A methodology for

Human Centered Strategy & Innovation

Banny Banerjee

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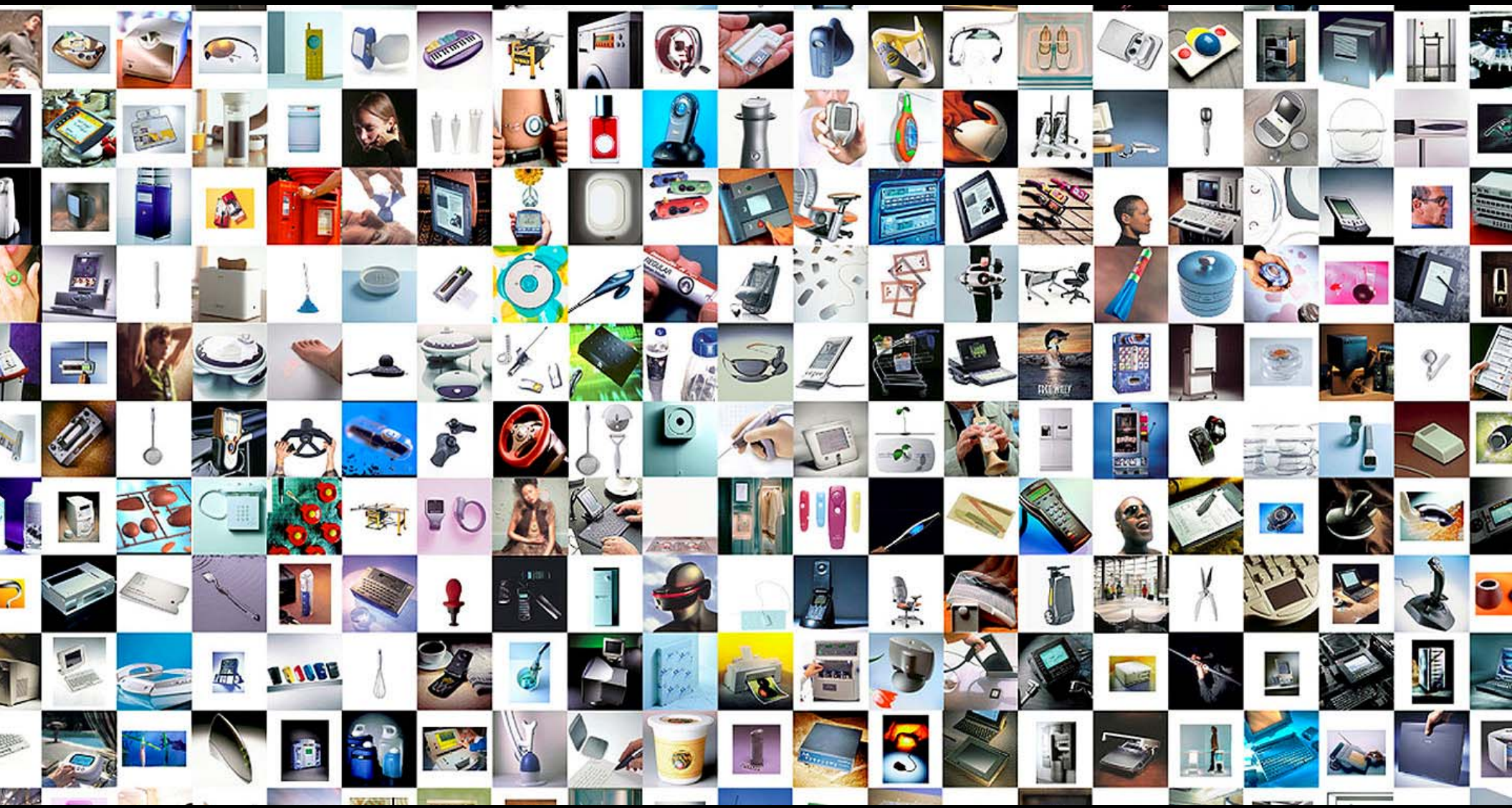

The McGraw-Hill Companies
BusinessWeek
www.businessweek.com
MAY 17, 2004
THE POWER OF
DESIGN
A tiny firm called IDEO redefined good design by creating experiences, not just products. Now it's changing the way companies innovate.
BY BRUCE NUSSBAUM (P. 86)
Lessons in Creativity from IDEO, America's Leading Design Firm
The Art of Innovation
Tom Kelley
with Jonathan Littman

“Innovation is now recognized as the single most important ingredient in any modern economy..”

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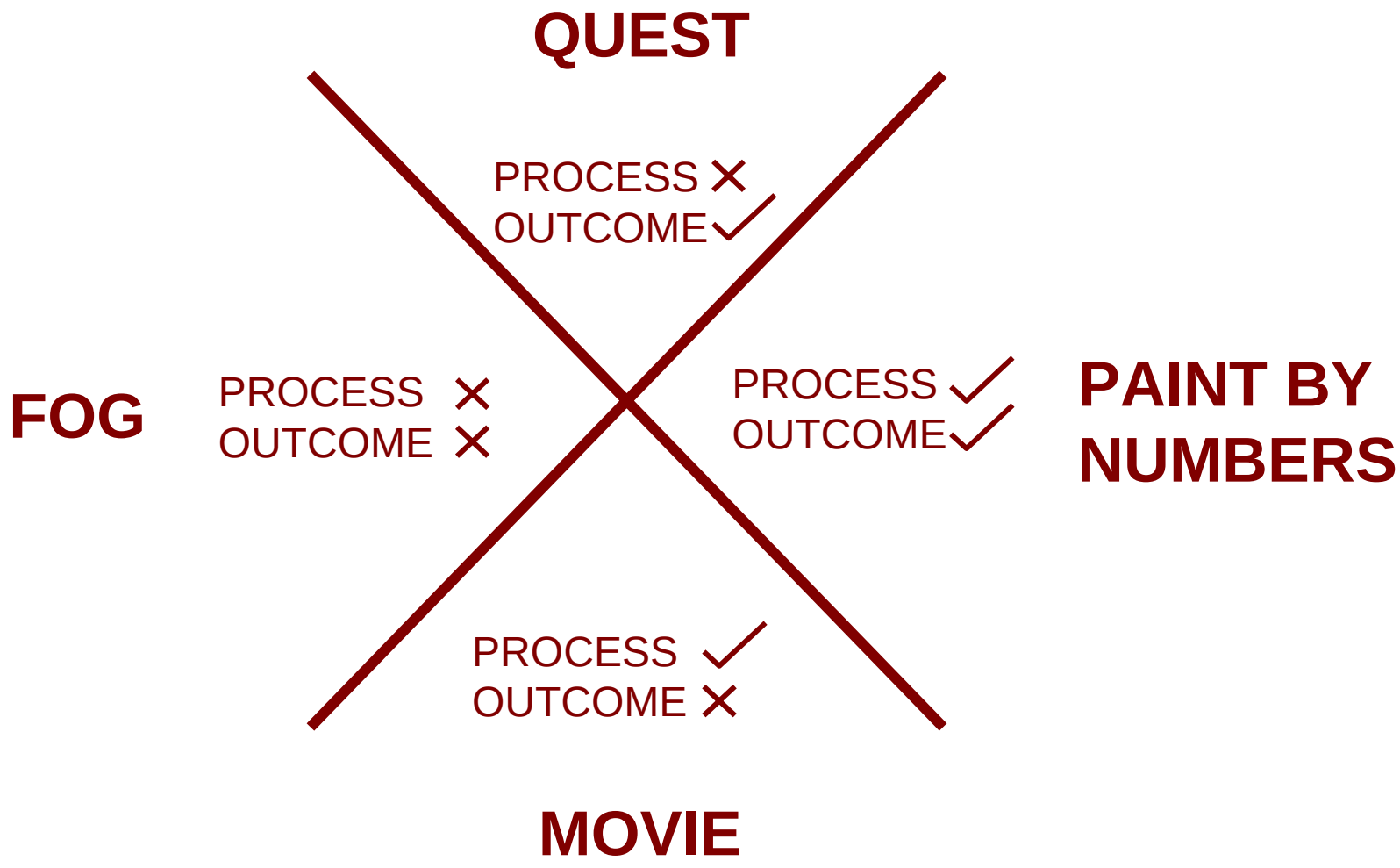

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Doing the right thing

Doing things right

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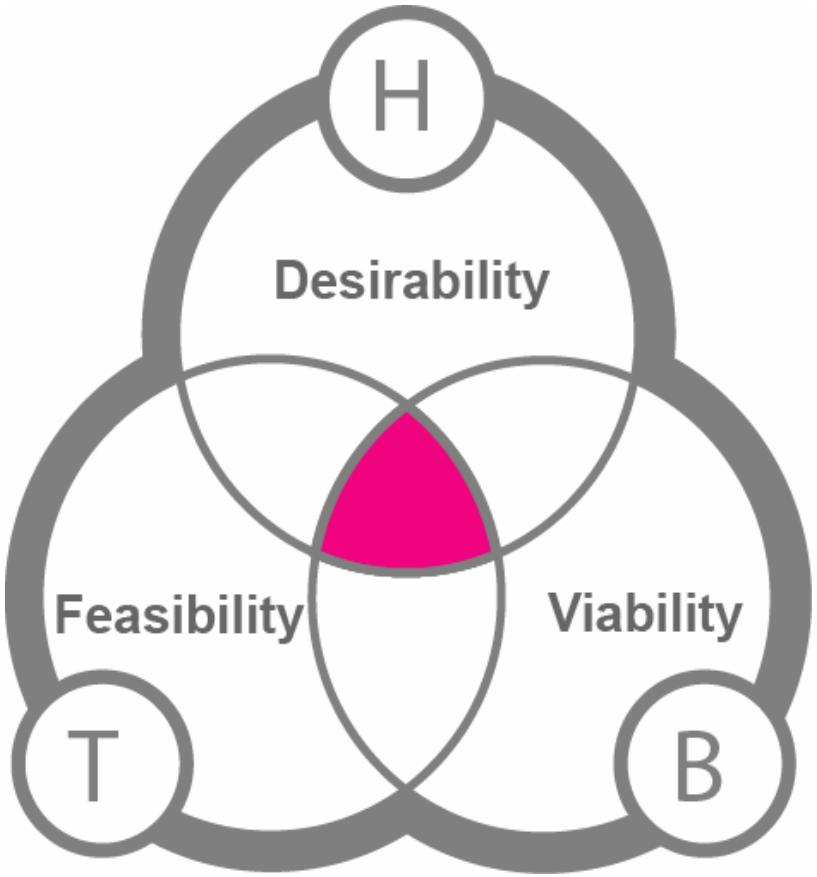

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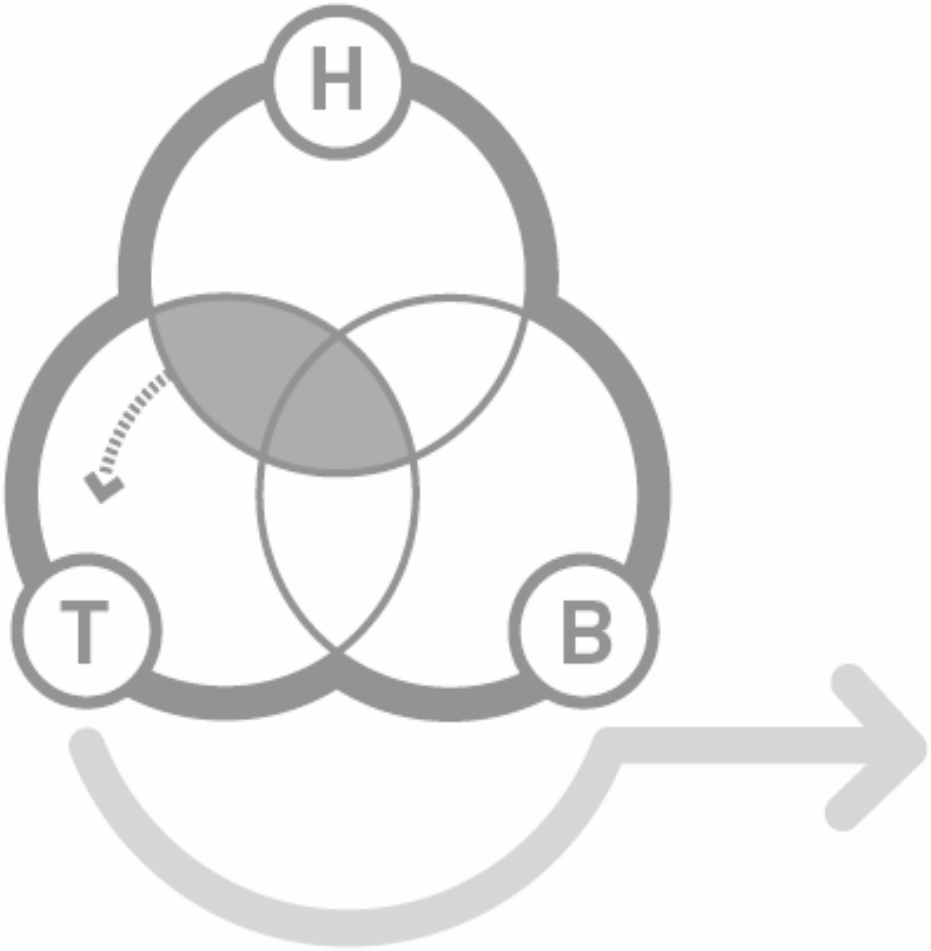

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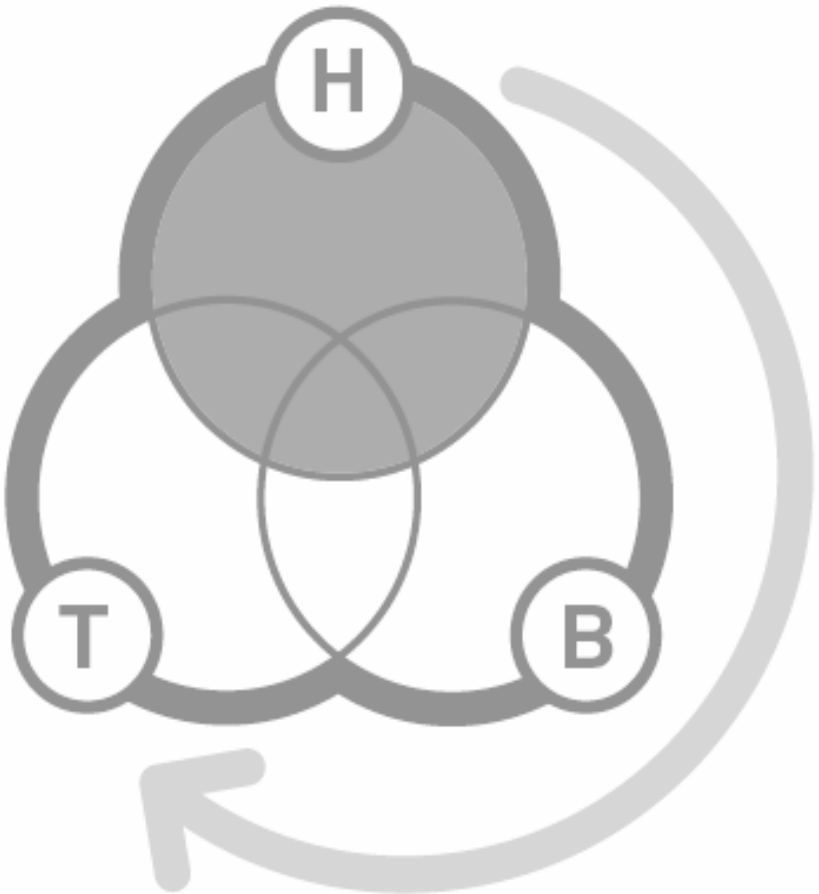

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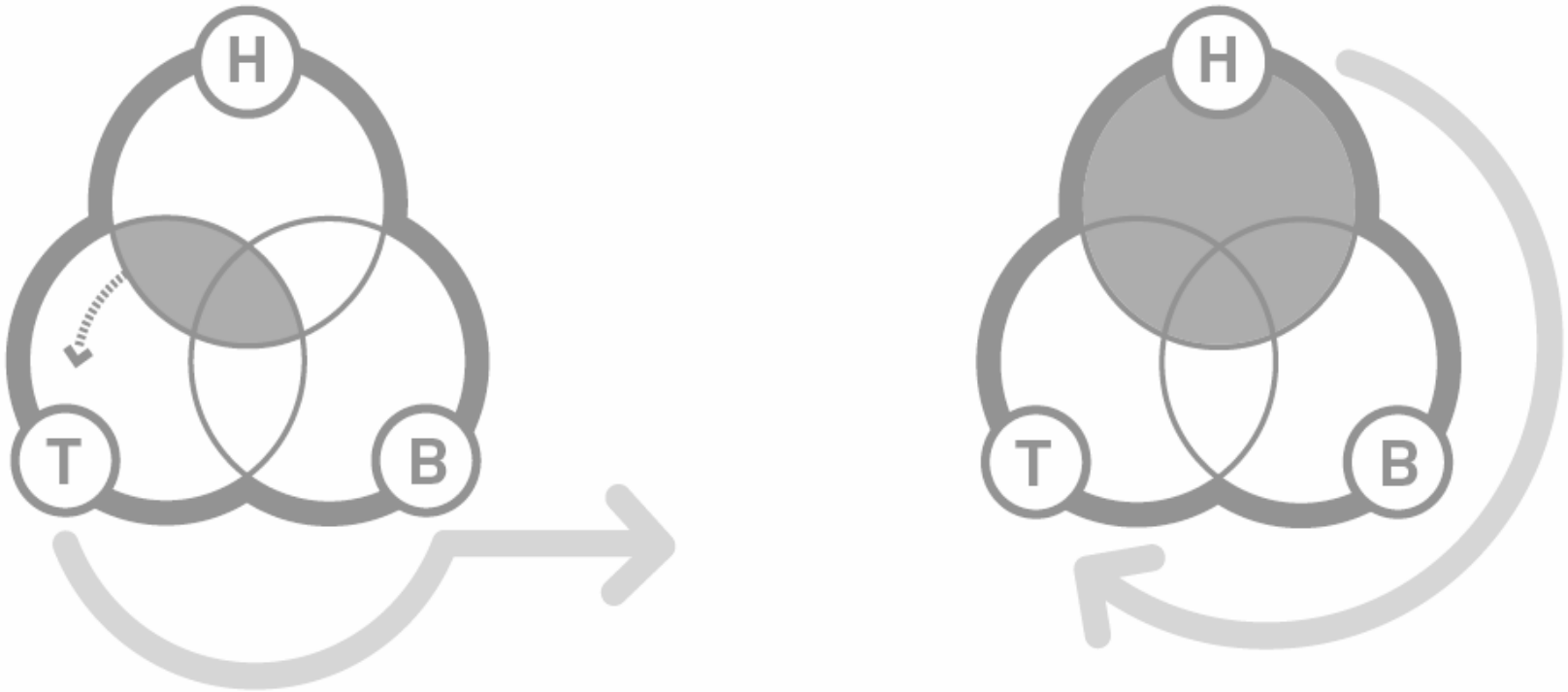
Technology **push** must find a market **pull**.



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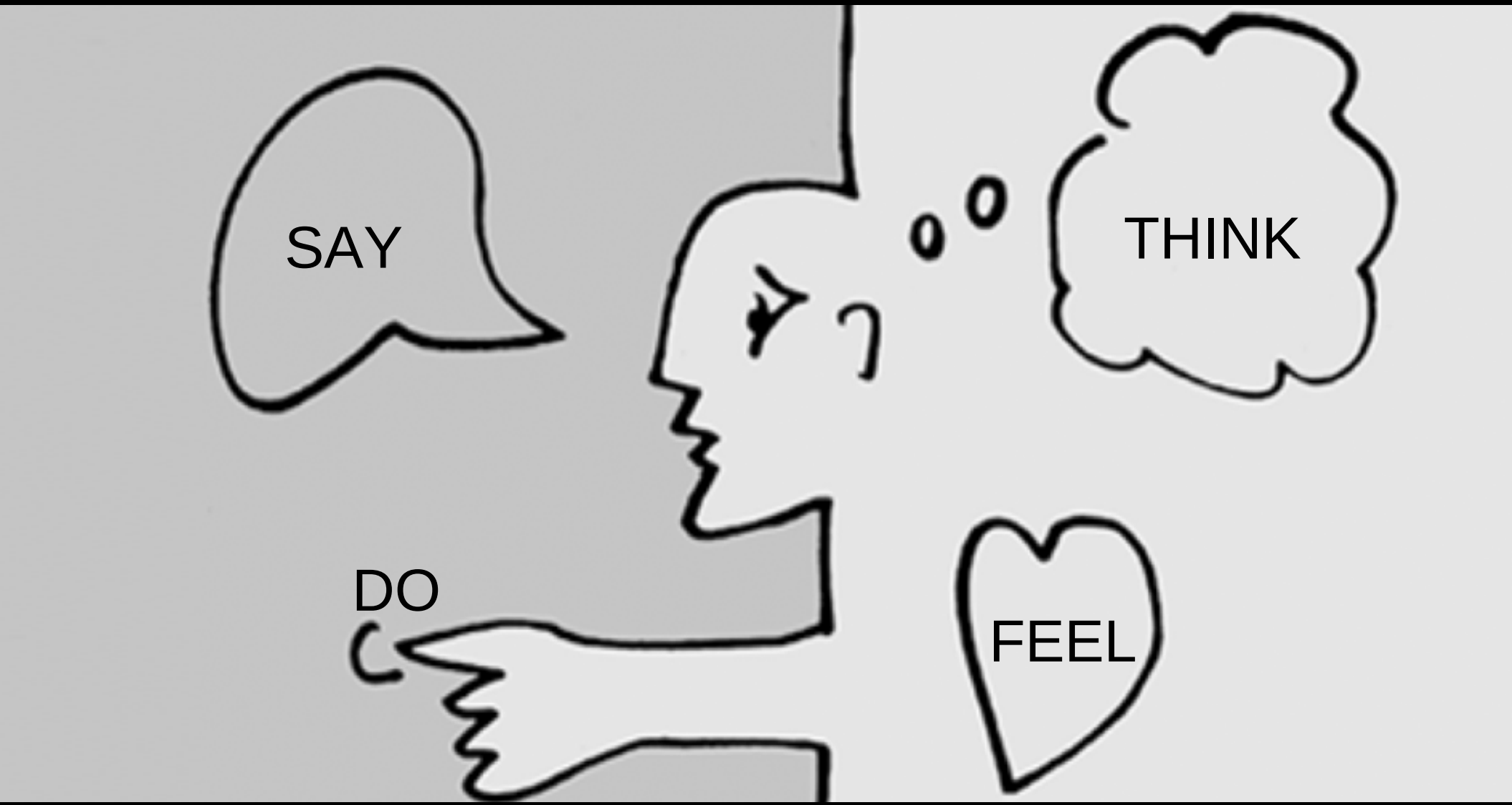
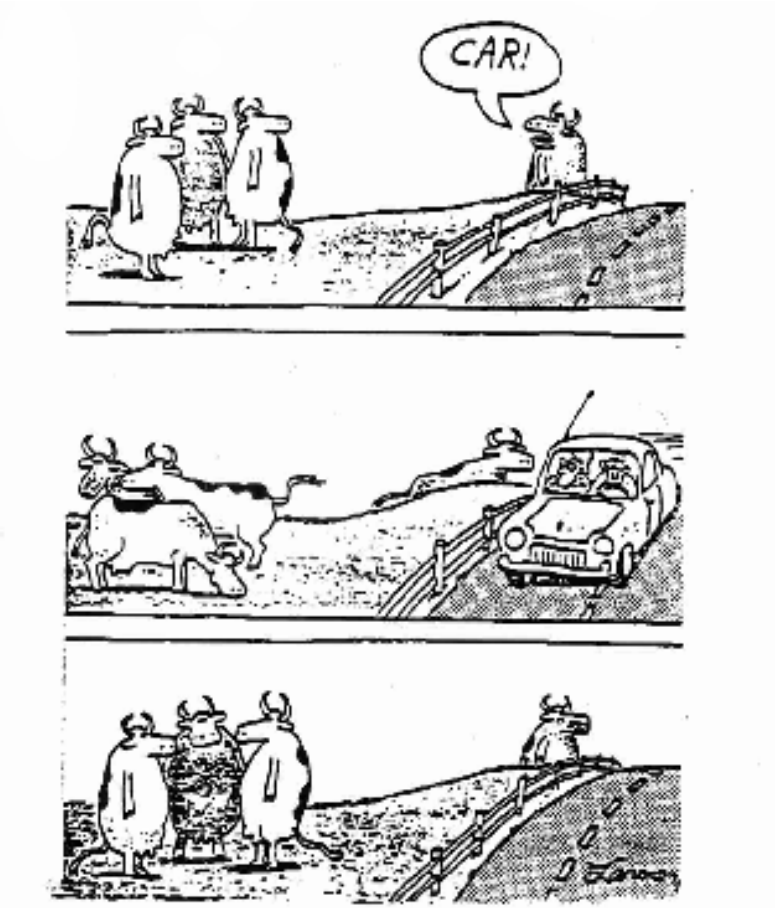

SAY
THINK
DO
FEEL

People can’t always say what they need

People don’t always do what they say

People don’t always do what’s expected

People don’t always do what they’re told



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Understanding User Needs

no bruising, less pain
explicit
can and will state them

to feel more 'normal'
tacit
can but won't state them

use it discreetly
implicit
can't state them

use it in her sleep
latent
don't exist yet, but will

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Seek inspiration before seeking validation

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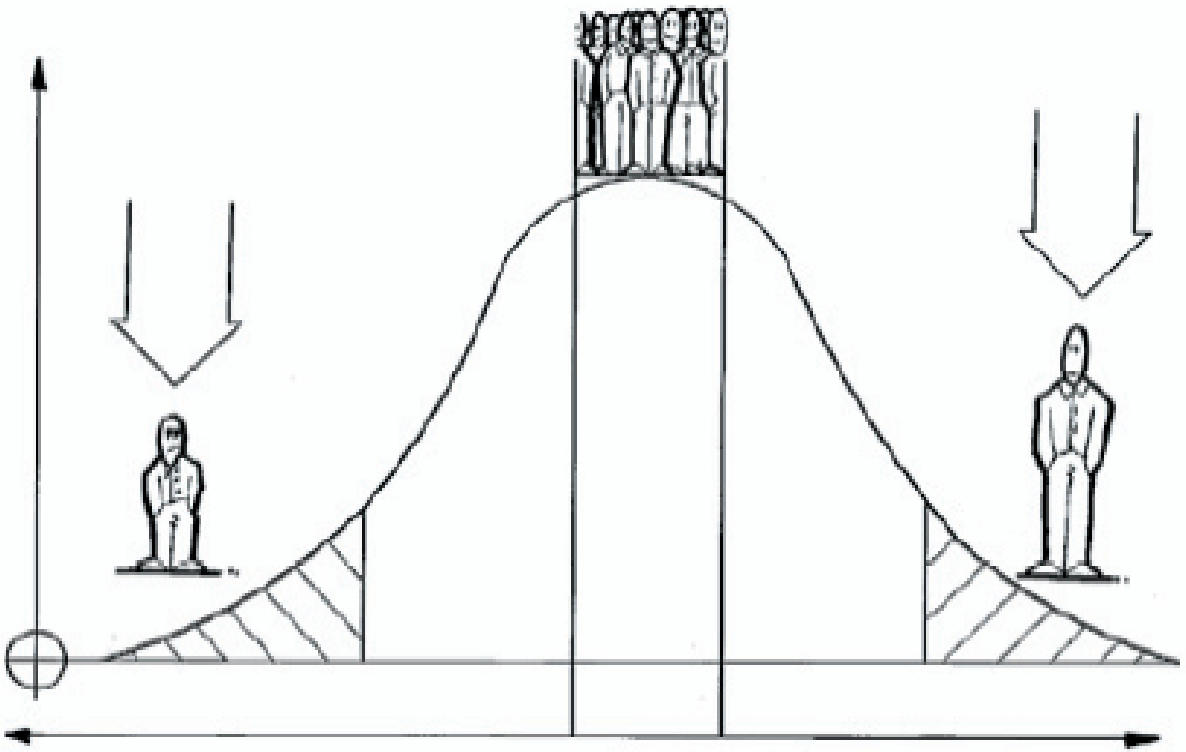
Why the Extremes?



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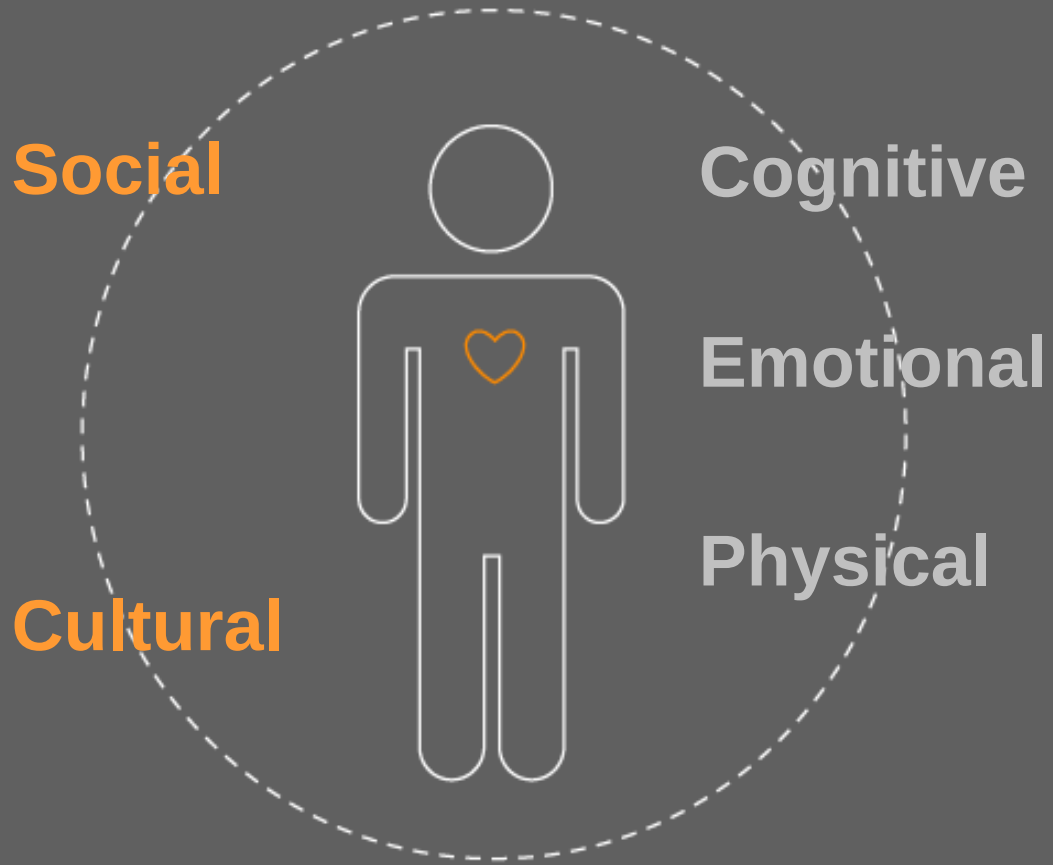
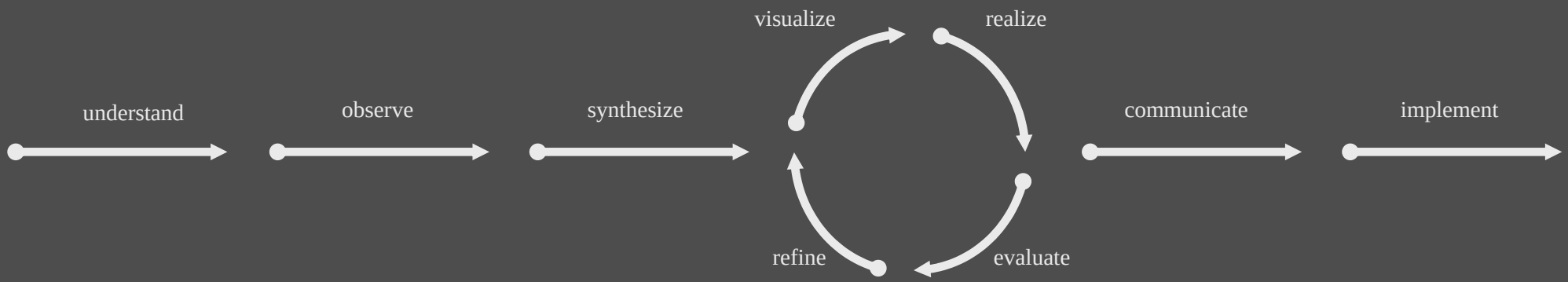
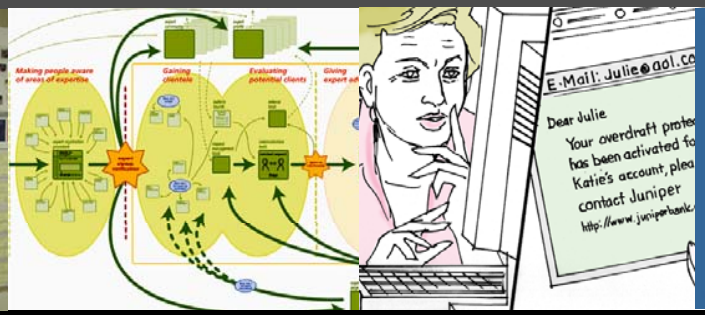
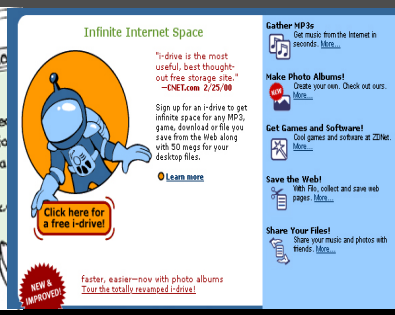

Social
Cognitive
Emotional
Physical
Cultural


visualize
realize
understand
observe
synthesize
communicate
implement
refine
evaluate

1
In-Store Dispensing


E-Mail: Julie@aol.co
Dear Julie
Your overdraft prote
has been activated fo
Katie's account, plea
contact Juniper
http://www.juniperbank.

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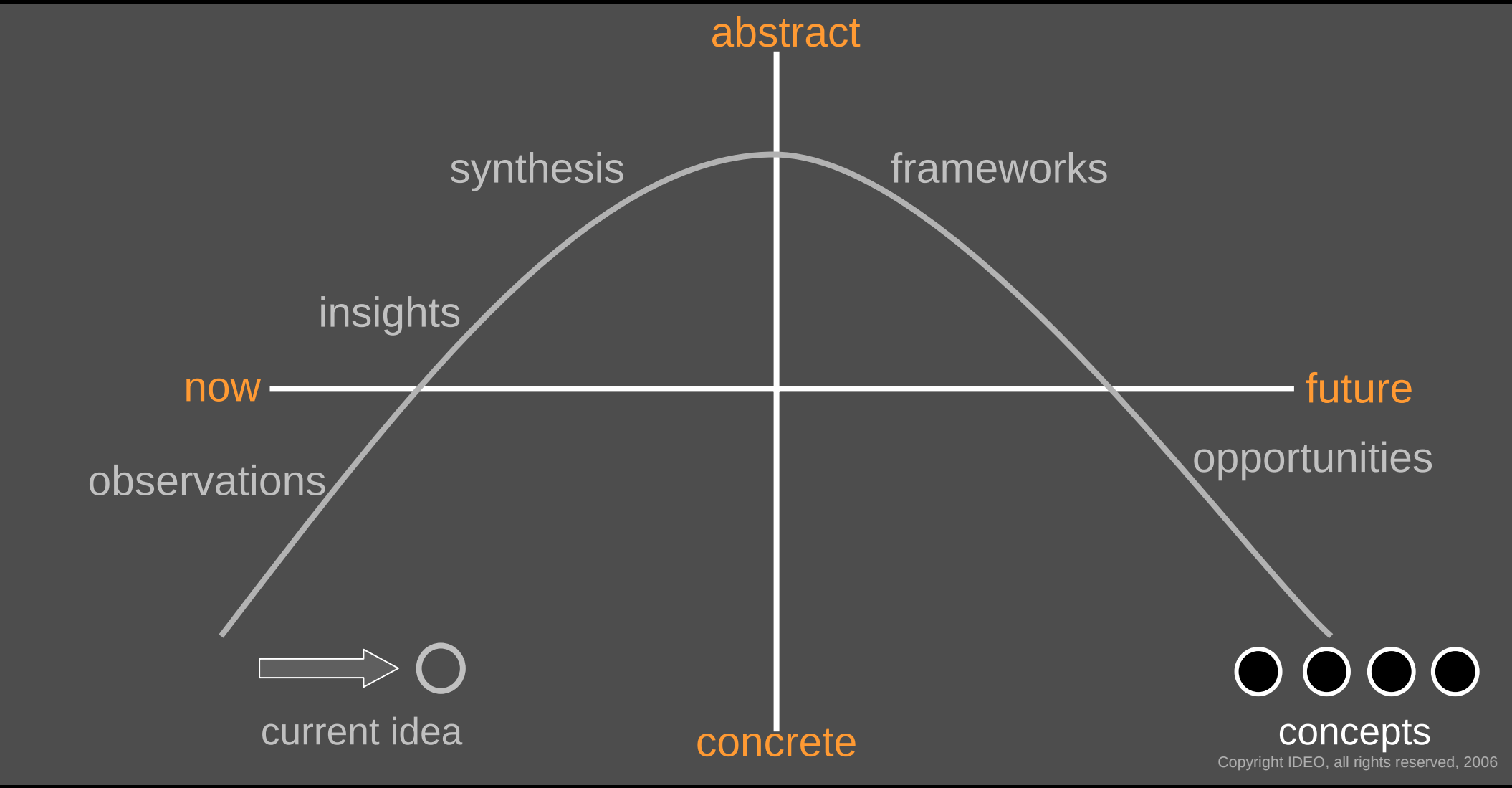
Share Your Files!
Share your music and photos with friends. More...



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Fail early in order to succeed sooner.

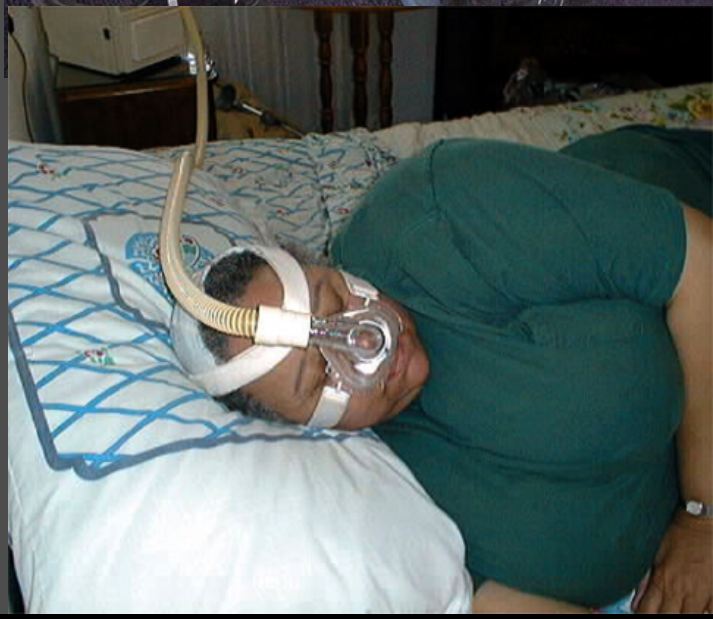
Iterative Rapid Prototyping

Interact with physical
and psychological issues

Understand the user's experience

Informs usability

Supports physical
and emotional comfort



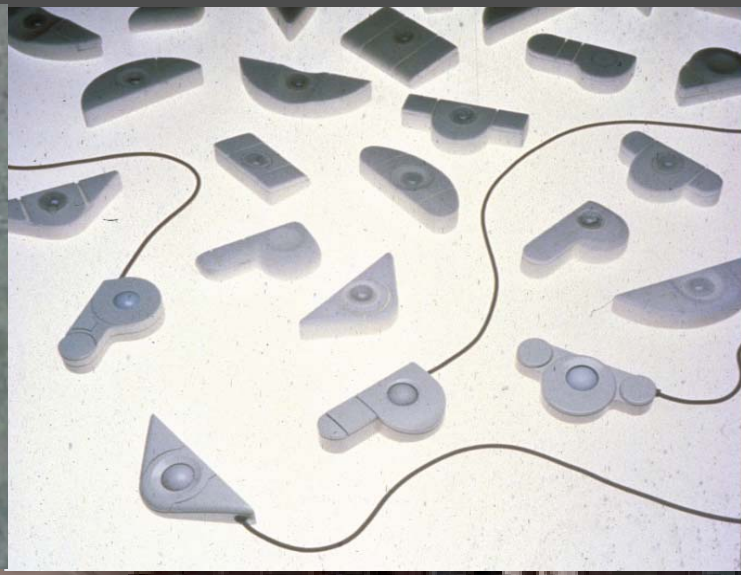
mock ups

models

simulations

role playing

...are all tools for representing ideas



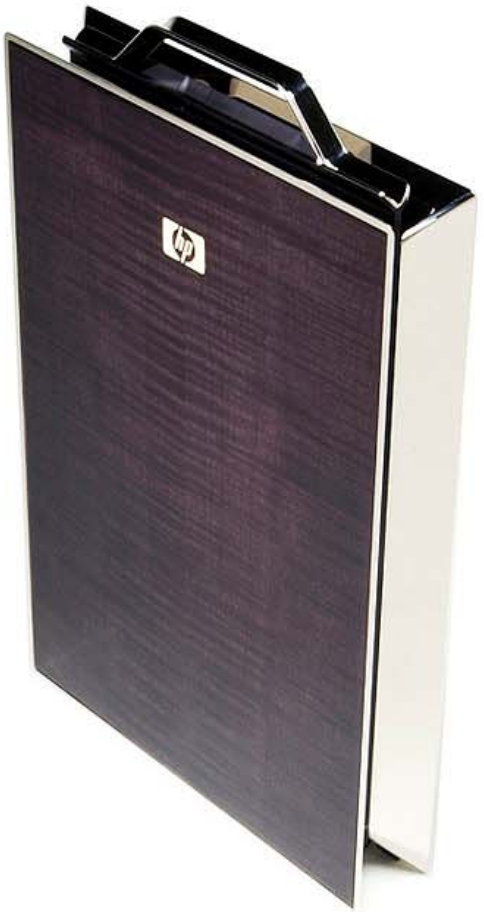
Rapid Prototyping Methods

Freely use any materials
at your disposal

Balance realism
with low effort

Reduce emotional
Attachment

Is it rough enough?



Services and roles can be prototyped

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Questions?

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