

Early Example of Unintentional Insights

Early example: Xerox PARC Active Badge
(started in 1989)

Where is X now? Designed a wireless badge.

Learn...

- How much of X's day does X spend in X's office, meeting rooms, and other people's offices?
- How much of X's day is X actually in the building?
- How much of X's day does X spend in the cafeteria?
- How much of X's day does X spend in the restroom?

