

Interfaces Transcription



Interfaces are one of the key ExO attributes. They serve as a bridge between the outside and the inside of your organization. As they can often be automated, they are in close relationship with the Algorithm attribute. With the amount of data that is presently passing through organizations, it is nearly impossible to scale without the effective use of interfaces.



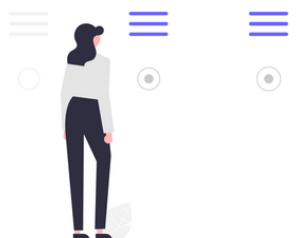
An interface filters and matches processes using algorithms and automated workflows. This allows an organization to make sense of the abundance of external data. Data is translated into information that is useful for an organization and that can be acted upon. Through interfaces, an organization can connect the external drivers of exponential growth, with relevant internal processes. Interfaces automatically direct actionable input, to the appropriate areas of business for action. By getting rid of the manual processes, an exponential organization gains considerable advantage, and is more likely to achieve scalable growth. Let us look at some examples of well-known interfaces that we use every day.



For roughly half of the human population, Google has become synonymous with searching for new information. Whether it is an answer to a question we don't know anything about, looking up a piece of trivia, trying to get the name of the song stuck in our head, searching for a new dinner recipe or a Netflix show to watch, Google's interface handles billions of searches from all around the world every day.



Spotify, Amazon, YouTube and Netflix are other examples of companies using interfaces to bring us entertainment and shopping at lightning speed. Google Maps and Waze help us navigate our cities. For those that don't want to drive, Uber and Lyft's interface provides them a solution at the touch of a button.



Another kind of interface comes in the form of voice assistants such as Google Assistant, Alexa, Cortana and Siri. They use natural language processing to create an original way for us to access an abundance of information and thus organize our lives.



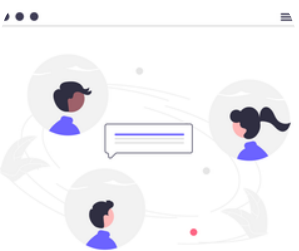
In fact, every technology we use requires some type of interface. Throughout past decades, the design and optimization of interfaces has become an industry of its own. There are many jobs such as user experience and user interaction designer which didn't even exist, not so long ago. All of which relate to designing interfaces to allow us to better interact with technology. Several authors point to functionality and simple user interface as a key moment, which can determine whether a new technology goes mainstream, or remains on the fringes. As exponential organizations often use cutting edge technology to deliver value to their customers, quality implementation of the Interface attribute is crucial to their success.



“What kind of interfaces are there? There 3 main types - user, system and hardware. The first, User interfaces, helps users to interact with the solution your organization provides. Although many interfaces are technological in nature, non-computer interfaces, such as a steering wheel and an accelerator, show us that interfaces can be a much broader category than it may seem at first. As user interfaces are one of the primary ways of how your customers interact with your organization, you have to carefully consider its design. Its success is determined by how well it works for those using it. To design a good user interface, it’s important to gauge who your target user is, their previous experience with your solution and whether they have any special needs.



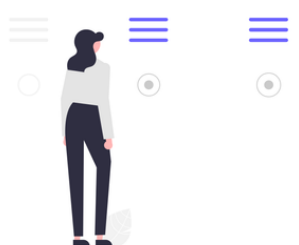
In the end, the UI, or user interface, needs to serve as an effective way for the user to access your value proposition, resolve their needs and fulfill their expectations. For example, when you search on Airbnb for a place to rent, you might be using price as a filter, to find a narrower subset of all places to rent, in the city you are visiting. You might then home in on reviews that past guests have left, in order to validate both the lodging, and its host. In this case, the filters and reviews, inside the interface, help you build trust in the service you are about to purchase. So when designing such interfaces, being intentional about how this trust is built, every step of the way, is crucial to your success.



The second, System interfaces, helps your organization interact with computer systems of other organizations, or help different parts of your organization to interact with each other. To build them, you’ll need to figure out what systems you want to connect to and communicate with. You’ll also want to know where the data comes from and where to send it. After the system interfaces are built, it is then important to work on understanding the data passing through the interface, on an ongoing basis.



The third, Hardware interfaces, enables interactions with pieces of hardware — say, a printer or a screen. These interfaces bridge the analog and digital world. As such, they play a crucial role in our transition to a more DIGITIZED society. A good example is the rapidly growing ‘internet of things’ category, which helps previously disconnected physical objects, interact with our digital systems. This in turn, gathers large amounts of previously inaccessible data, not surprisingly referred to as BIG Data.



The interface attribute plays an important role in translating the abundance of information and data on the outside of an organization, into manageable information flows that can be further processed and utilized inside an organization.



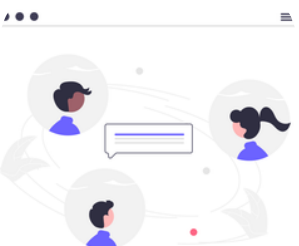


Filtering and matching are 2 ways this can be achieved. In other words, how your interfaces can effectively serve as a bridge between your organization's external growth drivers and internal stabilizing factors. The need for interfaces stems directly from the transition away from scarcity towards abundance. Thus the corresponding processes are quite different to the business processes that are put in place to manage scarcity and efficiency.



If you want to implement Interfaces inside your organization, consider the following 6 steps:

- The first step is to identify the sources of abundance that you are accessing;
- Step two is about humanizing the interaction to define the right user experience or automating the interaction to define which API to use.



An API, or application programming interface, is a code-based connection through which your system can interact with other systems in order to exchange data:

In step three, you create standardized processes or in other words, steps;
Step four, apply algorithms to automate processes;
Step five, test interfaces to the select a pilot group;
And step six, you must update interfaces regularly.



There are questions that can help you think through the implementation of interfaces. You'll also be able to evaluate their effectiveness on an ongoing basis. Questions that you might want to think about on an ongoing basis are:

- Will the interface allow my business to scale? (Remember that scaling requires automated interfaces)
- Do the interfaces create value?
- Can all of the scale attributes be enabled with interfaces?
- Is the effectiveness of algorithms and automated workflows being measured?
- Are interfaces engaging the users?



The interfaces that you create for your exponential organization are most likely going to be specific to your company. To design your own interfaces, you need to look at what can be automated, and how the abundance of information flowing into your organization needs to be filtered and matched best to optimize YOUR business processes.

