

What is a question?





What is a question?



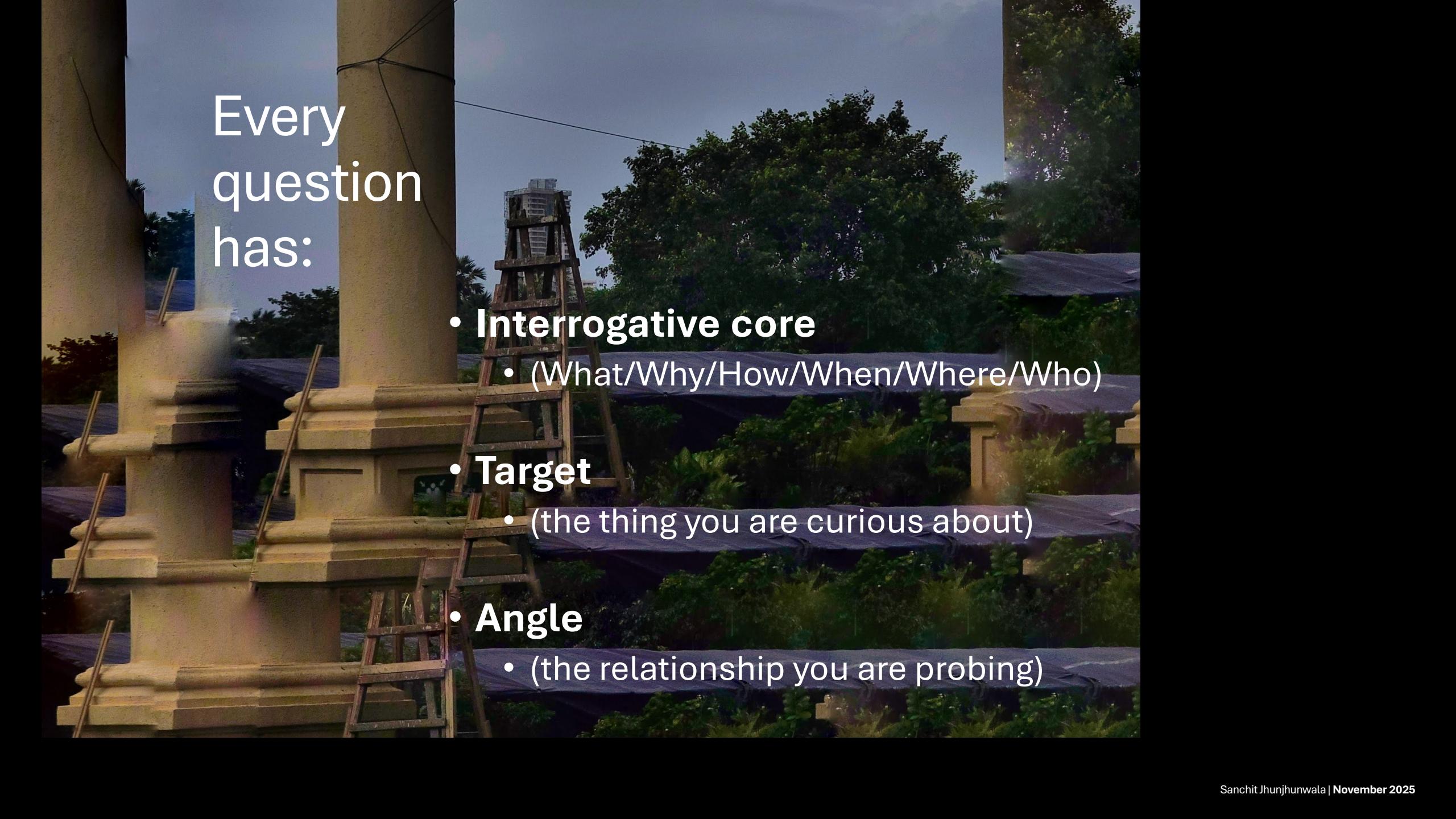
If curiosity is fire, the question is the
shape of the burner.

“Why does bread rise?”

- Why (core)
- + bread (target)
- + causation (angle)

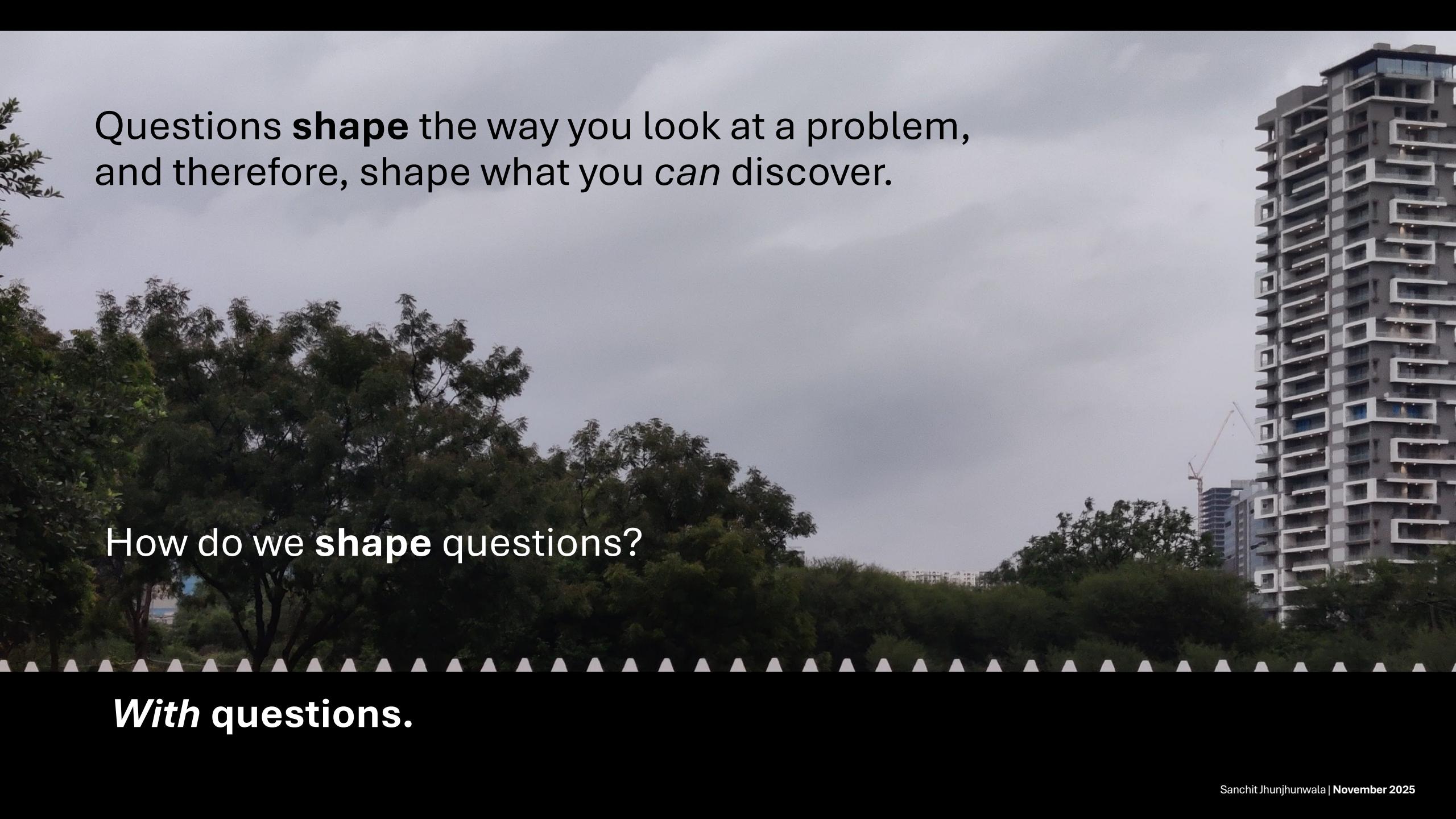
“How tall can a skyscraper be?”

- How (core)
- + skyscraper (target)
- + constraint (angle)



Every question has:

- **Interrogative core**
 - (What/Why/How/When/Where/Who)
- **Target**
 - (the thing you are curious about)
- **Angle**
 - (the relationship you are probing)



Questions **shape** the way you look at a problem,
and therefore, shape what you *can* discover.

How do we **shape** questions?

With questions.

6 Basic Questions :

What

Who

Why

How

When

Where

Let's pick one

What

Who

Why

How

When

Where

And expand on it:

What

Who

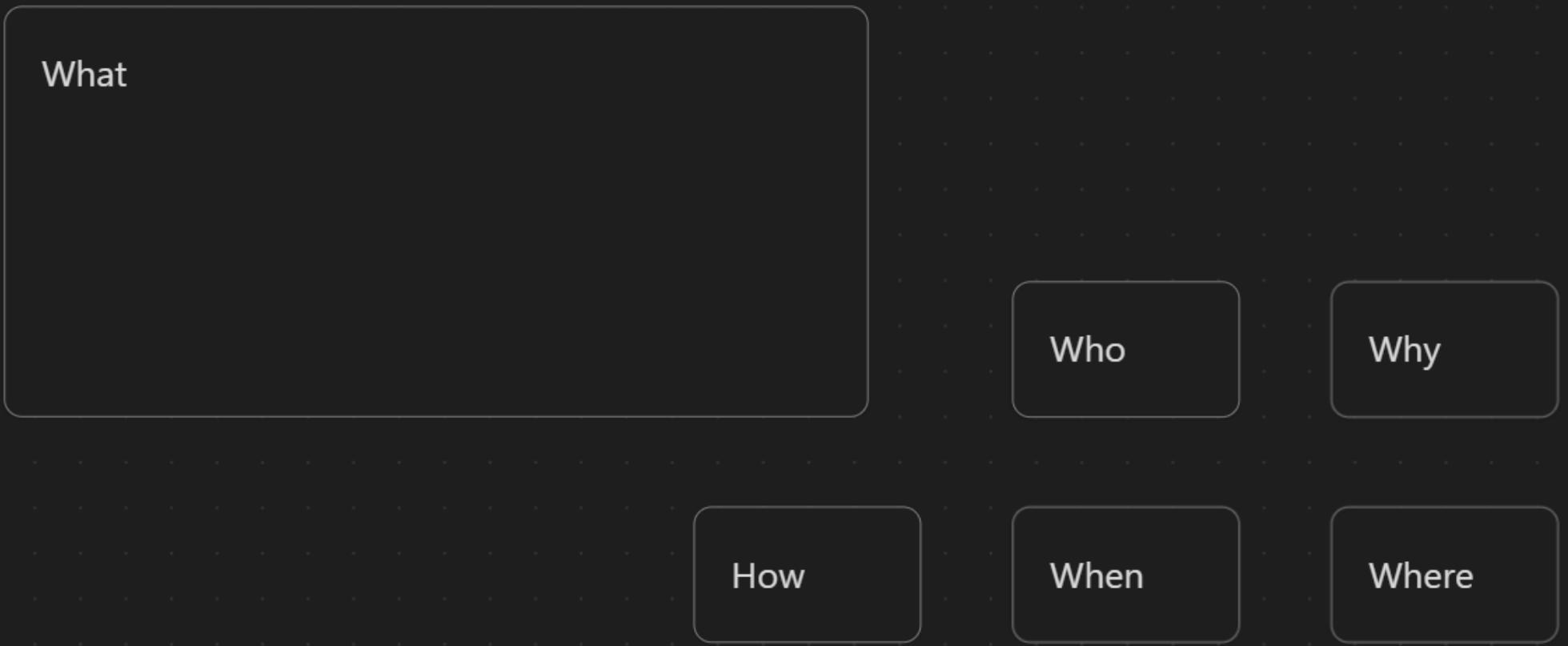
Why

How

When

Where

Really, expand



And let's for once, encompass the other questions within it

What

Who

Why

How

When

Where

And ask each, in the context of the expanded question

What

Who

Why

How

When

Where

Consider a problem statement:

“The school bus is always late.”

“The school bus is always late.”

What ~~x~~ Who

What problem does it cause to those *who* are affected by delays?

Next, another question, again in the context of the expanded Q

What

Who

Why

How

When

Where

“The school bus is always late”

What x Why

Why is the lateness (the *what*) happening?
(intent, forwards)

Again, yet another question

What

Who

Why

How

When

Where

“The school bus is always late.”

What **x** How

How is the lateness (the *what*) happening?
(phenomenology, backwards)

Question Flavour Matrix

Flesh each question out,
using other questions.

Question Flavour Matrix

Use it to background your thinking, and to talk to your

- collaborators,
- investors,
- and most importantly, **users**.

Question Flavour Matrix (2D)

Problem Statement: “the school bus is always late”		What	Why	How	When	Where	Who	
What	What	What exactly do we mean by “late”?	Why is the lateness happening? (intent)	How do we measure “late”?	When is ‘late’ happening most?		What problem does it cause to those affected by delays?	
	Why	What is the motive? (intent)	Why does the lateness matter?	How does the reason work?			Why are they affected?	
	How	How is the lateness happening? (phenomenal)	Why does the reason matter?	How do we solve this?			How does the impact work? (backwards)	
	When			When is the delay happening?				
	Where				Where is the delay happening?			
	Who	How does the impact change their day? (forwards)				Who gets affected the most?		

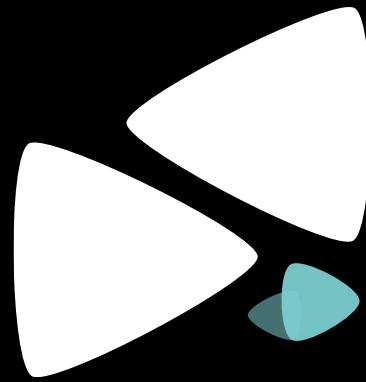
“... problems are solved, not by giving new information,
but by arranging what we have known since long.”

— Wittgenstein



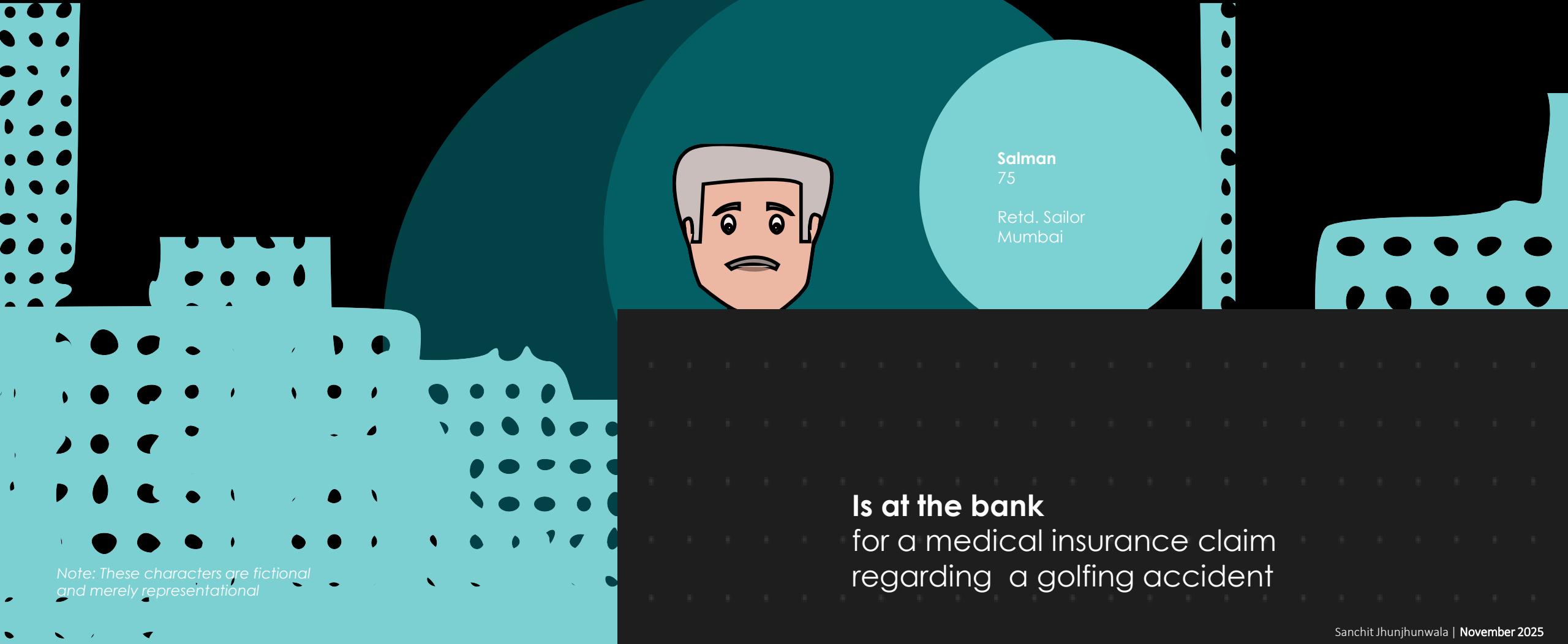
Consider,
the example of
**Translead
Medtech**





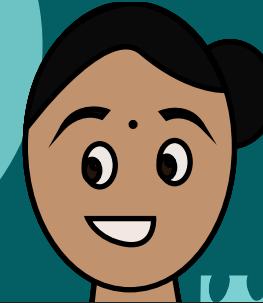


translead
medtech



*Note: These characters are fictional
and merely representational*

Is at the bank
for a medical insurance claim
regarding a golfing accident



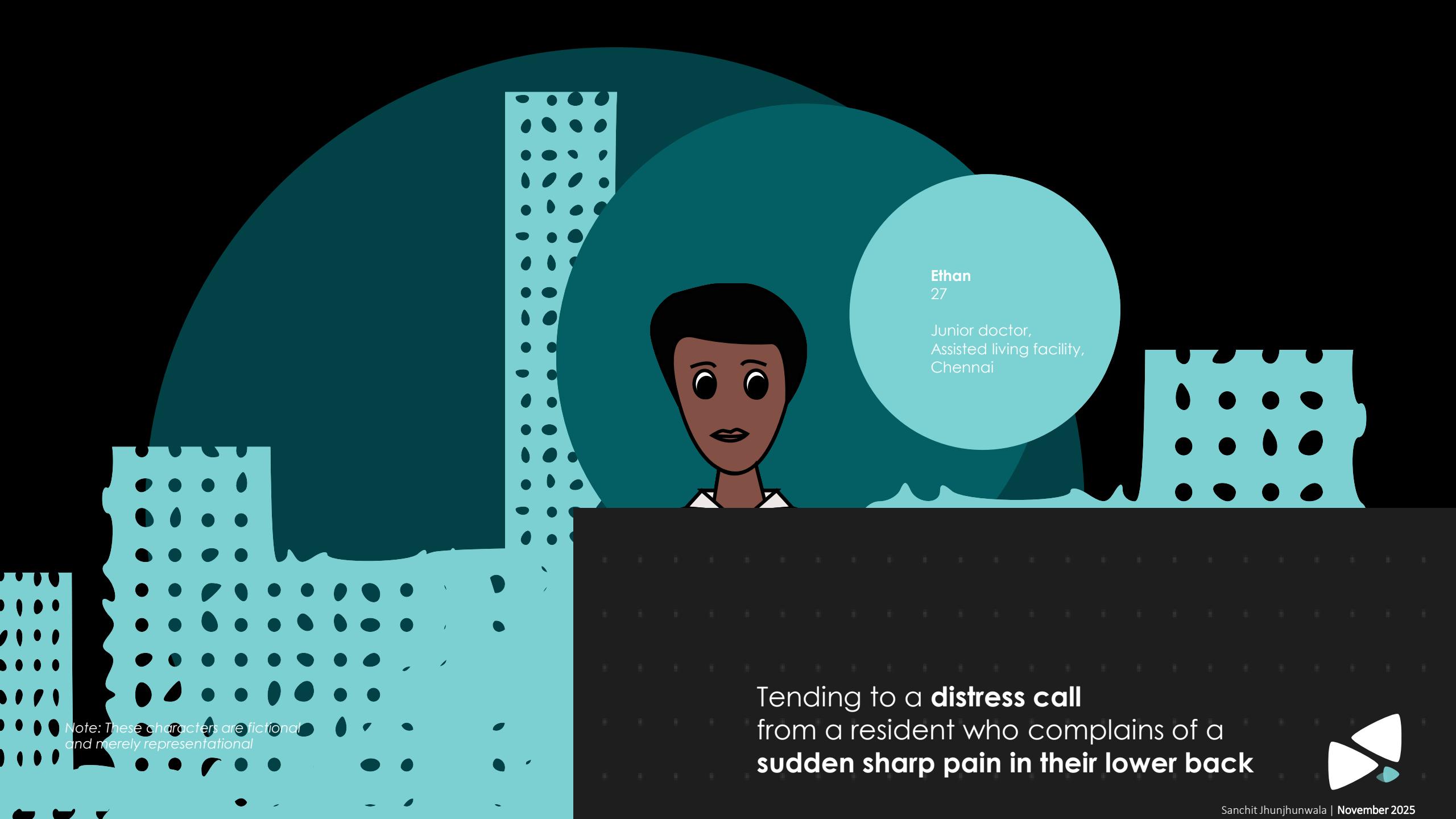
Amrita

32

ML Scientist
Bengaluru

On call with an online pharmacy
for her **grandpa's knee** medicine,
who lives on the outskirts of Mohali

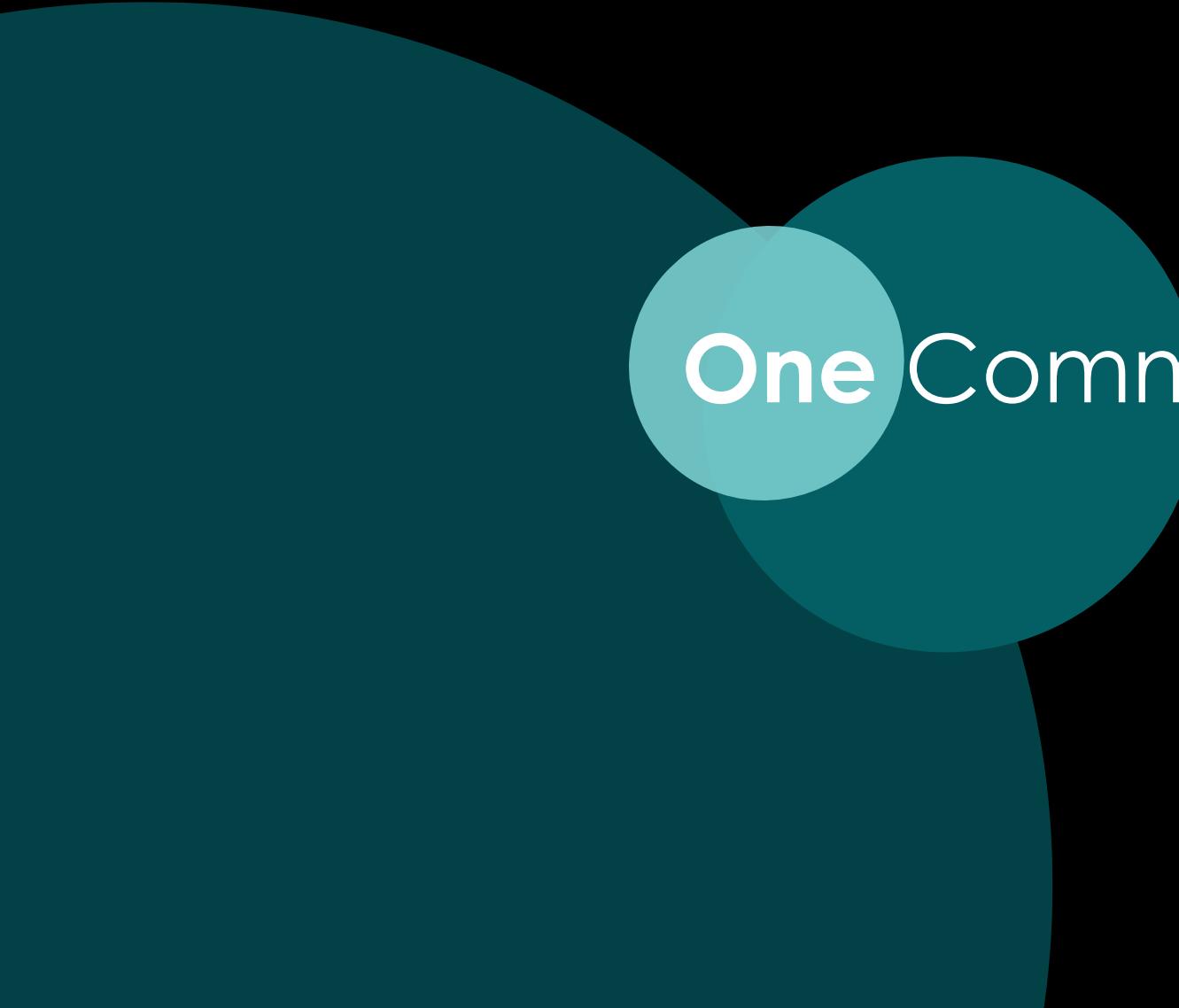




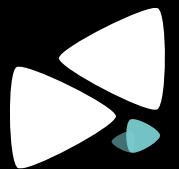
Tending to a **distress call**
from a resident who complains of a
sudden sharp pain in their lower back

*Note: These characters are fictional
and merely representational*



A large, semi-transparent teal circle is positioned on the left side of the slide, overlapping a smaller, solid black circle. The two circles overlap in the center, creating a visual metaphor for unity or shared responsibility.

One Common Problem



The Problem



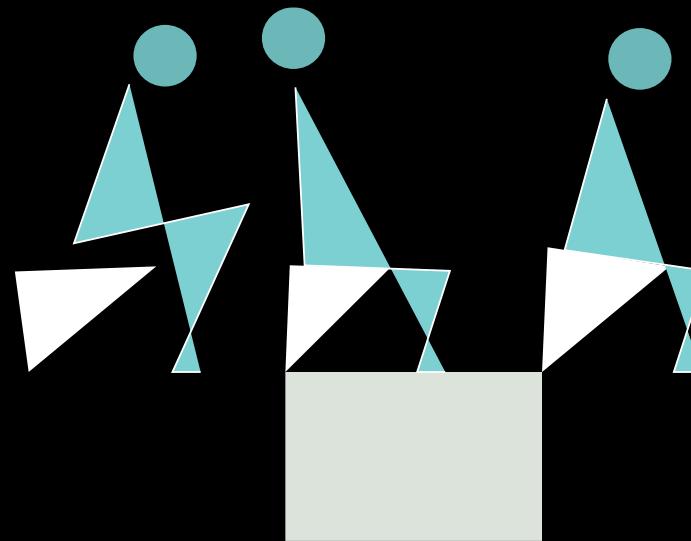
STS – Sit to Stand
is a marker of **functional independence** of a person.



With **age, diseases and disorders**, the ability to perform this action is **impacted**.

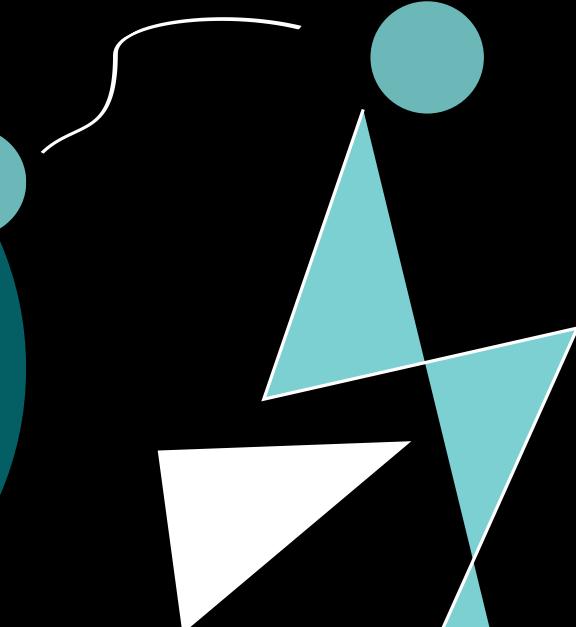


Unassisted STS can cause **prolonged discomfort** and pose serious risks of injury as a result of **falling down**.



The Effect

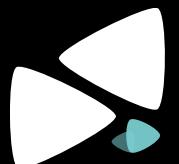
To stand
or not to stand,
becomes a question



Affects the individual's physical & mental health

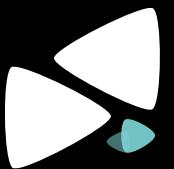
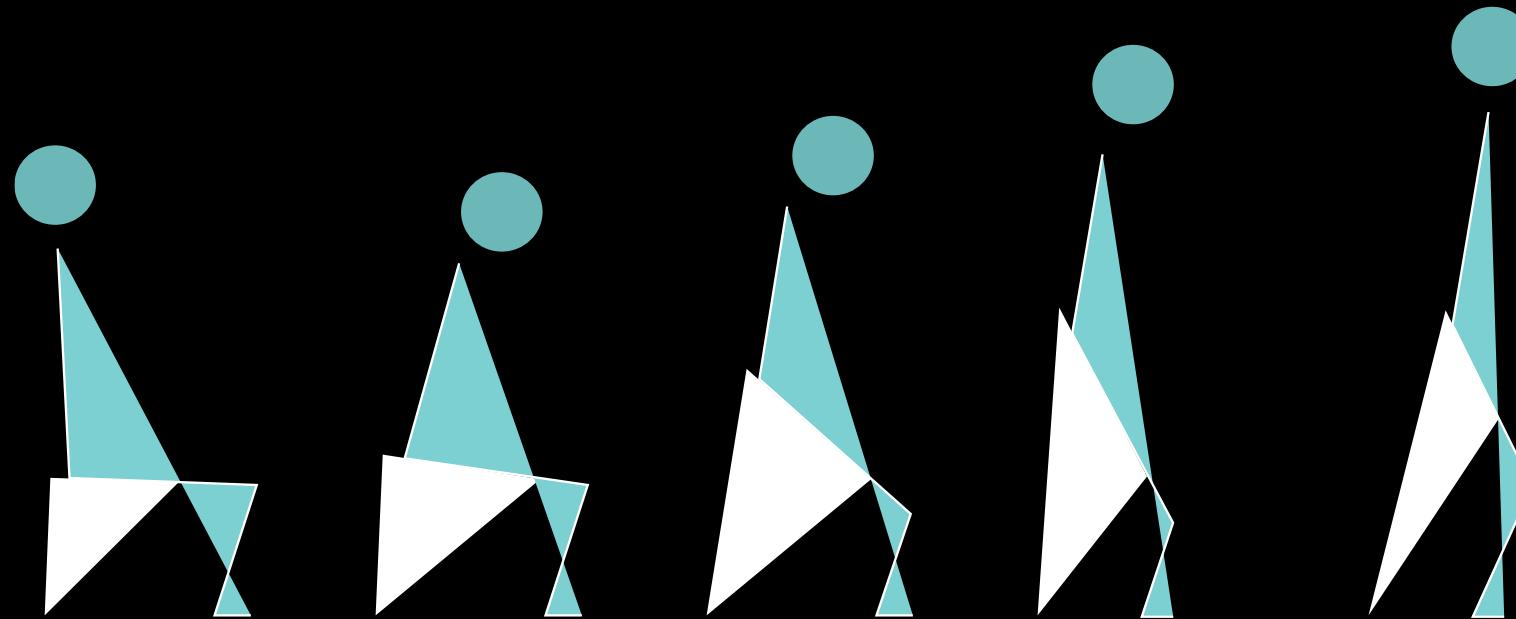
Hired help can be **expensive** & **intrusive**

Hesitation to participate **socially** & **economically**



The Solution

We let the chair do the work.

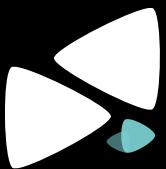




Interactive Deck



User One





Public Spaces

Upgrading accessibility

25 Million

Public Assistive Chairs (TAM)

Domestic Retail

Indians at risk of falls above the age of 60

8 million

Private Assistive Chairs (TAM)



Leisure & Recreational Centers

9 million chairs

Transportation Hubs

1 million chairs

Commercial Centers

13 million chairs



The Market

Competitive Landscape

Static Frames



Pneumatic Seats



Lift Cushions

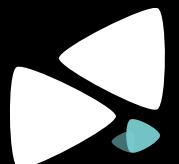


Motorized Lift Chairs



Assistive hardware can help reduce likelihood of falls by providing additional stability to the elderly

Product	SAE v7	Carex® UpEasy™ Electric	MedLift® Chair
Actuator	CH-aRM	Electric Motor (50 Watts)	Linear Actuator (250 Watts)
Max. Effective Seat Angle	80°	40°	60°
Product Life	6 Years	2 Years	6 Years
Assisted STS Phases	1 to 4	1 to 2	1 to 3 (or) 4
Price	INR 20k onwards	INR 27k Up to 50k	INR 35k Up to 80k



- Existing Products are either too **expensive** or **ineffective**
- Their design **continuously applies force** even after the person finishes their motion of standing or sitting
- Range** of motion is very **limited**, and movement is often noisy
- Such design often **ends up resulting in injuries**

 Munson

★★★★★ I used this seat lift on my office chair.
Reviewed in the United States 🇺🇸 on 2 October 2022
Verified Purchase

This chair lift was easy to use and worked as described . My complaint was how uncomfortable it was for sitting longer than 30 minutes.
3 people found this helpful

 Sharona4ever

★★★★★ Beware, this can throw you on the floor!
Reviewed in the United States 🇺🇸 on 3 November 2022
Verified Purchase

I bought this to help post-surgically.

I had surgery for an umbilical hernia plus adhesions from a prior surgery, and was initially very happy with the purchase.

But I made a very bad mistake. Not thinking, I bent over in my chair to pick up my robot vacuum, to clean out the tray, and because of my movement, the lift mechanism engaged. Because I was already leaning over, it dumped me onto the floor. I was totally stuck, and couldn't get up...this was one week post surgery. I don't have family close by, but fortunately have a friend who has a key to my apartment, and knows how to lift people. He was able to come & help me...otherwise I would've had to call our emergency maintenance number to have them unlock my apartment, and call the fire department to help get me up off the floor. I was unhurt, but helpless.

I haven't used it since, and I'm past the return date, now.

So if you *do* purchase one, be VERY, VERY, VERY careful with it!!!

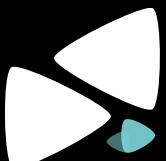
I would *NOT* recommend this.



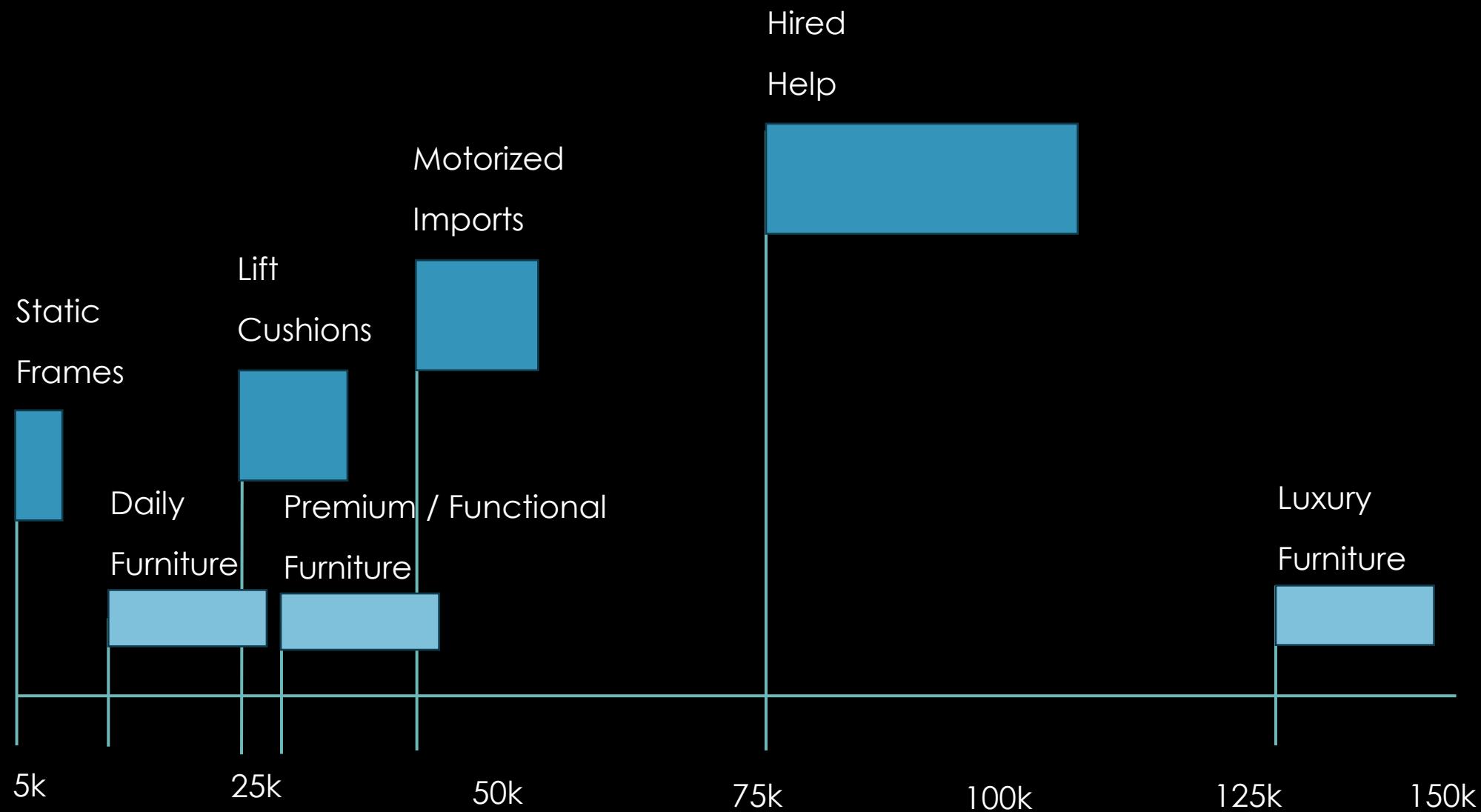
 Valerie Webber

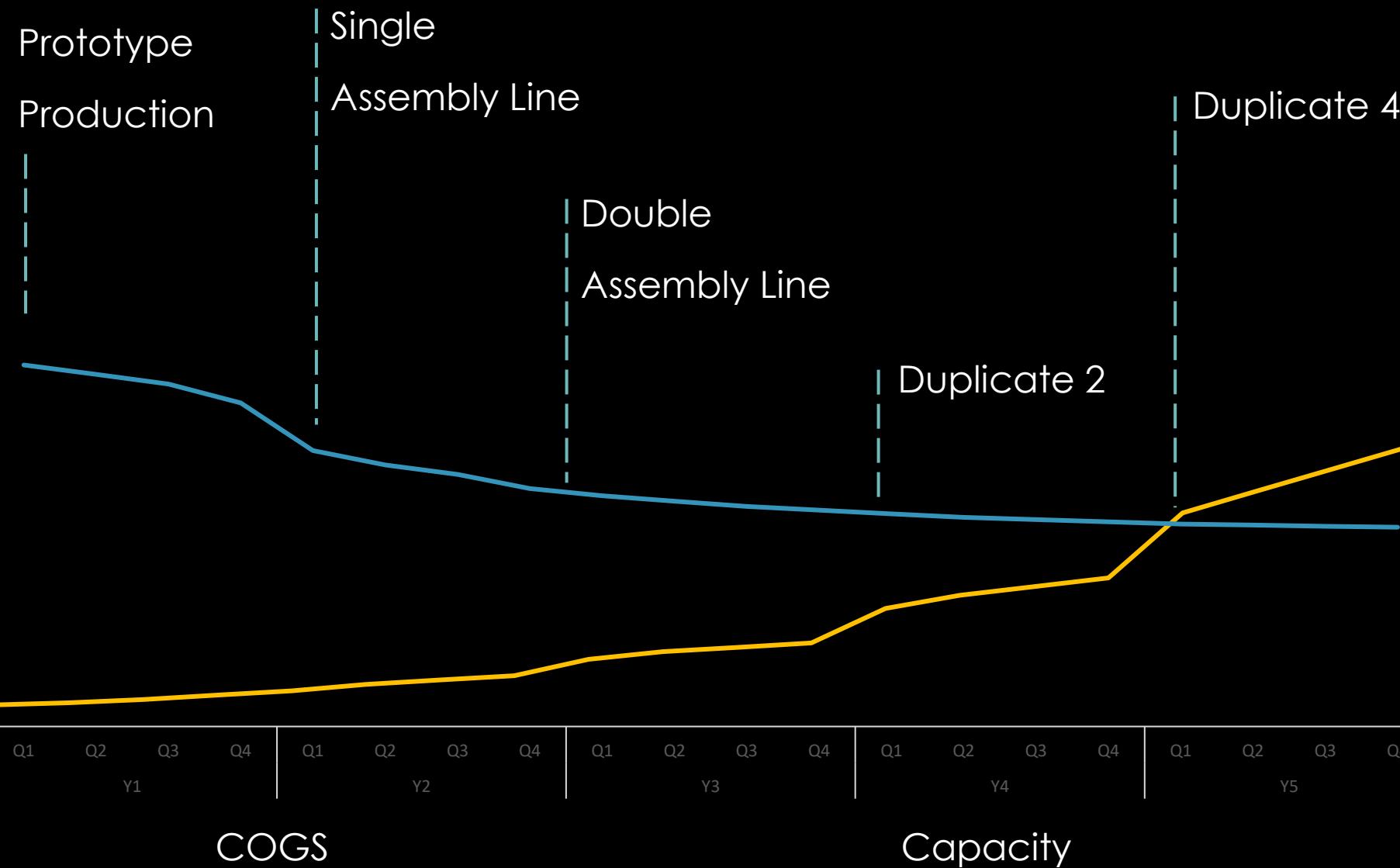
★★★★★ This was not suitable for my mother as she was ...
Reviewed in the United Kingdom 🇬🇧 on 21 November 2014
Verified Purchase

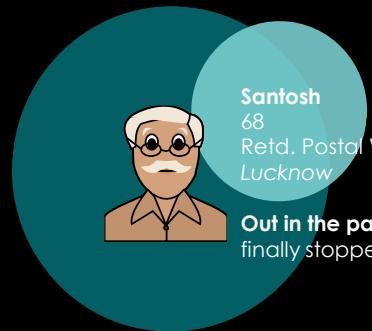
This was not suitable for my mother as she was unable to use it in her swivel chair. It went down too slowly but helped her up too quickly for her arthritic knees to cope!
One person found this helpful



Pricing – Value Landscape

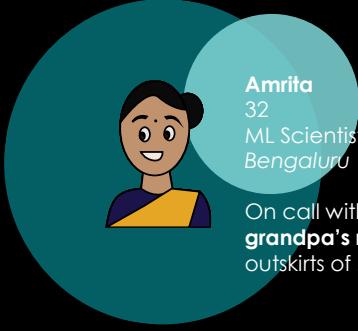






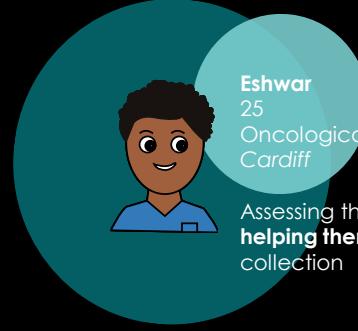
Santosh
68
Retd. Postal Worker
Lucknow

Out in the park with his grandkids as it's finally stopped raining after two weeks



Amrita
32
ML Scientist
Bengaluru

On call with an **online pharmacy** for her **grandpa's medicine**, who lives on the outskirts of Mohali, Punjab



Eshwar
25
Oncological Care Associate
Cardiff

Assessing the health of a patient while **helping them in the washroom** for sample collection



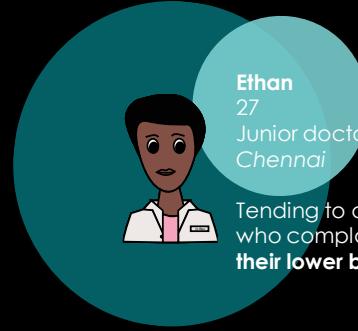
Sandra
39
Pottery Artist
Stockholm

Is pregnant and traveling back home from a conference



Anthony
29
Product Manager
Boston

Trying to schedule **a knee replacement surgery** for his father who lives in Ann Arbor, Michigan



Ethan
27
Junior doctor, Assisted living
Chennai

Tending to a **distress call** from a resident who complains of a **sudden sharp pain in their lower back**



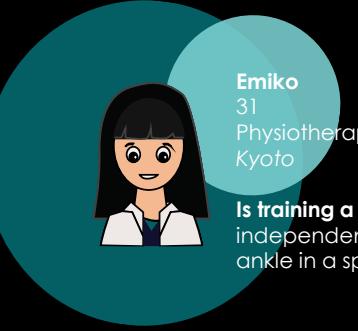
Salman
75
Retd. Navy Sailor
Mumbai

Is at the bank for a medical insurance claim regarding a golfing accident



Afreen
42
Architect
Milan

Has an **uncle back home** in Dhaka who had an **injury to his lower back** the previous year



Emiko
31
Physiotherapist
Kyoto

Is training a patient to recover independent mobility after she twisted her ankle in a sporting injury

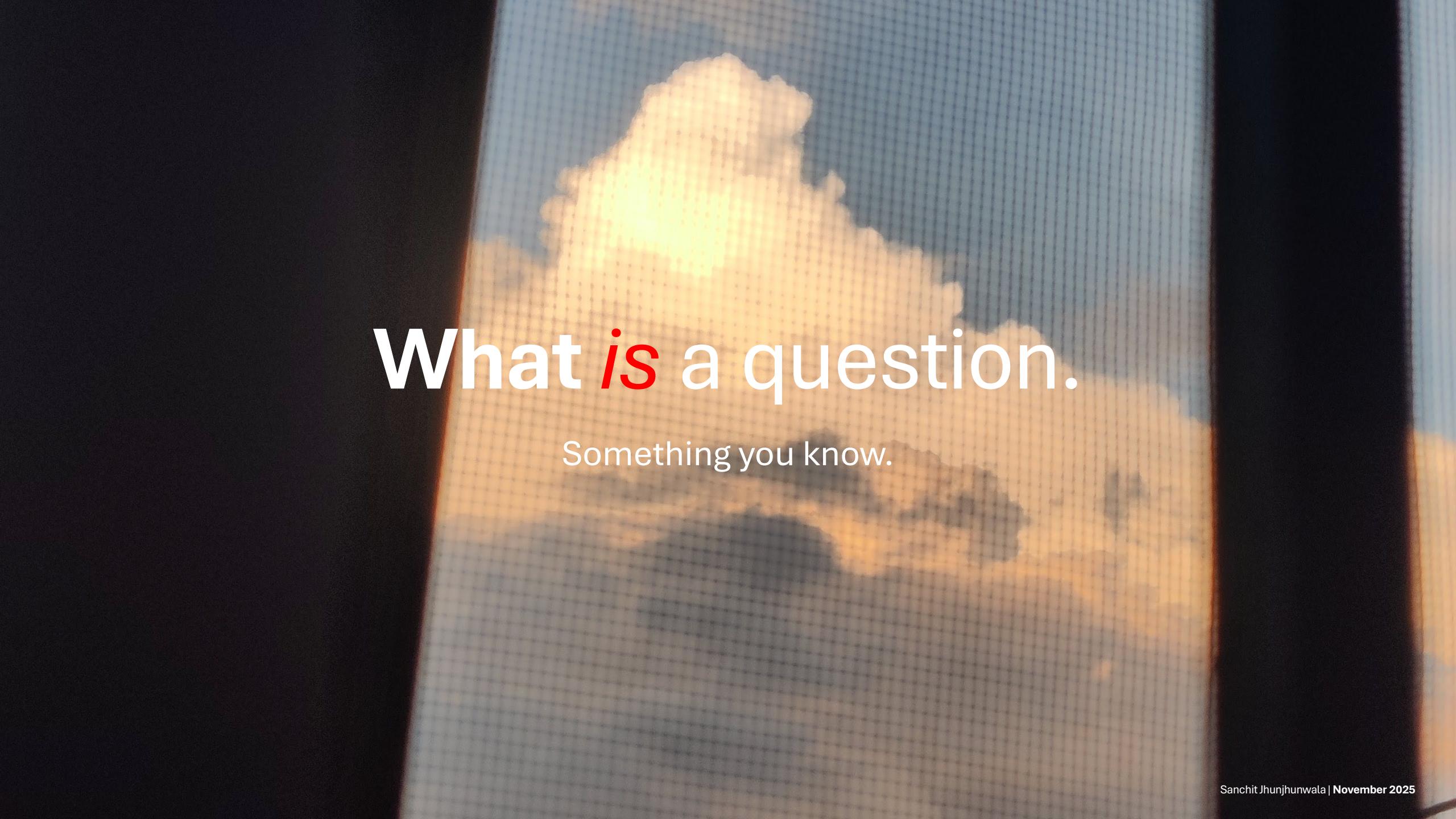
Unsolved problems conflate notions.

A long life and **personal independence**
are not mutually exclusive.



What is a question?

Something you **ask**.



What *is* a question.

Something you know.

On language

- A **word** is itself
- The **word** is described sometimes by itself
- Contextualized by another **word** in its *vicinity*
- Sometimes, **words** overlap

How do you see AI?



It's magic
It's a tool
I'm terrified

Everything in this world is magic,
except to the magician.



Dr. Robert Ford, *Westworld* (2016)

Appendix



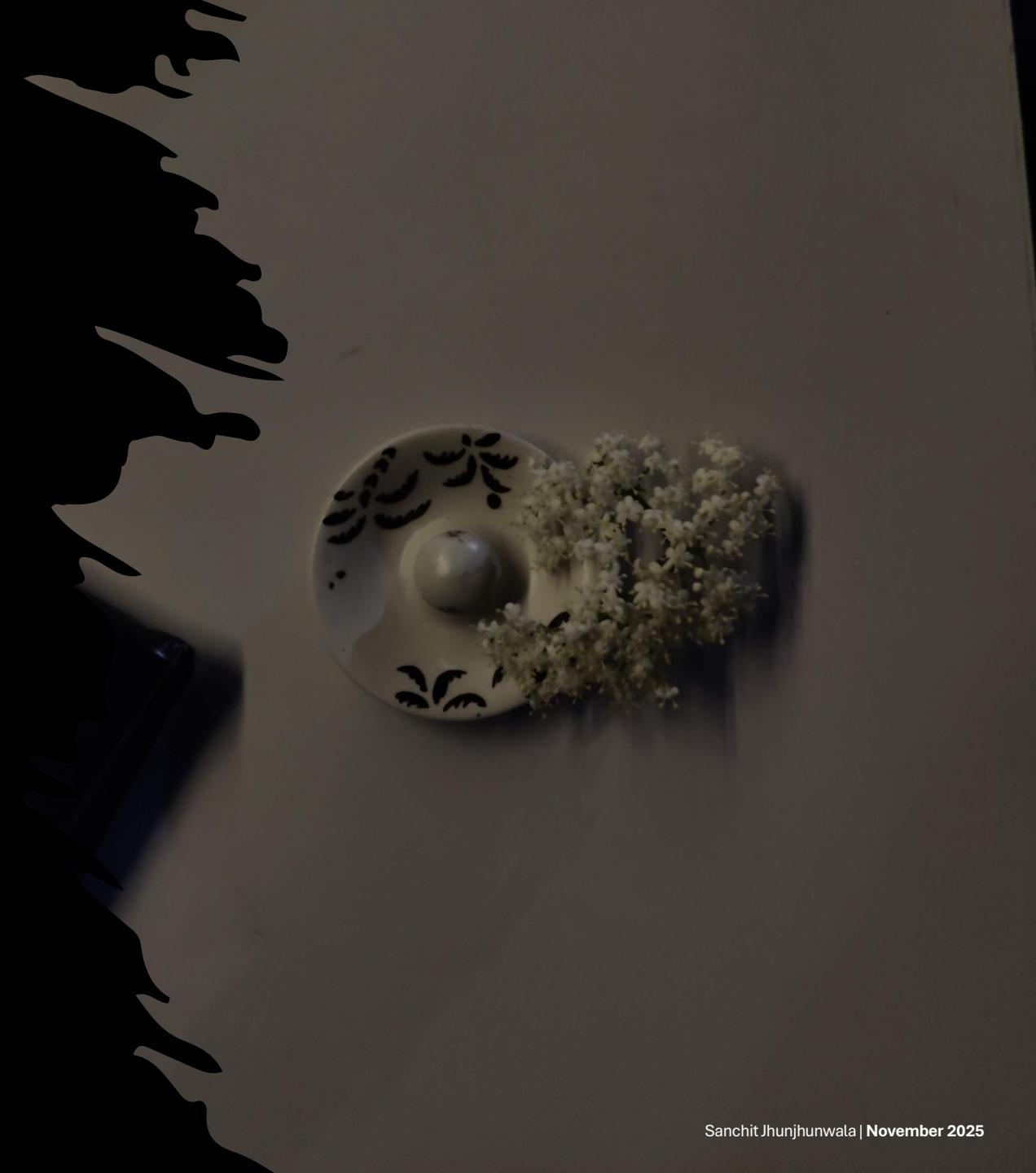
Words and Phrases

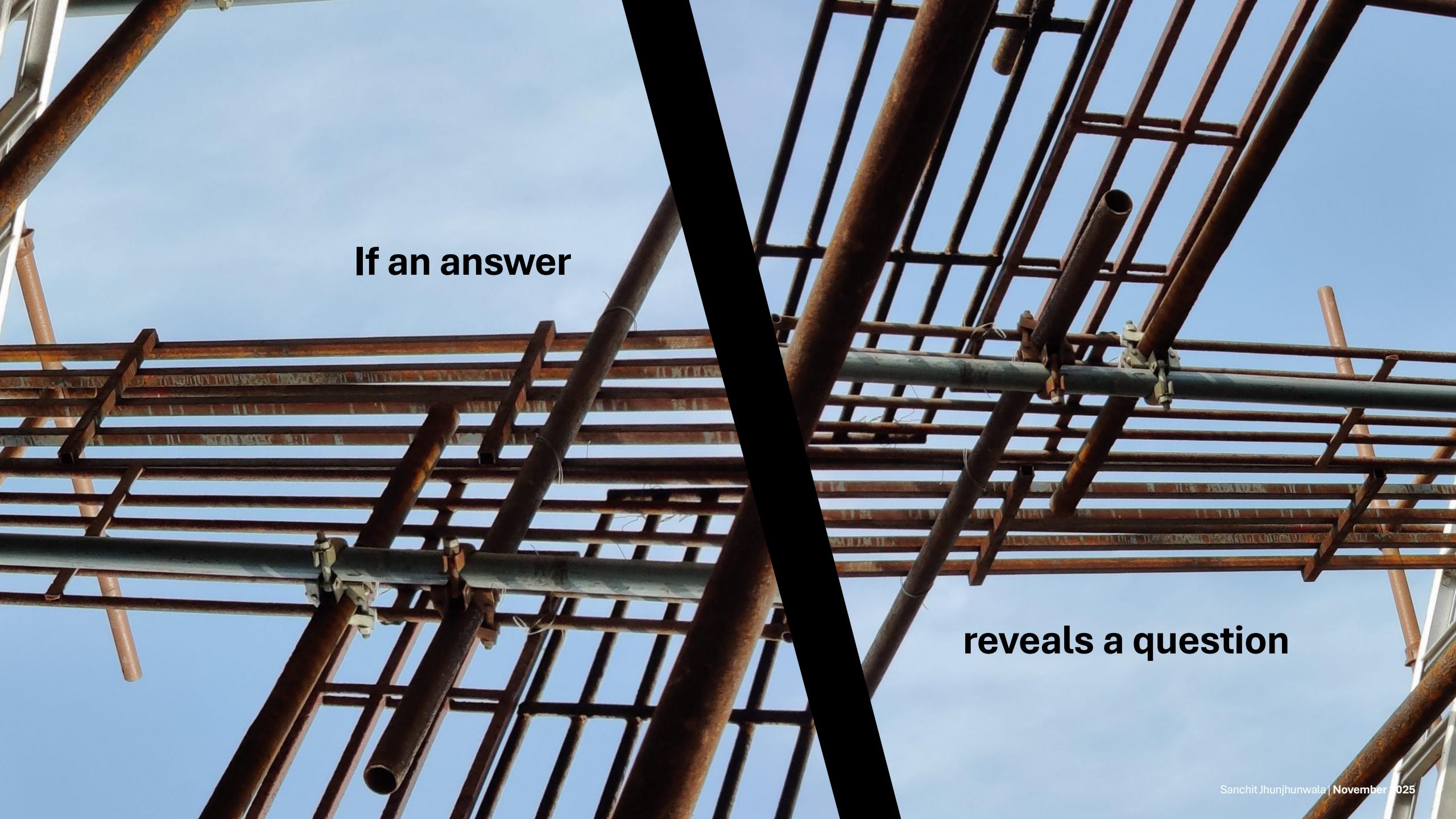
- Language Games: Wittgenstein
- Neopragmatism: Rorty



Ludwig Wittgenstein's Goodreads

- “Don't *for heaven's sake*, be afraid of talking nonsense! But you must pay attention to your nonsense.”
- “At the core of all well-founded belief lies belief that is unfounded.”
- “The limits of my language means the limits of my world.”
- “How small a thought it takes to fill a life.”
- “To imagine a language is to imagine a form of life.”
- “Only describe, don't explain.”





If an answer

reveals a question

You've
discovered
design.

