

# *FROM USER EXPERIENCE TO DESIGN THINKING*

*IN A BIG CORPORATION*

*Bosch User Experience China  
Dominic Winkler*

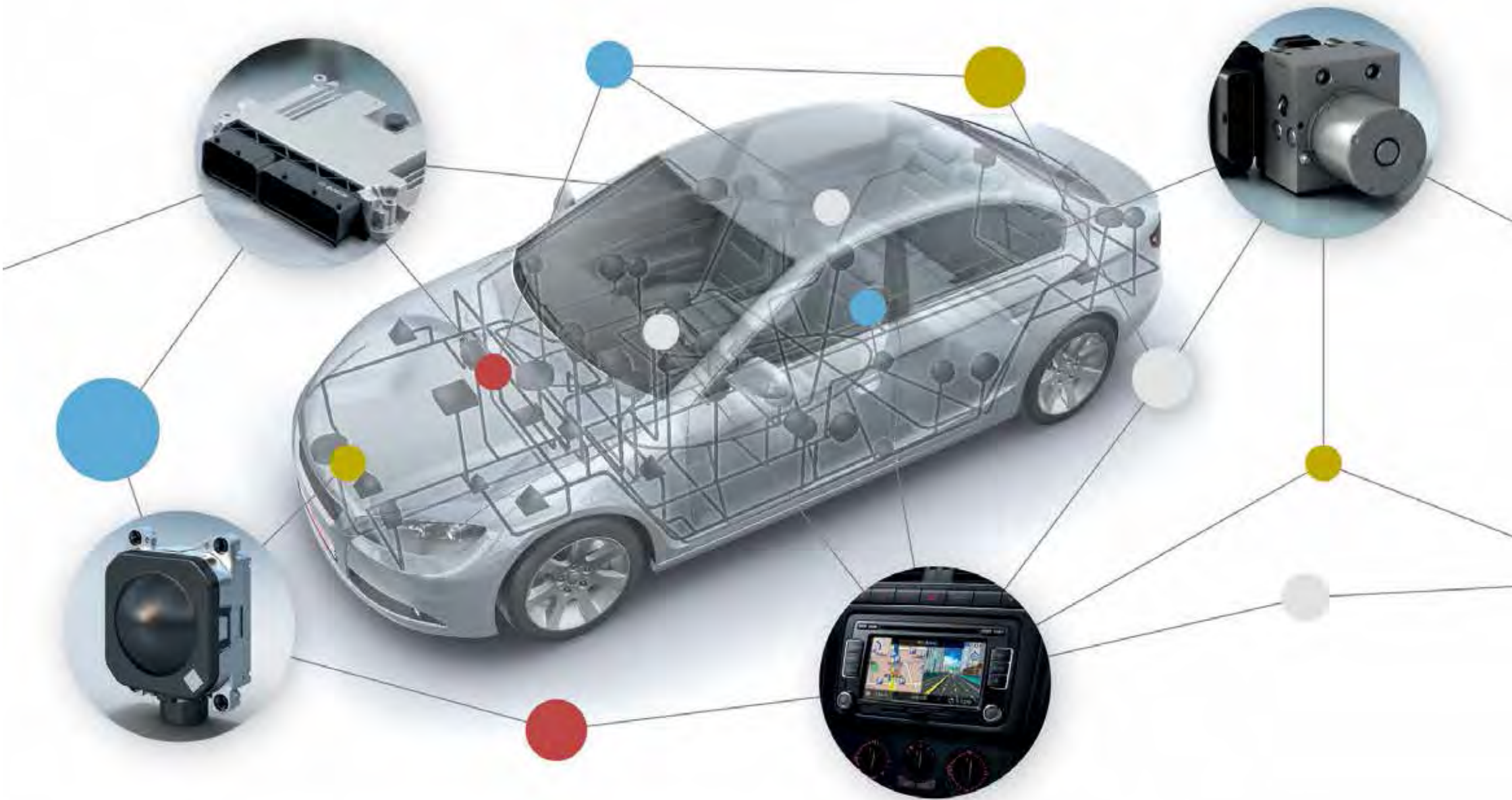
*16<sup>th</sup> October 2016*

A portrait of a man with a beard and mustache, wearing a grey knit beanie with a red band and a dark blue sweater. He is smiling and looking directly at the camera. The background is a blurred cityscape at night with various lights.

**DOMINIC WINKLER**  
*Head of BOSCH UX China*









Roughly **375,000**  
associates

## Bosch in figures

**118**  
engineering locations  
worldwide

Including sales and service  
partners, Bosch is represented  
in roughly 150 countries

Around 440 subsidiaries  
and regional companies in  
approximately 60 countries

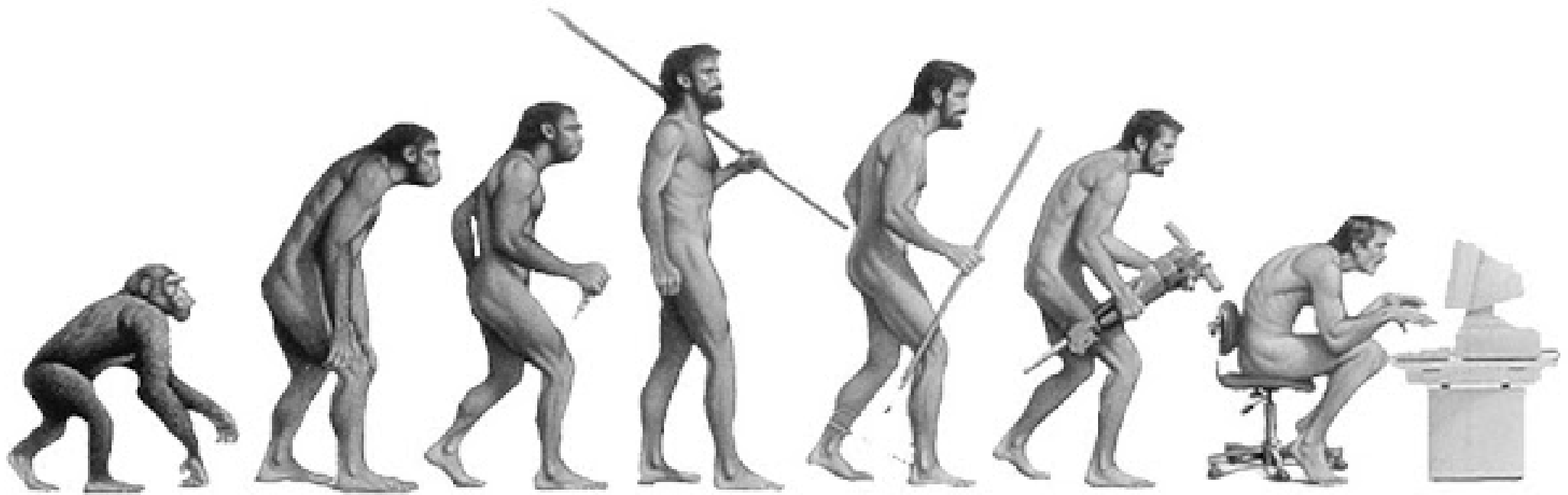
**70.6 billion euros sales  
revenue in 2015**

**4.6 billion euros  
EBIT in 2015**





# BOSCH IN SHANGHAI



1938



1955

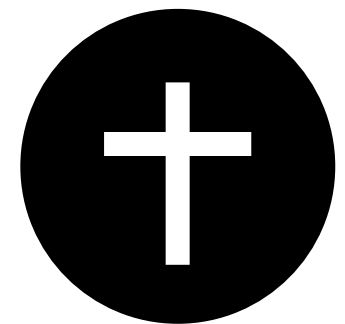


1999



2009

=



now





30s



50s

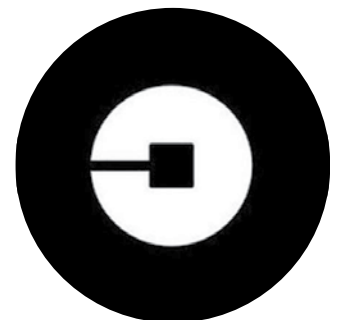


90s

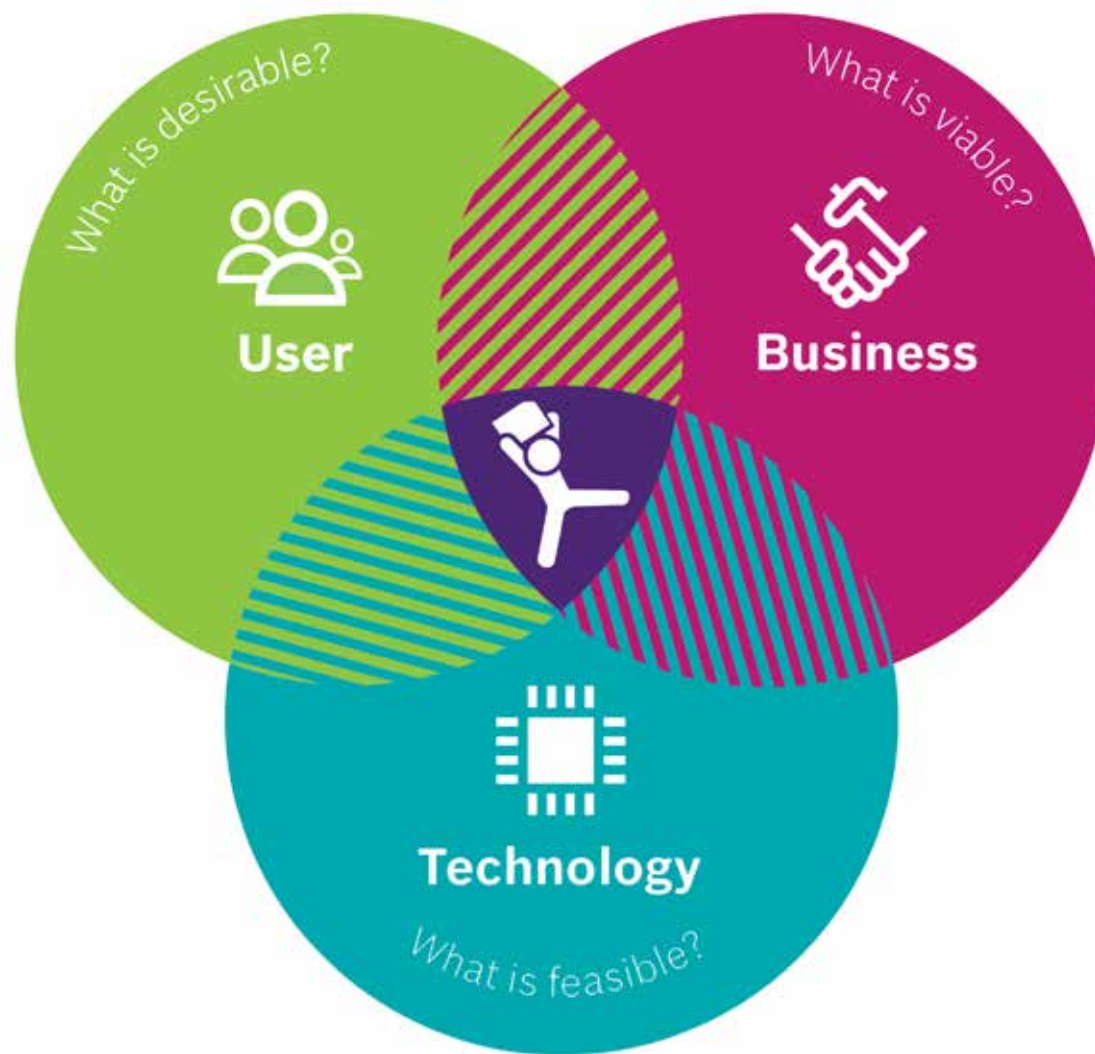


2000s

=



now

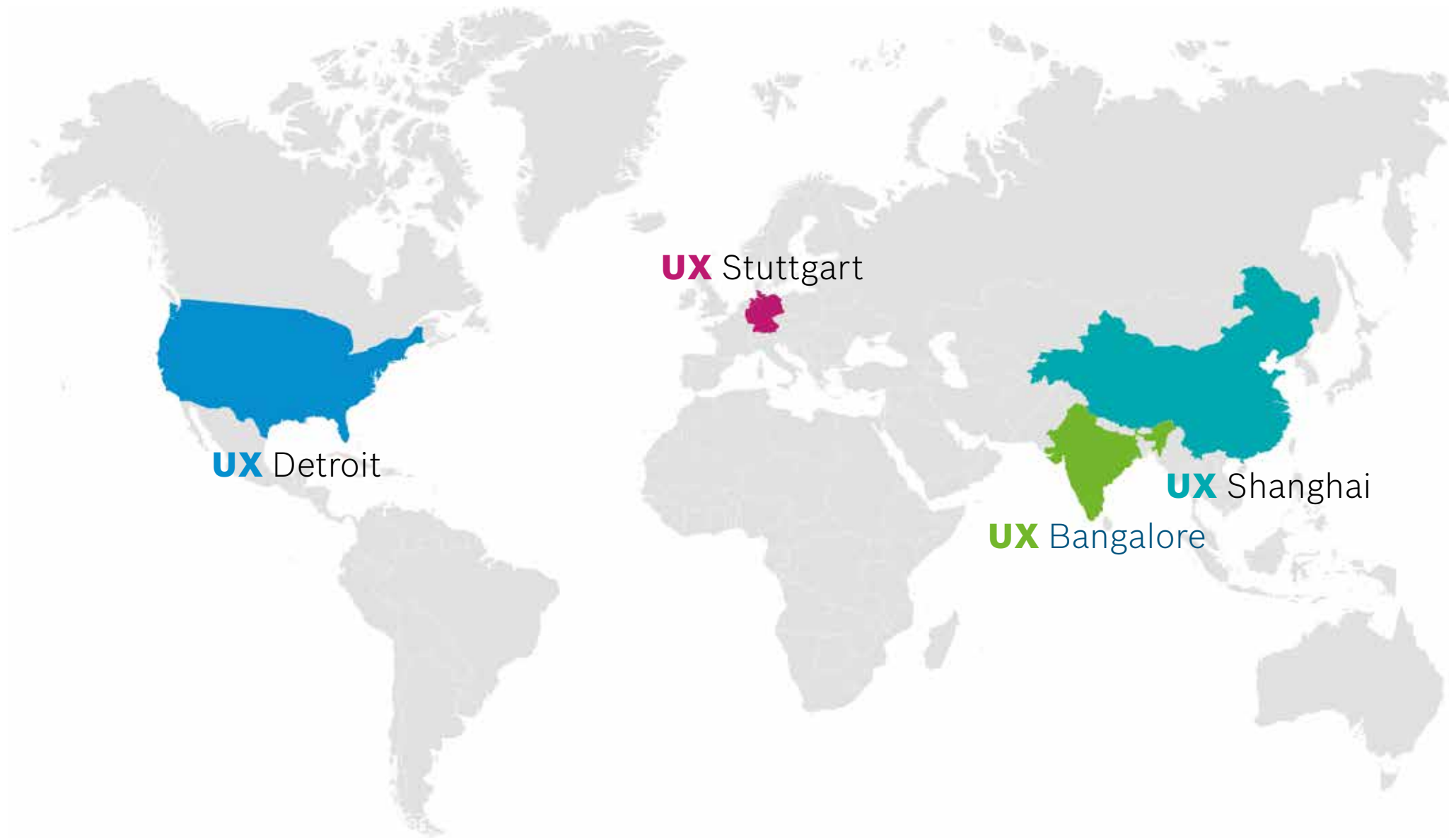


# Invented for life

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**BOSCH UX**





# *NEW OFFICES AT BOSCH*

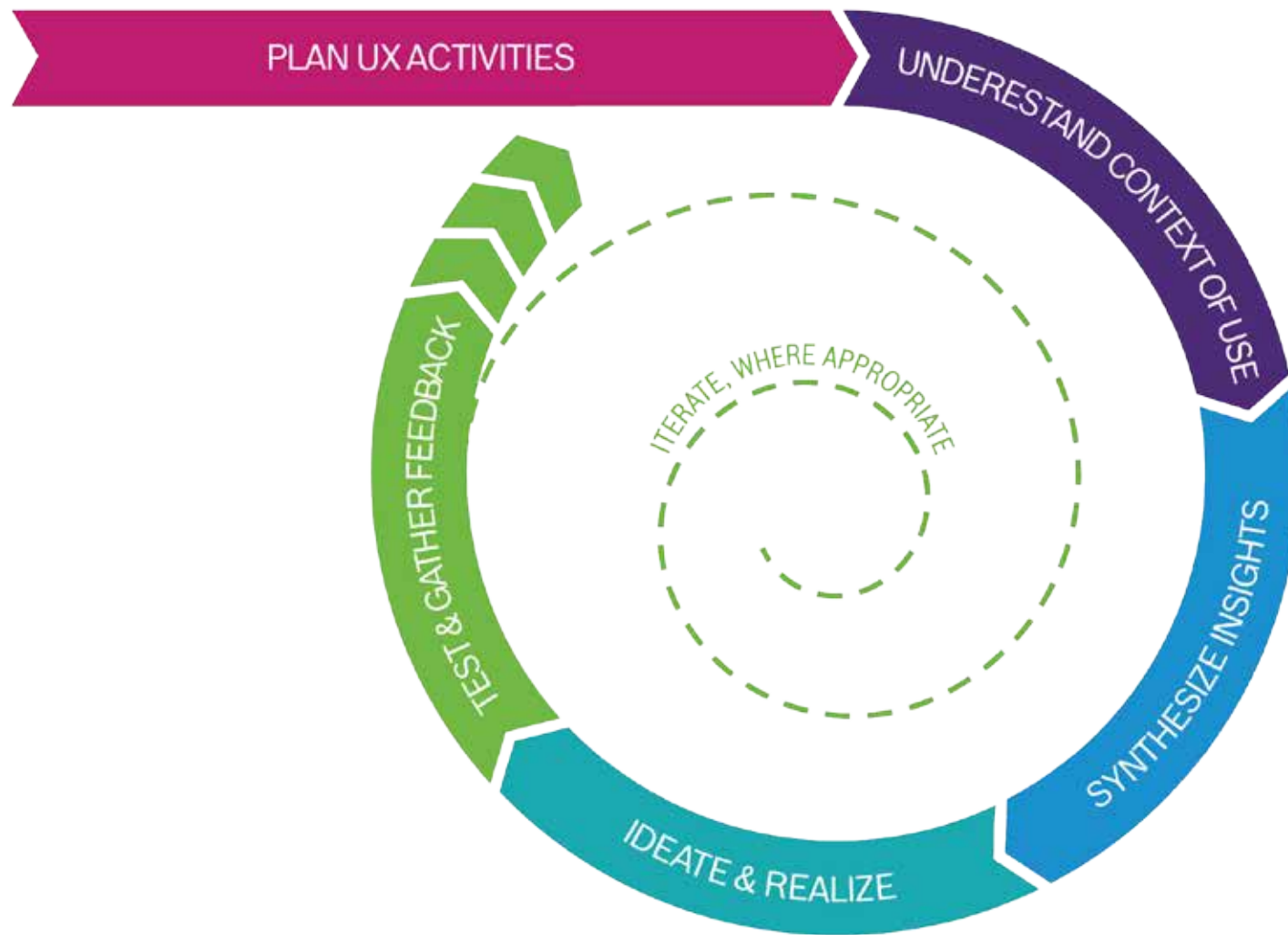


# *NEW SKILLS AT BOSCH*

USER RESEARCH  
INTERACTION DESIGN  
SERVICE DESIGN  
VISUAL DESIGN  
INDUSTRIAL DESIGN  
PROTOTYPING  
DESIGN THINKING



# NEW PROCESSES AT BOSCH





1

UNDERSTAND  
CONTEXT OF USE

2

SYNTHESIZE  
INSIGHTS

3

IDEATE &  
REALIZE

4

TEST & GATHER  
FEEDBACK



**BOSCH**





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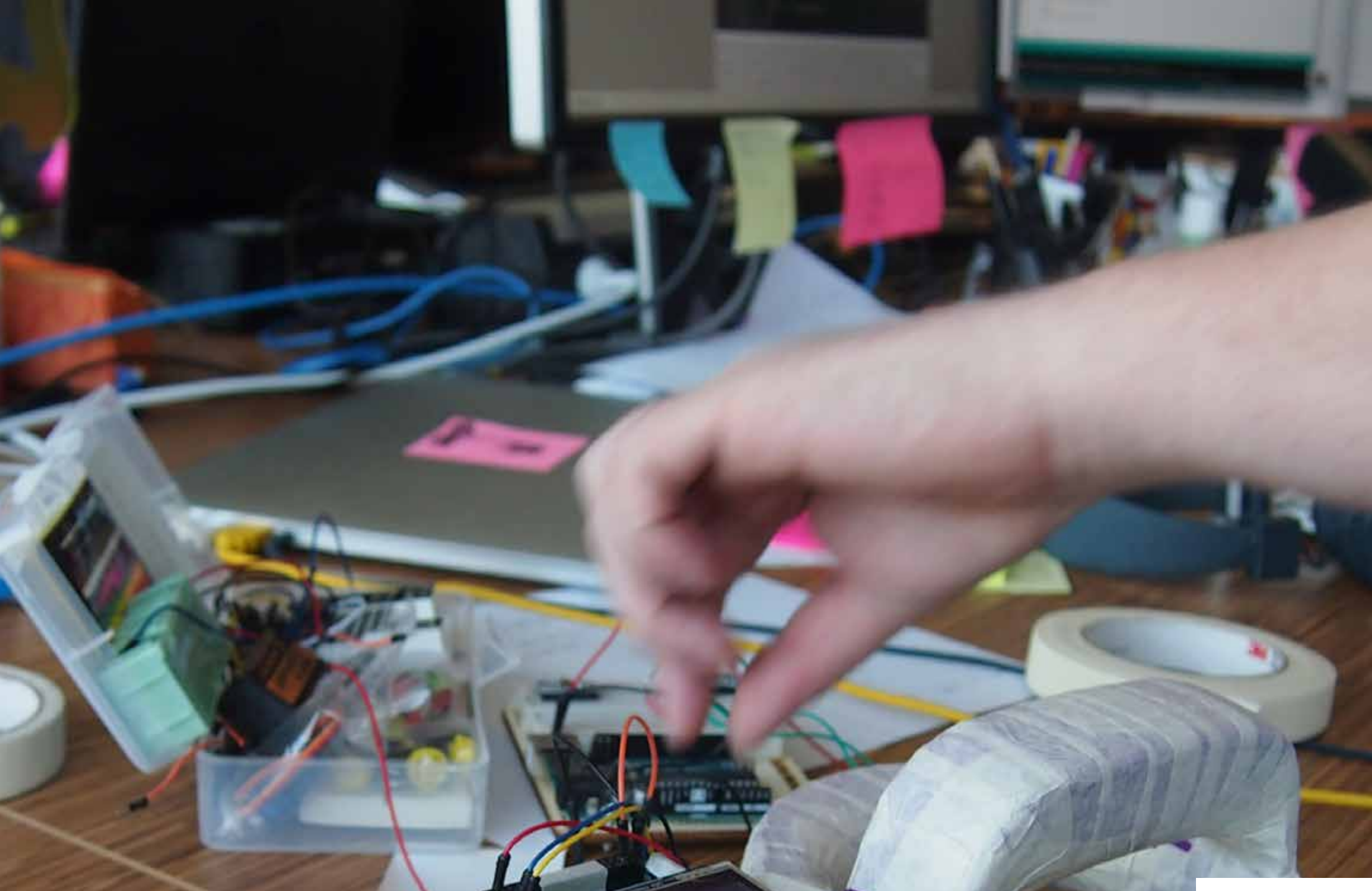
4

TEST & GATHER  
FEEDBACK



**BOSCH**





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**BOSCH**



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**BOSCH**



# EBIKE IS TAKING OFF

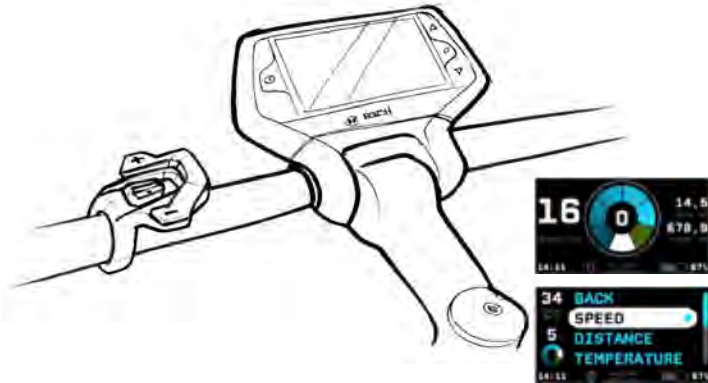
IN GERMANY





# PROTOTYPING AND TESTING RAPIDLY ...

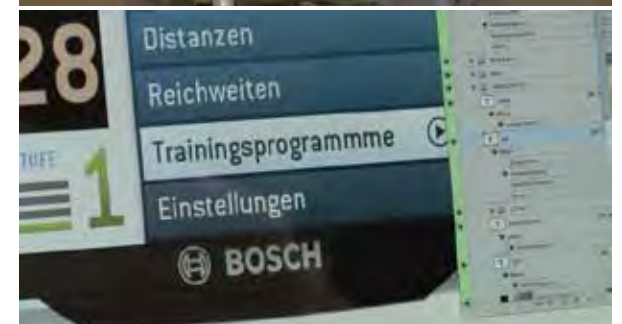
IDEATE & REALIZE



TEST & GATHER FEEDBACK



IDEATE & REALIZE



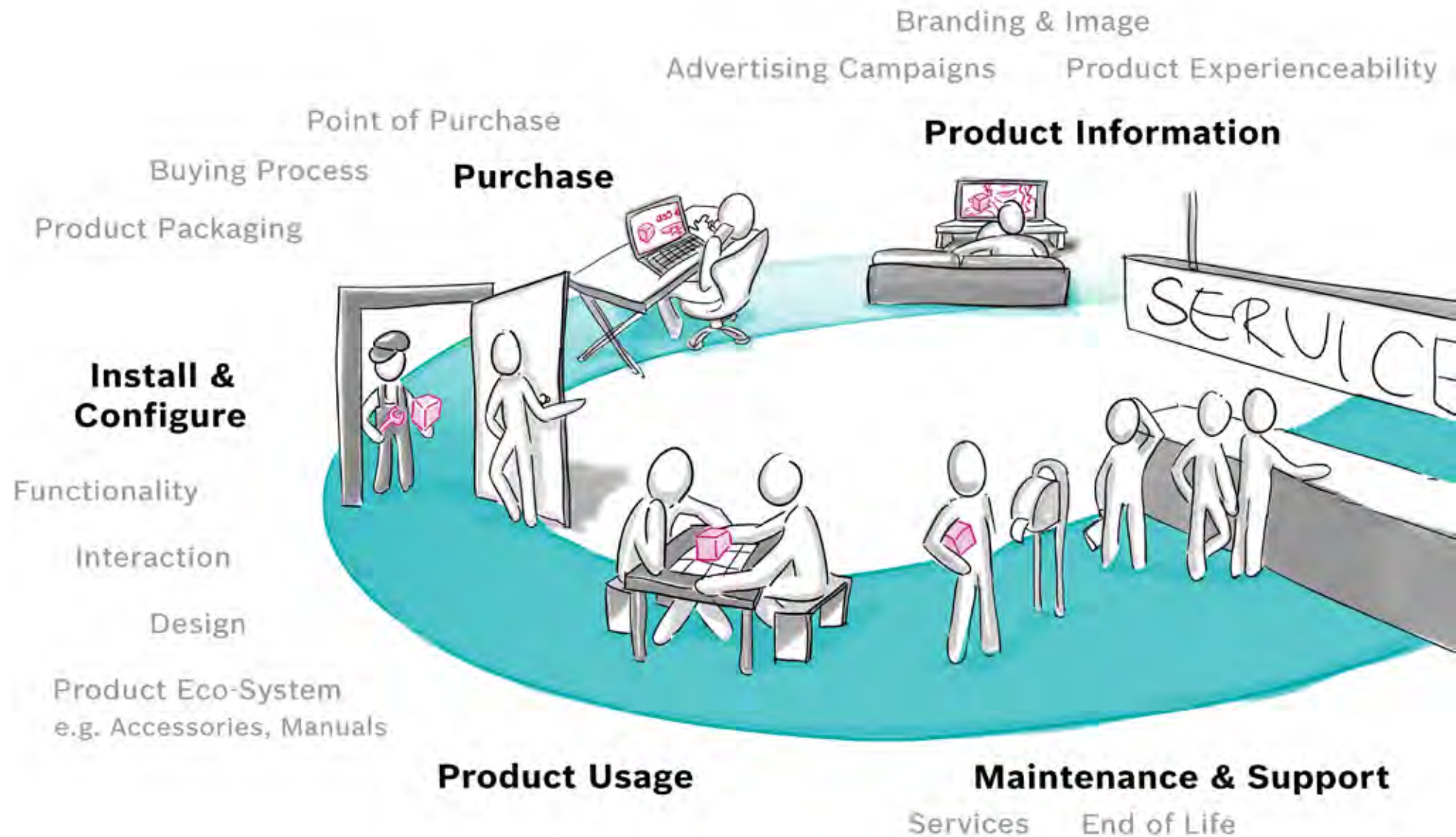
VS



# *SUCCESSFUL IN THE MARKET*



# FROM *PRODUCT* TO *SERVICE* ...





**YOUR CAR** NEEDS TO  
GO TO THE SHOP—  
**YOU DON'T!**

CAR CARE  
THAT **WORKS.**

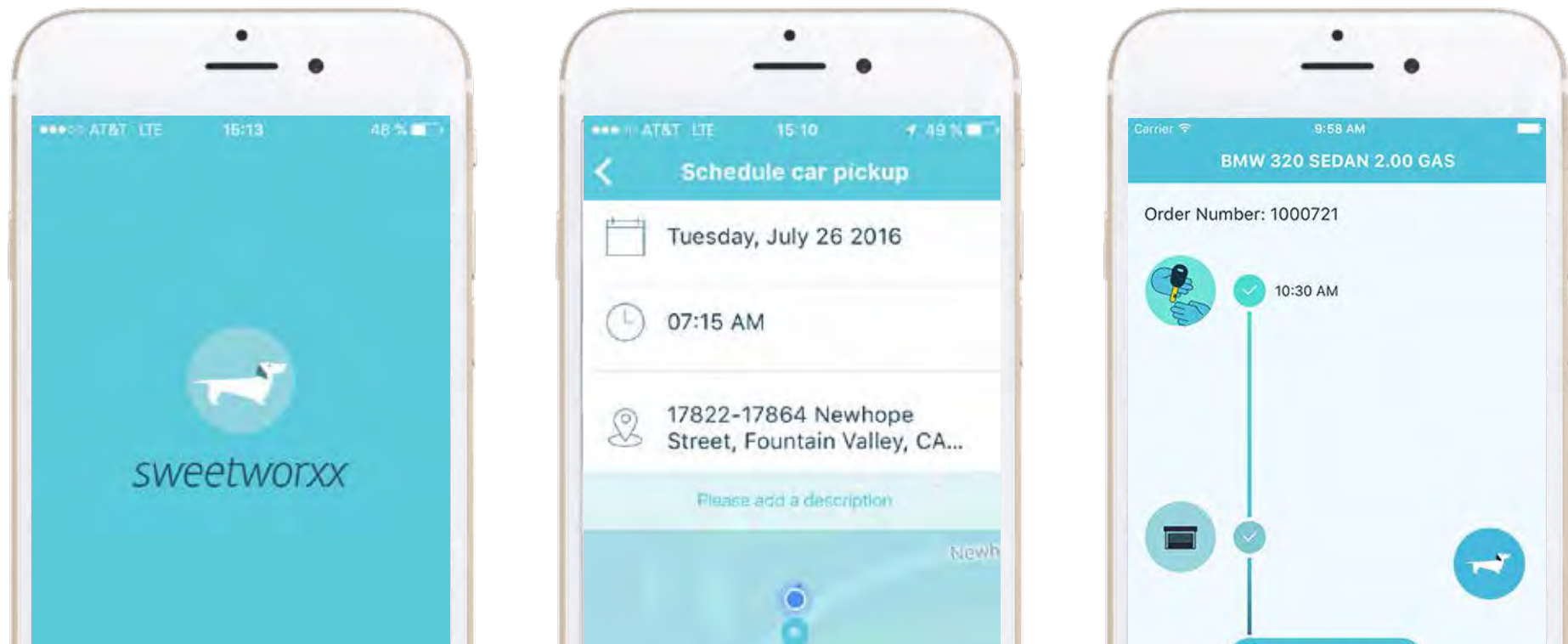


*sweetworxx*

# TESTING SERVICE ASSUMPTIONS ...



# LAUNCHED IN L.A. NOW

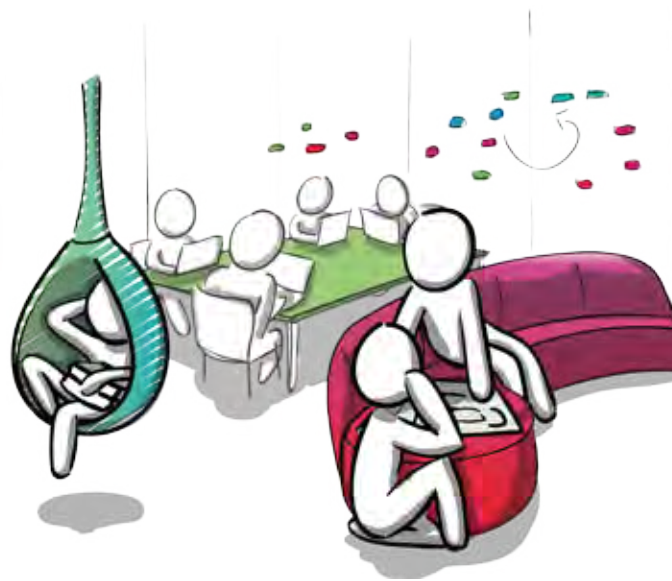




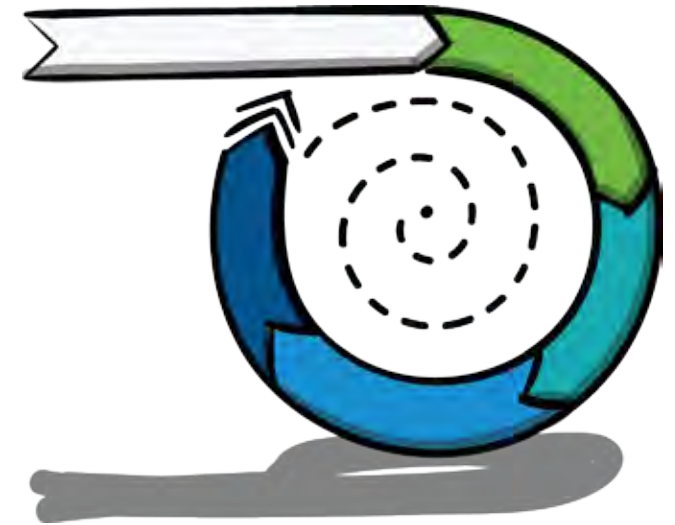
# *KEEP DRIVING CHANGE ...*



*CROSS-FUNCTIONAL  
COLLABORATION*



*INSPIRING  
WORKING  
CONDITIONS*



*HUMAN-CENTERED  
DESIGN PROCESS*

# *DISRUPT YOURSELF BEFORE ...*



# *MORE THAN 2000 APPLICATIONS*





# 24 PEOPLE, 4 TEAMS, 2 MONTHS, NO SLIDES, ...



# THANK YOU

## BOSCH USER EXPERIENCE CHINA

*[dominic.winkler@de.bosch.com](mailto:dominic.winkler@de.bosch.com)*