看见未必洞见
Engaging CEOs to Innovate by Design

2016.10.16

Shanghai

Jenny Yang

桥中 China Bridge

Poetic interaction
sounds beautiful, but.....

赋有诗意的交互，
听起来很美，但是.....

1/10
9/10

壹

It’s a mountain

Design to brief

见山是山

为设计而设计

桥中 China Bridge

Langfang, Hebei Province
廊坊，河北省

Guangzhou, Guangdong Province
广州，广东省

贰

It’s not only a mountain

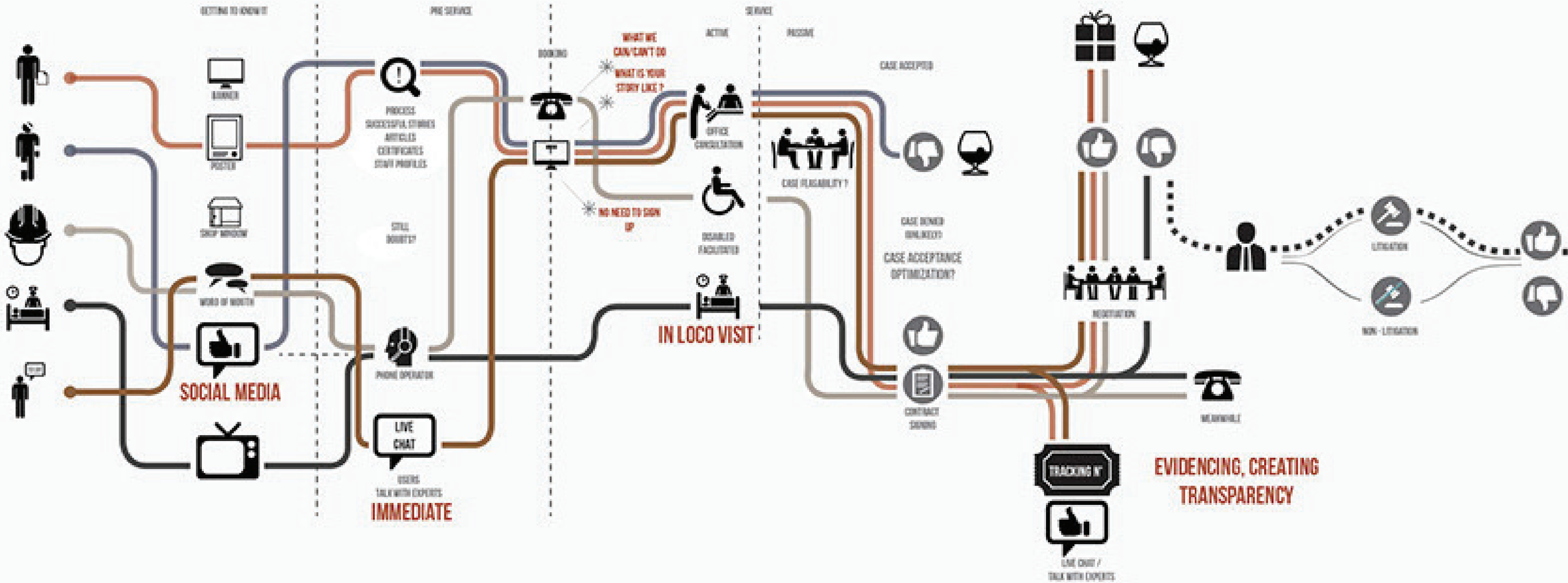
Design for users

见山不是山

基于用户研究的设计

桥中 China Bridge

CUSTOMER JOURNEY MAP



Patient Experience Map

Pre-diagnosis

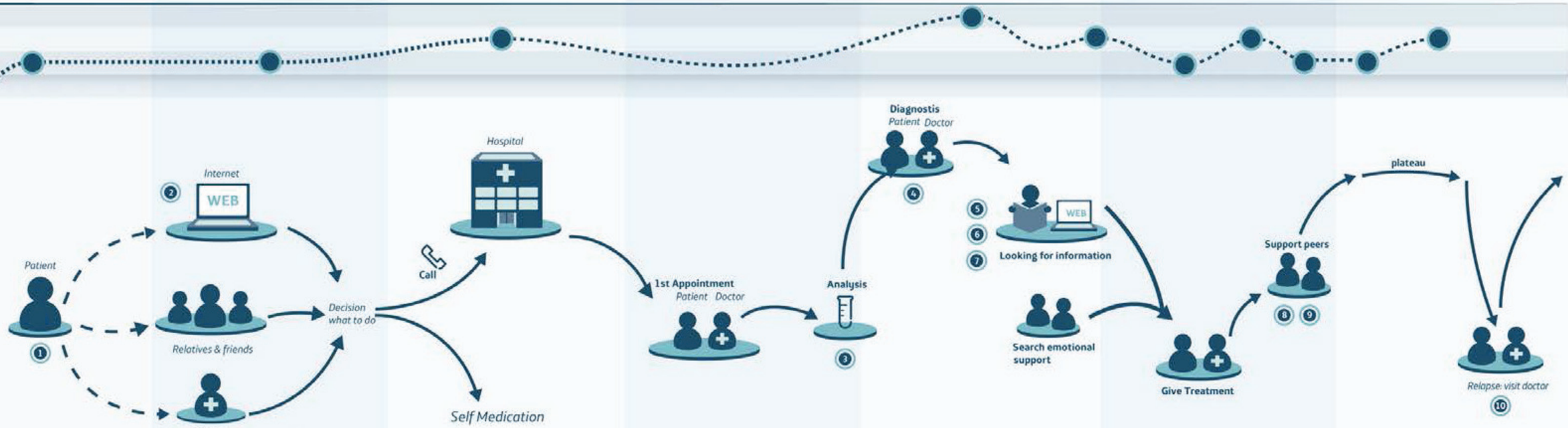
Diagnosis

Treatment & Maintenance

Awareness | *Infosearch* | Seek oficial help | *Waiting after a test* | *Diagnosis* | *Consciousness/acceptance* | *Normalization*

Anxious

High
Medium
Low
None



1. Not able to interpret symptoms
2. Overwhelmed by amount of information
3. Having to wait to know what the results mean
4. Doctors don't have time to explain everything in detail
5. First-time use of measurement devices
6. Overwhelmed with changes in daily life
7. Fear of stigma
8. Lack of inmediate feedback from doctor on how I'm doing
9. Don't want to be a burden to family and friends
10. Feeling that one is out of control

Thinkings

- Do I have something? Should I go to the Doctor?
- Can I trust this source?
- What specialist do I need to go to?
- Should I go to a private or public doctor?
- I hope it's nothing serious
- Do I have something? Should I be worried?
- What indicator means I'm right?
- I have the analysis but I don't know what it means
- What does this really mean? What do I have to do?
- What is the impact on my life? I don't want to be ...
- I need to learn to live with this new role
- I need to change my life...
- What is the best treatment?
- I don't think anything happens when I eat ... today.
- I need to learn the meaning of all this?
- I need to learn to manage my emotions
- I need to learn to live more healthy in the long term

Actions

- Consult relatives & friends
- Review information on internet
- Call the hospital/doctor for an appointment
- Self medication
- Seeking emotional support
- Looking for information on the internet
- If things go well, I don't think I need medicines that much
- After a crisis I go back to following the treatment
- Start a new routine if conditions change

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FINGER LICKIN' GOOD

EDIBLE NAIL POLISH

KFC

Pain Point or Itch Point
痛点还是痒点?

Back 好奇心日报 •••

明明 20
然而每次吃完我都想快点甩掉手指上的炸鸡味儿来着🙄
5月5日

芝士就是力量🎈 16
醉了(›´ω`‹)
5月5日

DQ 11
可以推个炸鸡味的马桶，省多少水
5月5日

☆🐟 3
太恶心惹。。你丫出门一身鸡味，人家还以为你没洗澡嘞_(:_」∠)_
5月12日

以上留言由公众号筛选后显示

Back 创意美甲秀 •••

嘿❤️子❤️画 518
不敢涂，怕猫咪啃手🧐
5月5日

作者回复
哈哈哈哈
5月5日

Zona辛 450
🙄🙄反正我是不敢吃🙄🙄
5月5日

作者回复
逼死处女座的节奏
5月5日

- lxhui🍰。 341
🙄不衛生吧。
5月5日

作者回复
这次真的是"吮指"了~💅
5月5日

玉姿美～make 💞... 317
不敢，怕家里狗狗把手啃了！
5月5日

Back 创意美甲秀 •••

贰拾叁 253
求KFC了， 好好发明新美食 好么？ 别整这些有的没的的...
5月5日

作者回复
哈哈哈，隔壁的麦当劳叔叔懵逼了
5月5日

Soulmate. 200
美甲喜欢这么多年追了这么多年。目前看来并不看好 与期望！当然仅是个人见解
5月5日

作者回复
肯德基还是好好做鸡肉比较好😂
5月5日

- vampire 、 173
果然女人的钱比较好挣到🙄🙄
5月5日

作者回复
哈哈哈哈
5月5日

滢 122
洁癖表示接受不了。。。
5月5日

front of stage

design (how)

experience driven
user-centred focus

	physical space	digital interface	service & product
appearance	展厅建筑& 室内设计	网页设计& 数字媒体展示	产品质量 和服务宣传观感
interactive	空间导示系统 家具选购	数字导示系统 线上社交互动	线上支付 客户社区／社群
experience	使用过程中 的场景感受	互动参与过程中 的场景感受	服务使用的 前－中－后感受

1/10

The core of interaction design is to build a dialogue between people and products, system or services.

交互的核心在于人与产品、系统或服务之间形成的一种对话

Designer

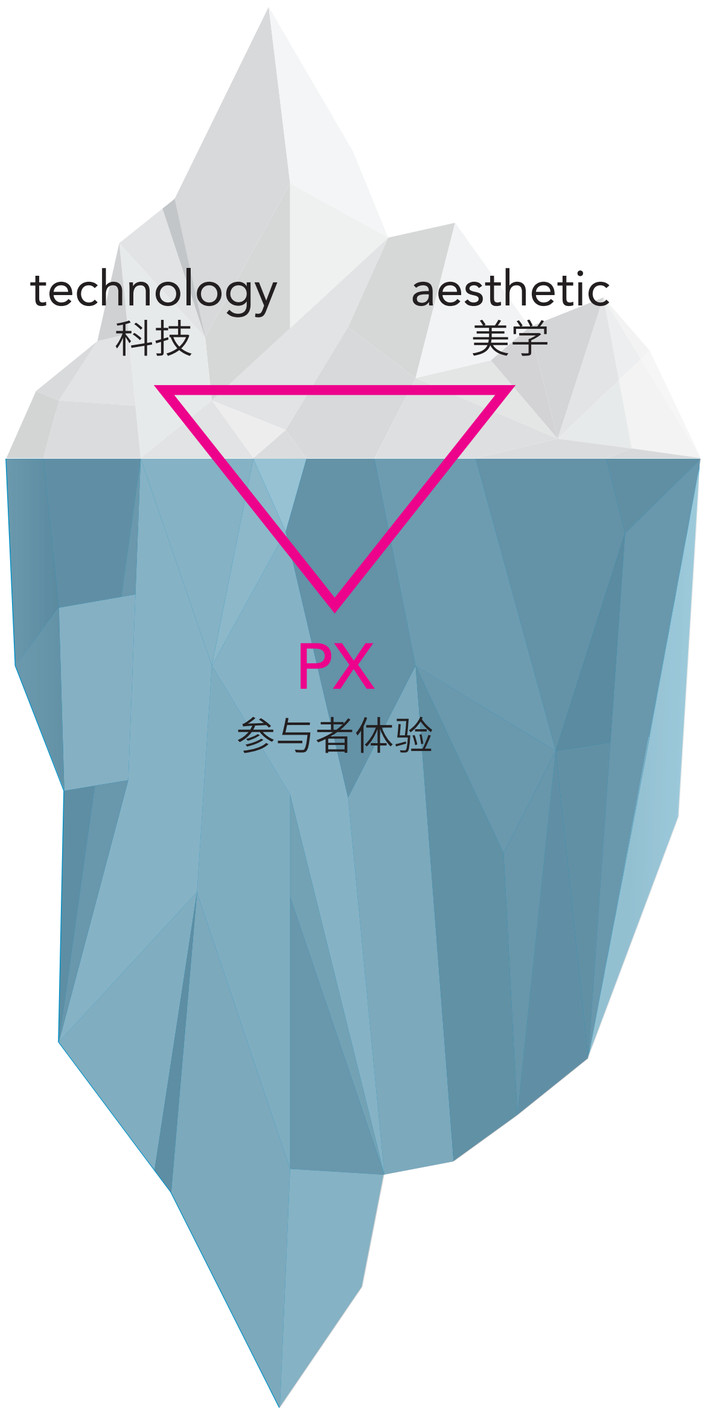
设计师

Business Interest

商业利益

Value Propostion

价值主张



front of stage

design (how)

experience driven
user-centred focus

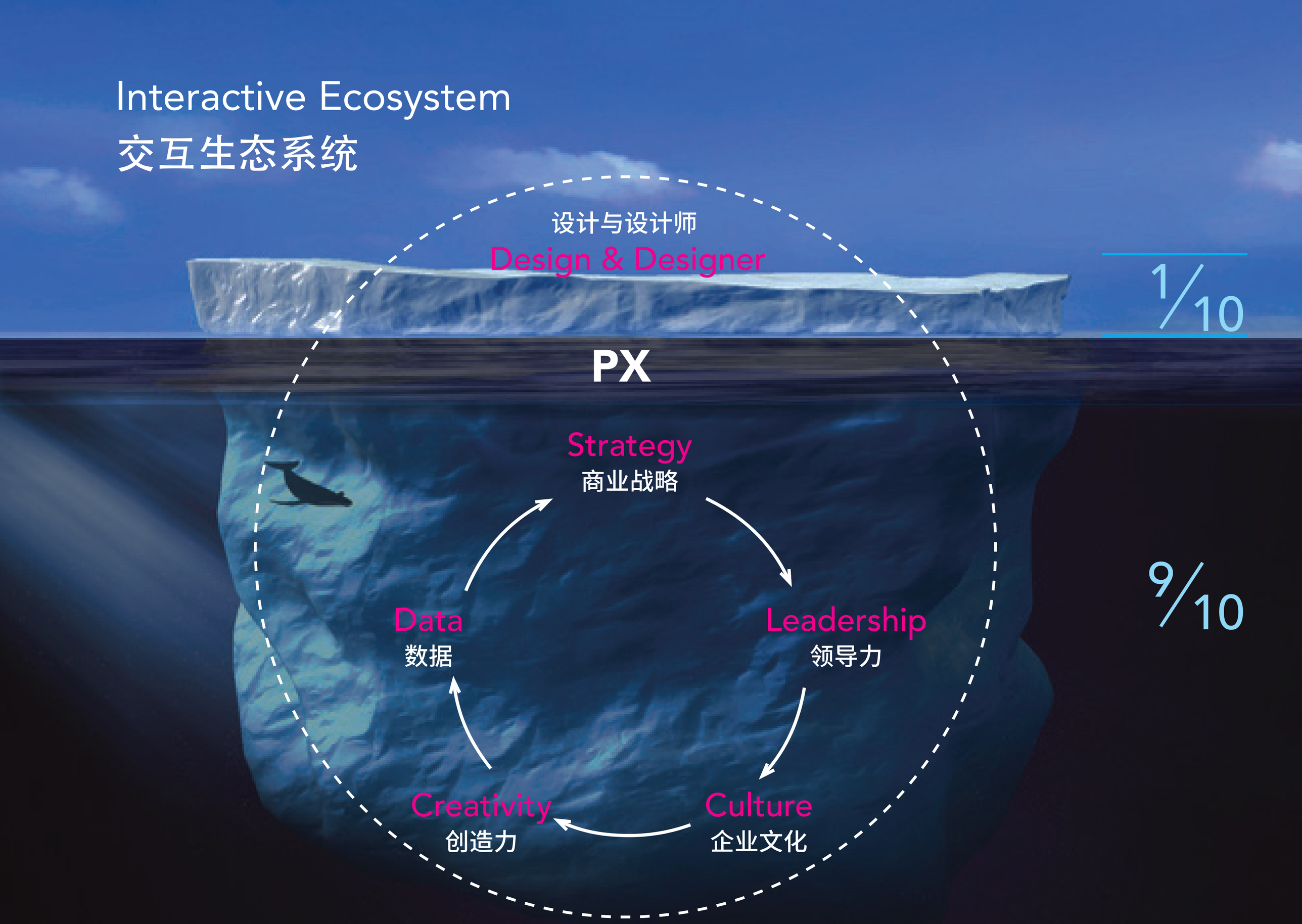
back of stage

ecosystem (what & why)

innovation driven
engagement touch-point

PX - paticipant experience

Interactive Ecosystem
交互生态系统



Strategy
商业战略
Leadership
领导力
Culture
企业文化
Creativity
创造力
Data
数据

UI/UX Shanghai 2016

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Improve Employee Satisfaction
提高员工满意度

创新工作坊，思想实验室

你有能力，我有空间，这就是瀚蓝创新工作坊!

桥中 China Bridge

叁

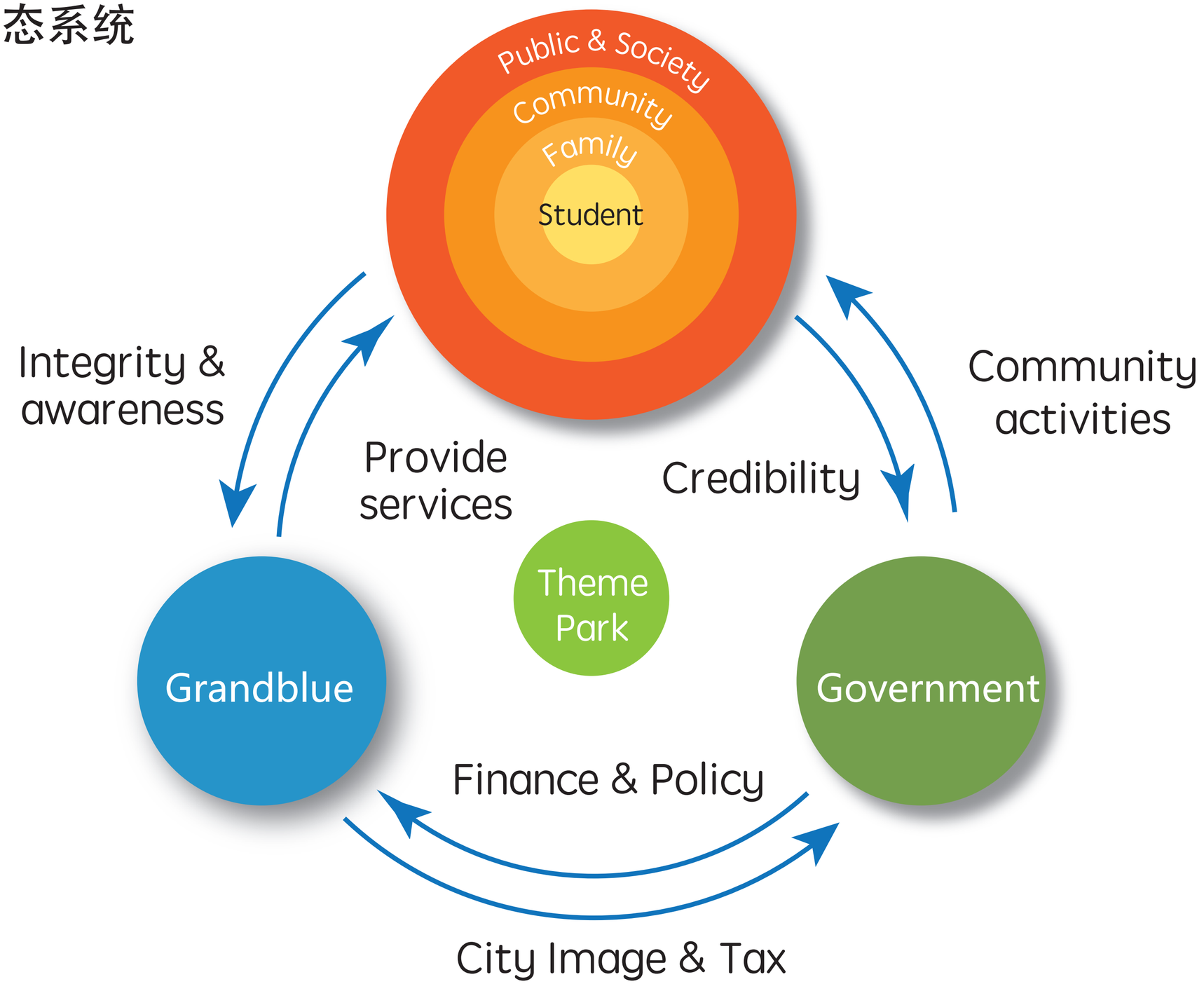
It’s just a mountain

Design to solve social issues

见山又是山

为解决社会问题而设计

Interactive Ecosystem
交互生态系统



Good design is the embodiment of excellent civil quality.

优秀的设计就是优秀的公民品质的体现

--- Milton Glaser

Citizen Designer

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