WE ARE HUMANS NOT MACHINES

Why Using a Human Center Design Approach to Your Dark Data Will Transform Your Business

"None of us are getting out of here alive, so please stop treating yourself like an after thought. Eat the delicious food. Walk in the sunshine. Jump in the ocean. Say the truth that you're carrying in your heart like hidden treasure. Be silly. Be kind. Be weird. There's no time for anything else." Christopher Walken
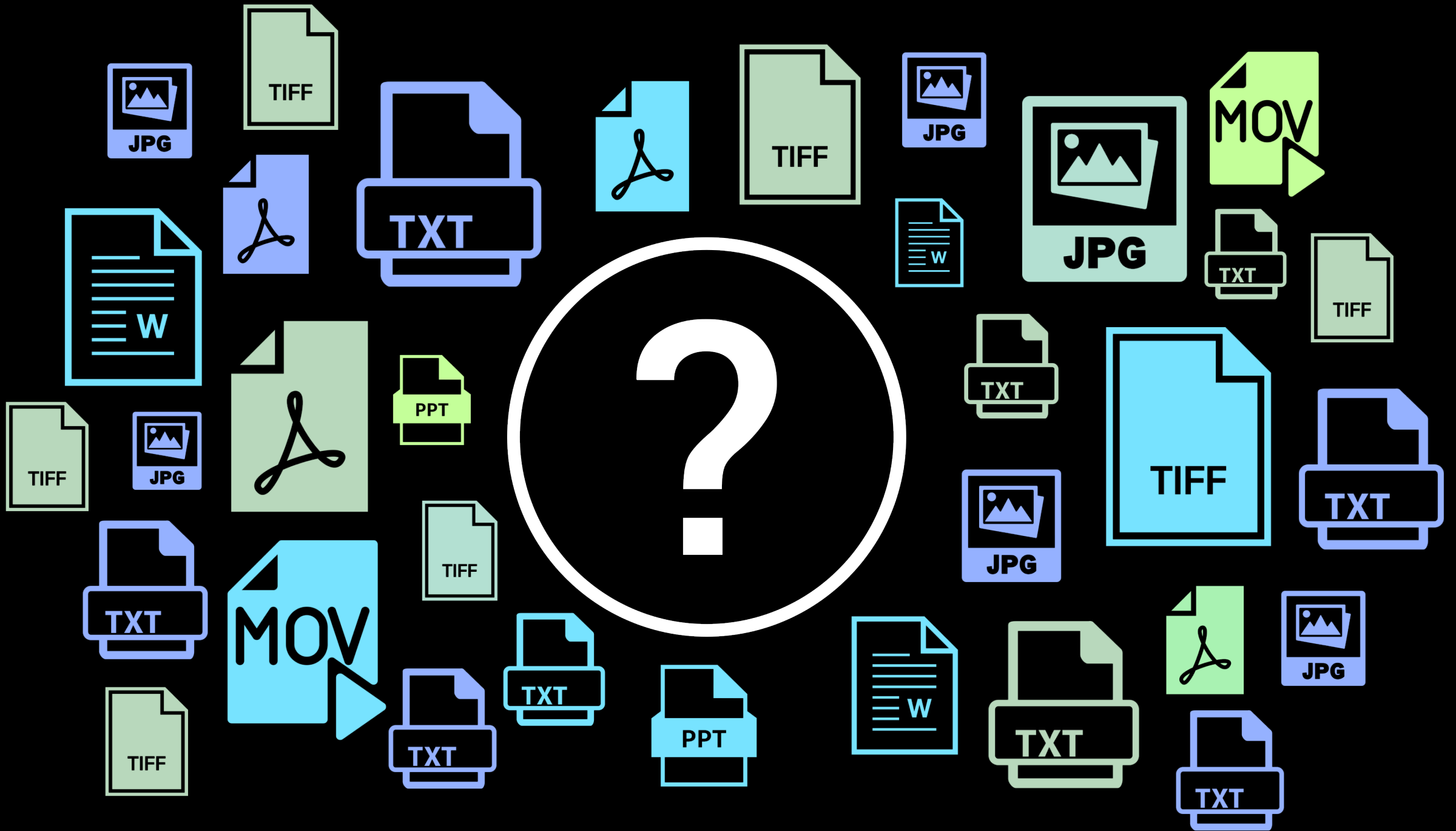
John Motz
CTO GrayMeta

80% of Data is "Dark Data"

2.5 Exabytes are produced every day of which 90% is unstructured

- Siloed Data Systems
- Lack of Contextual MetaData
- No clear relation
- Inability to Use

REIMAGING THE EXPERIENCE

SIMPLE

> Never Enter Data
> Intuitive Workflow
> API Enabled

ELEGANT

> Progressive Disclosure
> Humanistic Approach
> Responsive Design

EMOTIONAL

> Love
> Confident
> Trust

Solving the most complex aspects of our customers business in a simple and elegant way they can trust with data that was previously unavailable

Begin at the end.

Paula Peterson

I've been working at my company for over thirty years. I didn't get any formal education, I just picked it up as the company grew, slowly moving from an admin role into a Manager. Nobody knows the job better than I do, so when it comes to crunch time it can be hard to get other people to help out. I wouldn't call myself any sort of expert when it comes to technology, but I do spend a lot of time working through different tools online for my job.

I have two grown children who are 'mostly' out of the house. Even though they are not around too much they are still the focus of my life. At home I share my home with my husband and cats. I've lived at the same house, close to work, for most of my life now.

Comfort with Technology

% of job Motivating

Industry Expertise

- **Family First -** I have stayed at the same company and the same job for years to create stability in my home.
- **Keep Everything Running -** I do a lot of different work to keep things going. When there is a crunch, this gets very hard.
- **Helping People -** I truly enjoy helping others. It's what pushed me into this role in the first place.

- **Technology -** People say I'm a technophobe, but I love my iPhone. Most software I use for work is just needlessly complicated.
- **Lack of Clarity -** I need to double check everything so when I can't get to the details I need I can't fully trust things are done.
- **Few People Understand -** At work, and when I'm on the phone with support people don't really understand my work & needs.

- **Everything Automated -** Ideally I'd like to build a process that makes most of the work automated, so I can focus on people.
- **Retire & Travel -** I've put a lot of time at ACME corp and I plan to use my retirement to spend time traveling with family.
- **Spend more time with my Family -** Everything in my life is family first. Even day to day I want to make sure I'm there when needed.

FOCUS ON THREE KEY AREAS

What is the user doing?

What is the users emotion?

What are the make or break experiences along their journey?

HOW CAN DATA HELP?

Measure it.

Add New User

Cancel

1 General	2 Permissions	3 Access	4 Review

Adam Charleston

Username
a.charleston@gm

Email Address
adam.charleston@graymeta.com

Give Adam the same permissions as...

Assign permission another way

Benny Webb
Administrators
Details

Isabella Murphy
Producer
Details

Lela Davidson
Editor
Details

Shawn Huff
Administrators
Details

Florence Fisher
Editor
Details

Nicholas Frank
Producer
Details

Back

Next

MetaFarm

David Beckham ✕

0-6 min   1080p   16:9

Save Search

< Videos

Apect Ratio ⌃

☑ 16:9 (24)   ☐ 4:3 (12)

Resolution ⌃

☐ 4K Ultra HD (4)

☑ 1080p (17)

☐ 1080i (3)

Duration ⌃

0 MIN   3   6 MIN

Bit Rate ⌄

Frame Size ⌄

Chroma subsampling ⌄

Beckham_Tribute_Working.PRPROJ

movie/prproj

azure://democontent.blob.core.windows.net/**Beckham**/tribute/**Beckham**_Tribute_Working.PRPROJ

🌐 Demo Content   📦 knownpeople

Beckham_PSG_Match_Highlights.MOV

movie/quicktime

azure://democontent.blob.core.windows.net/**Beckham**/Raw/**Beckham**_PSG_Match_Highlights.MOV

M2ts format format name: mov,mp4,m4a,3gp,3g2,mj2

Exiv2 structured xmp video MajorBrand value: Apple QuickTime (.MOV/QT)

Filename: **Beckham**_PSG_Match_Highlights/Raw/MVI_4187.MOV

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Beckham_Final_Exit.RAW

movie/raw

azure://democontent.blob.core.windows.net/**Beckham**/**Beckham**_Final_Exit.RAW

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Beckham_Celebration_Isolated.mp4

movie/mp4

azure://democontent.blob.core.windows.net/**Beckham**/**Beckham**_Celebration_Isolated.mp4

Mediainfo general file extension: mp4

M2ts format format name: mov,mp4,m4a,3gp,3g2,mj2

Exiv2 normalized video codec: MP4 Base w/ AVC ext [ISO 14496-12:2005]

MetaFarm

Chrstian Dunmore
Lead Admin

David Beckham Final Match Edit.mov

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16 "Beckham"   28 "David Beckham"   3 "goal"

VIDEO QUEUE (0)

+

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00:18:45

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00:12:56

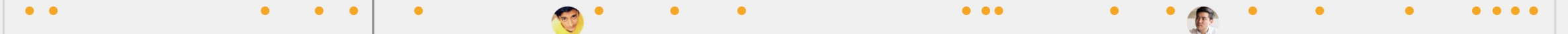Bend It Like Beckham.mp4
01:52:54

00:09:34   ◀◀ ▶▶   ▶ |◀ ▶|

00:00:00   00:10:0   0   00:30:0   00:48:3
            0   0   6

Video

Audio
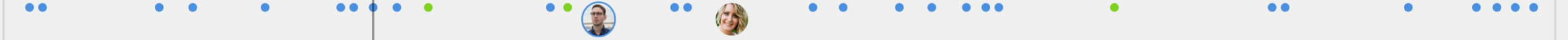
THINGS TO REMEMBER

> Hire from outside your traditional walls

> Involve your ground level in product evaluations

> Assume willingness to adapt to new technologies

> Don't wait for perfection, it will never come

> Measure often and don't underestimate how significant even a small change can make

> Focus on Value vs. Feature