

国际体验设计大会  
INTERNATIONAL CONFERENCE OF  
EXPERIENCE DESIGN 2015

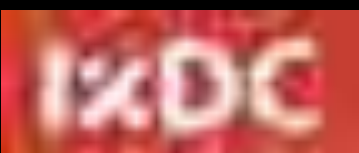
IxDC

# 重新定义用户体验

REDEFINING USER EXPERIENCE

2015年11月13-15日 上海世博中心 上海世博展览馆  
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# Cultures of Design @Dropbox



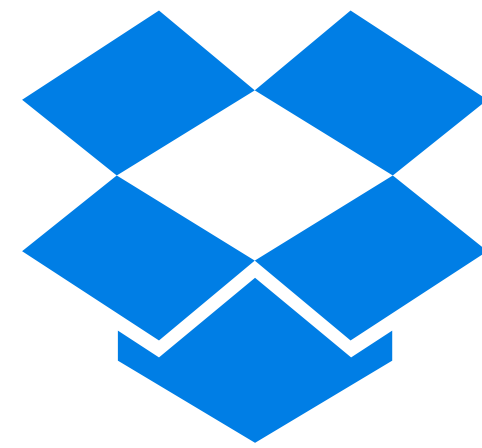
Alex Castellarnau, Head of Design at Dropbox

**IDEO**

+







Dropbox is a platform for collaboration in the cloud.  
It lets you bring all your docs, photos, and videos  
anywhere, and share them easily.

**1B**

files saved daily

**400M**

saved

**8M**

businesses

**70%**

of users outside U.S.

**500M**

devices connected

## **85 designers**

Interaction design

Visual design

Brand design

Copywriters

Illustrators

Videographers

Events design

User research

....



**Let's do an exercise together,  
please grab a pen or pencil  
and a piece of paper ...**





**... you have 30 seconds to draw a sunset ...**



**There is no such think as creative people and non-creative people. There are a series of conditions that foster innovation & design better than others**





# EIGHT CONDITIONS THAT FOSTER A CULTURE OF INNOVATION & DESIGN

1/ It's not about how much we earn,  
it's about how much we learn







*Gratitude Station*





Say Hello to Gratitude





Say Hello to  
Gratitude.



**2/ Come to us with problems, not solutions**















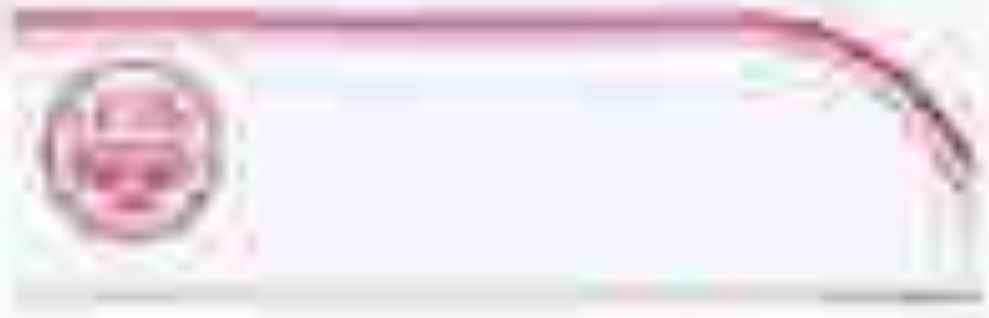
**3/ We bring our  
passions to work**

*Justin*



**ORDER HERE**

**TAKE AWAY**



**TODAY'S SPECIAL**



**PICK-UP  
HERE  
PICK-UP**





*Scooters*

4/ We are our own brand

Josh - Frammer



ONE PLACE FOR ALL

SEND HIM

SIMPLE









# VALUES

---

BE WORTHY *of* TRUST

*aim* HIGHER

SWEAT *the* DETAILS

WE *not* 1

5/ We rally  
around  
principles &  
goals, not  
processes &  
plans

love,

DFG



*Dropbox for Good*



Gay Pride



**6/ We don't know what's the destination  
but we have a great sense of direction**

*David*



Joe

Joe  
1932-1998
















**7/ Everything  
is experience design**





LE BARRE

TIES & BOU

Table to Farm





*SF Design Week Dinner*



really, everything ...









The  
Black  
Market

The  
Black  
Market

The  
Black  
Market







8/ Everything is USER experience design







RENTALS







# 8 EIGHT CONDITIONS THAT FOSTER A CULTURE OF INNOVATION & DESIGN

**1** It's not about how much we earn, it's about how much we learn

**2** Come to us with problems, not solutions

**3** We bring our passions to work

**4** We are our own brand

**5** We rally around principles & goals, not processes & plans

**6** We don't know what's the destination but we have a great sense of direction

**7** Everything is experience design

**8** Everything is USER experience design





谢谢  
@aacastellarnau

# IXDC

## 国际体验设计协会

### 联系我们

官网: [ixdc.org](http://ixdc.org)

邮箱: [design@ixdc.org](mailto:design@ixdc.org)

地址: 广州市天河区珠江新城244号27楼

电话: +86-20-3399-899

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## IXDC活动预告

8月 | Workshop

用户体验——SDP

8月 | Workshop

Product Name——TOD

10月 | 国际人才奖

2019年国际体验设计奖——入围作品

11月 | 沙龙

2019国际设计趋势大会——设计

2019年卷

2019设计之星——设计卷

11月 | 沙龙

2019国际设计趋势大会——品牌

11月 | 沙龙年卷

2019设计之星——品牌