

What we expect from you this week

CERN IdeaSquare,
CBI Mediterranean 2016
17/10/2016
Clio Dosi



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- Three new ideas conceptualized:
 - 2 new “normal” ones
 - 1 “crazy” one (Black hole)
- Each concept
 - Metaphor
 - assumption to be tested & rough prototype
 - feedback from local users / virtual feedback from users / technology expert feedback / contacts from users to test next week
- Technologies that you consider (potentially) relevant to your concepts

20 minutes / team + Q&A

Friday’s Deliverable



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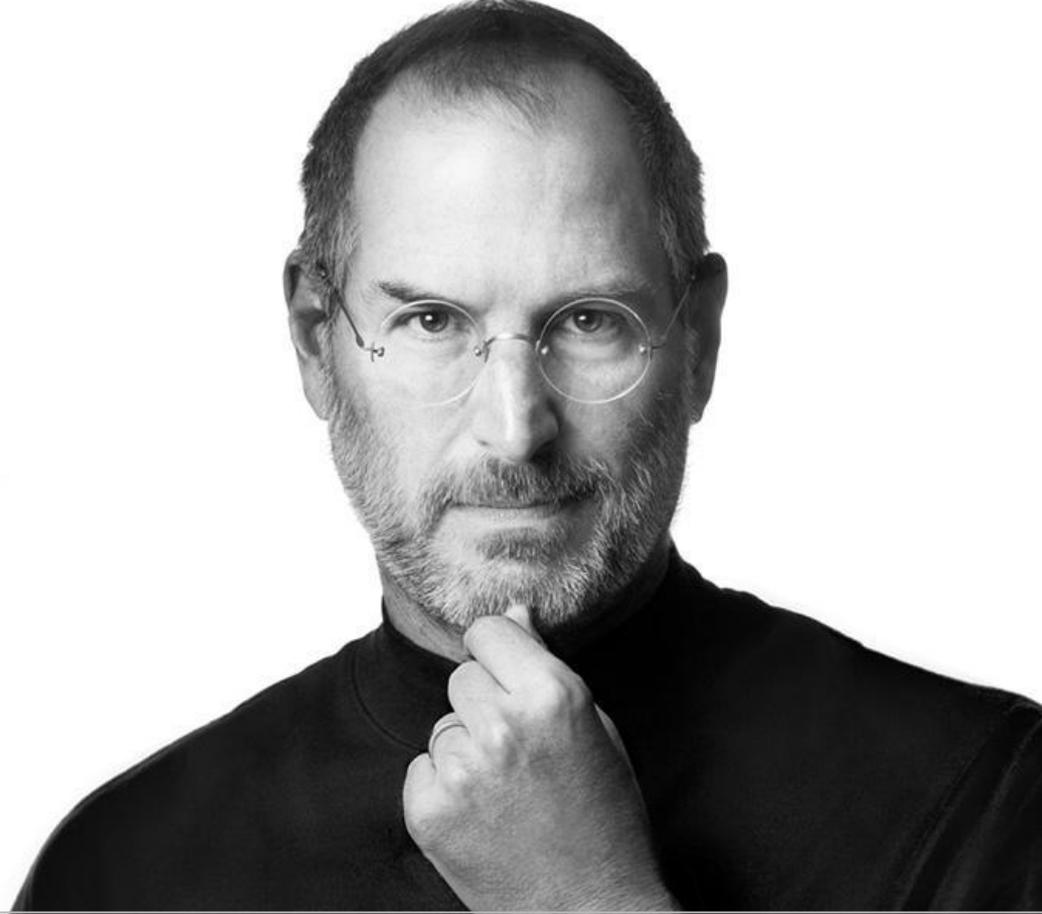
20 minutes / team + Q&A

Friday's Deliverable



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"I want a new classic computer"



Metaphores



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“A new classic?”



Metaphores



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*“It should be a **sunflower** computer.”*



Metaphores



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*“It should be a **sunflower** computer.”*



Metaphores



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METAPHORES

1. Package hard to understand ideas into easy to understand expressions.
2. Unambiguous: Everyone should have the same associations with it.
3. Leverages all the knowledge we have about the subject.

METAPHORES

Expressing complex relationships through compelling “poetic” comparisons.

Direct analogy: compare the concept to something that already exists in the real world, for example, a mobile phone is like a wallet.

Fantasy analogy: compare the concept to something that doesn’t exist in the real world, but is imaginable, for example, a kitchen that cooks.

Symbolic analogy: compare some aspect or quality of something else, for example, a project is like a symphony.

Personal analogy: the innovator imagines herself to personify the concept, for example, “If I were [my concept], what would I be like?”.

101 Design Methods, Vijay Kumar

EXAMPLES FROM A LAST YEAR PROJECTS

Home appliances | After sales experience

Improving the after sales experience

Intervening on the home appliances
reparation activities

Different metaphors
= Different questions ^ ideas
= Different prototype
= Different solution

Metaphores



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EXAMPLE 1 - SUPERMAN

Superman solves every problem you have instantaneously thanks to his super powers.



Metaphores



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EXAMPLE 1 - SUPERMAN

Assumption to be tested: people want to have someone who takes care of them.

Question: How much do you want it to be part of your life? We want to find out how much intrusiveness can the user accept.

Idea: What if the product that perfectly fits you suddenly appears in your place?



Metaphores



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EXAMPLE 2 - GUARDIAN ANGEL

The “guardian angel” drives the user giving advices, helping him/her if something does not work properly.



Metaphores



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EXAMPLE 2 - GUARDIAN ANGEL

Assumption to be tested: People want to be guided during the repairing phases to optimize time, cost and effort.

Question: How much do you want to be involved? (How much intrusiveness can the user accept?)

Idea: What if the user's hands are remotely controlled through hi-tech gloves by the technician?



Metaphores



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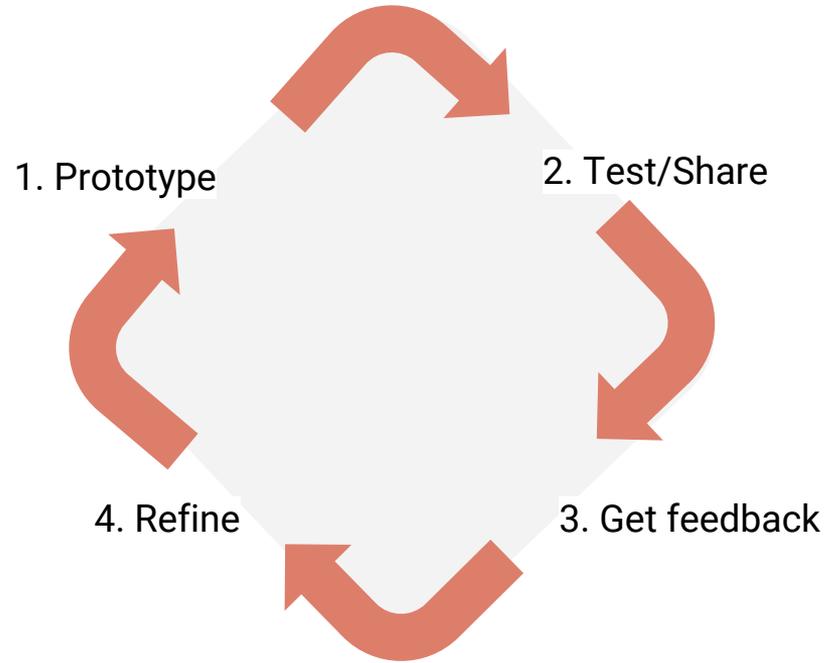
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HOW TO PROTOTYPE



LOOKS LIKE

"It's not working but it would look like this"

(Prototype of a children incubator)



Prototyping

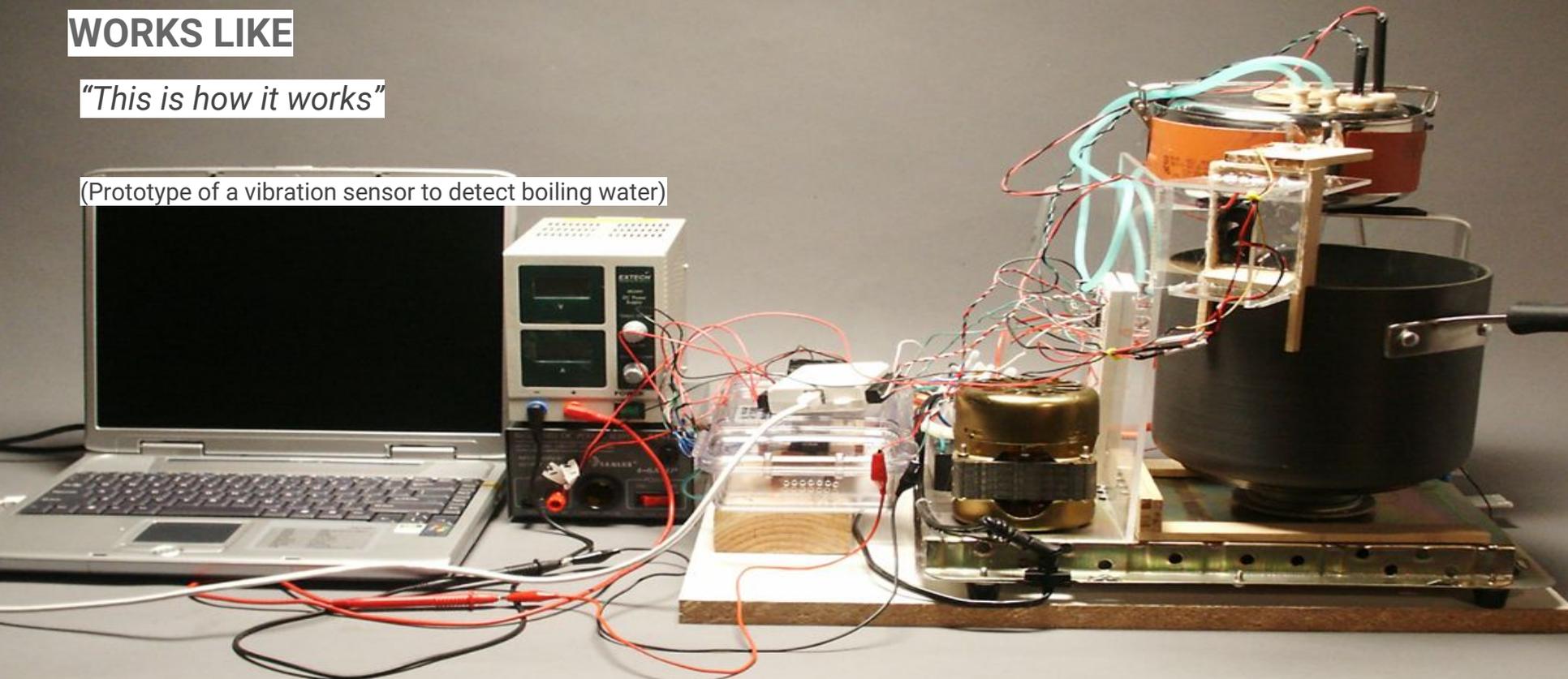


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WORKS LIKE

"This is how it works"

(Prototype of a vibration sensor to detect boiling water)



Prototyping



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FEELS LIKE

"This is what users would experience"

(Prototype of a classroom)



Prototyping



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YOUR ATTITUDE



Observe and understand:

- >> The interaction with the prototype
- >> The user point of view
- >> The need satisfaction

Involve users:

- >> Make open questions
- >> Make no allusive questions
- >> Make specific questions
- >> Let them talk about the experience

LET THE USERS EXPERIENCE THE SOLUTION

- >> Set the scene for the new experience
- >> Provide some physical artifacts
- >> Give a brief explanation to explain the context
- >> Act as a guide (not a leader)

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