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PechaKucha 7 – Learning with Others

Primate Pathmaking

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This PechaKucha explores the 3 guiding principles for research to create impact: clarity, coordination, and curiosity. Without all these elements, research struggles to make impact for the intended users. In this case, the user is Jojo, a silverback gorilla. Jojo was 80 pounds overweight, and this was caused by a number of reasons. Every solution required a clear framing of the goals, a complex and coordinated effort from everyone involved, and a genuine curiosity to engage in the solutions.

Keywords: gorilla, silverback, clarity, coordination, curiosity, observation

before



after



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