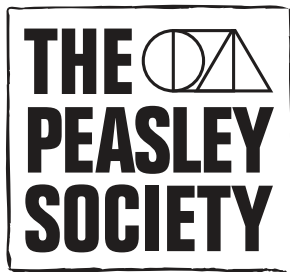


# PEASLEY RESEARCH (PR)

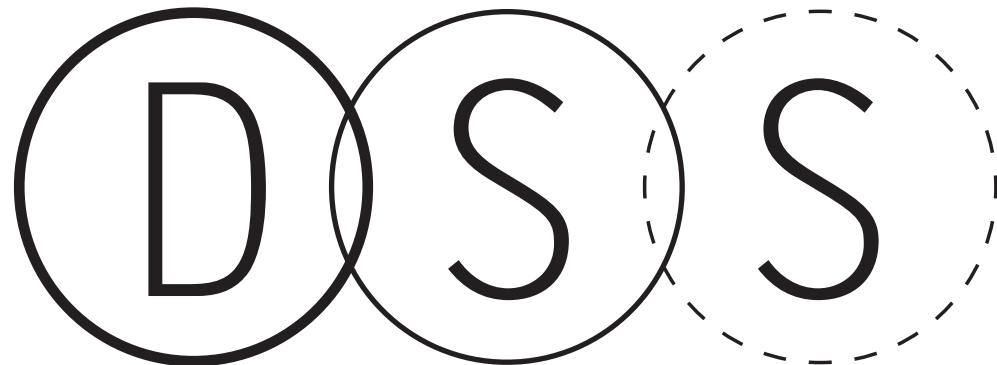


# MISSION

## MISSION

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D.S.S. stands for Decision Support System and is a theme running throughout all of the society's products. We don't want to tell people what to do- we want to give them a choice. At the same time, we want to give them an experience so memorable that when they finally have to make a decision, there are very few sensible solutions.



## MISSION

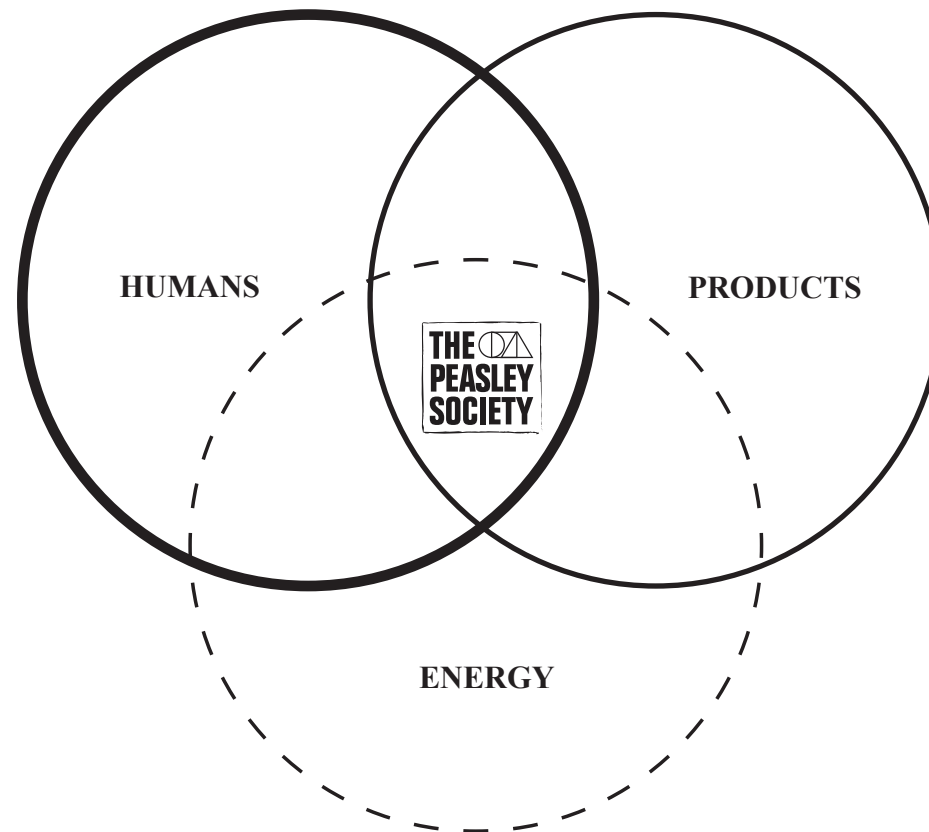
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Most people know exactly and profoundly what it means to be a human being. A good number of people know about products and where they come from. Not a lot of people, however, know about energy use.

## MISSION

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THE PEASLEY SOCIETY resides where these three spheres intersect as illustrated in this venn diagram.



## MISSION

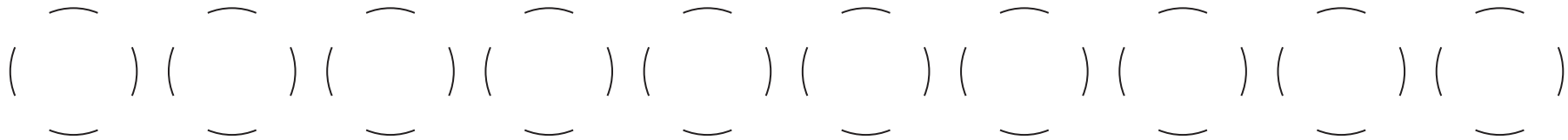
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I like to think of humans who aren't aware of energy consumption as dashed circles. Those dashed circles can fill in over time if exposed to our products. Some might use our products and discard them – but the memories remain and the humans aren't the same.

# MISSION

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## HUMAN NO.1



## HUMAN NO.2



## HUMAN NO.1



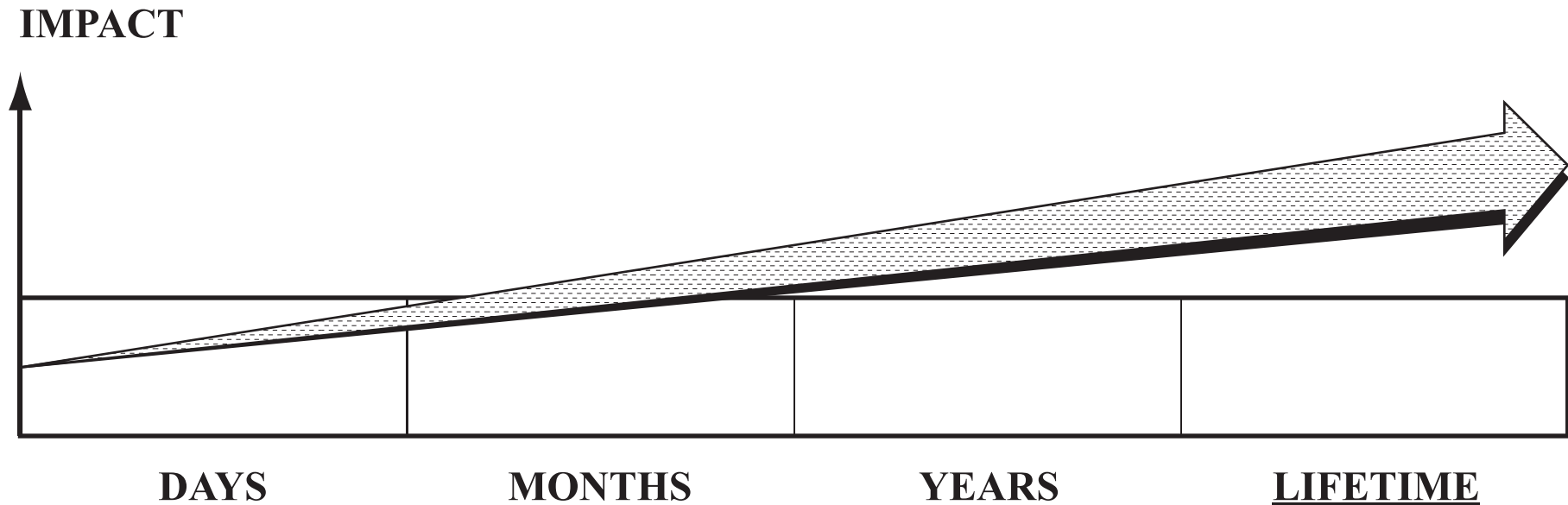
# **TIMESCALE**



## TIMESCALE

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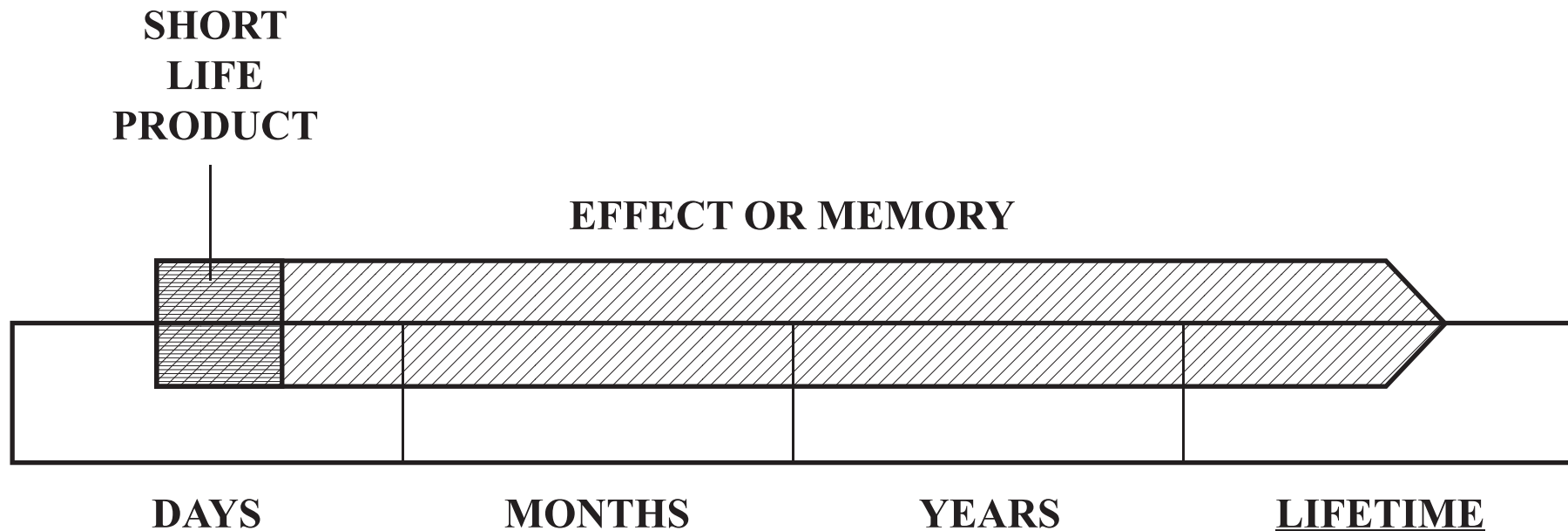
From his early days, Jamie Peasley stressed the importance of **LONG TERM IMPACT**.



## TIMESCALE

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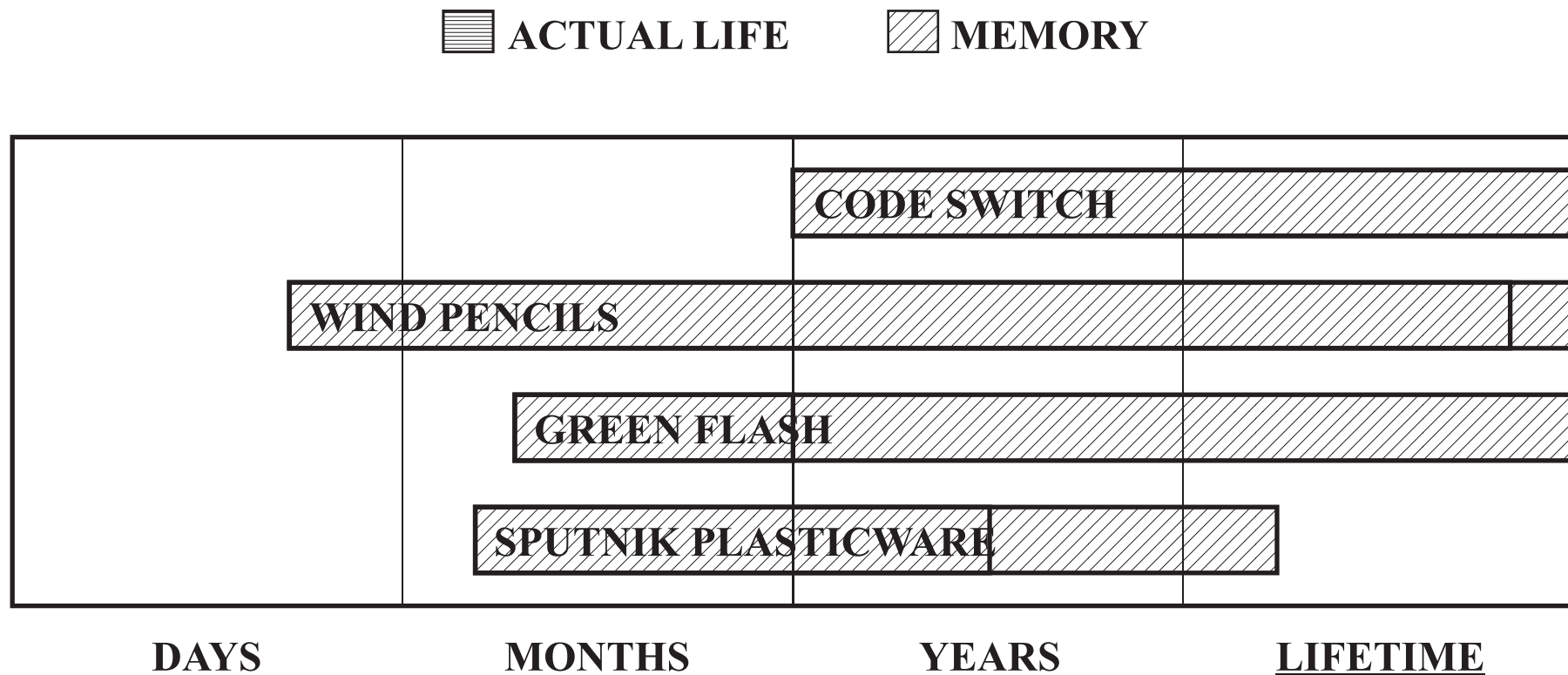
Ideas shouldn't be dismissed if they have a short life, but their effect or memory should last a lifetime – if not for everyone, at least for one person. That is our benchmark. – Peasley, 1990



# TIMESCALE

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Even if crude, a product or experience should aim to be permanent in some way. – Peasley, 1988



## **TIMESCALE**

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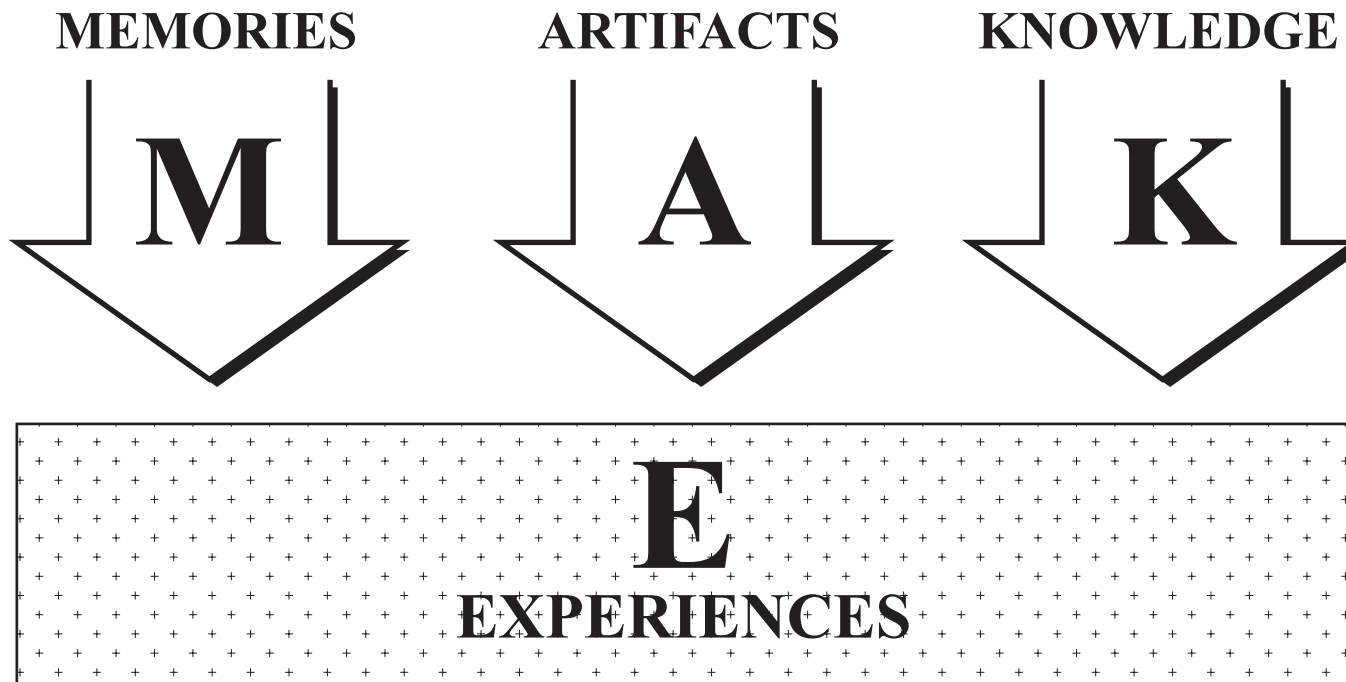
We have been using my MAKE formula to conceive our new products since 2002. – Peasley, 2002

**M A K E**

# TIMESCALE

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Create and trigger memories by interacting with artifacts that provide or question our knowledge to create rich experiences.



## TIMESCALE

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From our research we know people are looking for experiences to share with others. They often don't know where to start. That's where we come in. We give them a push.

That doesn't mean people always want to be pushed, but we do it anyway because we want to see what happens.

# RELATIONSHIPS

## RELATIONSHIPS

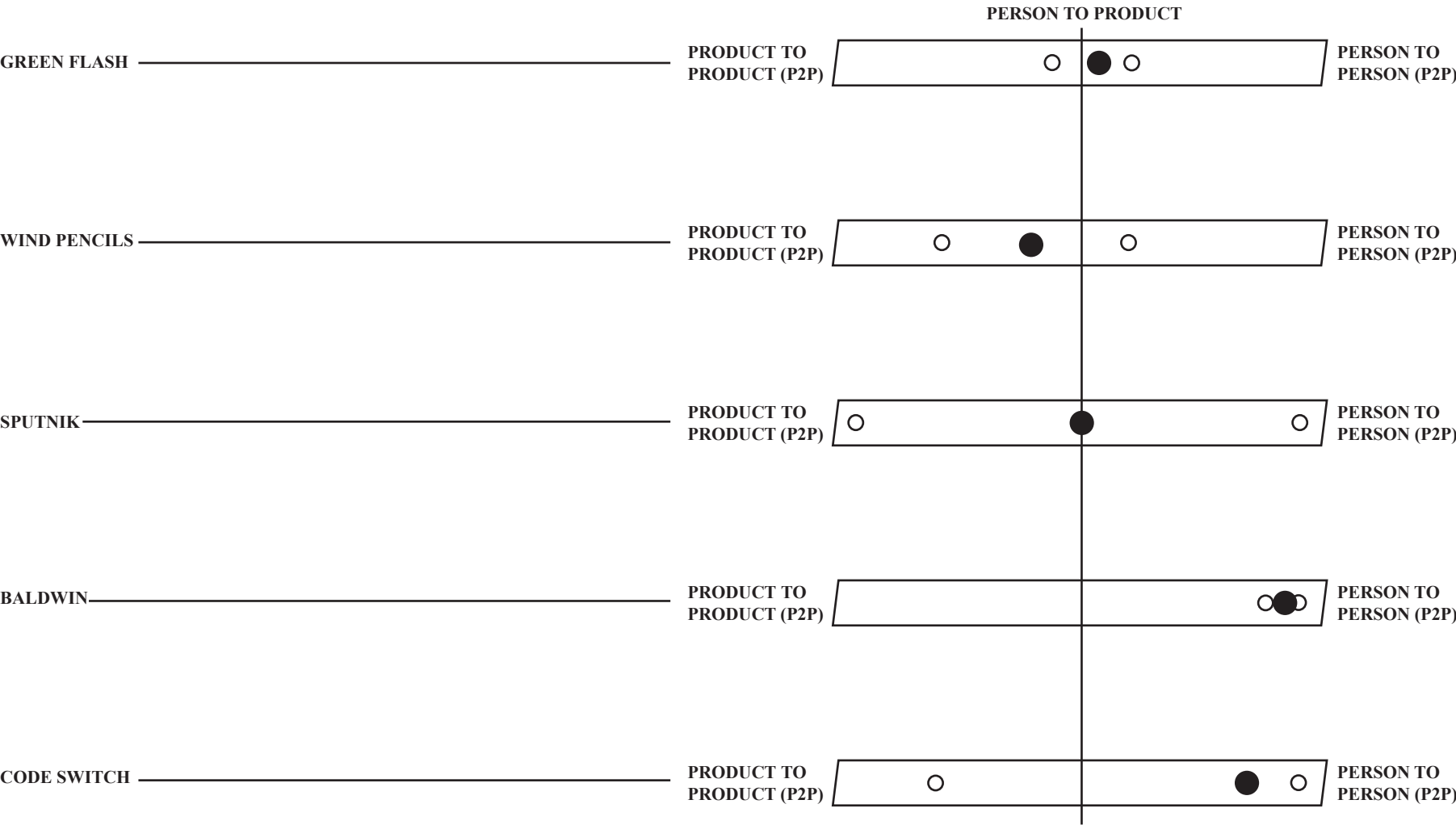
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Have you ever thought about toast? It's one product (bread) interacting with another product (a toaster).

Think about eating it and you're thinking about a human (you) interacting with a product (toast). Now consider this – what if you made toast for someone else? – Peasley, 1999



# RELATIONSHIPS

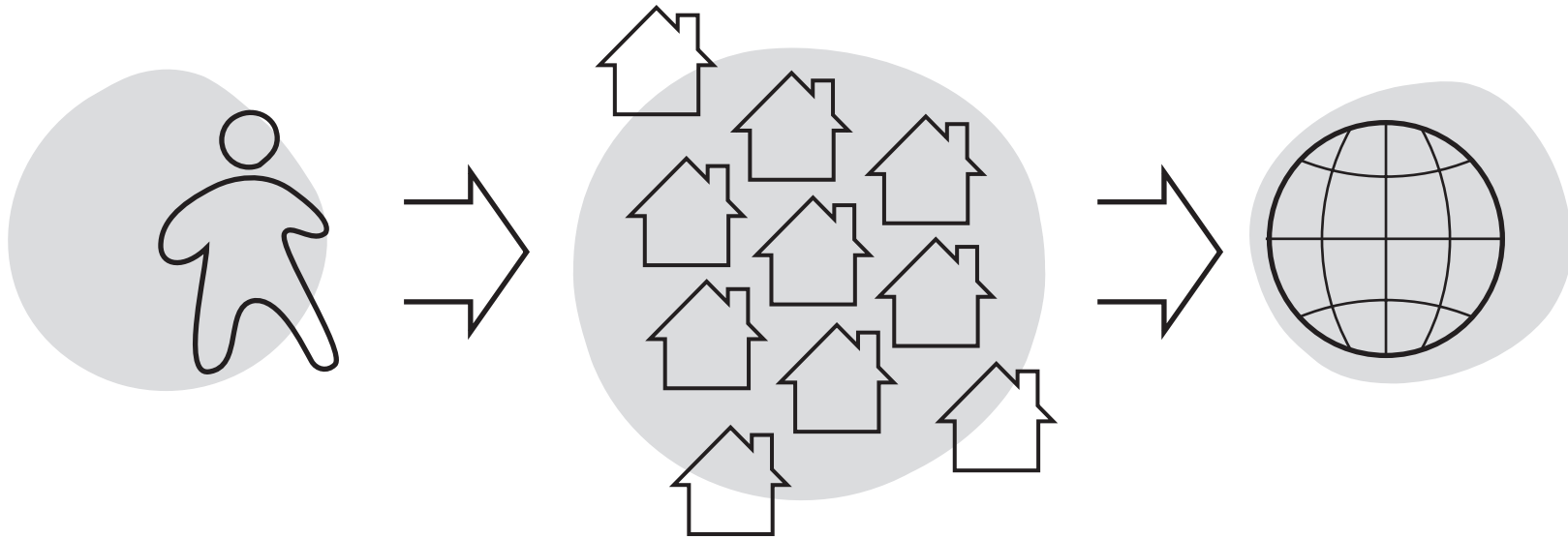


# **SPATIAL REACH**

## SPATIAL REACH

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Our products are meant to work at the personal scale, but also at local, regional and even global scales once the right elements are in place.



## SPATIAL REACH

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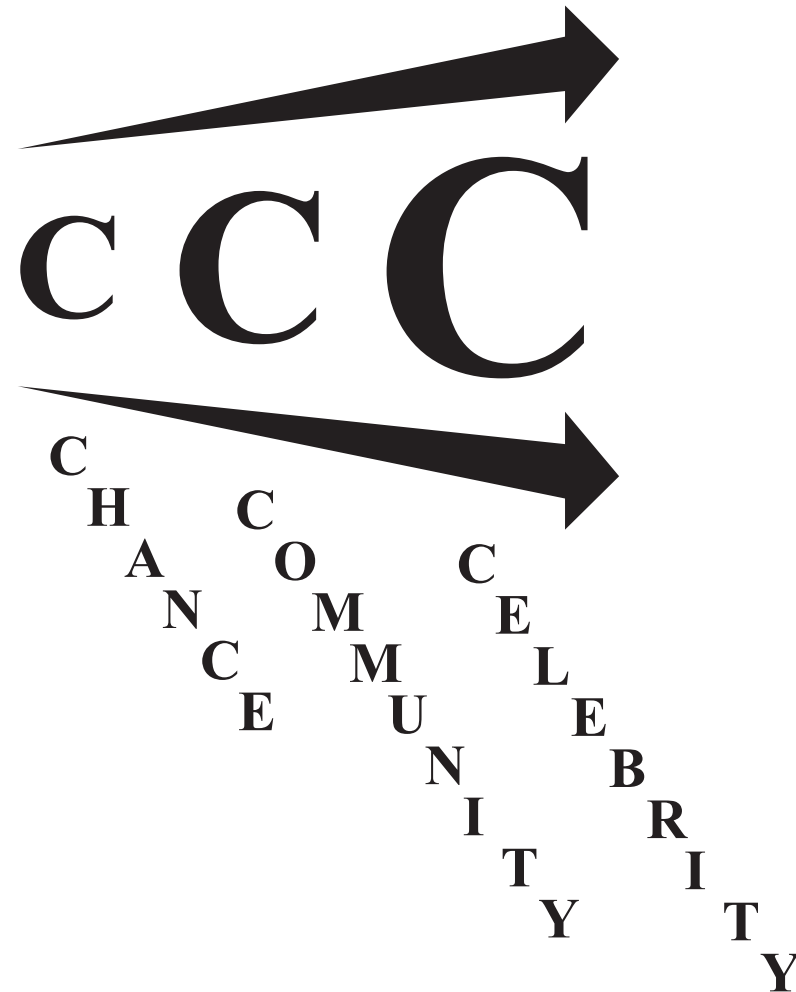
Ideas start small and avalanche into big ideas. They don't do it alone. We count on the three C's.

– Peasley. 2004

Chance, Community and Celebrity

# SPATIAL REACH

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## SPATIAL REACH

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### CHANCE

Let's face it, we need chance on our side to sell these pencils. But trust me, this is not another Odessa.

– Peasley, 2000

Chance plays an important role in the success of a product or experience.

Chance also means that if we have the chance to do something, maybe we should. – Peasley, 2000

## SPATIAL REACH

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In our research we've discovered that people discover things by chance all the time. And they are often delighted by those discoveries.

A chance encounter with a neighbor perhaps, or realizing that a noisy diesel burning plant is generating the energy your hotel room is using.

## SPATIAL REACH

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### COMMUNITY

When we're out there with chance on our side, our products are designed to create communities around shared experiences. Simple products that touch common people and that are talked about can do that.

Communities have different tools at their disposal for communication: vocal, gestural, aural, through light and objects and even presence.



## SPATIAL REACH

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### CELEBRITY

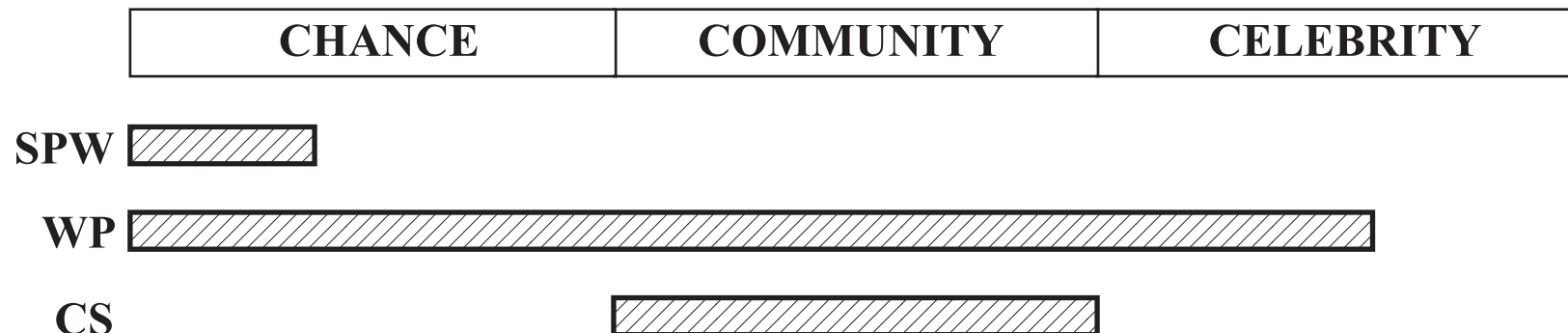
This is the newest C, and one that came as a surprise to our toolset. With the right communities forming (driven by chance), a celebrity can be touched by an experience and propel a product to new heights. Jamie Peasley is aware that this strategy can backfire, which is why Courtney Love was turned down as an endorser.

The Peasley Society doesn't ask for endorsements, but it welcomes them.

## SPATIAL REACH

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The Peasley Society is entering a new chapter. Our latest product has gained attention through the success of previous projects, bypassing the first C.



**VALUES**

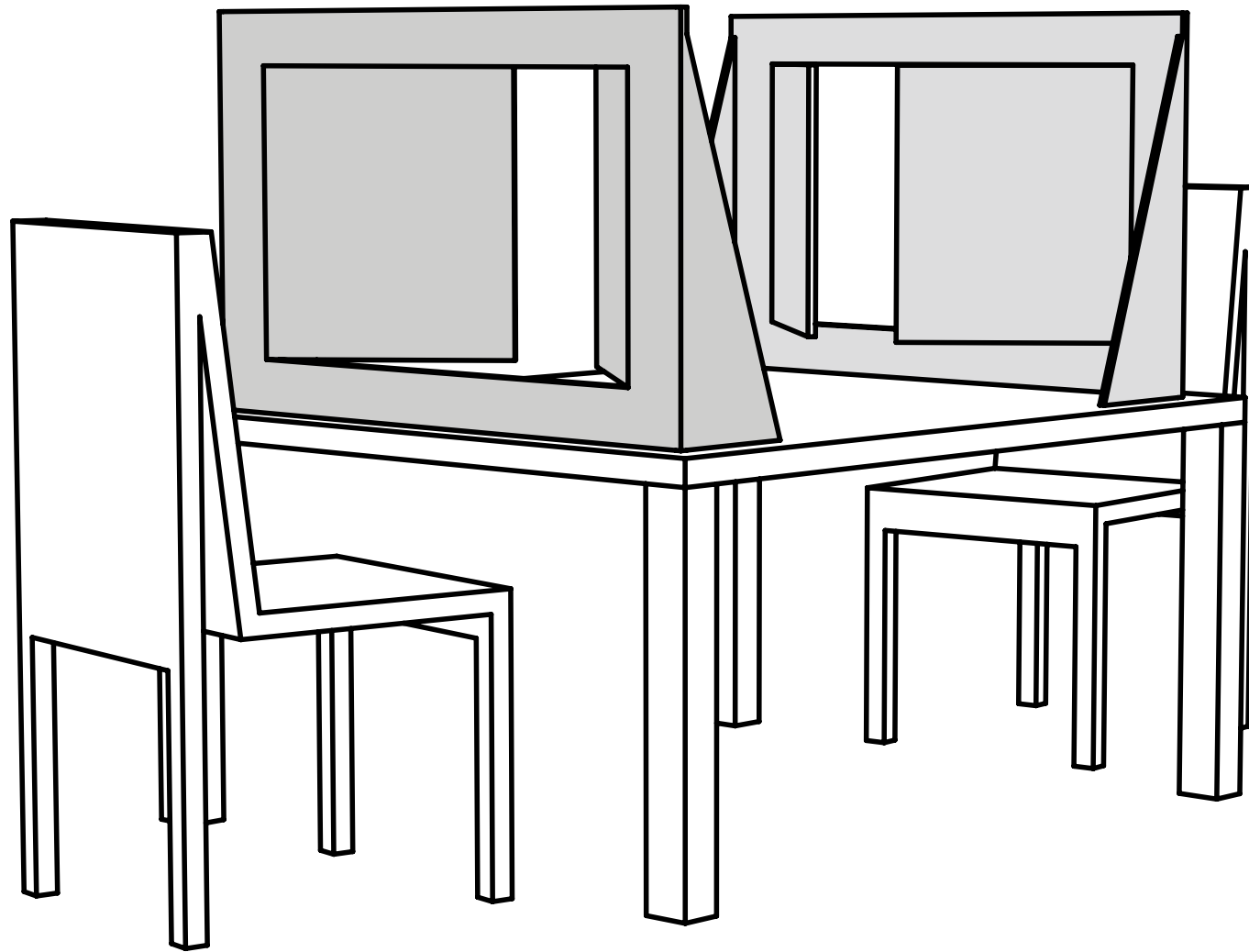
## VALUES

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To discover what people value and what they do with those values, we set up a Spoelhof-Pugh window test. This test allows people to exchange VALUE TOKENS with each other, while being obliged to pretend that they are neighbors looking out their windows.

# VALUES

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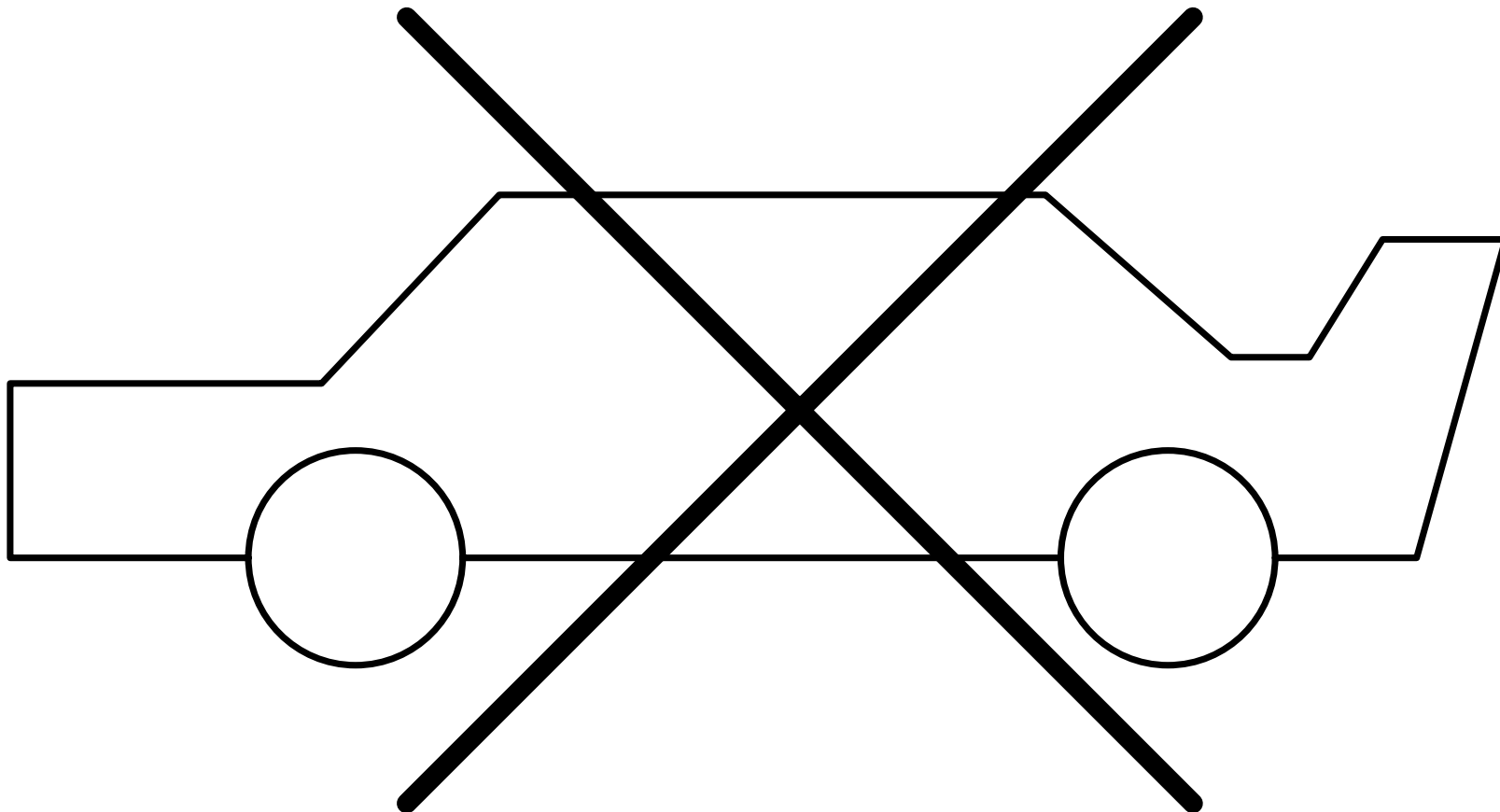
## VALUES

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People's values are often what we don't expect somehow. What drives most visionaries crazy is that at the end of the day, people don't want products at all – they want love. Here's the thing though, I don't consider myself a visionary. I consider myself a human. – Peasley, 1992

# VALUES

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## VALUES

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We initiate the C.H.A.N.G.E. protocol while still engaged with our test subjects. We start a conversation with them and try to uncover discussions where we:

**C**hallenge *perceptions*

**H**ighlight *behaviors*

**A**ddress *problems*

**N**egotiate *feelings*

**G**enerate *solutions*

**E**nrich *lives*



## VALUES

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One way for us to gauge how successful a product is going to be is by letting people try it out for a while before it's on the market. We prefer to get quotes, and very little video.

People get nervous on video and that's one thing we don't want.

# **LEVEL OF FOCUS**

## LEVEL OF FOCUS

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Love something or hate it, but don't be stuck in the middle. – Peasley, 1976

**EASY TO  
IGNORE**  
[ BACKGROUND ]

**FORCED  
ATTENTION**  
[ FOREGROUND ]



## LEVEL OF FOCUS

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We aim to cover the full spectrum of attention in the products and experiences we design, but the best things happen at the extremes.

Why?

People are interested in nuance and detail, so they look for signs and things that are out of focus with care.

What can they glean from quick interactions in the laundry room?

What does your apartment door say about you?

## LEVEL OF FOCUS

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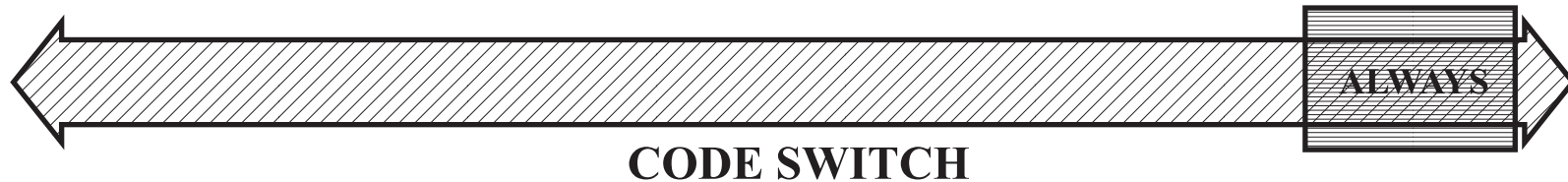
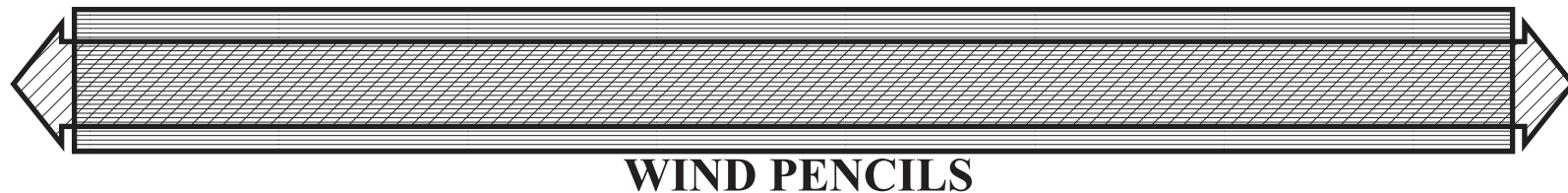
At the other end of the spectrum, forced attention can become intrusive and undesirable. It may bring about change (even if forcefully) or prompt reflection. This is fertile ground for new products.

# LEVEL OF FOCUS

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**EASY TO  
IGNORE**  
[ BACKGROUND ]

**FORCED  
ATTENTION**  
[ FOREGROUND ]

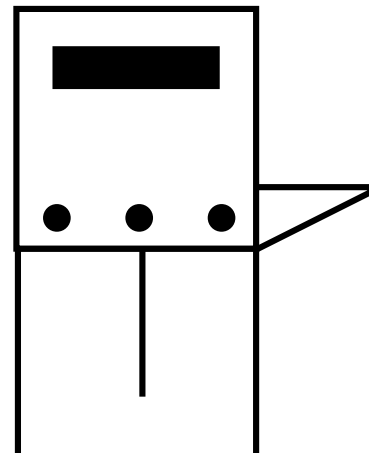
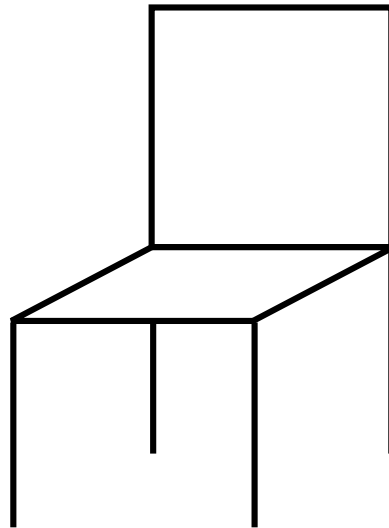


# **PAST AND FUTURE PROJECTS**

# PAST AND FUTURE PROJECTS

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## THE ODESSA CHAIR





## PAST AND FUTURE PROJECTS

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### THE ODESSA CHAIR

This product was introduced before the Sputnik Plasticware set, and is The Peasley Society's biggest failure to date. The chair charges batteries with solar power, batteries that can be used to power things inside of a house. Peasley wanted people to think more about what the batteries were powering so he put the solar panels on the back of the chair. Next he made sure that the panels would only collect energy if someone was sitting in the chair. In a sense, he was asking people to put the chair by a window, and sit with their backs to the window- staring inside at their house and reflecting.

## PAST AND FUTURE PROJECTS

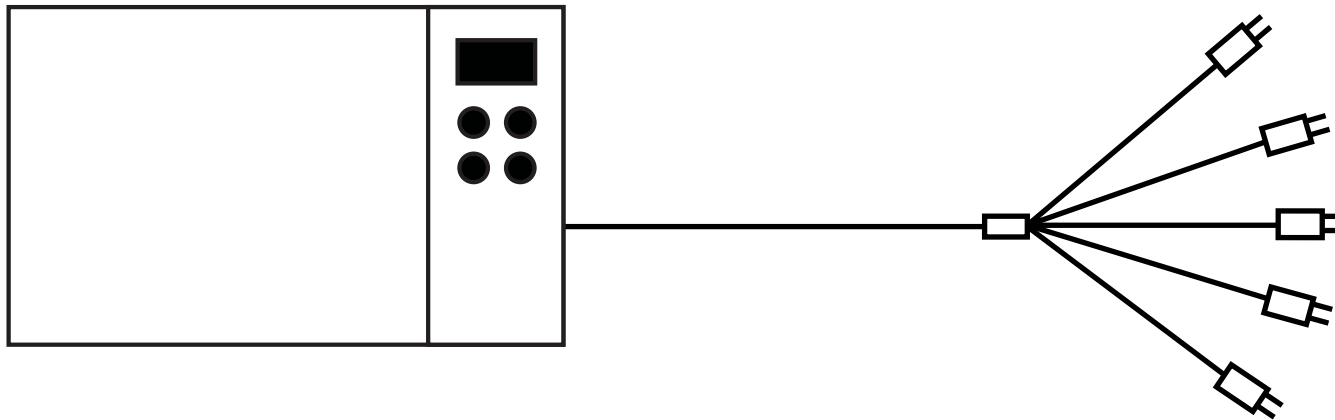
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People were confused. No one wanted to use the chair for its original purpose. Of the 20 humans that bought an Odessa chair, 18 used it in a room with no window at all- simply using it as a chair and watching TV in it. The other two people used the chair by a window as instructed, but again used it to watch TV and power the batteries for the TV remote. It was after this failure that Peasley started sticking to the Decision Support System framework.

# PAST AND FUTURE PROJECTS

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## THE FIVE SISTERS



This is a project that is in the pipeline for the near future. Like the code switch, it is one of The Peasley Society's most technically advanced products.

The Five Sisters is a plug that can be used for anything- a light, a computer, a radio, etc.

## PAST AND FUTURE PROJECTS

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The catch is that only one of the five plugs works at once. If the building that a person lives in uses a lot of energy, people would have to change the plug very often, because the working cord would change. The Peasley Society imagines this product going hand in hand with the code switch. The code switch controlling the lights, and Five Sisters controlling other things.