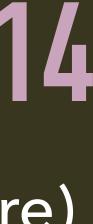
SOFTWARE LOVE LANGUAGES Isaac Elias @brainscraps



A QUOTE I'VE BEEN PONDERING SINCE EARLY 2014 (from a controversial figure)





The Jetsons (1962)

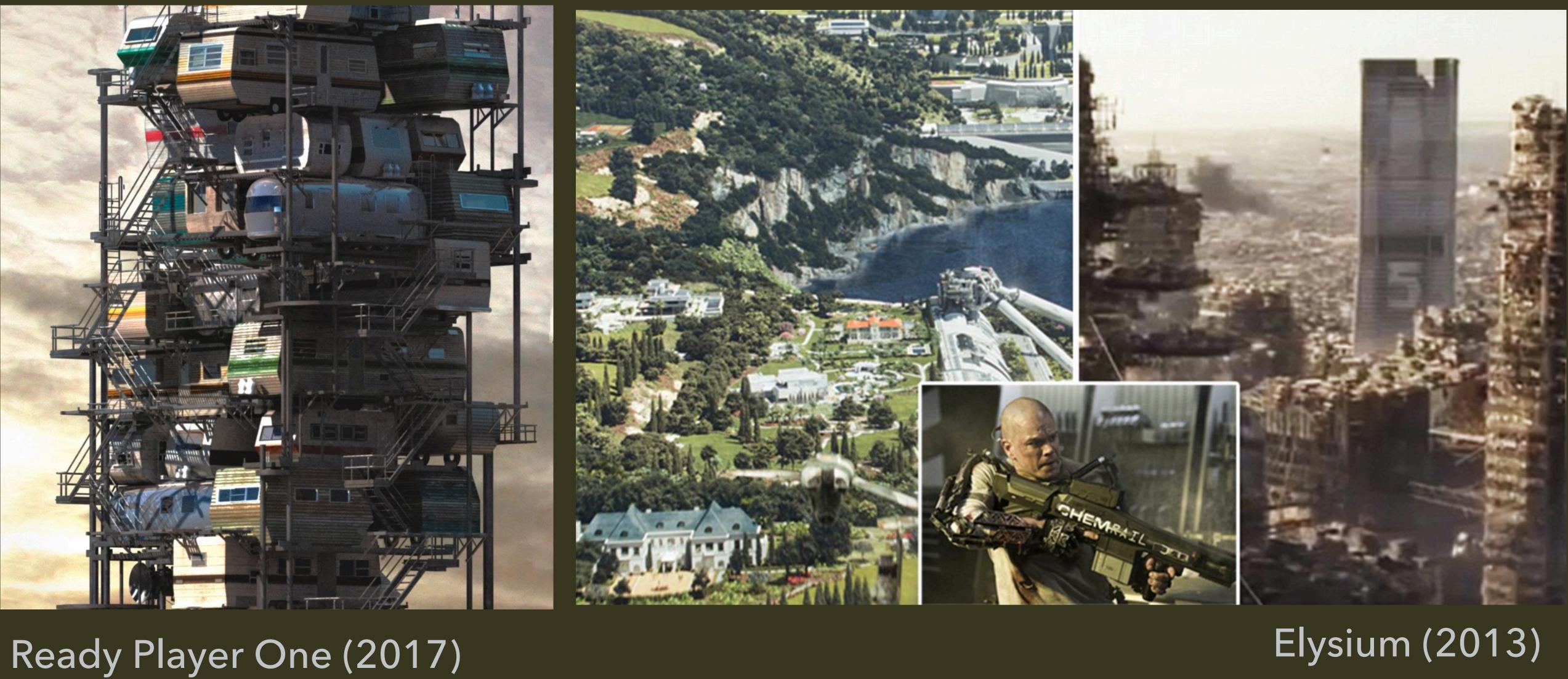
The Empire Strikes Back (1980)

"remember when you would see future movies, and everything was in the sky? That's the internet."

- Kanye West, 2013







YOU ARE BUILDING TOOLS & Environments for humans to use

WHAT WILL THOSE PRODUCTS **COMMUNICATE?**

HOW WILL THEY SHAPE & CHANGE THE HUMANS THAT USE THEM?









THIS CLOCK GLOWS IN THE DARK



HOW DO WE BUILD A BETTER, HAPPIER FUTURE?

AND ALSO AVOID A TECH DYSTOPIA?



True Link Financial

Isaac Elias VP Engineering @brainscraps

The People We Serve

Older adults

Support greater independence and dignity and protect loved ones from scams

LEARN MORE 🗲

Make purchases using funds from a trust or family member with greater independence

Special needs

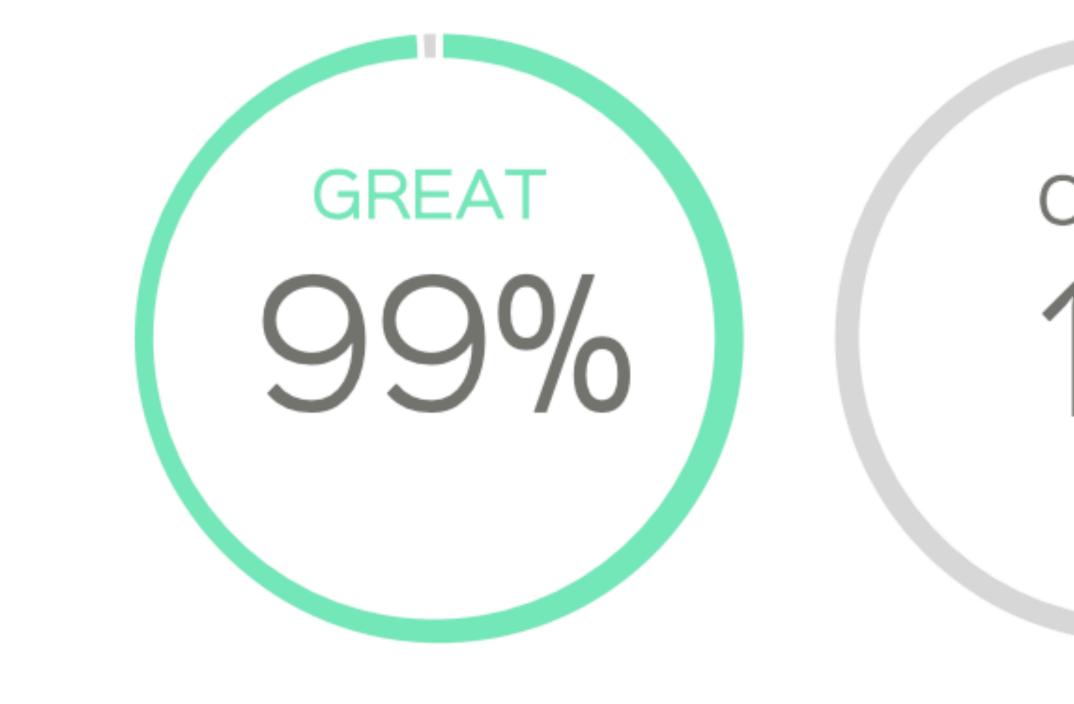
LEARN MORE 🗲

Recovery from addiction

Enable day-to-day purchases while preventing setbacks on the road to recovery

LEARN MORE 🗲





Customer support satisfaction, n=300

"Either you're lying to me, or the - potential investors, 2018

окау 1% NOT GOOD 0%

"Either you're lying to me, or there's something magical going on..."



THE FIVE LOVE LANGUAGES BY GARY CHAPMAN

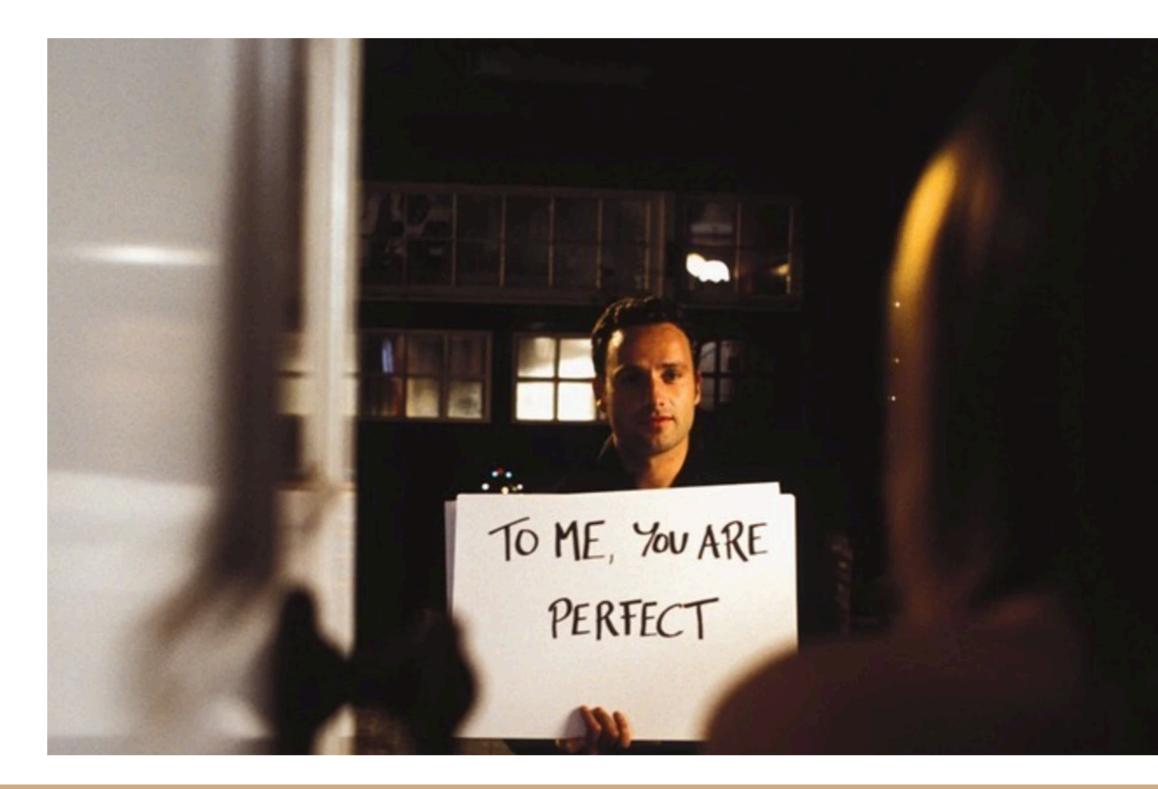




DON'T MISTAKE "CUSTOMER-OBSESSION" WITH LOVE

11 Movie Scenes That Taught Us Stalking Is Romantic

By AMANDA CHATEL | Feb 5 2016 |





- Treat people like people, not objects or targets
- How can you seek consent & transparency?



LOVE IS LINKED TO FREEDOM

- When showing love for people, we yearn for their freedom
- We yearn to help them achieve growth on their terms
- We will reject anything that oppresses them or doesn't respect their agency



bell hooks



ON-BOARDING EMAILS FORM VALIDATIONS SALES PROCESS



Have a great day at work today.

Your friends at Slack



Join Twitter today.

Full name

Andrew

Email address

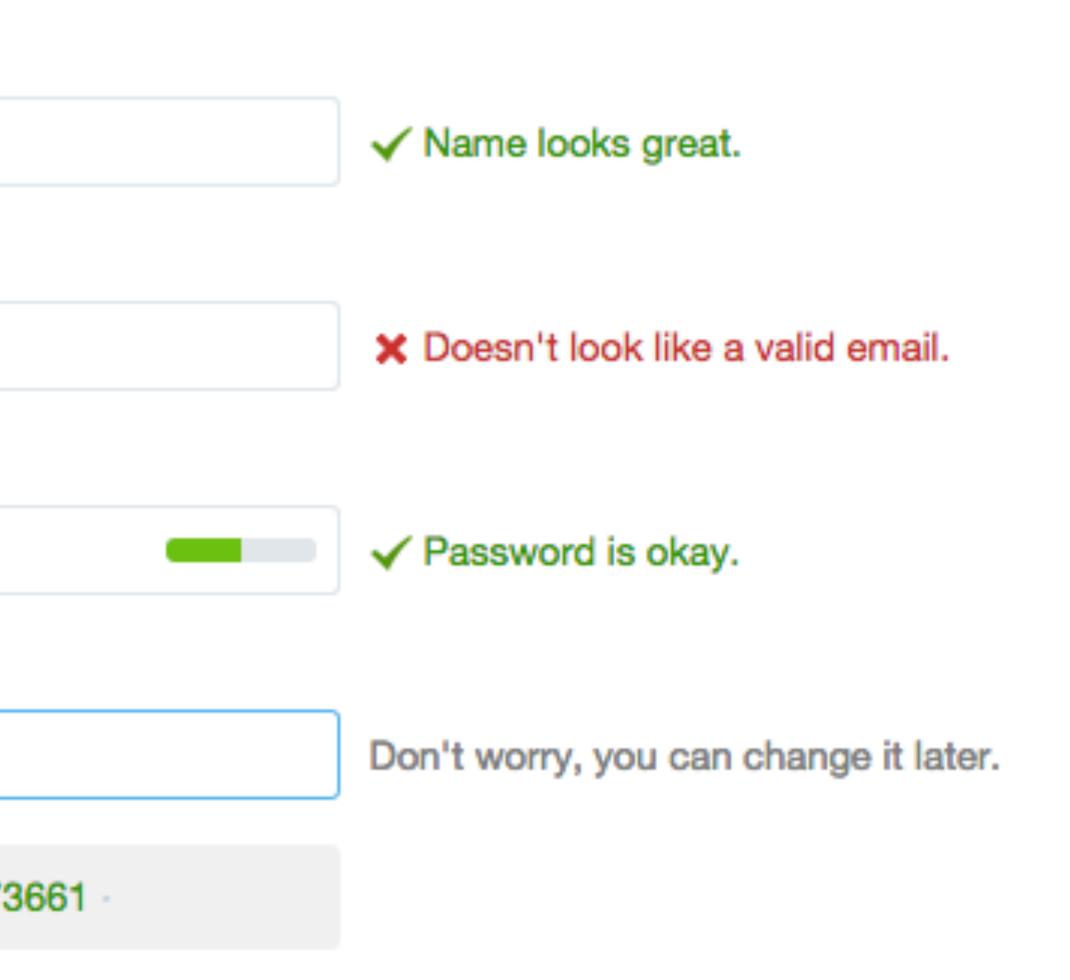
andrew.burton88

Create a password

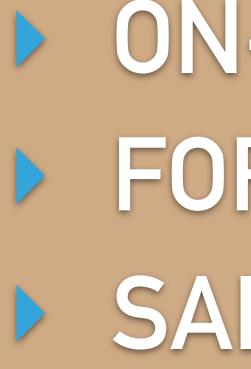
.....

Choose your username

Suggestions: Andrew10204256 · Andrew12373661 ·







ON-BOARDING EMAILS **FORM VALIDATIONS** SALES PROCESS



NOTIFICATIONS! PRIVACY AND DATA SHARING

Duolingo Yesterday, 16:00 0,0 on Duolingo. slide to learn Duolingo Yesterday, 16:00 0.0 on Duolingo.

Duolingo 1d ago 0.0 Learning a language requires a little practice every day. Practice your Swedish on Duolingo.

Duolingo 1d ago 0.0 Learning a language requires a little



Friday 20 May

Learning a language requires a little practice every day. Practice your Swedish

Learning a language requires a little practice every day. Practice your Spanish

> slide to unlock

ÍO'

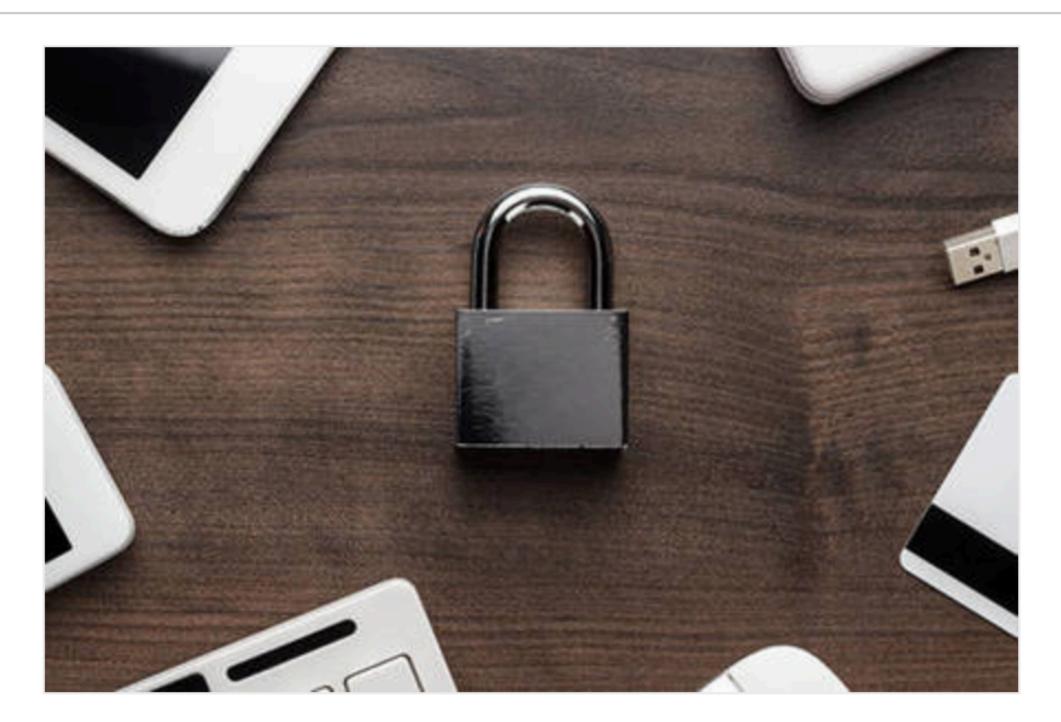


NOTIFICATIONS! PRIVACY AND DATA SHARING

Apple to require privacy policy on all apps

October iOS change reflects broader societal shift

24 🖵 By Kieren McCarthy in San Francisco 31 Aug 2018 at 19:46 SHARE ▼



Apple will require all apps developers to include a privacy policy that outlines what they will do with their users' data, starting October 3.

When a company decides to make privacy a priority Helps customers Challenges peers Changes expectations



Nathan Ruser @Nrg8000

Follow

 \sim

Strava released their global heatmap. 13 trillion GPS points from their users (turning off data sharing is an option). medium.com/strava-enginee... It looks very pretty, but not amazing for Op-Sec. US Bases are clearly identifiable and mappable

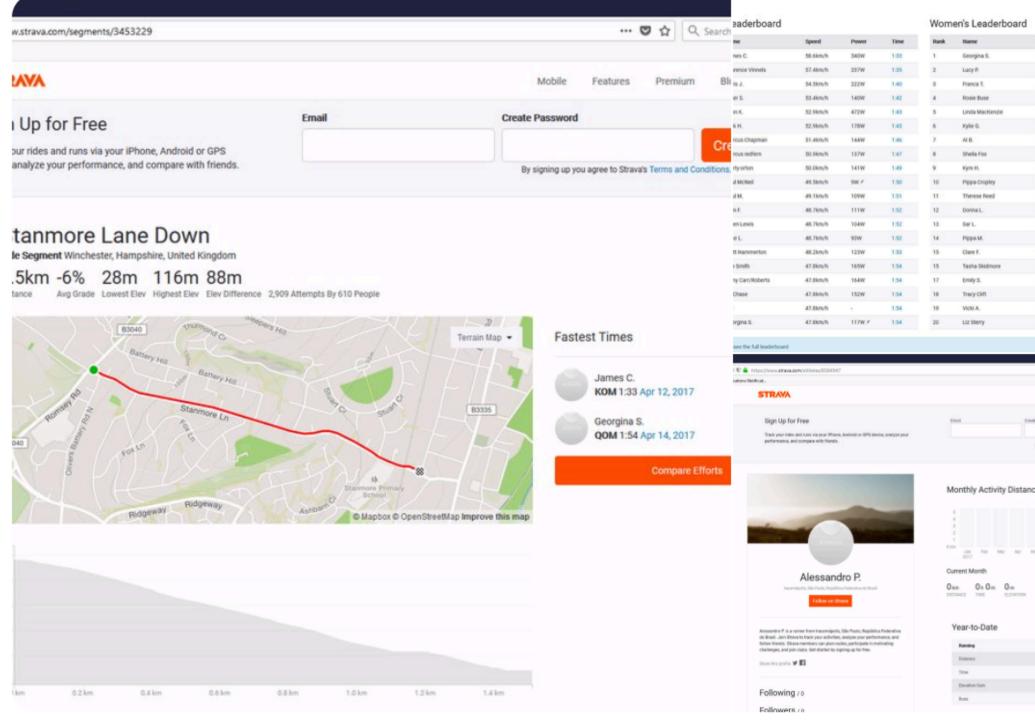


10:24 AM - 27 Jan 2018



Follow

It just keeps getting deeper. You can also trivially scrape segments, to get a list of people who travelled a route, and trivially obtain a list of users. **#Strava**



1:51 PM - 28 Jan 2018

Speed	P
47.8km/h	11
43.2km/h	10
42.9km/h	43
41.9km/h	75
41.0km/h	74
40.1km/h	68
29.8km/h	61
39.5km/h	51
38.9km/h	41
38.6km/h	70
38.4km/h	67
58.1km/h	50
37.8km/h	
37.3km/h	63
37.1km/h	35
37.1km/h	
36.6km/h	43
35.8km/h	
35.4km/h	54
35.2km/h	
20.201011	
Mobile	reature
Mobile	eee 1 Posture
Mobile is Password	eee 1 Pootue
Mobile In Password	eee 1 Pootuet
Mobile to Password Ry styring up your	eer 1 Postuel
Mobile le Password Ity signing up your	eee 1 Peakar
Mobile to Password Ry signing up you	ere 1 Peaker
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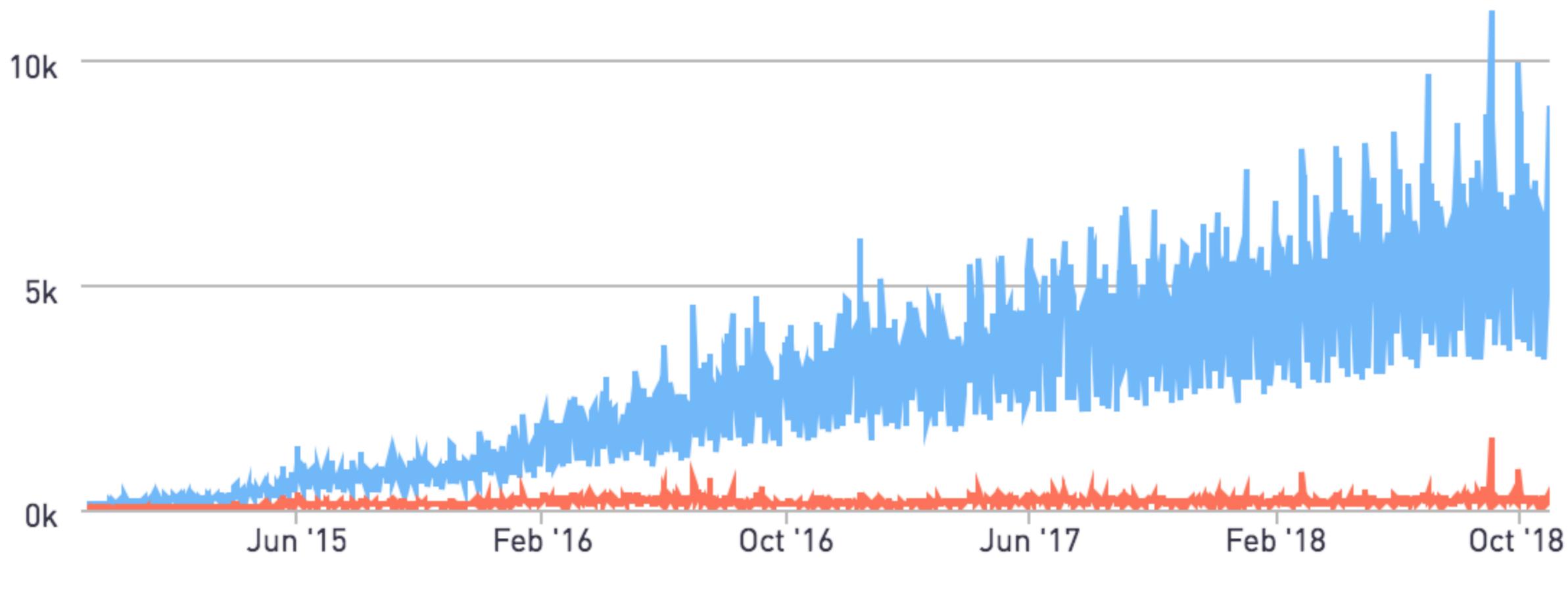


MANAGING COMPLEXITY
 AUTOMATING PAIN POINTS
 CLARITY IN PRICING

Example Response

```
#<Stripe::Balance 0x00000a> JSON: {
  "object": "balance",
  "available": [
      "currency": "usd",
      "amount": 426062,
      "source_types": {
        "card": 426062
  ],
  "connect_reserved": [
      "currency": "usd",
      "amount": 0
  ],
  "livemode": false,
  "pending": [
      "currency": "usd",
      "amount": 0,
      "source_types": {
        "card": 0
```

ava	Node	Go	.NET







FINDING WAYS TO GIVE BACK GIVING BEFORE THEY ASK

[hotfix-signup-err][~/code/truelink]\$ git push --set-upstream origin hotfix-signup-

Total 0 (delta 0), reused 0 (delta 0) remote: remote: Create a pull request for 'hotfix-signup-err' on GitHub by visiting: https://github.com/TrueLinkFinancial/truelink/pull/new/hotfix-signup-err remote: remote: To git@github.com:TrueLinkFinancial/truelink.git * [new branch] hotfix-signup-err -> hotfix-signup-err

Branch hotfix-signup-err set up to track remote branch hotfix-signup-err from origin.

-0	r	r

[hotfix-signup-err] [~/code/truelink]\$

```
Total 0 (delta 0), reused 0 (delta 0)
remote:
remote: Create a pull request for 'hotfix-signup-err' on GitHub by visiting:
remote:
remote:
To git@github.com:TrueLinkFinancial/truelink.git
                   hotfix-signup-err -> hotfix-signup-err
* [new branch]
Branch hotfix-signup-err set up to track remote branch hotfix-signup-err from origin.
```

git push --set-upstream origin hotfix-signup-err

https://github.com/TrueLinkFinancial/truelink/pull/new/hotfix-signup-err



[hotfix-signup-err][~/code/truelink]\$





git push --set-upstream origin hotfix-signup-err

p-err from origin.







BEING PRESENT EFFICIENCY IN COMMUNICATION UNDERSTANDING FEATURES

True Link Financial

True Link



GET TO KNOW YOUR CUSTOMERS

Internal & External

 Go to conferences, meetups, gatherings

Do "ride-alongs" to get to know their workflow



BEING PRESENT EFFICIENCY IN COMMUNICATION UNDERSTANDING FEATURES

HOW CAN YOU BUILD A BETTER, HAPPIER FUTURE?

EVEN IF YOU'RE "JUST ONE PERSON"?

LET'S DO THIS.

"THAT'S HOW WE'RE GONNA WIN. NOT FIGHTING WHAT WE HATE, SAVING WHAT WE LOVE."

