

Human-Centered Systems

The Next Technology Layer

Designing around human meaning, culture, and experience.



EMOTION



CULTURE



IDENTITY



EXPERIENCE



BELONGING



BEHAVIOR



ELECTRICITY

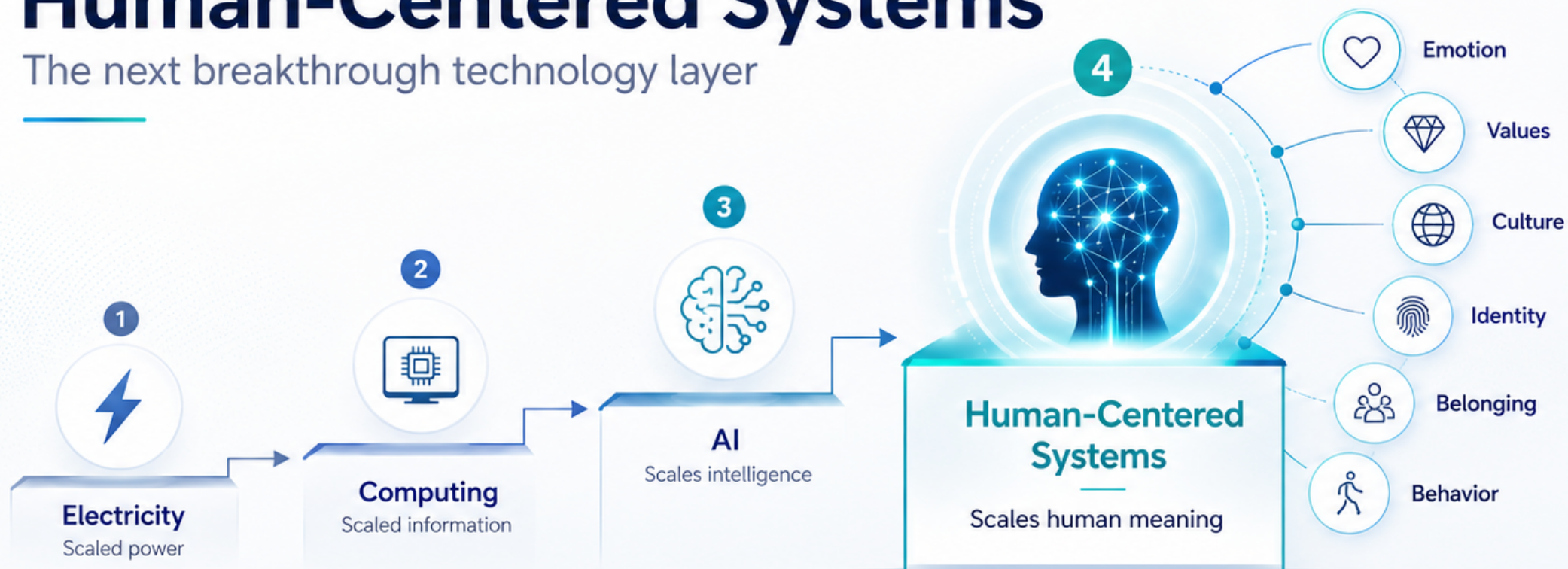
COMPUTING

INTERNET

HUMAN-CENTERED SYSTEMS

Human-Centered Systems

The next breakthrough technology layer



Not just what people do — but what they feel, value, and care about.

BREAKTHROUGH TECHNOLOGIES CHANGE INDUSTRIES



Television
revolutionized
broadcasting



The smartphone
revolutionized
commerce



Accelerated computing
made modern
AI possible



HCS helps machines
understand
people better

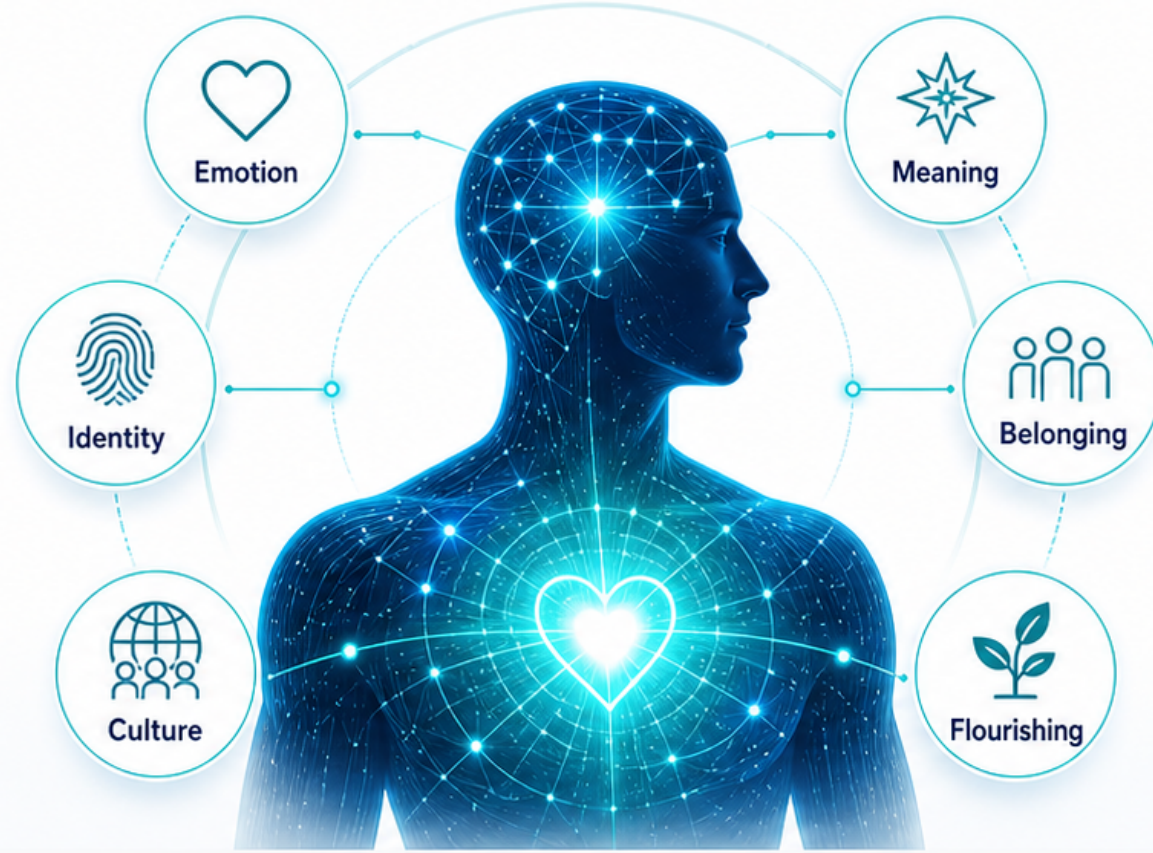
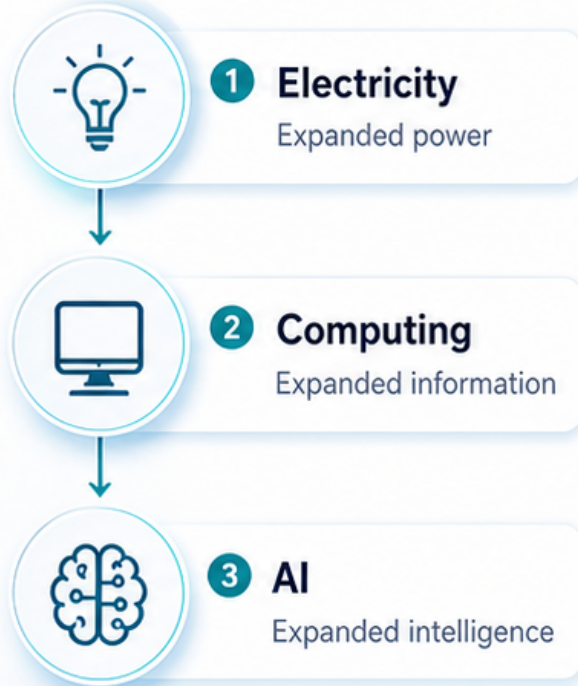


HCS makes emotion, values, culture, identity, belonging, and behavior **computationally understandable, measurable, and usable as infrastructure.**

Human-Centered Systems

Expanding the human condition through enriched human experience

What past breakthroughs expanded



What HCS expands

Human-Centered Systems
Expands human experience

Designing around what people feel, value, need, belong to, and care about.

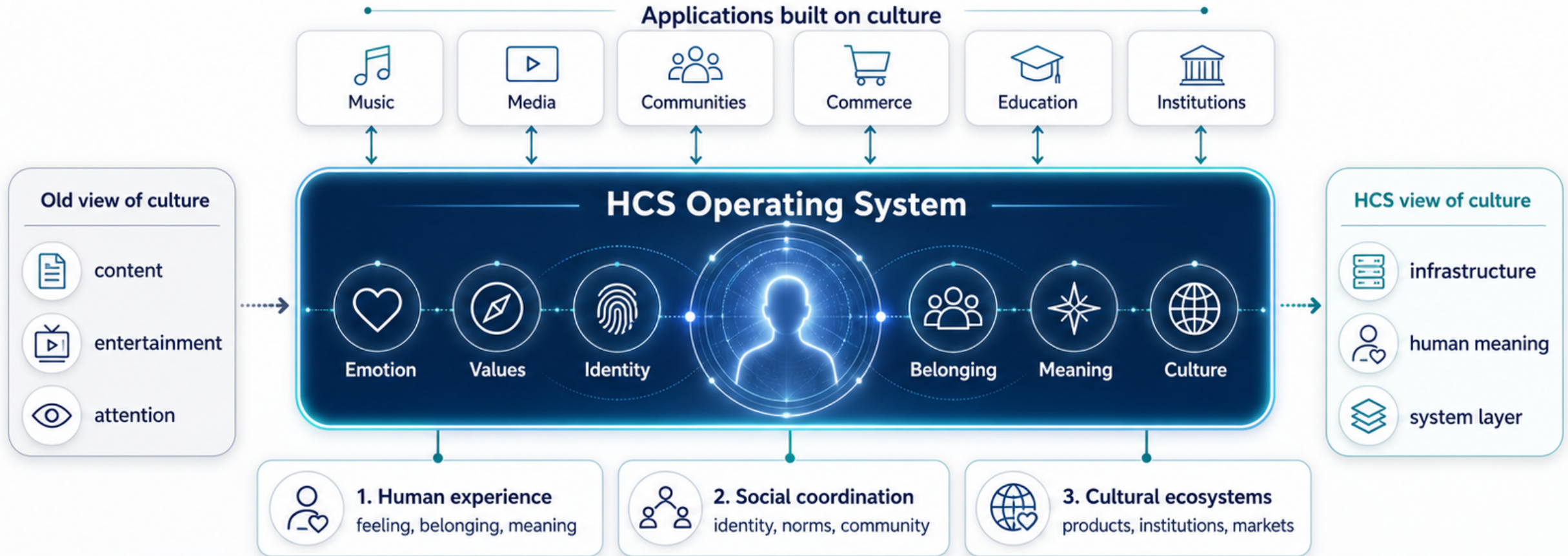
 **Old breakthrough technologies expanded capability. HCS expands experience.**



HCS helps make emotion, values, identity, belonging, culture, and meaning understandable enough to build better products, institutions, and communities around the human being.

Human-Centered Systems

The new operating system for culture



Computing gave the world operating systems for machines. HCS gives the world an operating system for culture.

Culture is not just content people consume. Through HCS, culture becomes a system through which people **feel, belong, learn, organize, and create meaning.**

Human-Centered Systems

Music as the easiest doorway



Why music is the easiest doorway



Everyone understands music



Music already shapes emotion



Music expresses identity and belonging



Music shows how culture moves behavior

Music opens the door to human-centered understanding



Music is the easiest doorway into HCS



A song can make people feel, remember, belong, express identity, and move with culture.

Music makes the human layer visible.



People may not understand HCS yet — but everyone understands **music**.



By starting with music, HCS becomes easier to understand as a system for **emotion, identity, belonging, culture, meaning, and behavior.**

Human-Centered Systems

Participation, contribution and reward

A culture cycle that strengthens communities



Participation builds belonging



Open access

Everyone can enter and take part.



Voice and inclusion

People feel heard and respected.



Active engagement

Members share ideas and effort.



Community connection

People support and grow together.



Reward sustains the cycle

People stay engaged when contribution is visible, meaningful, and rewarded.



Recognition

celebrate impact



Incentives

motivate continued effort



Shared value

strengthen the whole community



Participation layer

people, access, belonging



Contribution layer

effort, creativity, value



Reward layer

recognition, incentives, opportunity



HCS makes participation visible, contribution valuable, and reward meaningful.

When systems align participation, contribution, and reward, communities become stronger, fairer, and more sustainable.