



What End Users Really Want

Featuring Mabel and the White Mice

Moshe Yudkowsky - Disaggregate - www.Disaggregate.com



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Some dirty secrets...





Your customers don't care about technology. They care about service.



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The Big Gap

When I call you and you're not there...



WHAT I WANT:

- Where are you?
- Where's that report?
- When will you be back?
- What do you think?

WHAT I GET:

- Voicemail

When I call my bank....



WHAT I WANT:

- What's my balance?
- What's this charge?
- Does someone at this bank remember what we discussed last week?

WHAT I GET:

- IVR System

When I go shopping and park my car....



WHAT I WANT:

- To find my car when I get back
- In one piece
- And for the radio to still be there

WHAT I GET:

- Flashing lights and a noisemaker

Agatha Christie



“ I never expected to be so poor that I couldn't afford a servant, or so rich that I could afford a motor car.”

When I call you and you're not there...



WHAT I WANT:

- Where are you?
- Where's that report?
- When will you be back?
- What do you think?

WHAT I GET:

- Voicemail

Fix: Personal secretary

When I call my bank....



WHAT I WANT:

- What's my balance?
- What's this charge?
- Does someone at this bank remember what we discussed last week?

WHAT I GET:

- IVR System

**Fix: banker
who knows me**

When I go shopping and park my car....



WHAT I WANT:

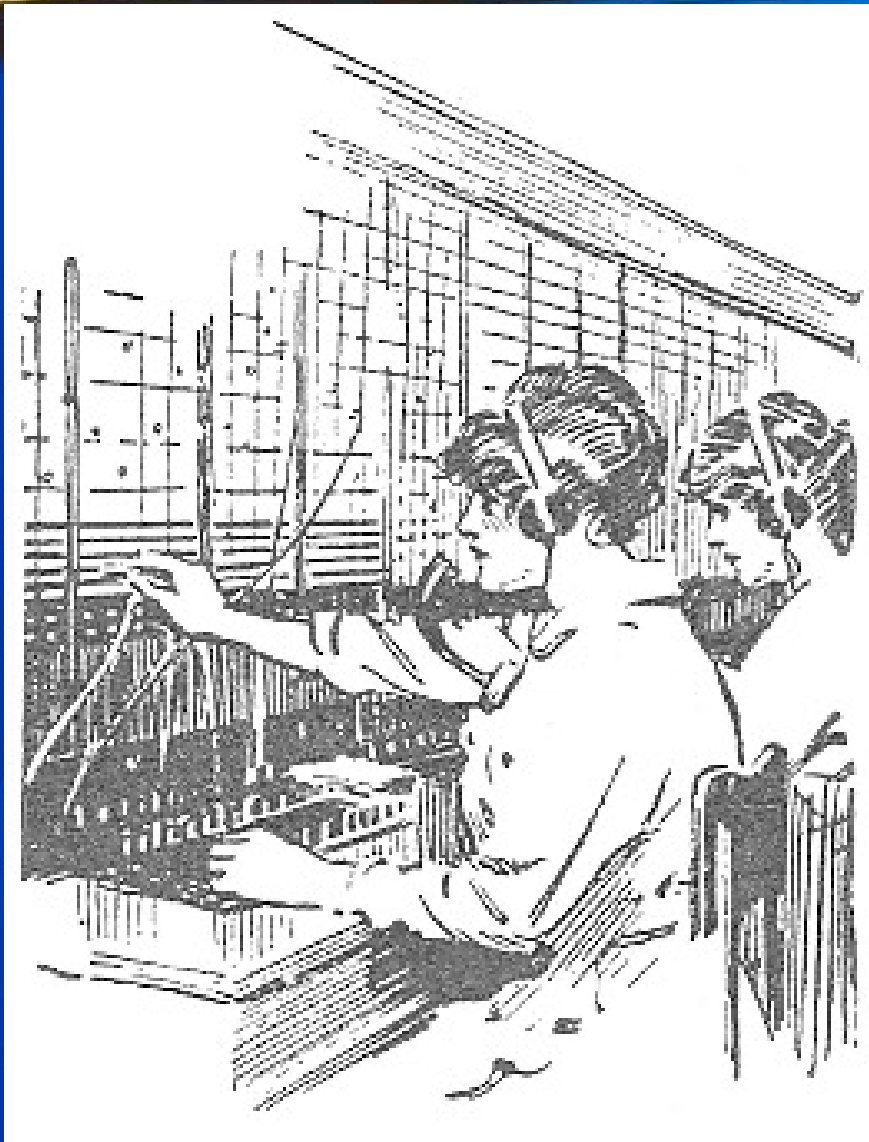
- To find my car when I get back
- In one piece
- And for the radio to still be there

WHAT I GET:

- Flashing lights and a noisemaker

Fix: Chauffeur

The Mabel Theory...



...states that if we can be as smart as Mabel the Operator, we will find the elusive

**I don't agree:
we have to be
much smarter**



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The Retro Solution



Going Retro

When thinking about an application, consider how it was delivered 20, 50, or 100 years ago.

Example: Phone messages



Today	Voice mail, ASR
20 Years Ago	Call center
50 Years Ago	Secretary
100 Years Ago	Personal assistant

By the way, which would you rather have?

About Disaggregate



The Pebble and the Avalanche

How Taking Things Apart
Creates Revolutions



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