

TRANSFORM EXPERIENCE.
TRANSFORM BUSINESS.

SIMPLIFYING THE COMPLEX

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HUMAN COGNITION & EXPERIENCE DESIGN

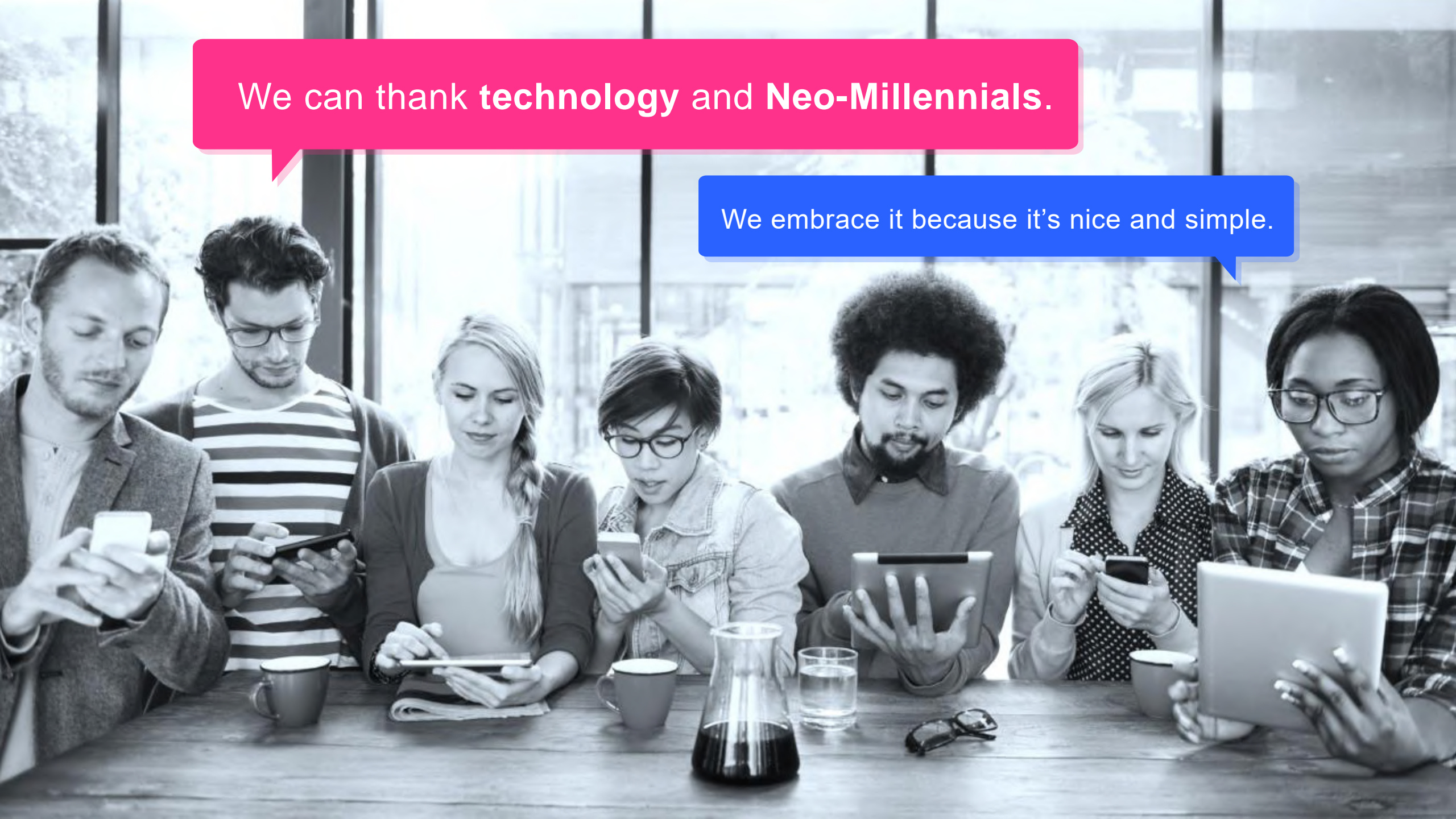
SIMPLIFYING THE COMPLEX



**We are a device-driven
culture consumed by data.**

We can thank **technology** and **Neo-Millennials**.

We embrace it because it's nice and simple.





We live in a **complex,**
interrupt-driven world.

Our current attention span is 8 seconds.



**The notoriously ill-focused
goldfish is 9 seconds.**



We tend to **glance and scan** for information we desire.



We typically learn by seeing, listening or doing.

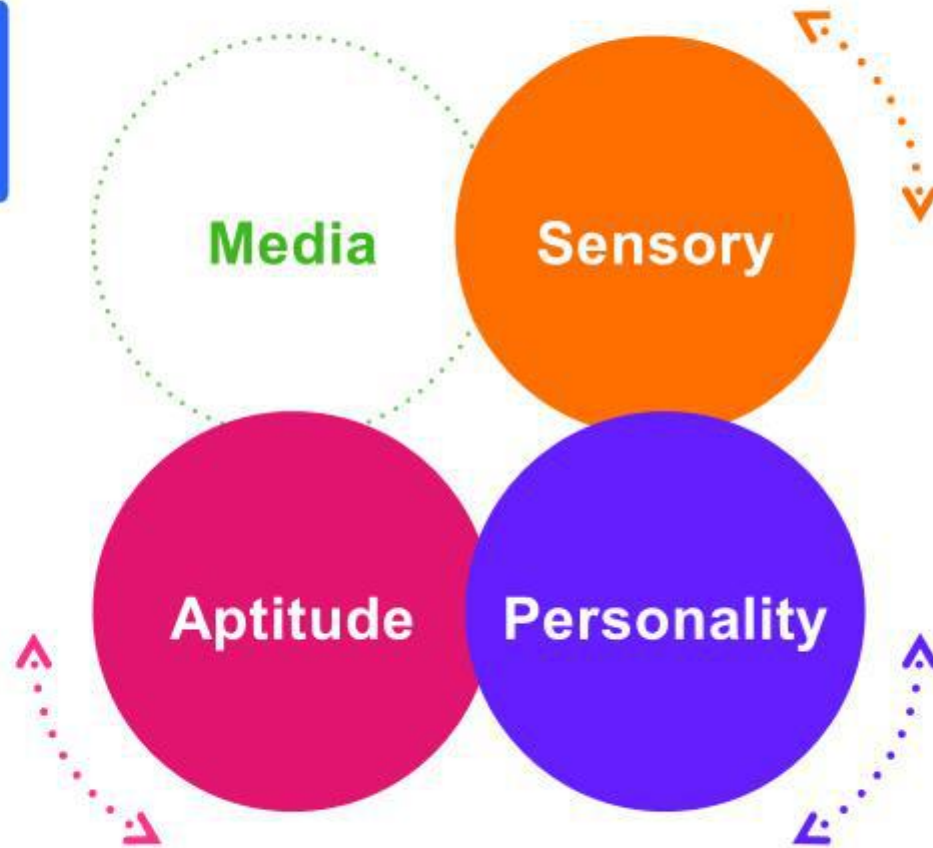
A close-up, grayscale photograph of a person's hand pointing at a line graph on a tablet screen. The graph shows a fluctuating line on a grid. A pink speech bubble is overlaid on the top part of the image, and a blue speech bubble is overlaid on the bottom part. The background is blurred, showing what appears to be a laptop keyboard.

We now also learn at a **surface level**.

Let's call it **Surface Level Learning**.

We must now apply a new model to design.

We see **Surface Level Learning** here.





Human cognition and experience design for the next generation.



HCL

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\$7.3 BILLION ENTERPRISE | 115,000 IDEAPRENEURS | 32 COUNTRIES

 **WATCH THE FILM**