

— 设计重构体验

# DESIGNING BIG & SMALL

UNDERSTANDING THE IMPORTANCE OF SCALE

• FRIDAY 25 SEP 2015 •

• JOIN THE CONVERSATION •

设计师如何把握设计尺度

主办单位：frog

指导单位： 上海设计之都  
7天运动周  
SHANGHAI DESIGN WEEK

合作平台：

13.00 Design Industry Guests Arrive

13.15 Big Day/Small Introduction

Brandon Berry Edwards, Executive Creative Director, frog

13.30 Small Details / Big Ideas

Simone Rebaudengo, Senior Interaction Designer, frog

13.50 Co-Design / Big Challenges

Hammans Stallings, Principle Strategist, frog

14.10 No Design / Big Data

Francesca Valsecchi, Researcher & Practitioner, Tongji University

14.30 BREAK

14.50 Big Designers / Small Companies

Yili Lin, Product Director, Mobvoi

15.10 Small Designers / Big Companies - Panel Discussion

Siddharta Lizcano, Creative Director, frog

Duncan Trevor-Wilson, Global Design Director, Advanced Concepts, GE Healthcare

Asok Abraham George, Design Director, Design Innovation Centre, Volvo

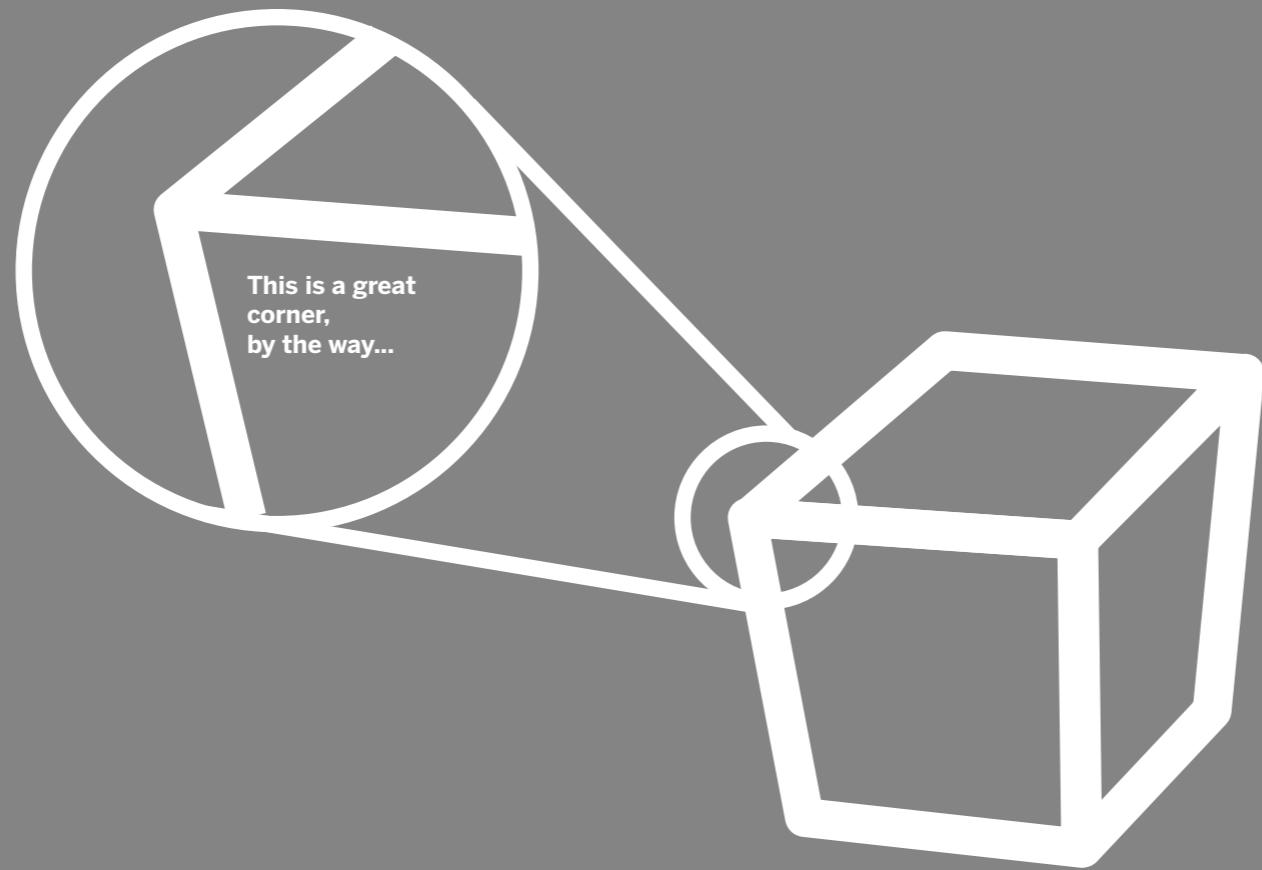
15.45 Q&A

frog plus all guest speakers

16.00 Networking drinks

17.00 Close





# Small Details/Big Ideas

*Understanding the process of iterative design.*

**Simone Rebaudengo**  
*Senior Interaction Designer, frog*







# Iphone 6 Wrap Around screen

by [Claudio Guglieri](#) Aug 10, 2013 | @2x



## DETAILS?



### REBOUND OF...

[Adventurous Reader - Mobile Site WIP](#)

by [Claudio Guglieri](#)

1 ATTACHMENT

[iphone6\\_freebie\\_template.psd.zip](#) 8 MB

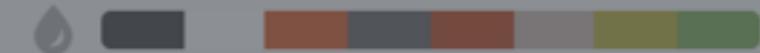
626 likes

113 buckets

17 rebounds

44,633 views

Share



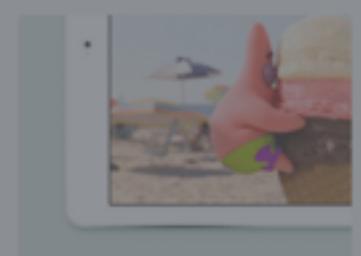
iphone ios design freebie

psd free detail device

download resources screen

template

More from Claudio Guglieri



DESIGN IS THE DETAILS?



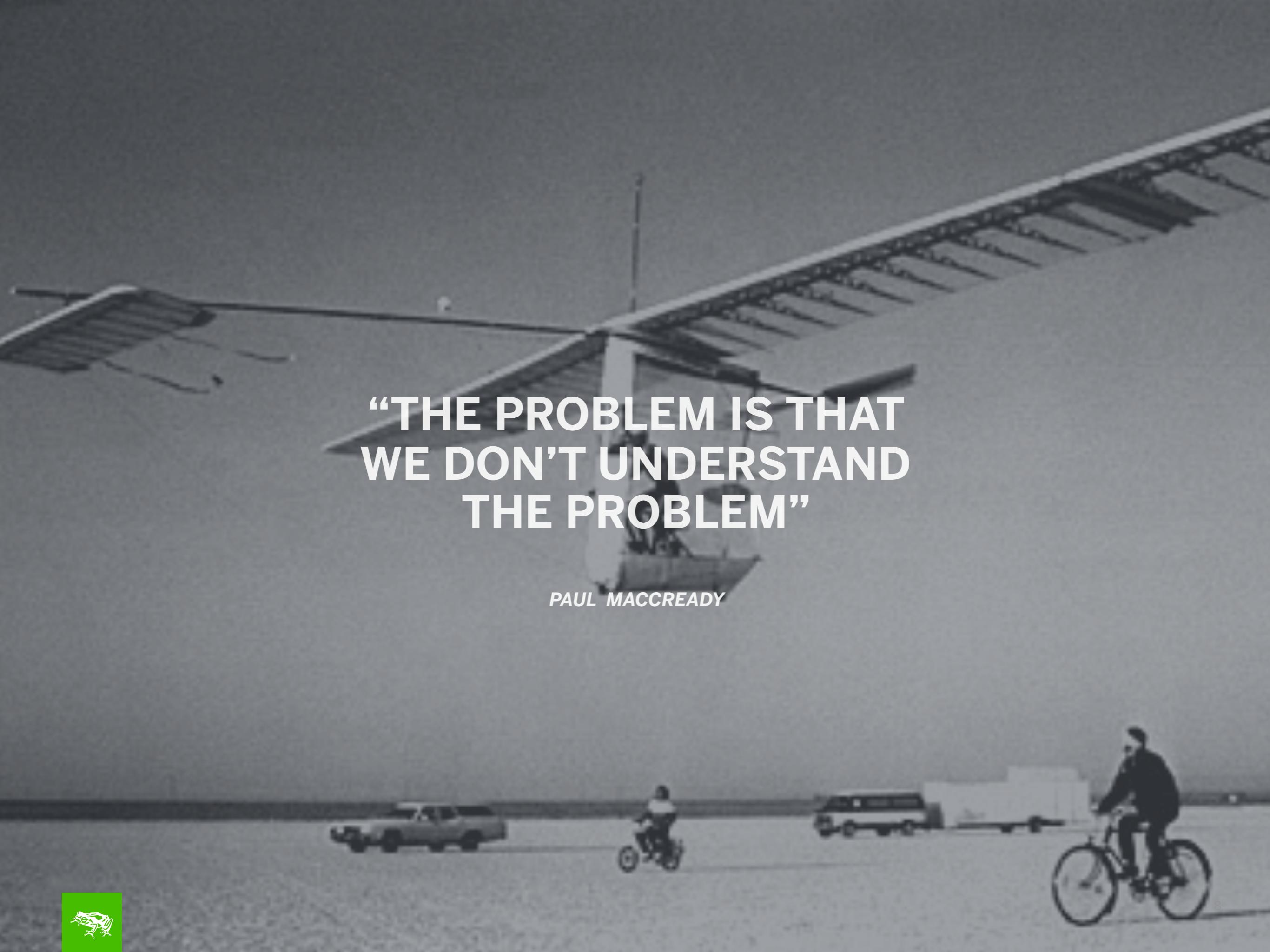
## ZERO GRAVITY TOILET

PASSENGERS ARE ADVISED TO  
READ INSTRUCTIONS BEFORE USE

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

SPECULATIVE DETAILS?





**“THE PROBLEM IS THAT  
WE DON’T UNDERSTAND  
THE PROBLEM”**

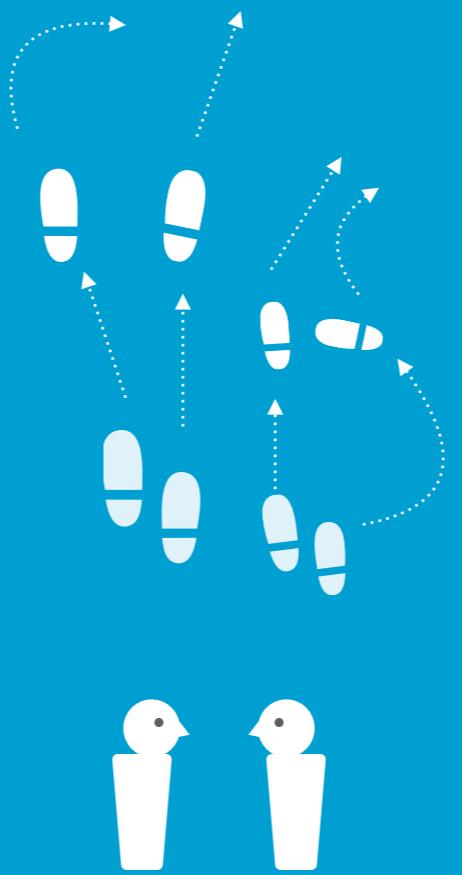
*PAUL MACCREADY*





*the quest*





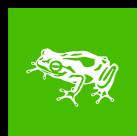
*the dance*

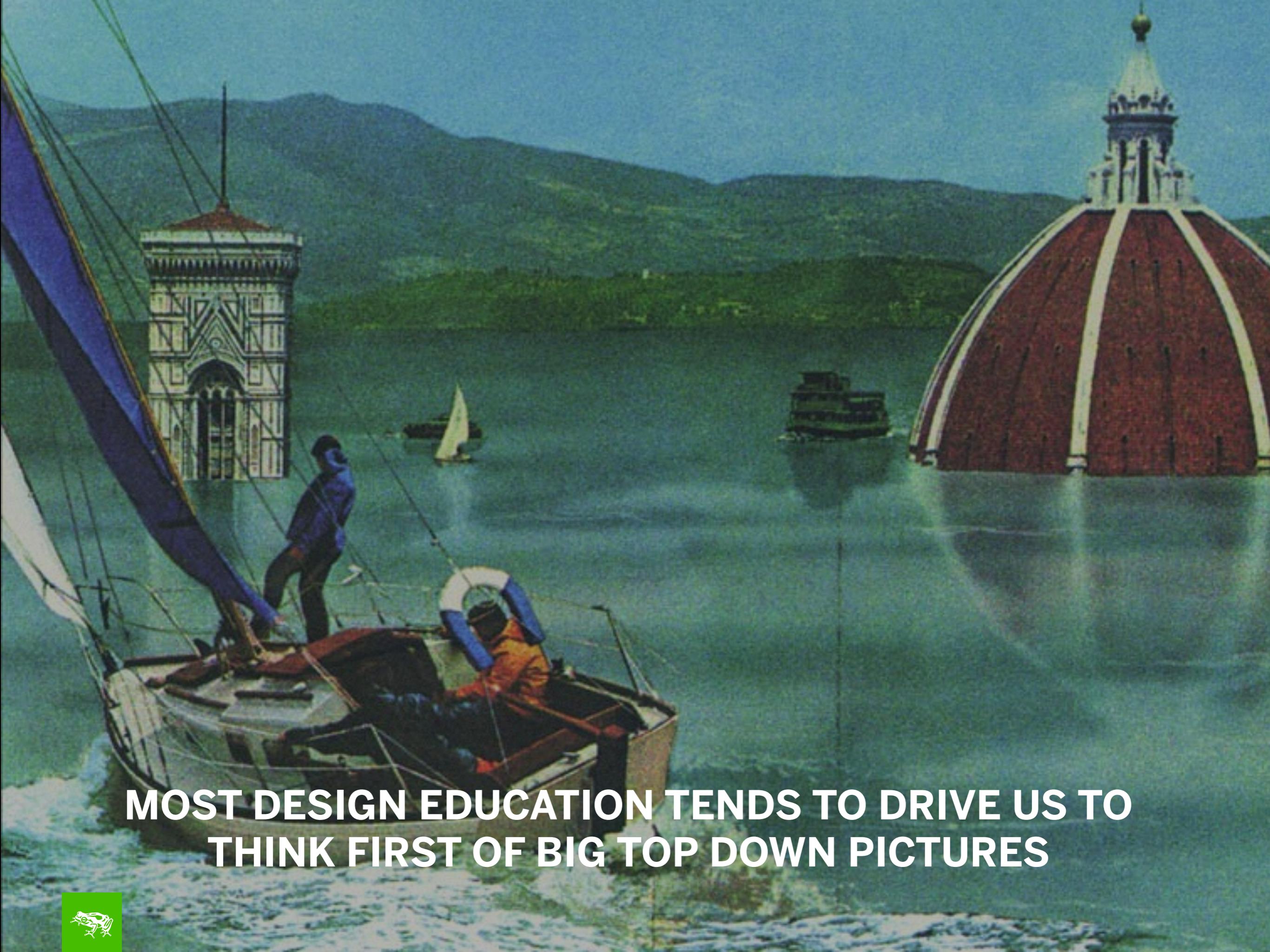




*the fog*







**MOST DESIGN EDUCATION TENDS TO DRIVE US TO  
THINK FIRST OF BIG TOP DOWN PICTURES**



CHANNEL	CONSIDER	EVALUATE	BUY	BOND	ADVOCATE	COMMIT
COMPUTER						
MOBILE	<p>Needing to shop on a lunch break or while the kids are using the tablet will push them to alternate channels.</p> <p><b>RESOURCEFULNESS</b> KOHL'S X</p>	<p>Lost carts, lists and saved items cause frustration because they don't have time to go and 're-shop' these items.</p> <p><b>CLARITY</b> KOHL'S X</p>	<p>Children add items to their cart and have them waiting. They curate the items.</p> <p><b>RESOURCEFULNESS ORGANIZATION</b> KOHL'S ✓</p>	<p>Clear messaging around digital purchases and in-store return policies.</p> <p><b>TIME CLARITY</b> KOHL'S X</p>		
TABLET		<p>Learning from the website that the store has the item in stock is key for trip assurance.</p> <p><b>CLARITY</b> KOHL'S X</p>				<p>no significant behaviors were observed for this archetype in these phases.</p>
KIOSK			<p>They especially don't like waiting around and would welcome self-checkout.</p> <p><b>TIME ACCOMPLISHMENT</b> KOHL'S ✓</p>	<p>Digital receipts save time and easy access.</p> <p><b>RESOURCEFULNESS ORGANIZATION</b> KOHL'S ---</p>		
STORE						
KEY EMOTIONS	<b>RESOURCEFULNESS</b>		<b>RESOURCEFULNESS</b>			
OPPORTUNITY AREAS	<ul style="list-style-type: none"> <li>Near term</li> <li>Long term</li> </ul>	<ul style="list-style-type: none"> <li>Saved states that enable better transition between channels</li> <li>List tracking tools for individuals and groups</li> <li>Emphasize speed and efficiency moments in branding</li> </ul>	<ul style="list-style-type: none"> <li>Trip assurance before going to a store</li> <li>Optimized content per channel and device</li> <li>Price transparency</li> <li>Flexible solutions that accommodate their current systems and rituals</li> </ul>	<ul style="list-style-type: none"> <li>Self checkout tools at kiosks</li> <li>Celebrate savings and enable smart applications at point of purchase</li> <li>Financial guidance content and tools</li> <li>Loyalty that earns efficiencies/rewards</li> </ul>	<ul style="list-style-type: none"> <li>Timely communication after online purchases</li> <li>Return policy explanations</li> <li>Expanded return policies valid for all forms of tender</li> </ul>	<ul style="list-style-type: none"> <li>'One-click' Facebook &amp; Twitter posting into digital receipts</li> <li>Gentle prompts to customers to post ratings and reviews</li> </ul>

## AND IN DAILY WORK LIFE TOO...

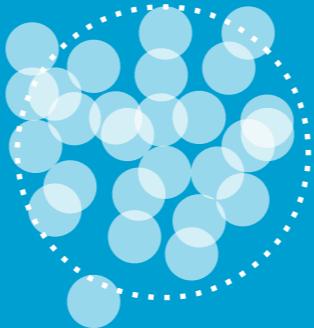
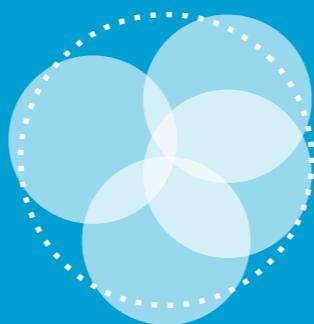
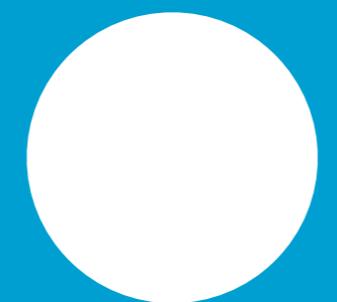




THE WHOOOOOLE  
PERFECT  
IDEA!

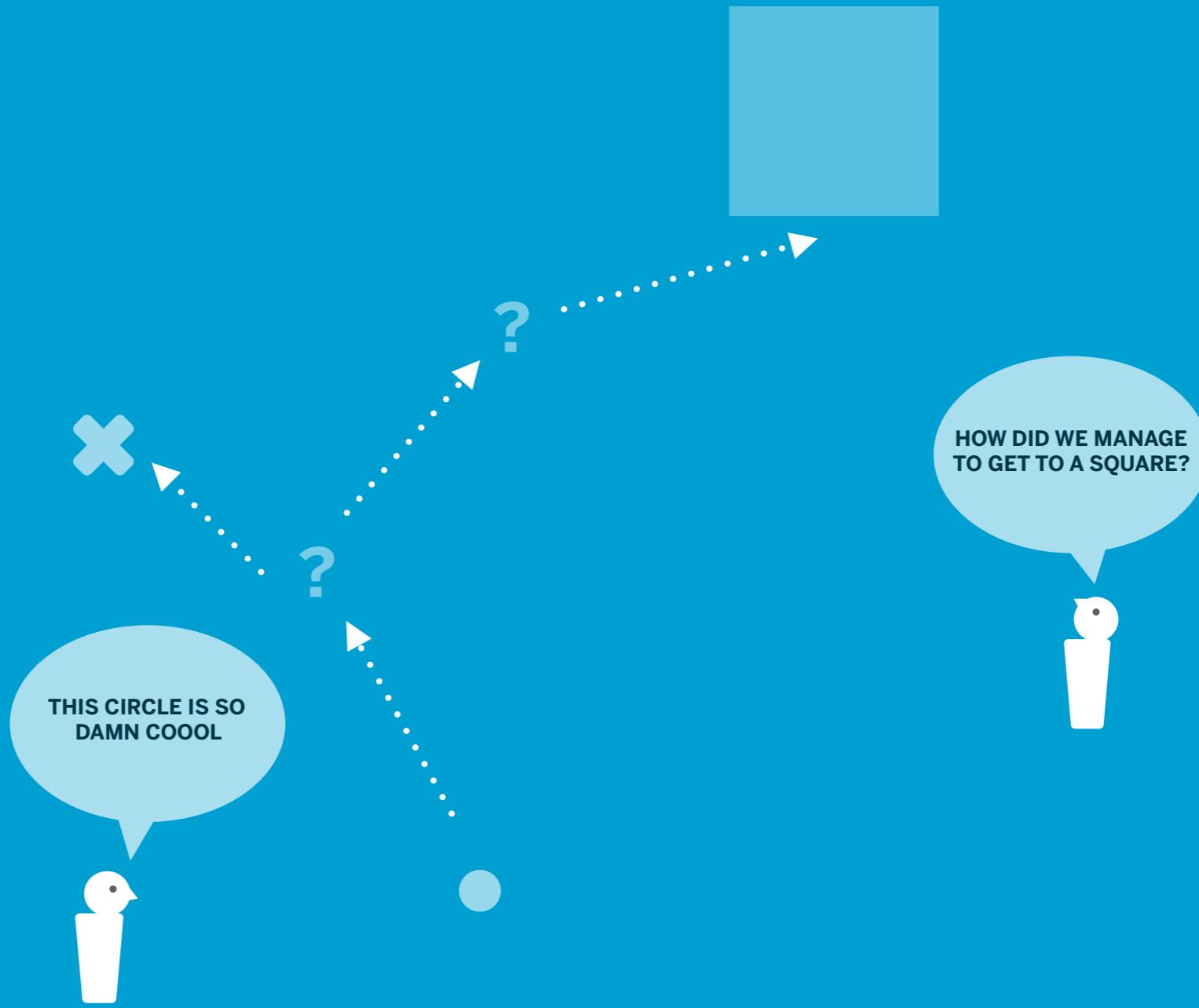


THESE HAVE TO FIT...  
PLEASE...



# DETAILS ARE A RESULT OF A ONE WAY PROCESS





BUT, THEY CAN ALSO BE A STARTING POINT





WE ARE QUITE USED TO PLAY IN THE MATERIAL WORLD





**LETTING MATERIALS  
TAKE OVER**



Age: 20

Gender: male  
Gender rating: 1.00

Smiling: true  
Smile rating: 0.91

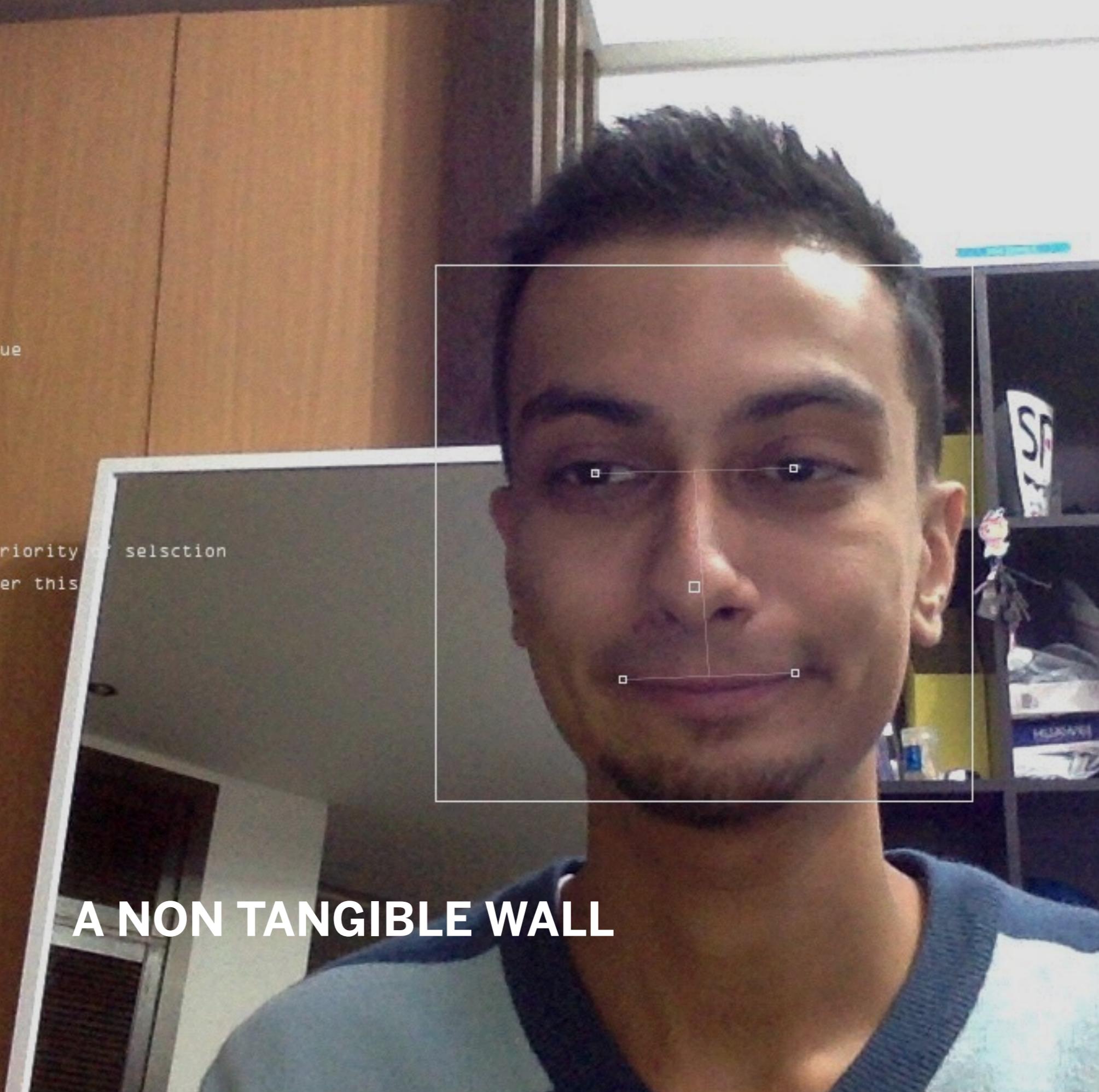
Glasses: false  
Glasses rating: 0.01

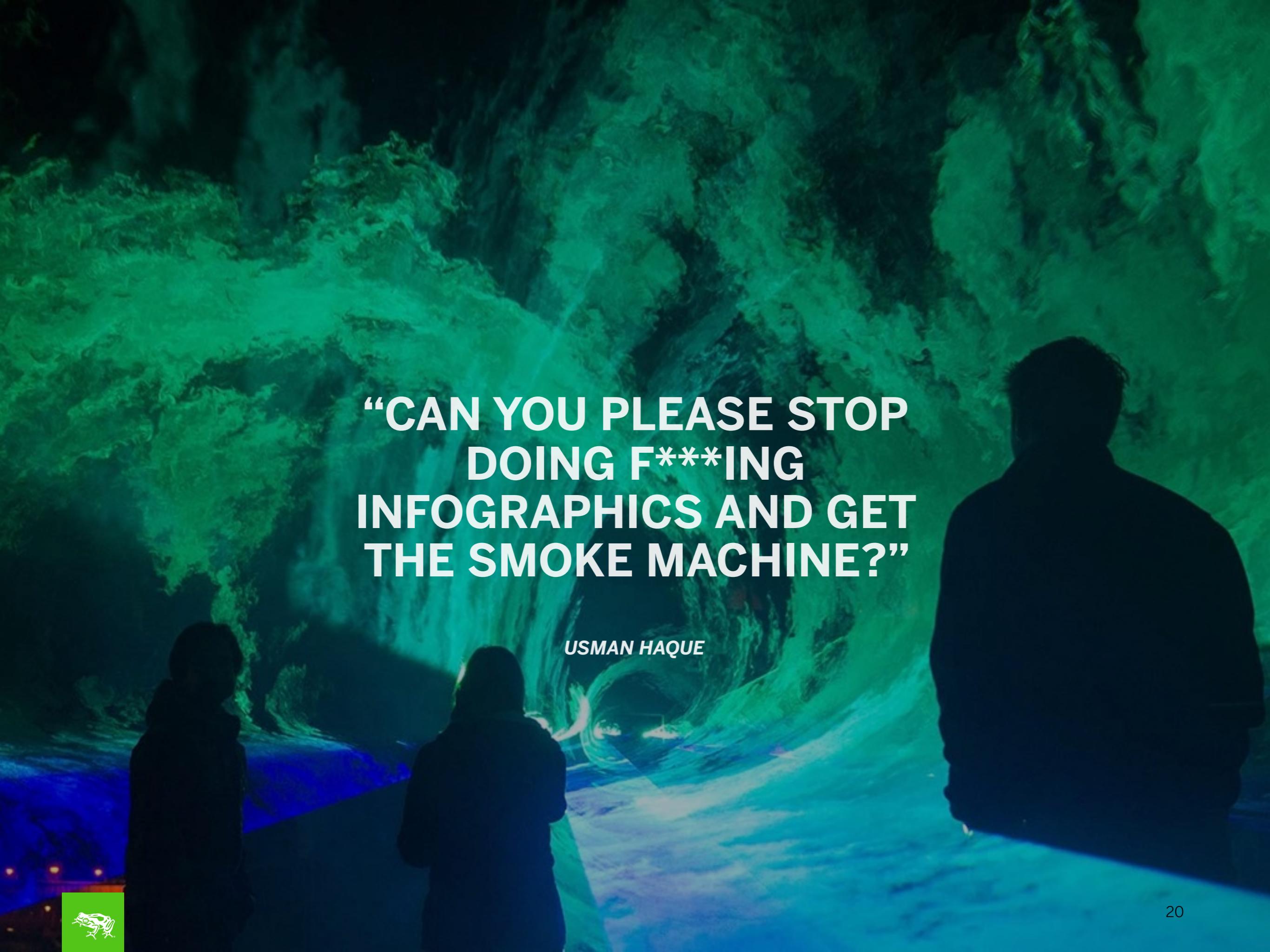
Eyes closed: false  
Eyes closed rating: 0.01

Eye glass choice resultant: true  
Smile choice resultant: false  
Age glass choice resultant: true  
Golden ratio choice resultant: true

Golden Ratio is given the first priority of selection  
Golden Ratio criterion matches  
Age criterion is also matched after this  
Accept Her

A NON TANGIBLE WALL

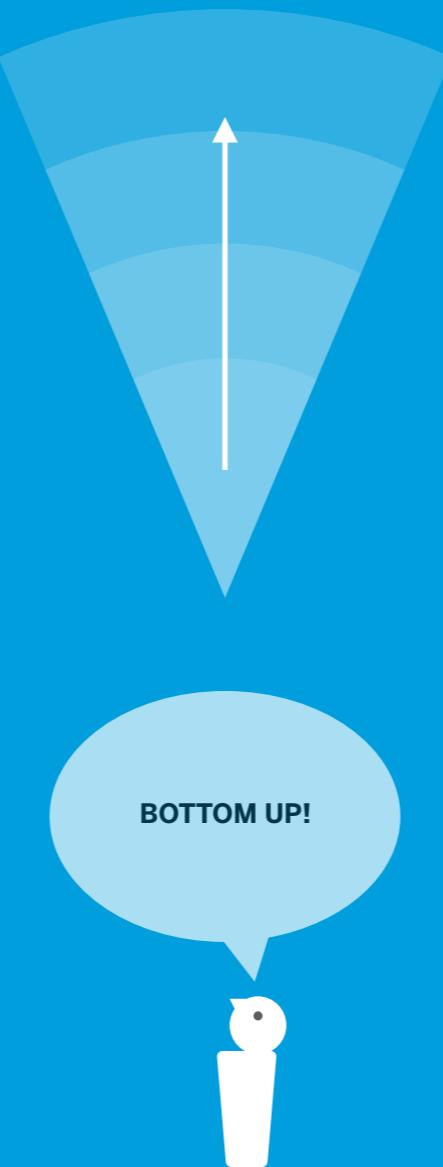


A photograph of a person standing in front of a large projection. The projection shows a massive, swirling green and blue smoke machine against a dark background. In the foreground, the silhouette of another person is visible, looking towards the projection. The overall mood is mysterious and dramatic.

**“CAN YOU PLEASE STOP  
DOING F\*\*\*ING  
INFOGRAPHICS AND GET  
THE SMOKE MACHINE?”**

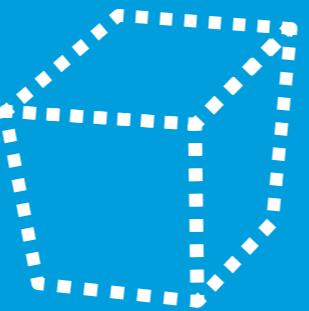
*USMAN HAQUE*





IT NEEDS A DIFFERENT MINDSET





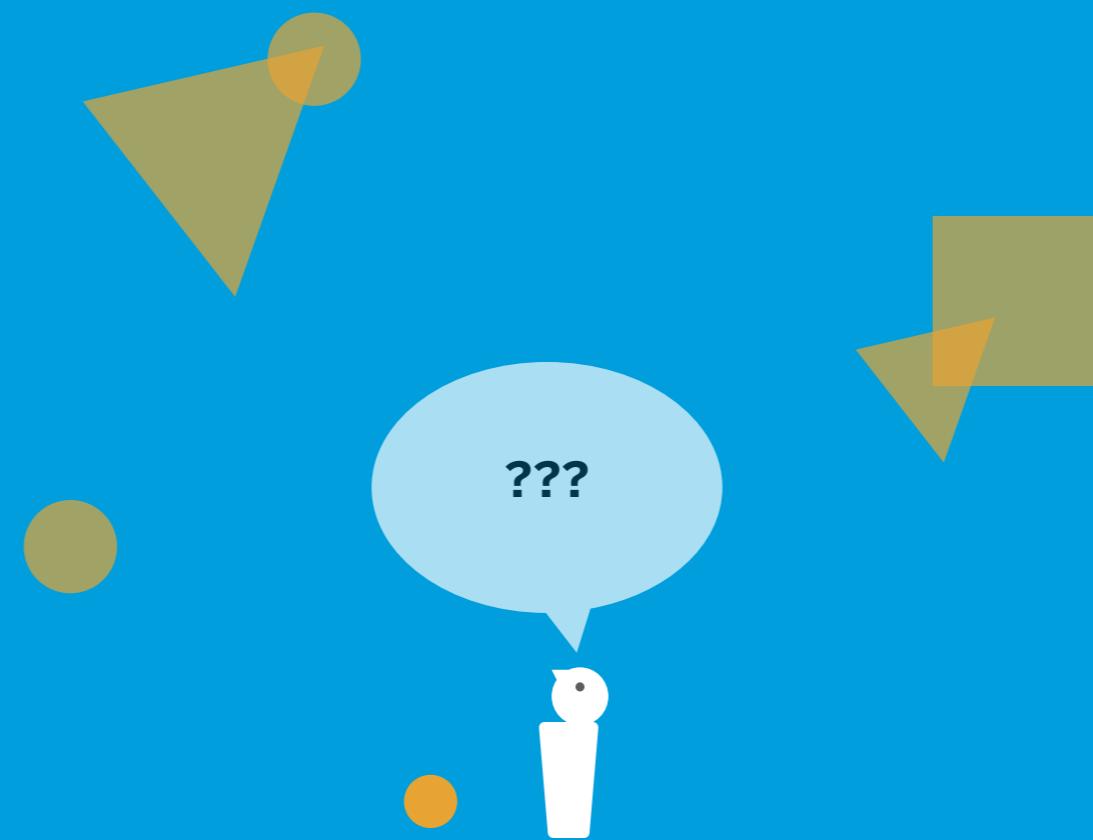
**IF YOU KNOW ALREADY THE SOLUTIONS IS  
KIND OF THE WRONG PATH**





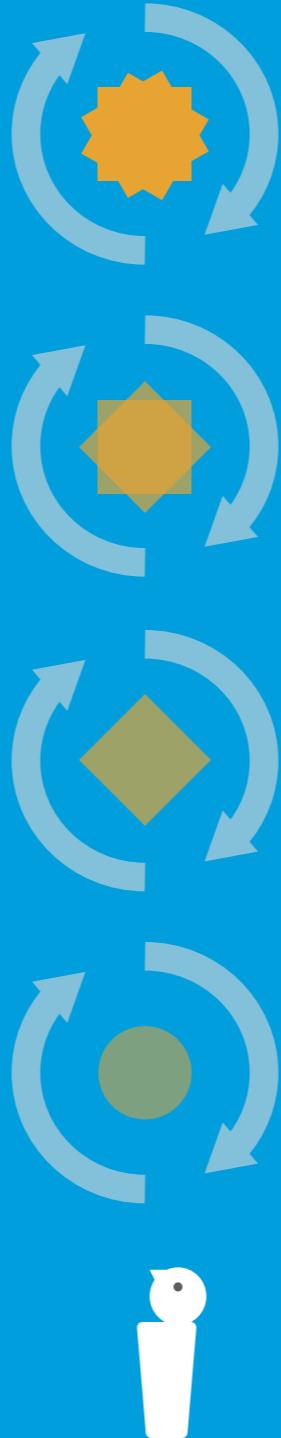
**SO YOU NEED TO FIND THE  
RIGHT PROBLEM FIRST**





**PROBABLY YOU'LL HAVE NO IDEA OF WHAT  
YOU ARE DOING FOR A WHILE**





SHINE

EXPERIENCE

SHOW

THINK

YOU NEED TO GAIN TRUST BY  
ITERATING





**THE RIGHT SMALL THING  
CAN GROW IN VERY VERY BIG  
IDEAS**



**FOR MORE INFORMATION:**

*visit* **www.frogdesign.cn**

*or email* **business@frogdesign.com**

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