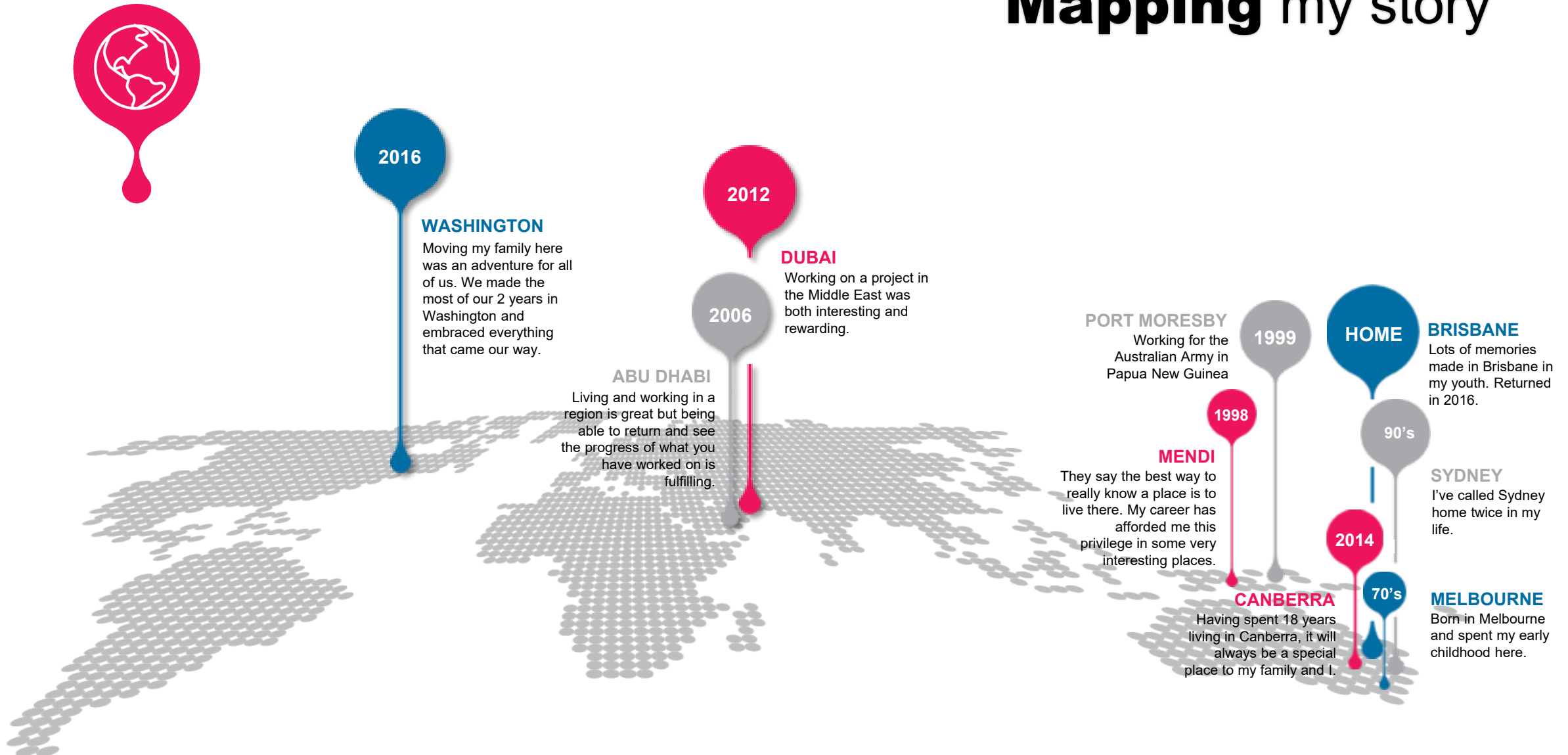


# Integrating Location and Design



Paul Murphy | GHD  
2019 AEC Summit @ ESRI UC

# Mapping my story

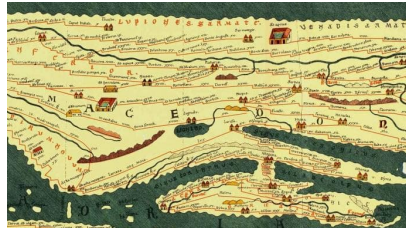




# Evolution of location and design

80% of business data contains location information

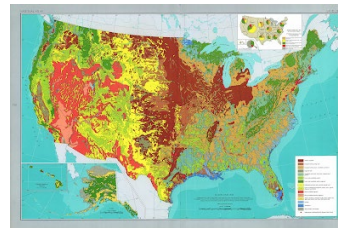
Location information supports decision making in every area of business



EMPIRE BUILDING



PANDEMIC  
MANAGEMENT

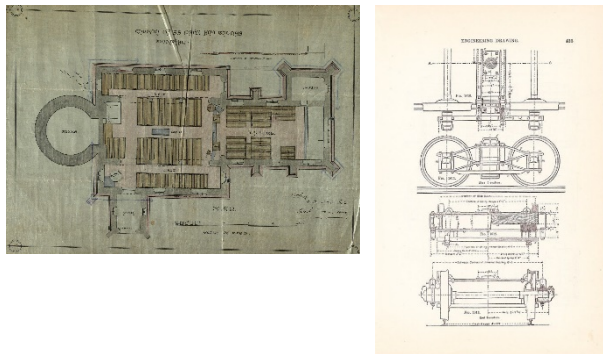


ACADEMIC  
LAND USE  
WEATHER

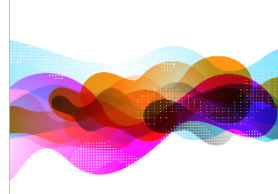


GPS EMBEDDED MOBILE  
DEVICES ON GLOBAL  
SCALE

TRADITIONAL DESIGN DISCIPLINES



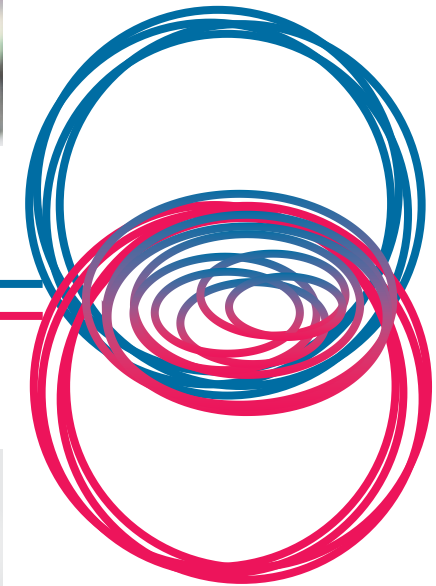
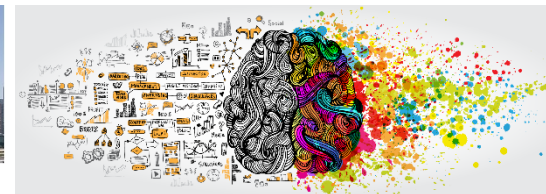
FIELDS OF DESIGN  
BECOMES MORE  
BROAD



INCREASINGLY  
COMPLEX  
INFRASTRUCTURE  
DESIGN



DESIGN THINKING



“The single biggest competitive advantage”

“Good design is good business”

Design thinking is a methodology that we use to solve any complex problem



2020

2019



