

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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Lenovo®

设计协助与管理

团队创新的驱动力

Action! Let's learn from improv

Emerging Device and User Insights Lab, R&T, Lenovo

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WELCOME



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COLLABORATE AND IMPROVISE

在漫长的历史中, 那些最懂得**合作**与**即兴**的物种, 最能占上优势.

~ 达尔文

*In the long history of humankind (and animal kind, too), those who learned to **collaborate** and **improvise** most effectively have prevailed.*

~ Charles Darwin  IXDC
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IT'S AN ADVENTURE...



for me, and of course, for you.

LET'S PLAY



PLAY

GAME

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GAMES AND PLAYS ARE NOT THE SAME THING

Game Space *a game creates an alternative world. the players must agree to abide by the rules of that space.*

Boundaries *in time and space. a time when a game begins and a time when they leave the game space, that's ending.*

Rules for Interaction *define the constraints of the game space.*

Artifacts *objects that hold information about the game.*

Goal *to know when the game is over; an end state that they are all striving to attain.*

GROUPING



ABOUT ME


- Name
- Org
- Your favorite movie star or singer and

WHY

ABOUT TODAY

- Games
- Many Games about Improv
- Know what you don't know yourself
- Know what matters in your job
- Reflection

WAY YOU ARE HERE



*What's your goal,
and what do you
want to get today?*

YOUR TROUBLE(S)



*What troubles you
most?*

THE SPACE



1. 2. 3. 1. 2. 3. . .



MAKE MISTAKES? EMBARRACING?
CONGRADULATION, BECAUSE...



You are on the
way to
IMPROVE !

CELEBRATE FAILURE



1. 2. 3. 1. 2. 3. . .



PASS THE CLAP



ZIP. ZAP. ZOP



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Pace | Eye contact | Pay attention

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ZIP. ZAP. ZOP. DUANG




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「門を極楽」 Pace / Eye contact / Pay attention

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GROUP SHARE AND TAKE NOTE


- 
- *What happened?*
 - *How do you feel?*
 - *Why do you feel that?*

Revisit your trouble

WORD(S) AT A TIME INTERVIEW



GROUP SHARE AND TAKE NOTE

- 
- *What happened?*
 - *How do you feel?*
 - *Why do you feel that?*

Revisit your trouble

TEA BREAK



VIDEO: GUTS IMPROV



GROUP SHARE



SIX GIFTS FOR FACILITATOR AND DESIGNER

Accept offers *Say 'YES, and...' instead of 'Yes, but...' Let the other know that they have been heard.*

Be average *do the obvious – don't try and be exceptional. Say 'yes' to yourself and don't block ideas.*

Be Present *Show up and be attentive, alert, listening, feeling...*

Do something *Solutions lie in action – move! Try something. If it doesn't work, stop it and try something else.*

Embrace mistakes *Try something new. Take risks. Acknowledge and celebrate your mistakes. Take a bow, and move on.*

Let Go *Be comfortable with uncertainty. Share the control with others. Shine your partners.*

I AM A TREE



Accept offers

Be average

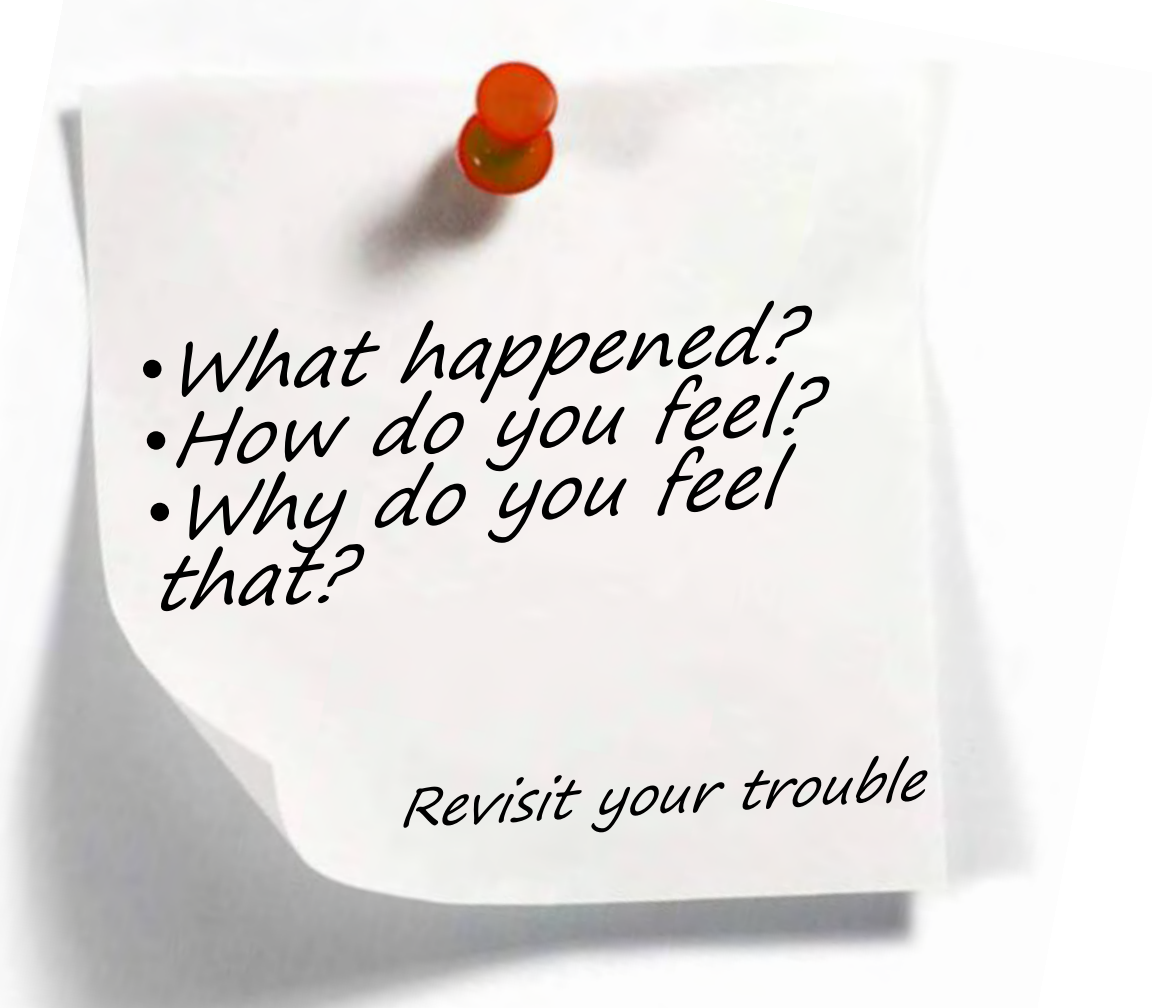
Be Present

Do something

Embrace mistakes

Let Go

GROUP SHARE AND TAKE NOTE

- 
- *What happened?*
 - *How do you feel?*
 - *Why do you feel that?*

Revisit your trouble

SLOW MOTION JEDI



Accept offers

Be average


Be Present

Do something

Embrace mistakes

Let Go

GROUP SHARE AND TAKE NOTE

- 
- *What happened?*
 - *How do you feel?*
 - *Why do you feel that?*

Revisit your trouble

AIR VOLLYBALL - 27.6



Accept offers

Be average

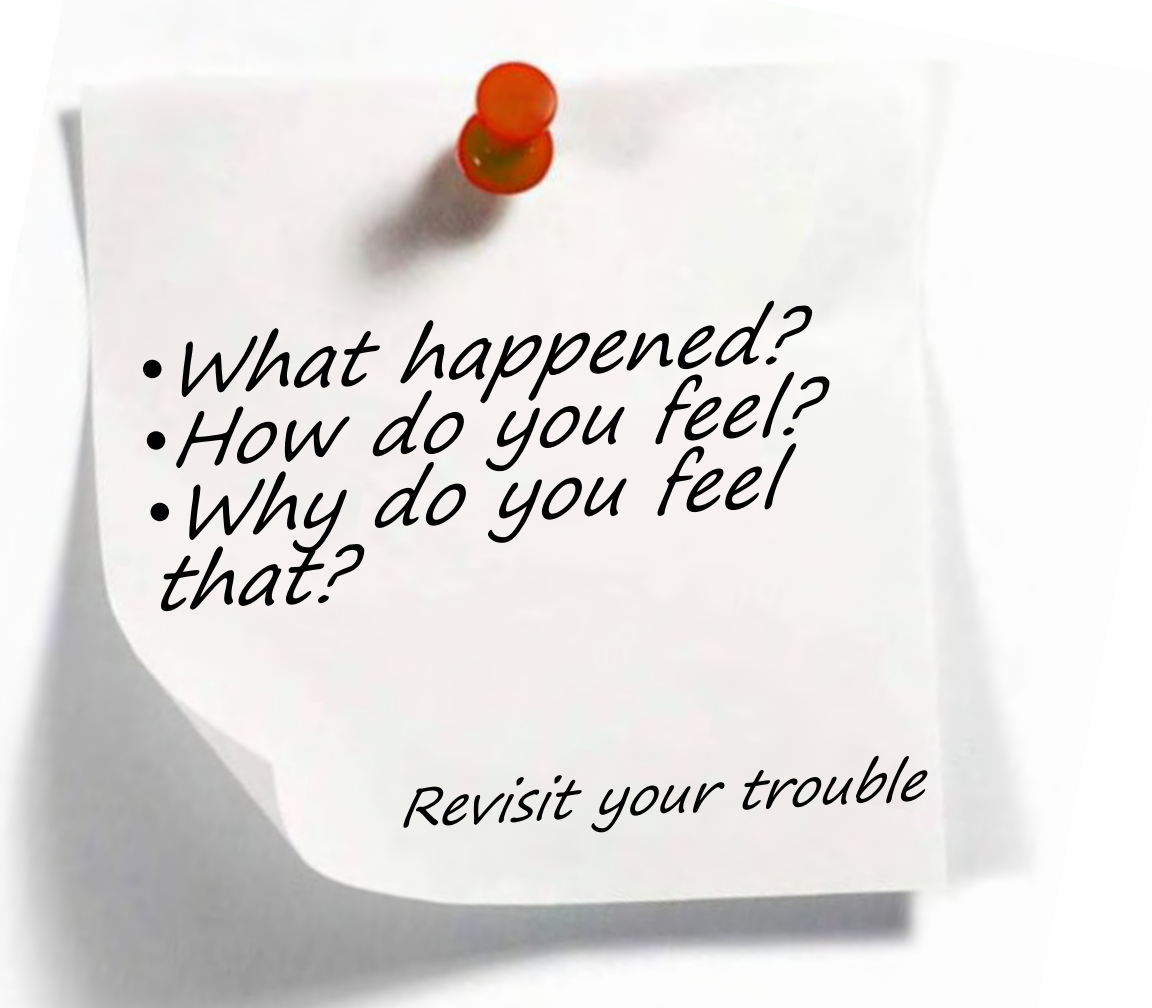
Be Present

Do something

Embrace mistakes

Let Go

GROUP SHARE AND TAKE NOTE

- 
- *What happened?*
 - *How do you feel?*
 - *Why do you feel that?*


Revisit your trouble

	YES AND	JUMP AND JUSTIFY	SHARE CONTROL
1-2-3-1-2-3...	V		V
1-2-3-1-2-3...	V		V
PASS THE CLAP	V		
ZIP-ZAP-ZOP	V		
ZIP-ZAP-ZOP-DUANG	V		
WORD AT A TIME INTERVIEW	V	V	V
I AM A TREE	V		V
SLOW MOTION JEDI	V	V	V
AIR VALLEYBALL	V	V	V

GIFT FOR YOU



REFLECTION

- 
- *What impressed you most? Why?*
 - *What do you learn?*

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逼格之歌

Big up big up big up big up yeah

Big up big up big up big up yeah

Big up big up big up big up yeah

Big up big up big up big up

Big up big up big up big up yeah

Big up big up big up big up yeah

Big up big up big up big up

この歌を友に

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国际体验设计协会

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9月：Workshop

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国际用户体验领军人才班——各地巡回

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12月：大会

2015国际产品经理大会——杭州

01月：国际考察

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