



From Interaction Design To Service Thinking

从交互设计到服务思维

The Future. Made Real.

2016.10.14

你为何想当个设计师？

Why do you want to be a designer?

```
string sInput;
int iLength, iN;
double dblTemp;
bool again = true;

while (again) {
    iN = -1;
    again = false;
    getline(cin, sInput);
    system("cls");
    stringstream(sInput) >> dblTemp;
    iLength = sInput.length();
    if (iLength < 4) {
        again = true;
        continue;
    } else if (sInput[iLength - 3] != '.') {
        again = true;
        continue;
    } while (++iN < iLength) {
        if (isdigit(sInput[iN])) {
            continue;
        } else if (iN == (iLength - 3)) {
            again = true;
        }
    }
}
```







Photo credit: U.S. Department of Agriculture







用设计改变世界

Change the world by design



交互设计

Interaction Design



POS

Agent / Partner

BBVA

Thank you, Camilo.

Purchase complete.

Can we help you with anything else today?

WITHDRAWAL

DEPOSIT

PAY BILLS

DONE

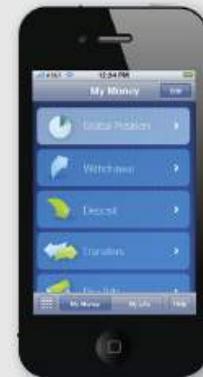
ATM

Kiosk, Drive-Thru, Easy Bank ATM



MOBILE

Home, On the Go



WEB

Home, Easy Bank Cocoon

BBVA

My Money

My Life

TOUCHSCREEN

Well-Being Center



STAFF iPAD

Easy Bank, Well-Being Center

BBVA

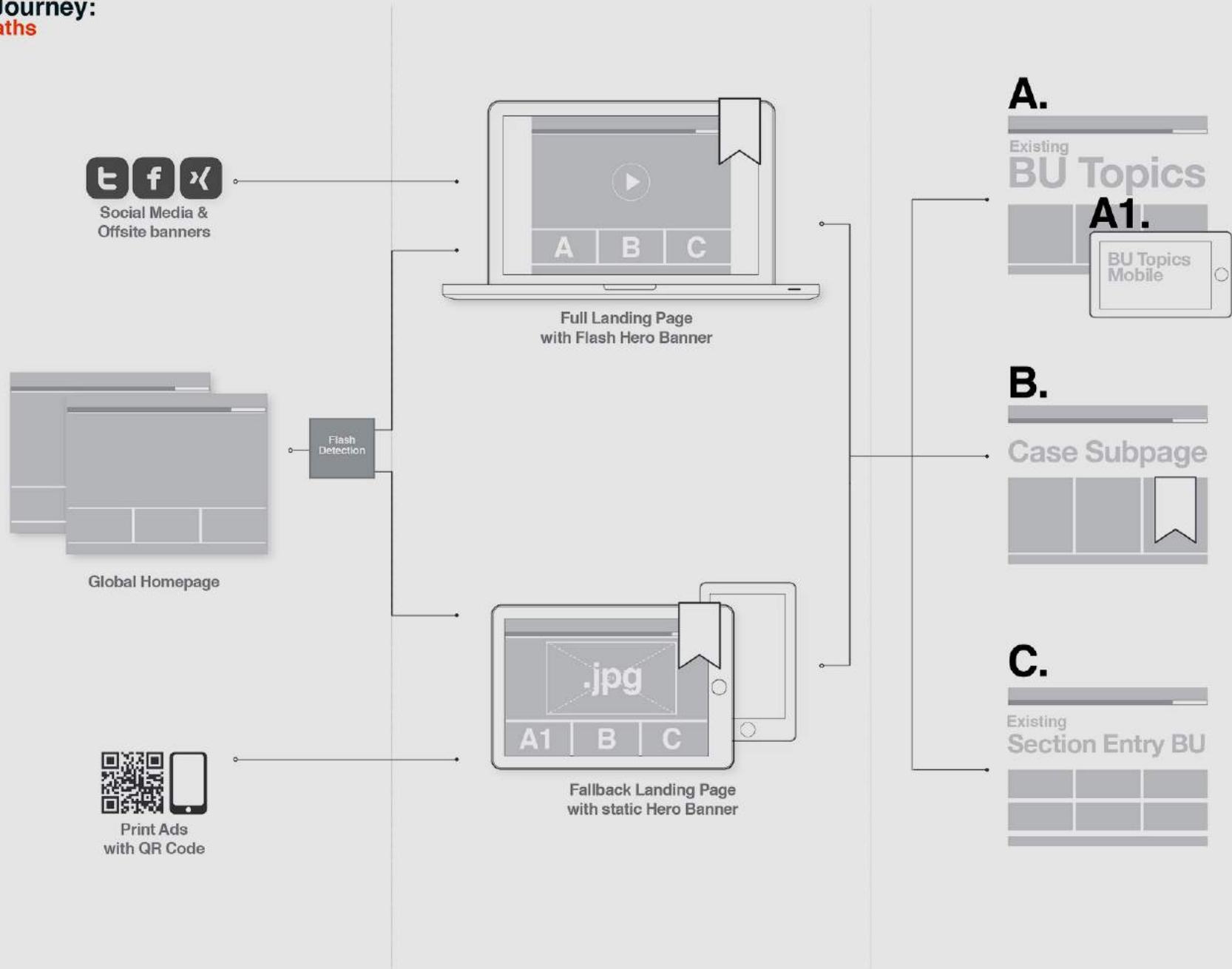
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Carolina.Romero

User Journey: Clickpaths



三个月过去了

After 3 months



感觉身体被掏空

Worn out













产品设计

Product



人际关系

Relation



空间环境

Space



交互无所不在

Interaction is everywhere

这跟我有什么关系

Why should I care







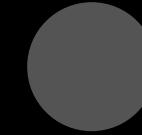


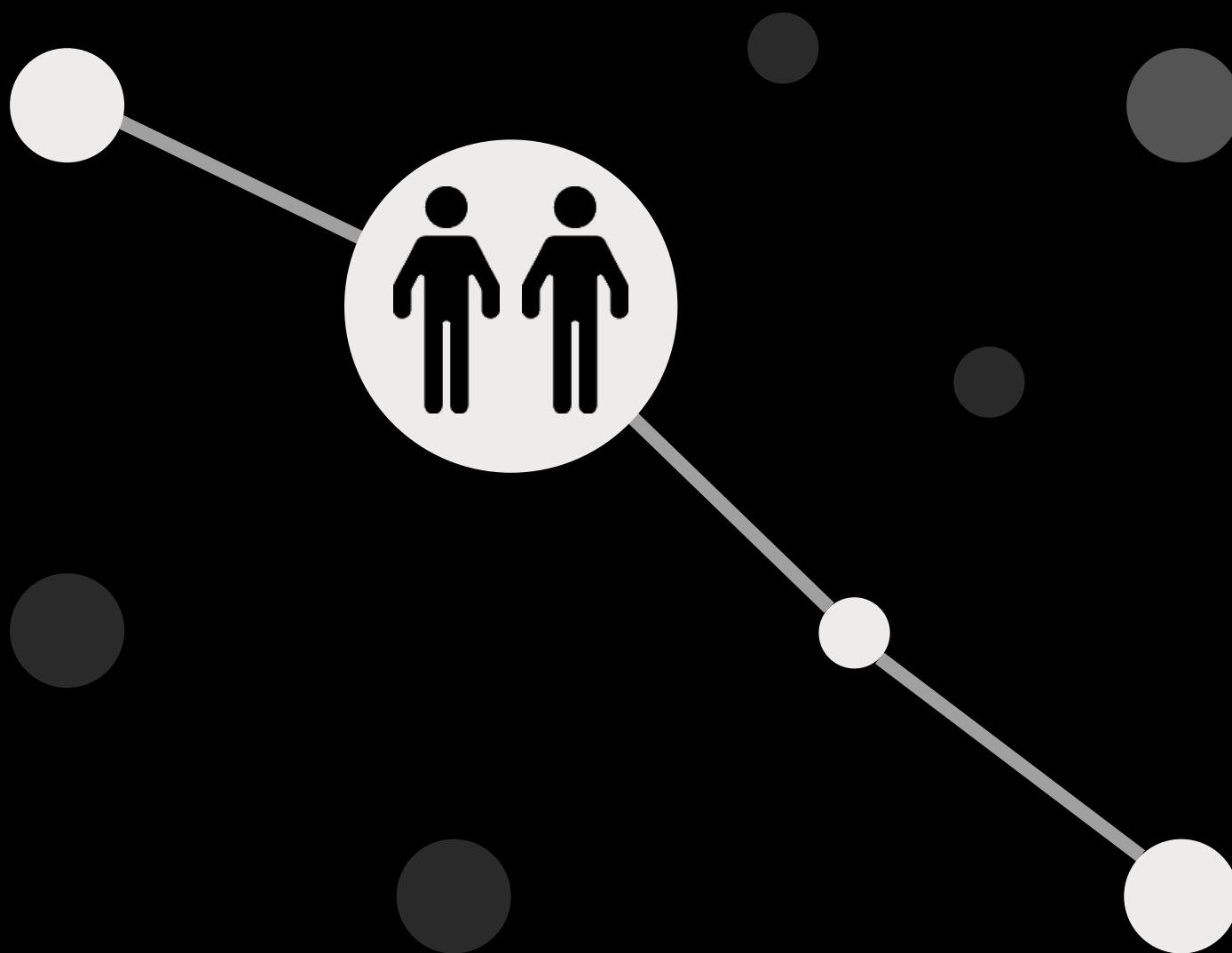
接触点

Touch Point

然而

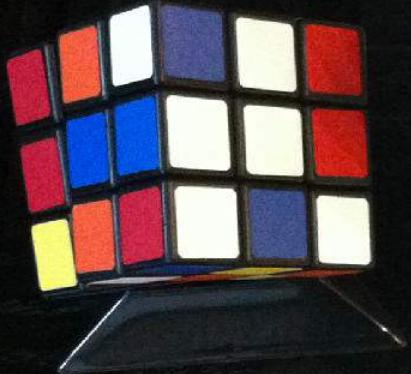
However











A photograph of a modern hotel room. The room features a large bed with white linens and several pillows. To the left, there's a dark wooden desk with a lamp, a small bowl of fruit, and a television displaying a news channel. In the background, there's a bathroom area with a bathtub and a window. The overall lighting is warm and inviting.

我们欢迎您的到来

Welcome to your room



服务思维

Service Thinking



服务思维

Service Thinking



预知

Predict

表达

Express

共鸣

Resonate

这跟我有什么关系

Why should I care



一颗老鼠屎坏了一锅粥

One rotten apple spoils the whole barrel





预知

Predict

期待

Expectation

表达

Express

情感

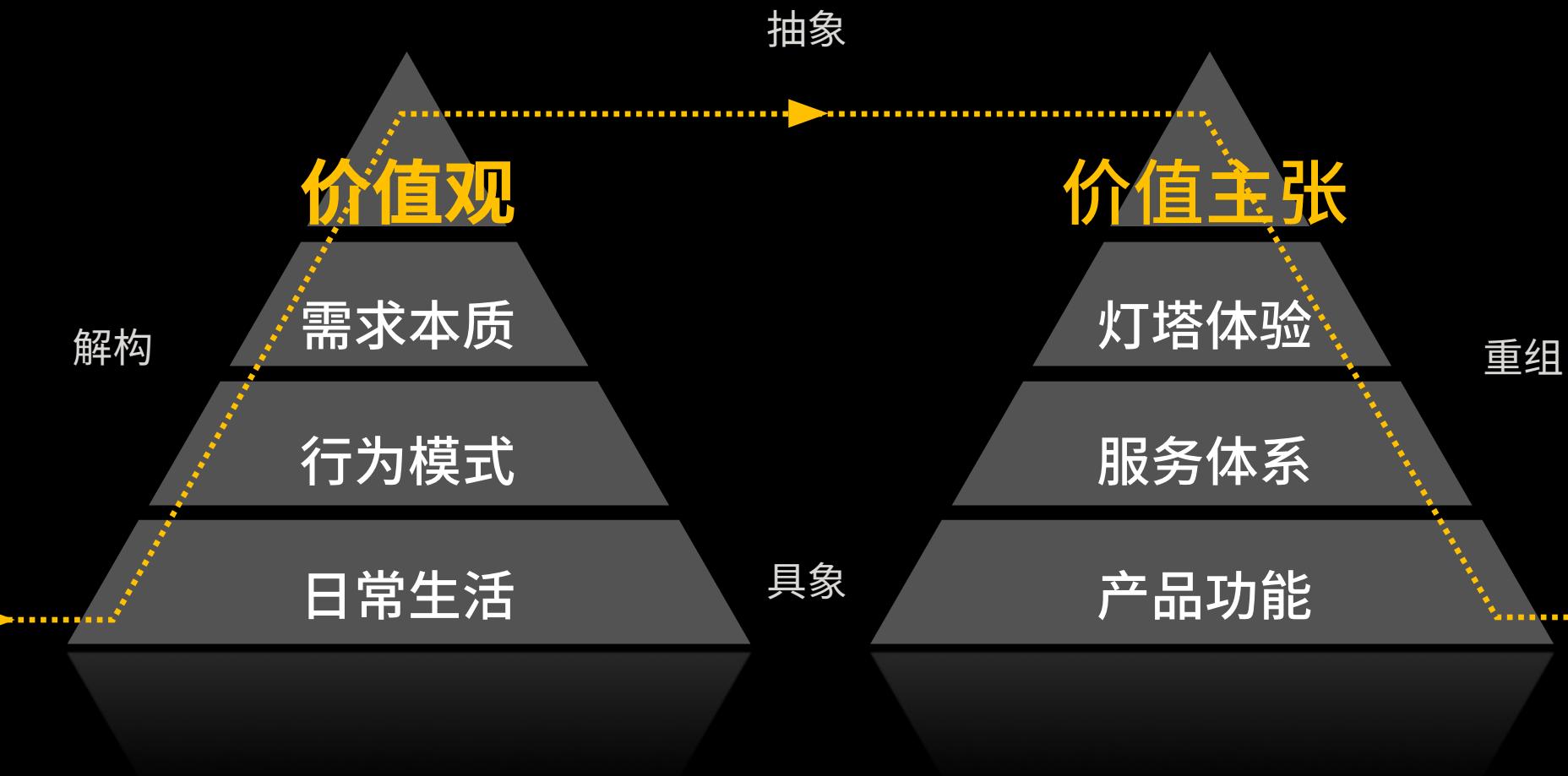
Emotion

共鸣

Resonate

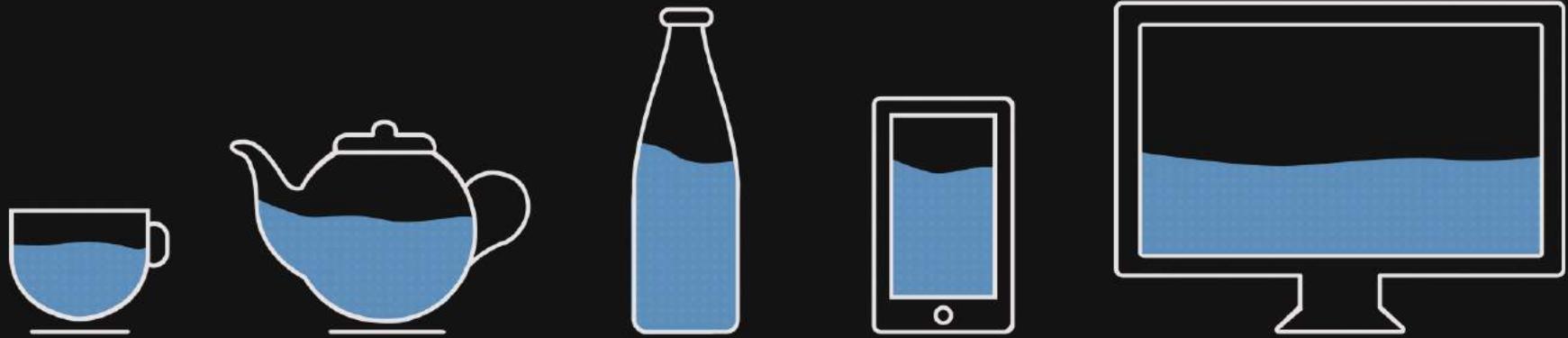
价值观

Values



CONTENT IS LIKE WATER

内容似水



“ You put water into a cup it becomes the cup.
You put water into a bottle it becomes the bottle.
You put it in a teapot, it becomes the teapot. ”



如何评价一个设计师

How to evaluate a designer



技能 SKILLS



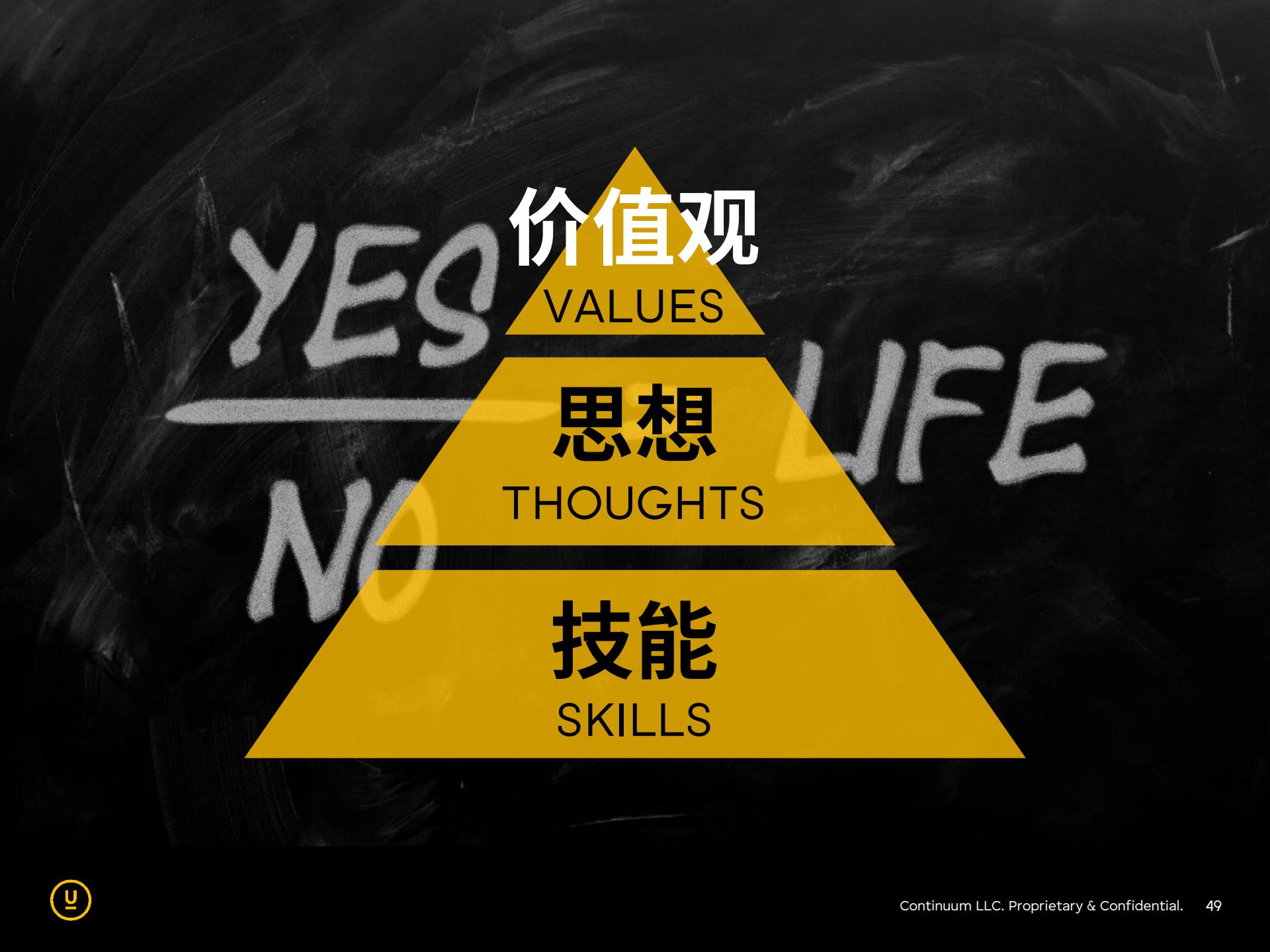
思想

THOUGHTS

技能

SKILLS





价值观

VALUES

思想

THOUGHTS

技能

SKILLS



你想成为怎样的设计师？

What kind of designer do you want to be?

Thank You!

