

**HELLO**

敖早

Good morning everyone - I hope that I have used the correct characters for Taiwanese Mandarin. Let me begin by saying thank you to you for having me here with you. I'm deeply honoured to have been asked to judge and speak here and I will be humbled to spend this week with you in Taipei. I'm looking forward to learning as much as I can about the product innovation coming out of Taiwan, but also Taiwanese culture. So thank you for having me.



# ELSE

First of all, this is an esteemed audience, I'm in knowledgeable and expert company, I'm amongst people that produce products that are already remarkable in terms of R&D. Although I studied as an Industrial Designer, by trade I'm an Experience Designer and I run an award winning design consultancy called ELSE.

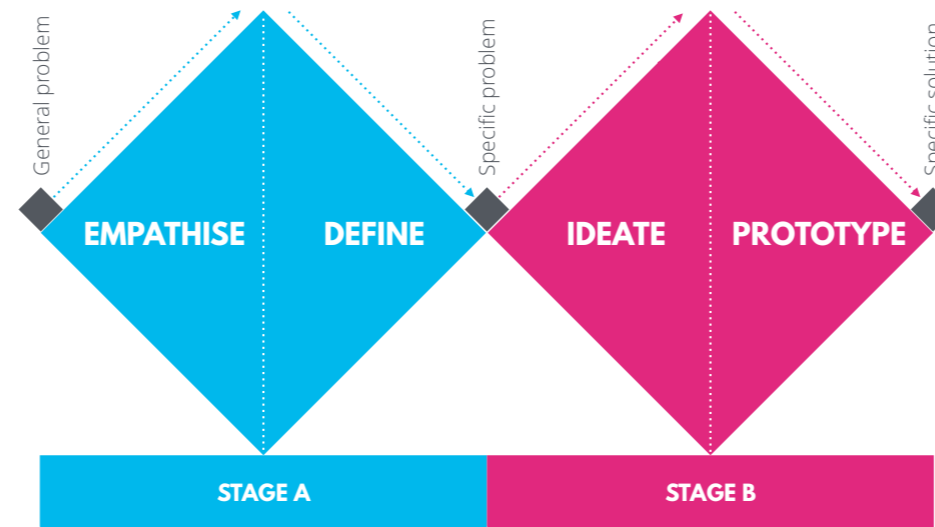


This is where we work.



ELSE is a team of interaction designers, researchers, strategists and user experience designers and we work all over the world.

# DESIGN THINKING



We use a technique called Design Thinking which looks at why design will succeed with customers and businesses alike by understanding how designed products fit people's lives.



We help companies such as Shell

UBS / Strategy & Innovation / Research & Insight / Design & Realisation

# DEMOCRATISING **150 YEARS** OF SWISS PREMIUM BANKING HERITAGE.

Wealth Management and algorithmic investing.

COPYRIGHT ELSE LONDON 2017

UBS





...and Kodak define new product and service opportunities and then bring them to market. We do so in a way that focusses on how people feel about brands and technology – in-fact we say that we work where people, brands and technology come together. I've been asked to share my perspective as a designer on how the audience present here can strengthen it's capabilities in innovation. A task that I hope I may serve.



In accepting the invitation to be here, I was struck by the mission of the Taiwan Excellence program to encourage 'Innovalue - innovation with combined value'. I'm not arrogant enough to think you have something to learn from me today, but hopefully by sharing some thoughts from the field of Experience Design, I can bring a new perspective to how you think about how your customers engage with your wonderful products. As I wrote this I ended up with an hour long talk, but I only have 20 minutes, so I've edited it down and hope to adequately communicate my points with you. Also this is the first time I've written a presentation that will be delivered in other languages, I can't rely on all the usual things that help you connect with an audience such as humour, body language or cultural references. Please wish me luck!

## EXPERIENCE DESIGN

Experience design is the practice of designing products, processes, services, events, omnichannel journeys, and environments with a focus placed on the quality of the user experience and culturally relevant solutions.

Experience design - Wikipedia

[https://en.wikipedia.org/wiki/Experience\\_design](https://en.wikipedia.org/wiki/Experience_design)

Experience Design is the practice of designing products, processes and services with a focus on the user experience. At ELSE we have designed a wide range of customer experiences – we’ve designed digital banks and investment platforms for some of the worlds largest banks, we’ve designed mobile payments services, loyalty schemes, healthcare systems and even an SMS based knowledge sharing platform aimed at coffee farmers in developing countries. Yes we focus on how it works, and yes we focus on meeting customer needs, but importantly we also consider how a product use feels to those customers.



In the investment platform project, something that we did for a Swiss Bank called UBS, it is complex but a relatively straightforward to design an interface that can take someones money and then show them how it's been invested and how that performs over time. What isn't easy is getting someone to part with a large some of money in the first place. In Experience Design we look to understand the emotional value that people put into products so that we build a deep and meaningful connection with the end user.



I'm sure many of you are aware of this, the Customer Lifecycle, it describes the stages that customers go through as they journey from ignorance to advocacy for a brand or product. It gets brand and marketing people very excited. Experience Designers like this too, but we take a **HOLISTIC VIEW** and focus on the value and sentiment generated in people as they move across this lifecycle. We not only consider the product in use, but we consider what it is that drives people to want to use the product in the first place, and what it might feel like once they become a customer and use the product in an ongoing capacity. We consider it our job to understand life before your product, life using your product and also life after using your product. We're looking for an emotional driver and we want to ensure people have a high sense of value through ownership. Think of it as product meaning, not simply product performance. I have 5 ideas from Experience Design that you hopefully find interesting.



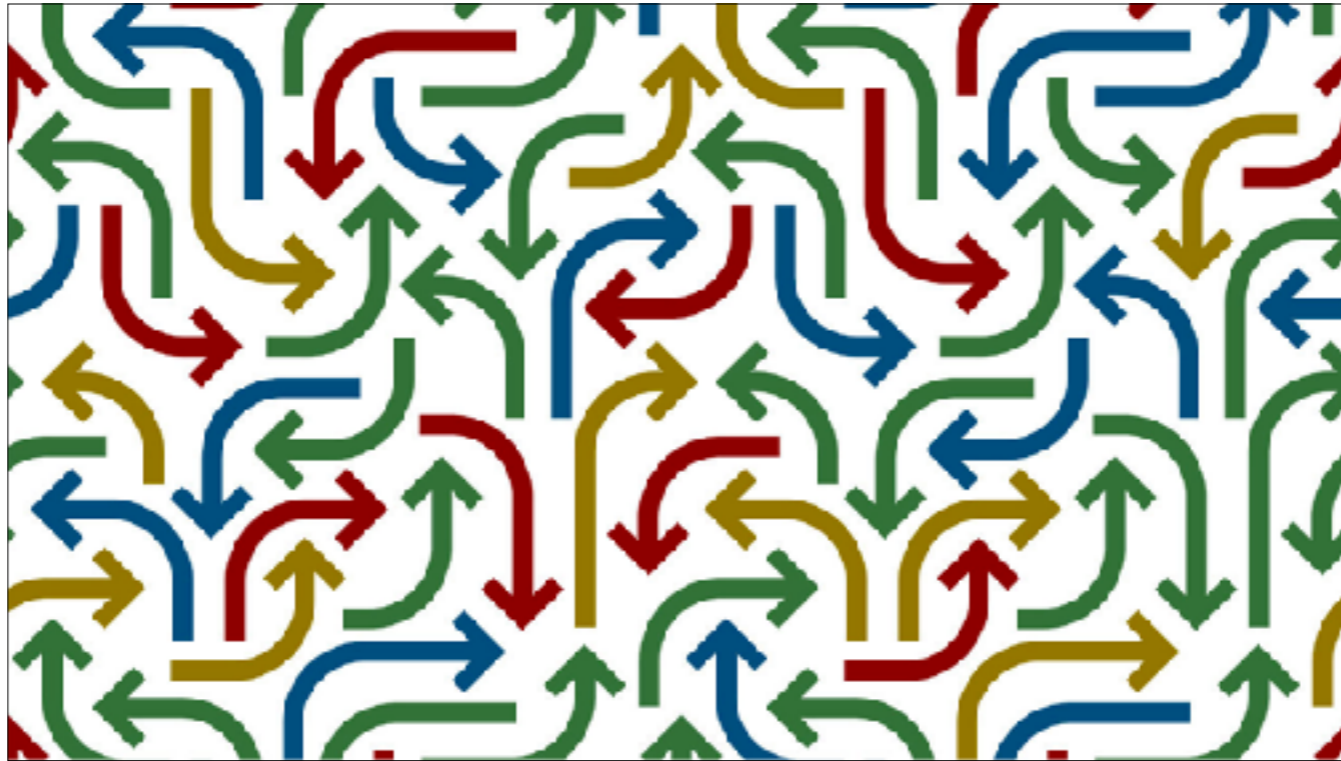
## THE CONCEPT OF OWNABLE MOMENTS

When you consider the lifecycle of your product and its role in your customers life. Is it relevant that you think about the idea of an Ownable Moment? An ownable moment is that part of the product experience where the user feels an innate sense of satisfaction due to product performance. It could be that moment in your car when you sense danger, press your foot down and accelerate away. The car instantly responds beneath you, and powerfully accelerates away from the danger in a safe and controlled fashion. We that happens.... In pursuit of meaning and purpose, Experience Designers seek that point of use and ownership where the user feels satisfied, excited or thrilled. Whatever emotion is relevant to the product. And we seek to make sure that it's felt.



## THE CONCEPT OF SERVICE

Much is written on how business can generate revenue not from ownership, but from service around ownership. Think printers and print cartridges - companies make more for the ongoing service of printer cartridges than they do from the sale of the printer.

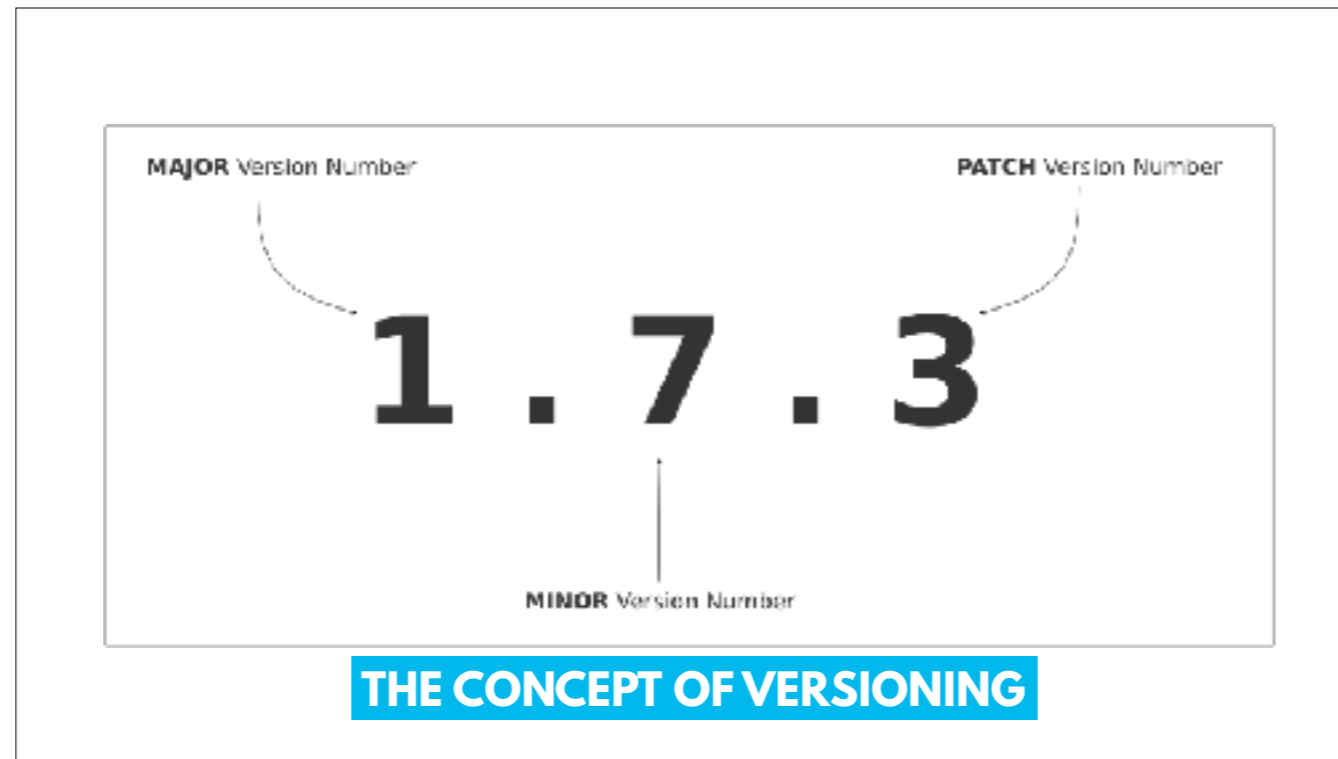


But as the sharing economy develops and consumers move from long term ownership of products to leased, borrowed or temporary ownership, design for good service can protect the future.





Consider the example of a Jaguar F-Pace. I've recently heard a story from a colleague talking about the SOS button in the cars' cockpit. In the event of a breakdown or emergency, the car, using its diagnostic information, will either call a recovery service or call for the emergency services. In a leasing arrangement, very popular in the UK, while the owner of this car might change it for a new one after 3 years, the existence of this service is likely to encourage them to stay with Jaguar. Yes they will love the product performance, but the idea of service around product performance deepens the customer relationship. Experientially this moves owning a Jaguar from Motoring Performance to Motoring Well-being.

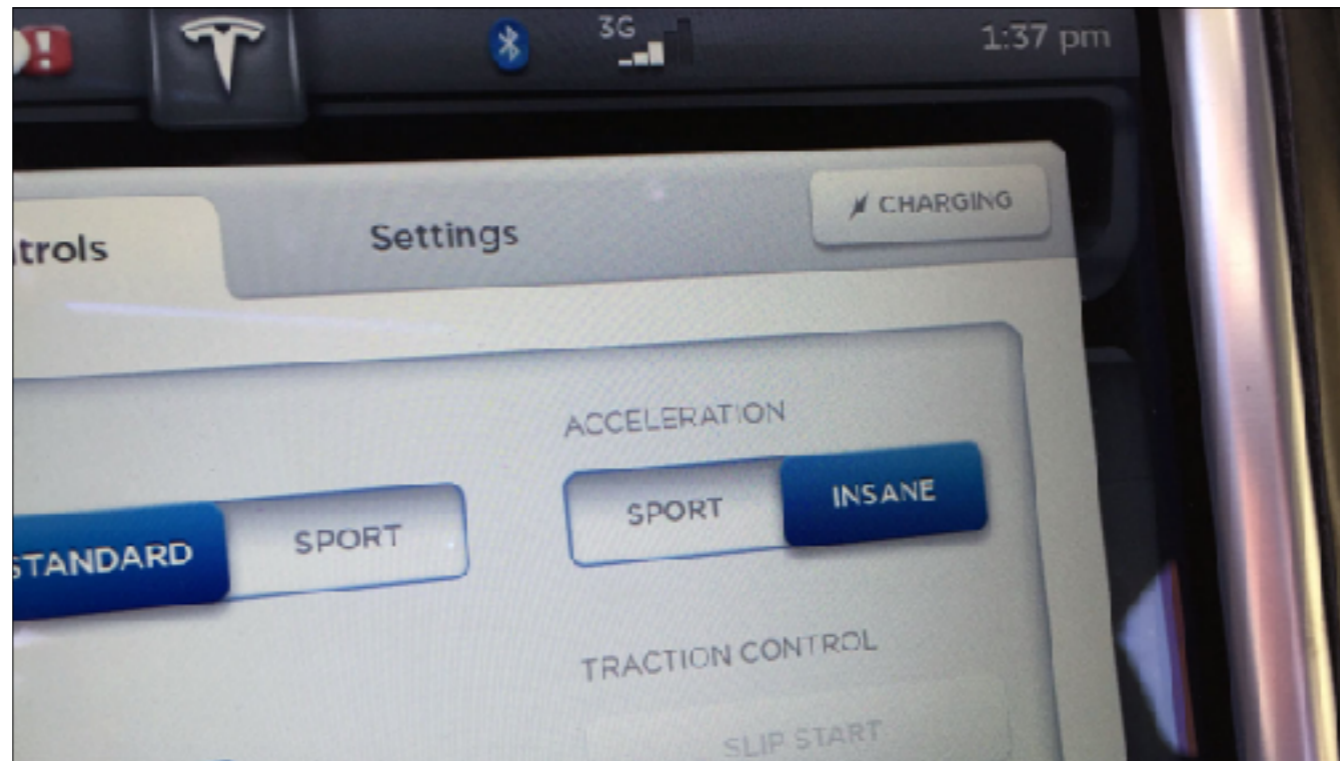


Another area of interest from my world of digital and Experience Design is the exchange of data between business and customer. As consumers, by now we are comfortable with the iterative nature of apps and services. We are used to versioning.

We expect the things we download to our devices to improve over time, to add new features and for bugs to be removed. We give feedback and the application improves, to the point that we don't even expect it to function fully when it is first released. We've become comfortable with concepts such as BETA, BUG FIX and UPDATE. Which, in effect is a simple exchange of data between vendor and customer, an iterative relationship. We also appreciate the idea of giving some personal information in exchange for a more personal experience. I let you learn about me and you get better and more targeted at supplying me a service experience. I appreciate fully that this doesn't directly translate to the world of hardware products - but where hardware and digital come together, it can.



Think of the Tesla Model S. The very idea that a car comes with an upgradable operating system is wonderful.



Do I want to upgrade my experience to include the Insane mode? YES PLEASE!



It's very easy to talk about our innovative and exciting future. But in reality, the future is a bit mundane. Science Fiction leads us to believe that we will have flying cars, hover boards and self-zipping boots, however the reality is that we're not living in a fantasy superhero world where extraordinary things happen. We are where we are, we are in our now and the exciting products that are to come have to coexist alongside the ones we already have.



The addition of self-driving cars to our world isn't going to simply happen in one go, we'll have this period where the old and new systems live awkwardly side-by-side with each other.



At last years South By South West, a technology conference held in Austin, Texas in the US, Chris Urmson, Project Director of the Google Self-driving Car Project said that it could take as long as 30 years before the technology is mainstream. He said this technology is "...almost certainly going to come out incrementally. We imagine we are going to find places where the weather is good, where the roads are easy to drive — the technology might come there first. And then once we have confidence with that, we will move to more challenging locations."



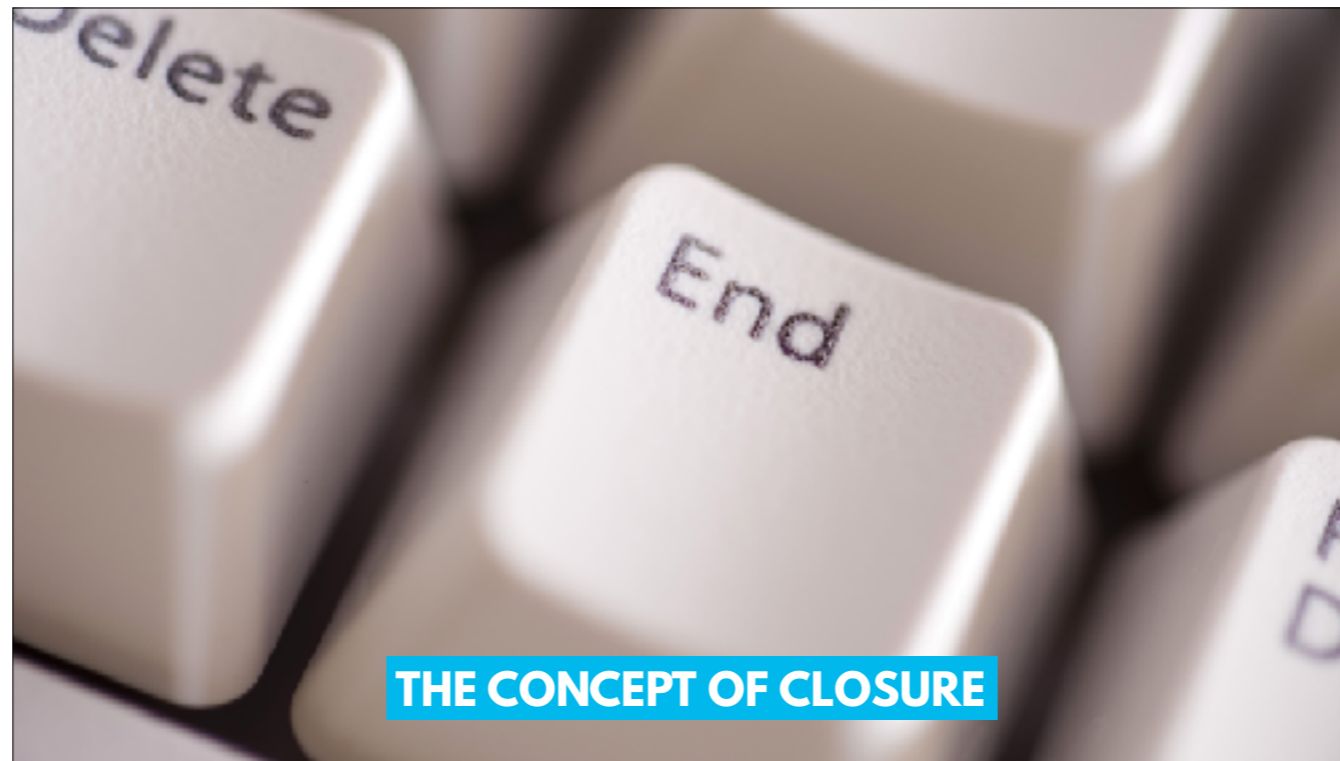
## NICK FOSTER

The Future Mundane

<https://vimeo.com/139358108>

There is a wonderful talk by my friend, Nick Foster who is Head of Industrial Design at Google X on this idea of The Future Mundane. In his talk Nick discusses designing in 3 buckets, the Now, the Next and the Future. Nick argues exactly this point, that all this exciting innovation comes amongst where we are now and there is this awkwardness that exists as we move between those systems and contexts.





Sadly all good experiences come to an end, including life. We buy things, they serve us, they expire in function or service and they stop being useful. They need replacing or upgrading. But rather than let the relationship between owner and product end in dissatisfaction once the product is broken or has reached the end of its useful life - how about designing that experience so it ends positively. As designers, we can be very focussed on retaining people, turning new customers into loyal advocates, that we show no attention to letting people go positively.



## JOE MACLEOD

Closure Experiences

<http://www.closureexperiences.com>

A UK designer called Joe Macleod first brought this idea to my attention and he calls it a CLOSURE EXPERIENCE. Joe describes this as 'the satisfactory end to a product or service relationship'. He says that in the design industry, in which I include everyone here, it's the act of creating something that we get excited about. We say "I've created something. Wonderful. Next project." But what about designing a satisfactory end to that? In Experience Design, we need to look at this. We get very concerned with customer on-boarding, but what does customer off-boarding look like?



...and in considering Closure Experiences, it's about time for me to stop. I wondered a fair bit about the cultural significance of the image I chose for this slide, and I rested on that of a closed book. Across cultures we understand the satisfaction one feels at the end of a good book, and that's what Closure Experiences should feel like, and be designed for. In summary, I've wanted to use the practice of Experience Design, one which looks at the lifetime relationship that people have with companies and products, in order to share some areas where I think we can consider how customers feel about the things we create. 20 minutes isn't long to communicate that.

There is a an abundance of innovation present here, I wonder if we can better serve that product innovation with an understanding how people feel about product ownership, so we can consider ways to deepen relationships with the things we create, maybe we can call it Emotional Innovation.

多謝

Hopefully, that says Thank you.