

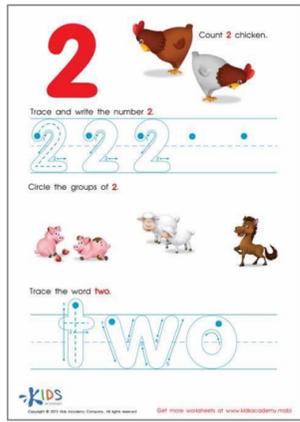


Maintaining the Human Touch

Nina Tropeano



Before 9:00	Wake up (make bed, clothes in hamper, breakfast, brush teeth, watch a show)
9:00-10:00	Morning Exercise
10:00-11:00	Academic Time (Scholastic, Classkick, workbook)
11:00-12:00	Creative Time (Painting, crafts, baking, music)
12:00-12:30	Lunch
12:30-1	Chores (sanitize)
1:00-2:30	Reading/Quiet Time
2:30-4:00	Math Time (prodigy, xtra math, handouts)
4:00-5:30	Afternoon Play Time
5:30-6:00	Shower
6:00-7:00	Dinner
7:00-8:30	TV/Movie







"When we first set up the business 20 years ago, we were assigned a business bank manager and we had a relationship. We could make an appointment and sit down face to face. In the early days, we needed a lot more help than we do now. It was good to know you had that support."

"Nowadays, we're forced to use a call centre and the app. You go round and round before you get to someone who gives you a glimmer of hope."



enshittification

(noun)

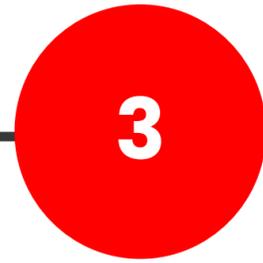
1. Theory first postulated by Cory Doctorow in 2023 that the internet was colonised by platforms that are degrading quickly and thoroughly.
2. The process of services that matter to us, that we rely on, turning into giant piles of shit.



Platforms are good to their users



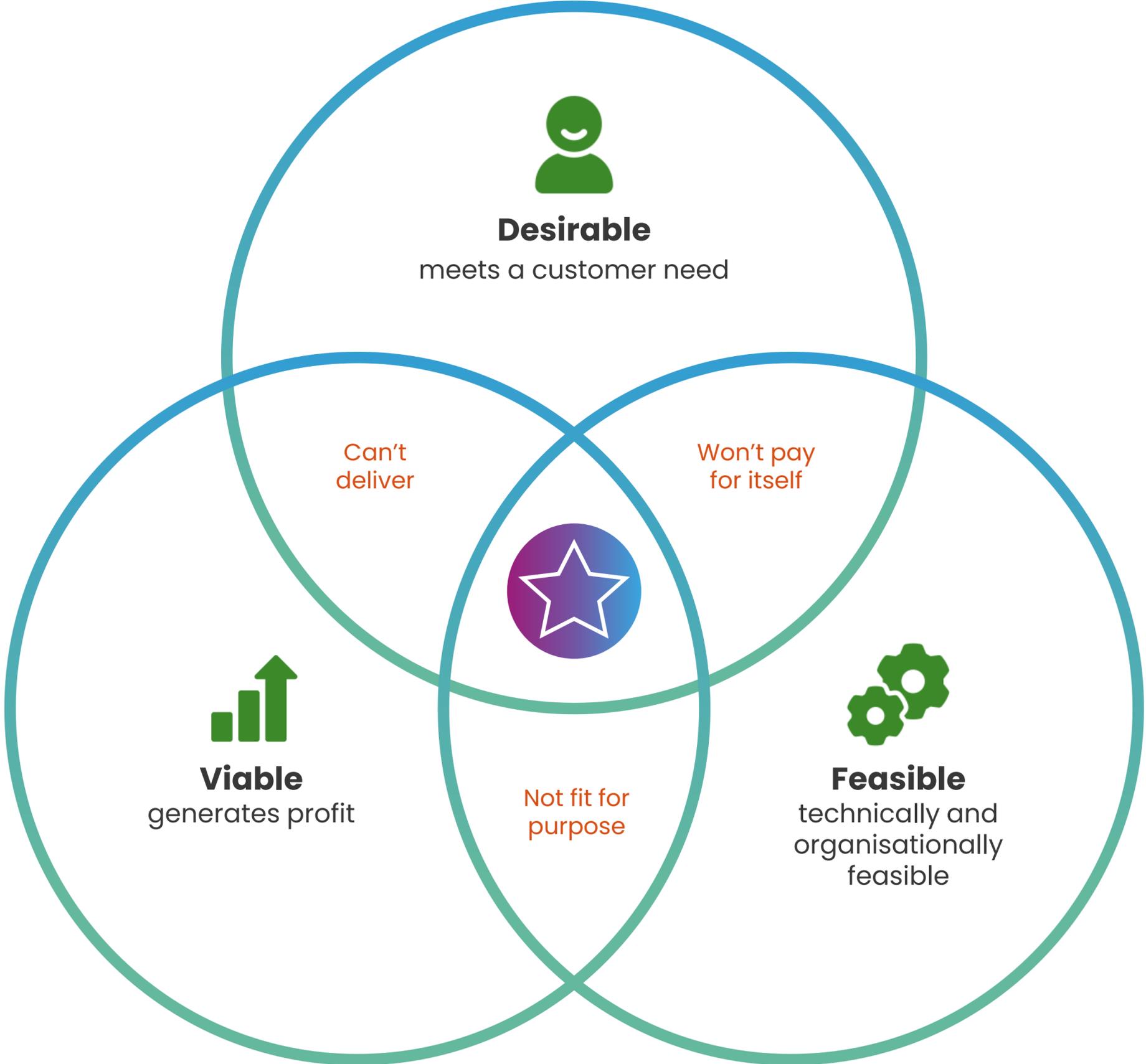
Platforms abuse their users to make things better for their business customers



Platforms abuse their business customers to claw back value for themselves



Platforms die



Desirable

meets a customer need

Can't deliver

Won't pay for itself



Not fit for purpose



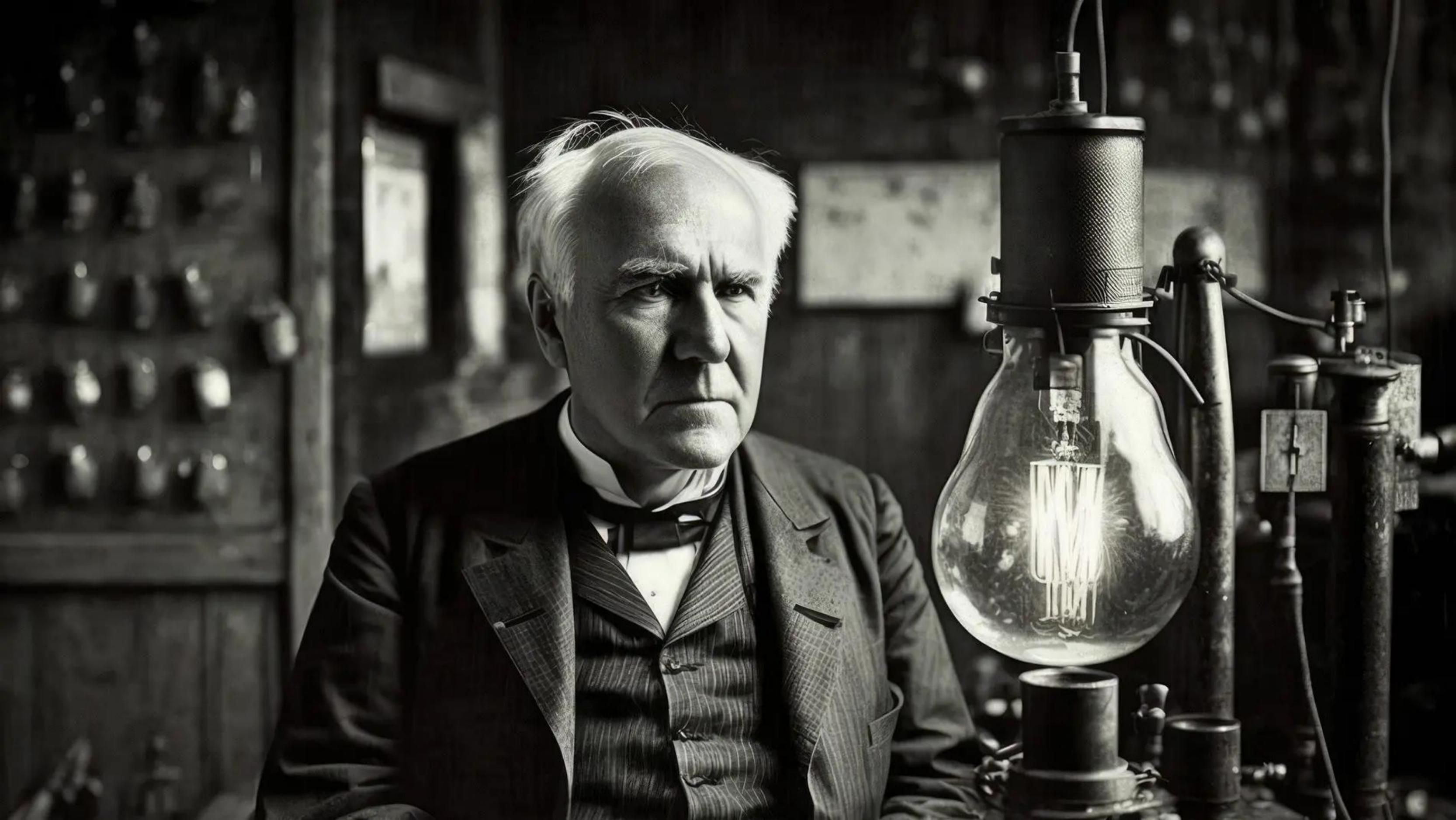
Viable

generates profit

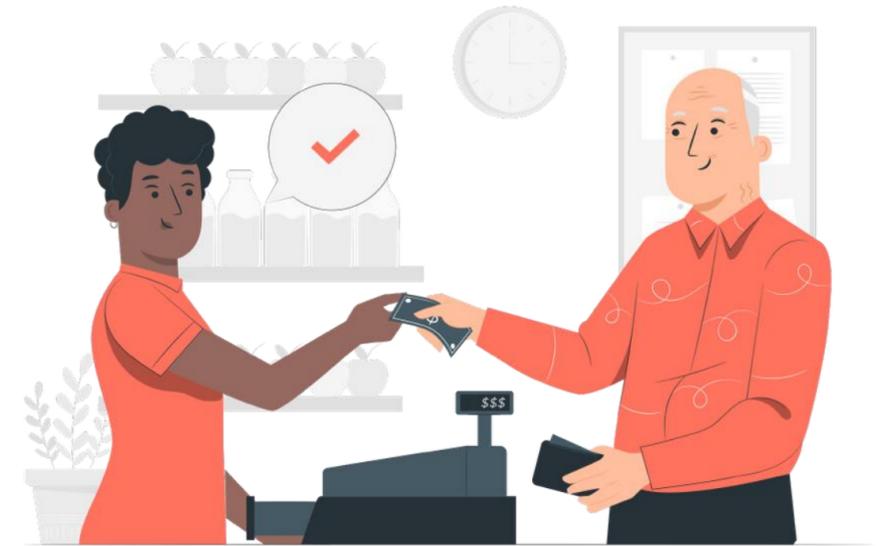
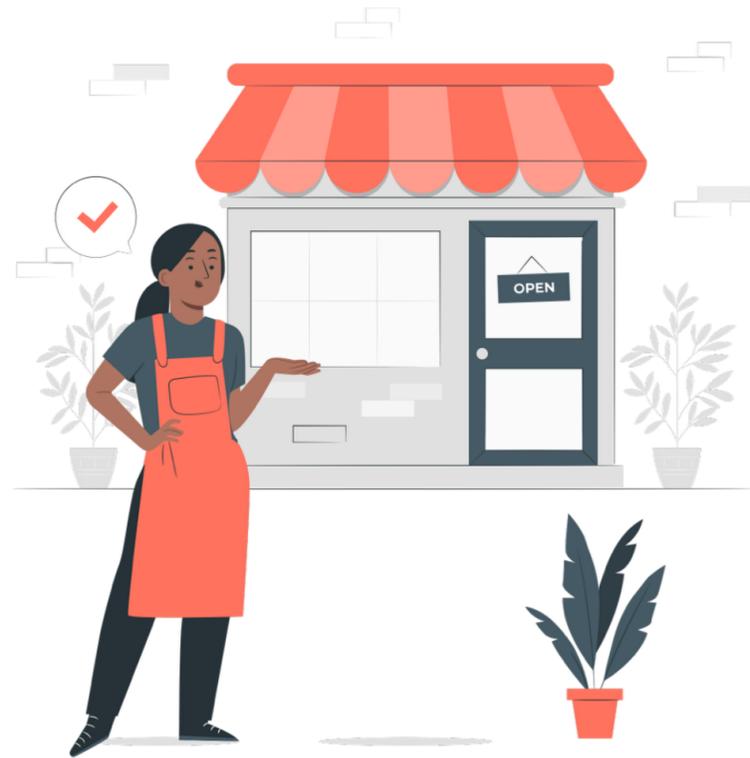


Feasible

technically and organisationally feasible



Beginning, middle, or end?



Listening to users



This looks interesting,
but I can't make a
decision just yet.

How do I know this is
right for me?

It feels like a bit of a
hard sell.

Adding the human touch

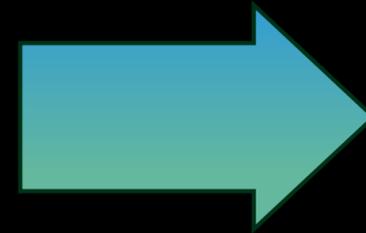
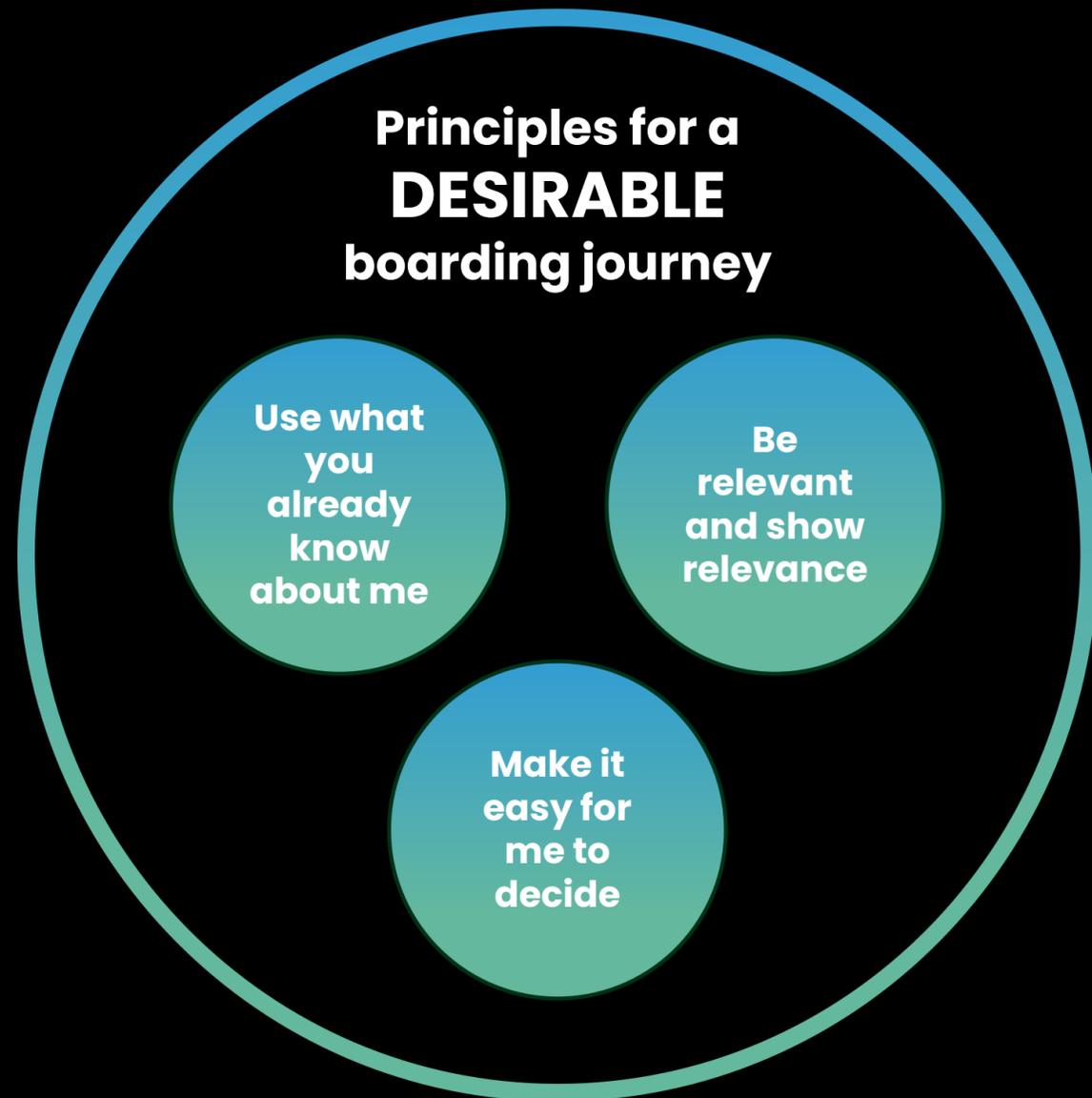


I'm not trying to sell them something. I want to help the customer.

I need to know them so I can match them with the right solution.

We encourage clients to open up and tell us about their business, their staff, their customers.

The results



10x

more customer needs met



Thank you