

FROM USER EXPERIENCE TO DESIGN THINKING

IN A BIG CORPORATION

*Bosch User Experience China
Dominic Winkler*

16th October 2016

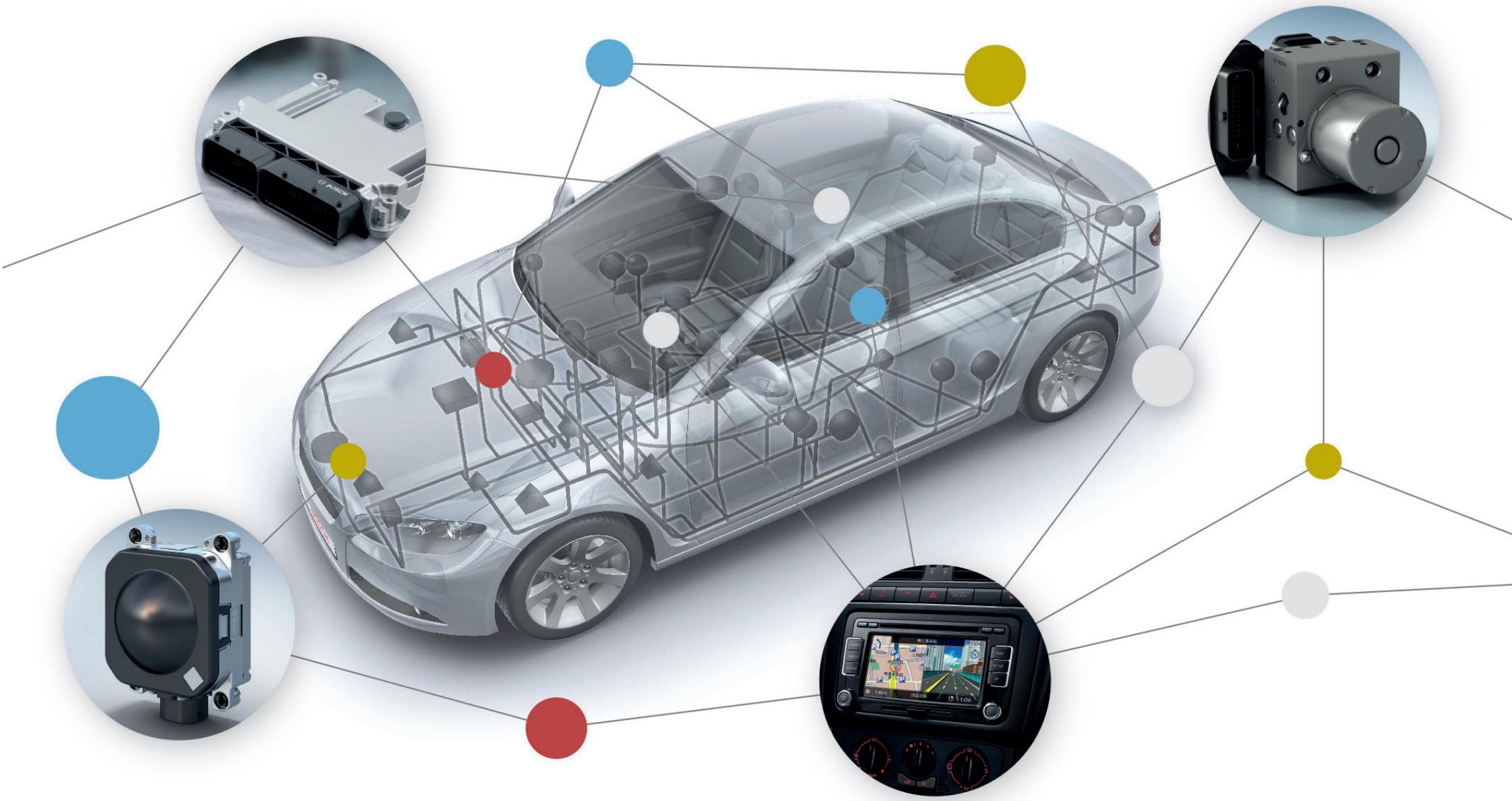




DOMINIC WINKLER
Head of BOSCH UX China









Roughly **375,000**
associates

Bosch in figures

118
engineering locations
worldwide

Including sales and service
partners, Bosch is represented
in roughly 150 countries

Around 440 subsidiaries
and regional companies in
approximately 60 countries

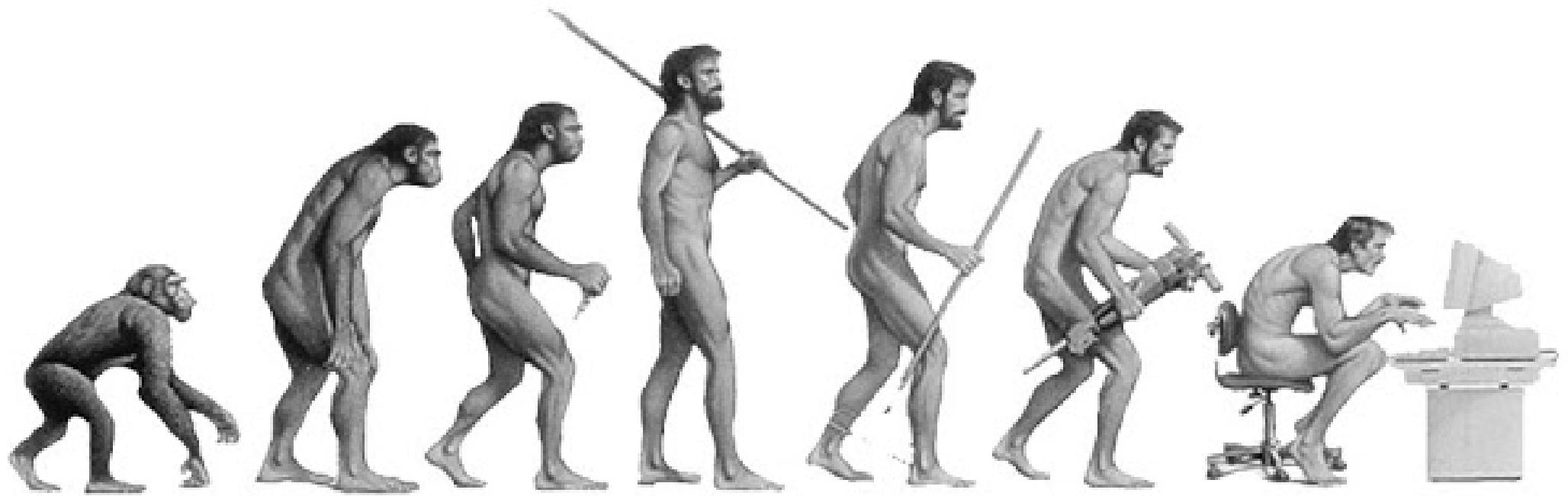
70.6 billion euros sales
revenue in 2015

4.6 billion euros
EBIT in 2015



BOSCH IN SHANGHAI





1938



1955

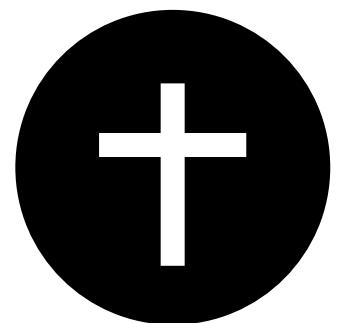


1999



2009

=



now



30s



50s



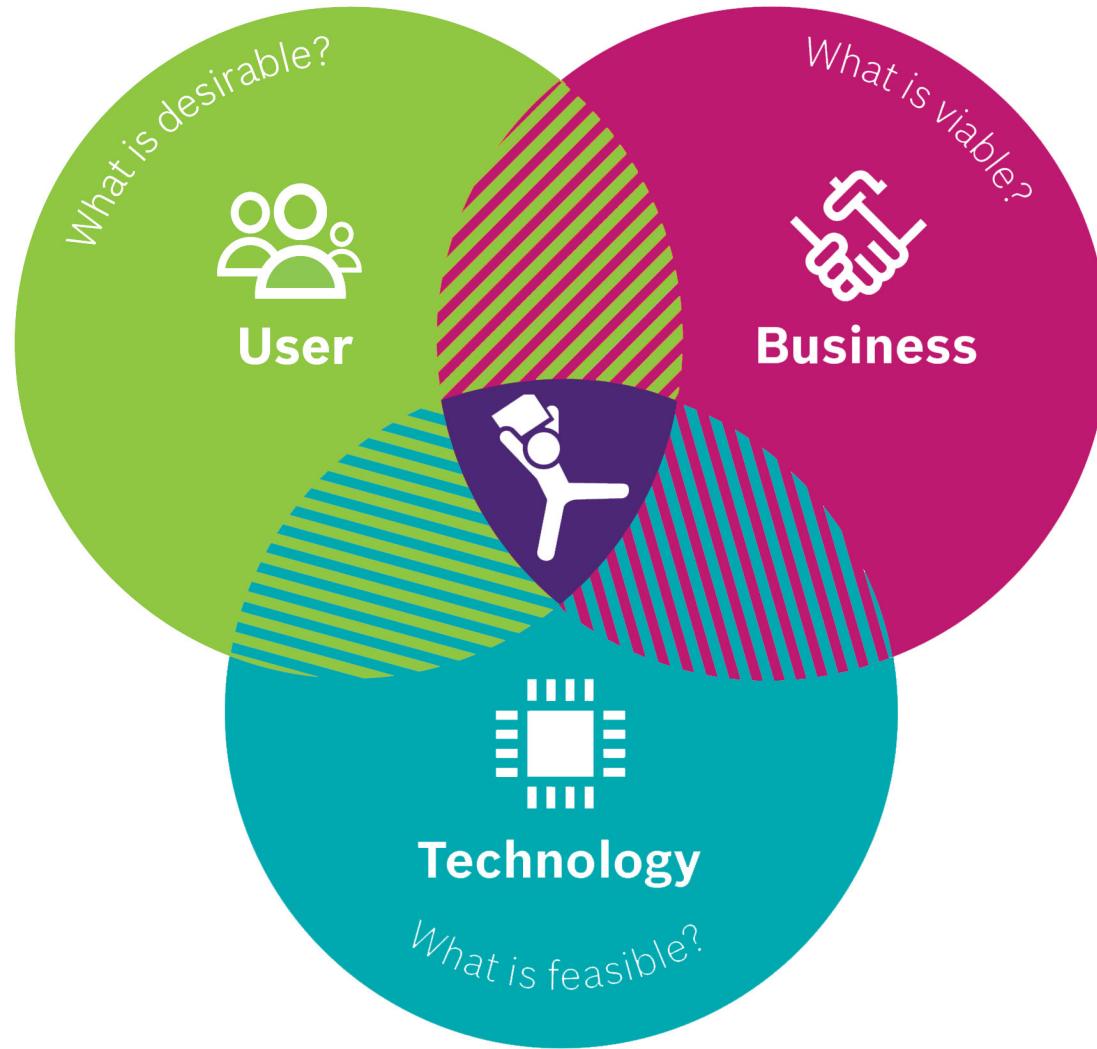
90s



2000s



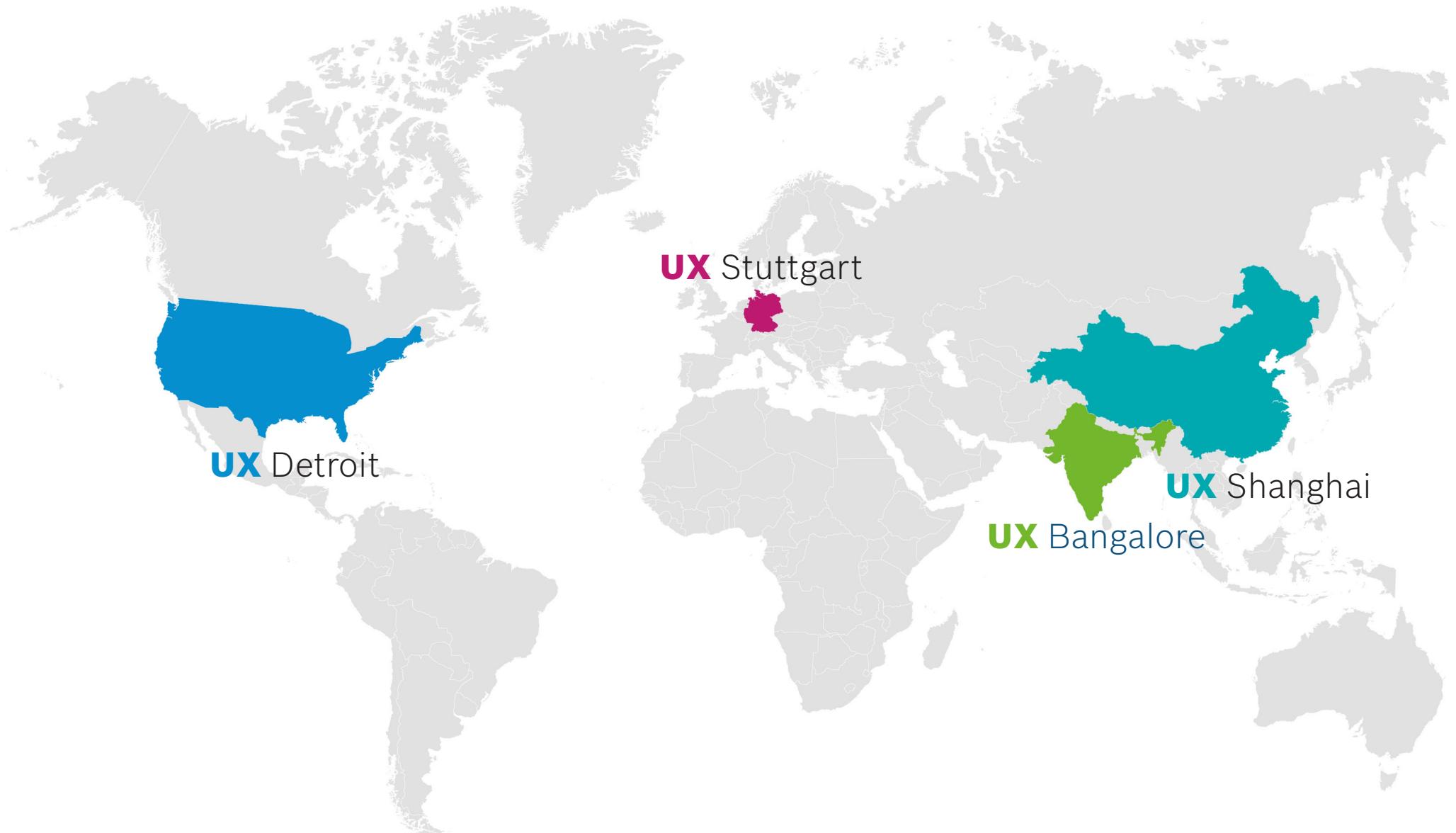
now



Invented
for life



BOSCH UX



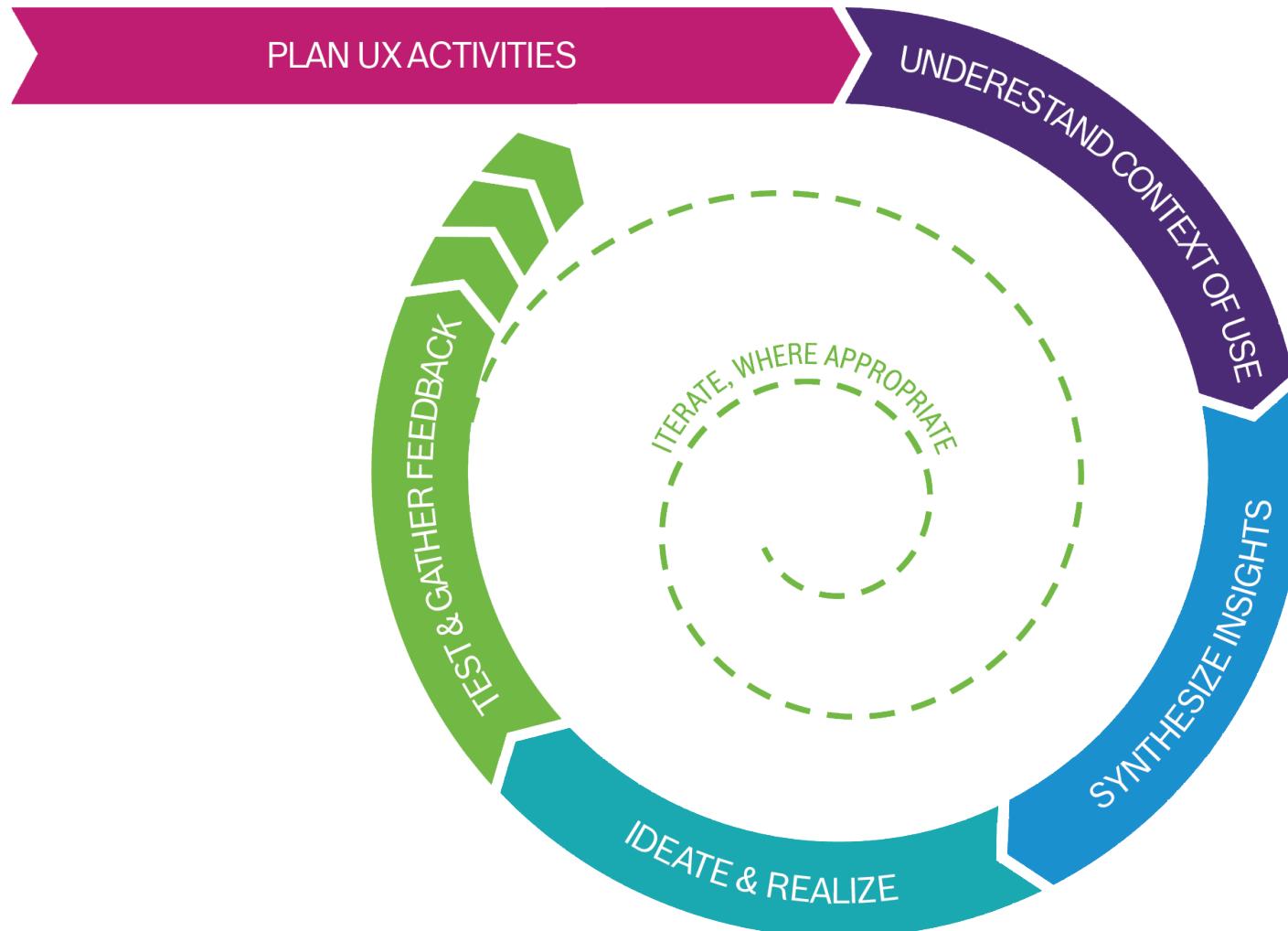
NEW OFFICES AT BOSCH

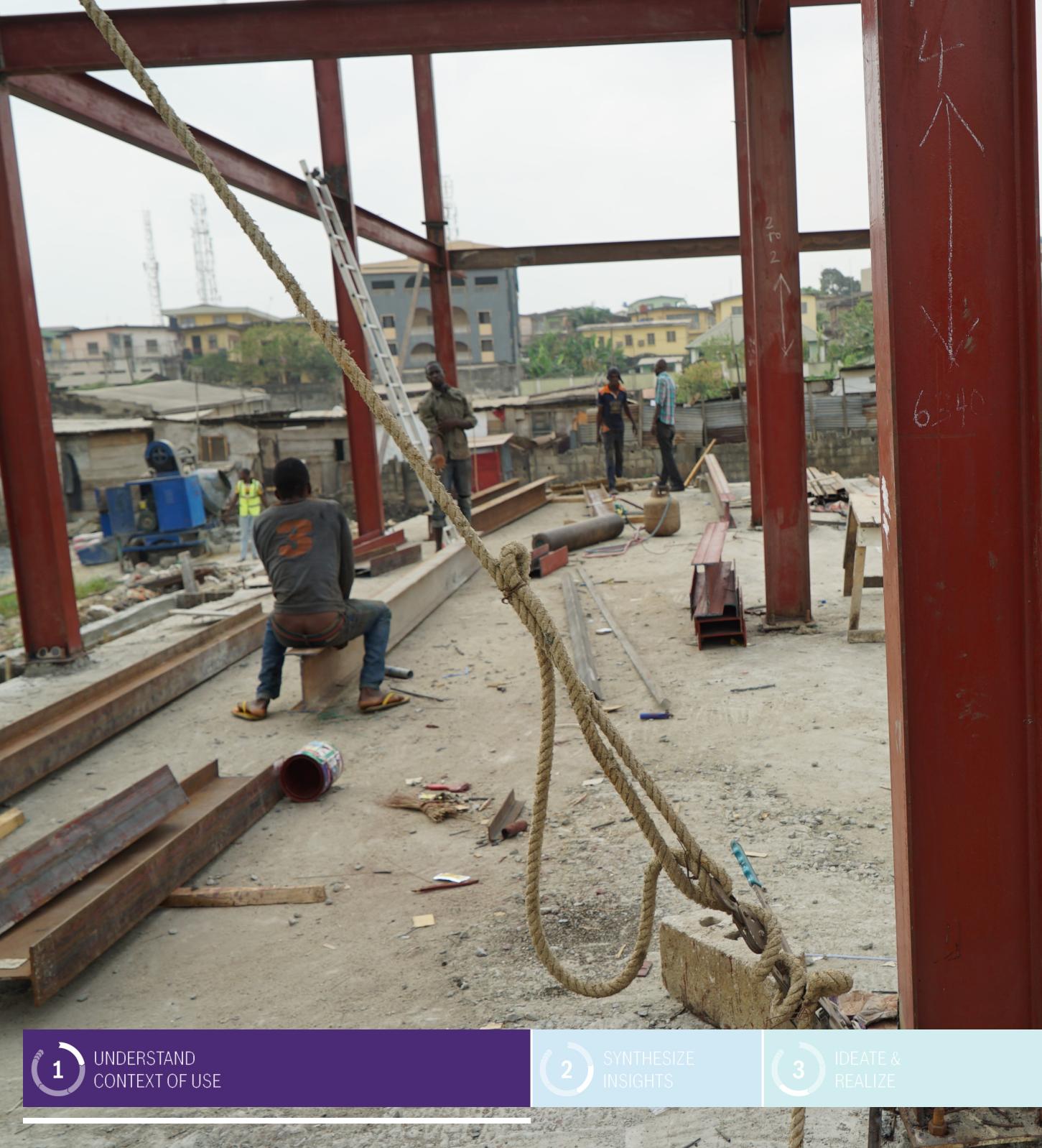


NEW SKILLS AT BOSCH

USER RESEARCH
INTERACTION DESIGN
SERVICE DESIGN
VISUAL DESIGN
INDUSTRIAL DESIGN
PROTOTYPING
DESIGN THINKING

NEW PROCESSES AT BOSCH





1 UNDERSTAND
CONTEXT OF USE

2 SYNTHESIZE
INSIGHTS

3 IDEATE &
REALIZE

4 TEST & GATHER
FEEDBACK

 **BOSCH**



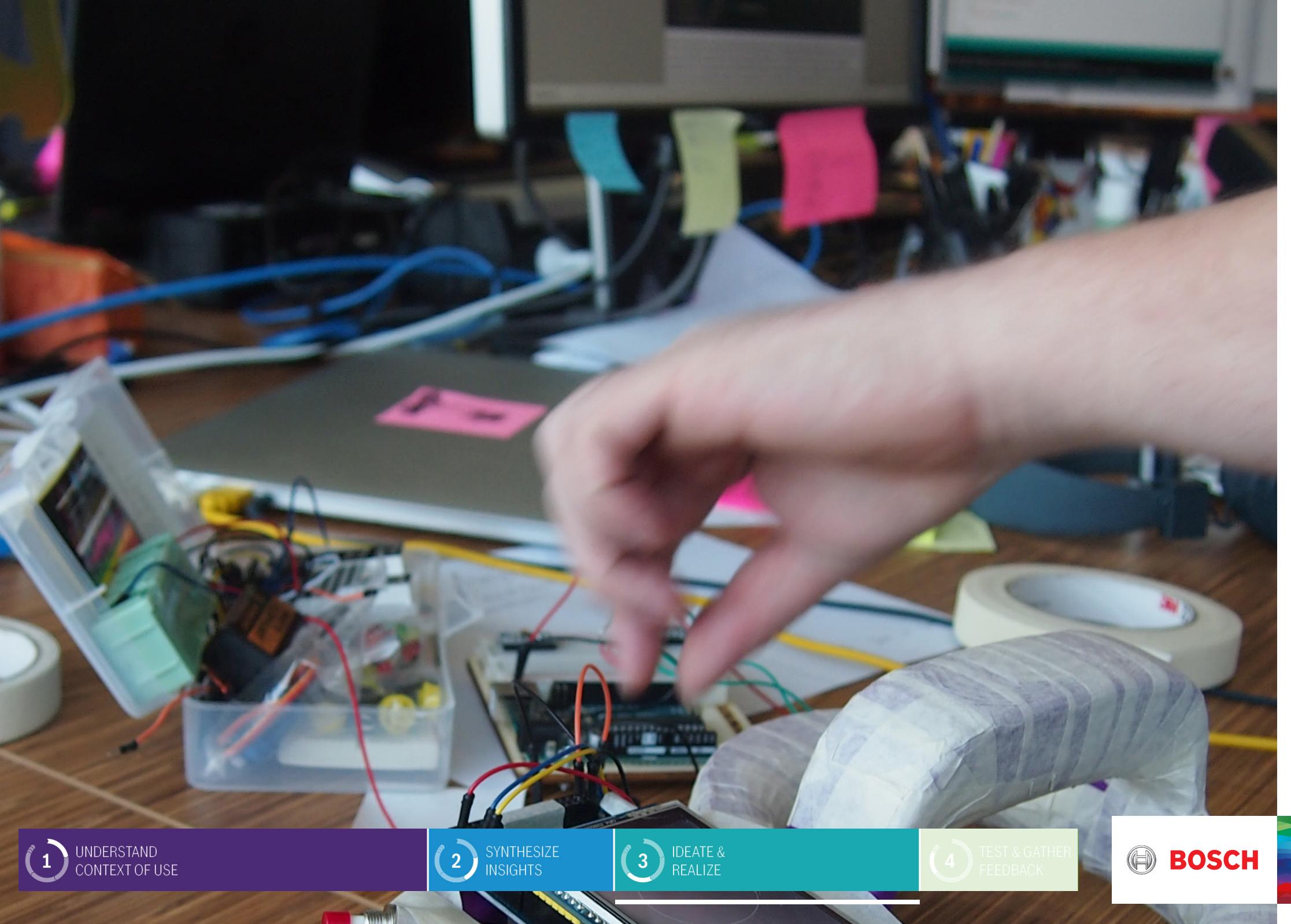
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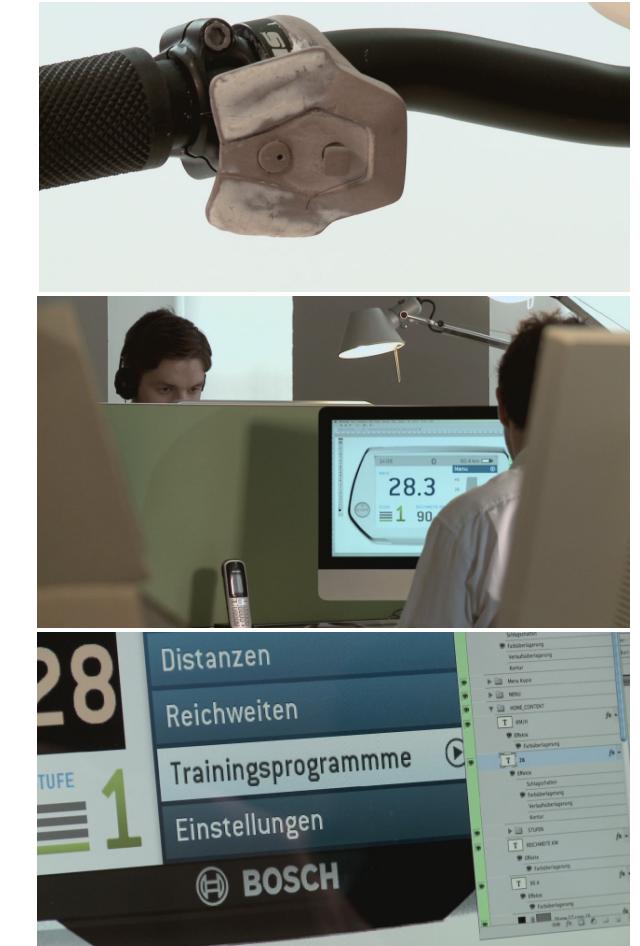
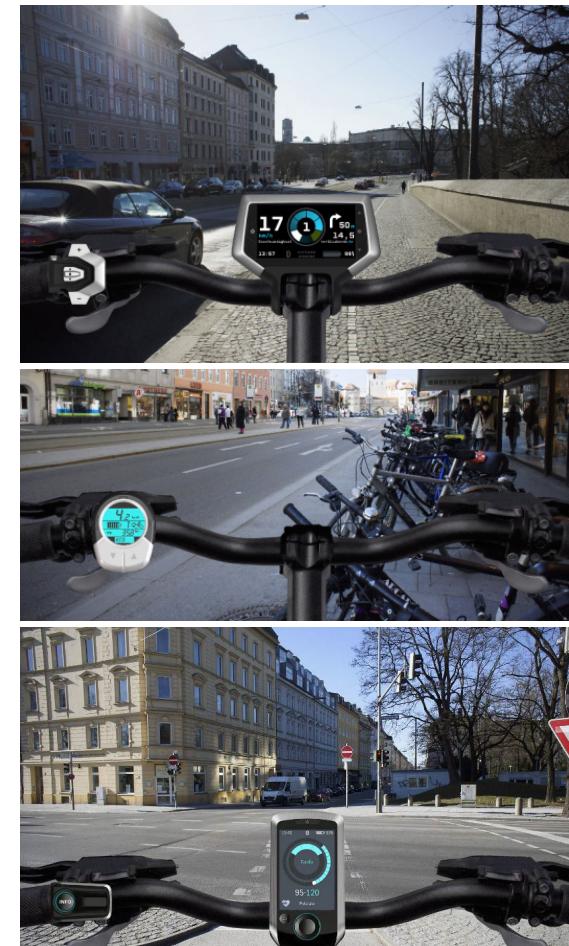
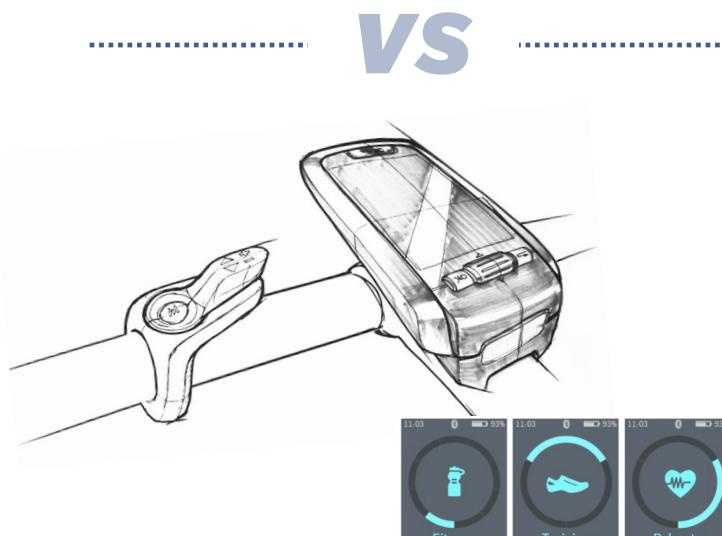
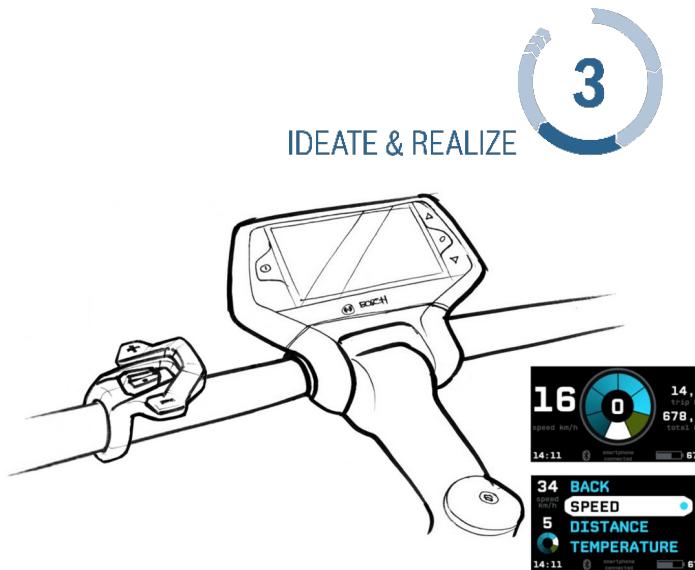
BOSCH

EBIKE IS TAKING OFF IN GERMANY



 **BOSCH**

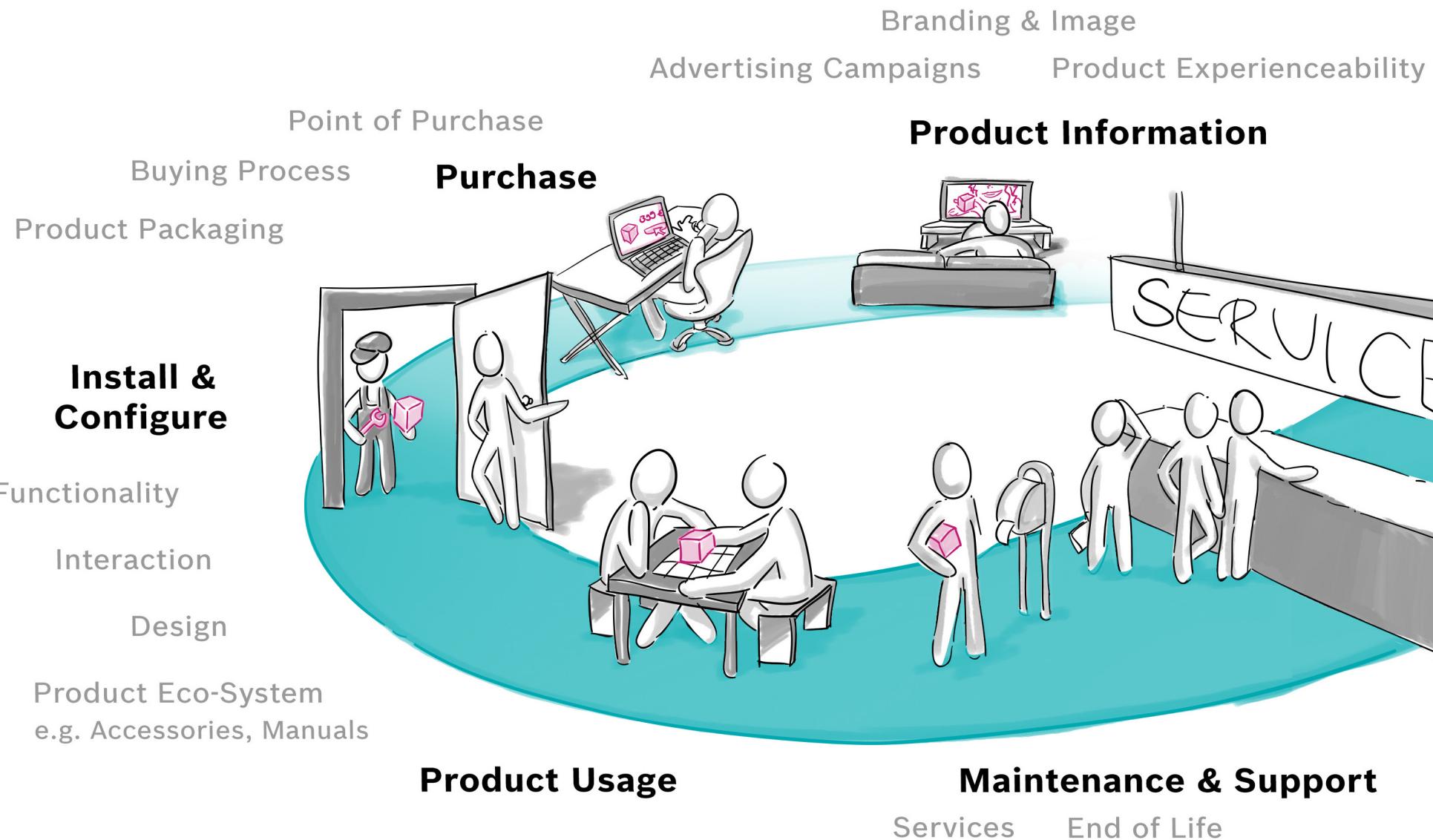
PROTOTYPING AND TESTING RAPIDLY ...



SUCCESSFUL IN THE MARKET



FROM PRODUCT TO SERVICE ...



**YOUR CAR NEEDS TO
GO TO THE SHOP—
YOU DON'T!**
**CAR CARE
THAT *WORKS.***



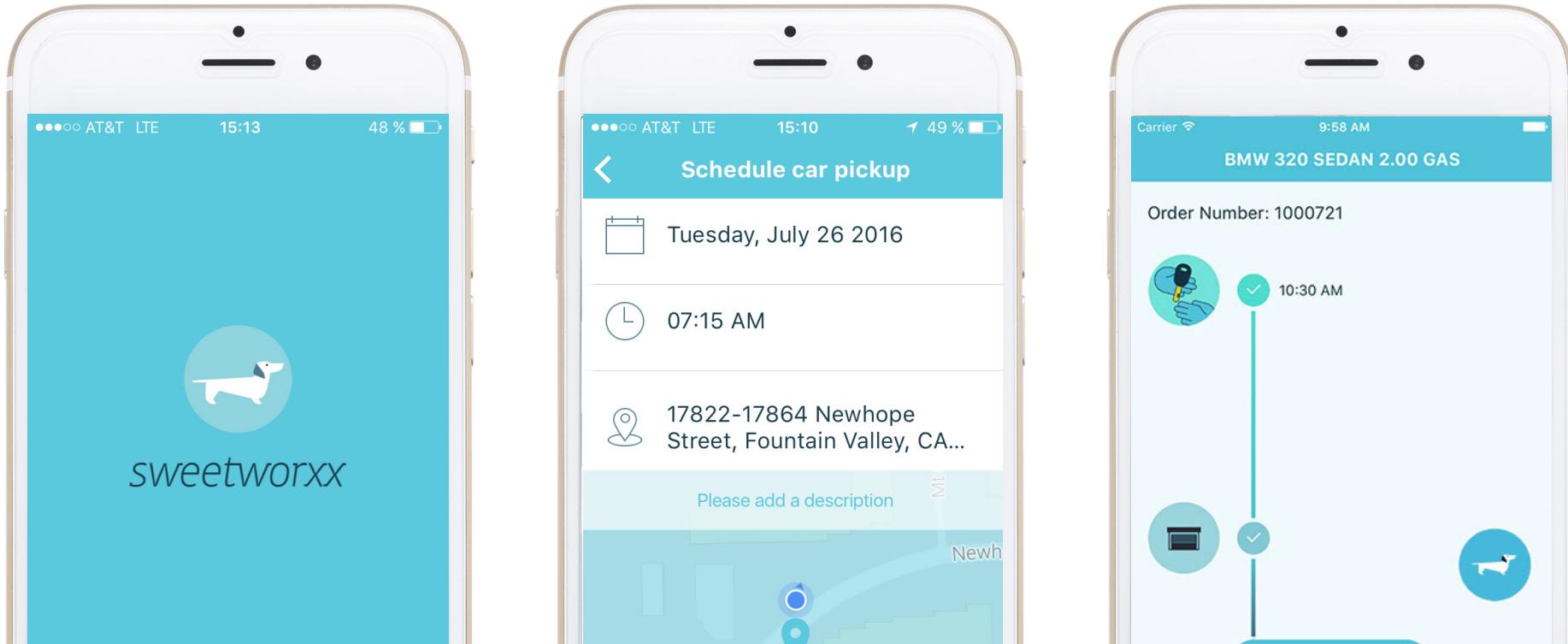
sweetworxx

 **BOSCH**

TESTING SERVICE ASSUMPTIONS ...



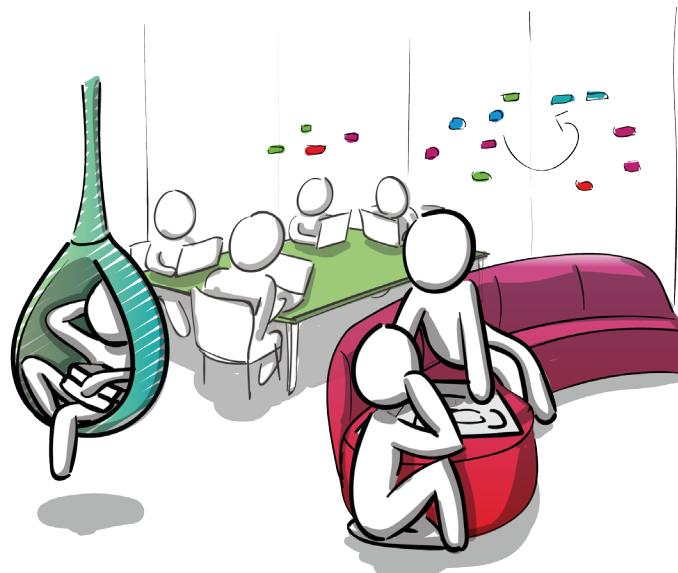
LAUNCHED IN L.A. NOW



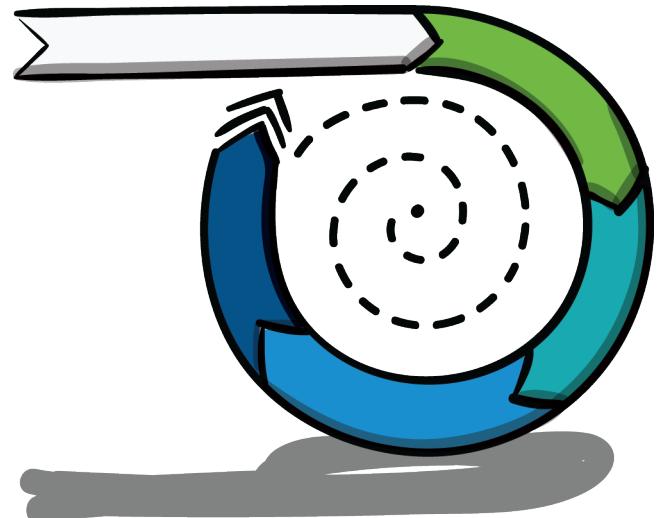
KEEP DRIVING CHANGE ...



**CROSS-FUNCTIONAL
COLLABORATION**



**INSPIRING
WORKING
CONDITIONS**



**HUMAN-CENTERED
DESIGN PROCESS**

DISRUPT YOURSELF BEFORE ...



MORE THAN 2000 APPLICATIONS



24 PEOPLE, 4 TEAMS, 2 MONTHS, NO SLIDES, ...



CONCEPT PITCH AT THE UX CONVENTION



THANK YOU

BOSCH USER EXPERIENCE CHINA

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