ingredients to platforms
creating new experiences through user-centered innovation

Growth for the computing industry is about delivering complete solutions and innovative new experiences. So, what experiences do people want? They want to do what they want, when they want, wherever they happen to be — from the living room, to the office, to the classroom, to the hospital room. Intel® platform strategy is all about delivering experiences that people want and creating a future of new possibilities. ▮ leads collaboration across diverse industries to deliver platforms to improve and transform the way people live, work, communicate, and play.

New Market Dynamics

▮ is delivering innovative new experiences in an environment characterized by change: explosive growth in emerging markets, accelerating technology innovation, and increasingly sophisticated users.

Emerging markets are experiencing explosive growth rates. These markets bring diverse needs deriving from interactions of culture, government policies, business models, and computing infrastructure. Addressing these needs demands an approach that is both user-centered and platform-oriented, whereby platforms are designed from the outside in, comprehending the unique needs of each market.

In addition to rapid growth in new markets, technological innovation continues to accelerate. New, disruptive technologies seem to emerge daily, making possible experiences that have yet to be imagined. ▮ leads with breakthrough technologies and integrates them into innovative platforms — while also developing standards that enable new usages, create new markets, inspire the industry, and drive unprecedented growth.

And finally, increasingly sophisticated users expect more complete solutions that create a seamless experience. However, the ideas and knowledge needed to deliver on these expectations are distributed throughout players in the industry. ▮ is bringing together and collaborating with end users and the ecosystem to jointly define and deliver market-driving platform solutions.
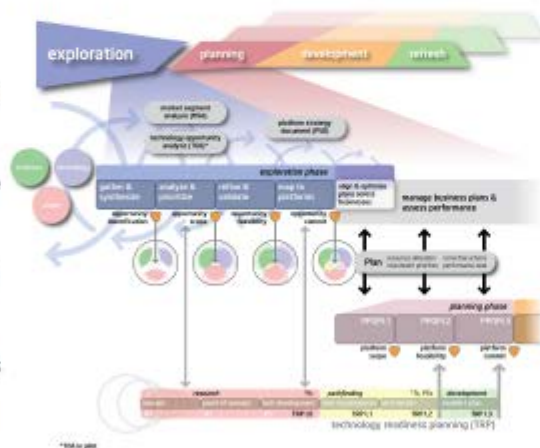
From Opportunities to Platform Solutions

What does it take to define platform solutions from the outside in? It takes a deliberate focus on user and ecosystem needs, values, and trends (demographic, social, competitive, regulatory, technical, etc.) to complement traditional ingredient and platform planning. It takes a user-oriented perspective — to look not only at un-met needs, but at the complete experience. And, it takes synthesis of information about the opportunity from business, usage, and technology perspectives into a coherent and integrated picture of the value — to ▮, to the ecosystem, and to the people that use our platforms.
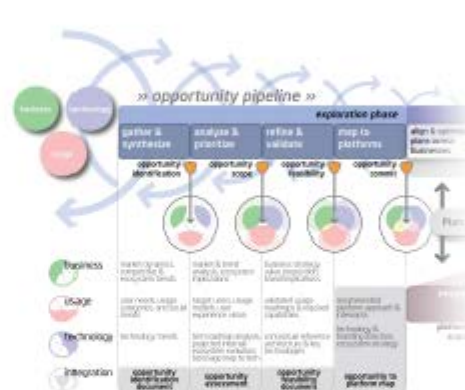
An idea for an opportunity can start from anywhere: insights from ethnographic research, market research, field input, competitive or regulatory changes, emerging technologies, and so forth. The opportunity is developed iteratively from the initial idea through substantiating research, analysis of available information, and valuation until it is committed for implementation or tabled. As the opportunity is developed and passes through critical milestones, the usage for the potential solution is defined: description of target users, usage models, and target user experience.

Business, usage, and technology perspectives are integrated to create an initial conceptual architecture for the solution, describing the ecosystem required for effective deployment. Assessments of ecosystem and technology readiness and evolution give shape to a roadmap of the usage over time. The usage roadmap identifies required capabilities and gives a clear picture of the value proposition to the user, to Intel, and to the ecosystem participants.

Throughout opportunity exploration, substantiating research and analysis are used to guide the definition of a solution concept. This research iterates through frequent touch-points with customers, users, and ecosystem collaborators. Research mechanisms may include: needs finding, usage testing, concept testing, prototype testing, ethnographic research, industry forums, field visits, and user experience design research, and so forth.

Opportunity Valuation

Opportunity valuation is a critical component of the exploration process. The valuation determines the value of the opportunity to ▮ and integrates the three perspectives of business, usage, and technology. Determining opportunity value at early stages is complicated by the inherent level of uncertainty and lack of information needed to substantiate or disprove value assumptions. Yet, ensuring focus on — and investment in — the most valuable opportunities requires making the best possible sense of available information, such as:

- What is known
- What is projected to be true — and why
- Assumptions, assertions, and rationale
- What is not known — and recommendations for addressing unknowns