

kodw

KNOWLEDGE
OF DESIGN WEEK
設計智識周 2015®

DESIGNING SERVICE FUTURES

8 - 12 JUNE 2015 @Hotel ICON
www.kodw.org | [#kodw2015](https://twitter.com/kodw2015)



Design for Society is the major undertaking of Hong Kong Design Centre (HKDC). HKDC is a non-profit organisation and a strategic partner of the HKSAR Government in developing Hong Kong as an international design hub in Asia. Since 2002, HKDC has been on a public mission to

- (i) champion strategic and wider use of design for creating business value and community benefits;
- (ii) promote and celebrate design excellence; and
- (iii) educate the professions and the community to be resourceful champions for sustained developments through design and innovation.

向社會推廣設計的精神是香港設計中心主要職責。香港設計中心乃於2002年由業界支持下成立的非牟利機構，擔當政府策略伙伴，以推動香港成為亞洲設計之都為目標。其公共使命為：

- (一) 提倡廣泛及策略地應用設計為企業和社會創造價值；
- (二) 推廣及表揚傑出的設計；以及
- (三) 教育各界專業人士和公眾，讓他們加強透過設計與創新的思維，促進社會各領域可持續發展。



k^odw 2015

How can the service industries transform business challenges into competitive future services and build collaborative opportunities? Hong Kong Design Centre (HKDC) is striving to create value of design for Hong Kong's business ecosystem by building creative confidence and strategic activation. KODW is one of HKDC's annual flagship programmes and this year, it comprises of:

CONFERENCE C1	Trends, Cultures & Foresight
CONFERENCE C2	Designing Service Futures I
CONFERENCE C3	Designing Service Futures II
WORKSHOPS	4 full days & 2 half days

服務業界能如何將當前面對的挑戰轉化為配合未來發展的競爭力及合作商機？香港設計中心一直致力協助各界建立創意自信及策略思維，為商業生態系統創造設計價值。作為中心年度旗艦活動之一，設計「智」識周包括多個研討會及工作坊。當中包括：

研討會 C1	趨勢、文化與遠見
研討會 C2	「設計 服務 未來」(一)
研討會 C3	「設計 服務 未來」(二)
互動工作坊	四個全天及兩個半天

08

Workshop 工作坊 W1

09:15 - 17:30

Crafting Strategy

By Per Kristiansen
Master Trainer, LEGO® SERIOUS PLAY®;
Partner & Co-Founder, Trivium,
Denmark P14, 15

09

Workshop 工作坊 W2

09:15 - 17:30

Art & Science of Colour Communication

By Berit Bergström
Senior Advisor, NCS Colour AB
Sweden P18, 19

C1 TRENDS, CULTURE & FORESIGHT 趨勢、文化與遠見

09:00 - 13:00

Opening Ceremony 開幕典禮

Seeing the Future by Visualising Culture

By Tim Stock
Assistant Professor, Parsons The
New School for Design;
Co-Founder & Managing Director,
scenarioDNA, USA P22, 23

Asian Consumer in 2025: Rising Behavioural Shifts

By Simon Tye
Executive Director, Ipsos Asia
Pacific, France P24, 25

Networking Break 交流小休

Form Follows Time: The Key of Transforming Small Homes into Smart Homes

By Otto Ng
Design Director, LAAB,
Hong Kong P26, 27

Designing for Future Minds: The World of the Post-Millennial Generation Z

By Jennifer Allen
Principal Strategist, Continuum,
USA P28, 29

Panel Discussion

InnoDesign Leadership Forum (By Invitation Only 只招待受邀人士)

19:00 - 22:30

Creating a World Famous Brand From a Natural Material - Ice

By Arne Bergh
Creative Director
ICEHOTEL AB, Sweden P32, 33

The Future of Muji

By Masaaki Kanai
Chairman & Representative Director,
Ryohin Keikaku Company Limited, Japan P34, 35

10

Hotel ICON Location:
17 Science Museum Road, Tsim Sha Tsui East, Kowloon, Hong Kong

11

C2 DESIGNING SERVICE FUTURES I

「設計・服務・未來」(一)

09:00 - 13:15

Experience Signatures

By Jason Cornelius
Design Director, FITCH,
Singapore P38, 39

**Predicting the Future by Looking
at People Today: How Consumer
Ethnography Informs Service Design**

By Jason Lee
Senior Designer, Space Group,
Continuum Innovation LLC,
USA P40, 41

Networking Break 交流小休

**Power of Infographics:
Transforming Complexity into
Persuasive Communication**

By Francesco Maria Furno &
Pablo Galeano
Co-Founders, relajaelcoco,
Spain P42, 43

**People Driven Innovation through
Collaborative Approaches**

By Malin Orebäck
Director, Design Strategy, Veryday
Sweden P44, 45

Panel Discussion

C3 DESIGNING SERVICE FUTURES II

「設計・服務・未來」(二)

14:00 - 17:30

**When MUJI Concepts Meet
Chinese Culture**

By Naoyuki Yamamoto
Director & Vice General Manager
MUJI (Shanghai) Co., Ltd
Japan P48, 49

**handy: A Key to Unlocking New
Travel Experiences**

By Bennett Leung
Creative Director, Tink Labs,
Hong Kong P50, 51

Networking Break 交流小休

**Material, Creativity & Form:
The Creative Process of ICEHOTEL**

By Jens Thoms Ivarsson
Director of Design, ICEHOTEL AB
Sweden P52, 53

Panel Discussion

11

12

Workshop 工作坊 W3

09:15 - 17:30

Culture Mapping for Retail Industry

By Tim Stock

Assistant Professor, Parsons The
New School for Design; Co-Founder
& Managing Director, scenarioDNA,

USA P56, 57

Workshop 工作坊 W4

09:15 - 17:30

Consumer Ethnography for Service Design

By Jason Lee

Senior Designer, Space Group (Boston)

By Jennifer Allen

Principal Strategist (Los Angeles)

By Brian Wen

Managing Principal, Continuum,

China P60, 61

Workshop 工作坊 W5

09:15 - 13:00

People Insight through Guerrilla Research Techniques

By Malin Orebäck

Director, Design Strategy, Veryday,
Sweden

By Anna Bäck

President, Veryday Asia,

Sweden P64, 65

Workshop 工作坊 W6

14:15 - 18:30

Power of Infographics for Brand Communication

By Francesco Maria Furno &

Pablo Galeano

Co-founders, relajaelcoco,

Spain P68, 69

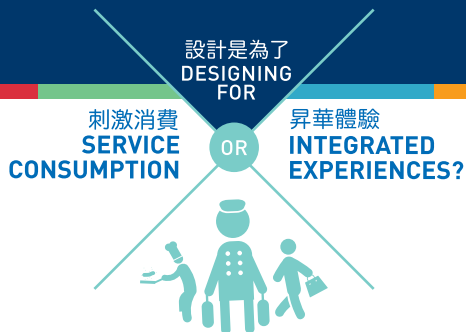
12

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設計智識周 2015 ®

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08 JUN

Workshop 工作坊 W1:
Crafting Strategy
創建策略

09 JUN

Workshop 工作坊 W2:
Art & Science of Colour Communication
色彩傳意的藝術與科學

10 JUN

Opening Ceremony
開幕典禮

Conference 研討會 C1:
Trends, Culture & Foresight
趨勢、文化與遠見

11 JUN

Conference 研討會 C2:
Designing Service Futures I
「設計・服務・未來」(一)

Conference 研討會 C3:
Designing Service Futures II
「設計・服務・未來」(二)

12 JUN

Workshop 工作坊 W3:
Culture Mapping for Retail Industry
零售業的Culture Mapping

Workshop 工作坊 W4:
Consumer Ethnography for Service Design
針對服務設計的全方位用戶觀察研究

Workshop 工作坊 W5:
People Insight through Guerrilla Research Techniques
游擊式研究技巧

Workshop 工作坊 W6:
Power of Infographics for Brand Communication
品牌傳意：訊息圖像的力量

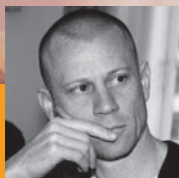
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KODW 2015



Workshop 工作坊 W1

08

Crafting Strategy
創建策略



Per Kristiansen

Master Trainer, LEGO® SERIOUS PLAY®;
Partner & Co-Founder, Trivium, Denmark

08JUN

W1



Crafting Strategy: Build a Better Way to Business

The LEGO® SERIOUS PLAY® methodology is an innovative process designed to enhance innovation and business performance. SERIOUS PLAY is aimed at fostering creative thinking through team building metaphors of their organisational identities and experiences using playing bricks.

Participants work through imaginary scenarios using visual three-dimensional constructions to visualise a common problem and collectively develop real time strategies for problem solving, spread brand culture, visualise customer services and spark innovation.

創建策略： 建構理想業務

LEGO® SERIOUS PLAY®是一套專為增強創新力和企業績效的方法。SERIOUS PLAY 使用積木作引導工具，透過團隊合作，互相溝通其架構身份和經驗來啟發和培養創造力。

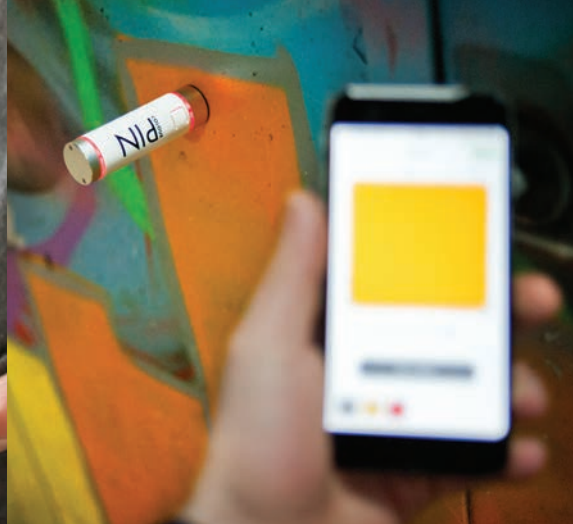
工作坊參加者在過程中擬定情景，使用積木建造立體場景及角色，呈現工作上常見的疑難，並即時與隊友共同設計各項策略，以排解問題、灌輸品牌文化、將顧客服務具體化及激發創新思維。

Workshop 工作坊 W2

09

**Art & Science
of Colour
Communication**

色彩傳意的藝術與科學



Berit Bergström

Senior Advisor, NCS Colour AB,
Sweden

09 JUN

W2



Art & Science of Colour Communication

This workshop comprises of a mixture of both lectures and interactive exercises with various colour projects during the day to increase your knowledge and understanding on the importance of colour as a tool, develop your capability in seeing colour and its differences.

Through the different exercises you will get a deeper understanding of how our colour perception works and its applications to achieve successful results when making colour decisions. You will understand how to communicate colours during the design process to avoid misunderstanding.

色彩傳意的藝術與科學

此工作坊融合課堂與互動練習，運用不同的色彩傳意技巧，加強參加者對色彩運用的認知和分辨能力，理解色彩在日常生活的的重要性。透過不同練習，參加者可加深了解人類判別顏色的系統，於應用時作出最佳選擇，同時學習避免錯配的色彩傳意，更有效利用色彩設計與客戶溝通，並為品牌定位。

Conference 會議 C1

10

**Trends, Culture &
Foresight**

趨勢、文化與遠見

LANGUAGE

TELLS US HOW CULTURE IS WORKING

**Tim Stock**

Assistant Professor, Parsons The New School for Design;
Co-Founder & Managing Director, scenarioDNA, USA

10 JUN

C1



Seeing the Future by Visualising Culture

Tim will outline the imperative for uniting big data with cultural insight to help propel bigger and more sustainable opportunities for products and services in the 21st century.

To learn how the patented method of Culture Mapping can reveal the important cultural signals and trends that show how markets are changing. To learn how the patterns and differences in culture are key to understanding how culture is working and how it is likely to evolve. From the selfies we post to the pictures we take of the food we eat, all of these cultural signals can be analysed and patterned and reveal the opportunity to synchronise more naturally with how consumer behaviour is changing.

展現生活方式，透視將來

Tim 將講解其專利分析方法 Culture Mapping 如何預示文化趨勢，從而掌握消費市場的轉變。從社交媒體上的自拍照片以至「相機先吃」的飲食文化，在在反映日新月異的消費行為；學習剖析社會的現象模式及差異，有助了解消費者的心理轉變以及社會運作。研討會旨在強調文化趨勢與大數據之相互關係，以開拓21世紀商品及服務的商機和可持續發展的機遇。



Simon Tye
Executive Director
Ipsos Asia Pacific, France



10JUN

C1



Asian Consumer in 2025: Rising Behavioural Shifts

What is happening in Asia in the next 10 years? Against a background of uncertainty and constant change, we are witnessing a shift in consumer mind-set. We are seeing a recognition among clients that much of the work they have conducted in recent years is wasted resulted from these dramatic changes – segmentation schemes are out of date; motivations evolve; brand perception deforms immensely; new competitive sets have formed. As a result, clients need to rethink what they are doing with their businesses.

2025亞洲消費者行為轉向

亞洲市場於未來 10 年會是甚麼光景？隨著大環境的不穩及持續變更，消費者亦因而出現明顯的心理轉變，大部份企業不難察覺到其近年所作的市場調查都突然變得不合時宜。消費模式大翻身，營銷策略推陳出新，傳統企業該如何重新審視他們的業務？Simon 將會作深入分析及探討。



Otto Ng
Design Director, LAAB,
Hong Kong

10JUN

C1



Form Follows Time: The Key of Transforming Small Homes into Smart Homes

As our urban population expands with limited land space, more people are squeezed into tiny but expensive apartments. Otto and LAAB meet this challenge by incorporating “time” as a major principle to organise a 300 sq. ft. apartment. With time-sensitive design strategy and intelligent systems, the new interactive design opportunities are intimately associated with our real-time activities, allowing us to create a more comfortable, enjoyable and healthy lifestyle, especially in a small living space in Hong Kong.

以時間塑造形態 智能蝸居大變身！

市區人口在有限土地上不斷膨脹，狹小的生活空間往往是設計師要面對的挑戰。吳鎮麟和LAAB想到將「時間」元素加入一個300呎單位，透過時間感應設計和智能系統創造嶄新的體驗，令狹小單位可同時容納豪華大廚房、浴缸、家庭影院甚至兩間客房，並根據屋主的日常活動創造更舒適、寫意及健康的生活。



Designing for Future Minds: The World of the Post-Millennial Generation Z

While the Gen Y digital natives are now coming of age, the Gen Z kids are hot on their heels and will be a dominant consumer force as soon as 2020. And if the Millennials are the first generation of multi-tasking, non-linear-thinking, with Attention-Deficit Disorder tendencies, what does a future of post-millennials hold for all of us? Jennifer will bring to life the mind of the Z kids, and identify their fundamental characteristics and the causal changes.

設計未來： 後千禧 Z 世代的世界

隨著數碼 Y 世代的成長，生於 Z 世代（90年代中以後）的一群最快將於2020 年成為市場上主要的消費群。假設千禧世代是首個能同時處理多重任務、思想跳脫但專注力不足的世代，那麼，後千禧世代的未來將會怎樣？Jennifer 將與我們剖析 Z 世代的思維模式，以及識別此世代的基本特質和帶來的轉變。

Forum 論壇

10

InnoDesign
Leadership Forum



Arne Bergh
Creative Director, ICEHOTEL AB,
Sweden

10JUN



Creating a World Famous Brand from a Natural Material - Ice

The first ICEHOTEL was built 25 years ago 200 km north of the Arctic Circle. The challenge was to turn the long, cold & dark winter into an attraction. Combining local ingenuity and ice from the nearby Torne River, the ICEHOTEL was born. The ICEHOTEL has continued to expand every year with innovative construction methods and participation from artists worldwide. The hotel's mission statement is to deliver a life enriching moment for every guest.

善用大自然資源創造世界知名品牌

遠在廿五年前、北極圈以北二百公里，ICEHOTEL 運用大自然資源——冰及周邊河流 Torne 的特色，把寒冷漆黑的冬天幻化成旅遊勝地，成功打造國際知名品牌。ICEHOTEL 每年均邀請來自世界各地的藝術家為旅館提供創新建設技術，並致力為賓客提供畢生難忘的體驗。



MUJI

無印良品



Masaaki Kanai

Chairman and Representative Director,
Ryohin Keikaku Company Limited, Japan

10JUN



The Future of MUJI

Mr Kanai will speak about how he designs MUJI's business development strategy for the international market, with a special focus on the China market. MUJI, as a renowned Japanese brand, shifts its plans to look out to the rest of the world.

Today, MUJI has conducted business through 301 stores, located across 25 countries and regions. In particular, the store development in China, including the flagship store in Chengdu, has shown the success of MUJI's globalisation; how it strengthens its brand identity in the pursuit of good products, good environment and good information.

無印良品の行方

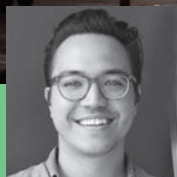
成功的企業究竟是如何設計國際營商策略及打入中國市場？無印良品——日本知名品牌，近年一直致力環抱國際視野，現於全球廿五個國家或地區開設共三百零一間門市，其中中國的門市，特別是成都旗艦店，具體活現了品牌的國際化，並鞏固了其追求優良產品、良好環境及正面訊息的美學品牌。

Conference 會議 C2



**Designing Service
Futures I**

「設計・服務・未來」
(一)



Jason Cornelius
Design Director, FITCH,
Singapore

11 JUN

C2



Experience Signatures

Brands have more opportunities to engage creatively with their customers than ever before. However, in the splintered world of shopping, the challenge lies in capturing people's imagination.

Omnichannel marketing connects the dots, but the brands that succeed will create a continuous experience, treating people as users, not just customers, creating moments of connection that are creative, playful and human.

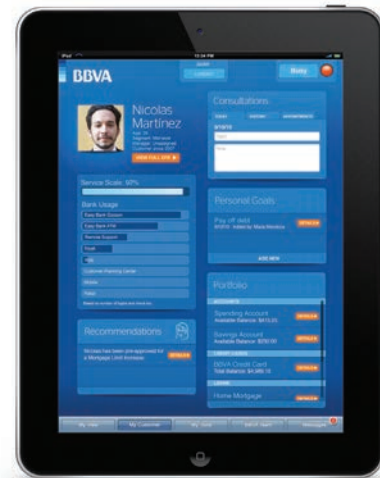
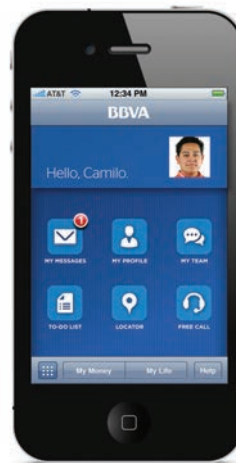
星級體驗

現今的品牌擁有越來越多機會透過創意接觸顧客；不過，在零碎的購物世界，如何捕捉消費者想像力是一大挑戰。

全渠道市場策略在於連結網上各銷售點，然而成功的品牌卻著重創造貫徹體驗，視客戶為用家而非消費者，並會創造具創意、富玩味及人性化的體驗扣住客戶的心。



Jason Lee
Senior Designer, Space Group,
Continuum Innovation LLC, USA



11JUN

C2



Predicting the Future by Looking at People Today: How Consumer Ethnography Informs Service Design

For over thirty years, Continuum has conducted ethnographic research to understand the values, experiences and aspirations of consumers. The insights gleaned from these consumer ethnographies have led to breakthrough innovations like the Reebok Pump basketball shoe and the Swiffer. In this presentation, Jason will explain how the ethnographic process works today and how it drives design through two case studies: 'The House of Z: A Building Book for the Future' and a realised project for the Spanish based International bank BBVA.

環看今天 預示將來：
消費者全方位觀察
帶給服務設計的啟示

在過去30多年，Continuum進行了全方位用戶觀察研究以了解消費者的價值觀、體驗及期望。這些研究帶動了Continuum的創新突破，如Reebok Pump籃球運動鞋及家居清潔用品Swiffer。Jason將透過兩個案例「Z世代的未來房屋建築」及西班牙國際銀行BBVA的未來服務模式，說明全方位用戶觀察研究的方式以及它如何推動設計。



Photo by relajaelcoco

Francesco Maria Furno & Pablo Galeano
Co-founders, Relajaelcoco,
Spain



Photo by relajaelcoco

11JUN

C2



Power of Infographics: Transforming Complexity into Persuasive Communication

Realising infographic projects during the past years for private companies and international magazines, relajaelcoco gains to spread information in an emotional way.

relajaelcoco's goal is to focus on what people really care, despite client needs. It is playing with data translating information in an effective way, using common visual language as the main tool to communicate in an engaging way. For this reason, infographic is changing the way how companies communicate their brand that is relevant to the end user.

訊息圖像的力量： 將複雜性轉化成具說服力的傳訊

過去數年，relajaelcoco 一直為私人企業及國際雜誌製作訊息圖像，以充滿人性化的方式傳播資訊。

儘管客戶有其需要，relajaelcoco 的目標是把人們真正關注的放在首位，以視覺方式轉化數據，憑藉常用的視覺語言作為主要工具，令資訊變得更易消化及更具吸引力。正因如此，訊息圖像正改變企業如何傳遞品牌訊息予相關用戶。



Photo by Veryday



Photo by Veryday



Malin Orebäck

Director, Design Strategy, Veryday,
Sweden

11 JUN

C2



People Driven Innovation through Collaborative Approaches

Malin will focus on managing and driving innovation in multidisciplinary teams, how to work across organisational silos and challenge organisations to collaborate in new ways. She will also go in-depth on how people insight and ethnographic research can unlock new opportunities and identify new behaviours including key aspects in order to develop the right service or product to the selected target market.

「以人為本」帶動協作創新

Malin 將分享帶領機構內不同團隊推動創新的關鍵，衝破及挑戰架構室礙而尋找新的協作方式。她亦會講解如何透過全方位觀察進行用戶研究 (Ethnographic Research)，以尋找新機遇和辨別新的行為模式，於目標市場開發合適的服務或產品。

Conference 會議 C3



**Designing Service
Futures II**

「設計・服務・未來」
(二)



Naoyuki Yamamoto
Director and Vice General Manager,
MUJI (Shanghai) Co., Ltd, Japan

11 JUN

C3



When MUJI Concepts Meet Chinese Culture

Aligned to its overall global development, MUJI has successfully translated the brand into local markets through the common language of design. With the exponential development of MUJI stores in China since 2008, the brand aims to identify themselves as a brand for the everyday customers.

While delivering MUJI's global brand experience through physical stores, MUJI also strives to 'glocalise' their products by sourcing local talents for local markets. Through adopting MUJI Awards platform in Shanghai, MUJI has successfully penetrated other markets, especially China where they were able to collectively gather creative works of local artists and designers and turn their submissions into commodities under the global brand of MUJI.

當無印良品遇上中國文化

無印良品定下全球拓展的方向，以設計這個共通語言成功把品牌融入當地市場。以中國為例，自2008年起無印良品的門市急速於各省市擴充，並鎖定了日常消費的品牌定位，實體店一方面帶來品牌的全球體驗。

另一方面由當地人才設計迎合當地市場的產品。在建立品牌知名度的過程中，MUJI 又鼓勵當地設計師及創作者提案，並將MUJI Award 移師上海舉行，令品牌得以成功融入中國市場。



Bennett Leung
Creative Director, Tink Labs,
Hong Kong



handy: a key to unlocking new travel experiences

Technology has evolved so rapidly in the last decade that internet connectivity and mobile consumption are now an integral part of our lives. However, such progress is largely stagnated in the travel and hospitality industry. The moment a plane takes off, travelers' dependency on technology becomes ever more pronounced. How do we break the barriers, so we can travel like a local in a foreign city?

handy is the world's first free mobile solution for travelers, breaking down barriers that would otherwise limit a tourist access to connectivity and information.



11JUN

C3

handy——打開全新旅遊體驗

科技於過去十年急速發展，互聯網及手機用量已成為生活中不可或缺的部份。但在旅遊及款待業，這進程仍停滯不前；旅客在飛機起飛的一刻開始，對科技的倚賴更為明顯。有見及此，**handy** 決心打破傳統及地域界限，令旅客於外遊時也有猶如走在熟悉的環境。

handy 是全球首個免費為旅客而設的流動裝置，讓旅客身處異地仍能隨時隨地保持在線，取得所需資訊。



Photo by Peter Kindersley



Jens Thoms Ivarsson
Director of Design, ICEHOTEL AB,
Sweden

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Material, Creativity & Form: The Creative Process of ICEHOTEL

In a modern and technical world, we still have our bodies and minds that still need to be fulfilled and nourished. Basic and simple things like water and stone can be elements to fulfill those needs.

How much do different words and materials affect your creative thinking? How does the creative process work? How can things like a material offer value to world known brands?

The most simple things and ideas are sometimes the most powerful. The trick is to find those ideas.

物料、創意及形態： ICEHOTEL 的創意過程

置身現代科技世界，我們仍需滋養身心；有時單純的材料如水和石亦能滿足所求。

不同的文字和物料怎樣影響創意思維？創作怎樣發生？世界知名品牌如何運用不同材料來凸顯自身價值？

最簡單的事物和想法有時最為有力。秘訣在於找尋這些想法。

Workshop 工作坊 W3

12

Culture Mapping
for Retail Industry
零售業的
Culture Mapping

THE CONTEXT OF LANGUAGE SHAPES CULTURAL VALUE

cultural
meaning



Tim Stock

Assistant Professor, Parsons The New School for Design;
Co-Founder & Managing Director, scenarioDNA, USA

12JUN

W3



Culture Mapping for Retail Industry

"Our best chance of seeing the future is having an understanding of the signals and codes that drive where perception is most likely to be next."

In this workshop, Tim will demonstrate in depth the functionality of his patented Culture Mapping approach to reveal the codes and dynamics of cultural signals which will provide future scenarios and help analyse trends across cultures. Culture Mapping is a powerful approach that unites human behaviour with big data to understand the full dynamics impacting consumer markets.

零售業的Culture Mapping

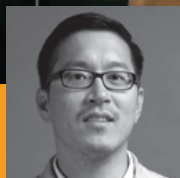
「最能預示未來的方法，是充分了解當前的文化信號與密碼。」

在工作坊上，Tim將親身示範其專利分析方法 Culture Mapping 如何從收集得來的文化信號與密碼解構文化趨勢及預測未來景象。Culture Mapping 的過人之處在於透過人類行為結合大數據分析而洞悉牽引消費市場的各種動力。

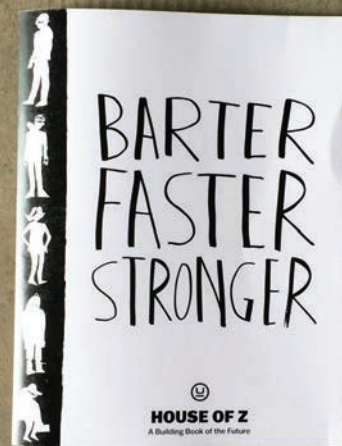
Workshop 工作坊 W4

12

Consumer
Ethnography
for Service Design
針對服務設計的全方位
用戶觀察研究



Jason Lee
Senior Designer, Space Group,
Continuum Innovation LLC, USA



12JUN

W4



Consumer Ethnography for Service Design

What is consumer ethnography? How does it drive innovation? This workshop will focus on understanding how the ethnographic process informs breakthrough design by examining several case studies of Continuum's work for such clients as Reebok, BBVA, Proctor and Gamble and others.

This workshop will also engage participants to do observations, develop insights, define design frameworks and perform experiential envisioning with a hypothetical service model. It will include presentations by Jason Lee, Jennifer Allen, and Brian Wen – all members of Continuum's international team.

針對服務設計的全方位用戶觀察研究

甚麼是全方位用戶觀察研究？它如何推動創新？Continuum 將會透過Reebok、西班牙國際銀行BBVA、P&G 等個案集中講解全方位用戶觀察研究如何用於突破性設計。參加者會依據虛構的服務模式實習——從觀察、誘發靈感、設計框架到體驗預演。

工作坊將由Continuum 的國際團隊成員李傑時、Jennifer Allen 及溫伯華主持。

Workshop 工作坊 W5

12

People Insight
through Guerrilla
Research Techniques
游擊式研究技巧



Photo by Veryday



Photo by Veryday



Anna Bäck, President, Veryday Asia
Malin Orebäck, Director, Design Strategy, Veryday, Sweden

12JUN

W5



Anna Bäck



Malin Orebäck

People Insight through Guerrilla Research Techniques

Using Guerrilla Research, Veryday helped IKEA with an in-depth user research both at home and in-store for its new Home Smart Wireless Charging Collection, and designed the user experience to ensure that consumers would intuitively understand the underlying functionality of the products.

In this workshop Malin & Anna will share their methods and their belief of the value of People Driven Innovation. The participants will be introduced to Guerrilla Research tools and get hands-on experience using them.

游擊式研究技巧

為配合推出宜家家居全新的智能家用無線充電系列，Veryday 向宜家客戶進行了家居及店內的游擊式研究——即是以密集、快速猶如游擊戰般的研究方式取得恰如其量的結果來作策略性決定——並設計出獨特的用家體驗，以確保顧客能透徹明白產品的基本功能。

Malin 和 Anna 將在工作坊分享她們如何透過「以人為本」的理念和方法推動創新，向參加者介紹游擊式研究工具和具體應用。

Workshop 工作坊 W6

12

Power of Infographics
for Brand
Communication
訊息圖像的力量

WHAT IS AN INFOGRAPHIC

Why read if we can see?*

Any data or information can be represented visually; an atomic explosion, cookie recipes, how to pump gas, or even



reconstructing the story of evolution into 8 individual 22x22 mm squares. Frankly, it's all up to the designer.



*Any harm done to culture was done with love and intent.

Photo by relajaelcoco



Francesco Maria Furno & Pablo Galeano

Co-founders, relajaelcoco,
Spain



Power of Infographics for Brand Communication

Francesco and Pablo will share their experience on transforming brand data into a simple infographic structure for effective brand communication.

The process from research to execution of the final result will guide participants on how to deploy infographic structures in an engaging way.

STRUCTURE & TYPE

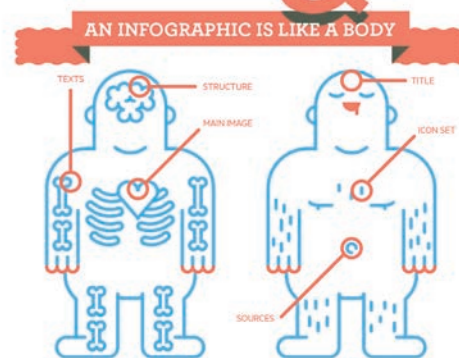


Photo by relajaelcoco

12JUN

W6

品牌傳意： 訊息圖像的力量

Francesco 和 Pablo 將於工作坊分享他們如何將品牌數據轉化為簡約的訊息圖像，從而達到更有效的品牌傳意效果。

參加者將由研究數據至製作圖像的過程中學習靈活創作訊息圖像。

Farewell, KODW 2015. Hello, BODW 2015!

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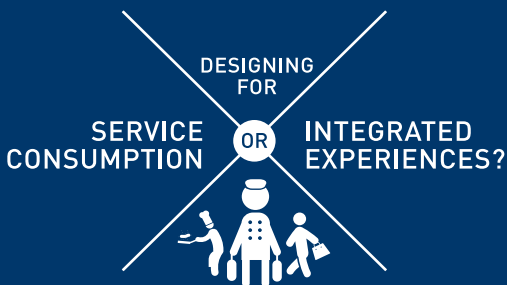


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