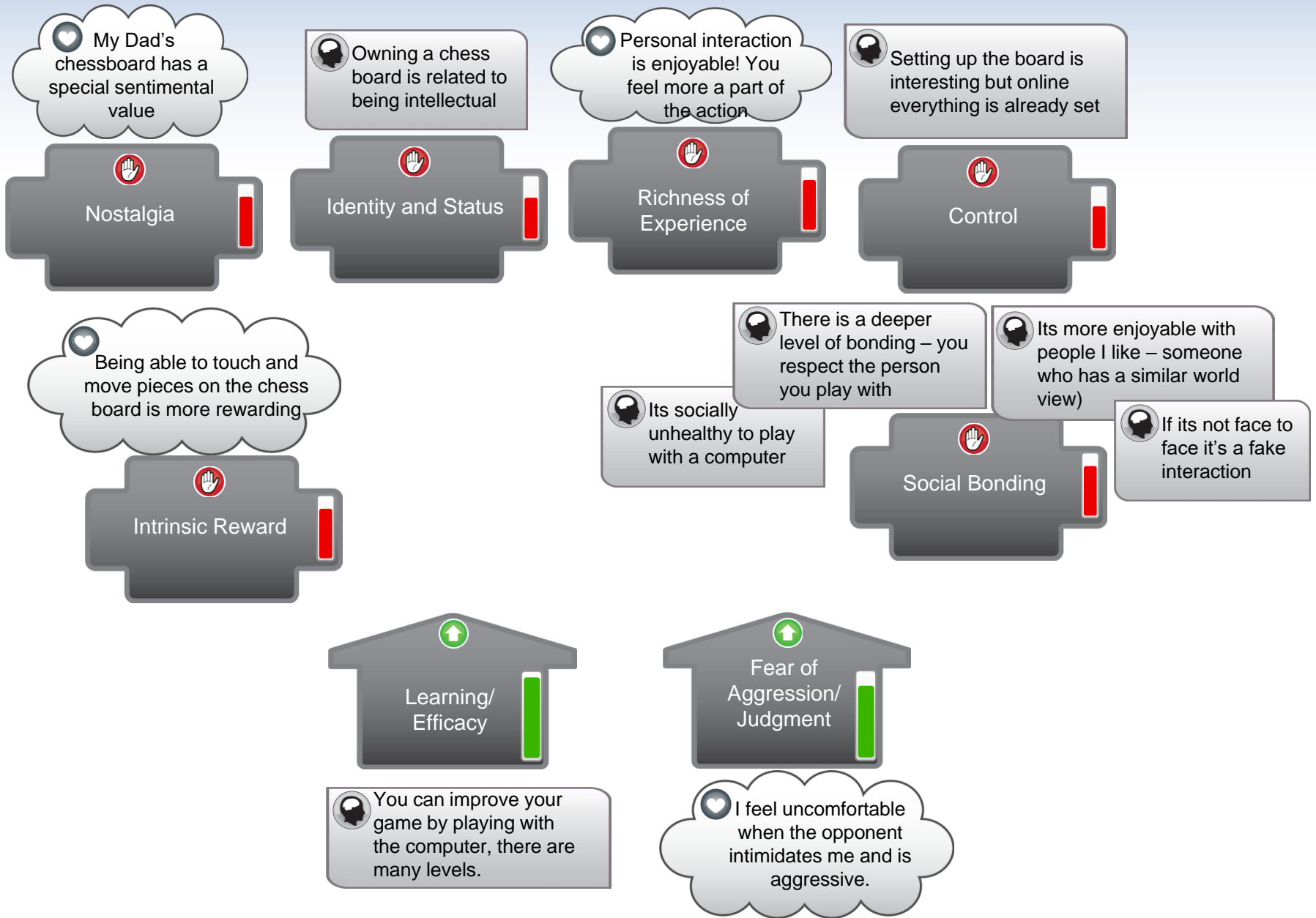
Playing chess with a friend



Playing chess ONLINE with a friend



Probing reported feelings around Online Value

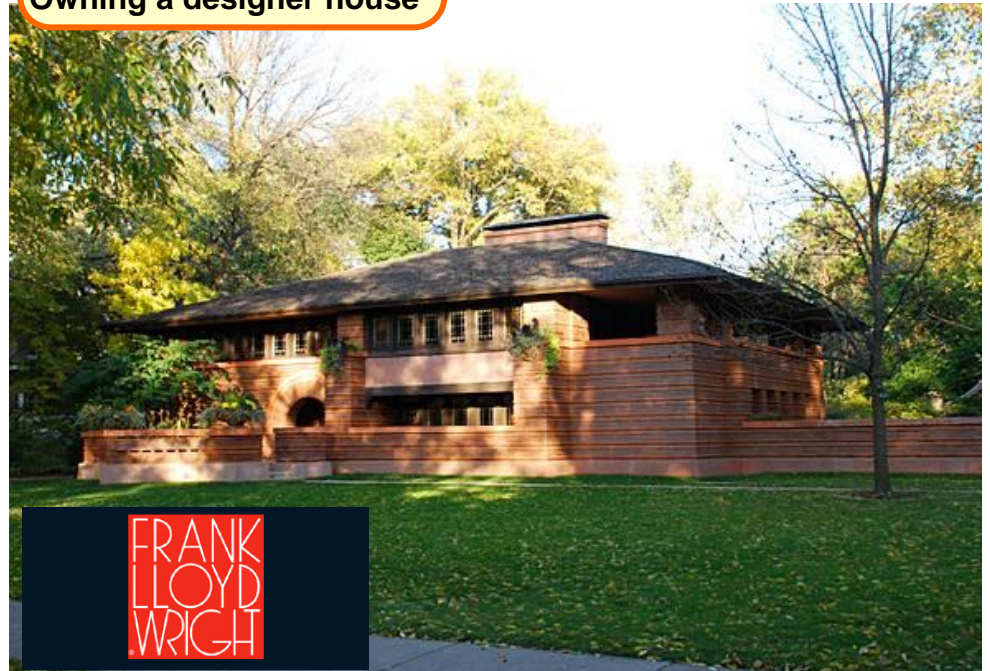


Probing reported feelings around Design Value

Owning a house



Owning a designer house

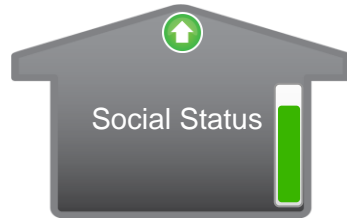
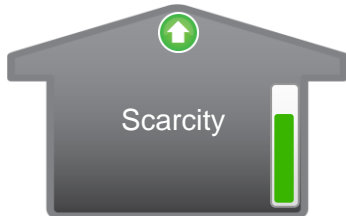
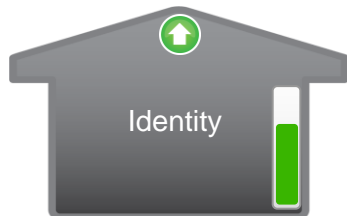
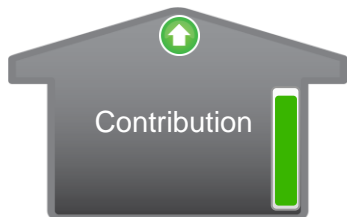
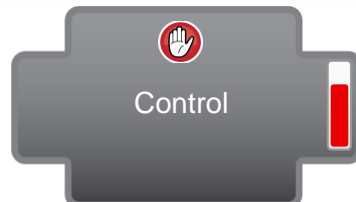


Probing reported feelings around Design Value

If you own a house that 50% on Mortgage its ridiculous!

If you own a designer house and you re not worth it – You’re fake!

What the designer creates is his/her personality – its not my personality



It takes care of energy saving, storm water harvesting and other environmental issues that I care about

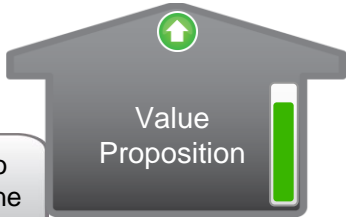
don't like mass produced products – it doesn't have personality!

There aren't many designer houses!

Designer products are a matter of pride. It requires taste and not everybody can afford them!

I feel like I'm helping the greater good by using a house that's consuming less energy

It is immensely satisfying to live in a house that someone has put so much energy into



You re a part of the design process

Probing reported feelings around Living together

Living in a group



Probing reported feelings around Living together



If two people don't gel there's tension in the whole community



You don't really 'own' anything!



When you live in a group lot of unfair things happen and I don't want to confront them



There are certain things I want only my mother to know but in a joint family even you re extended family members know about it



I feel restricted I can't be myself!



Its difficult to live in a group after you get used to living by yourself



Confrontation



Privacy



Freedom



Habit



Social Bonding



Security



Learning



You laugh so much when you live with other people!



If I'm travelling and something happens to me I know my family will take care of me



There are so many new things you can learn when you live with other people



It helps you develop as a person – you need a range of human interactions for personal development



Living in a happy family there is a greater chance of your own happiness