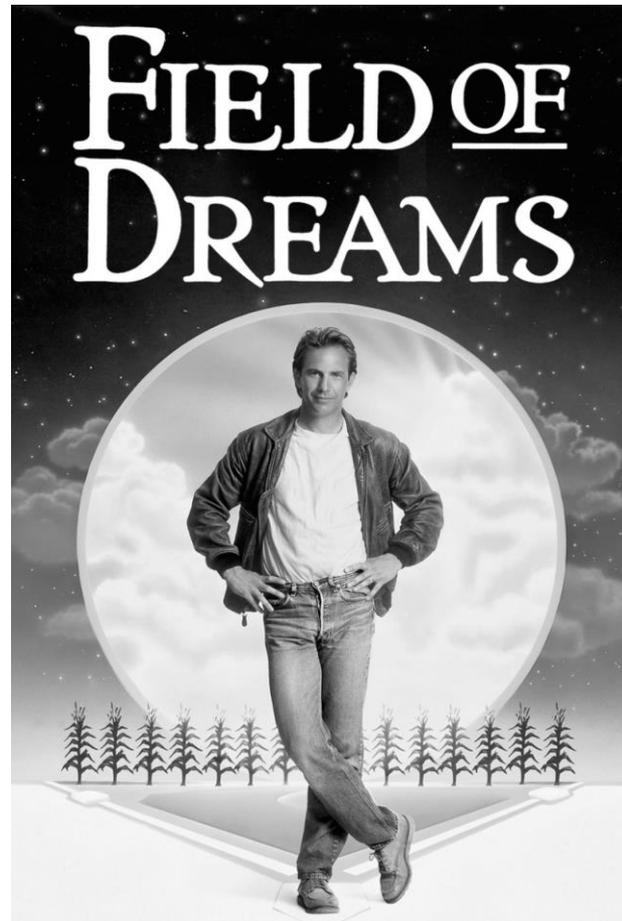


**IF YOU
BUILT IT,
WHO WILL
COME?**

Michael L. Usher / CLYC
May 7th 2014

WOCOMOCO: 2014



“If you built it, He will come”

HEADLINES

“If you build it, they will come”

“If you build it, they might come”

“If we don’t built it, they can’t come”

“If you built it, will they come?”

“If you build it, they may come - but will they stay?”

“If you build it, they will walk”

“Technical Challenges are Human Challenges”

- ① WHAT
- ② WHY
- ③ WHO
- ④ HOW

WHAT



WHAT IS THE PROBLEM?

WHY



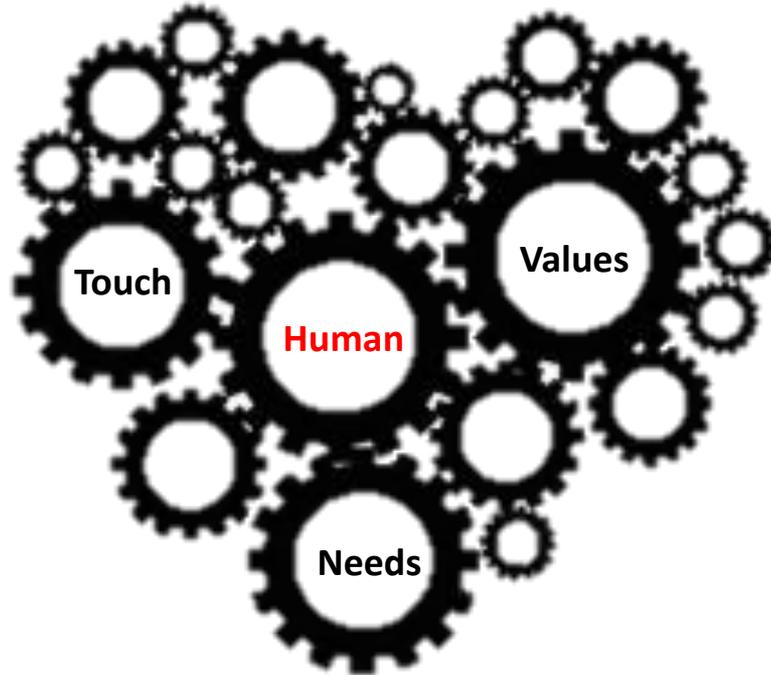
WHY ARE WE BUILDING THIS?

WHO

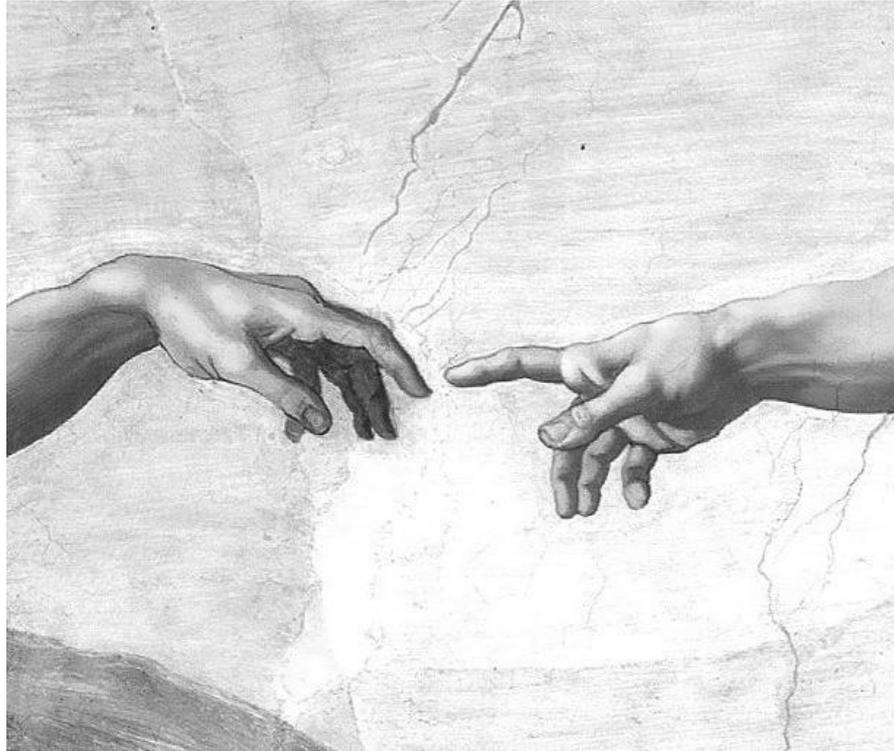


WHO ARE THEY?

HOW



HOW WILL YOU REACH ME?







Hi, I'm Romo.

The Smartphone Robot.

I'm all new. Did you see my video?

“Technical Challenges are Human Challenges”

- ① **SECURITY**
- ② **SCALABILITY**
- ③ **ACCOUNTABILITY**
- ④ **TRANSPARENCY**

Security

CHALLENGES

ASKING WRONG QUESTIONS

NOT BUILDING TRUST

POOR PLANNING AND INFRASTRUCTURE

PEOPLE ARE NOT INVOLVED

Security



**What would it take to park my bicycle
In my city without a lock?**

Scalability

CHALLENGES

NO ACCESSIBLE INFORMATION

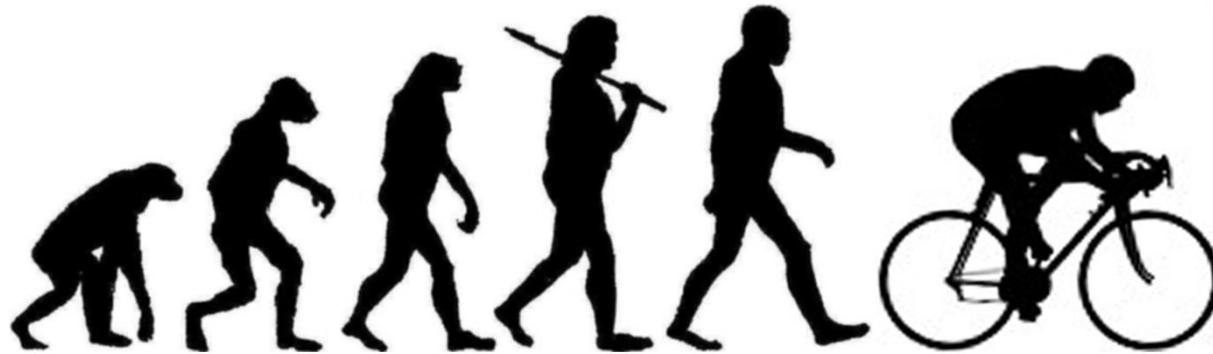
POOR DATA PROTECTION

HUMAN DEMANDS COME LAST

NO STORY OR JOURNEY

NO INCENTIVES

Scalability



**Who is my information
beneficial for, when and why?**

Accountability

CHALLENGES

DECREASE IN HUMAN INTERACTIONS (WE)

FALSE ONLINE IDENTIFICATIONS

POOR DATA MEASUREMENT

SEPERATION BETWEEN CUSTOMER AND COMPANY

Accountability



Cellphones

Buddha

Arrow through head

Big A.

Pirate

Me

Darth Vader

Reddit Alien

Yoda

George Washington

Albert Einstein

Micheal Jackson (Bad)

Frankenstein

Kitty

Joel

iPod

**How many aliases would it take to destroy
to destroy
A sustainable ecosystem?**

Transparency

CHALLENGES

DATA FIRST, HUMAN LANGUAGE SECOND

MORE WORDS, LESS ACTION

LACK OF COLLABORATIVE CULTURE

NO VISION AND INSPIRATION

Transparency

Thank You



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If you build it, WHO will come?