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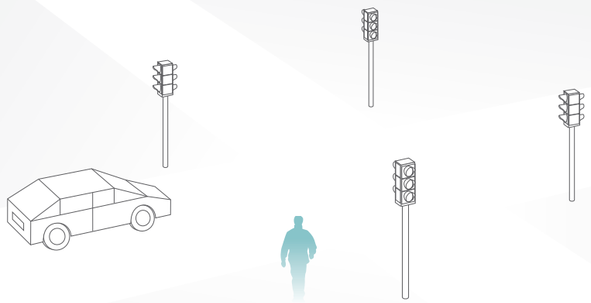
DESTINATION INTERFACE

The journey towards a Need-Oriented Filter

"A musician must make music, an artist must paint, a poet must write, if he is to be ultimately at peace with himself. What a man can be, he must be. This need we may call self-actualisation ... It refers to man's desire for self-fulfilment, namely, to the tendency for him to become actualised in what he is potentially. This tendency might be phrased as the desire to become more and more what one is, to become everything that one is capable of becoming." Abraham Maslow



Traffic Lights
1 Interface
2 User types (Pedestrian & Vehicle)
2 Rules of engagement

The distance between desire and fulfillment is shortening...

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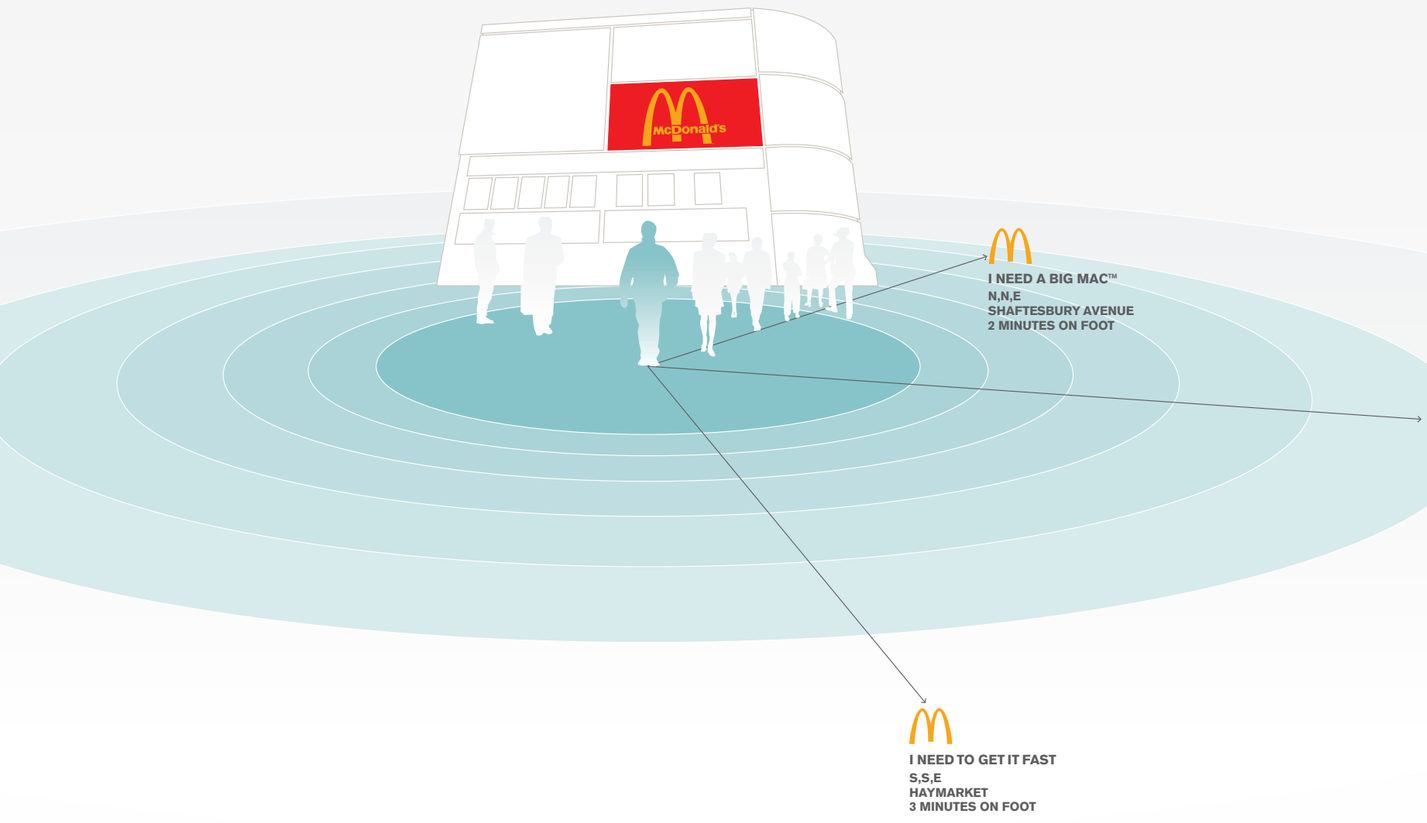
NEED

When we are born we are conscious only of ourselves, we are the universe. We perceive little other than our basic needs, and if these needs are met we are content. As our consciousness expands we become aware of a world outside ourselves. We discover that there are people, places and things around us, and that they fulfil our needs. At this point we also begin to recognise differences and develop personal preferences and unique hierarchies. We learn to want and choose.

We are the centre of a growing universe and expect to be provided with the things we need and want. Our source of contentment shifts from basic needs miraculously met to the fulfilment of our desires. Most children, through experiences over a period of time, come to realise that the outside world cannot provide all their wants and needs. They begin to supplement what is given to them with their own efforts. As their dependency on people, places and things decreases they begin to look to themselves more and more. They become more self-sufficient and find that happiness and contentment are controlled from within yet conducted and influenced externally.



"I forgot. I'm sorry,
it was at the back of my mind."

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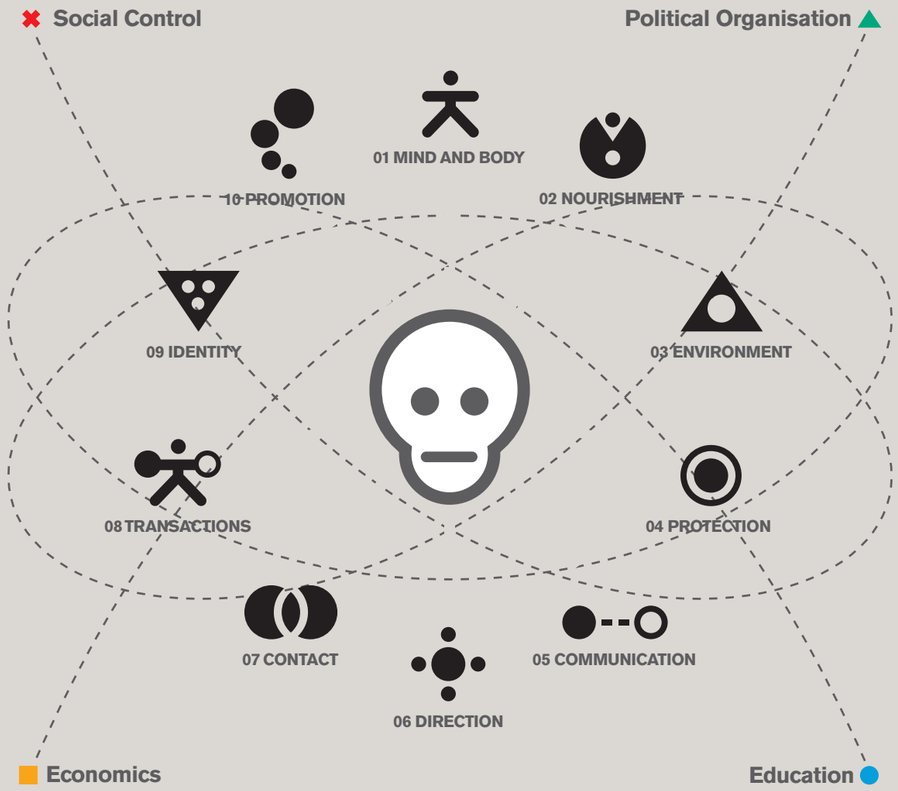
DO WE ACTUALLY THINK ALPHANUMERICALLY?

Each individual's unique hierarchies and choices constantly fluctuate in unconventional processes of generalisation, distortion and deletion.

RECALL

Immediacy of external access should reflect internal mind mapping



It is clear that any theory of culture has to start from the organic needs of man. If it succeeds in relating (to them) the more complex, indirect, but perhaps fully imperative needs of the type which we call spiritual or economic or social, it will supply us with a set of general laws such as we need in sound scientific theory.

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CLASSIFICATION

Deselective information retrieval method based on human needs of the individual, inside established social/cultural categorisation

01 Mind and Body - My Health
Any anatomical or biological anomaly requiring medical or psychological assistance in the form of devices, medication or help from specialists in the community. This also includes the prevention of deterioration in physical or mental health through research and development.
The need to maintain life.

Abortion Advice
Acupuncture Practitioners
Allergies
Alternative Medicine
Ambulance Services
Biologists
Birth Control
Blood Services
Breathing Apparatus
Care Agencies
Chemists - Analytical & Research
Chemists - Dispensing
Chemists - Manufacturing
Chemists - Wholesale
Chiropodists
Chiropractors
Clinics
Community Centres
Community Groups
Community Health Councils (NHS)
Complementary Medicine
Consultants - Scientific & Research
Contact Lens Suppliers
Convalescent Homes
Counselling & Advice
Creche Facilities & Services
Crematoria
Crematoria - Pet
Day Care
Day Centres
Day Nurseries
Dental Laboratories
Dental Materials & Equipment
Dental Surgeons
Dental Technicians
Dieticians
Dieting & Weight Control
Disabled Equipment & Vehicles
Disabled Information & Services
Doctors - Group Practice
Doctors - Private
Doctors - Public
Electrical Apparatus
Exercise Equipment
Family Planning
Family Planning Committee
First Aid Supplies
First Aid Training
Fitness Centres
Fitness Equipment
Floatation Therapy
Friendly Societies
Fulfilment Houses
Funeral Directors
Funeral Directors' Supplies
Funeral Pre-Planning
Genealogists
Glasses - Optical
Gymnasia
Gymnastic Equipment
Handicapped - Services For
Healers
Health Authorities & Services
Health Centres
Health Clubs & Fitness Centres
Health Farms
Health Food Manufacturers & Suppliers
Health Food Shops
Health Insurance
Health & Safety Consultants
Health Screening
Healthcare Companies
Hearing Aids
Herbalists
Homoeopaths
Hospices
Hospital Services & Supplies
Hospitals
Hygiene & Cleansing Services
Hypnotherapists
Incontinence Goods
Invalid Equipment & Services
Keep Fit
Kindergartens
Laboratory Equipment
Laboratory Facilities
Life Assurance & Pension Companies
Life Assurance & Pension Consultants
Life Saving Appliances
Manicure
Marriage Bureaux
Marriage Guidance
Massage
Medical Equipment & Machinery Manufacturers
Medical Practitioners
Medical Supplies
Medical Waste Disposal
Meditation
Mentally Handicapped - Services For
Microbiologists
Microscopes
Ministers of Religion
Mobility Equipment & Vehicles
Nanny & Childcare Agencies
Nappy Delivery
Natural Health Centres
Nurse Call Systems
Nurseries - Child
Nursery Equipment
Nursery Schools
Nurses' Agencies & Care Agencies
Nursing Homes
Nursing Supplies
Nutritionists
Occupational Health
Occupational Therapists
Old People's Homes
Optical Goods Manufacturers & Wholesalers
Optical Goods Retailers
Opticians - Dispensing
Opticians - Opthalmic (Optometrists)
Orthopaedic Footwear
Orthopaedic Goods
Osteopaths
Pension Scheme Companies
Pension Scheme Consultants
Pharmaceutical Manufacturers & Suppliers

02 Nourishment - My Food
The act of nourishing and the devices that enable the state of being nourished orally by nutritious substances.
The preparation, presentation and delivery of food and drink as a production service.

Abattoirs
Agricultural Auctioneers
Agricultural Supplies
Animal By-Products?
Bacon & Ham Curers & Suppliers
Bakers & Confectioners - Retail
Bed & Breakfast
Biologists
Biscuit Manufacturers
Brewers
Butchers
Cafes & Cafeterias
Cartons
Casks
Caterers
Catering Consultants
Catering Engineers & Equipment Maintenance
Catering Equipment Hire
Catering Equipment Manufacturers
Catering Equipment Suppliers
Catering Products - Disposable
Catering Supplies - Food & Drink
Cattle Breeders & Dealers
Champagne - Delivered
Cheeses
Chocolate Manufacturers & Wholesalers
Chocolates - Delivered
Coffee
Coffee Importers & Merchants
Coffee Machines & Supplies
Coffee Shops
Confectionery Manufacturers & Wholesalers
Confectionery Retailers
Convenience Stores
Cook Shops
Cooked Meat Manufacturers & Wholesalers
Crockery
Dairies
Dairy Machinery
Delicatessens
Drinking Establishments
Fish Meal Manufacturers
Fish Merchants - Wholesale
Fish Salesmen
Fish Smokers, Curers & Packers
Fishmongers
Food Containers
Food - Delivered
Food Manufacturers & Suppliers
Food Processing Equipment & Machinery
Food Products - Prepared
Food Stores
Freezer Centres
Frozen Food Manufacturers & Wholesalers
Frozen Food Shops
Fruit Packers
Fruit & Vegetable Growers
Fruit & Vegetable Wholesalers
Gamekeepers
Gift Hampers
Grain Merchants & Shippers
Greengrocers & Fruit Sellers
Greenhouses
Grocers & Convenience Stores
Grocery Wholesalers
Hampers
Health Farms
Health Food Manufacturers & Suppliers
Health Food Shops
Herbalists
Herbs & Spices
Home Brewing
Honey Merchants
Horticultural Wholesalers
Hotels & Inns
Hypermarkets
Ice Cream Equipment & Supplies
Ice Cream Manufacturers & Suppliers
Ice Cream Parlours
Ice Merchants
Inns
Irrigation Systems & Equipment Manufacturers
Kegs
Kitchen Equipment
Kitchen Furniture Manufacturers
Kitchen Planning & Installation
Kitchen Units & Worktops
Kosher Food
Lime & Fertilizer Spreaders
Livestock Auctioneers
Livestock Breeders & Dealers
Livestock Carriers
Livestock Equipment & Services
Livestock Insemination
Margarine Manufacturers
Marine Fish
Market Gardeners
Meat Markets
Meat Product Manufacturers & Suppliers
Meat Wholesalers
Microwave Ovens - Food
Microwave Ovens - Industrial
Microwave Systems
Milk Delivery
Milking Machine Manufacturers
Mill Shops
Millers
Mineral Water
Mixing & Blending Machines
Motels
Mushroom Growers
Natural Health Centres
Newsagents
Nurseries - Horticultural - Wholesale
Nutritionists
Off Licences & Wine Merchants
Oils & Fats - Edible
Organic Foods
Ovens
Packaging Machinery
Packaging Materials

03 Environment – Where I live, how I survive
How we surround ourselves with inanimate objects or become responsible for the cultivation of relationships with living things that ultimately satisfies our need for a comforting existence.
Environment lists services, systems and suppliers that advise or provide an individual's requirements.

Abrasive Materials
Access Equipment
Accommodation
Accommodation Address Agents
Accommodation - Residential
Air Ducts
Air Filters
Anti-Corrosion Treatments
Apartments
Aquarium & Pond Supplies
Architects
Architectural Antiques
Architectural Decorations
Artexing
Artificial Flowers & Plants
Artificial Grass
Asphalt & Macadam Laying
Awnings
Background Music
Bags
Balustrade & Handrail Manufacturers
Bar Fixtures & Fittings
Barometers
Barrels
Barriers
Bathroom Design & Installation
Bathroom Equipment
Bed & Breakfast
Bedrooms - Fitted
Beds & Bedding
Bird Cages
Blasting
Blinds & Awnings
Boarding Catteries
Boarding Kennels
Boiler Cleaning, Servicing & Repairs
Bonds
Board - Cardboard
Board - Plastic
Board - Wood
Boilers
Boilers - Steam
Bulldozers
Business Consultants
Business Maintenance & Repairs
Business Restoration & Consultants
Buildings - Prefabricated
Buildings - Relocatable
Buildings - Sectional
Buildings Systems - Modular
Cable Trunking
Camping Sites
Candles
Cane Furniture
Canopies
Car Air Conditioning
Car Breakers
Car & Coach Parks
Car & Commercial Vehicle Dismantlers
Car Parks
Car Ports
Car Sunroofs
Car Trimmers & Upholsterers
Caravan Agents & Dealers
Caravan Hire
Caravan Manufacturers
Caravan Parks - Residential
Cardboard Boxes
Carpenters & Joiners
Carpet Binding Materials
Carpet Cleaning Equipment
Carpet Planners & Fitters
Carpet & Rug Manufacturers
Carpet & Rug Retailers
Carpet & Rug Wholesalers
Carpet Traders - Oriental
Carports
Carrier Bags
Carriers
Carvers & Gilders
Case Makers
Cat Breeders
Cavity Wall Insulation
Ceilings - Suspended
Cement & Grouting Contractors
Cement Manufacturers & Merchants
Central Heating Equipment
Central Heating Services - Commercial
Central Heating Services - Domestic
Ceramic Products & Services
Chain Saws
Chair Manufacturers
Chimney Builders & Repairs
Chimney Sweeps
China & Glassware Manufacturers & Wholesalers
China & Glassware Repairs
China & Glassware Retailers
Cinema Furnishers
Cisterns
Cladding
Classic Car Restoration & Services
Clean Rooms
Cleaners (Launderers)
Cleaning Equipment Manufacturers - Industrial
Cleaning & Maintenance Services
Cleaning Material - Suppliers
Cleaning & Polishing Equipment Manufacturers
Cleaning Rags & Waste
Cloth Manufacturers & Merchants
Coach Painters
Coal & Solid Fuel Merchants
Coal & Solid Fuel Wholesalers
Collectors' Items & Curios
Colour Analysts
Commercial Property Agents
Commercial Vehicle Accessories & Components
Commercial Vehicle Bodybuilding
Commercial Vehicle Cleaning
Commercial Vehicle Painters
Commercial Vehicle Washing Equipment
Compact Discs
Computer Furniture
Computer Games
Concrete - Ready-Mixed
Concrete Reinforcements
Concrete Repairs
Concrete Waterproofing
Condensation Control
Confidential Waste Disposal

04 Protection – Minimise risk, maximise freedom
Preventative measures taken to ensure that internally (biologically or psychologically) and externally (physically) the individual's immediate environment or any extension of the individual has the freedom from risk or danger. This is also interpreted as services, products or associations that provide defence locally, nationally or globally.

Adoption & Fostering
Alarm Systems
Alterations & Repairs - Clothing
Ambulance Services
Animal Welfare Societies
Appliance Testing
Armed Services & Reserve Forces
Arms & Ammunition
Au Pairs
Baby Sitting
Bags
Ballet Shoes
Balletwear
Bar Requisites
Barriers
Beds & Bedding
Biologists
Blankets
Blouses
Boarding Up Services
Buckles
Burglar Alarms & Security Systems
Car Air Conditioning
Car Assessors
Car Painters & Sprayers
Car Photographers
Car Seats
CCTV
Cellulose Enamel & Lacquer
Cellulose Film Manufacturers
Chain & Lifting Gear Testers
Childcare
Chromium Plating
Citizen's Advice Bureaux
Closed Circuit TV Installers
Closed Circuit TV & VTR
Clothes Shops
Commissioners For Oaths
Commissionaires
Concrete Repairs
Consultants - Business
Convalescent Homes
Copying & Duplicating Services
Copying Equipment
Corrosion Prevention & Control
Councils
Country Wear
Courts
Crash Barriers
Curtains
Data Information Services
Detective Agencies
Detector Manufacturers & Suppliers
Dinghies
District Councils
Diving Equipment
Door Entry Systems
Double Glazing Installers
Double Glazing Materials
Double Glazing Repair
Draught Excluder Manufacturers
Draught Proofing
Dress, Blouse & Skirt Manufacturers
Dress Shops
Drug Abuse - Advice
Dry Rot Control
Duvets
Elderdown Manufacturers
Elderly Care Services
Engineers - Civil
Explosive Manufacturers & Accessories
Explosives Engineers
Fencing Materials
Fencing Manufacturers
Fencing Services
Financial Advisers
Fire Alarms
Fire Escapes
Fire Extinguishing Equipment
Fire Protection Engineers
Fire Safety Consultants
Fireproofing Consultants
Fireproofing Products
Flooring Services
Flyscreens
Footwear Manufacturers
Footwear Wholesalers
Foreign Exchange
Fume Extraction
Galvanisers
Garages - Lock Up
Gas Alarms
Gates & Railings
Geologists & Geophysicists
Glass - Safety
Government Offices
Guard Rails
Guns, Pistols & Rifles
Handrails
Hat & Cap Manufacturers & Wholesalers
Health Authorities & Services
Health Insurance
Heating Equipment - Electrical
Heating Equipment - Gas
Heating Equipment - Oil Fired
Heating Equipment - Solar Energy
Heating Equipment - Solid Fuel
Heating Services - Domestic
Heating Services - Industrial
Hiking Equipment
Home Sitting
Housing Associations & Trusts
Immersion Heaters
Independent Financial Advisers
Information Services
Insect Screens
Insecticide Suppliers
Insulation Installers
Insulation Materials
Insurance Agents
Insurance Brokers
Insurance Claim Assessors
Insurance Companies

05 Communication - My Voice
The use of a system or device to present or enhance the act of sending and receiving messages, signals or alerts to warn or protect.
Physical places to frequent to establish communication and partake in the interchange of thoughts, knowledge and interpersonal rapport.
The need to talk.

Acoustic Engineers
Advertising
Advertising Agencies
Advertising Consultants
Advice
Assessors
Business Cards
C B Radio
Car Phones
Cellular Radio
Chambers of Commerce & Trade
Churches & Church Halls
Cine Photography
Cinemas
Citizen's Advice Bureaux
Clairvoyants
Clubs & Associations
Club Sports
Coffee Shops
Colour Analysts
Comics
Commercial Artists
Commercial Vehicle Painters
Communications Equipment
Community Centres
Community Groups
Community Health Councils (NHS)
Compact Discs
Company Registrars
Company Secretaries
Computers
Consultants - Business
Copying & Duplicating Services
Copying Equipment
Copywriting
Cosmetics & Toiletries
Costumes
Councils
Counselling & Advice
Creche Facilities & Services
Credit Check Traders
Credit Investigation Services
Cross Channel Services
Cruises
Curriculum Vitae
CV
Cyber Cafes
Cycle Hire
Dancing Schools
Data Information Services
Data Processing
Dating Agencies
Day Nurseries
Deaf Organisations
Delivery & Collection Services
Dental Surgeons
Department Stores
Designers - Advertising & Graphic
Designers - Exhibition
Designers - Product
Designers - Textile
Designers - TV, Film & Theatre
Desk Top Publishing
Dictating Machines
Direct Mail
Discos & Dance Halls
Discos - Mobile
Display Artists & Designers
Dog Training
Drama Schools
Drug Abuse - Advice
Electrical Appliance Retailers
Emigration Advice
English Language
Enquiry Agents
Enterprise Agencies
Entertainers
Entertainment Agencies
Entertainment Centres
Entertainments
Exhibition Designers
Exhibition & Show Organisers
Exhibitions
Facsimilie Bureaux
Facsimilie Machines
Family Centres
Fancy Dress
Fashion Designers
Fashion Shops
Fax
Festivals
Film Producers & Directors
Film & Video Production Services
Financial Advisers
Fine Art Publishers & Dealers
Flags, Banners & Bunting
Floral & Plant Displays
Florists
Franking Machines
Friendly Societies
Games
Games Shops
Graphic Arts Materials
Graphic Designers
Greeting Card Shops
Greeting Services
Hairdressers - Ladies'
Hairdressers - Mens'
Heraldic Craftsmen
Hire - Ladies' & Mens' Wear
Hobby Shops
Home Computers
Hypnotherapists
Identification Services
Image Consultants
Immigration Advice
Income Tax Consultants
Information Services
Internet Systems
Interior Designers
Internet Providers & Services
Interpreters
Introduction Agencies
Jewellery - Costume & Fashion
Joke Shops
Journalists
Juke Boxes
Karaoke
Keyboards - Music
Kiss-o-grams
Ladies' Wear Hire
Ladies' Wear Shops
Language Courses & Schools
Lawyers

06 Direction - The Information
The need for awareness of the objective world in relation to one's self. To transmit but primarily receive, decode and understand information, guidelines or advice and store them.
This influences, expands or even eliminates the choices an individual can make or the path they may follow mentally or physically.
Direction also focuses on the representation of information and systems of measurement that aid sensory perception. The need to learn.

Abortion Advice
Accounting Equipment
Addressing & Circularising Services
Adult Education Centres
Advertising
Advertising - Direct Mail
Advertising - Outdoor
Advertising Signs
Aerial Advertising
Aerial Photography & Surveys
Air Charter & Rental
Airlines
Airlines - Services for Airports & Airfields
Alcoholism Advice
Animal Welfare Societies
Archeologists
Architectural Technologists & Technicians
Archives
Art & Design Schools
Arts Organisations
Assessors
Associations - Social & Cultural
Associations - Sports
Associations - Trade
Astronomers
Auctioneers & Valuers
Average Adjusters
Ballet Schools
Balloons - Hot Air
Bands - Packaging
Banks & Financial Institutions
Banks, Overseas - Representative Offices
Banners
Bar Code Products & Services
Beauty Schools
Benevolent Organisations
Bicycles
Blackboards
Blind Organisations
Boat Charter
Book-Keeping Services
Books - Rare & Secondhand
Booksellers
Broadcasting Services
Brochures
Builders' & Contractors' Estimators
Building Consultants
Building Estimators
Business Centres
Business Consultants
Business Enterprise Agencies
Business Systems
C B Radio
Car Assessors
Car Dealers & Distributors
Car Ferry Operators
Car Hire - Chauffeur Driven
Car Hire - Self Drive
Car Leasing & Contract Hire
Car Sales
Car Inspection
Care Agencies
Careers Advice
Carers - Information & Services
Cartographers
Castles
Caves
Chalkboards
Chambers of Commerce & Trade
Charts
Chauffeur Driven Cars
Chauffeurs & Relief Drivers
Childcare
Chiropodists
Chiropractors
Churches & Church Halls
Cinemas
Citizen's Advice Bureaux
Clairvoyants
Clock Systems
Clock & Watch Manufacturers & Suppliers
Clock & Watch Repairs & Parts
Closed Circuit TV Installers
Closed Circuit TV & VTR
Colleges
Commissioners For Oaths
Community Health Councils (NHS)
Communications Equipment
Community Centres
Computers
Computer Aided Design Services
Computer Games
Computer Training
Conference Organisers
Contact Lens Suppliers
Copying & Duplicating Services
Copying Equipment
Councils
Counselling & Advice
Creche Facilities & Services
Credit Check Traders
Credit Investigation Services
Cross Channel Services
Cruises
Curriculum Vitae
CV
Cyber Cafes
Cycle Hire
Dancing Schools
Data Information Services
Data Processing
Dating Agencies
Day Nurseries
Deaf Organisations
Delivery & Collection Services
Dental Surgeons
Department Stores
Designers - Advertising & Graphic
Designers - Exhibition
Designers - Product
Designers - TV, Film & Theatre
Detective Agencies
Detector Manufacturers & Suppliers
Dieticians
Dieting & Weight Control
Direct Mail
Dinghies

07 Contact – Getting together
The need to connect with people (physically or mentally) and be aided by them.
The physical exchange of skills, agreements or trade, conducted in a space created to establish greater understanding and trust.

Associations - Social & Cultural
Associations - Sports
Auction Rooms
Banks & Financial Institutions
Bars - Public & Lounge
Bowling Centres
Bowling Clubs
Building Societies
Bureaux de Change
Cash & Carry Wholesalers
Castings
Castles
Catalogue Shopping
Chambers of Commerce & Trade
Charity Shops
Clubs & Associations
Coffee Shops
Community Centres
Community Groups
Computer Dating Agencies
Conference Organisers
Consultants - Business
Contact Lens Suppliers
Convalescent Homes
Copying & Duplicating Services
Copywriting
Counselling & Advice
Creche Facilities & Services
Dating Agencies
Day Centres
Day Nurseries
Dental Surgeons
Dieticians
Disabled Information & Services
Doctors - Group Practice
Doctors - Private
Doctors - Public
Drinking Establishments
Employment Agencies & Consultants
Estate Agents
Fairs
Family Centres
Fan Clubs
Fashion Designers
Fashion Shops
Festivals
Fish Merchants - Wholesale
Fish Salesmen
Fish Smokers, Curers & Packers
Fishmongers
Food Containers
Food - Delivered
Food Manufacturers & Suppliers
Food Processing Equipment & Machinery
Food Products - Prepared
Food Stores
Freezer Centres
Frozen Food Manufacturers & Wholesalers
Frozen Food Shops
Fruit Packers
Fruit & Vegetable Growers
Fruit & Vegetable Wholesalers
Gamekeepers
Gift Hampers
Grain Merchants & Shippers
Greengrocers & Fruit Sellers
Greenhouses
Grocers & Convenience Stores
Grocery Wholesalers
Hampers
Health Farms
Health Food Manufacturers & Suppliers
Health Food Shops
Herbalists
Herbs & Spices
Home Brewing
Honey Merchants
Horticultural Wholesalers
Hotels & Inns
Hypermarkets
Ice Cream Equipment & Supplies
Ice Cream Manufacturers & Suppliers
Ice Cream Parlours
Ice Merchants
Inns
Irrigation Systems & Equipment Manufacturers
Kegs
Kitchen Equipment
Kitchen Furniture Manufacturers
Kitchen Planning & Installation
Kitchen Units & Worktops
Kosher Food
Lime & Fertilizer Spreaders
Livestock Auctioneers
Livestock Breeders & Dealers
Livestock Carriers
Livestock Equipment & Services
Livestock Insemination
Margarine Manufacturers
Marine Fish
Market Gardeners
Meat Markets
Meat Product Manufacturers & Suppliers
Meat Wholesalers
Microwave Ovens - Food
Microwave Ovens - Industrial
Microwave Systems
Milk Delivery
Milking Machine Manufacturers
Mill Shops
Millers
Mineral Water
Mixing & Blending Machines
Motels
Mushroom Growers
Natural Health Centres
Newsagents
Nurseries - Horticultural - Wholesale
Nutritionists
Off Licences & Wine Merchants
Oils & Fats - Edible
Organic Foods
Ovens
Packaging Machinery
Packaging Materials

08 Transactions - My Shop
An organised system, act or process of transferring ownership of goods or products, knowledge, skills, services and commodities.
The need to utilise our skills to enable us to consume or accumulate possessions and resources.

Accident Claim Assessors
Accident & Crash Repairs
▲ Accident Investigation
▲ Accommodation Address Agents
▲ Accommodation Agents - Business
Accountants
Accounting Equipment
Accounting Machine Bureaux
Accounting Services
Acid Manufacturers
Acoustic Engineers
Acoustic Hoods
Addressing & Circularising Services
Adhesive Tapes
Aerobics
Agricultural Shows
Amusement Machines
Amusement Parks & Arcades
Ancient Monuments
Angling
Antique & Art Valuers
Antiques
Aquarium Manufacturers
Aquarium & Pond Supplies
Aquariums - Public
Architectural Antiques
Architectural Decorations
Aromatherapy
Art & Craft Equipment & Materials
Art & Craft Shops
Art Galleries & Dealers
Art Publishers & Dealers
Art Restorers
Art Valuers
Artificial Flowers & Plants
Artificial Grass
Artists
Artists - Commercial & Industrial
Artists' Materials
Artwork
Asbestos Removal
Asphalt & Macadam Laying
Asphalt & Macadam Suppliers
Assembly & Fabricating Work
Associations - Social & Cultural
Associations - Sports
Au Pairs
Auction Rooms
Auctioneers & Valuers
Audio Dealers
Audio-Visual Equipment Manufacturers
Audio-Visual Services
Auto Electrical Dealers
Automatic Control Equipment
Automation Systems & Equipment
Average Adjusters
Axle Manufacturers & Repairs
Baby Food Manufacturers & Wholesalers
Baby Goods
Baby Sitting
Bacon & Ham Curers & Suppliers
Badge & Emblem Makers
Bag, Briefcase & Handbag Manufacturers
Bags
Bailiffs
Bait Merchants
Bakers & Confectioners - Retail
Bakers - Manufacturing & Wholesale
Bakers' Supplies
Balancing Services
Ball Bearings
Ballast
Ballet Schools
Ballet Shoes
Balletwear
Balloons - Hot Air
Balloons - Party, Promotional
Balustrade & Handrail Manufacturers
Bamboo Merchants
Bands - Music
Bands - Packaging
Bankruptcy
Banks & Financial Institutions
Banks, Overseas - Representative Offices
Banners
Banqueting & Function Rooms
Bar Code Products & Services

09 Identity - Who you are and why
Identification from biological imprint to psychological and social makeup. How we see ourselves relating with communities and how they identify distinctive characteristics from our image and behaviour. Identity is the need for fellowship, pride, belonging and self esteem.

▲ Ancient Monuments
▲ Antiques
▲ Archaeologists
Associations - Social & Cultural
Associations - Sports
Astrologers
Bands - Music
Barbers
▲ Beach Wear
Braids
Betting Shops
Bicycles
Billiards
Bingo Clubs
Bird Centres
▲ Blouses
Body Piercing
Bookmakers
Bouncy Castles & Inflatables
Boutiques
Bowling Centres
Bowling Clubs
Bridal Requirements
Bridal Wear
Broadcasting Services
Brush Makers - Artists'
Business Cards
Business Entertainment
Cake Decoration & Equipment
▲ Cake Decorations
Camcorders
Cameras
▲ Camping Equipment
▲ Camping Sites
▲ Canoes
Canvas Reproduction Work
▲ Car Paint Suppliers
▲ Car Painters & Sprayers
Car Stereos
Car Trimmers & Upholsterers
Caravan Agents & Dealers
Caravan Hire
Caravan Parks - Holiday
Caravan Parks - Residential
Card Makers
Card Shops
Carnival Goods
Carpet & Rug Retailers
Cartoonists
Cassettes - Tape
Castings
Castles
Cat Breeders
Cat Grooming
Caves
CD's
Cellulose Enamel & Lacquer
Cellulose Film Manufacturers
Champagne - Delivered
Chauffeur Driven Cars
Chauffeurs & Relief Drivers
Chocolate Manufacturers & Wholesalers
Chocolates - Delivered
Cinemas
Classic Car Hire
Clay Pigeon Shoots Rifle Ranges
Clothes Shops
Clubs & Associations
Clubs - Sports
Communications Equipment
Community Centres
Compact Discs
Computers
Concert Halls
Concert Tickets
Confectionery Retailers
Conference Organisers
Conservatories
Co-operative Societies
Corsetry
Cosmetic Surgery
Costume Jewellery & Toiletries
Costumes
Counselling & Advice
Credit Cards & Discount Cards
Cross Channel Services
Cruises
Cyber Cafes
Cycle Hire
Dance Halls
Dancewear
Department Stores
Designers - Advertising & Graphic
Designers - Exhibition
Designers - Product
Dressing Up
Dieticians
Dieting & Weight Control
Direct Mail
Disco Equipment Manufacturers & Suppliers
Discos & Dance Halls
Discos - Mobile
Dog & Cat Grooming
Dog Training

10 Promotion - My Interests
Self actualisation and the pursuit of events that create a sense of euphoria. Promotion focuses on the immediate self, personal projection and the surrounding supply of consumables that satisfy an individual's spiritual makeup.

▲ Aerobics
Agricultural Shows
Amusement Machines
Amusement Parks & Arcades
Ancient Monuments
Angling
Antique & Art Valuers
Antiques
Aquarium Manufacturers
Aquarium & Pond Supplies
Aquariums - Public
▲ Architectural Antiques
▲ Architectural Decorations
▲ Aromatherapy
Art
Art Galleries - Public
Art Needlework
Artists
Artists - Commercial & Industrial
Associations - Social & Cultural
Associations - Sports
Astrologers
Awnings
Background Music
▲ Ballet Shoes
▲ Ballet wear
Balloons - Hot Air
Balloons - Party, Promotional
Bands - Music
Banqueting & Function Rooms
Barbers
Barn Dances
▲ Bars - Public & Lounge
▲ Beach Wear
Beads
Beauty Salons & Consultants
Beer Distributors
Betting Shops
Bicycles
Billiards
Bingo Clubs
Bird Centres
▲ Blouses
Body Piercing
Bookmakers
Bouncy Castles & Inflatables
Boutiques
Bowling Centres
Bowling Clubs
Bridal Requirements
Bridal Wear
Broadcasting Services
Brush Makers - Artists'
Business Cards
Business Entertainment
Cake Decoration & Equipment
▲ Cake Decorations
Camcorders
Cameras
▲ Camping Equipment
▲ Camping Sites
▲ Canoes
Canvas Reproduction Work
▲ Car Paint Suppliers
▲ Car Painters & Sprayers
Car Stereos
Car Trimmers & Upholsterers
Caravan Agents & Dealers
Caravan Hire
Caravan Parks - Holiday
Caravan Parks - Residential
Card Makers
Card Shops
Carnival Goods
Carpet & Rug Retailers
Cartoonists
Cassettes - Tape
Castings
Castles
Cat Breeders
Cat Grooming
Caves
CD's
Cellulose Enamel & Lacquer
Cellulose Film Manufacturers
Champagne - Delivered
Chauffeur Driven Cars
Chauffeurs & Relief Drivers
Chocolate Manufacturers & Wholesalers
Chocolates - Delivered
Cinemas
Classic Car Hire
Clay Pigeon Shoots Rifle Ranges
Clothes Shops
Clubs & Associations
Clubs - Sports
Communications Equipment
Community Centres
Compact Discs
Computers
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Conference Organisers
Conservatories
Co-operative Societies
Corsetry
Cosmetic Surgery
Costume Jewellery & Toiletries
Costumes
Counselling & Advice
Credit Cards & Discount Cards
Cross Channel Services
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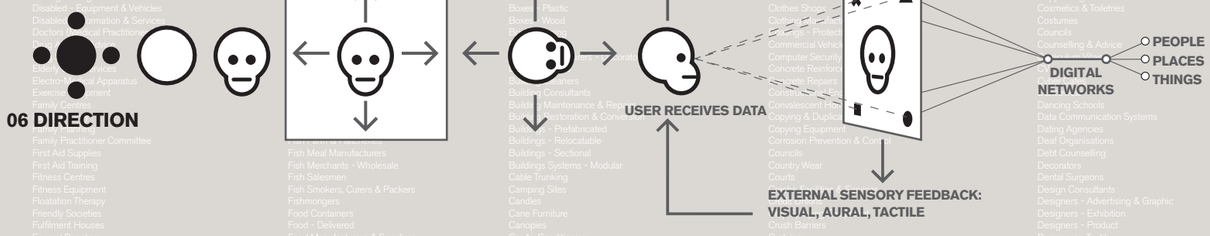
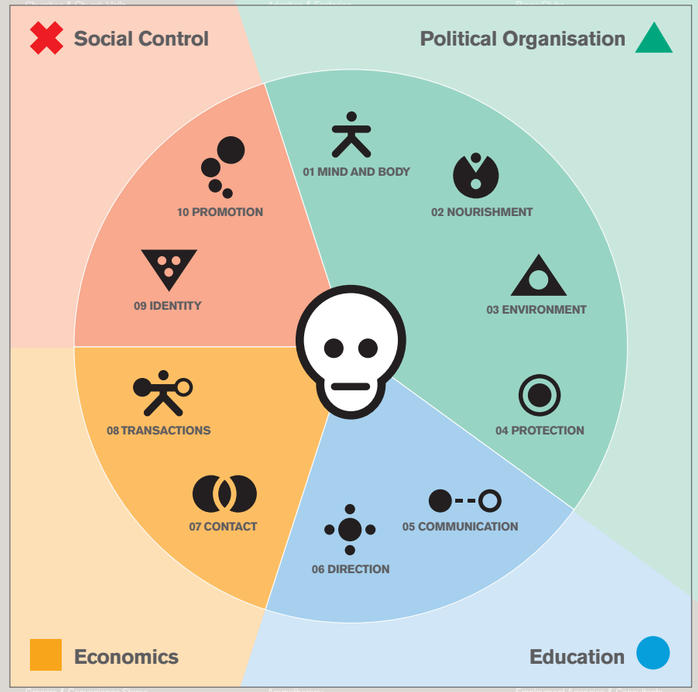
Designers - Product
Dressing Up
Dieticians
Dieting & Weight Control
Direct Mail
Disco Equipment Manufacturers & Suppliers
Discos & Dance Halls
Discos - Mobile
Dog & Cat Grooming
Dog Training





NEXT STEP

Different features determine class membership in different context

This study provides a theoretical base for the implementation of ten icons using metaphors involving concrete, familiar needs to further correlate the experience of navigation within real or virtual space.
By understanding these theories behind our point of interaction with the world it is possible they may help create an excellent product and maybe even a universally accepted code or system of top-level classification.

Adjusters
Advisers
Accessories
Agents
Aid
Associations
Assurance
Breeders
Brokers
Builders
Carriers
Cleaning
Consultants
Control
Conversion
Councils
Couriers
Dealers
Delivery
Designers
Distributors
Drivers
Dyers
Engineers
Equipment
Estimators
Farmers
Gardeners
Growers
Guidance
Importers
Information Services
Inspection
Installation
Instruction
Keepers
Maintenance
Makers
Manufacture
Merchants
Organisations
Packers
Planners
Practitioners
Printers
Processing
Producers
Recovery
Removers
Repairs
Restorers
Sellers
Servicing
Shops & Restaurants
Stockholders
Stockist
Stores
Suppliers
Surveyors
Technicians
Testers
Therapists
Tourism
Traders
Trainers
Tuition
Tuning
Valeting
Valuers
Wholesalers
Writers

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