

THE MOUSE HAS LEFT THE BUILDING

SMALL NEEDS. BIG IDEAS. A BRIGHTER TOMORROW.

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THE MOUSE HAS LEFT THE BUILDING

SMALL NEEDS. BIG IDEAS. A BRIGHTER TOMORROW.

2



PROTOTYPE. THEN SIMPLIFY SETUP. A BRIGHTER TOMORROW.

1. BUILDING WITH A LITTLE HELP



2. IT WORKS! (BUT...)



3. TIME FOR A REALITY CHECK



4. SIMPLE WINS

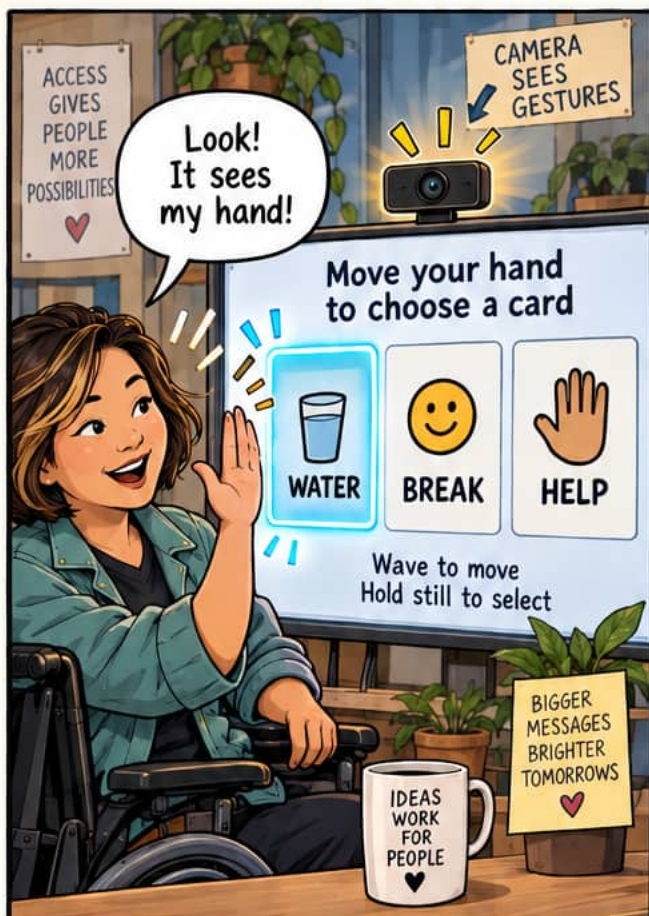


TAKEAWAY: Build a prototype to see what's possible. Then simplify the setup so more people can use it.

A WAVE IS NOT A PLAN

SIMPLE GESTURES. CLEAR FEEDBACK. REAL INDEPENDENCE.

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IDEAS
PEOPLE
ACCESS
BELONG

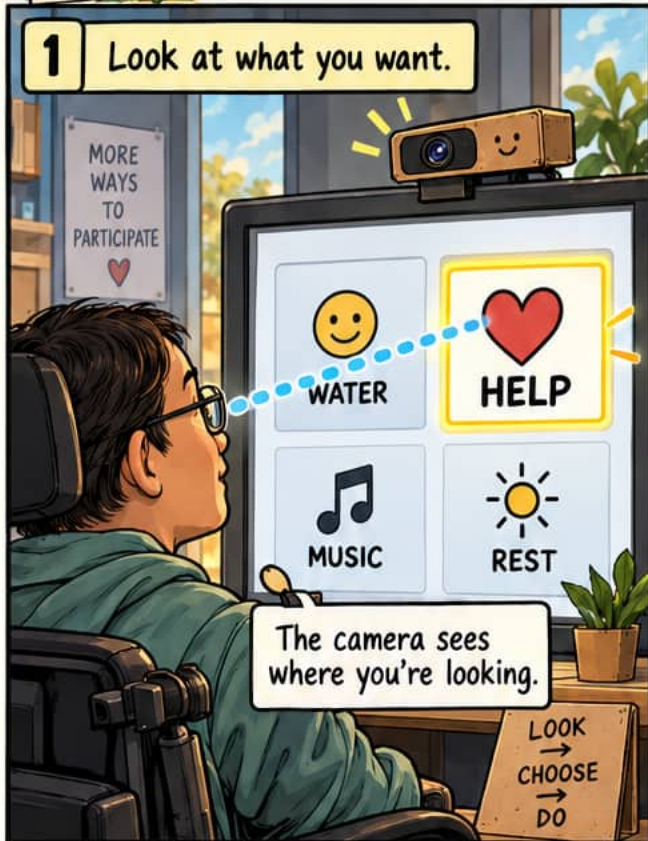
ANOTHER WAY IN

SMALL NEEDS. BIG IDEAS. A BRIGHTER TOMORROW.

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DIFFERENT
INPUTS
STRONGER
SOLUTIONS

1 Look at what you want.



The camera sees
where you're looking.

2 Your focus becomes a choice.



That's it!

FOCUS DETECTED

FOR SOME
PEOPLE
EYE GAZE
IS A HELPFUL
OPTION.

3 Hands are one path. Eyes are another.



Hands are
one path.
Eyes are
another.



HANDS



EYES

MORE CHOICES
MORE POSSIBILITIES

4 This is not a contest. Offer choices.



Eye gaze
deserves
some love!

This is not
a contest.

Offer
choices.

DIFFERENT
PEOPLE.
DIFFERENT TOOLS.
BRIGHTER IDEAS.

LISTEN
BUILD
ITERATE
INCLUDE
THAT'S PROGRESS

CONFIRM BEFORE SENDING

RECOMMENDED DESIGN SKETCH — NOT A RELEASED PRODUCT

IDEAS
IN PROGRESS
FOR A BRIGHTER
TOMORROW

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1. LOOK HIGHLIGHTS. NO ACCIDENTAL SEND.

Nice!
When I look at it,
WATER lights up.

But it doesn't
send yet.
That's safer.

SMALL
IDEAS
REAL
IMPACT

WATER

BREAK

HELLO

HELP

LOOK • CHOOSE • CONFIRM

2. A SHORT PAUSE GIVES CONTROL.

Let's add a
short dwell time
and a clear confirm.

You choose
when to send.
Perfect.

PEOPLE
IDEAS
ACCESS
TOGETHER

WATER
Confirm

Keep looking
for a moment...

Sent!

Then we show
clear feedback.

3. NOT A ROCKET BUTTON.

What about
a big red button?
Super clear!

A message,
not a rocket.

Let's keep it
calm and
intentional.

GOOD
IDEAS
ARE A
TEAM
EFFORT

LAUNCH
MESSAGE!

DESIGN
WITH
CARE

4. A SIMPLE REMINDER.

WATER

BREAK

HELLO

HELP

BETTER
TOOLS
KINDER
COMMUNICATION
BRIGHTER
DAYS

Avoid
accidental
choices.

Thoughtful
Design
More Possibilities

SMALL
NEEDS
BIG
IDEAS

IN THEIR OWN WORDS

SMALL NEEDS. BIG IDEAS. A BRIGHTER TOMORROW.

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TEST THE ROOM, NOT JUST THE DEMO

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SMALL TESTS. REAL PEOPLE. BETTER IDEAS.

1. TRY IT TOGETHER

The camera helps you choose a message without touching the screen.

REAL PEOPLE
REAL IDEAS
BRIGHTER
TOMORROW

MOON
LASER
V1.0

Hello
there! 😊

2. SIMPLE CHECKS FIRST

Before we go further,
let's check a few things.

DIFFERENT
PERSPECTIVES
BUILD
BRIGHTER
SOLUTIONS

Camera
angle

Lighting

Comfort

3. REAL-WORLD TEST

The tiny lamp
wins.

Whoa!
Now I can't
see the camera.

MOON
LASER
V1.0

Camera
blocked

Small
changes
make a big
difference.

4. LISTEN AND IMPROVE

What felt easy?
What felt tiring?

The big text
was easy!
The shadow was
frustrating.

ASK
THE PERSON.
REVISE
THE DESIGN.

Your feedback:

- Easy: big text
- Tiring: shadow
- Also: need more space to move



IDEAS
WORK
BETTER
TOGETHER

TEST
TWEAK
LISTEN
REVISE

GIVE THE TOOL AWAY

SMALL TOOLS. MORE VOICES. A BRIGHTER TOMORROW.

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1. STRIP AWAY THE BARRIERS. SAME TOOL. OPEN TO MORE PEOPLE.

No
paywalls.

IDEAS
SHOULD
BELONG
TO MORE
PEOPLE

Just a
free app.

\$5,000

SUBSCRIPTION
REQUIRED

DOWNLOAD
& INSTALL

ACCOUNT
SIGN UP

COMPLICATED
SETUP

3. TRY IT. GIVE FEEDBACK. IT'S A TESTABLE PUBLIC PROTOTYPE, NOT A UNIVERSAL SOLUTION.

DIFFERENT
PEOPLE
BRING
BRIGHTER
IDEAS

Let's put this
out there.
People can try it
and give feedback.

TRY +
GIVE FEEDBACK

- Free browser app
- For compatible devices with a camera
- Public repository welcomes improvements

2. MEET REACH.

A FREE BROWSER APP FOR
COMPATIBLE DEVICES WITH A CAMERA.

No subscription.
No installation.
Just open it
in your browser.

REAL
PEOPLE
REAL
IDEAS
BRIGHTER
TOMORROWS

Reach

Turn what you see
into words.



A PUBLIC
REPOSITORY
INVITES
IMPROVEMENTS
FROM EVERYONE.

4. SIMPLE TOOLS GO FURTHER THAN FANCY EXTRAS.

Maybe we
add a moon-laser
upgrade?

Not now.
Let's keep it simple
so more people
can try it.

ACCESS
IDEAS
IMPROVE
REPEAT

MOON LASER
V2.0



SIMPLE
REACHES
FURTHER

BUILD SOMETHING USEFUL

SMALL NEEDS. BIG IDEAS. A BRIGHTER TOMORROW.

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