



看见未必洞见

Engaging CEOs to Innovate by Design

2016.10.16

Shanghai

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 桥中
China Bridge



Poetic interaction
sounds beautiful, but.....

赋有诗意的交互，
听起来很美，但是.....





$\frac{1}{10}$

$\frac{9}{10}$



壹

It's a mountain

Design to brief

见山是山

为设计而设计



Langfang, Hebei Province
廊坊, 河北省



Guangzhou, Guangdong Province
广州, 广东省



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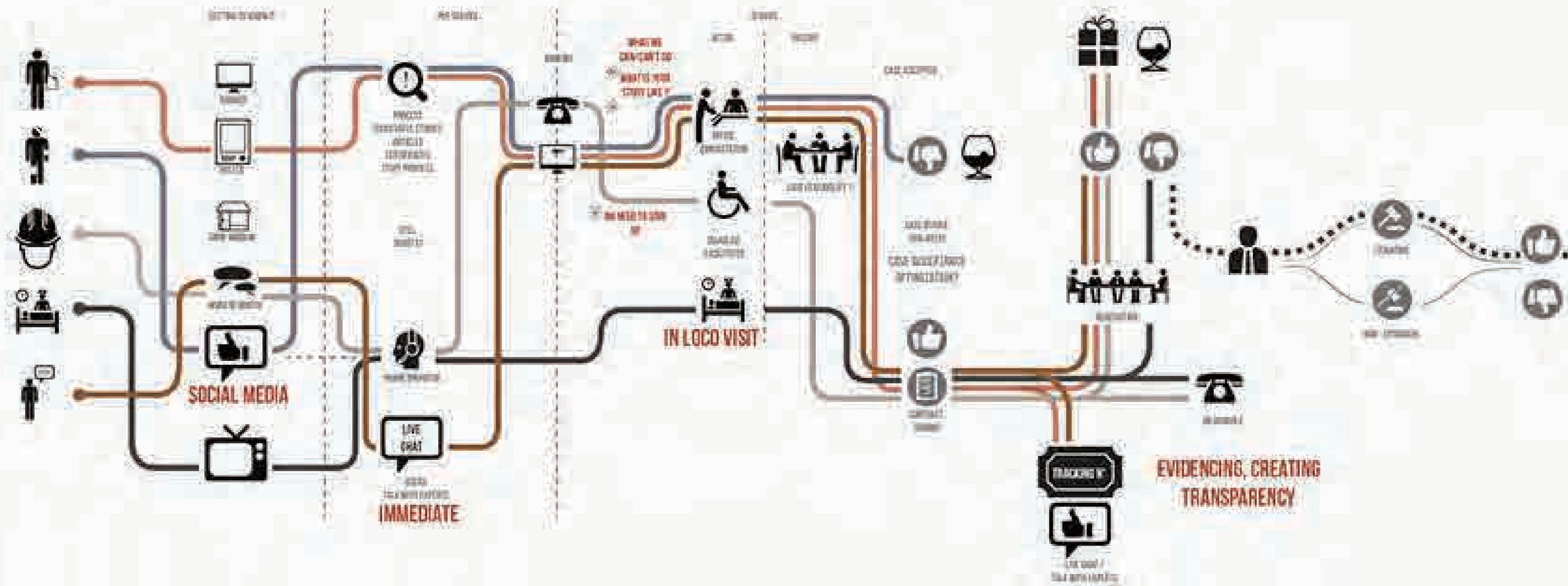
It's not only a mountain

Design for users

见山不是山

基于用户研究的设计

CUSTOMER JOURNEY MAP

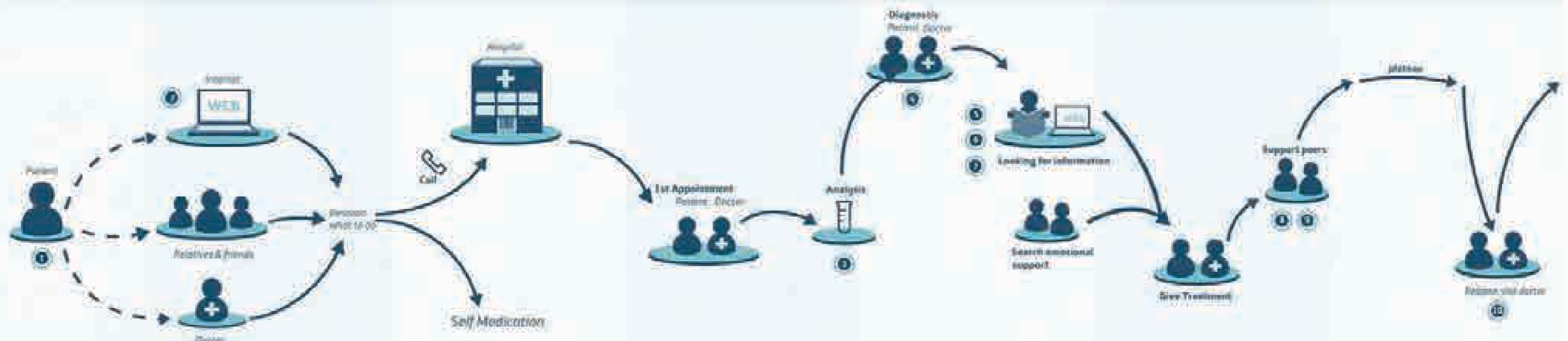
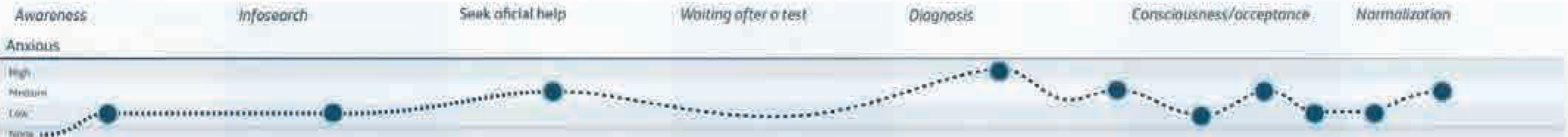


Patient Experience Map

Pre-diagnosis

Diagnosis

Treatment & Maintenance



- 1 Not able to interpret symptoms
- 2 Overwhelmed by amount of information
- 3 Having to wait to know what the results mean
- 4 Doctors don't have time to explain everything in detail
- 5 First-time use of measurement devices
- 6 Overwhelmed with changes in daily life
- 7 Fear of stigma
- 8 Lack of immediate feedback from doctor or go home I'm doing
- 9 Don't want to be a burden to family and friends
- 10 Feeling that one is out of control

Thinkings

Do I have something? Should I go to the doctor?	Can I trust this source? What specialist do I need to go to? Should I go to a private or public doctor?	I hope it's nothing serious. Do I have something? Should I be worried? What indicator means I'm right? Those (for analysis) but I don't know what it means.	What does this really mean? What do I have to do? What is the impact on my life? I don't want to be...	I need to learn to live with this new one. I need to change my life... What is the best treatment?	I don't think anything happens when I eat... today. I need to learn the meaning of all this. I need to learn to manage my emotions. I need to learn to live more healthily in the long term.
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Actions

Consult relatives & friends Review information on internet	Call the hospital/doctor for an appointment Self medication	Seeking emotional support Looking for information on the internet			If things go well, I don't think I need medicines that much. After a crisis I go back to following the treatment. Start a new routine if conditions change.
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FINGER LICKIN' GOOD
EDIBLE NAIL POLISH

KFC

Pain Point or Itch Point 痛点还是痒点?





front of stage

design (how)

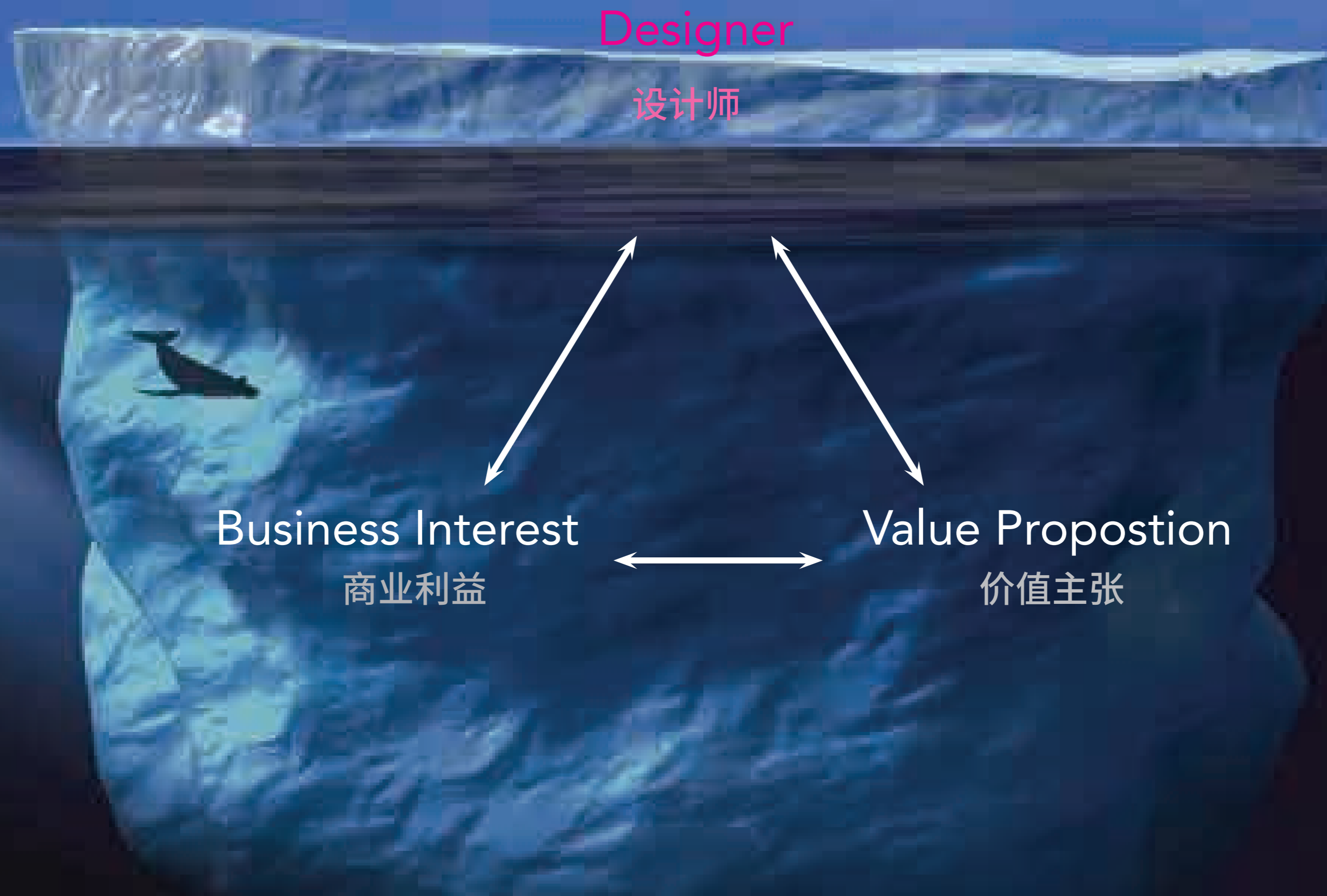
experience driven
user-centred focus

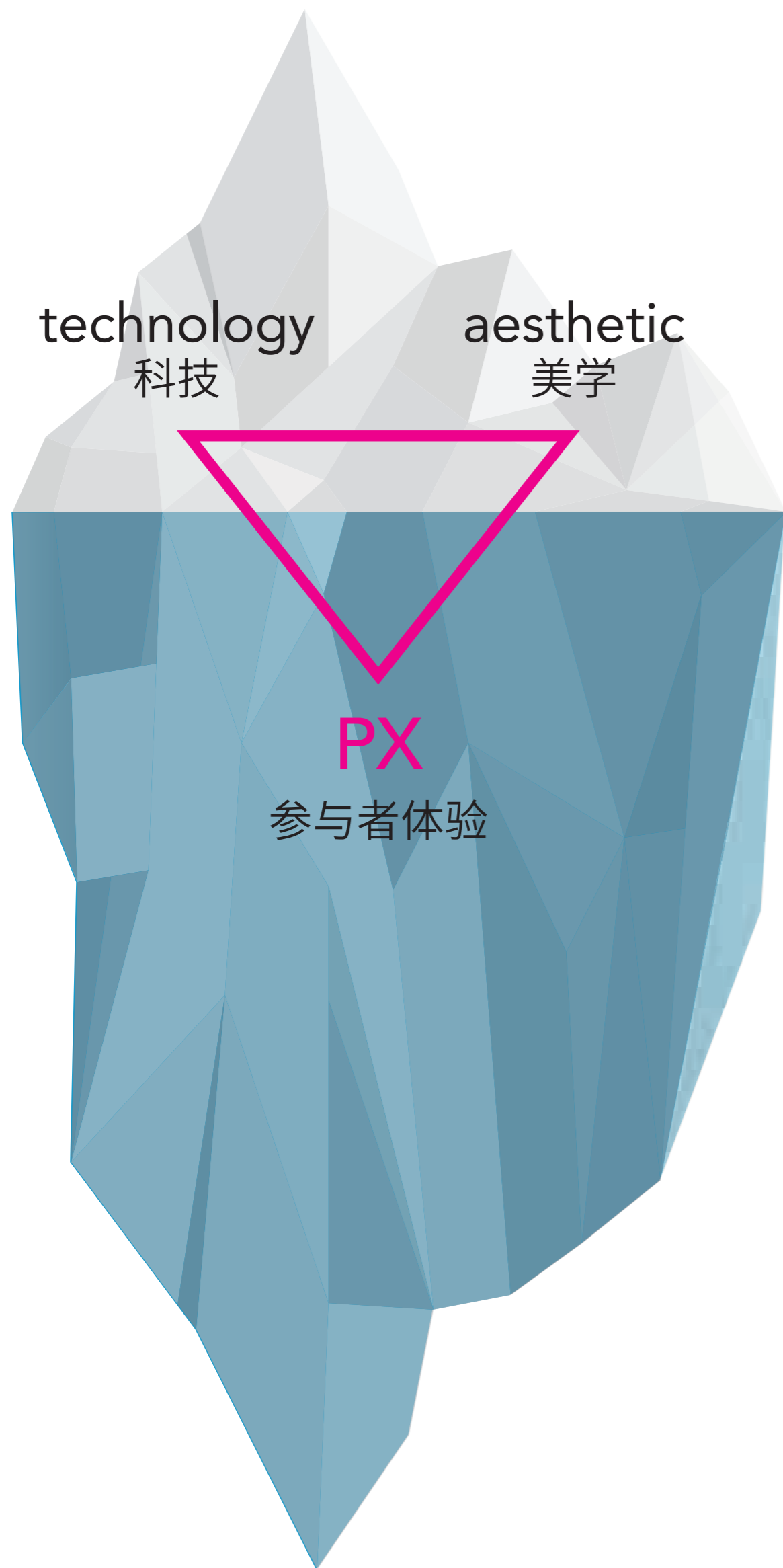
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	physical space	digital interface	service & product
appearance	展厅建筑& 室内设计	网页设计& 数字媒体展示	产品质量 和服务宣传观感
interactive	空间导示系统 家具选购	数字导示系统 线上社交互动	线上支付 客户社区/社群
experience	使用过程中的 场景感受	互动参与过程中的 场景感受	服务使用的 前-中-后感受

The core of interaction design is to build a dialogue between people and products, system or services.

交互的核心在于人与产品、系统或服务之间形成的一种对话





front of stage

design (how)

experience driven
user-centred focus

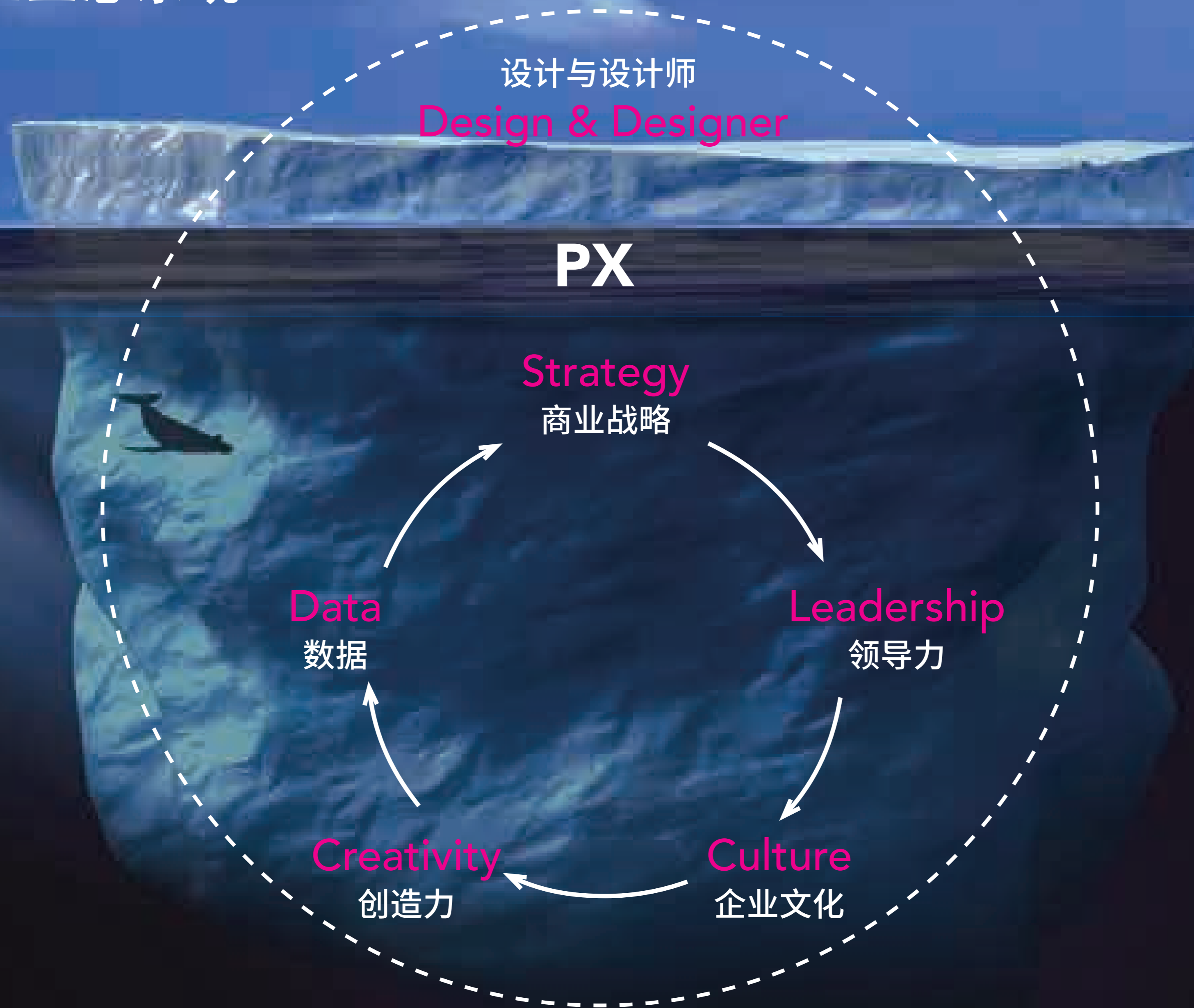
back of stage

ecosystem (what & why)

innovation driven
engagement touch-point

PX - participant experience

Interactive Ecosystem 交互生态系统



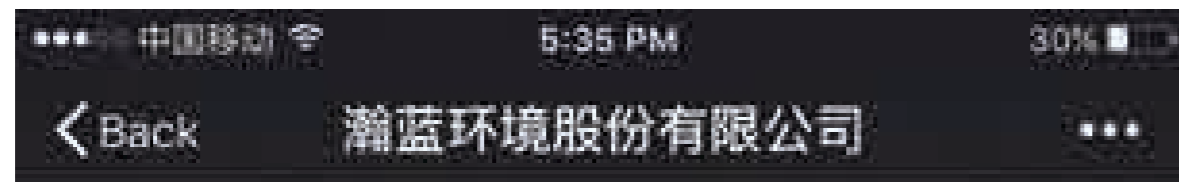
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Improve Employee Satisfaction 提高员工满意度



创新种子招募啦!

2016-09-23 瀚蓝环境股份有限公司



创新工作坊, 思想实验室



【你有能力, 我有空间, 这就是瀚蓝创新工作坊!】





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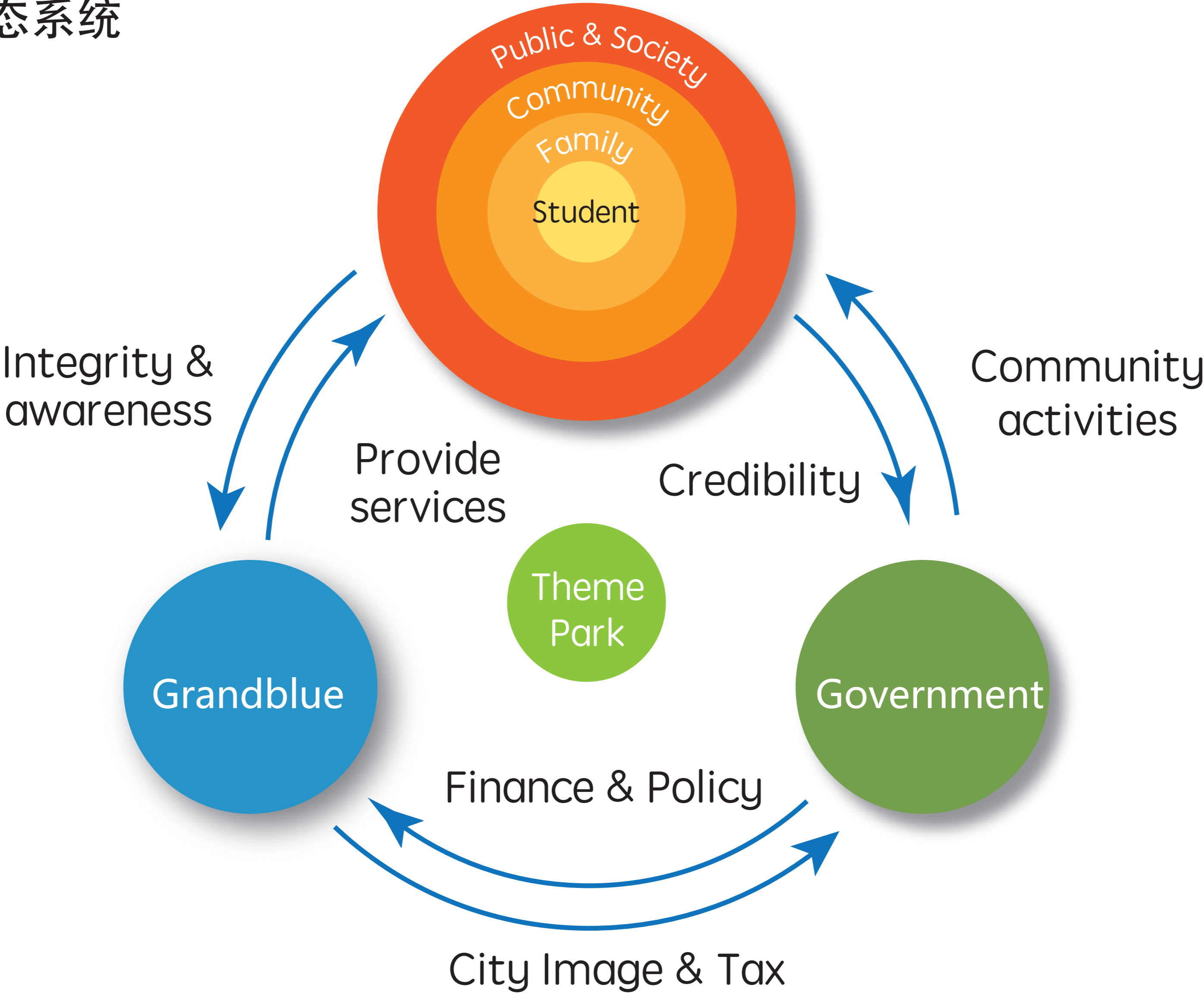
It's just a mountain

Design to solve social issues

见山又是山

为解决社会问题而设计

Interactive Ecosystem 交互生态系统





Good design is the embodiment of
excellent civil quality.

优秀的设计就是优秀的公民品质的体现

--- Milton Glaser
Citizen Designer

