

Convergence vs. Functionality

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It probably isn't possible to know exactly what people are thinking, but it is possible to know how people think. This is certainly true when it comes to the difference between convergence and functionality, as it is for most perceptual measures. The key is to realize that people feel before they think, and they construct most of their thoughts on a foundation of feelings. Let's take a look.

Convergence is a measure of the partition(s) our minds create to help make sense of the stuff around us.

Functionality is a technical statement of what the stuff around us does.

The only dogmatic prescription apposite to convergence is: At any point in time stuff either functions in accordance with how we have partitioned our minds (that's good), or stuff doesn't (that's bad).

Many years ago Bob was at a club listening to Miles Davis. The stuff coming from Miles and his band was not the stuff Bob recognized as jazz. Between tunes Bob asked, "What's that you're playing Miles? It sounds different." Miles answered, "Times change man."

Miles was right (about change not music) times do change. We take note of change that strikes a Responsive Chord. We tune out dissonant change.

When typing became known as word-processing Wang became successful. When word-processing became known as something you did with a computer Wang became obsolete.

Functionally the Wang word processor was a computer, technically superior to the offerings from Apple and IBM. Unfortunately in the minds of customers Wang meant ONLY word processing. "Times changed man", but Wang didn't. They were behind the convergence curve even though they were in front technically.

Convergence occurs when the partitions in our mind change. Predicting and parlaying with convergence leads to success. Confusing a change in functionality for a change in convergence leads the other way.

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Suggested Reading

**Schwartz, Tony. The Responsive Chord. Anchor Books, 1974.
ISBN: 0-385-08895-7**

