

FROM USER EXPERIENCE TO DESIGN THINKING

IN A BIG CORPORATION

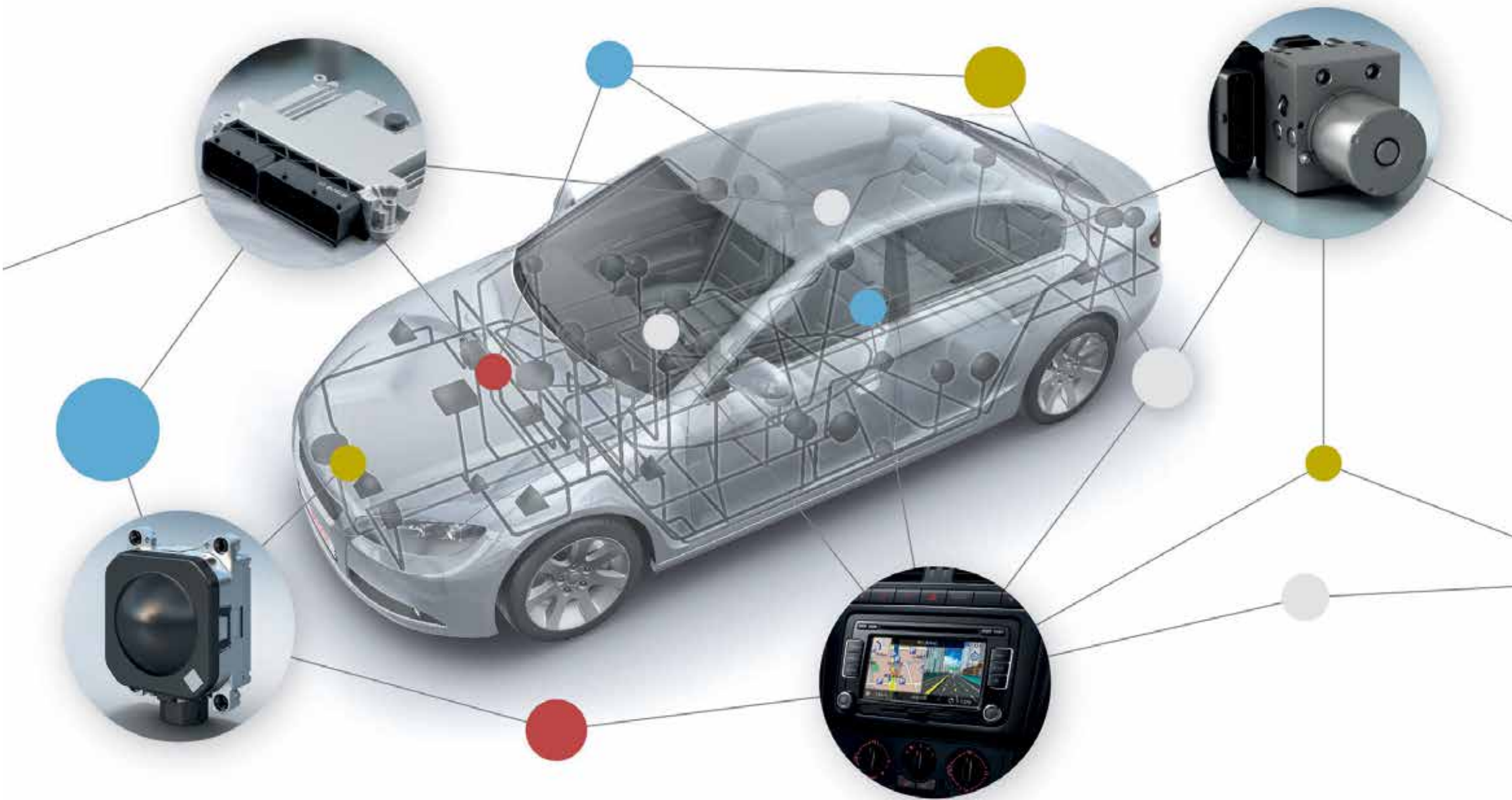
*Bosch User Experience China
Dominic Winkler*

16th October 2016

A portrait of a man with a beard and mustache, wearing a grey knit beanie with a red band and a dark blue sweater. He is smiling and looking directly at the camera. The background is a blurred cityscape at night with colorful bokeh lights.

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

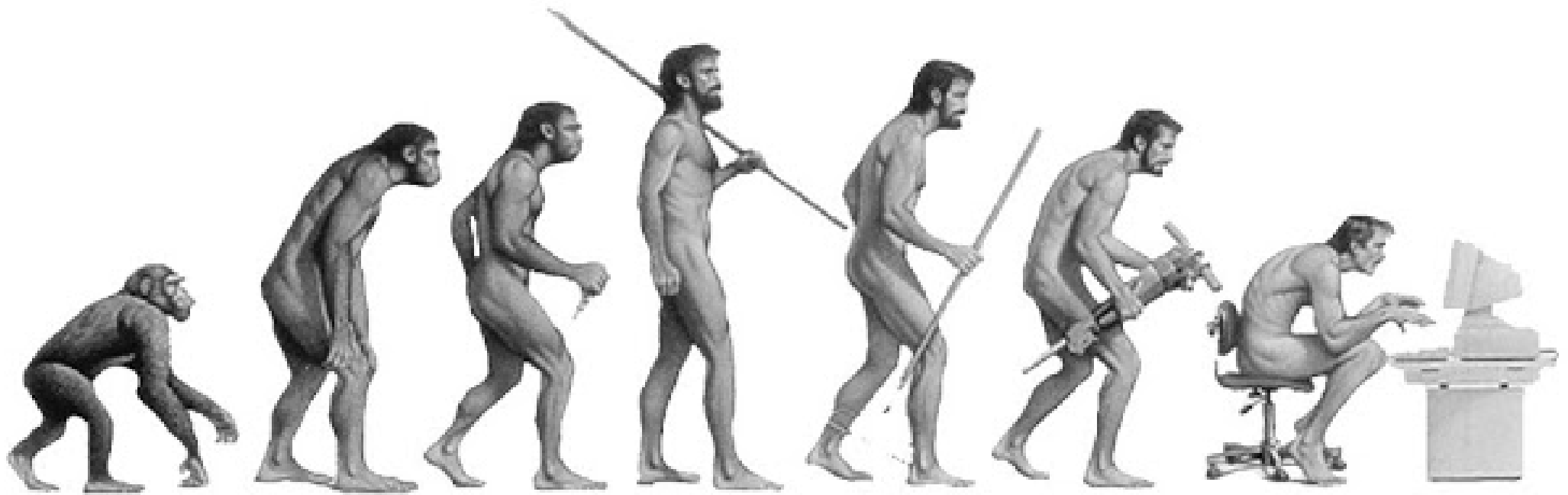
Around 440 subsidiaries
and regional companies in
approximately 60 countries

**70.6 billion euros sales
revenue in 2015**

**4.6 billion euros
EBIT in 2015**



BOSCH IN SHANGHAI



1938



1955

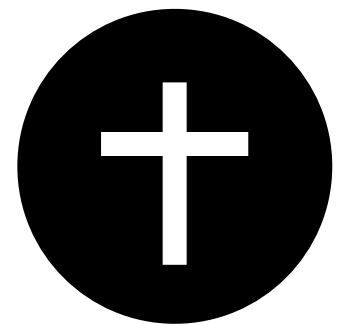


1999



2009

=



now



30s



50s

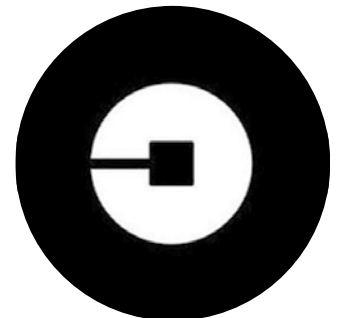


90s

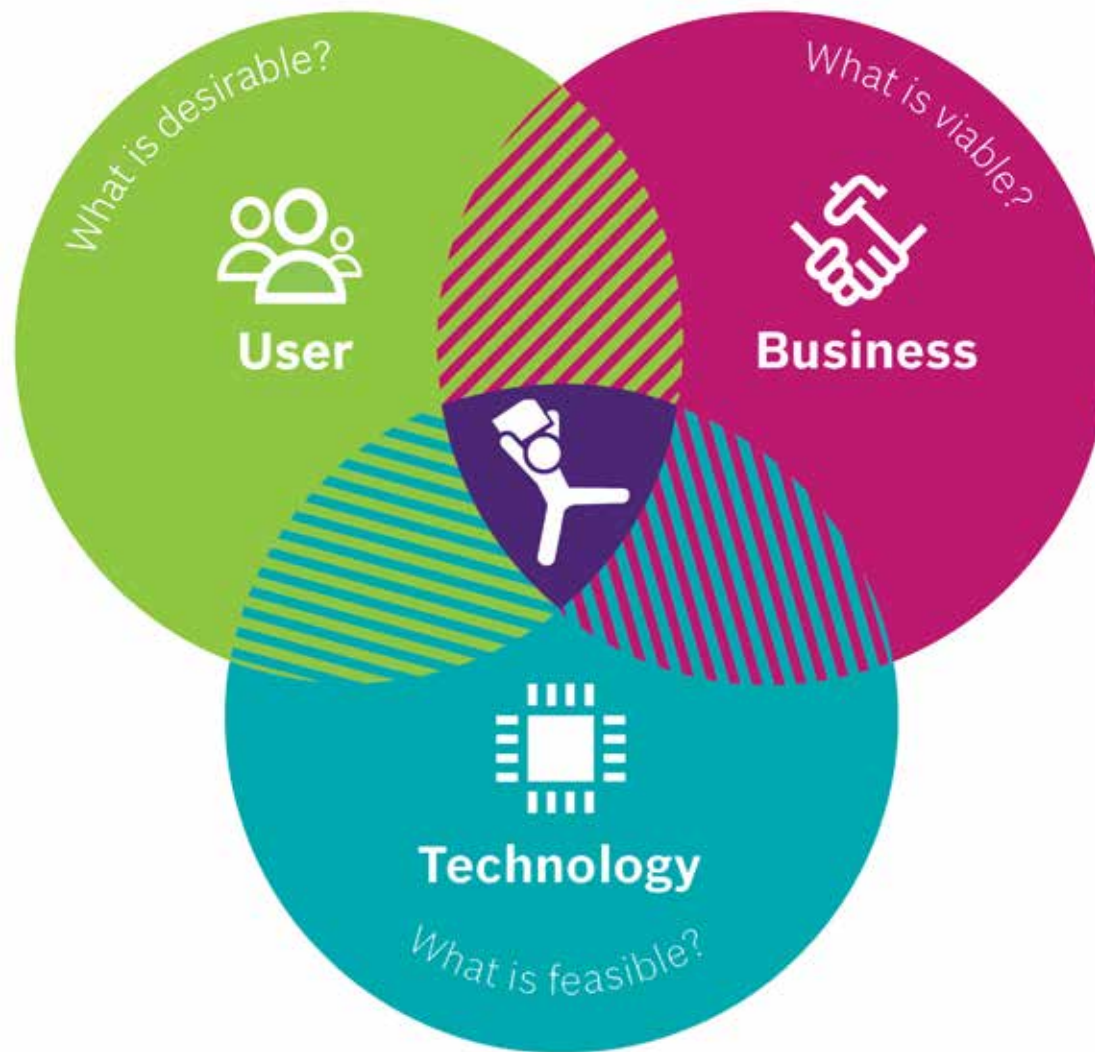


2000s

=

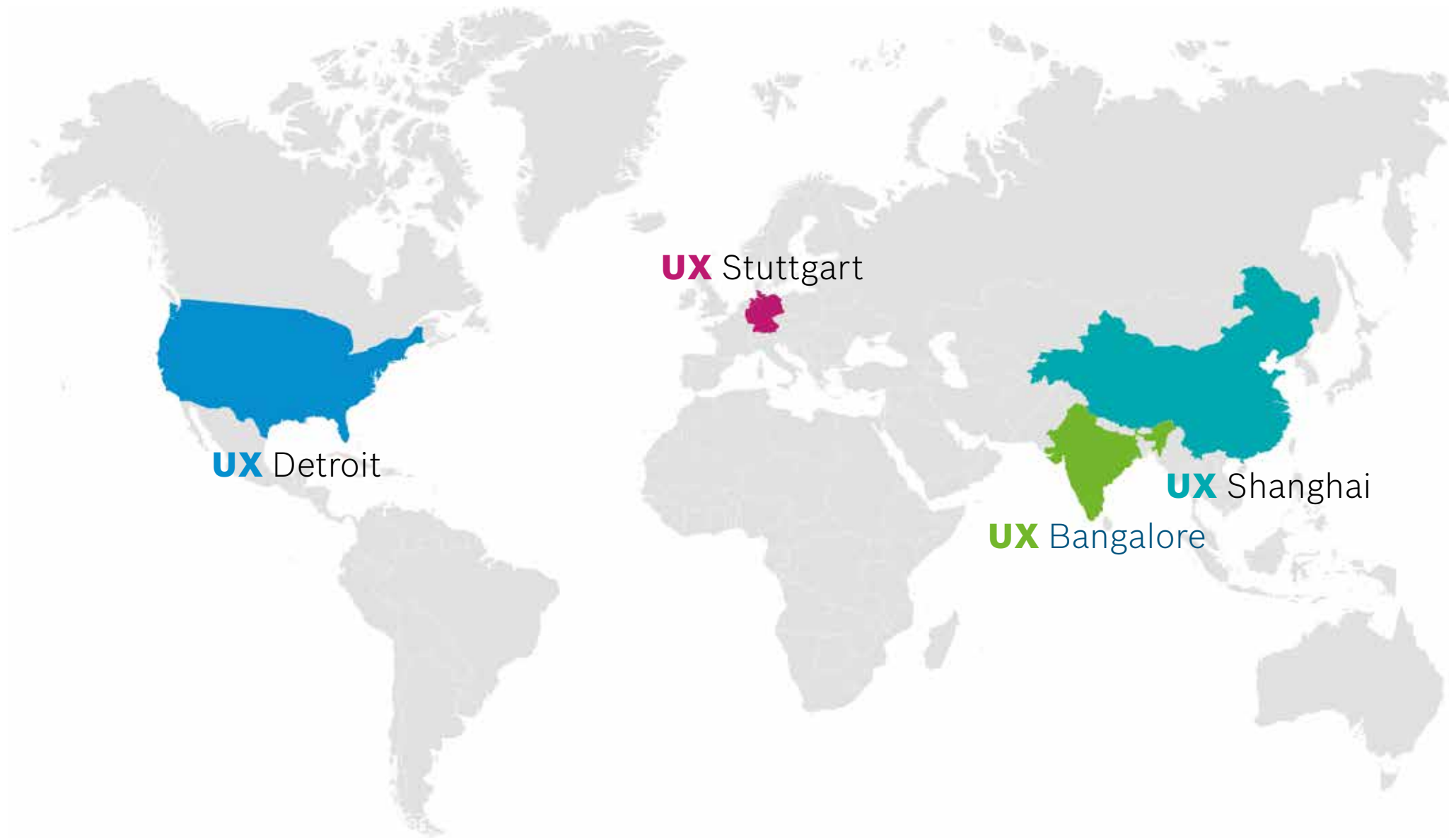


now



Invented for life

BOSCH UX



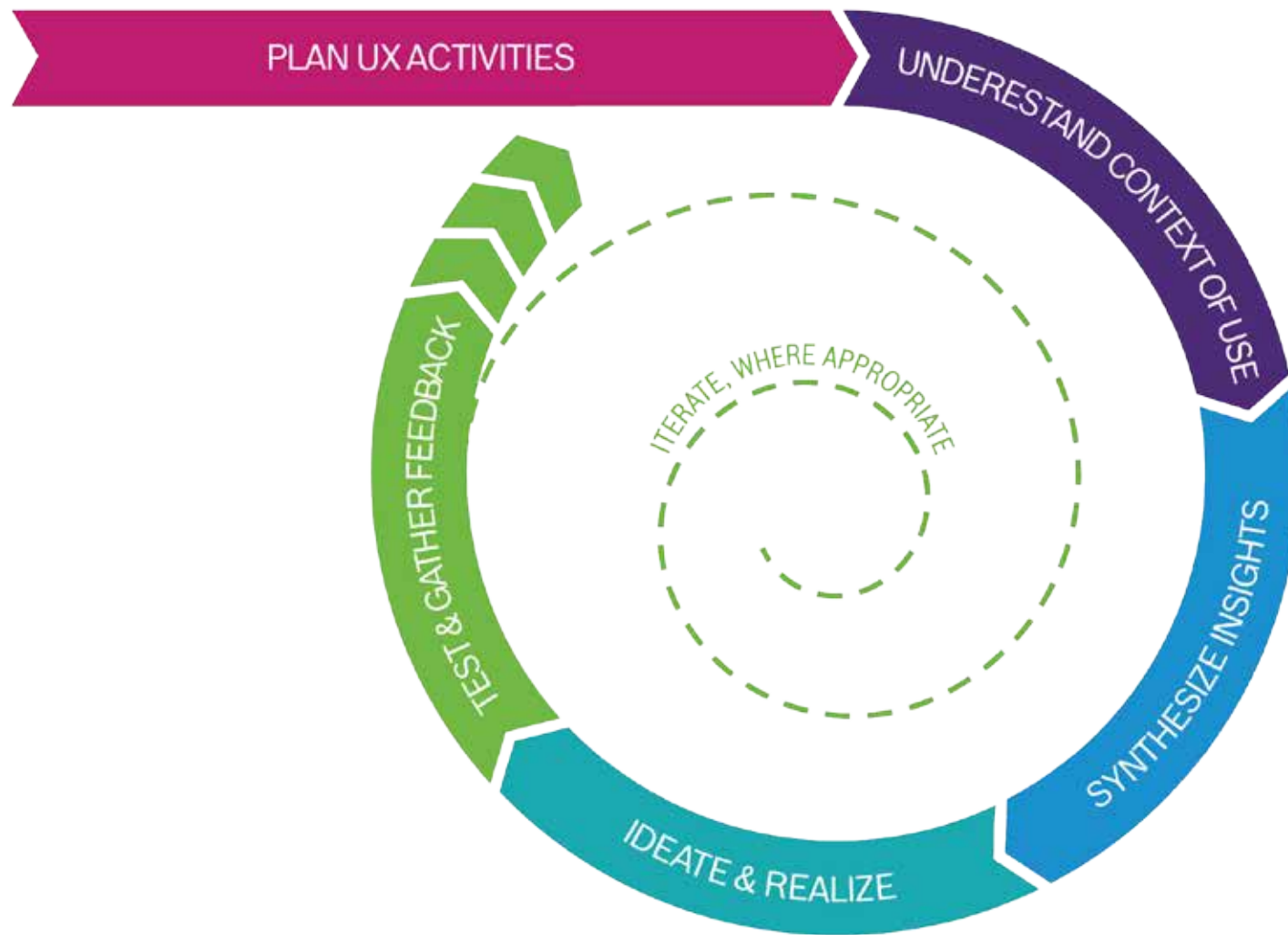
NEW OFFICES AT BOSCH



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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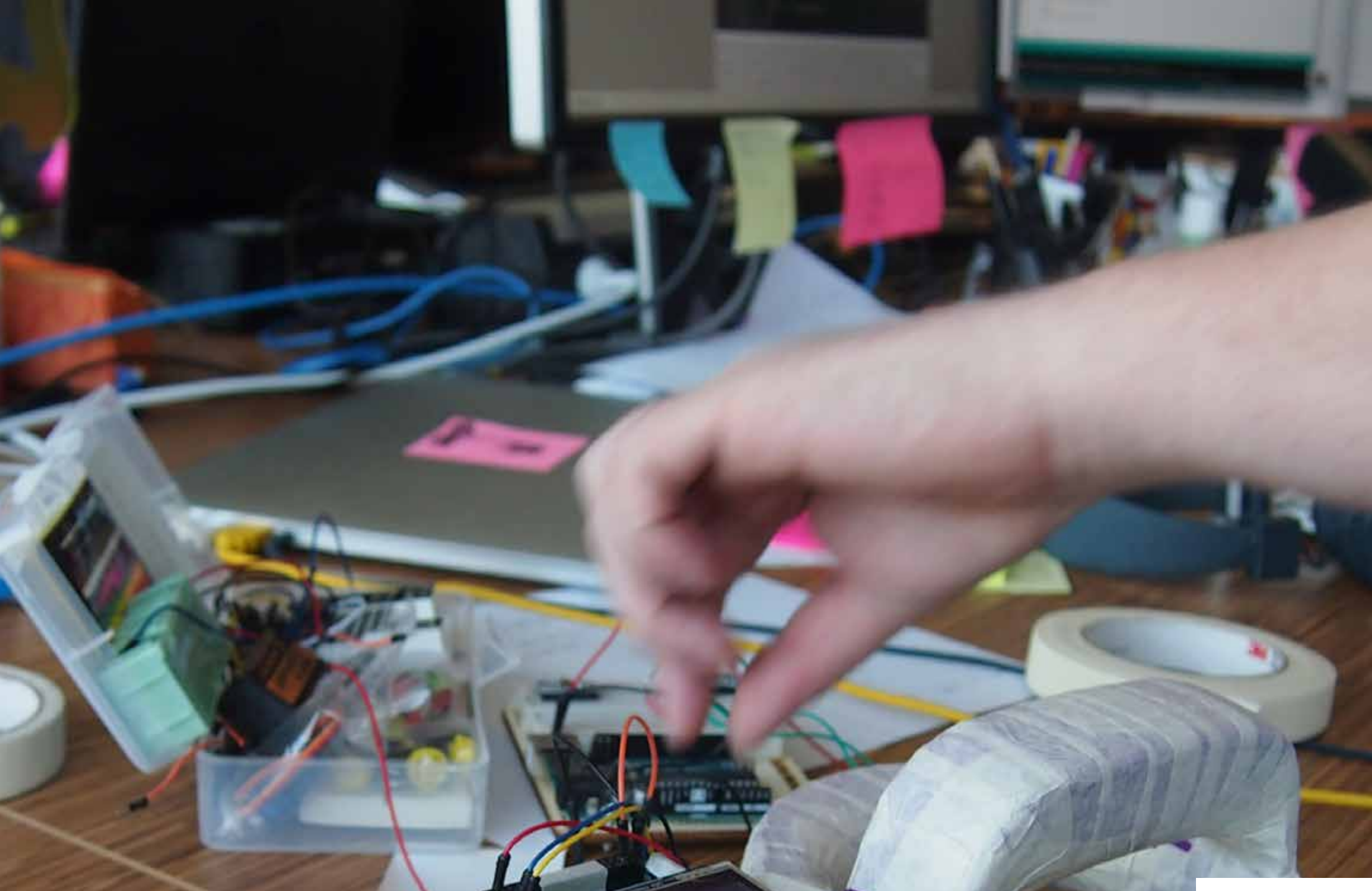
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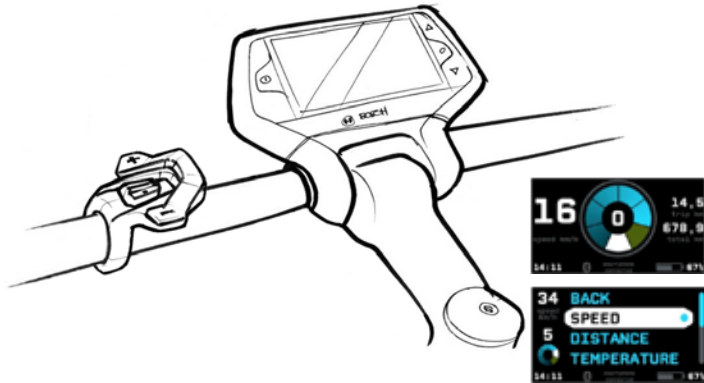
EBIKE IS TAKING OFF

IN GERMANY



PROTOTYPING AND TESTING RAPIDLY ...

IDEATE & REALIZE

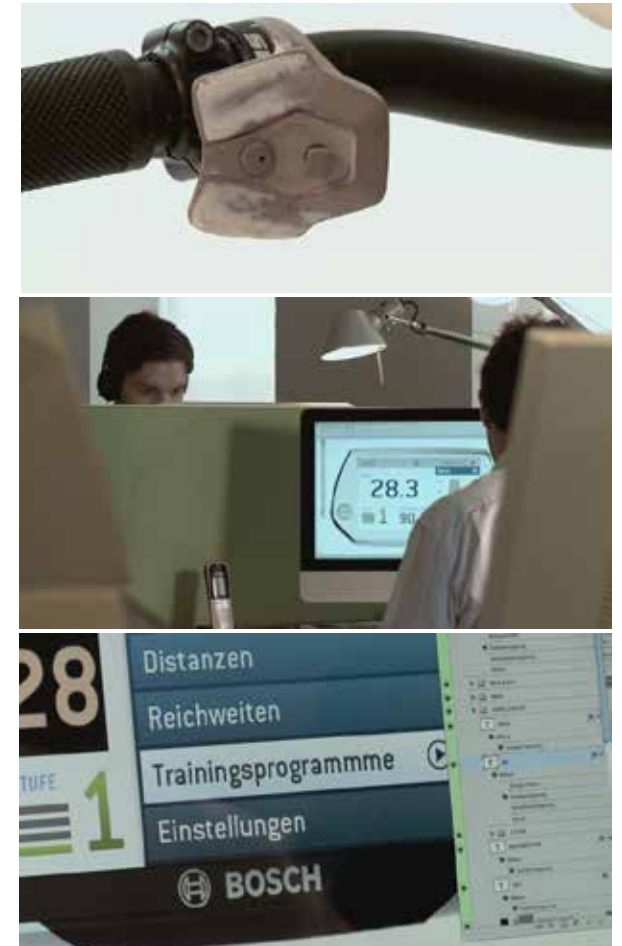


VS

TEST & GATHER FEEDBACK



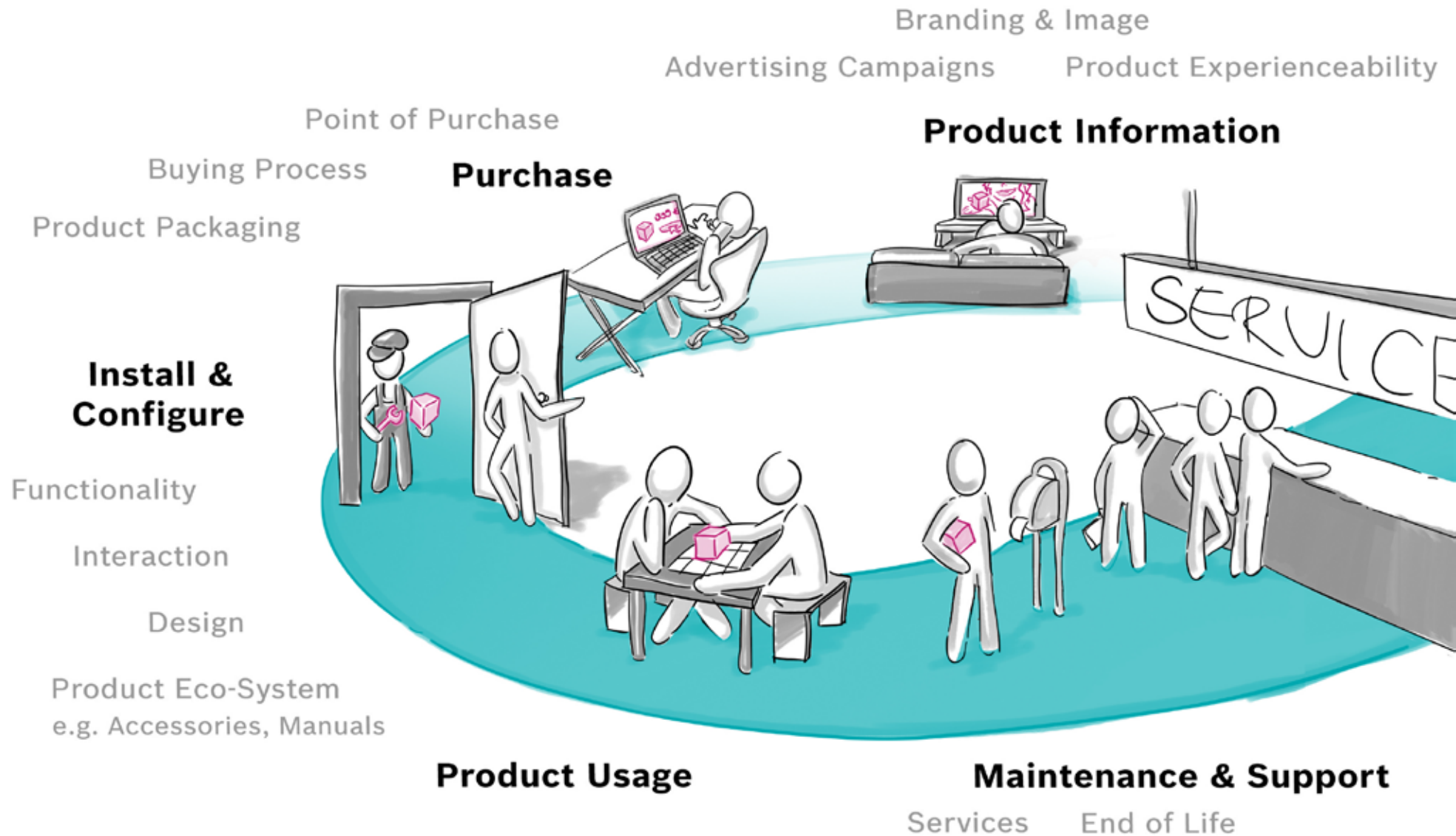
IDEATE & REALIZE



SUCCESSFUL IN THE MARKET



FROM *PRODUCT* TO *SERVICE* ...



YOUR CAR NEEDS TO
GO TO THE SHOP—
YOU DON'T!

CAR CARE
THAT **WORKS.**

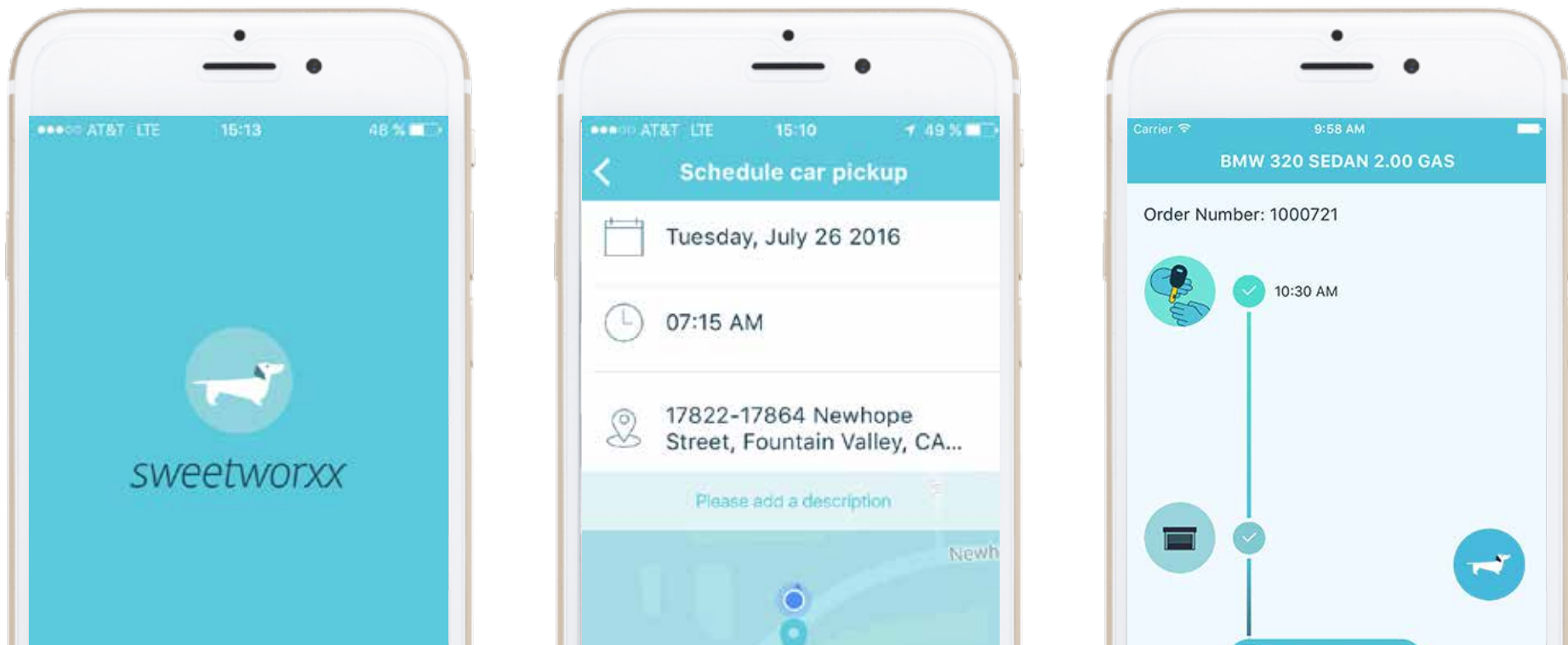


sweetworxx

TESTING SERVICE ASSUMPTIONS ...



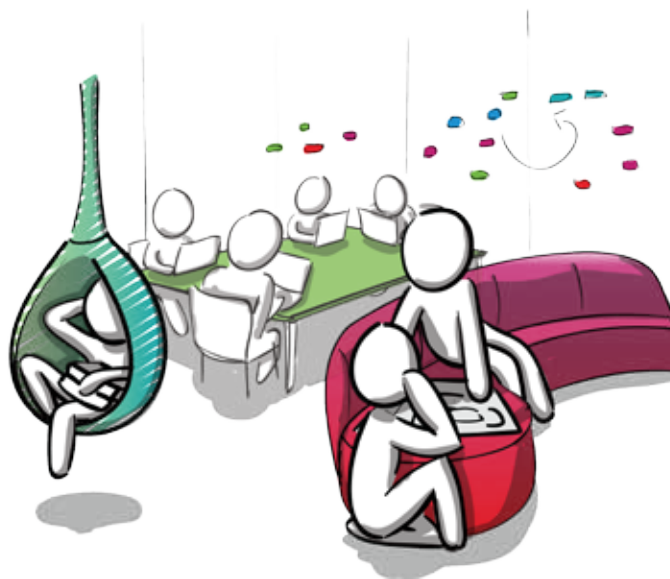
LAUNCHED IN L.A. NOW



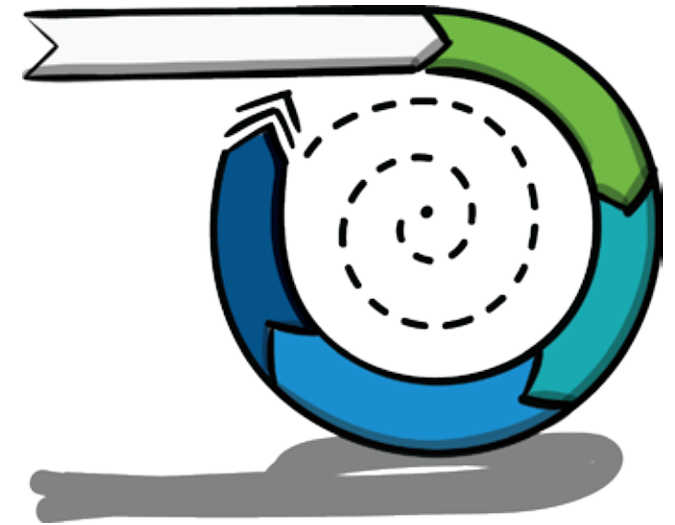
KEEP DRIVING CHANGE ...



*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, ...



THANK YOU

BOSCH USER EXPERIENCE CHINA

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