

Moment Prisons and how to escape them



2 November 2019

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@louisrosenfeld

**Time is
really hard
for humans**



BATTLE OF JUTLAND: JUNE, 1916

time + space requires **real-time calculus!**

We are bad at remembering the past

We are bad at remembering the past

We are terrible at predicting the future

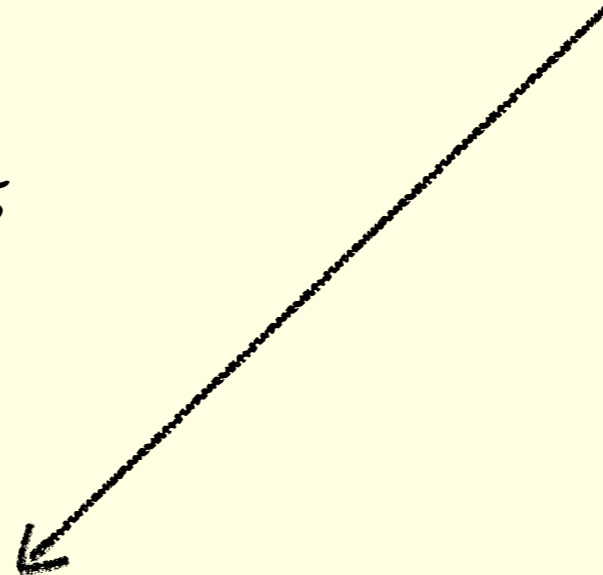
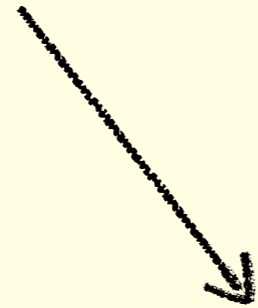
probabilistic thinking

*acceptance
of evidence*

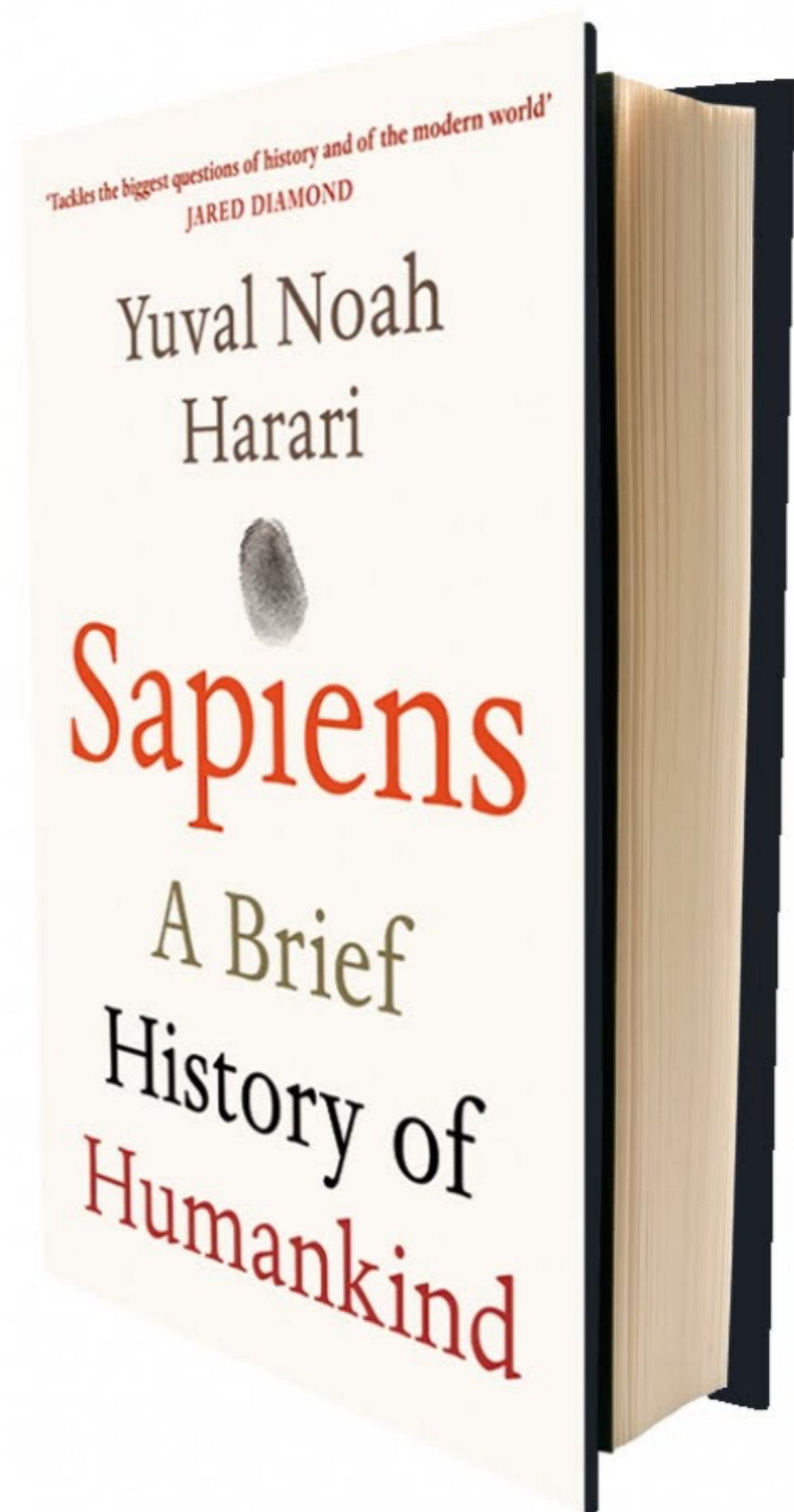
predictive analytics

time comprehension

consequences



**Humans prefer
stories over evidence**











Cheese Tray

Assorted fresh, natural cheeses, including jack, muenster, cheddar,
brie, mozzarella and pepper cheese
Assorted crackers

Vegetables

Fresh, cut vegetable platter, including carrots, celery, tomatoes,
scallions, broccoli and cauliflower
Assorted dips

Fruit

Fresh fruit platter, including apples, oranges, grapes, pears, melons,
kiwi fruit and whole bananas

Hot Drinks

Hot coffee (brewed, not instant)
Hot water (for tea)
Lipton tea bags
Natural and herbal tea bags (e.g., Celestial Seasonings)
One (1) lb. Tupelo honey
Twelve (12) fresh lemons (with knife and cutting board)
Cream and sugar

NOTE: Water and coffee must be kept hot continuously with electric hot plates,
urns or other suitable devices.

Munchies

Potato chips with assorted dips
Nuts
Pretzels
→ M & M's (WARNING: ABSOLUTELY NO BROWN ONES)
Twelve (12) Reese's peanut butter cups
Twelve (12) assorted Dannon yogurt (on ice)

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A moment is a small, digestible package of time and memory.



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If only they would queue up in order.



SLAUGHTERHOUSE

EDITOR'S NOTE: The Daily Register today brings to its readers an interview with a Saline county boy just returned from Africa, where he was a gunner on a Flying Fortress. The article has been approved by the Office of Censorship in Washington, D. C.

You skeptics who look upon "Superman" simply as the object of a cartoonist's fancy and imagination might well look up Staff Sergeant George Fry of Eldorado, the owner of the Distinguished Flying Cross who has participated in bombing missions.

He'll tell you "Superman" is a devastating a piece of machinery that ever flew through the sky. That's the name of the airplane on which he was a gunner.

Staff Sergeant Fry is located at Mrs. George Fry, 1234 Roosevelt avenue, Eldorado. He came home Sunday for a visit, and it was during this activity since he returned from England in June.

Report to Utah

He's home now because he completed a tour of combat with the Flying Fortress for a certain number of missions and a certain number of hours. He will report to Salt Lake City, Utah, either for assignment as an instructor or for placement in a new outfit.

"Although I'm glad to be home, I regret I didn't get in on the invasion of Sicily," said Fry, who saw many of the action in North Africa.

His last mission was on a Flying Fortress crew. He was on the plane when it was shot out. He landed safely although, unfortunately, a tire had been punctured.

Staff Sergeant Fry, who worked for The Daily Register in Eldorado until his departure for service Aug. 6, was assigned to Scott Field, Illinois, where he served as a gunner.

He had been in the service since 1941.



5

so it goes

perman," which bears a picture

ceded a ball turret man on a crew and I took the job."

"Dear Sirs: Have received a good many

From Mr. Burrell "Dear Dad and

LISTEN

Billy Pilgrim

has come

unstuck

in time











We, OTOH, are stuck in time.

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We can't grasp the passage of time.

We, OTOH, are stuck in time.

We can't grasp the passage of time.

So we double-down on **moments.**



Moments are Prisons

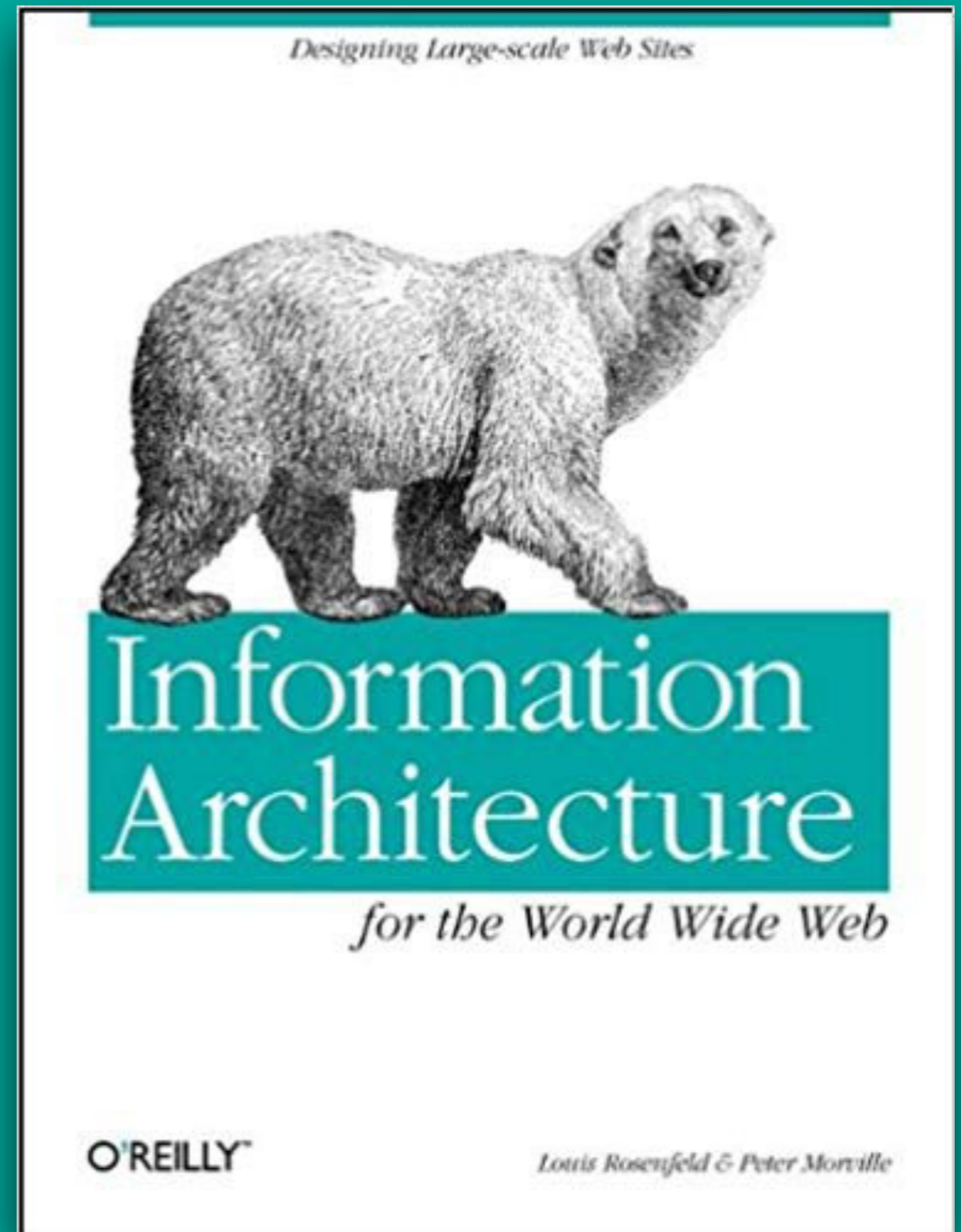
Definitions

get us into

trouble

19

98



19

99

Big IA

vs.

Little IA

“information architect” 2004-present

(trends.google.com)

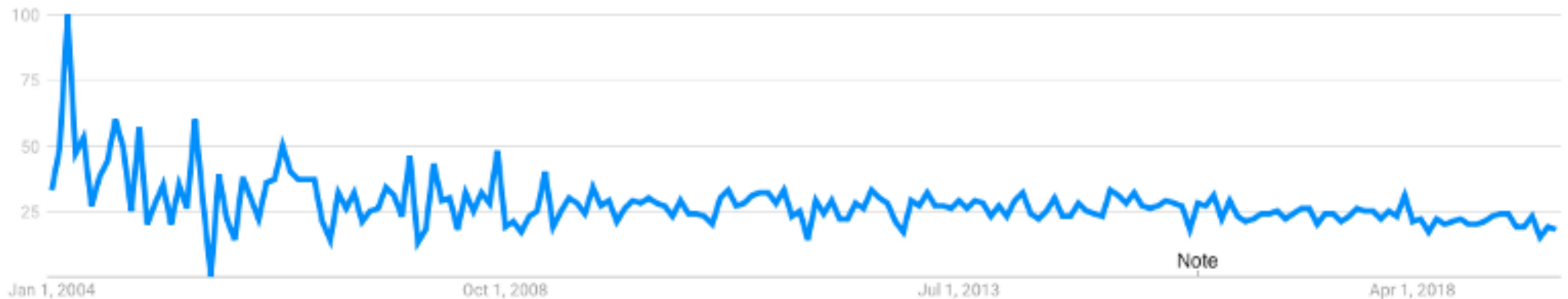
Interest over time ?



“interaction designer” 2004-present

(trends.google.com)

Interest over time ?

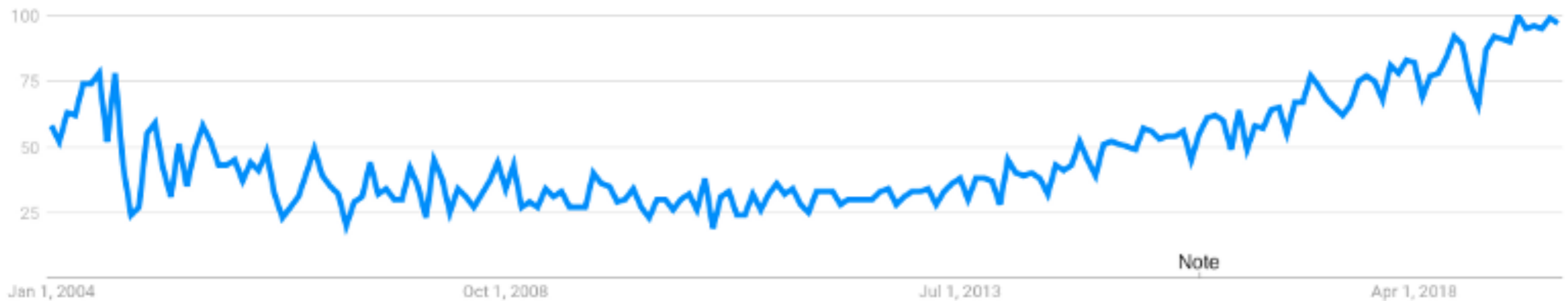


“product designer”

2004-present

(trends.google.com)

Interest over time 



Note



Cennydd

@Cennydd



When a job becomes an identity, you're in serious trouble.

1:51 AM · Oct 16, 2019 · [Twitter for iPhone](#)

18 Retweets **101** Likes

Definitions are moment prisons

job title ≠ your value

portfolio ≠ your work

resume ≠ your career

job posting ≠ your need

RFP ≠ your project

degree ≠ your education

methods ≠ your skills

discipline ≠ your approach

tribe ≠ your people

Definitions are moment prisons

job titles tell a story

1. custodian
2. warehouse worker
3. furniture sales associate
4. librarian
5. information technologist
6. information architect
7. user experience practitioner
8. publisher

Definitions are moment prisons

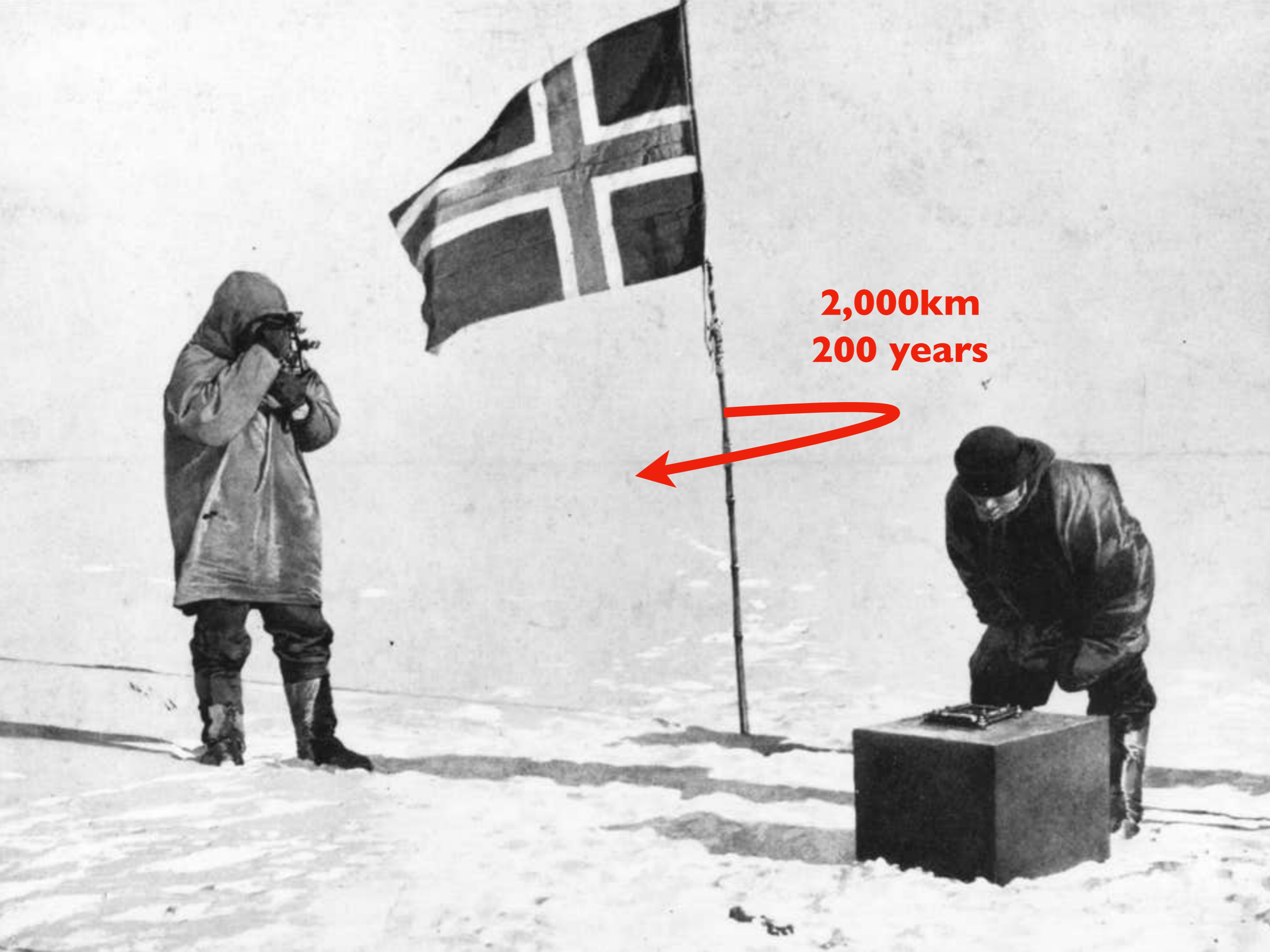
job titles tell a story

Definitions are moment prisons

job titles tell a story over time

**so do portfolios, job descriptions,
RFPs, tribes...**





2,000km
200 years

Conference programs as defining exercises

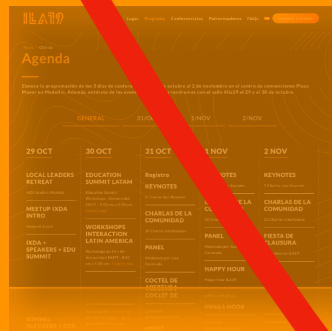
2019

The screenshot shows the ILA19 conference agenda website. The header includes the ILA19 logo, navigation links (Acerca de, Lugar, Programa, Conferencistas, Patrocinadores, FAQs), and a 'Comprar Entradas' button. The main heading is 'Agenda', with a sub-heading 'Conoce la programación de los 3 días de conferencias, de 31 de octubre al 2 de noviembre en el centro de convenciones Plaza Mayor en Medellín. Además, entérate de los eventos previos que tendremos con el sello #ila19 el 29 y el 30 de octubre.' Below this, a navigation bar shows 'GENERAL', '31/OCT', '1/NOV', and '2/NOV'. The main content is organized into columns for each day:

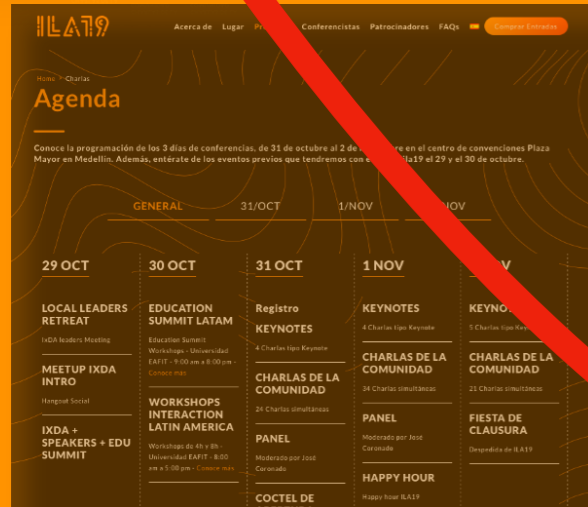
29 OCT	30 OCT	31 OCT	1 NOV	2 NOV
LOCAL LEADERS RETREAT IXDA leaders Meeting	EDUCATION SUMMIT LATAM Education Summit Workshops - Universidad EAFIT - 9:00 am a 8:00 pm - Conoce más	Registro KEYNOTES 4 Charlas tipo Keynote	KEYNOTES 4 Charlas tipo Keynote	KEYNOTES 5 Charlas tipo Keynote
MEETUP IXDA INTRO Hangout Social	WORKSHOPS INTERACTION LATIN AMERICA Workshops de 4h y 8h - Universidad EAFIT - 8:00 am a 5:00 pm - Conoce más	CHARLAS DE LA COMUNIDAD 24 Charlas simultáneas	CHARLAS DE LA COMUNIDAD 34 Charlas simultáneas	CHARLAS DE LA COMUNIDAD 21 Charlas simultáneas
IXDA + SPEAKERS + EDU SUMMIT		PANEL Moderado por José Coronado	PANEL Moderado por José Coronado	FIESTA DE CLAUSURA Despedida de ILA19
		COCTEL DE ABERTURA	HAPPY HOUR Happy hour ILA19	

Conference programs as defining exercises

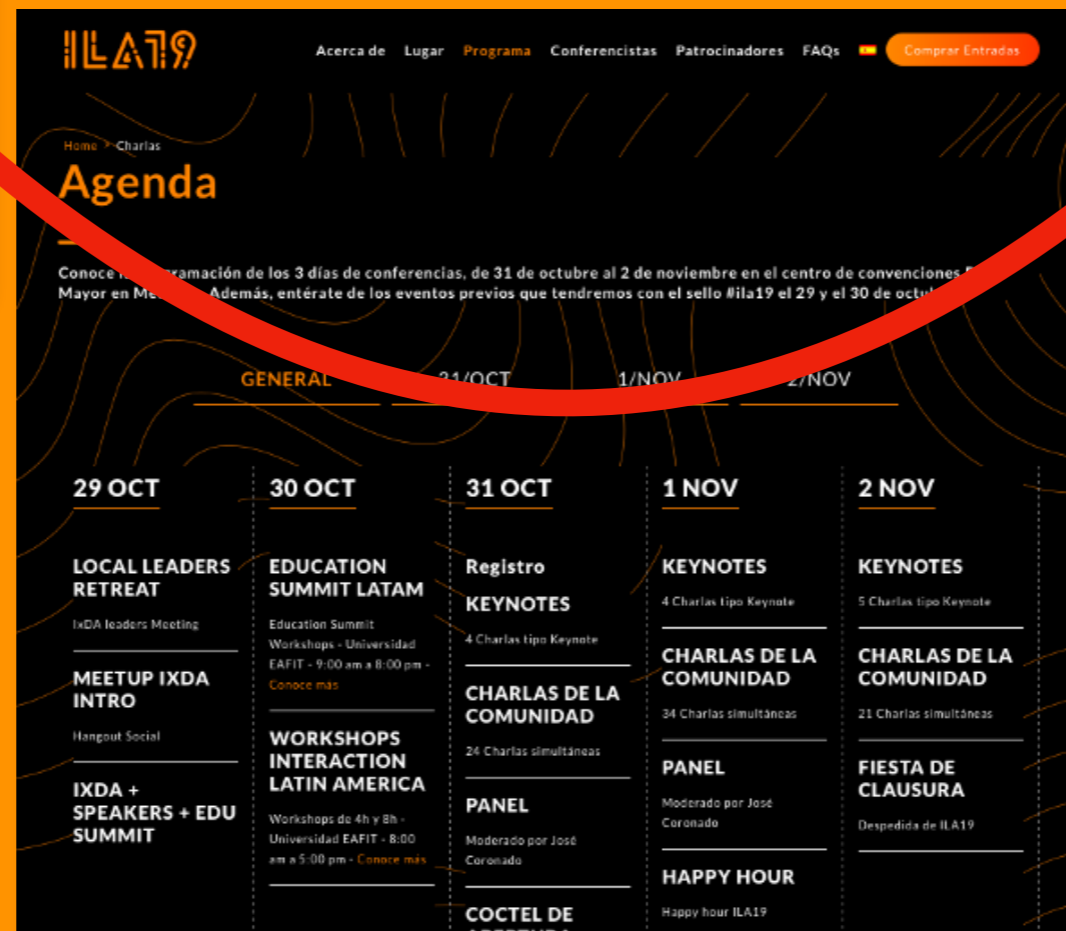
2017



2018



2019



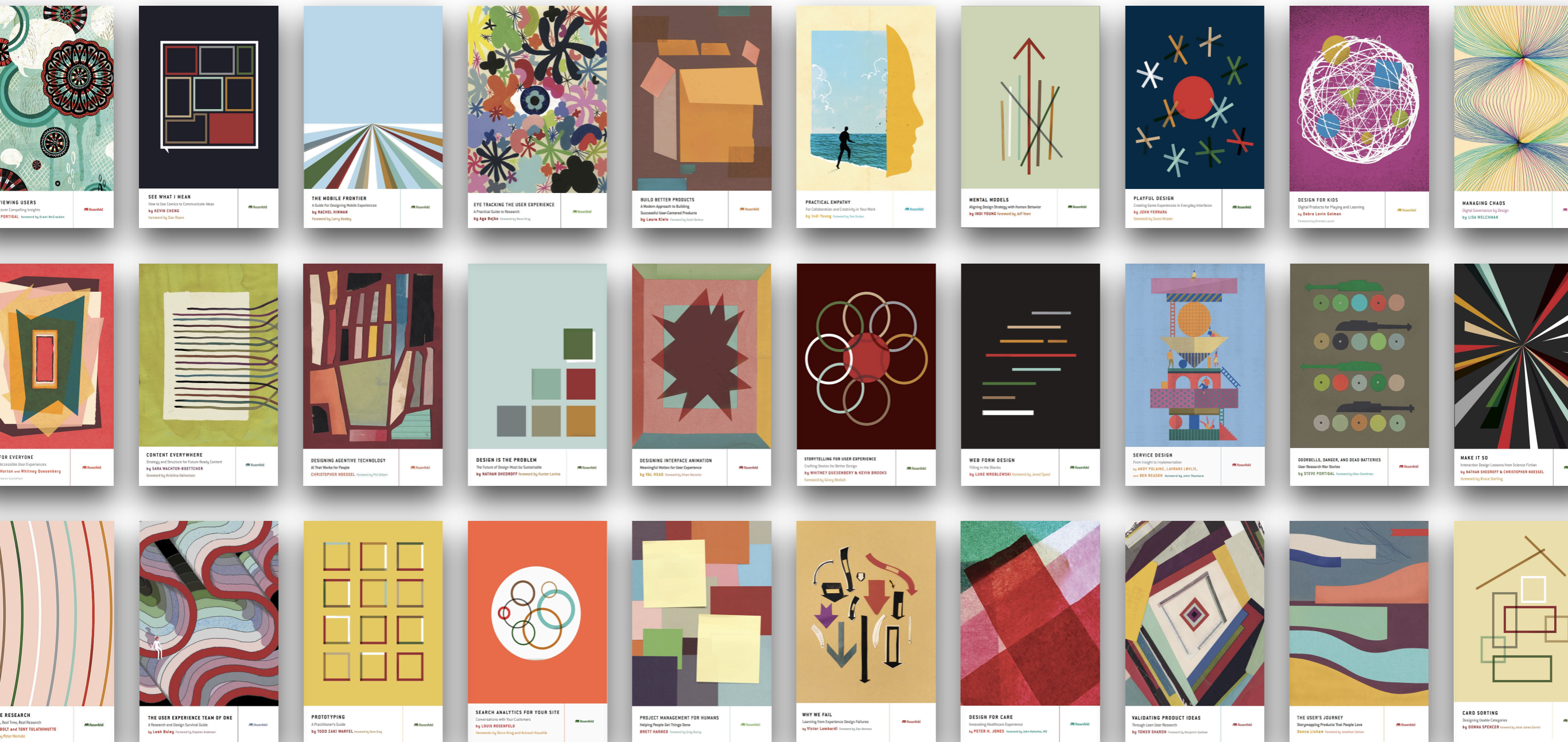
2021



2020



Book publishing as a defining exercise



Questions

Questions

Can you eliminate definitions?

Questions

Can you eliminate definitions?

Can you try *defining* instead?

Questions


Can you eliminate definitions?

Can you try *defining* instead?

**Or can you work with definitions
over time?**

**Metaphors
are fire**

Here's a portal...

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Connections

The most powerful and useful guide to the Net

October 12, 1999 PDT

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Search tip:
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- Recent
 - Contoso Design & Manufacturing Central European Division ☆
 - European Sales ★
 - Cafeteria Menus ☆

[See All](#)

Links

- Contoso Connect
- HR Portal
- Cafeteria Menus
- Contoso IT support
- Office Locations
- Brand guidelines
- Expense report tool
- Travel Portal
- Paid holiday list
- Contoso classifieds

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Frequent

 Contoso Sales Group 2015 Sales Survey is trending Karen Bell modified New Resour...loyment 49 minutes ago 4 people modified Q3 Summary 1 hour ago	 Design at Contoso Video channel 79 people viewed 2015 Design Summit 10 minutes ago Michael Bester uploaded Contoso Design Process yesterday	 Marketing Aspects Alex Casper modified Market Distribution 1 hour ago 5 people modified Old Chair Sales Strategies 1 hour ago Field Baseline Studies is trending	 David Jones Blog Looking Ahead is trending What My Time in Nepal Taught Me 3 Goals for 2016
 Contoso Manufacturing John Evans shared New Line Process 3 minutes ago Compliance Report is trending	 Human Resources Rose Costa modified 2016 Paid Holidays 23 minutes ago Insurance Changes is trending New 401k Options are Coming!	 European Sales Group Q3 Stats is trending Michael Bester modified 2015 Brand Toolkit 41 minutes ago	 Product Showcase Video channel Karen Bell uploaded Customer Reactions 2 minutes ago 34 people viewed 2016 Product Preview 12 minutes ago Mac Pearl viewed 2016 Product Tour 2 hours ago

[See All](#)

Suggested

 Product Design Archive	 Contoso Shutterbug Brigade Group	 North America Sales Division	 Customer Feedback Channel
 Leadership Summit 2015	 Contoso Research & Usability Team Group	 Tanya Smythe Blog	 Employee Travel Journals Video channel

...here's another



Ceci n'est pas une portal



**THE
INFORMATION
ARCHITECTURE
INSTITUTE**



THE
INFORMATION
ARCHITECTURE
INSTITUTE


The IAI *was* a professional association



THE
INFORMATION
ARCHITECTURE
INSTITUTE

The IAI *was* a professional association

The IAI *is* no more



THE IA INSTITUTE
BELOVED FOR MANY THINGS.
BUT NONE OF WHICH WAS BEING
A PROFESSIONAL ASSOCIATION.

2002-2019

Metaphors are moment prisons

Metaphors are moment prisons

Metaphors are moment prisons

Metaphors are moment prisons

...or, let's play ban-the-word

Metaphors are moment prisons

...or, let's play ban-the-word

Metaphors are moment prisons

...or, let's play ban-the-word

portal

Metaphors are moment prisons

...or, let's play ban-the-word

portal

professional association

Metaphors are moment prisons

...or, let's play ban-the-word

portal

professional association

app

Metaphors are moment prisons

...or, let's play ban-the-word

portal

professional association

app

dashboard

Metaphors are moment prisons

...or, let's play ban-the-word

portal

professional association

app

dashboard

design thinking

Metaphors are moment prisons

...or, let's play ban-the-word

portal

professional association

app

dashboard

design thinking

agile

Metaphors are moment prisons

...or, let's play ban-the-word

portal

professional association

app

dashboard

design thinking

agile

MVP

Questions

Questions

What metaphors can you ban?

Questions

What metaphors can you ban?

Have you revisited your personal metaphors lately?

$$\Delta x \Delta p \geq \frac{\hbar}{2}$$

$$\Delta x \Delta p \geq \frac{\hbar}{2}$$

particles *or* waves

$$\Delta x \Delta p \geq \frac{\hbar}{2}$$

particles *or* waves

$$\Delta x \Delta p \geq \frac{\hbar}{2}$$

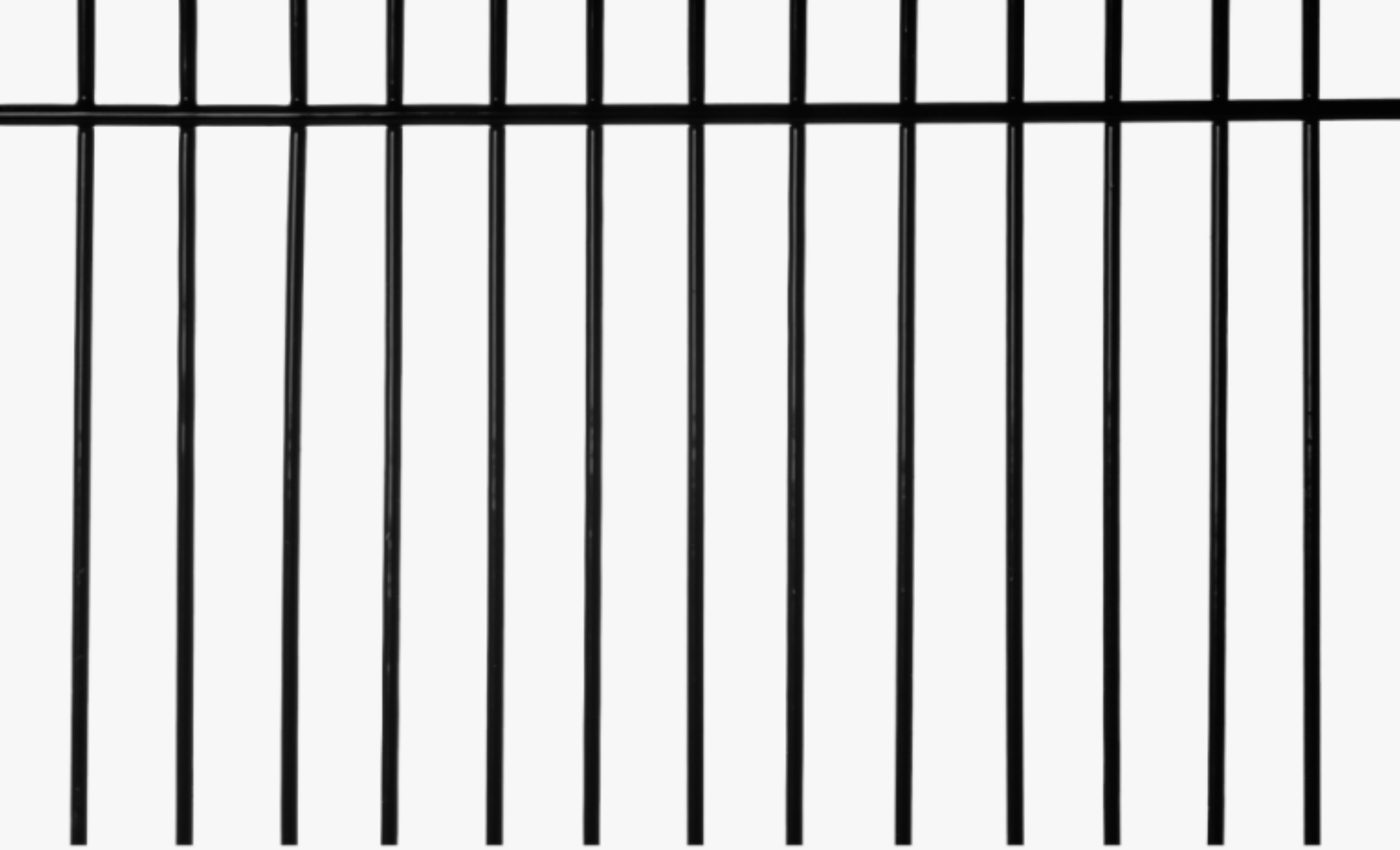
particles *or* waves

moments *and* **momentum?**

¡Gracias!

Obrigado!

Thank you!



medium.com/@louisrosenfeld

Gracias/obrigado Marcela Valencia & Paula Azevedo Macedo