

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)

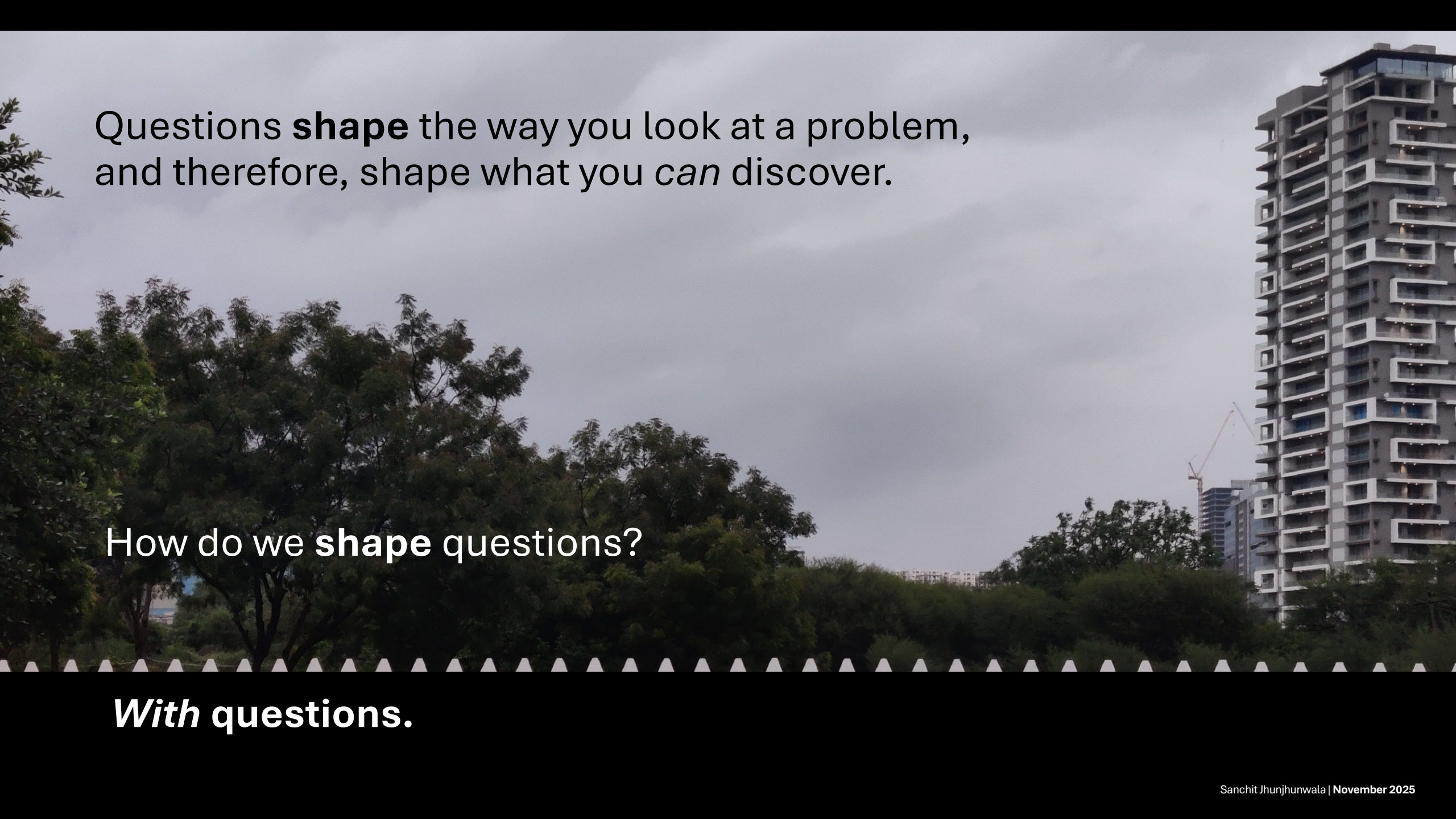
“How tall can a skyscraper be?”

- 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)

The background of the slide features a photograph of a modern, multi-story building with a distinctive architectural design, including cantilevered balconies and a grid-like facade. The building is situated behind a dense line of green trees. The sky above is filled with heavy, grey clouds, creating a somber and dramatic atmosphere. The overall composition suggests a connection between urban development and the environment.

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

What

Who

Why

How

When

Where

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



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?

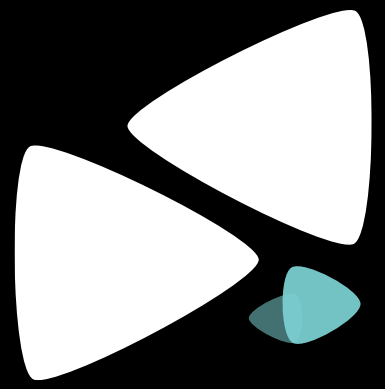
“... problems are solved, not by giving new information,
but by arranging what we have known since long.”

— **Wittgenstein**



Consider,
the example of
**Translead
Medtech**









Salman
75

Retd. Sailor
Mumbai

*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

Note: These characters are fictional and merely representational





Ethan
27

Junior doctor,
Assisted living facility,
Chennai

*Note: These characters are fictional
and merely representational*

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



Three overlapping teal circles of varying sizes are positioned on the left side of the slide. The largest circle is on the far left, partially cut off. A medium-sized circle overlaps its right side, and a smaller circle overlaps the medium circle's right side. The text 'One Common Problem' is centered within the smallest circle.

One Common Problem



The Problem



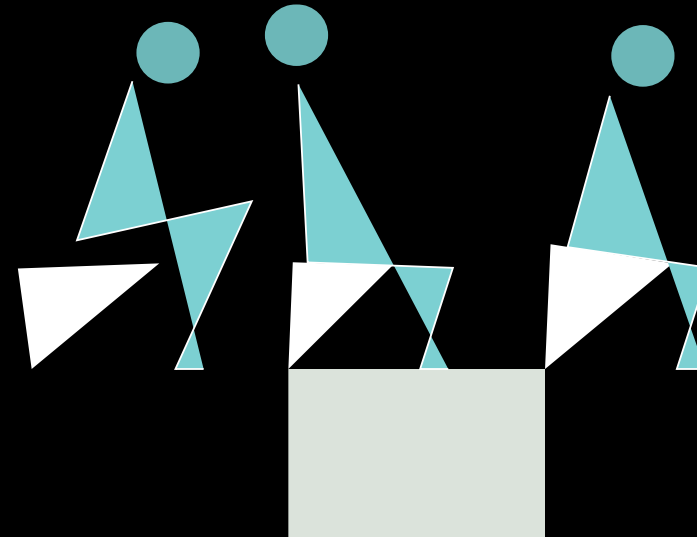
STS – Sit to Stand is a marker of **functional independence** of a person.



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

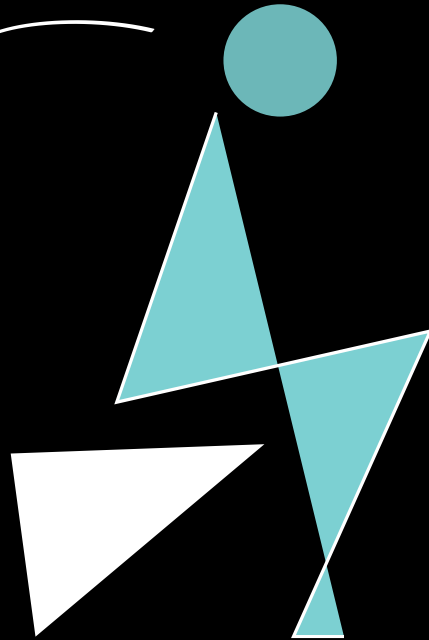


Unassisted STS can cause **prolonged discomfort** and pose serious risks of injury as a result of **falling down**.



The Effect

To stand
or not to stand,
becomes a question

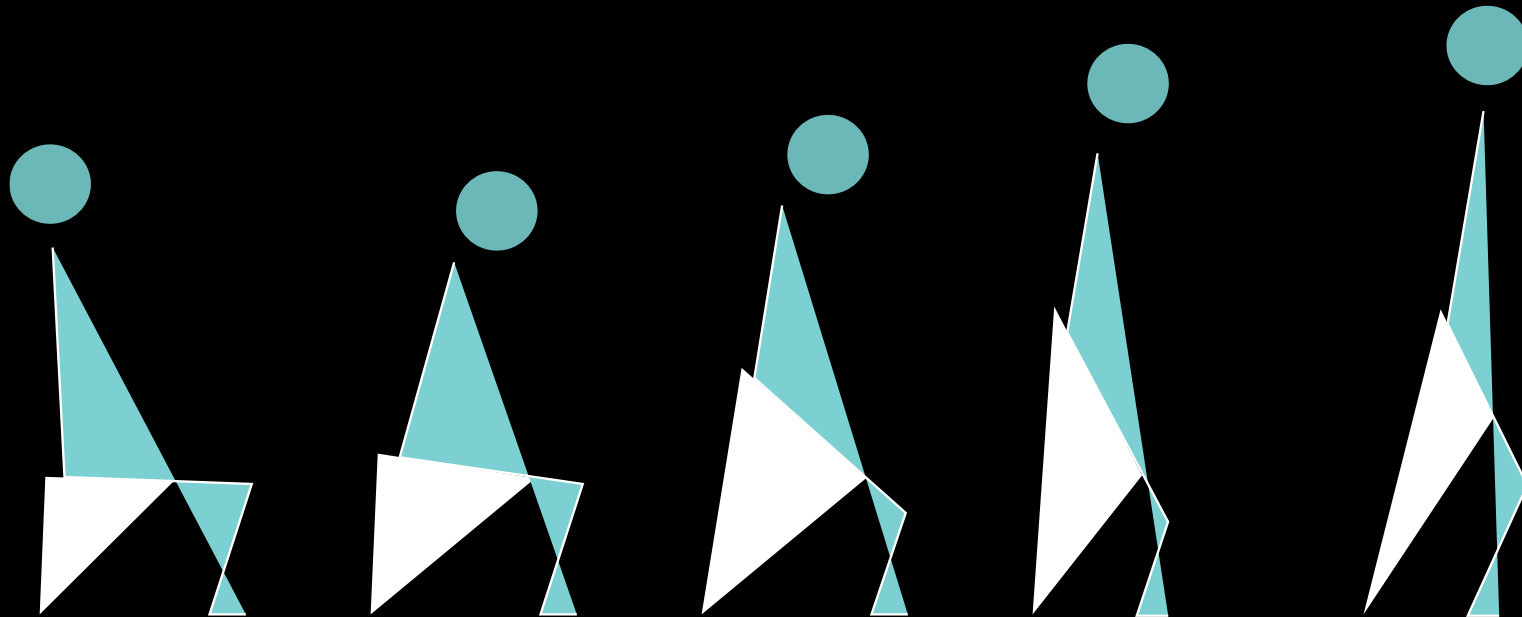


- Affects the individual's physical & mental health
- Hired help can be **expensive & intrusive**
- Hesitation to participate **socially & economically**



The Solution

We let the chair do the work.



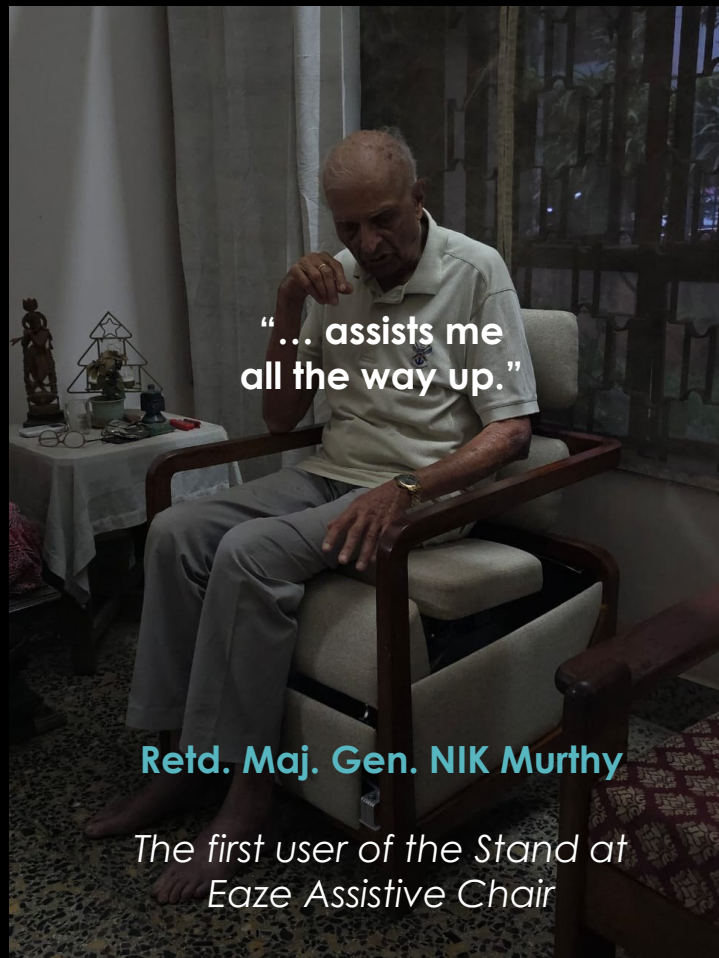


stand
AT eaze

Interactive Deck



User One





Domestic Retail

Indians at risk of falls above the age of 60

86 million
2050

37 million
2020

8 million
Private Assistive Chairs (TAM)

Public Spaces

Upgrading accessibility

25 Million
Public Assistive Chairs (TAM)

Leisure & Recreational Centers
9 million chairs

Transportation Hubs
1 million chairs

Commercial Centers
13 million chairs



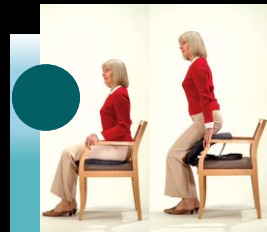
The Market

Competitive Landscape

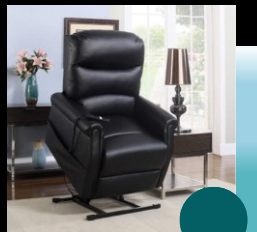
Static Frames



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



The Market

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**

Competitor Caveats

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

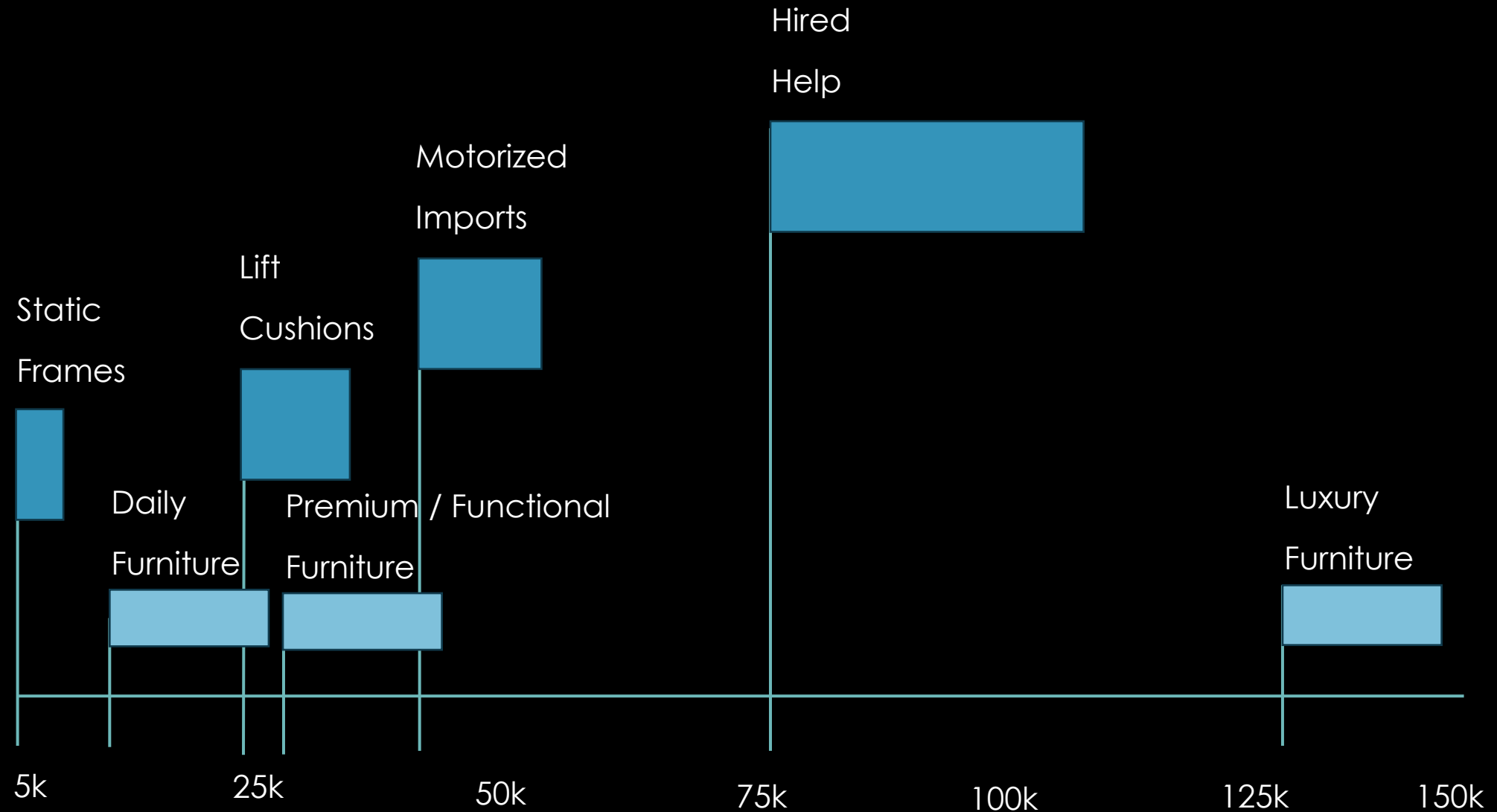
Verified Purchase

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

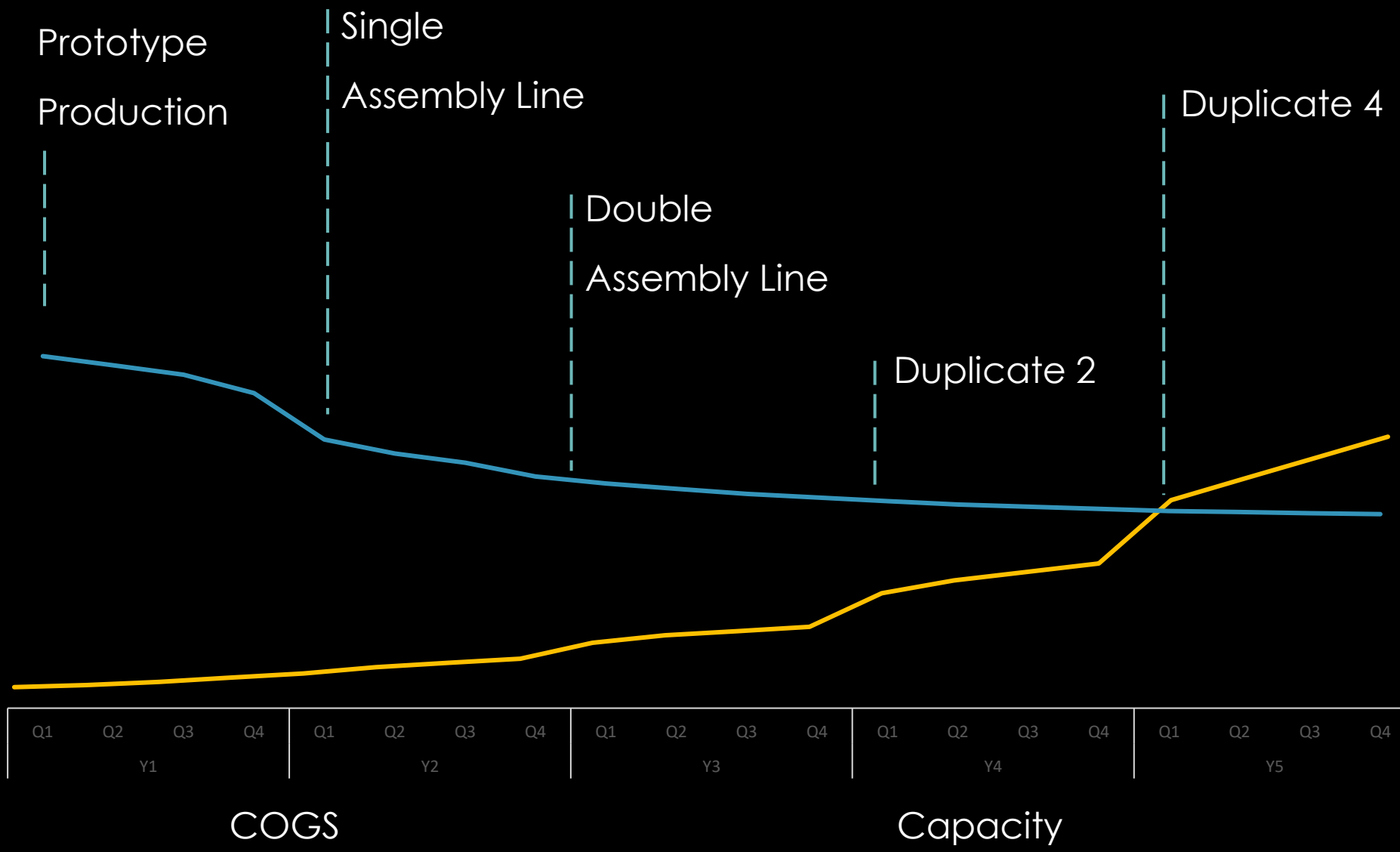


Pricing – Value Landscape



COGS

PRODUCTION M7U4





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**.



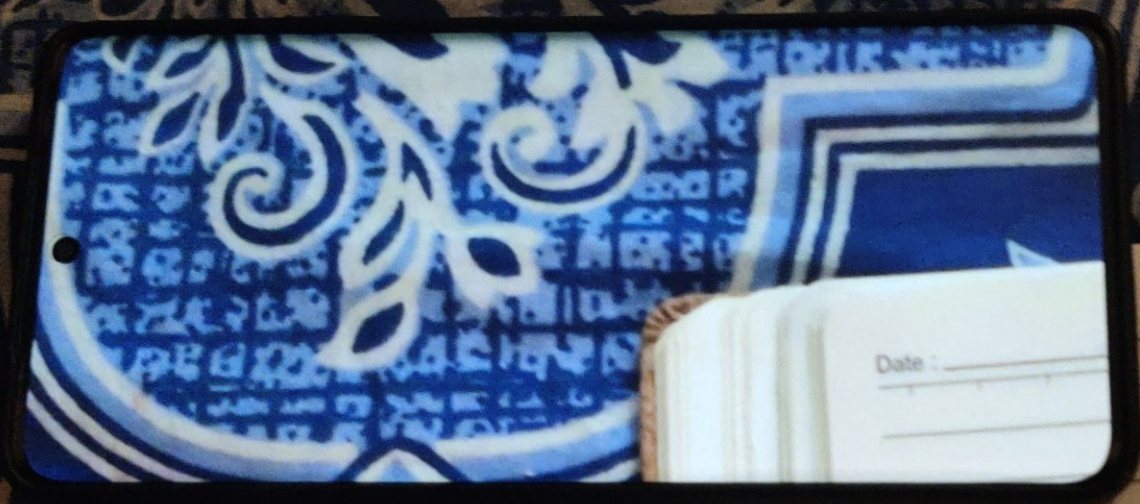
What *is* a question.

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.**

