



DESIGN THINKING OF CONNECTED PRODUCTS AND SERVICES

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DO YOU REMEMBER WHICH BIG EVENT SHOOK THE WORLD IN 2008?

Global Financial Crisis

Source: Oliver Wyman



Victims?

Source: Wikipedia

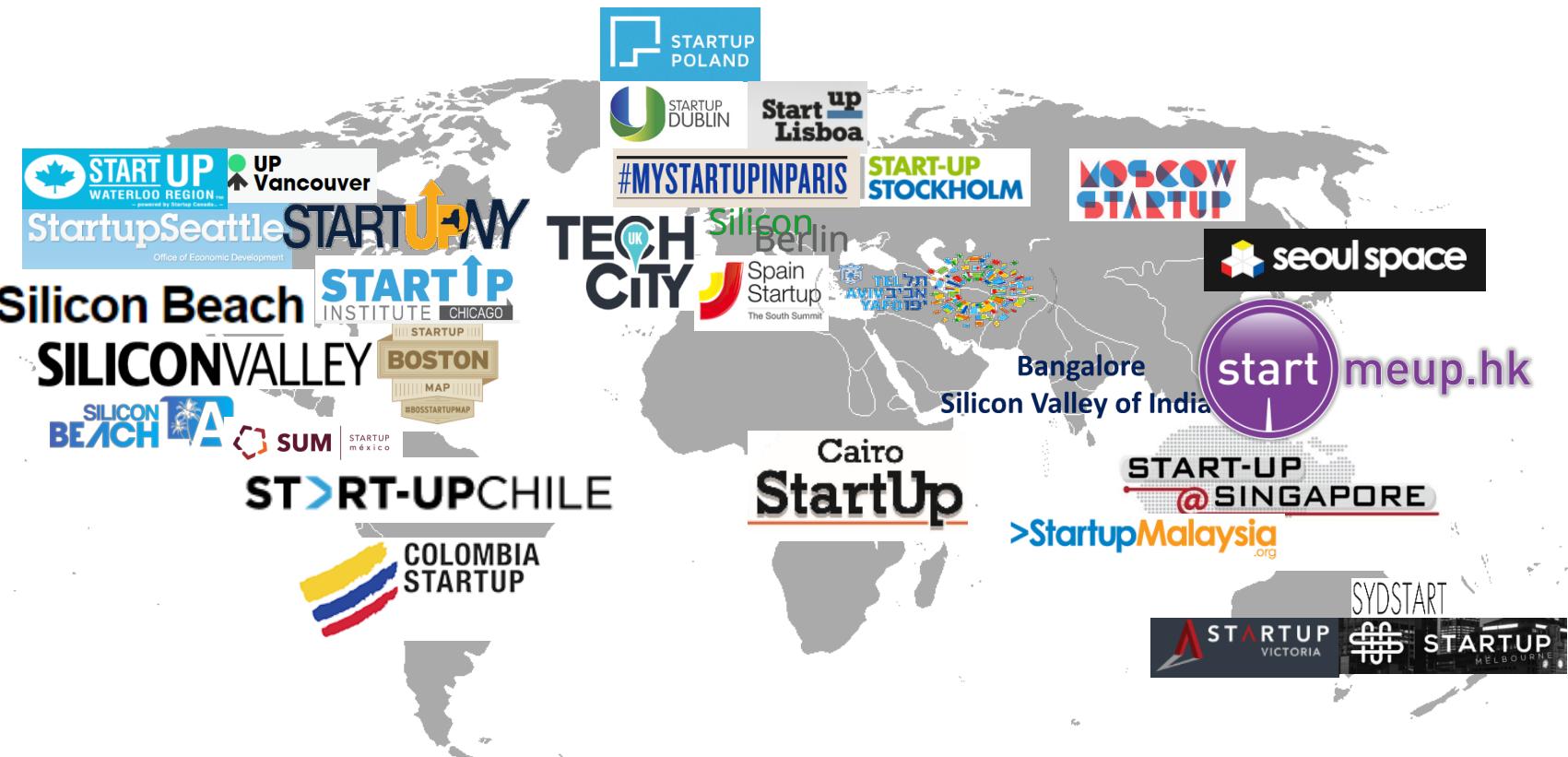
Source: Junpei Abe (Flickr)



The Rise of the Mobile Internet

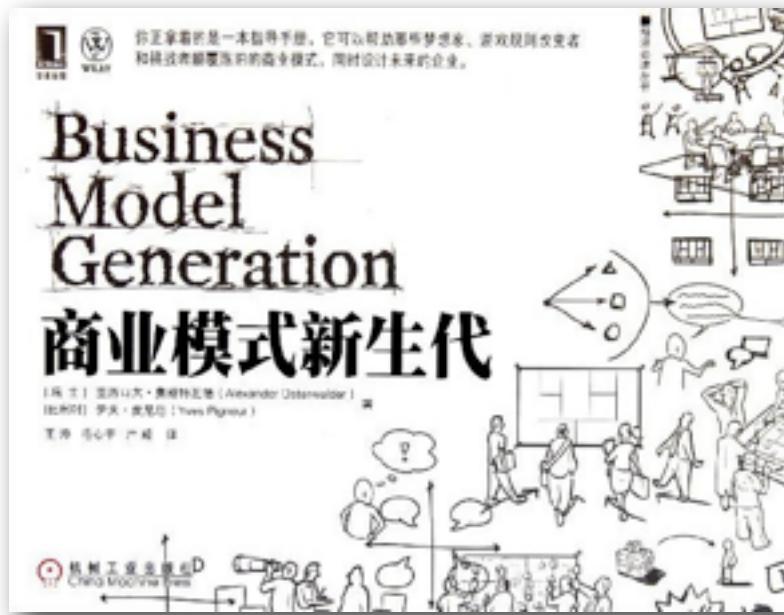


Global Phenomenon



“大眾創業、萬眾創新！”

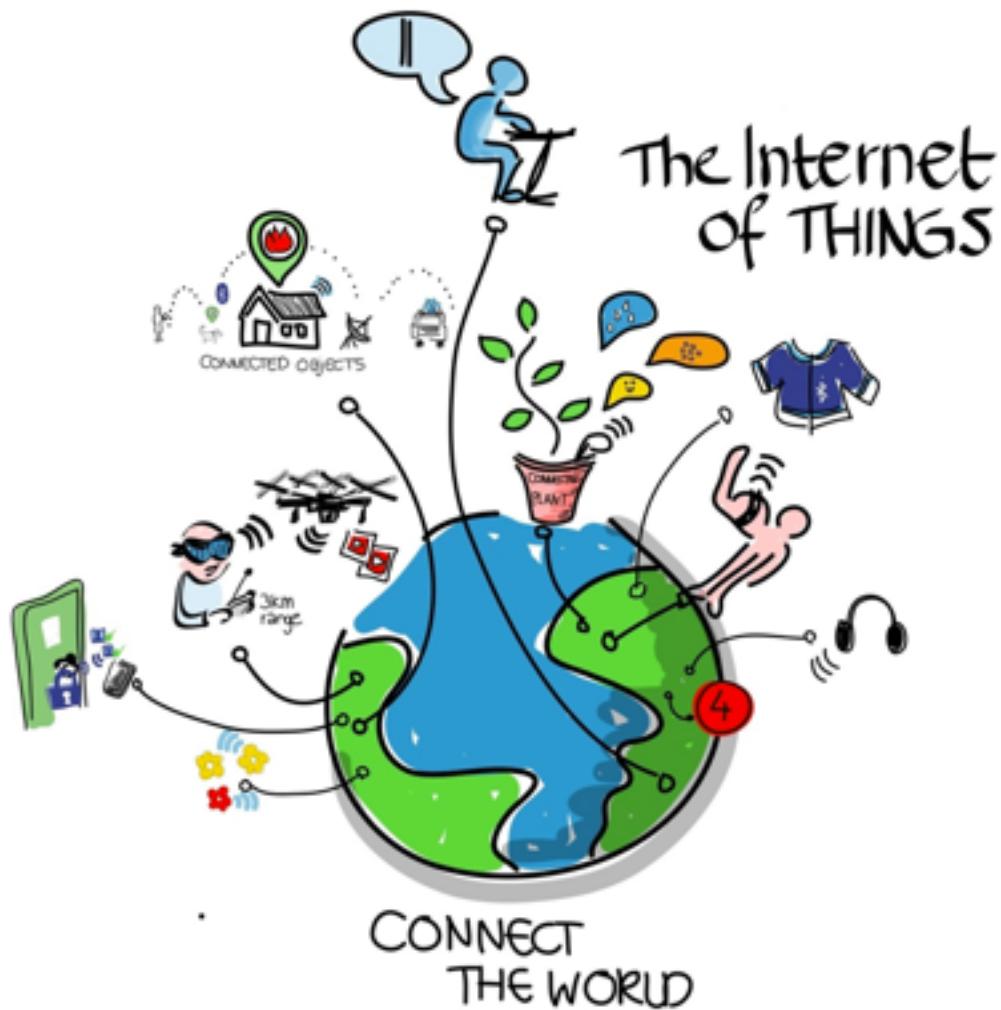
Mass Entrepreneurship and Innovation!



“互聯網+”
Internet Plus



BLOCKCHAIN - BITCOIN



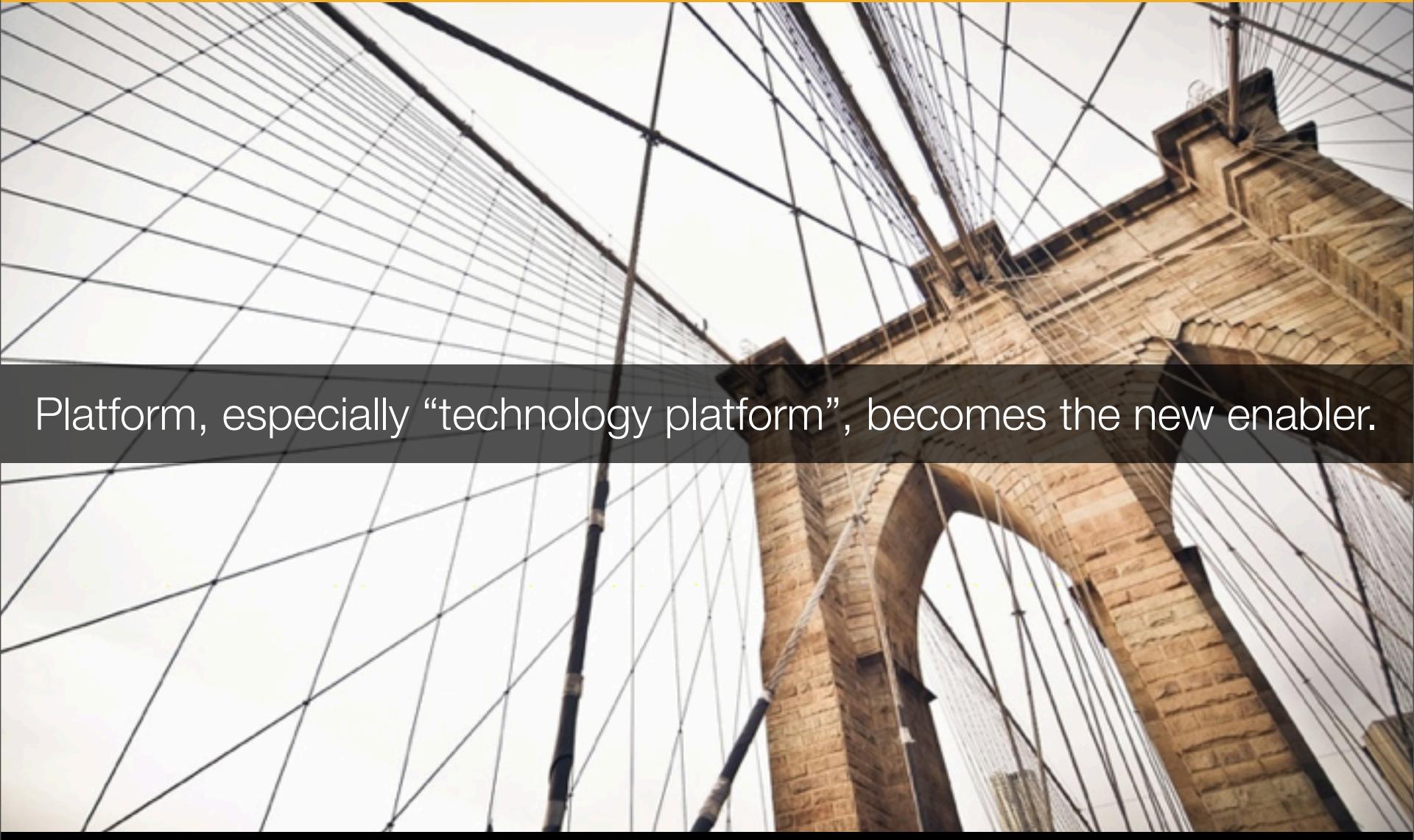
INTERNET OF THINGS

A blurred, circular motion blur effect centered on a bookshelf, creating a tunnel-like effect.

BIG DATA - CLOUD COMPUTING - AI



Click vs. Brick:
who is going to rule?



Platform, especially “technology platform”, becomes the new enabler.

**THE PLATFORM BECOMES THE CHANNEL FOR PROVIDING
ENGAGING USER & CUSTOMER EXPERIENCE**

HOW DESIGN THINKING CAN MAKE A DIFFERENCE IN CUSTOMER EXPERIENCE



Case 1: Redesigning the Shopping Cart

Source: IDEO

A blurred background image of a train interior, showing rows of blue seats and passengers. The focus is on the text in the foreground.

Case 2: Redesigning the Train Interior

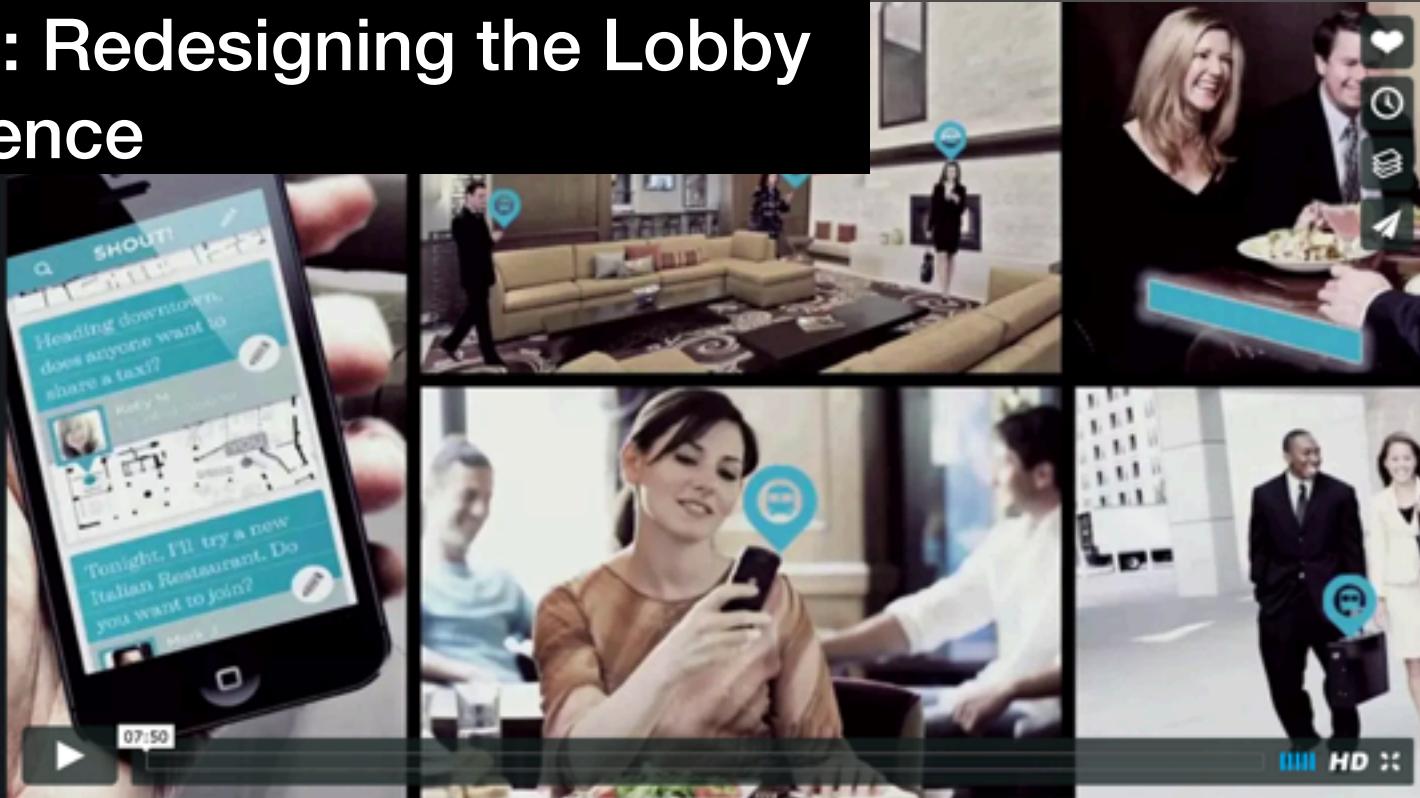
Source: IDEO

Case 3: Redesigning the Pharmacy Experience



Source: IDEO

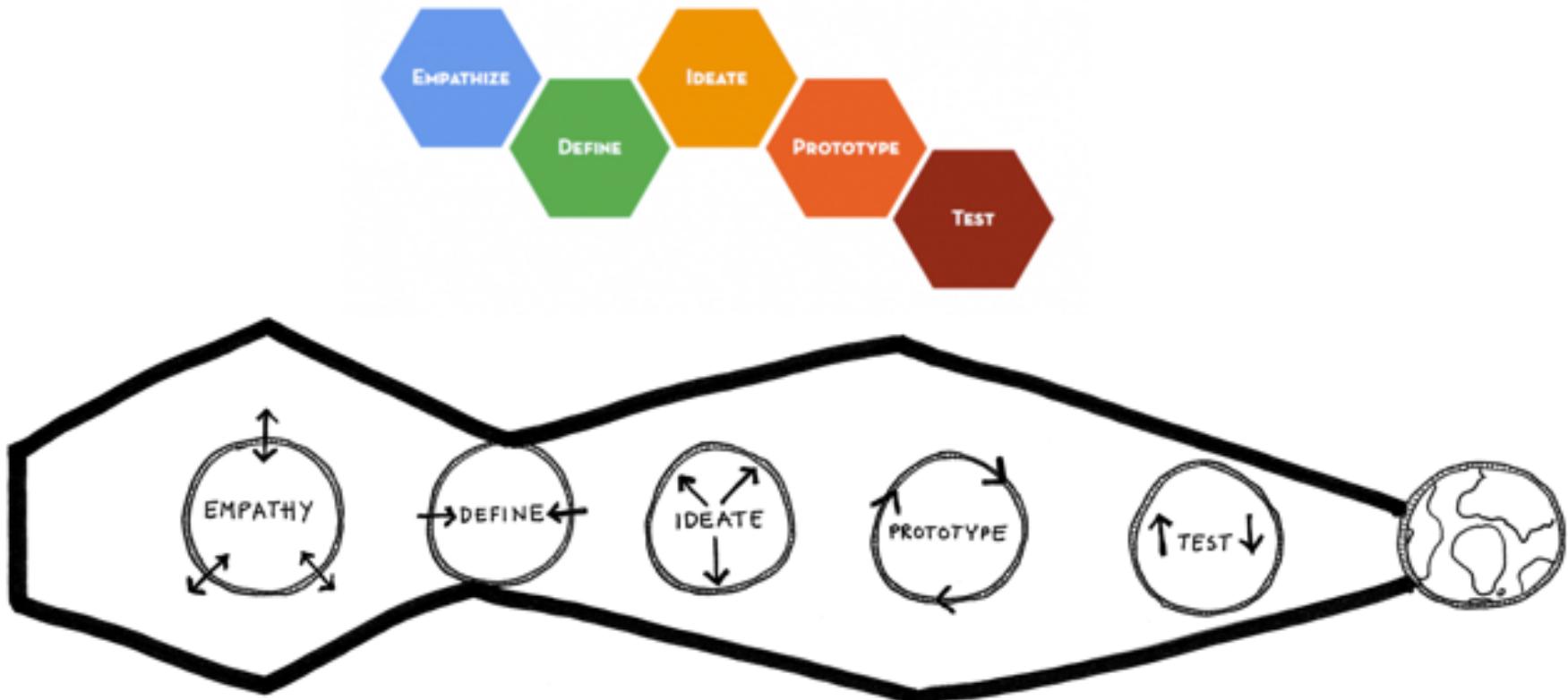
Case 4: Redesigning the Lobby Experience



Exploring the Hotel Experience of the Future with Marriott Hotels

Source: MIT Mobile Experience Lab

WHAT HAVE WE COVERED?



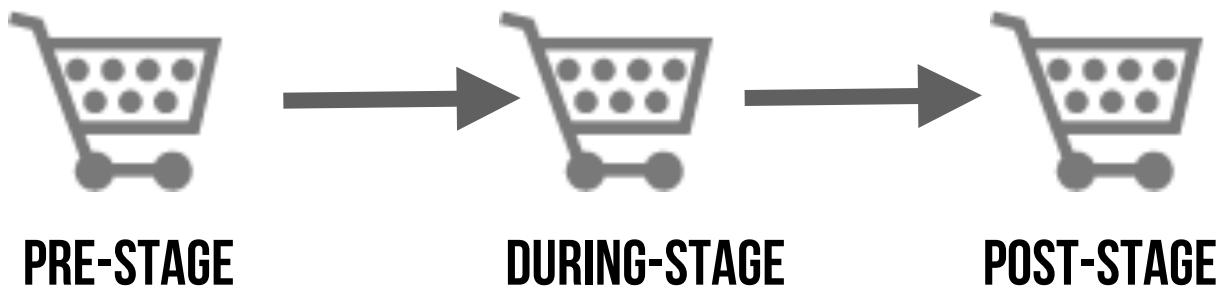
THE DESIGN THINKING JOURNEY

EXPERIENCE OF USING

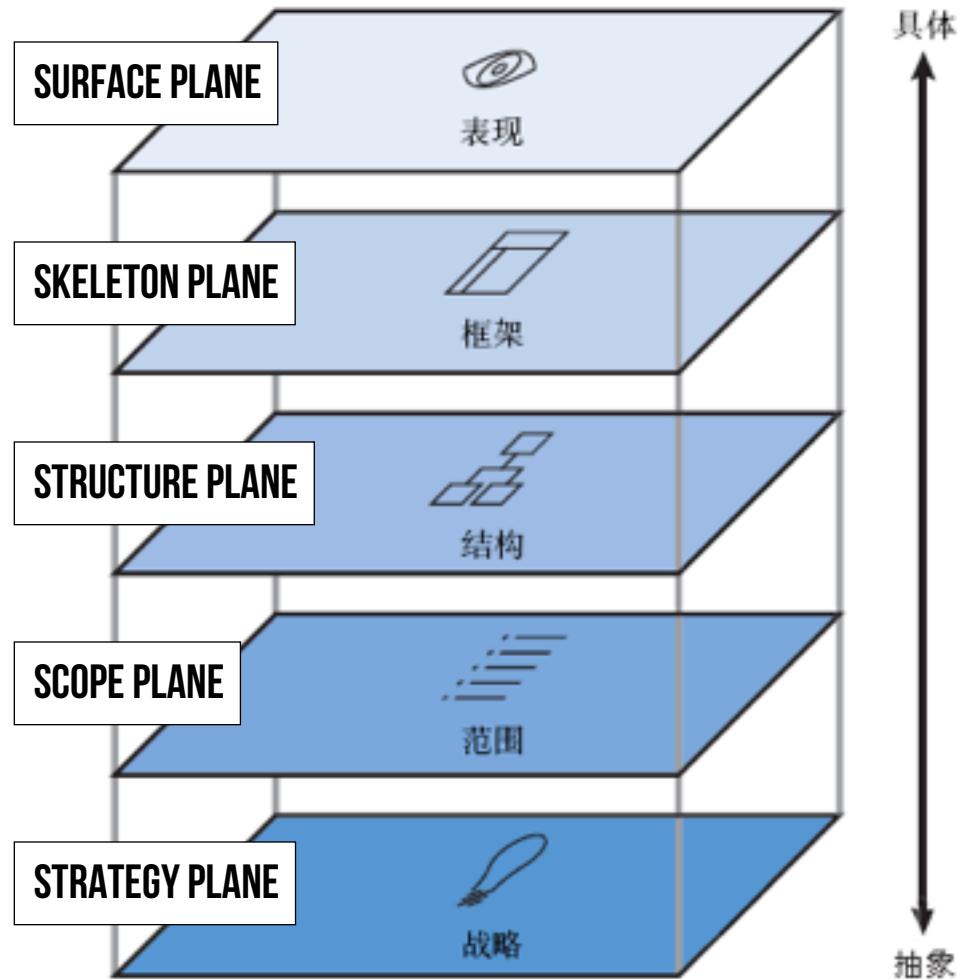


DESIGN "X"

THE EXPERIENCE IS A JOURNEY



RECAP OF THE PROCESS

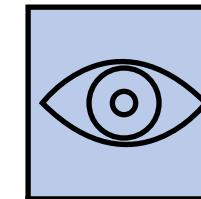
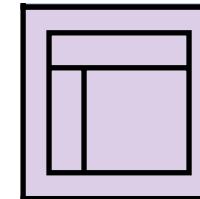
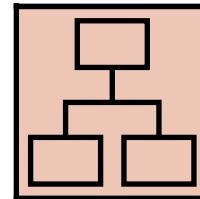
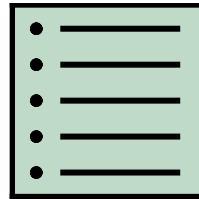
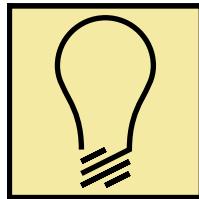


用戶體驗架構

Source: The Elements of User Experience
by Jesse James Garrett

現在的故事(CURRENT JOURNEY)

未来的故事(FUTURE JOURNEY)



```
*****
1) Create a repository on Github
2) echo "# com5961" >> README.md
3) git init (Assuming a repository has already been created on Github)
4) git add README.md
5) git add *
6) git commit -m "first commit"
7) ***** First Commit Only *****
8) git remote add origin https://github.com/ybsuen/com5961.git
9) git push -u origin master
10) *****
11) subsequently...
12) git commit -m "subsequent commit"
13) git push
*****
```

THANK YOU FOR YOUR TIME!