

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

北京 | 上海 | 深圳 | 广州 | 香港 | 台北 | 首尔 | 曼谷 | 新加坡 | 悉尼 | 墨尔本 | 伦敦 | 巴黎 | 里斯本 | 圣保罗 | 圣地亚哥 | 圣何塞 | 圣胡安 | 圣多明各 | 圣多斯 | 圣彼得堡 | 圣彼得堡 | 圣彼得堡 | 圣彼得堡

官方网站: www.ixdc.com.cn | www.ixdc.com.cn | www.ixdc.com.cn | www.ixdc.com.cn

联系电话: +86 10 5900 8888 | +86 21 5900 8888 | +86 755 5900 8888 | +86 20 5900 8888



Opportunity Exploration

Co-create the proposition based on user insights

Philips Design
July 2015

Royal Philips



Est. **1891**

Headquarters in
Amsterdam, Netherlands

115,000+

Employees worldwide
in 100+ countries

€ 23.3 billion

Sales in 2013
Portfolio ~70% B2B

\$9.8 billion

Brand value in 2013

7% invested in R&D

59,000 patent rights,
35,000 trademark rights,
81,000 design rights

Artistieke Propaganda

Lichtadviesburo

Artistieke ontwerpgroup

Apparaten Vormgeving

Concern Bureau Vormgeving

Concern Industrial Design Centre

Corporate Industrial Design

Philips Corporate Design

Philips Design





Design as
usability tool

Focusing on
People

Bringing the Brand to life



Design as
usability tool

Focusing on
People

Design as
differentiation tool

Supporting the
Brand



Design as
usability tool

**Focusing on
People**

Design as
differentiation tool

**Supporting the
Brand**

Design as
business tool

**Fuelling
Innovation**



Design as
usability tool

Focusing on
People

Design as
differentiation tool

Supporting the
Brand

Design as
business tool

Fuelling
Innovation

Design as
cultural tool

Enabling
Transformation

IxDC
国际体验设计协会

Our belief

We believe that
everyone at Philips
has the power to be
creative

Training Design Thinking

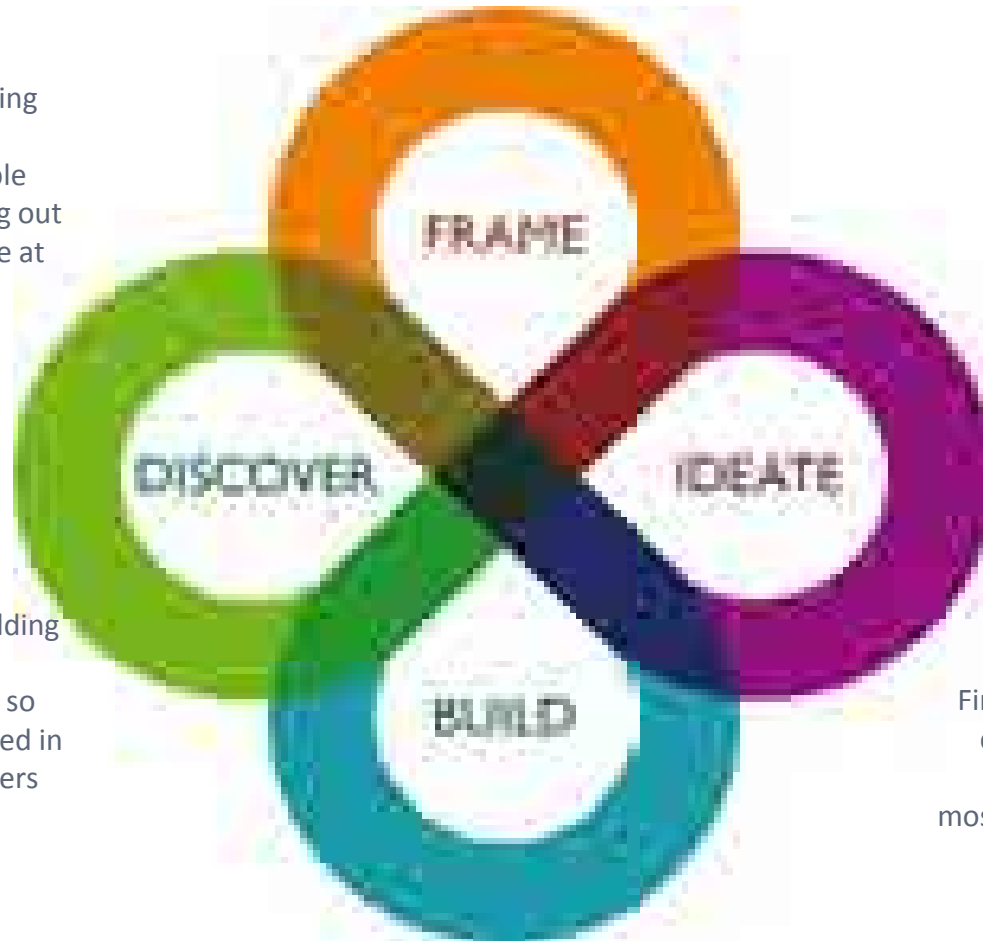
the Co-Create approach

DISCOVER

Find Insight through exploring existing and new data, immersing yourself in people and their context and trying out ideas with targeted people at this early stage.

BUILD

Make ideas tangible by building a prototype, simulating behaviours or experiences, so the hypotheses can be tested in context with key stakeholders and users



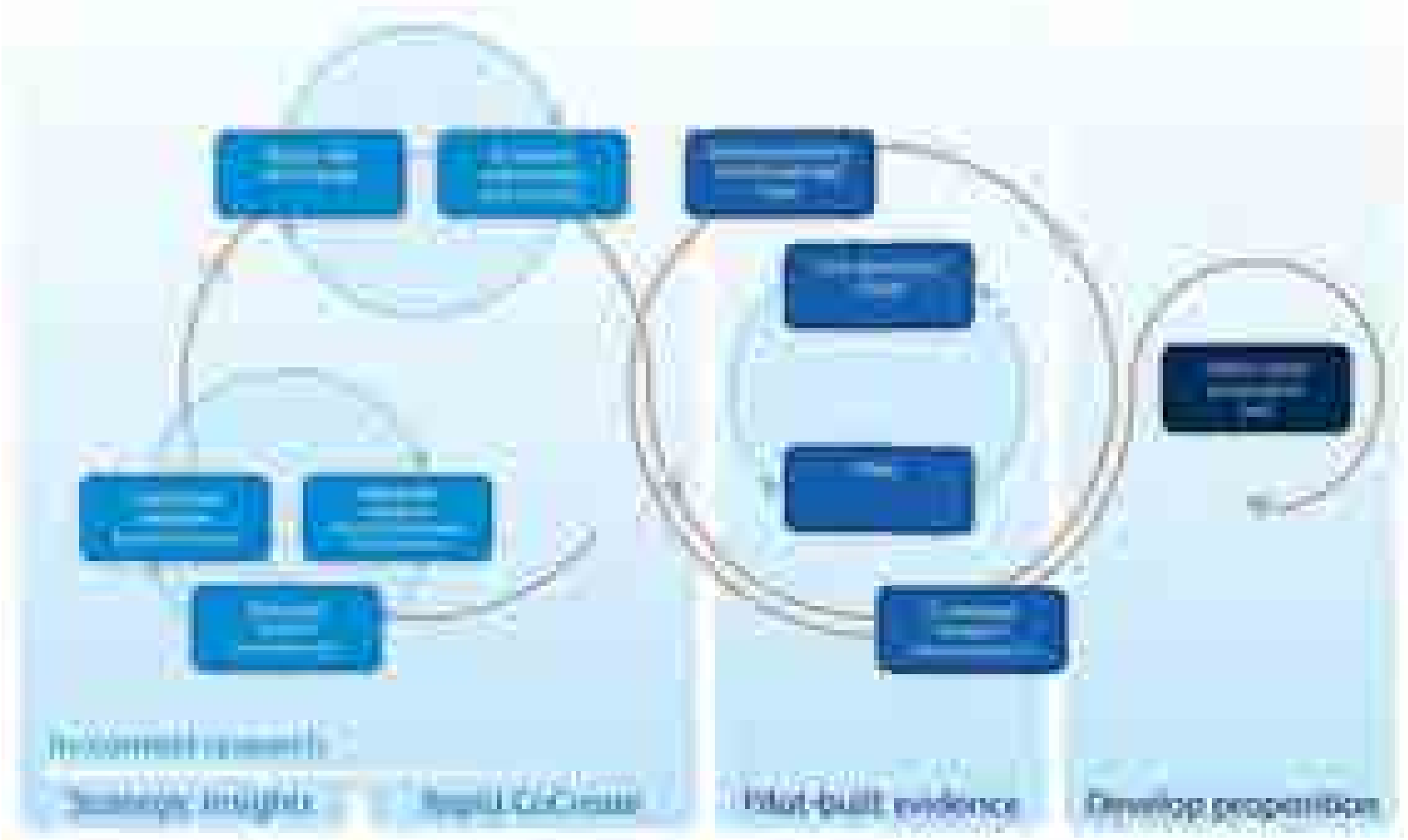
FRAME

Define the opportunity area or challenge based on the 'as is' situation from the 'Discover' phase using trends and foresight. Define a better future vs. current.

IDEATE

Find solutions and ideas to the challenge using the power of creative thinking. Select the most relevant ideas and express them to create a shared understanding

Organize for eco-systems



Contextual Research



Decode user insights...



Envisioning the ideal journey...



People tend to come up with solutions...

Stimulate Milk Production

Keep Milk Flowing

Remove Plugs before it's too late

Know What to Do

No Trade-off

Define Opportunities...



Ideation



Rapid Co-Creation



Reflection



1. 物品选择与摆放

2. 物品选择与摆放



Philips Kitchen Appliances
Vision 2020

So now, why **Opportunity Identification** is a crucial starting point?

“Due to my concern toward to the outdoor air quality, I simply keep my window closed and turn on my air purifier all night long. However, I usually find the air stuffy when I get up in the morning. I wish that the indoor air is clean and fresh.”

“When I go home from work every day, I’ve got only 30 mins to prepare dinner for my family. The sooner my kid can finish the dinner, the sooner he can do his homework. However, defrosting meat alone takes more than 10 mins. I hope that I can optimise this 30 mins to prepare a good meal for him. “

Once you define your opportunity platform, every step you take later on will be based on that.

One liner of Opportunity Platform:

Current Status

Dilemma

Personal Aspiration

Ideation Template

Name

Full Name

Country

Prof. Level

Current assignment

Business goal

Challenge for user

What is needed to succeed?

So, ask the right question to lead your stakeholders to the place that you want them to go.



IXDC

国际体验设计协会

联系方式

官网: ixdc.org

邮箱: design@ixdc.org

地址: 广州市天河区珠江新城24号2楼

电话: 4000-7218-88

扫一扫，获取更多资讯



官网: ixdc.org



邮箱: design@ixdc.org



ITWU4178

IXDC活动预告

9月 | Workshop

服务设计——成都

9月 | Workshop

产品设计与服务——成都

10月 | 精英人才营

2015用户体验精英人才营——成都

11月 | 大会

2015国际设计精英大会——深圳

国际峰会

服务设计之旅——西昌

12月 | 大会

2015国际用户体验大会——杭州

10月 | 国际峰会

服务设计之旅——南京