Redefining Assistant

Tareq Ismail
1980
Efficiency of Locomotion
Human as a tool maker → amplify human ability
Computers amplify human ability profoundly.
Mobile personal assistants too fixated on the word ‘personal assistant’
Redefining Assistant
What can I help you with?
It doesn't amplify human ability to try and make your phone like a human.
Instead, we need to think of personal assistants as a powerful tool.
Assistants + Touch

Assistants + Hardware

Assistant outside of the app
Assistants + Touch
"Set up a meeting with Fred on Friday at 11 at Starbucks"

All right, the meeting with Fred Chaffee is on your calendar for this Friday.

Meeting with Fred Chaffee
Starbucks

- all-day: None
- from: 11/11/11 11:00 AM
- to: 11/11/11 12:00 PM
- repeat: None
- calendar: Work
- alarm: Custom
- message 30 minutes before
- URL: None
- attendees: Fred Chaffee

Notes
Friday, April 19th 2013

event title

dentist appointment

date

Friday, April 19th 2013

location

set location

guests

Type a contact's name/email...
guests will be sent an invitation

create
Assistants + Hardware
Assistant outside of the app
Assistants + Touch

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