

PEBB O

公司簡介

An introduction

creative transformation for business

我們的 作法

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我們與不同產業的客戶共同創造全新的合作模式，服務內容包含培育計畫及研發專案。「以人為本的設計」不只是我們做事的方法，更是 Pebbo 文化的根本基石。

① Discover



實際走進使用者的生活環境，了解使用者需求和得到靈感。

Pebbo goes out to the field to discover actual user needs and search for inspiration.

② Distill



從多元的研究結果中淬煉出使用者洞見，進而建立概念發想。

Pebbo goes through research results to distill user insights and develop concepts to go to the next steps.

our approach

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We work with clients from different industries to create new working models and values. Human centered design is not just our process; it's our culture.

③ Test



製作低成本的原型開始用戶測試，有助於快速釐清產品開發方向及驗證產品的市場接受度。

To verify product direction, concepts and market acceptance, Pebbo builds prototypes for user testing.

④ Deliver



Pebbo 旨在於提供創新且實際的設計與服務。

Pebbo aims to deliver practical yet innovative go to market designs.

service 01:

pbo
創新培育計畫

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「創新培育計畫」的宗旨是幫助客戶在短時間內認識使用者導向設計。Pebbo 會在計畫中擔任教練的角色，帶領客戶團隊快速學習創新的概念、方法及過程。

效益

- 短時間而高效的參與
- 透過具備創意及開放的環境，讓員工勇於嘗試創新
- 快速的於公司內部散播創新概念

企業需求

- 教育訓練課程
- 快速培養創新概念
- 衝撞企業內部既有觀念
- 提升公司士氣、團隊氣氛
- 釐清可行的創新方向

可行方案

- 創新講座
- 內部訪談
- 實作工作坊
- 提案技巧訓練
- 創新方向整理

service 01:

pbo
program

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The Pebbo Program is focused on helping clients’ team quickly understand the concept of user centered design through a structured series of lectures and hands-on workshops that solves the company’s business challenges.

Benefits

- Low time commitment
- Open and creative environment that encourages innovative thinking
- Effective engagement for larger audience size

Client Needs Addressed

- Look for effective training program
- Build up user centered design mindset
- Challenge training program status quo
- Improve team bonding
- Design company innovation strategy

Approaches

- Speech on innovation
- Internal company interview
- Hands-on workshops that tackles company’s current issues
- Pitching techniques and practice
- Self-define product roadmaps

service 02:

pbo

創新研發專案

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「創新研發專案」旨於與客戶一起執行專案，幫助客戶優化產品及服務的需求。Pebbo 在專案中扮演共創顧問的角色，是教練也是專案夥伴，在解決客戶的問題的同時，也將創新的種子植入企業中。

效益

- 提供內部種子實作經驗以加深了解對以人為本的工作方式的了解
- 打造符合市場的創新產品概念
- 獲得現有客戶需求的洞察

企業需求

- 產業沒落需尋找新客群
- 市場競爭激烈需開發具備差異化的新概念
- 內部創新能量不足
- 成長停滯、須了解客戶、策略需求

可行方案

- 類比研究（異業研究）
- 培養內部創新種子
- 原型製作與市場測試
- 發想新的服務／產品／商業模式
- 使用者與設計趨勢研究

service 02:

pbo

project

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Through collaborative effort with the client team, Pebbo Project aims to help tackle internal or product development limitations and find new solutions based on user needs.

Benefits

- hands-on practice on user centered design
- receive robust and concrete product idea
- obtain in-depth user research insight on existing domain

Client Needs Addressed

- Need to expand the current customer pool
- Need a product with differentiation to stay competitive in the market
- Require effective coaching to help build innovation capability within the project teams
- Need to understand the customer behaviors to build business strategies

Approaches

- Analogous research
- Develop internal seeds to become leaders in future user centered design projects
- Prototyping and testing
- Develop new business models, service and products
- User and design research

合作客戶

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我們合作過的客戶來自不同地區、各種產業。



our clients

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We work with clients internationally.

關於我們

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Pebbo 創立於 2011，旨在於協助企業執行內部文化的改革以及產品創新。

在和國內外客戶的合作過程中，我們意識到國外的創新流程無法完全適用於華人公司，華人的文化和工作方式與國外不盡相同。以工作坊為例，工作坊結束後，客戶多能初步瞭解到使用者導向設計的觀念，但是實際執行創新的過程中，其實會遇到許多的困難，這些困難都可能成為公司創新與產品開發的絆腳石，最終導致創新專案停擺。

因此，Pebbo 的角色不只是項目執行者，也是客戶的工作夥伴，帶著企業成員實際執行創新專案，一起面對創新挑戰、一起思考未來規劃，這樣不僅能幫助企業在創新過程中更加順暢，也能改變公司內部的思考方向與面向，進而增加員工的創新意願與自信，即使專案結束，Pebbo 離開了，還是能讓創新的精神繼續在公司內部蔓延，這就是 Pebbo 的共創 Co-Creation。

我們相信華人除了擅長製造生產外，更具有創新的潛力，Pebbo 希望激發華人企業的創新能量，將「創新文化」與「以使用者為中心」的精神導入組織內部。

about us

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Pebbo was founded in 2011 by a group of creative individuals dedicated to help organizations build internal innovation capabilities, cultivate creative cultures and solve business challenges for clients.

While collaborating with local partners, Pebbo noticed that common practices used to inspire innovation does not adapt well within Asian businesses. For example, at the end of a workshop, employees are able to grasp the concepts of the design thinking process but have difficulty implementing skills learnt to solve problems at work. As a result, during the innovation process, when teams encounter obstacles, these setbacks often hinder not only the progress of the project but also the confidence of the team and cause innovation initiative to be interrupted.

Thus, Pebbo aims to not only be a consultant, but also as core team members as well as coaches to employees during the innovation process, so that when Pebbo leaves at the end of the project, clients' will have acquired the skills and be able to apply them in future endeavors.

創新競爭能力

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Pebbo 的
創新競爭能力
開發過程

使用者研究
(行為 / 情感)

使用者研究主導設計 / 策略

跨部門 / 團隊合作的文化建立

創新競爭能力



innovation competence

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Pebbo's
Innovation Competence
Journey Map

User Research
(behavioral/emotional)

User Reseach Driven Design/
Strategy

Cross Department Team/
Culture Change

Innovation Competence



從小的地方開始，放眼未來長遠的效益

想要建立新的開始，最好的方式是從改變舊習慣著手。

客戶通常期望能得到 Pebbo 的協助，優化產品及服務。我們認為，好產品的開發需要質性的使用者研究。Pebbo 相信唯有使用者導向的設計，才能真正開發出符合市場需求的產品。除此之外，一個好的團隊是更重要的關鍵。所謂好的專案團隊，需要由 Pebbo 及客戶一起合作，找出跨部門、跨領域的成員共同組成團隊。經驗證明，客戶 x Pebbo 的團隊不但能開發出好的產品，更能幫助客戶提升創新競爭能力及培育創新能量的種子。有了創新競爭力，客戶更有能力在未來開發新產品，建立品牌及制定行銷策略的方向。

Pebbo 的最終目的，是要幫助客戶從內部培育創新的能力，並在與我們合作專案的過程中，建立利於創新的企業文化。這是 Pebbo 能在眾顧問公司中勝出的關鍵。

Start small but tangible, aim for long term effectiveness

It is always a good idea to introduce something new under familiar terms. Our ultimate goal is to develop innovation competence within our clients' organizations. However, Pebbo begins with solution focused projects or programs. In order to design and develop a truly user driven product or strategy, a new project team (**and new types of project managers**) has to be formed. (**i.e. a cross department team**) Therefore, an innovation culture and capabilities will start to grow internally.

內部團隊

albert chen
officer, executive

Professional Experiences:
Yahoo Taiwan, Digital Product Strategy
Asia Miles, Innovation Strategy
Acer / Samsung, User Centered Product Research

Background:
IDEO Shanghai, Marketing Communication Manager
IDEO Palo Alto, Project & Research Coordinator
IDEO Palo Alto, Senior Technologist

brian dai
director, innovation

Professional Experiences:
Asus / Cathay Pacific Taiwan / E. Sun bank, Brand + Innovation Consultant
Lexus / Ritz Carlton, Art Director
AUO / Far Eastern Telecom, Innovation Workshop Host & Facilitator

Background:
Saatchi LA, Art Director at Team One USA
Art Center College of Design, B.S. of Transportation Design

(Some of Our) Team Members

andrew lin
lead, user experience

Professional Experiences:
Yahoo Taiwan, Digital Product Design
Asia Miles, Program & UX Strategy
Cathay Pacific, Marketing Strategy

Background:
Edinburgh of Art, University of Edinburgh, M.A.
Design & Communication

ty yin
lead, design

Recognitions:
Design for Asia Award, Communication Design 2012
iF Design Award, Packaging Design 2012
Reddot Communication Design Award, Packaging Design 2012

Background:
Art Center College of Design, Graphic Design

聯絡我們

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