

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

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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

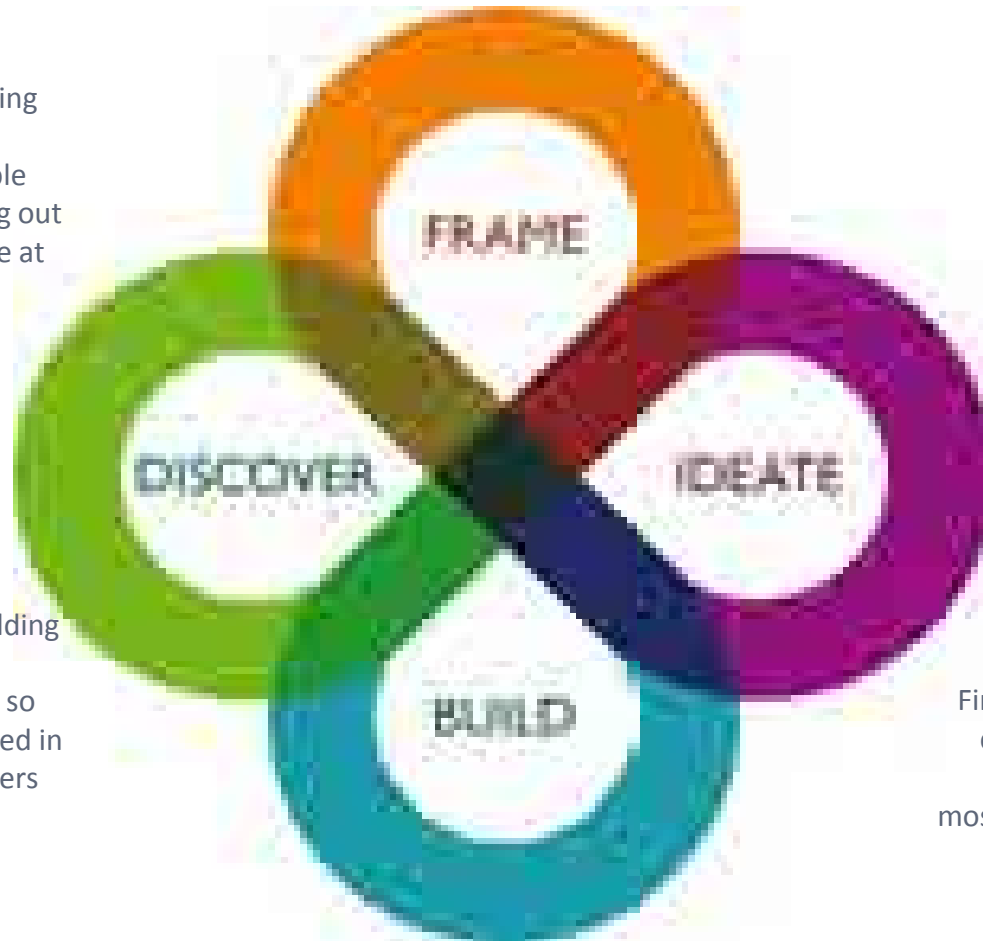
the Co-Create approach

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

Contextual Research



Decode insights



Envisioning the experience flow



Persona



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



1888 1888 1888

1888 1888 1888



Co-create with end user



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

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

Observation Cards





One liner of Opportunity Platform:

Current Status

Dilemma

Personal Aspiration

工作坊日程

- 介绍飞利浦设计加案例分享 9:00~9:40
- 工作坊主题介绍 9:40~9:50
- 小组自我介绍并且推选一个组长(发卡片) 9:50~10:00
- 在用户心流体验的大框架下, 解码洞察和需求 10:00~10:30
- 以“如果…就好了…”的句式为出发点, 概念发散 10:30~10:40
- 组长和组员把发散的概念点归类, 并赋予每个类别一个主题
10:40~10:50
- 依照主题的数目拆分小组, 为每一个定义的主题整合机会点 10:50-
11:10
- 分享时间 11:10-12:00

“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.”

如果我可以把二氧化碳的浓度降低就好了。

如果窗户可以自动打开就好了。

如果我的空气净化器像空调一样，连着室外就好了。

如果我可以直接接着呼吸器睡觉就好了。

...



IXDC

国际体验设计协会

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IXDC活动预告

9月: Workshop

服务设计——成都

9月: Workshop

产品设计与品牌——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——南昌