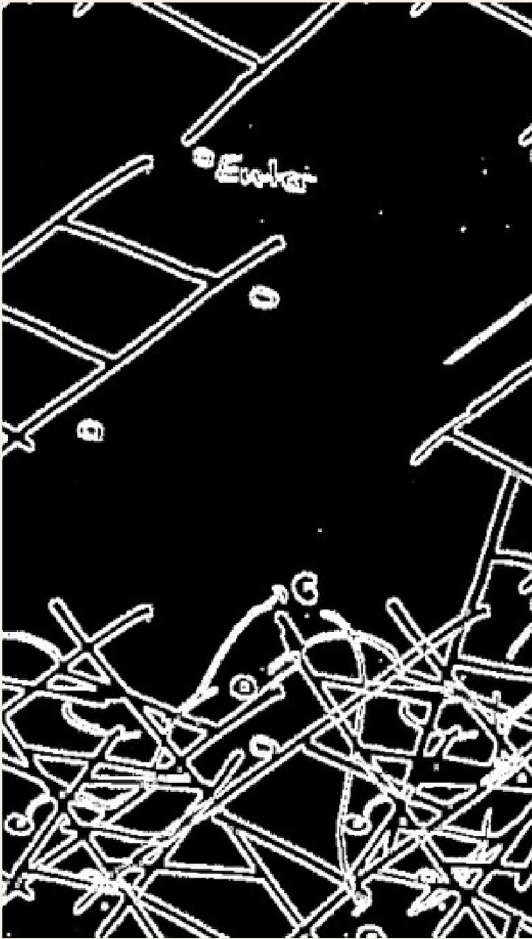




Strat Scraps

CAN I REALLY CALL IT A NEWSLETTER?
IT FEELS VERY SELF INDULGENT
YOU KNOW THERE ARE REAL THINGS
YOU AND I COULD BOTH BE DOING. BUT
I AM GLAD THAT YOU'RE HERE.



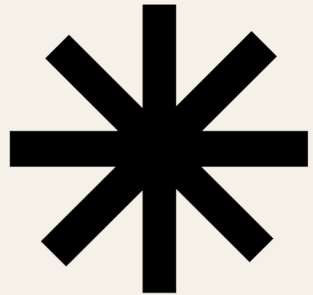
I LOVE SOLVING PROBLEMS, BUT AS A CONSULTANT, MY JOB IS REALLY MORE BASED IN CAPACITY BUILDING.

"SO WHAT ARE WE GOING TO DO ABOUT IT" TYPE PROJECTS.

PROBLEM SOLVER



CAPACITY BUILDER





MAKE SURE THE WORK WILL

WORK

STRATEGY THE VIDEO GAME

01

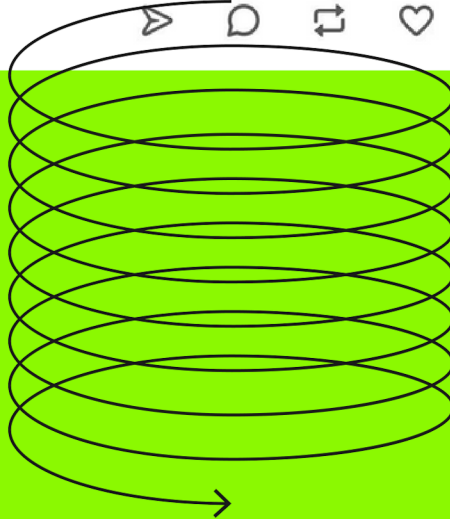


screenshotsofdespair [Follow](#)

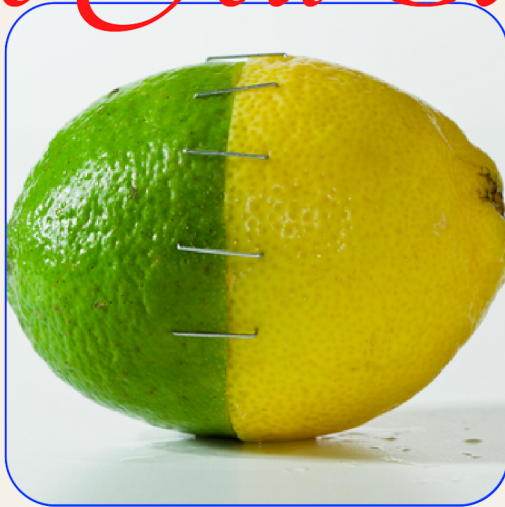
What do you want to do now?

- Create another problem
- View the problem you just created

36,855 notes



Do You Care?



I 100% BELIEVE THIS TO BE TRUE.

BUT I ALSO BELIEVE THAT GIVING A SHIT
IS A SURE PATH TO BURNOUT.

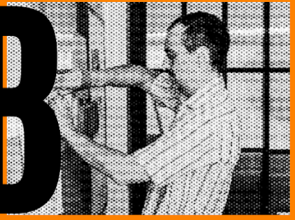
ire people who give a shit.
imple formula for success

Alexandr Wang
20 hr ago · 17 · 8 · 5

HIRE PEOPLE WHO
GIVE A SHIT

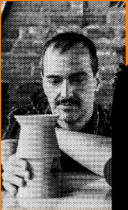
A SIMPLE FORMULA
FOR SUCCESS

THE JOB



PROCESS=

DISSECT >>



CONNECT.

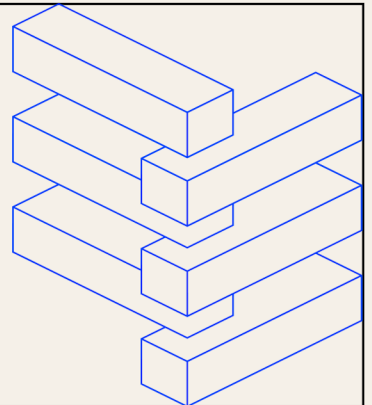


A RANDOM THOUGHT THAT OCCURRED TO ME THE OTHER DAY:

WHY DON'T MORE CATEGORIES HAVE LOSS LEADER PRODUCTS?

LIKE IKEA MEATBALLS OR COSTCO PIZZA (IS IT ALWAYS FOOD?)

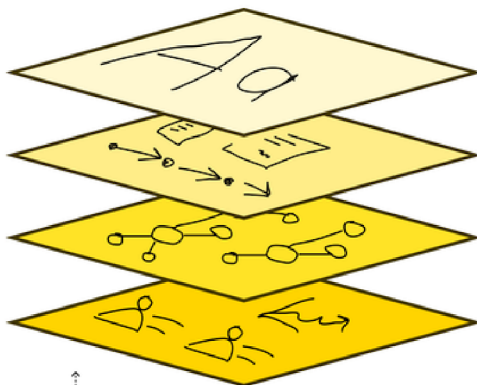
I'M SURE THERE IS A REASON, AND PLENTY OF EXAMPLES I'M NOT THINKING OF, BUT SEEMS LIKE IT WORKS REAL WELL FOR THOSE TWO.



Ogre

SOLUTION SPACE

On top of our problem space model we make decisions about the products and services to offer.



Surface

The details of the end interaction. For includes visual design, copy, artwork

Interaction structure and flow

The way a person interacts with our structure, content, and the flow and

Conceptual model

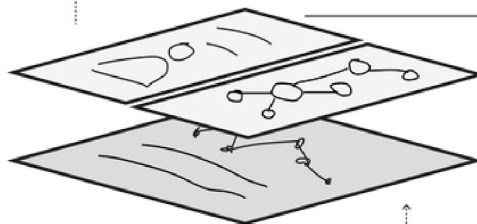
Objects, relationships, actions, terminology, architecture. Independent of any user

Product & service strategy

Which user needs to serve, and the

PROBLEM SPACE

We gather knowledge from reality and build a model to simplify and explain it.



User needs

What we think users are trying to achieve, and why.

Observed behaviour

The closest we can get to capturing research and analytics.

REALITY

The source of all learning and the ultimate destination for our products.



The real world

Complex, contradictory, evolving, and

The Elements of Product Design, by Jamie Mill. Based on

Strategy

WHAT'S YOUR "HOURS WORKED" TO "HOURS OF ADS PRODUCED" RATIO?

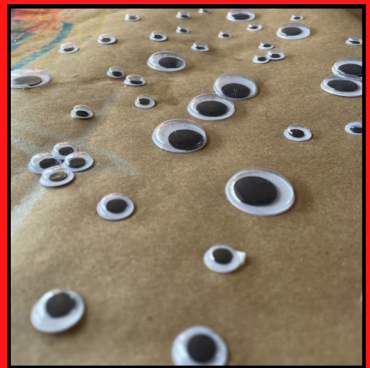
- STEVE WALLS

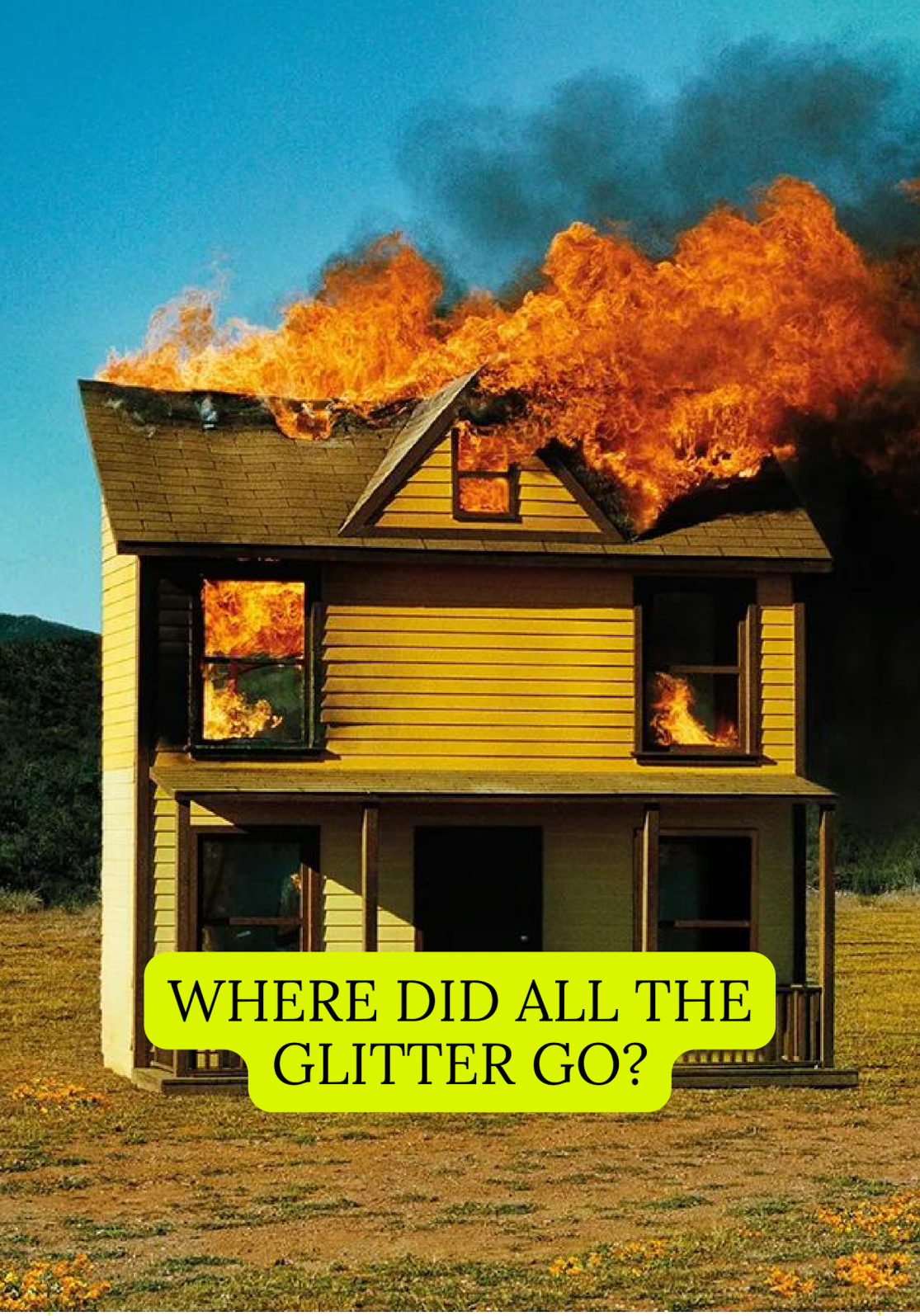
A QUOTE THAT MESSED
ME UP A LITTLE. (A BIG
PART OF WHY I DECIDED
TO GO FREELANCE)



oof.

TACIT KNOWLEDGE
INSTRUCTION HAPPENS
THROUGH THINGS LIKE
IMITATION,
EMULATION, AND
APPRENTICESHIP. YOU
LEARN BY COPYING
WHAT THE MASTER
DOES, BLINDLY, UNTIL
YOU INTERNALISE THE
PRINCIPLES BEHIND
THE ACTIONS.





WHERE DID ALL THE
GLITTER GO?

Why We Slouch

SLOUCHING IS THE ESSENCE OF ENLIGHTENED MEDIOCRITY; THE RECOGNITION THAT YOU'LL LIVE LONGER OVERALL IF YOU DON'T TRY TO BE 100% ALIVE ALL THE TIME. SLOUCHING IS A GOOD THING. I ATTRIBUTE MANY GOOD THINGS IN MY LIFE TO MY ABILITY TO SLOUCH WELL.

"WHY WE SLOUCH," RIBBON FARM



a temporary vessel for people's hopes, dreams, and ambitions

The absolute inevitability of this cycle reveals a greater truth; That an agency is little more than a temporary vessel for people's hopes, dreams, and ambitions. It is never forever, and once the castle slips into the sea, all that remains (and therefore all that is important), are the relationships forged and the work put into the world

Start

BUT MAYBE YOU DON'T NEED TO BE EXPLAINABLE. MAYBE THE MOST INTERESTING PERSPECTIVES COME FROM BEING WILLING TO OCCUPY A DIFFICULT-TO-DEFINE PLACE, EVEN IF IT MEANS SACRIFICING OTHERS' UNDERSTANDING OF YOU. THE CHALLENGE THEN BECOMES COMMITTING TO OCCUPY THAT PLACE FAR LONGER THAN MOST FEEL COMFORTABLE — LONG ENOUGH TO CULTIVATE A VOICE OUT OF YOUR CURIOSITY THAT IS CONFIDENT ENOUGH IN ITS OWN CONTINUITY TO TELL YOU EXACTLY WHAT'S WORTH COMMITTING TO WHEN THE TIME COMES.



Here

ALEX MORRIS

Hired Hand



**LET'S
TALK**

ALEX@STRATSCRAPS.COM