

URL: <https://stvp.stanford.edu/clips/rethink-experiences>

Tim O'Reilly, founder of O'Reilly Media, asks entrepreneurs to spend time re-thinking the kinds of experiences and workflows they create for customers. According to O'Reilly, this frees organizations to use automation to empower, rather than minimize, employees.



## Transcript

So many apps that experience is this, that's not a very interesting experience.. The experience of walking up to a storefront and talking with a person while the devices are doing this work in the background, it is a complete rethinking of that workflow.. But in another place where you see this also in a retail context is in the Apple Store, I mean, how amazing is the Apple Store.. You go into a typical retailer, you can't find a salesperson to save your life and instead what Apple has done is they have given all these - they have taken that cash register workflow and totally decomposed it, so that everybody who works for Apple in the store can check you out.. They can check inventory, they've turned them into augmented humans with superpowers.. So you have instead of no clerks, here is automation creating more clerks and making it an extraordinarily profitable store.. And I think this model can be applied in other areas.. So I was in a brainstorming session run by the Marco Foundation with Todd Park who is the federal CTO, he was at the time CTO of the Department of Health and Human Services and he was talking about how Walgreen is trying to do this for pharmacy assistance where they're trying to get them to be able to be more helpful to people because they have access via a phone to the database.. It will basically make maybe a home health assistant, somebody who has superpowers, rather than this being a low-level job; it becomes a high-level job when you give that person access to the machine.. And I think this is really perhaps one of the most interesting things about Google GLASS, is it will allow more of these kinds of workflow innovations where people are going to be able to be connected to computers in more powerful ways in a professional setting..

So a lot of people say, well wow, will this be weird, they think about all the consumer applications, but there is a huge set of applications in purely professional settings where you are really going to be able to rethink the workflow, how somebody does their job because they have access to the computer in a different way...