WE ARE SPARTANS, THEY ARE ATHENIANS
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I talked to our client today about the succinct and friendly display of large quantities of data. Elements of both statistics and artistic display are necessary.

We have no in house graphic artists, and to my knowledge, no plans to extend our capacity in the graphic arts.

User-friendly display requires artistic design which we do not provide. Some simple examples:

1. Demo screen displays are competent, but dictated by Zetalisp programming structures such as window and pane definitions, rather than by design choices.

2. Information condensation is not considered from the human processing angle.

3. Our concept of human factors is that of human engineering, with no emphasis on aesthetic design.

4. The room layout of the conference room is antagonistic to comfortable presentations. (Ie. our physical plant has no concept of design).

5. Our environmental art is minimal.

6. Our concept of CODE with aesthetic merit (eg consistent representation, strong modularity, uniform style) seems non-existent.

7. The standardized viewgraph format is an affront to the senses, and degrades the transfer of information.

As an overview, we are Spartans. Clients are Athenians, they want aesthetic display first, and functionality second.

I am specifying a position for a "user-interface" person with strong artistic and aesthetic talent and a knowledge of LISP. I think the payoff of this approach would be high.