

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

IxDC

# 重新定义用户体验

REDEFINE USER EXPERIENCE

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“ *Design Anomaly* ”

*You see things; and you say “Why?”  
But I dream things that never were;  
and I say “Why not?”*

*George Bernard Shaw (1856-1950)*

POLITECNICO DI MILANO



DESIGN





**INSPIRE FUTURE LEADER:  
Understanding Entropic System,  
the Dark Side of Design,  
Negotiate meaningful visions,  
ACT and NOT ACT  
Design as Power.**

POLITECNICO DI MILANO



DESIGN

**IXDC**  
国际体验设计协会



*Place of Power*

Florence  
Palazzo della Signoria  
Hall of the Five Hundred

*represent a conflict*  
**Political - Aesthetic - Technology**



*Florence - Palazzo della Signoria*  
*The Battle of Anghiari 1440 - Painting 1503 Leonardo da Vinci - Giorgio Vasari 1563*

*discover a mystery*



*Florence - Palazzo della Signoria  
The Battle of Anghiari 1440 - Painting 1503 Leonardo da Vinci - Giorgio Vasari 1563*

*preserving the mystery*



*building the maestro - the mastership*



*The* **Dark Side of Design** -  
*exploring relationship between*

*attitude and influence -*  
*- leadership and power*



# STARTING PARADIGMA

"The world is changing dramatically; I believe the next 30 years will be most exciting in the history of human society. The transformation from information technology to data technology marks a new era."



Jack Ma, chairman of the board of Alibaba Group

"The Internet can be considered a new information resource, playing the same role as steam power and electricity during the first and second industrial revolutions. The strategy of 'Internet Plus', referring to the integration of the IT industry with traditional industries, shows how this new resource as a power triggers the infusion of the old and the new."



Ma Huateng, chairman of the board and CEO of Tencent

"Every great discovery is the result of global cooperation among nations. This is our initiative and reason to form an international big data alliance, to better discuss and establish standards to solve problems in the future."



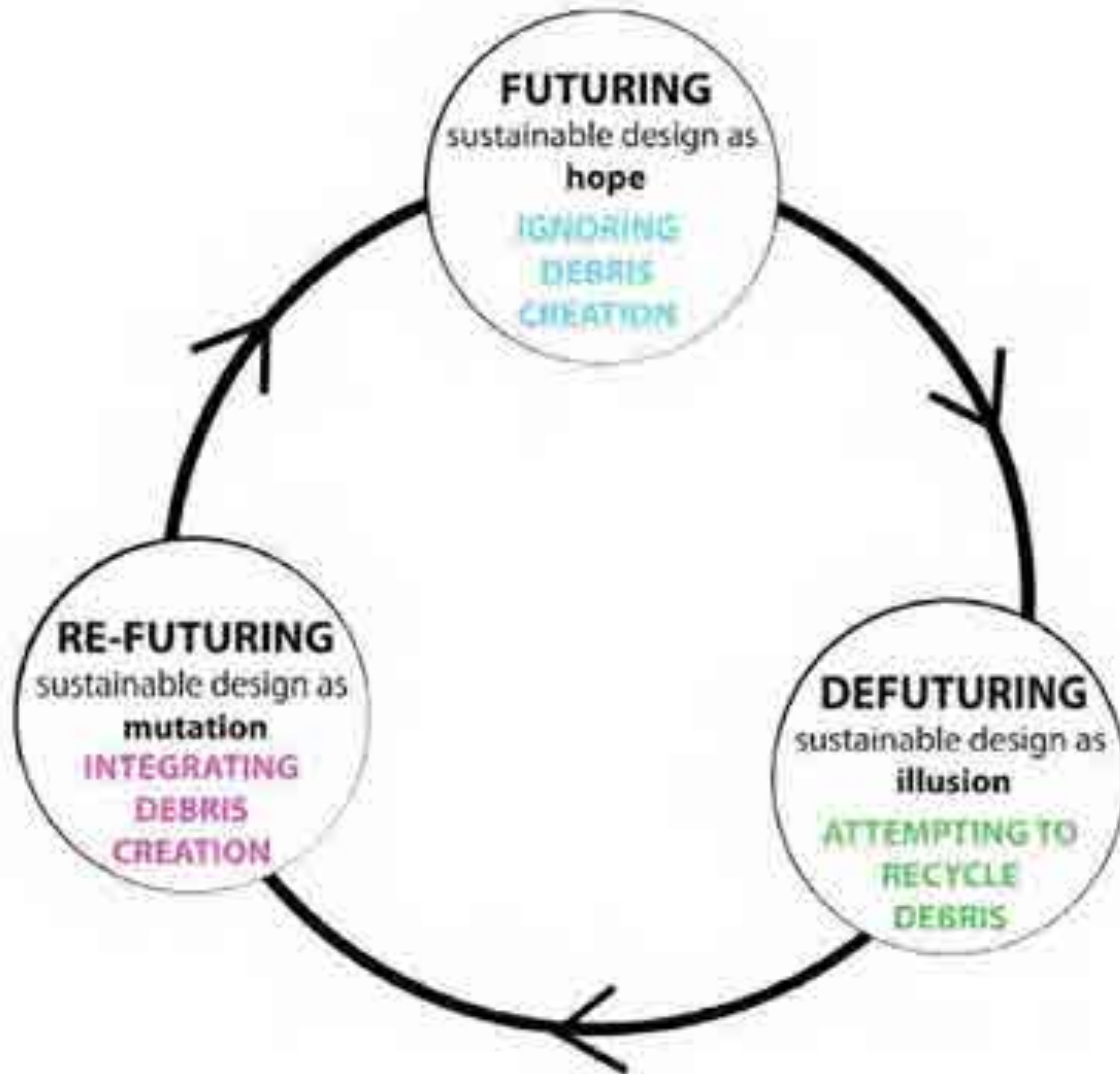
Edward Tian, chairman of AsiaInfo

# Transformation - **Border / edges**



Europe - 1000 year / 90 sec

*in order **TO ENVISION** the **TURBULENCES**  
created by the pre-existing “environmental “  
**CRISIS** it is necessary **TO EMBRACE**  
a re-futuring strategy*



***“invisible” signals***

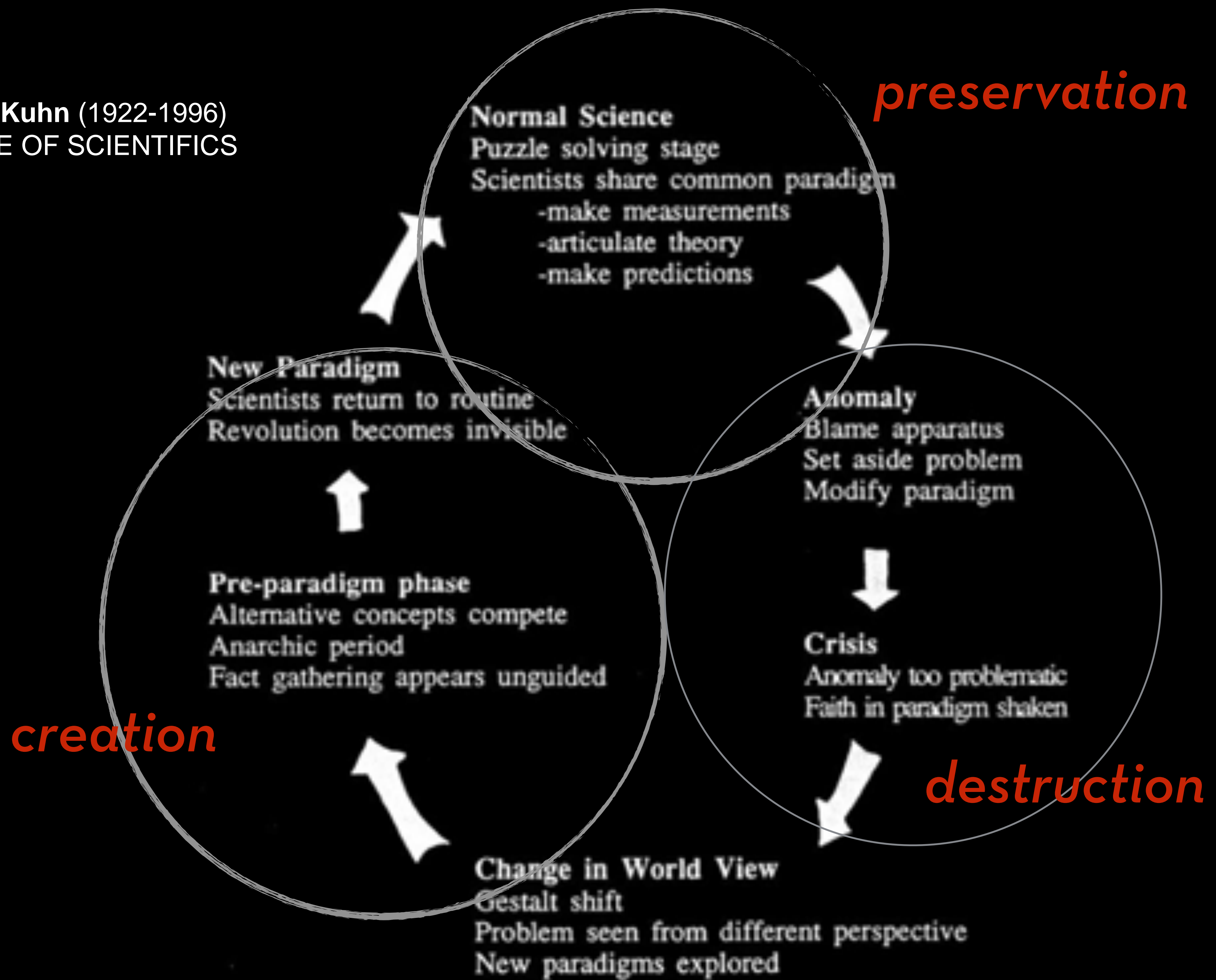
DESIGN IS A  
PROBLEM SOLVER  
IS A  
PROBLEM FINDER

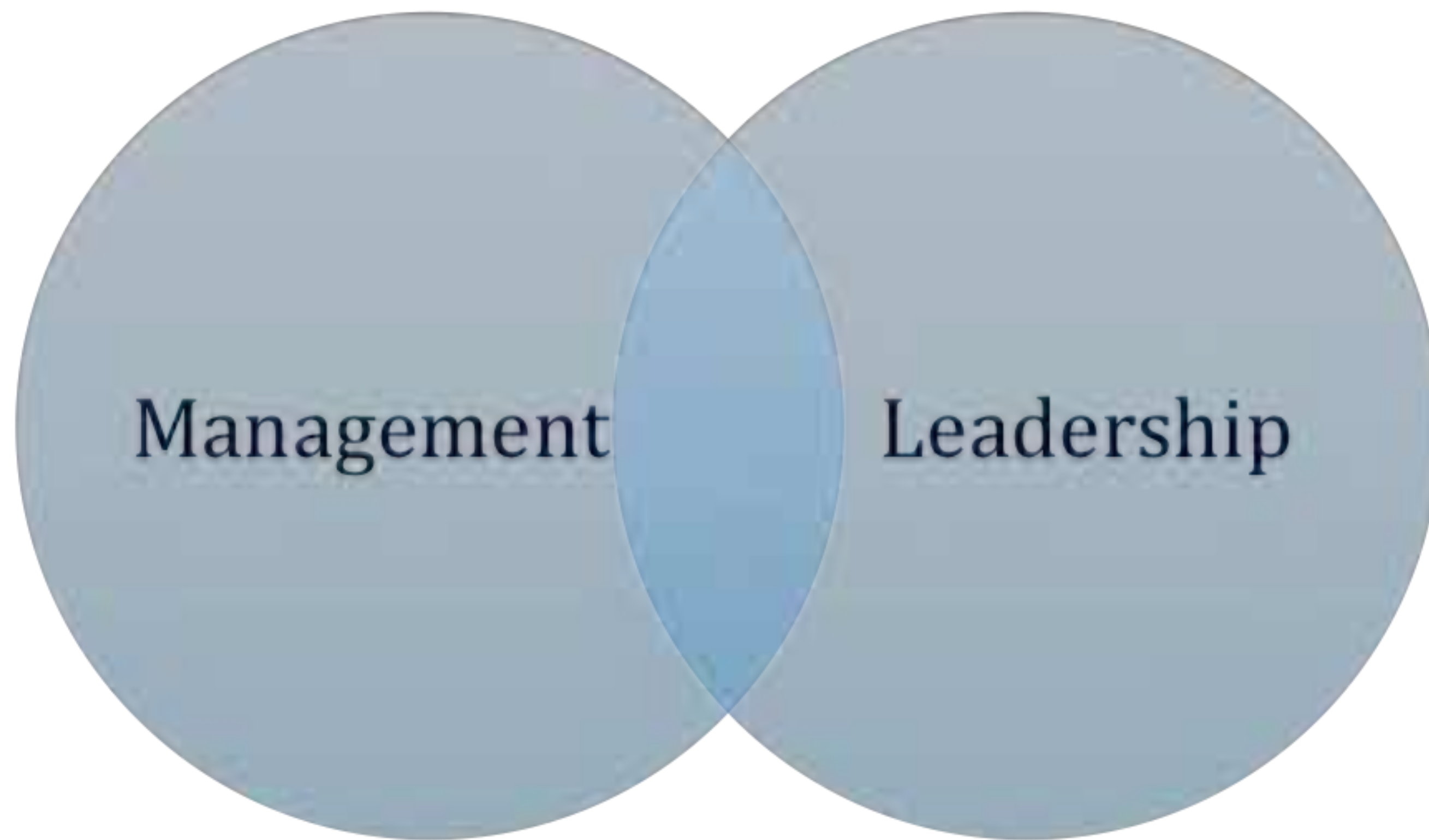
NEW  
PARADIGMA  
DESIGN IS A  
PROBLEM CREATOR

INSERT  
DISRUPTIVE INNOVATION "CULTURE"  
IN  
DECISION MAKING PROCESS  
COACHING / TEACHING

DESIGN IS  
LEARNERSHIP

Thomas Samuel Kuhn (1922-1996)  
THE STRUCTURE OF SCIENTIFICS  
REVOLUTIONS  
1962





**Peter Ferdinand Drucker (November 19, 1909 – November 11, 2005)**  
Austrian-born American management consultant, educator, and author, philosophical and practical foundations of the modern business corporation. He was also a leader in the development of management education,



# *emerging IDEAS:*

*future is unforeseeable*

*make error is human*

*diversity is a necessity*

*transition and transformation* **cultured**

**Leadership is action. Managers try to solve problems, leaders want to create momentum.**

**DIRECTION**

M: EXISTING ROADS  
L: NEW ROADS

**CONFLICT**

M: AVOID  
L: USE

**CULTURE**

M: EXECUTE  
L: SHAPE

**CREDIT**

M: TAKE  
L: GIVE

**DECISIONS**

M: MAKES  
L: FACILITATES

**ESSENCE**

M: STABILITY  
L: CHANGE

**RULES**

M: MAKE IT  
L: BREAK IT

**APPROACH**

M: PLANS DETAIL  
L: SETS DIRECTION

**STYLE**

M: TRANSACTIONAL  
L: TRANSFORMATIONAL

# Man is Controller Of The Universe

by Damian Ortega 2007



Ortega's works are punning **commentaries on politics, consumer culture,** and the **process of perception**, exploring his proclaimed **interest in the "mix of inside and outside,** individual and group of society, open and closed."



by Blake Little 2015

kopeikin gallery \_L.A

The model (paradigm) of design for power **learnership**, integrates the potential of experiential knowledge and the manifestation of power leadership.

**The learnership evolution preserves** the activation of power shifting leadership towards mastery.

All progress requires that the order will **stand for a change.**  
A revolution must aim **to destroy the established order** and will be  
successful only  
if they **will enforce an order of its own.**

**the disorder is not the absence of order,**  
but rather the **collision of orders without mutual relationship.**

# MASTERSHIP

## Potentiality and Actuality, Dynamic and Energia

all potentiality [dynamis] is impotentiality [adynamia].

...we are able **to see darkness**. But what does it mean to say we “see” darkness?  
For Agamben, this experience of darkness is **the experience of potentiality in-itself**.

“Human beings see shadows, they can experience darkness, they have  
**the *potential* not to see, the *possibility of privation*”**

**TALENT is ACT (Create)**  
**ABILITY is NO - ACT (Destroy )**  
**MAESTRO is MAINTAIN ACT, (Preserve)**

**Giorgio Agamben**

On Potenciality, in Potentialities: Collected Essauys in Philosophy (1999)

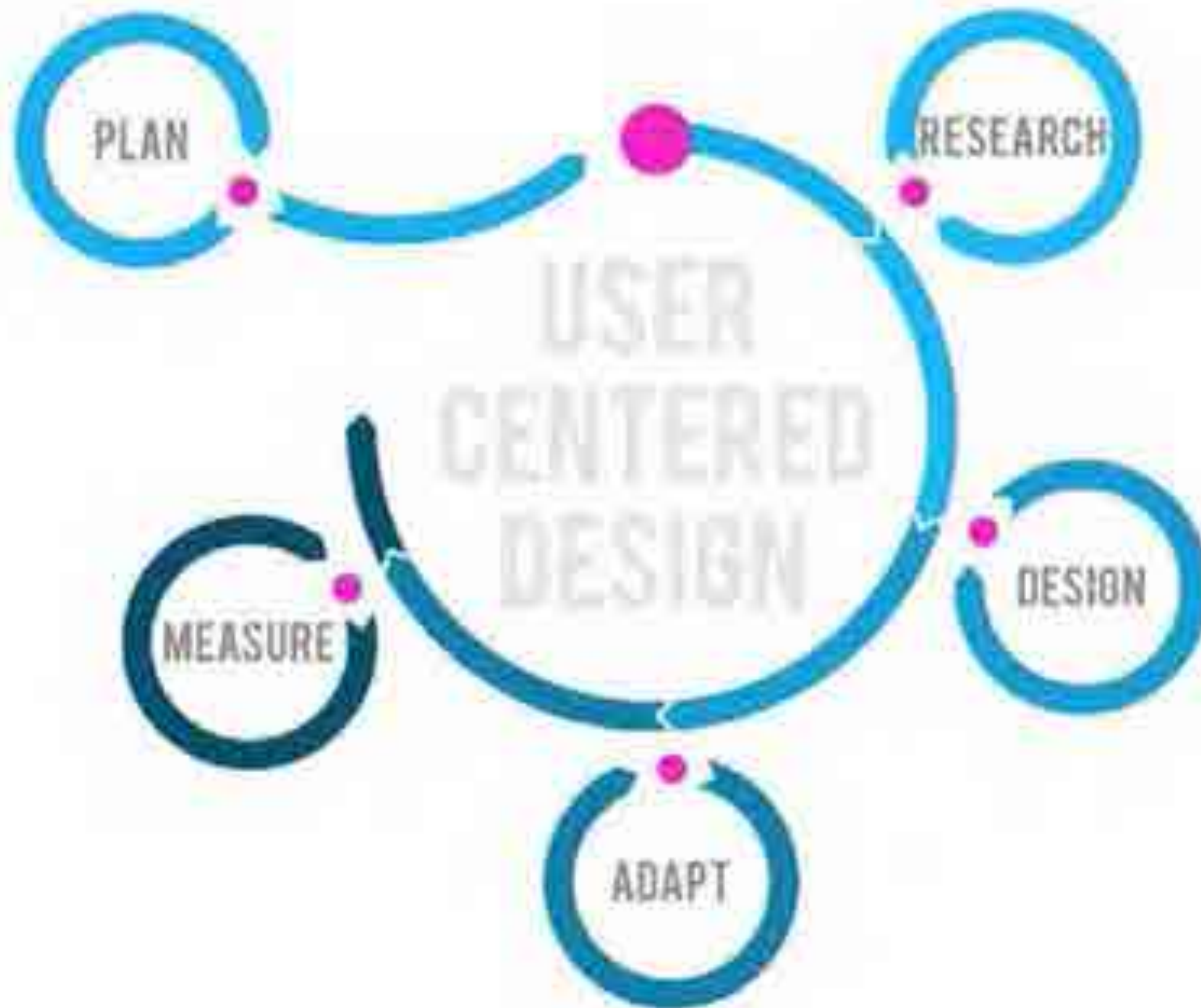
*I fuoco e il racconto* (2014).



The Key in the Hand  
by Chiharu Shiota 2015



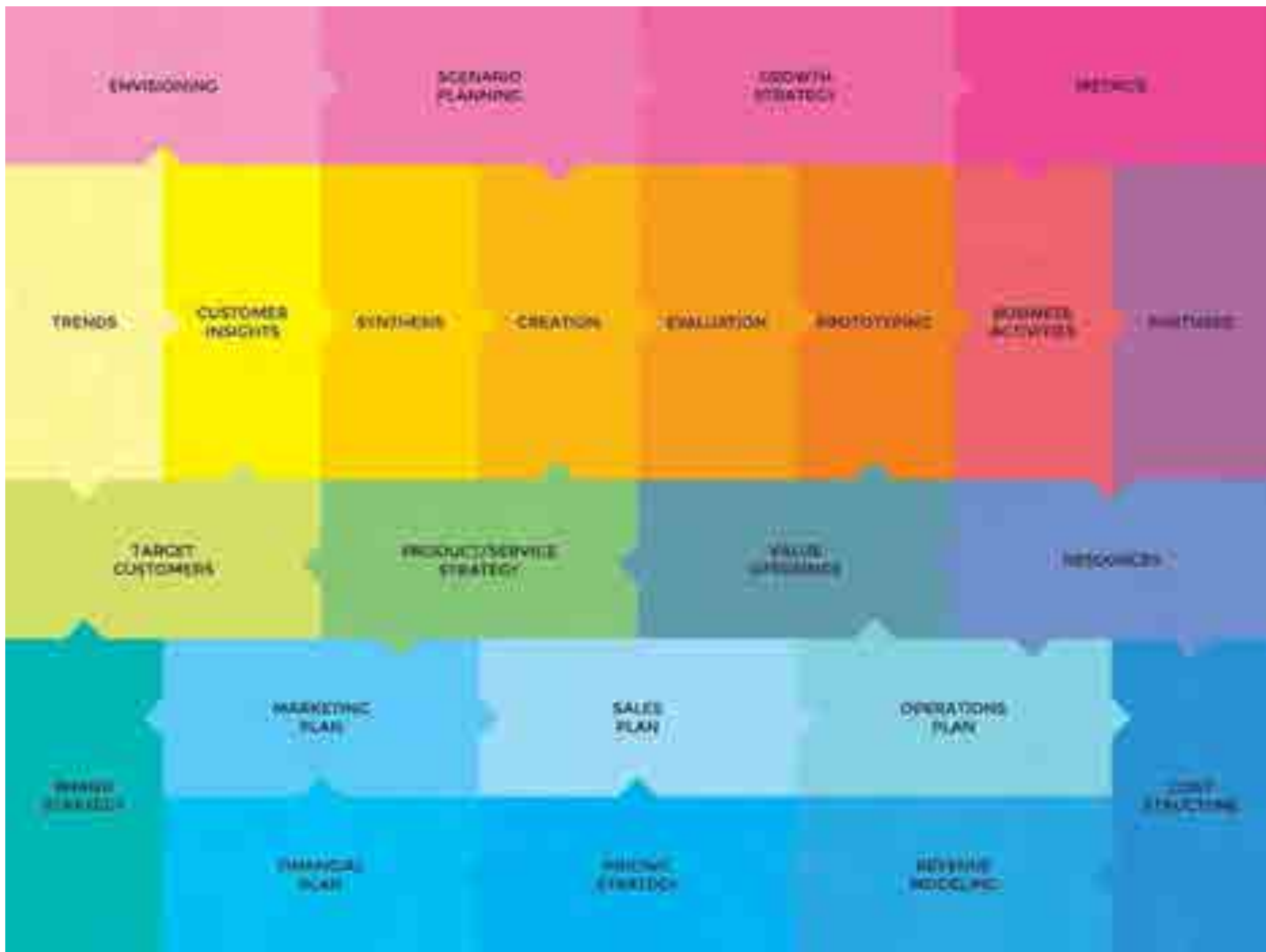
Biennale Art - Venice - Japanese Pavillion



## USER-CENTERED DESIGN (UCD)

User-centered design (UCD) is a process in which the needs, the wishes and the limits of the user are given extensive attention in each phase, with the aim to maximize the usability of the product/service.





**Defining “Personas” that are a reflection of real people helps us as designers to empathize with our end users and more easily consider needs, goals, and priorities, different than our own.**

**Ron Akanowicz**

**“How to create effective personas for your projects.”**

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**GIVING A FACE  
TO OUR USERS**

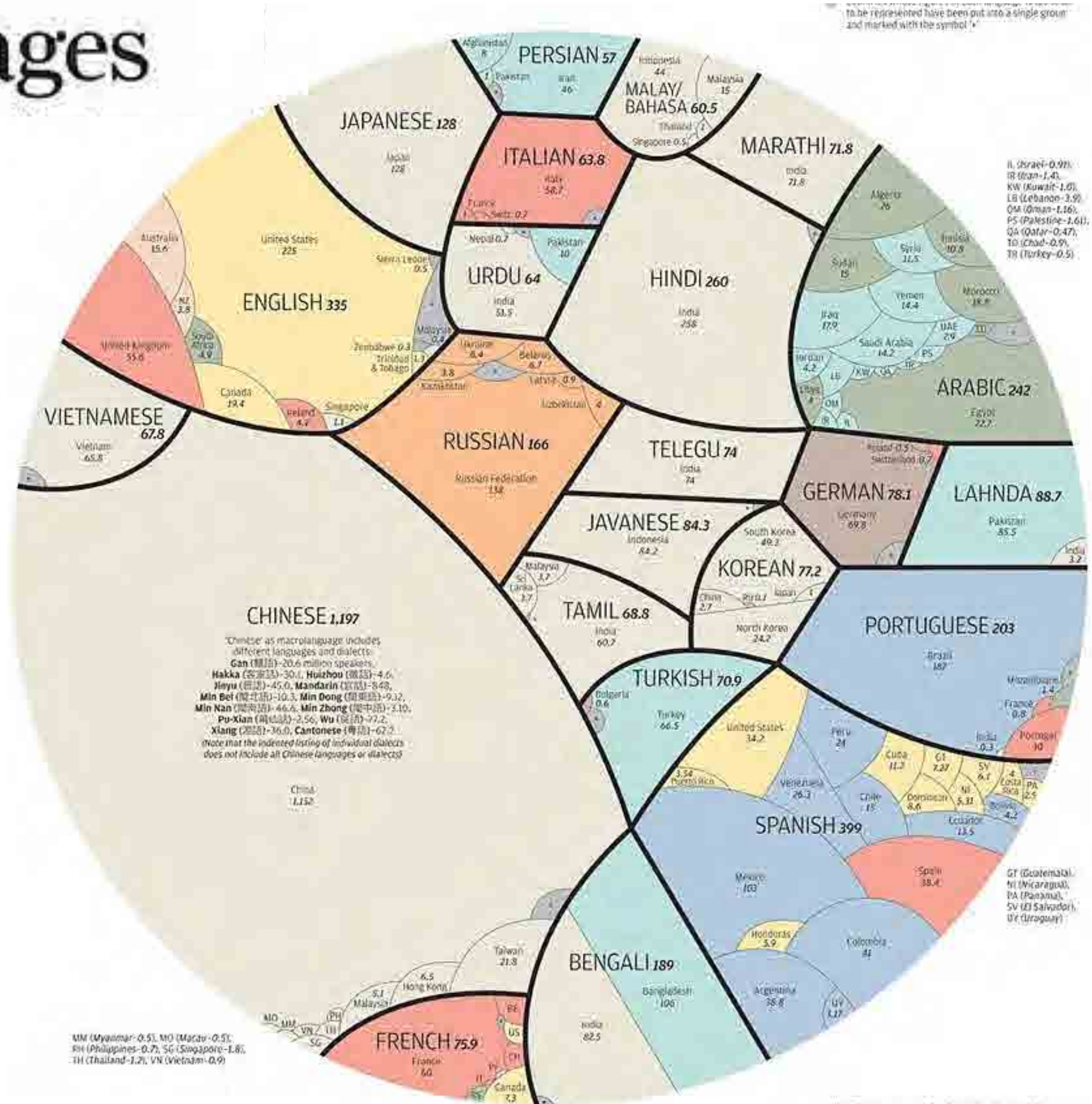
**Why is it important to  
create “Personas”?**

# A world of languages

7.2 billion people on Earth now

6.3 billion people included in the study from which we have obtained the data

4.1 billion people have one of the 23 most spoken languages as a native tongue



*from Interaction to “Interference”*

*from creation to “provocation”*

*from culture to “cultured”*

*from sustainable community to  
“responsible mastership”*



It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

Charles Darwin

paradigma

anomaly

crisis - conflict

leadership - option

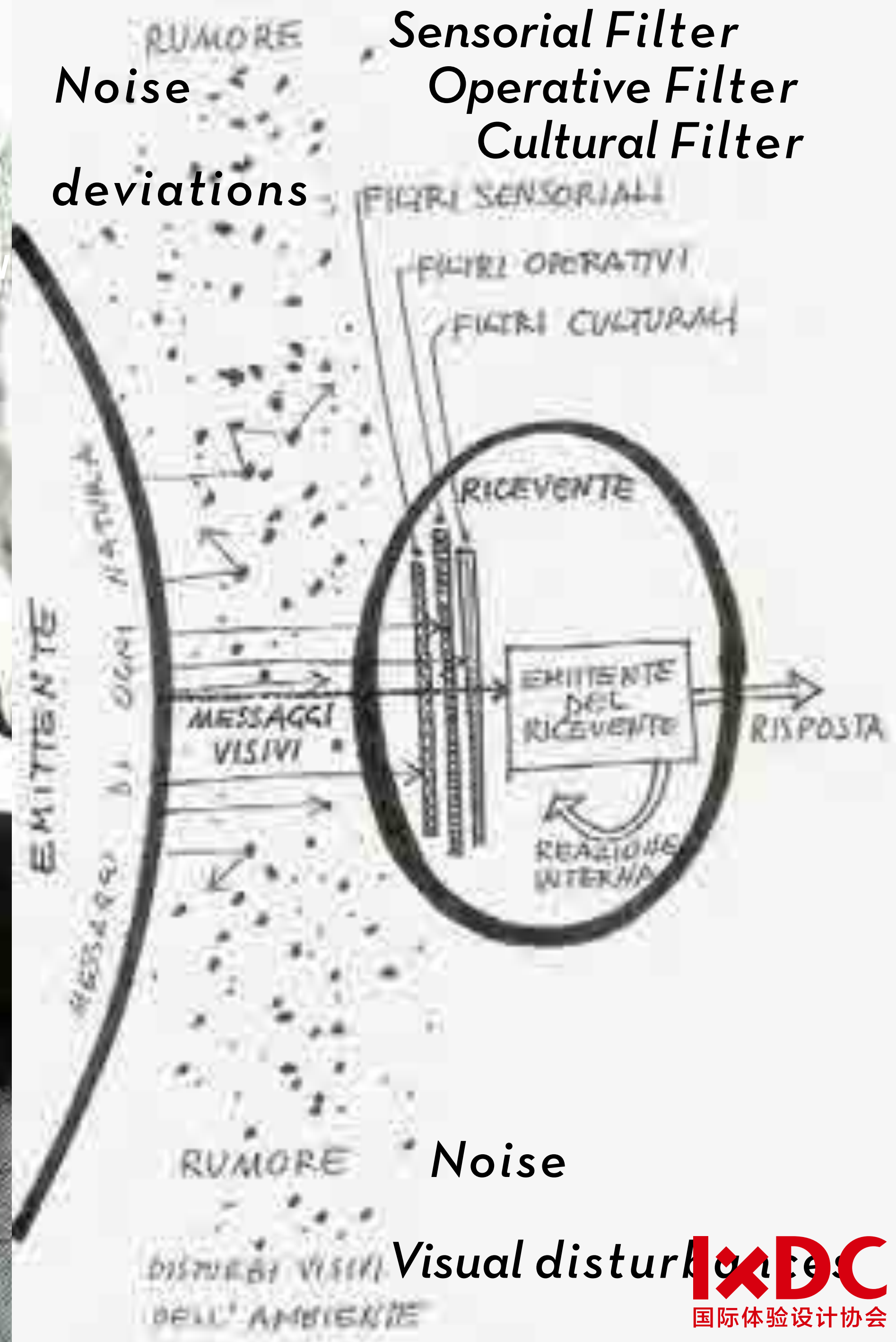


Parallel thoughts in different times

# BRIGHT MINDS, BEAUTIFUL IDEAS



Bruno Munari (1907-1999)



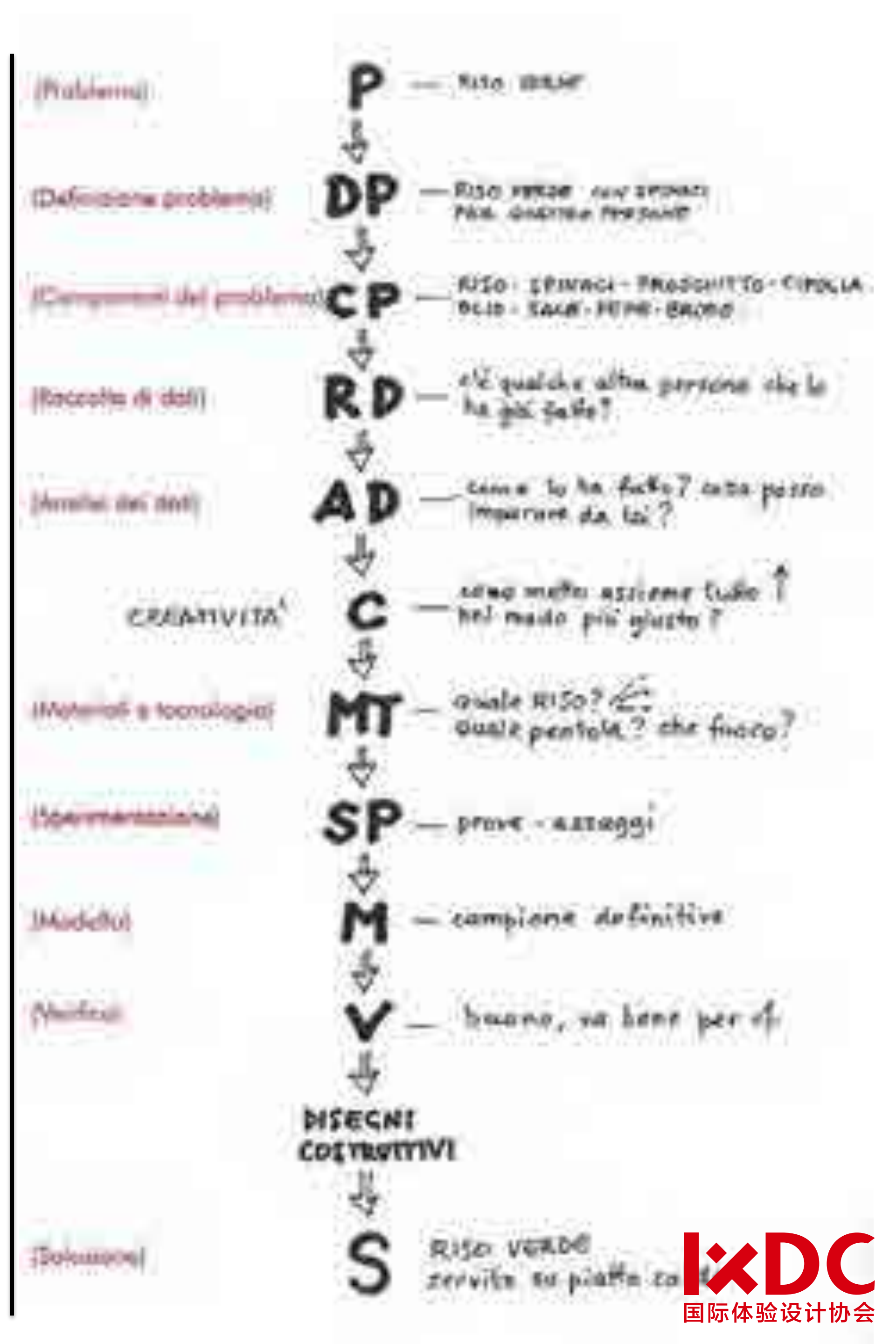


SEEKING COMFORT



IN A UNCOMFORTABLE CHAIR 1964

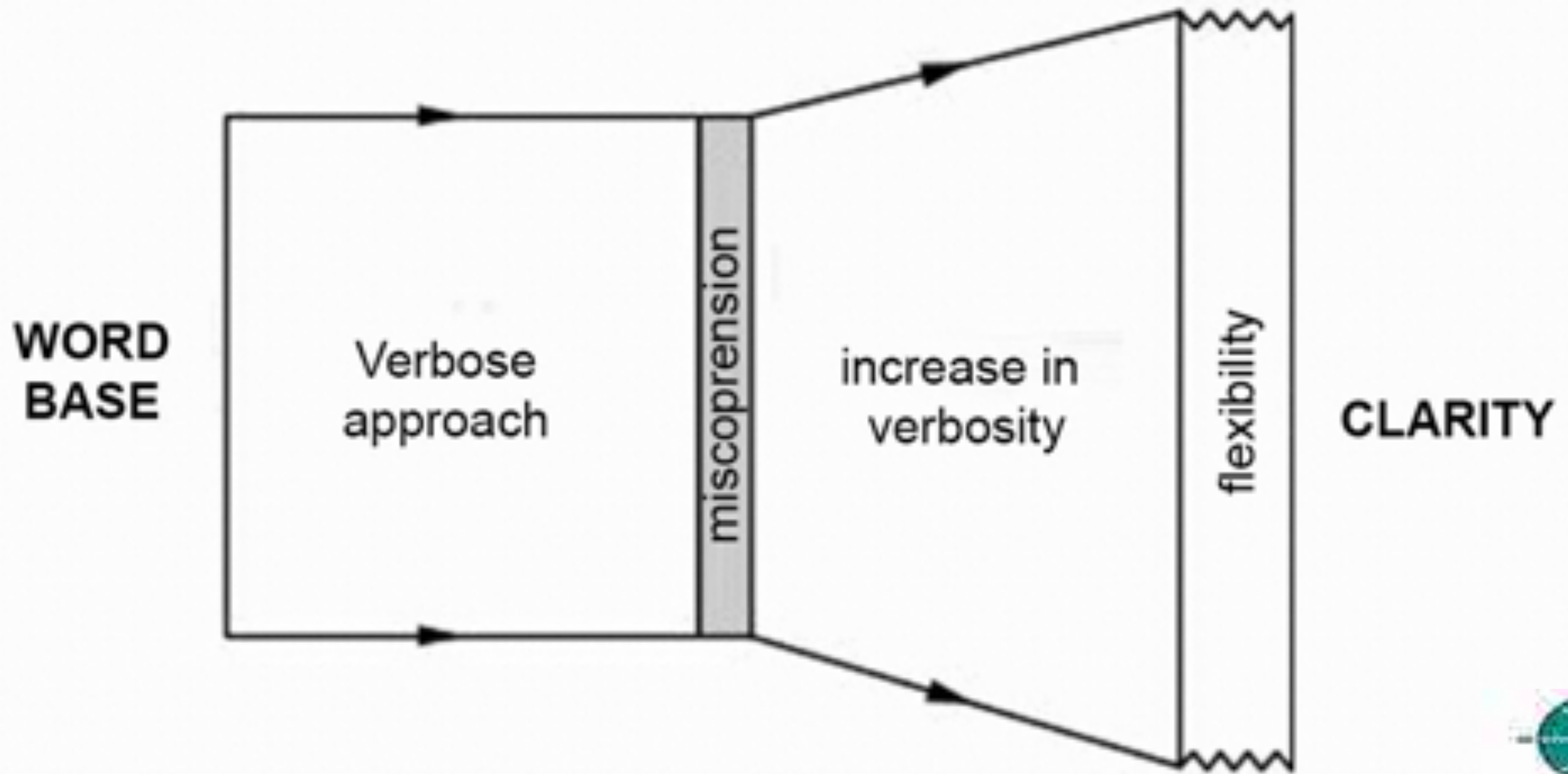
- PROBLEM
- DEFINE PROBLEM
- PARTS OF PROBLEM
- DATA RESEARCH
- DATA ANALYSIS
- CREATIVITY
- MATERIAL - TECHNOLOGY
- EXPERIMENTATION
- MODELING
- VERIFY
- SOLUTION



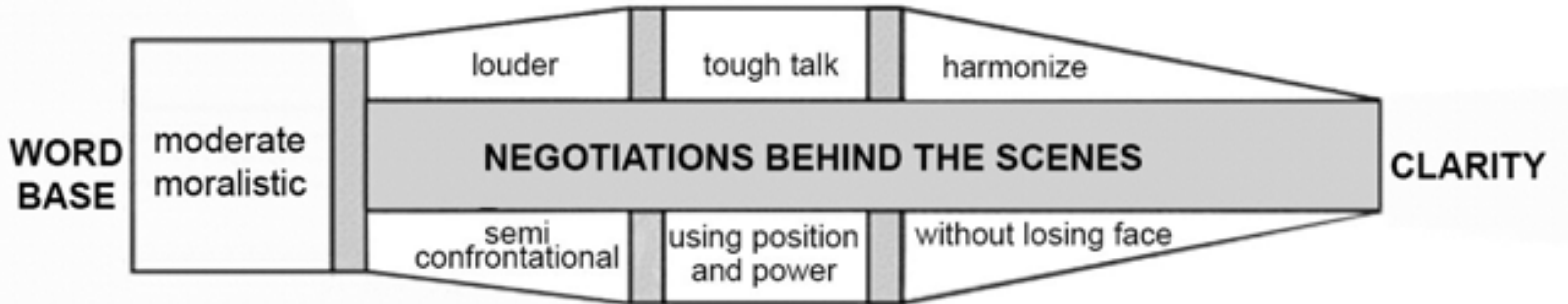


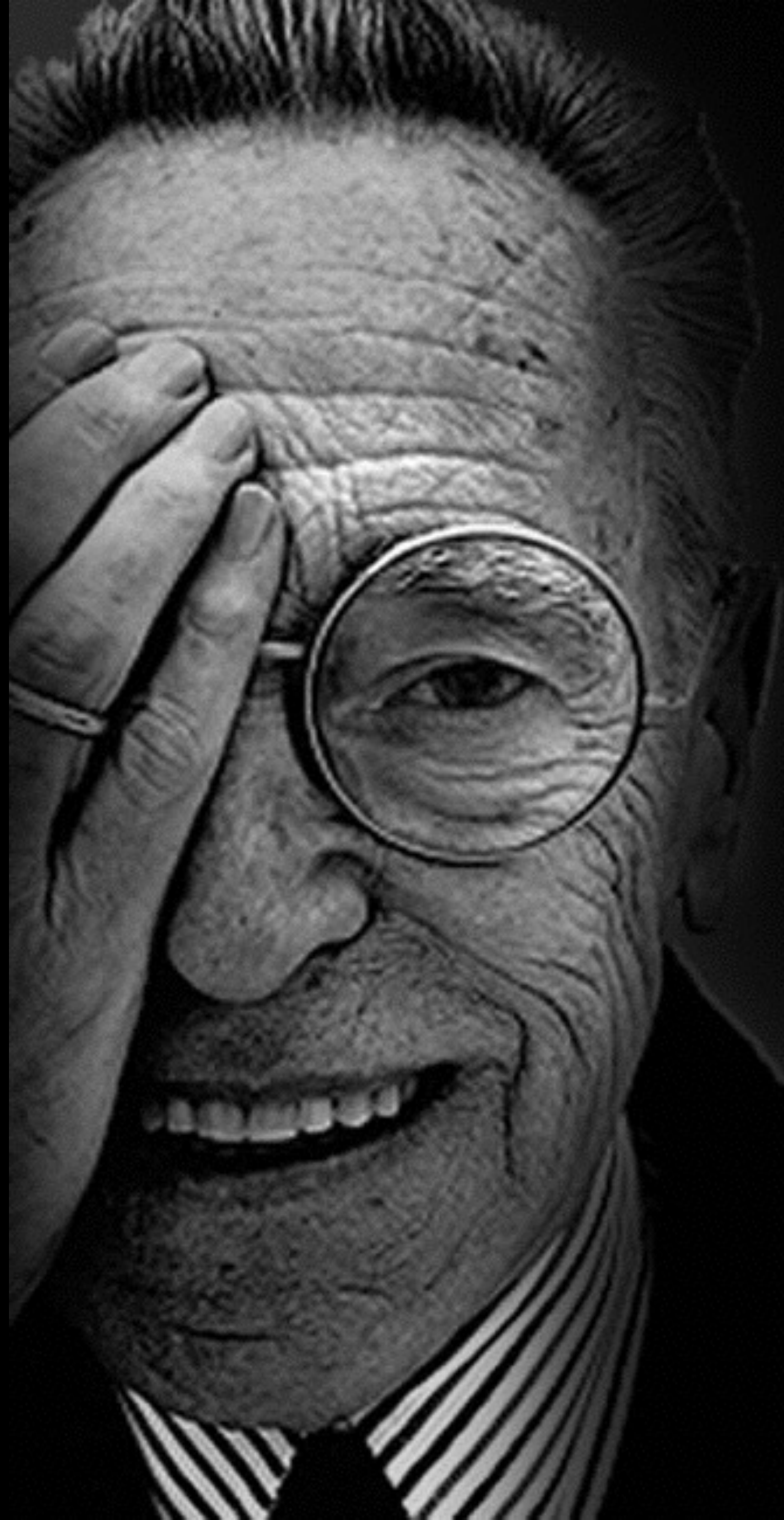
INTERNATIONAL COMMUNICATION PATTERN

# ITALIAN



# CHINA





28/2/78 ①

NON SI PUO' INSEGNARE ~~UNA~~  
... COME FARE UNA ARCHITETTURA  
-- COME FARE UN NEGOZIO  
- COME FARE UN BUEFFIMUNTO  
- COME METTERE IN ORDINE UNA ABITAZIONE.  
PERCHE' NON CI SONO REGOLE  
NON CI SONO METODI  
CI SONO SOLO COMPORTEMENTI,  
CASO PER CASO.



THE BEST WAY  
TO PREDICT  
THE FUTURE IS  
TO DESIGN  
IT

RICHARD BUCKMINSTER FULLER



**DESIGN**  
AND  
**UNCERTAINTY** **CONFLICT**  
AND  
**POWER** **PROVOKE**  
**CONTROVERSY**

**Antifragility is beyond resilience or robustness**, the resilient resists shocks and stays the same;  
the anti fragile gets better.  
( Antifragility -Taleb, 2012 )

in his definition of anti fragile, tales states that the antifragile loves **RANDOMNESS** and **UNCERTAINTY**,  
which also means - crucially - a **LOVE OF ERRORS**, a certain class of errors  
( Antifragility -Taleb, 2012 )

By transferring the concept to Open Innovation processes it' s the **READINESS TO ACCEPT THE UNKNOWN**  
and **THE UNFINISHED** as a challenge as well as acquire the ability to **LEARN FROM THESE DISTURBANCES**  
in order to foresee the impact of future disturbances.

**THE UNFINISHED - Michelangelo Buonarroti - Milano | La Pietà Rondanini**  
**1552 - 1553 1st version - Renew 1555 - 1564**



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in design process there is always a creative strife

among single individuality (in team work):

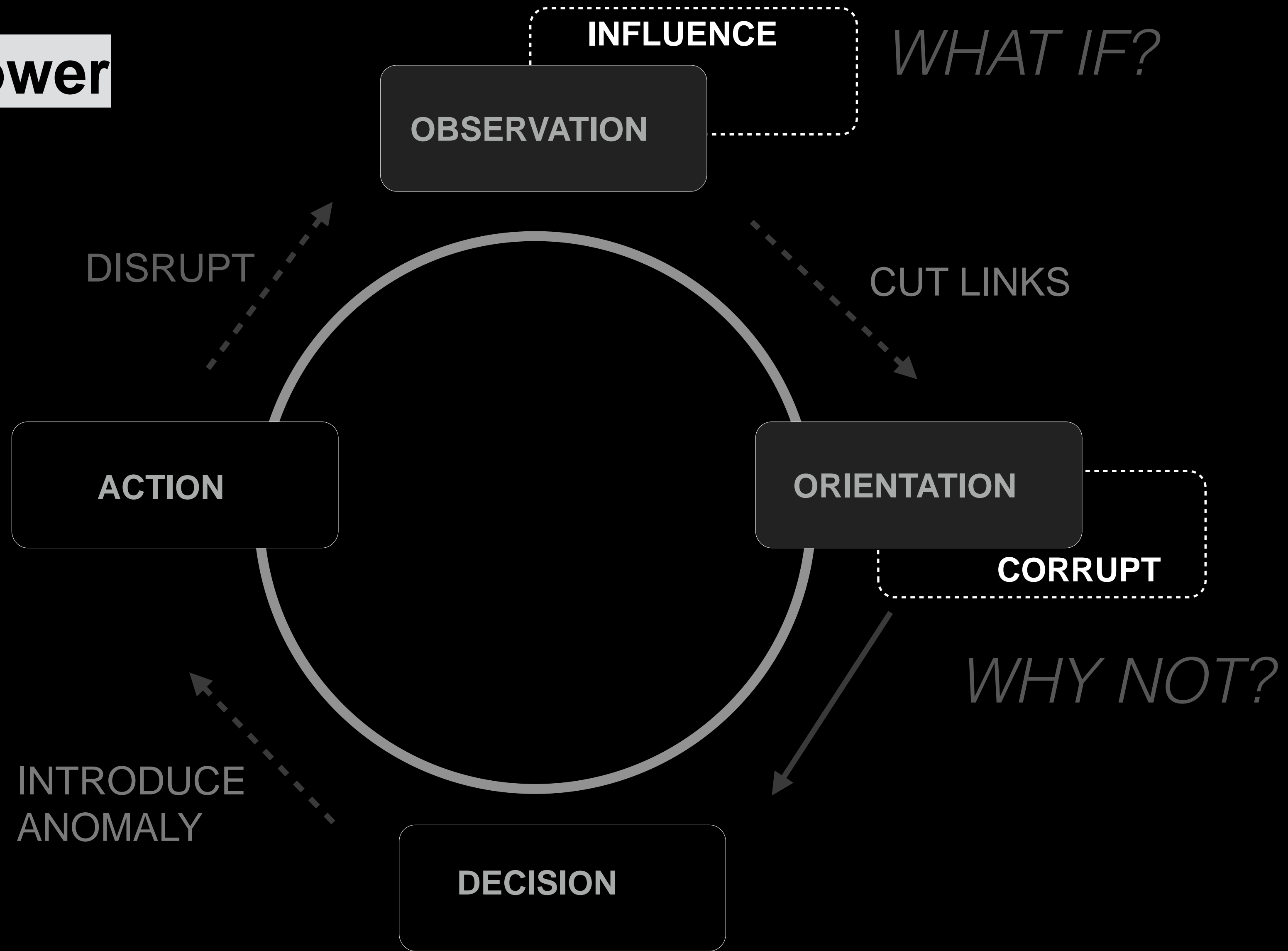
a sort of italian drama is generated

that is an innovation advisor.



Movements by Martin Klimas 2004 - Shanghai - Beijing

# Design is Power



COGNITIVE WARFARE HINTS FROM WAR THEORY



**visibility > consensus > trust**

“ 1. **Markets are conversations.**

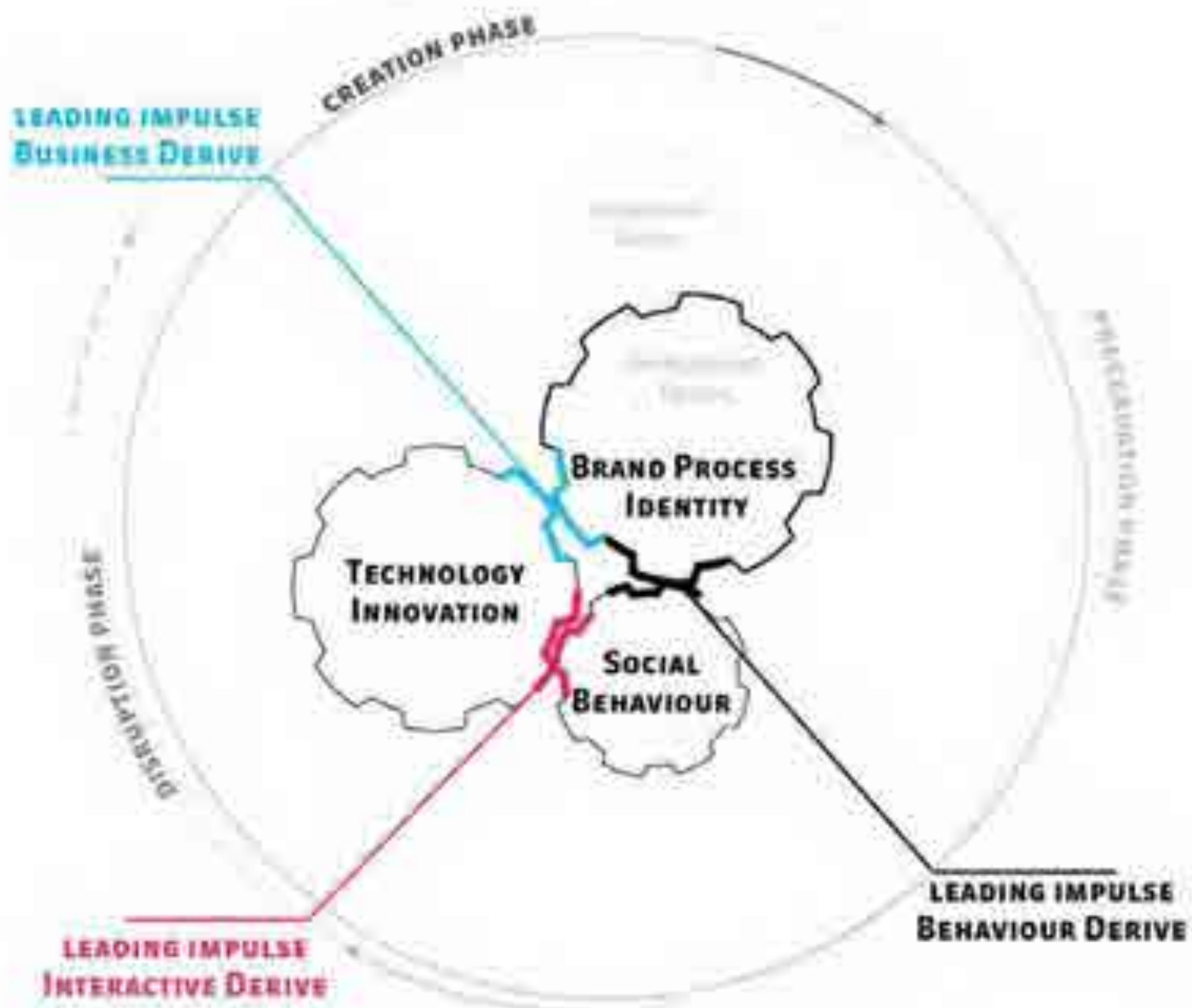


**Baitogogo by Henrique Oliveira 2013  
Palais de Tokyo, Paris**



oliveira draws influence from medical texts, biology and the study of physical pathologies such as tumors – evident in the complexity of his web-like structures, which liken themselves to the inter-connectivity of a human neural network.

	Objective	Time	Abstraction	Uncertainty
Innovation	communication	nonlinear (sedimentation)	contextualization	challenge
Business	performance	sequential (automation)	standardization	risk



The entropic energy system model for fashion brand expansion

THE ITALIAN WAY TO **DESIGN**

italians.

THE ITALIAN WAY TO DESIGN.  
social-cultural dimension.

italians are known  
for their joy  
and love for life.

they love to socialize and  
share pleasant time.

italians are very individualist.

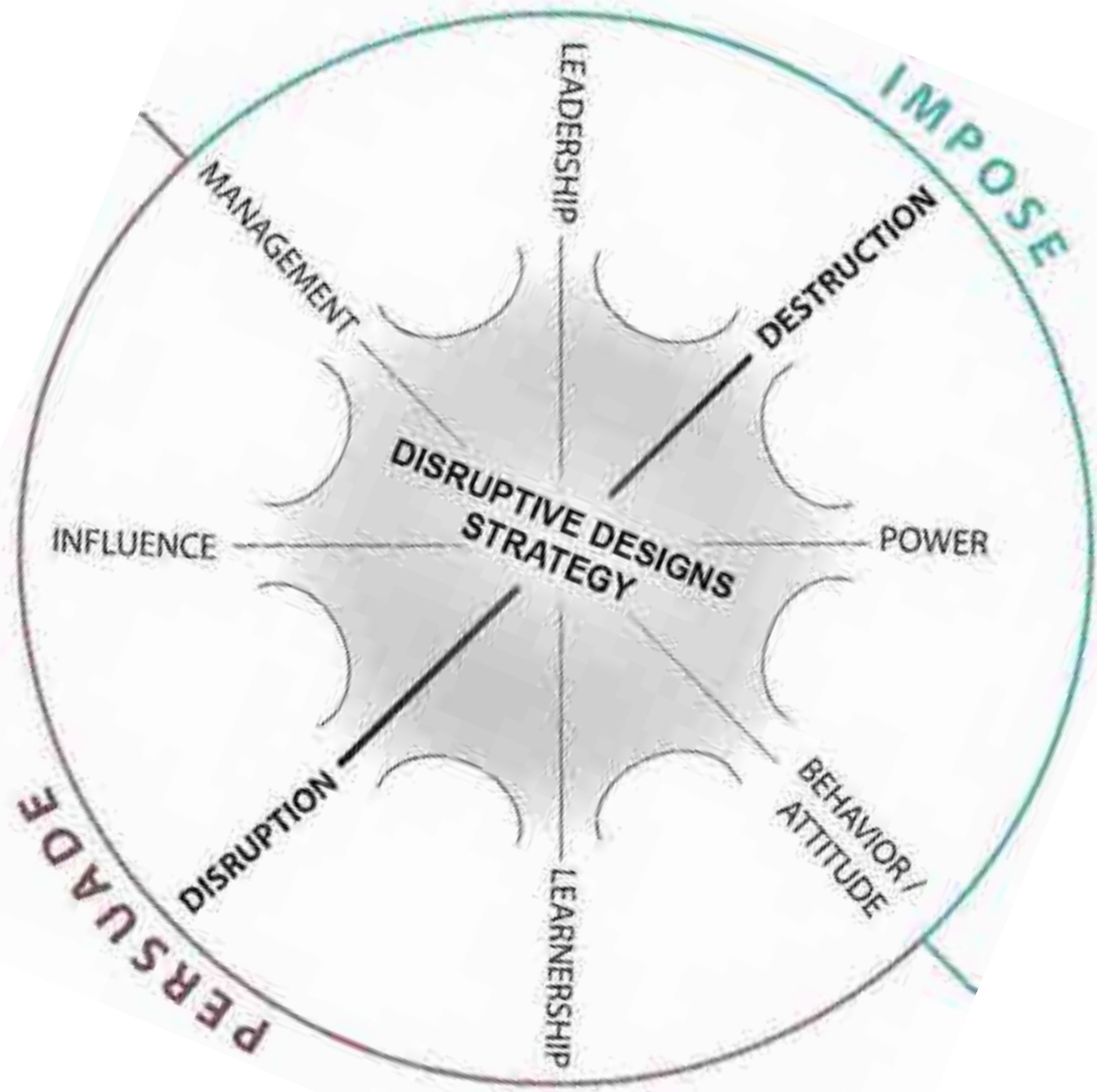
they have a non-linear  
connection with time.

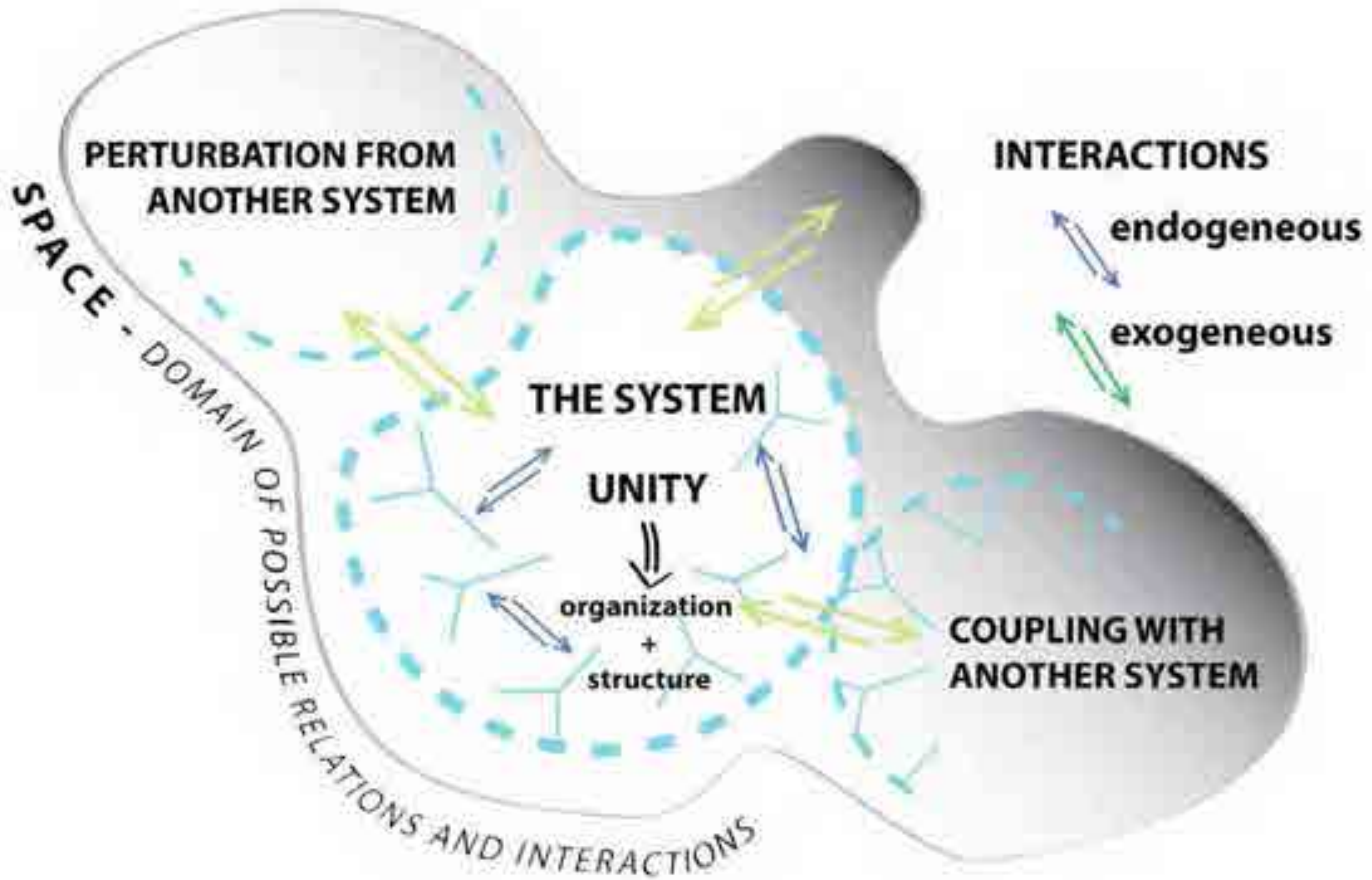
they use fantasy to  
solve problems.

they have an ironic approach to life.

*sense making*



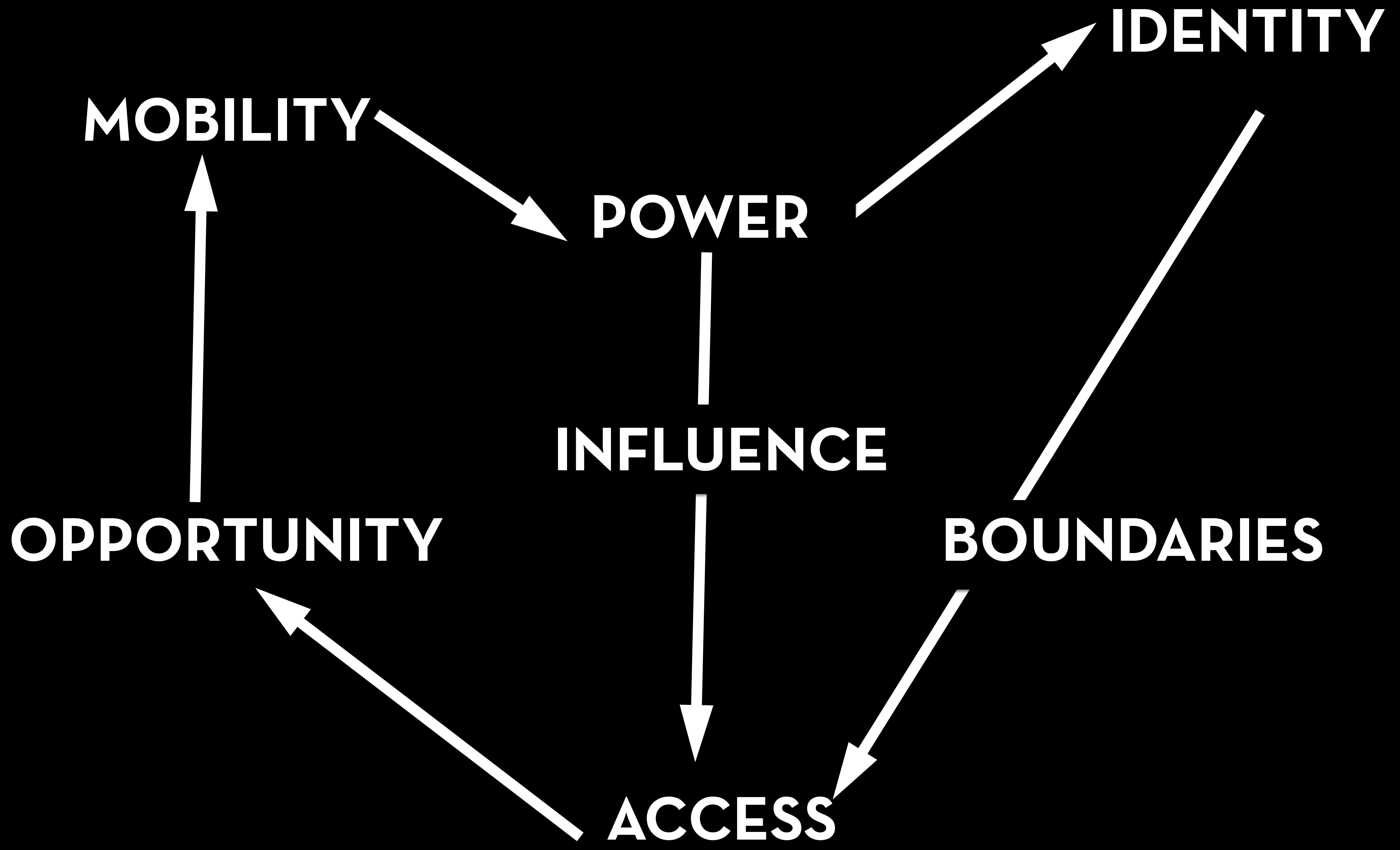




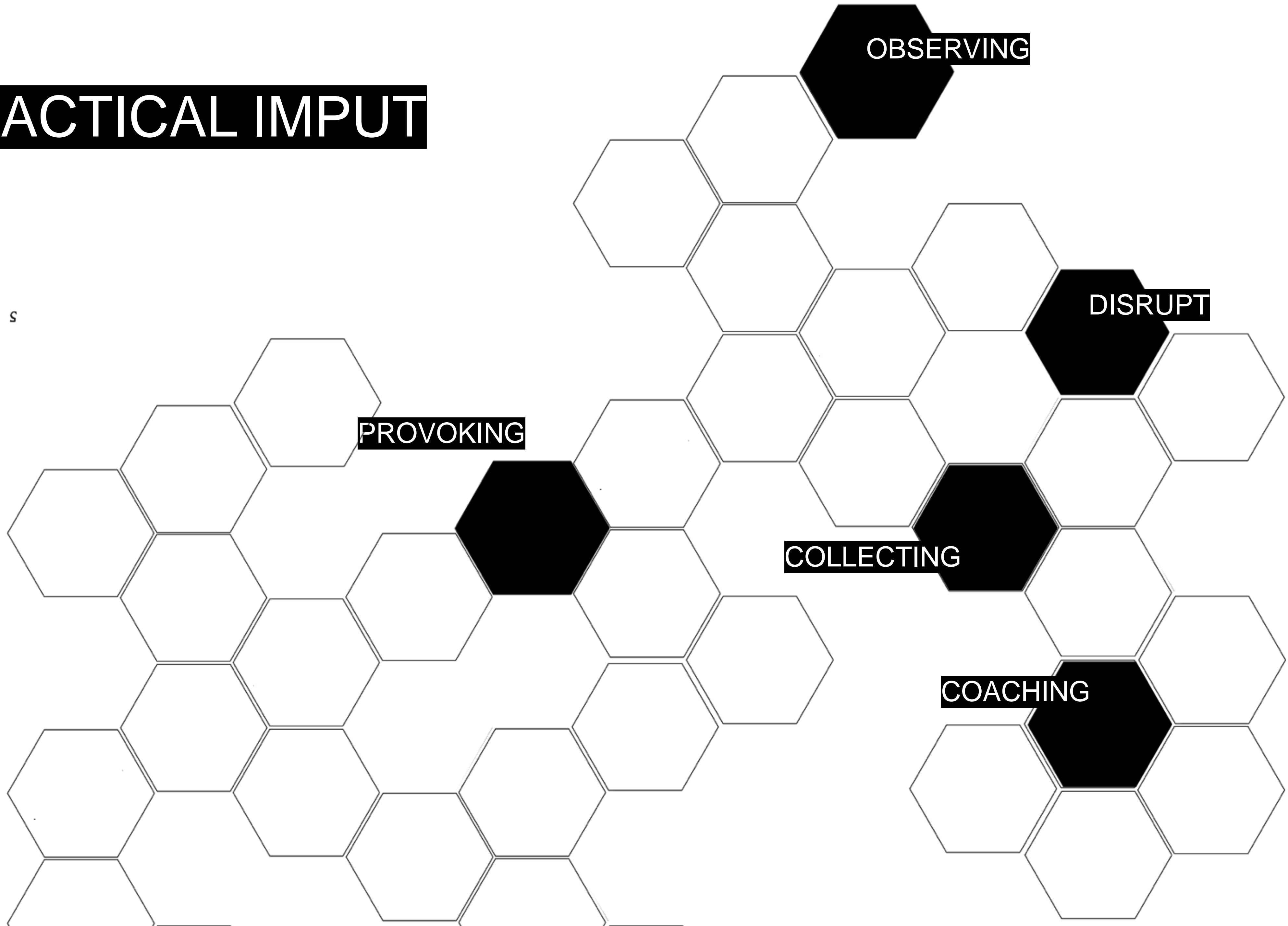


User experience

Design



# PRACTICAL INPUT





***thanks.*** 谢谢

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# IXDC

## 国际体验设计协会

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## IXDC活动预告

8月 | Workshop

服务设计——北京

9月 | Workshop

产品设计与创新——北京

10月 | 精英人才班

国际用户体验领军人才班——美国迈阿密

11月 | 大会

2015国际设计思维大会——深圳

国际考察

服务设计之旅——西班牙

12月 | 大会

2015国际产品经理大会——杭州

01月 | 国际考察

创新设计之旅——美国