

Course Projects of the past: On Earth

- Automated Cars and Highways
- Electric Cars, bicycles and other smart transportation
- Personal, bicycle and other smart transportation
- Solar Power, from space
- Smart Clothing
- Eating Bugs and other smart food
- Smart house, smart cities
- Silent alarm with smart clothing
- Personal security



*World SIM Population:
7.4 Billion*



nothing you can do that can't be done.
nothing you can sing that can't be sung.
nothing you can say but you can learn how to play the game.
It's easy.

nothing you can make that can't be made.
no one you can save that can't be saved.
nothing you can do but you can learn how to be you in time.
It's easy.

John Lennon



Wrungings

1 Introduction:

Chasmatics

Motivating Innovation

2 Historical Perspectives + complexities

3 Does Economics Define Utility?

4 Templates: successful xing

5 Notable (and dangerous) accidents: Airlines, GEO Comms, blue & green

6 Know the Enemies: tech & human

7 When reality imitates art

8 The Law of Unexpected Consequences: **Smart Innov.**

9 Serendipity & Disruption

10 Attempts to manage innovation

11 ~ Field Trip

12 How can smart innovation help to cross?

13 How to get smart innovation to cross.

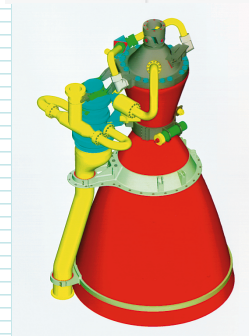
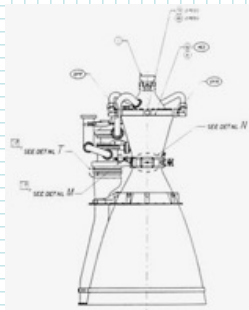
**occasionally:
Designer's Notebook**

Crossing the Chasm



Designer's Notebook #1: Design Defined

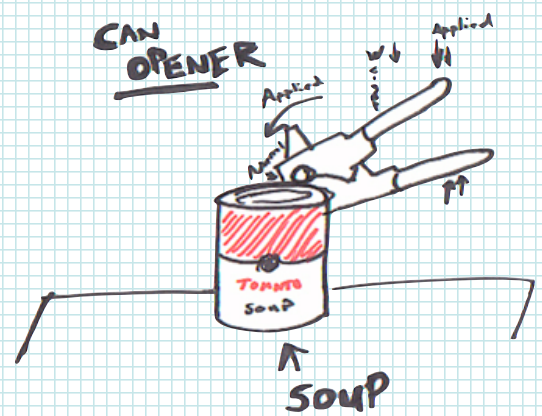
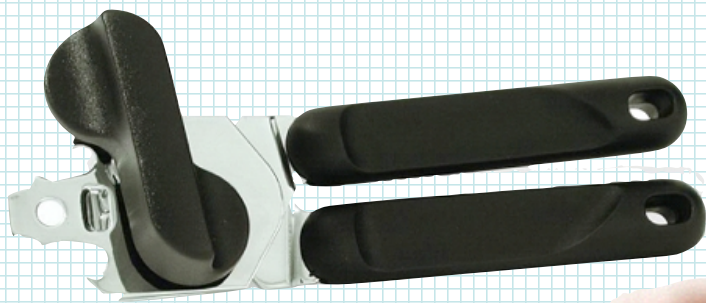
- Aesthetic: **looks**
 - Picture frame; Automobile crease lines
- Operational Aesthetic: **looks like**
 - Overall Automobile design
 - Architecture
- Product: **works like**
 - Hand friendly can opener
- Engineering: **works**
 - V-6 (car engines have styling?)
 - Apollo Capsule



Crossing the Chasm

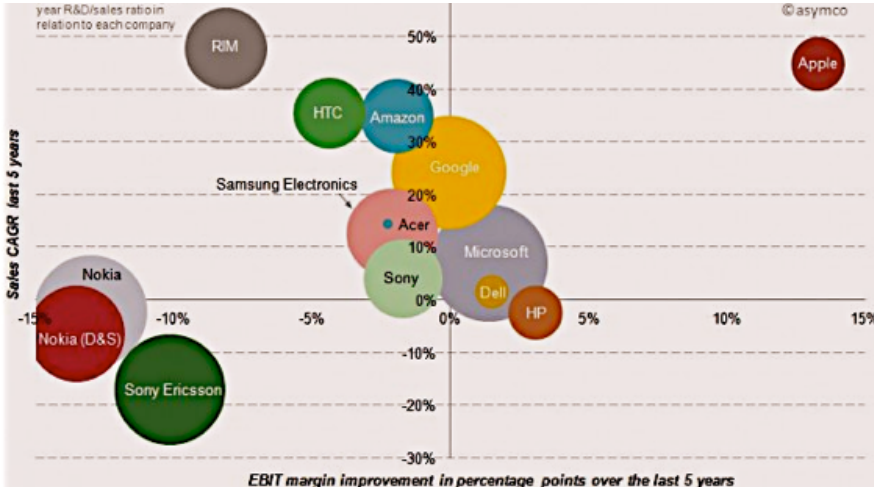


Before invention of the can opener, people opened cans with knives, chisels, hammers, heat or sometimes, their teeth



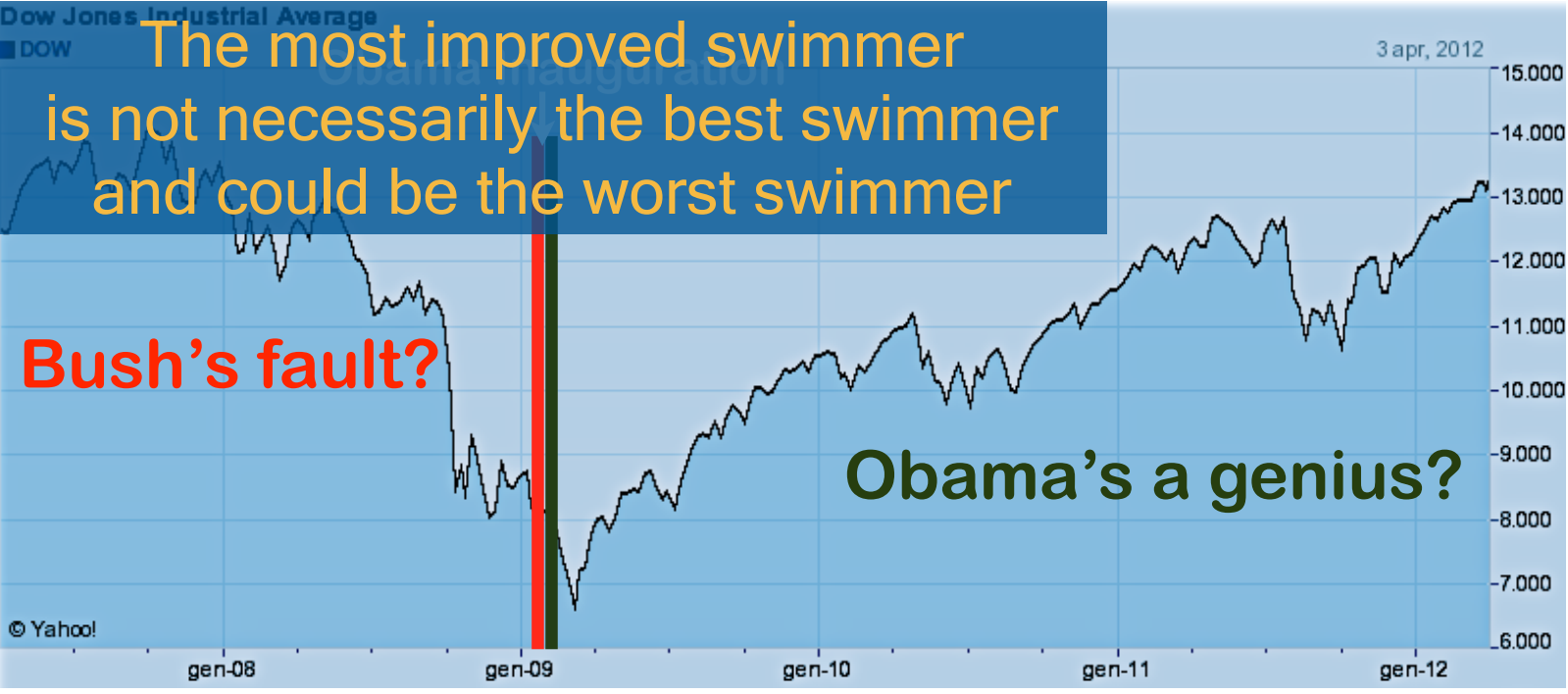
Crossing the Chasm





What is the evidence that the method of the chasm works?

Why are more famous singers 1st children than any other family position?



Op-Ed from Hell*

**Show the effect of advertising
or physical therapy
(or not advertising)
(or sitting on the couch)
on sales of anything
on healing of anything**

*we won't go there