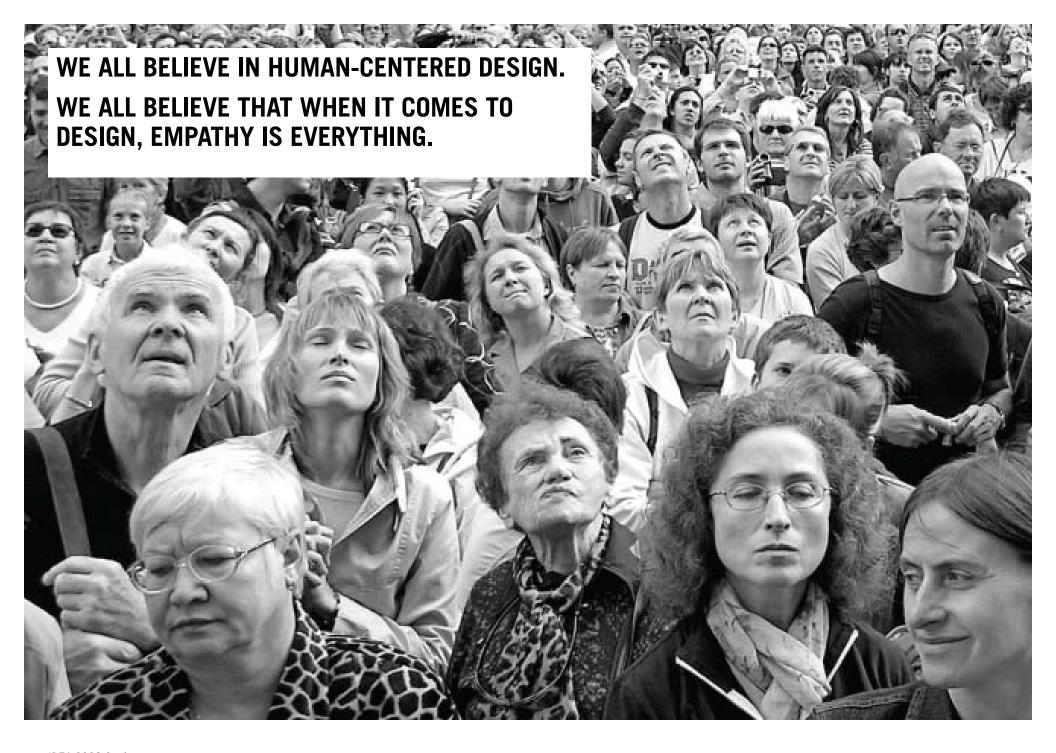
# FROM INDIVIDUALS TO THE COLLECTIVE: PRECURSORS TO INNOVATION

ARADHANA GOEL IDEO 08.10.08



## IN THE LAST DECADE, OUR CONTEXT HAS CHANGED.

WE LIVE IN A WORLD WHERE TECHNOLOGY HAS ENABLED A MULTITUDE OF CONNECTIONS AND HAS ACCELERATED THE PACE OF CHANGE.

## IN MY 10-YEAR CAREER, ARCHITECTURE I URBAN DESIGN I INFORMATION DESIGN I SERVICE DESIGN

I HAVE SEEN OUR DESIGN **CHALLENGES EVOLVE** FROM: TANGIBLE TO INTANGIBLE, PERMANENT TO TEMPORAL, REACTIVE TO PREDICTIVE.

## THESE OPEN CHALLENGES REQUIRE A FUNDAMENTAL SHIFT IN WHERE WE LOOK.

WE NOT ONLY NEED EMPATHY FOR INDIVIDUALS, BUT ALSO NEED TO GET THE PULSE OF THE COLLECTIVE.

## PEOPLE EMPATHY

A.K.A

## HUMAN FACTORS



## COLLECTIVE PULSE

A.K.A

## TREND FACTORS

#### WHAT ARE THE HUMAN FACTORS?







Cognitive



Social



Cultural



Emotional



Contextual

#### WHAT ARE THE TREND FACTORS?

## SOCIETAL TRENDS

SHIFTS IN CULTURAL LANDSCAPE

BEHAVIORAL CHANGE

CONNECTIONS
BETWEEN DOMAINS

#### TECHNOLOGY ENABLERS

STATE OF THE ART

NEW POTENTIAL OPPORTUNITIES

PATTERNS OF ADOPTION

#### BUSINESS TRENDS

CHANGING THE VALUE EQUATION

EMERGING REVENUE MODELS

STAKEHOLDER ECOSYSTEMS

## WHILE TRENDS HAVE ALWAYS BEEN AN IMPORTANT DESIGN ELEMENT IN THE PAST, PRESENT TECHNOLOGIES ARE ENABLING MEANINGFUL REACH AND AGGREGATION.

## ITS TIME WE DIG DEEPER.

#### IN ORDER TO INFORM DESIGN THINKING, WE NEED BOTH:

## HUMAN FACTORS

WHAT TO DESIGN?
WHO TO DESIGN FOR?
HOW TO DESIGN?

FROM MICRO CONTEXT



## TREND FACTORS

WHERE DO WE LOOK? WHAT INFORMS DESIGN? WHAT IS POSSIBLE?

TO MACRO CONTEXT

## LET'S LOOK AT SOME TRENDS...

THIS IS NOT AN EXHAUSTIVE LIST. IT REPRESENTS BROAD PATTERNS THAT I HAVE **NOTICED IN THE PAST YEAR** ACROSS VARIOUS DESIGN CHALLENGES.

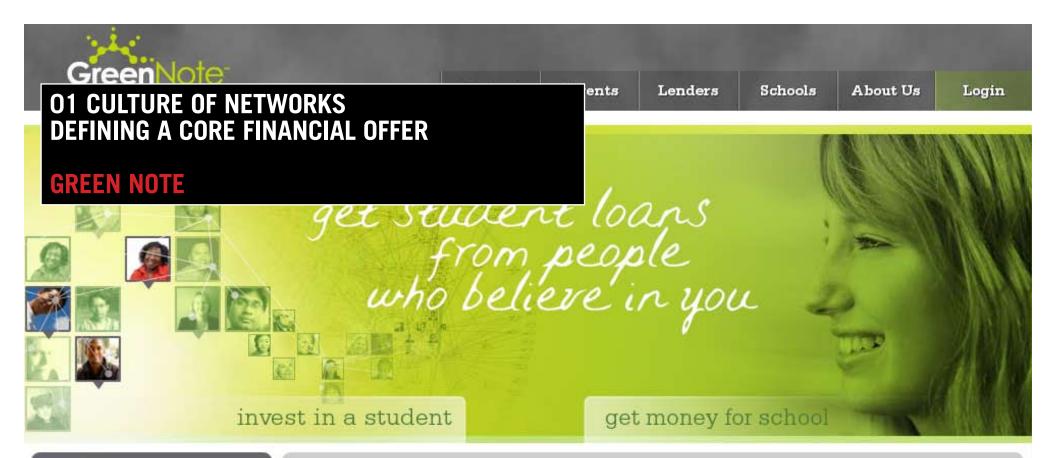
## SOCIETAL TRENDS

01 CULTURE OF NETWORKS

02 NOMADISM

**03 CONSCIENTIOUS CONSUMPTION** 





#### How we're different

- A new alternative to traditional student loans
- · Low 6.8% Fixed Rate
- No co-signer or citizenship needed

7 Find out more

# Graduate and Repay You finished school! Send in your loan payments and GreenNote distributes individual payments to your lenders. Get started now Lenders can also choose to

forgive your loan or interest



Make a positive impact in the wor

Your ideas. Your decision. Our mo

#### Winning project appounced in:

#### **01 CULTURE OF NETWORKS ENHANCING BRAND BY ENGAGING COMMUNITY**

▶ WHAT IS MEMBERS PROJECT?

#### **A AMEX MEMBERS PROJECT**

#### **Members** Project '07

The first ever Members Project was proof that people who are passionate about making a difference could come together to achieve something amazing. Among thousands of inspiring ideas for projects submitted by Cardmembers across the country, one simple idea caught the collective imagination like no other.

#### '07 WINNING PROJECT



#### Children's Safe Drinking Water

#### Greg Allgood

Fullfilling Organization: U.S. Fund For UNICEF

For Two Cents We Can Change the World. Four thousand children die needlessly every day from drinking contaminated water. Help us reach a goal of providing 2 billion liters of safe drinking water. For only two pennies a day a child can have safe drinking water.

View the video >

#### '07 Finalists



#### Teachers Ask, You Choose, Students Learn,

Member: Charles Best

What if people from all walks of life could connect directly with public schools, learn about specific classroom needs, and choose how to help?

View the video >



#### Plant a Million Trees - Global Reforestation

Member: Amy Walker

Trees are disappearing in vast numbers all over the globe. I want to replace them. Simple as that. Plant millions of trees where they are needed most.

View the video >



#### Wind and Solar for Residential

Member: James Muffley

My idea is to create a small power-generating unit that is small enough and powerful enough to be placed

into every residential home.

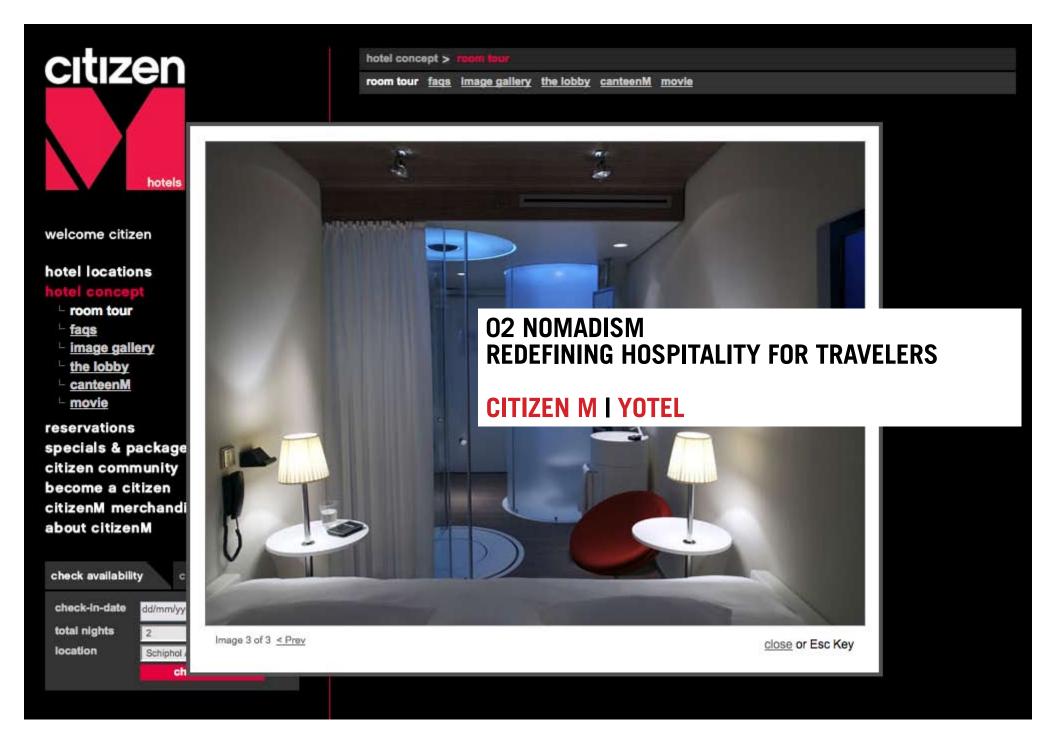
View the video ▶



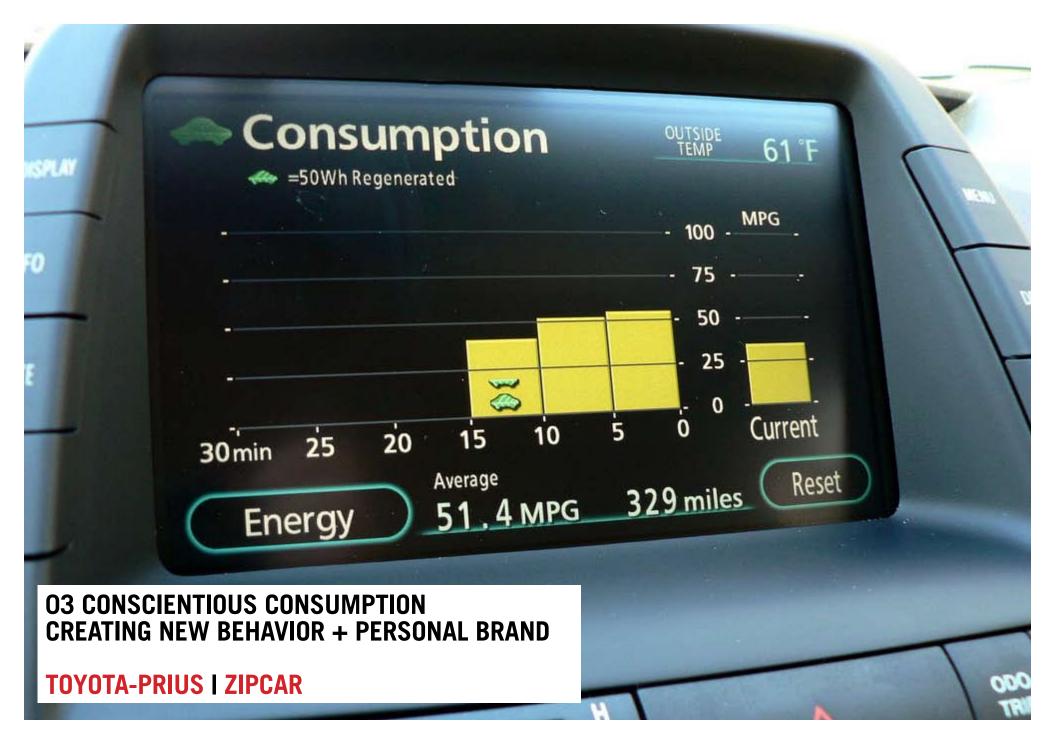
#### Restore Our U.S. National Parks

© IDEO









## TECHNOLOGY ENABLERS

04 PLATFORM APPROACH

**05 ADAPTIVE SERVICES** 

06 MULTI-CHANNEL CONVERSATIONS





### 04 PLATFORM APPROACH NOT ONE SIZE FITS ALL

**APPLE-IPHONE I GOOGLE-ANDROID** 

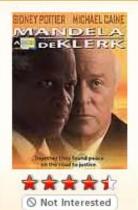


#### Because you enjoyed:

Gandhi Hotel Rwanda

We think you'll enjoy: Mandela and de Klerk

Add



#### YOUR RECENT ACTIVITY

09/11 We received Turtles Can Fly

09/11 We received Daughter of Keltoum

09/11 We received Resistance[s]: Vol. 2

#### SUGGESTIONS FOR YOU

You have new suggestions in Movies You'll .

#### Foreign Musicals

Based on your interest in:

Bombay to Bangkok Dil Dosti Etc. No Smoking

Want to rate it?

Foreign Musicals



See all >>

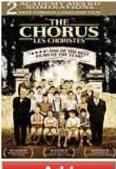




Play Add



The Chorus



Add



Om Shanti Om



Add



#### The Umbrellas of Cherbourg



Play Add



## O5 ADAPTIVE SERVICES CREATING A NEW PARADIGM OF LOYALTY

#### **NETFLIX | AMAZON | PANDORA**

Want to rate it?

India





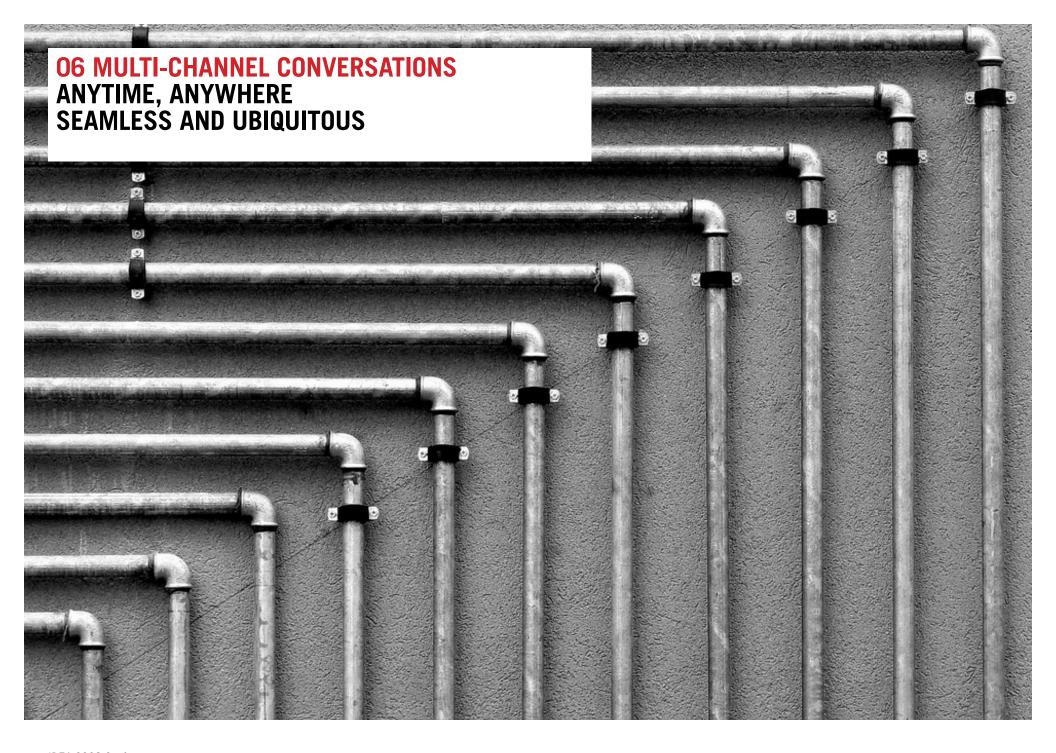


#### Aaja Nachle



#### Veer-Zaara







### 06 MULTI-CHANNEL CONVERSATIONS NEW PARADIGM OF CUSTOMER SERVICE

**ZAPPOS I COMCAST I SOUTHWEST** 

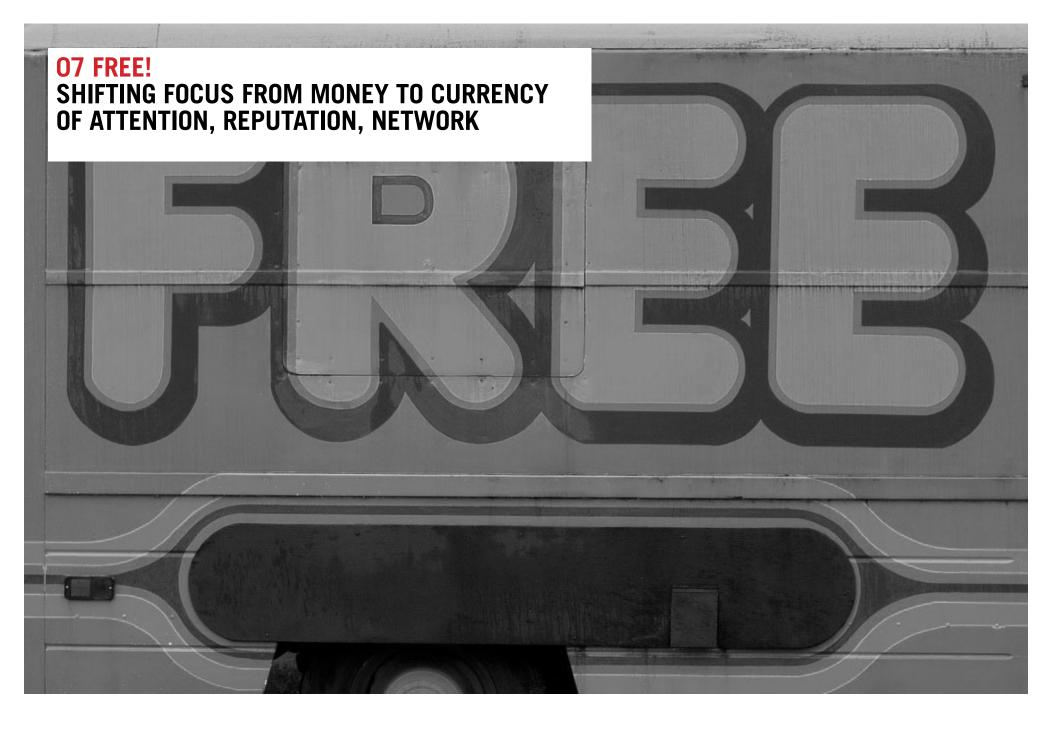


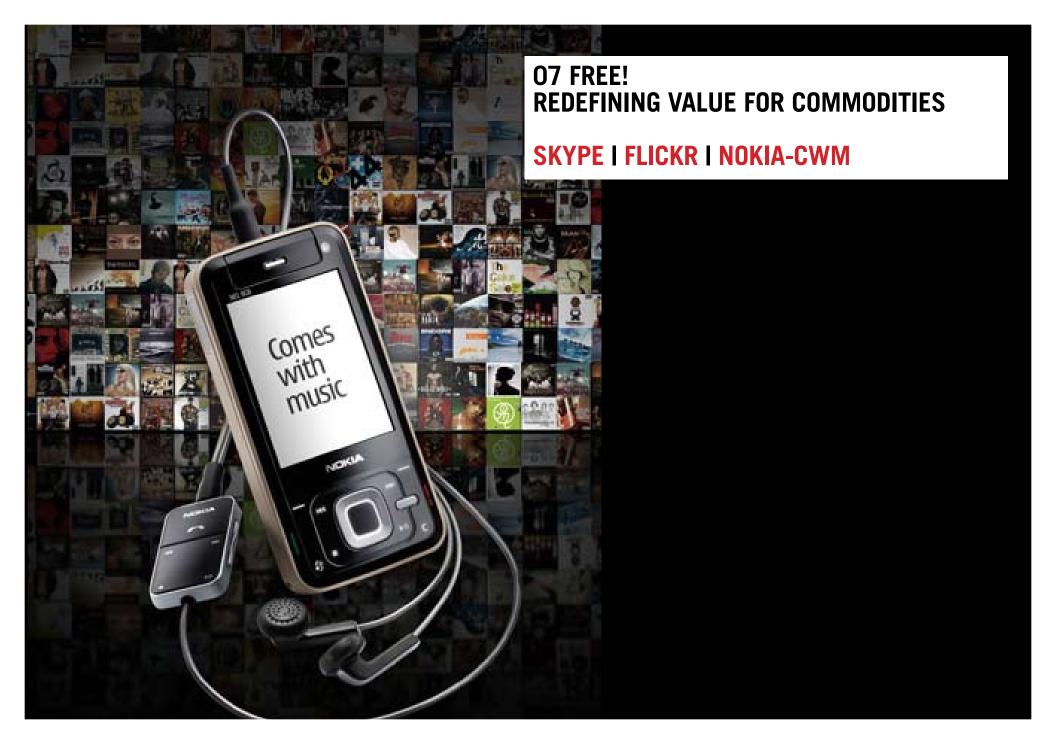
## BUSINESS TRENDS

07 FREE!

08 CROWD SOURCING

09 MICRO-TRANSACTIONS

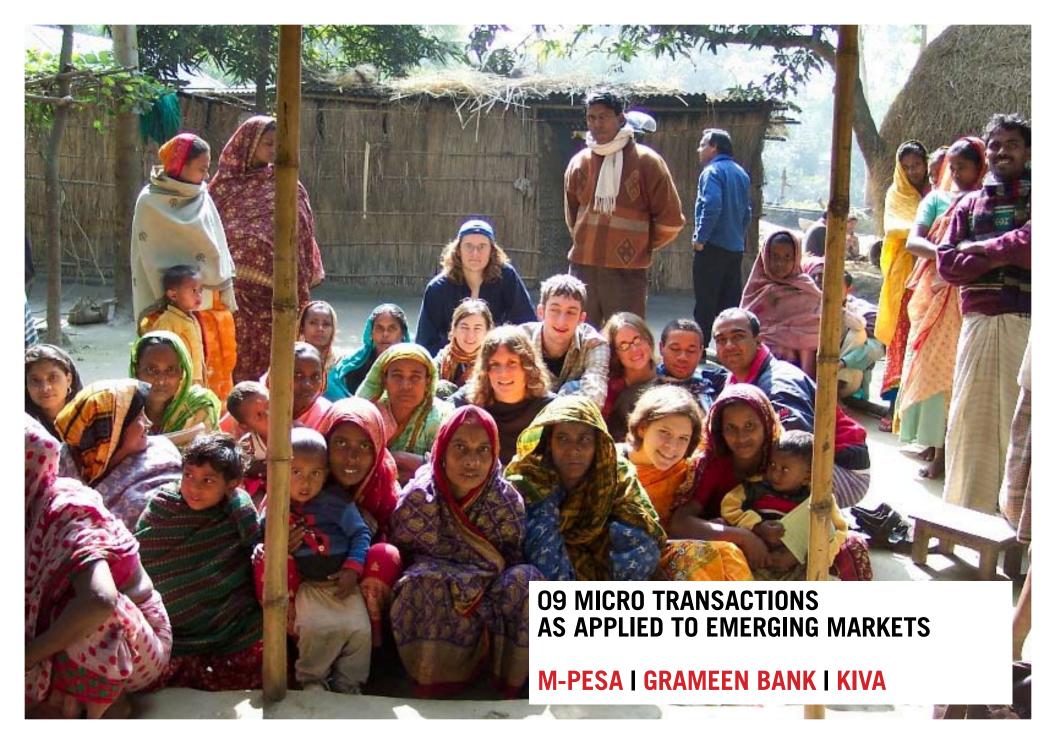












## HUMAN FACTORS

USER INTERVIEWS
IN-CONTEXT OBSERVATIONS
EXTREME USERS

**DIGGING INTO CONTEXT** 



## TREND FACTORS

MEDIA AUDITS ERA ANALYSIS EXPERT PANELS

FINDING THE CONTEXT

# I'D LIKE TO END WITH A DISCUSSION ON SOME RECENT CHALLENGES I HAVE FACED AT IDEO THAT HAVE SHAPED MY THINKING.

# O1. DESIGN A CONVERGED SERVICES PORTFOLIO FOR A TELECOMUNICATIONS AND ENTERTAINMENT COMPANY.

CELLPHONE I LANDLINE I TV & MEDIA I INTERNET

NO EXISTING MENTAL MODEL FOR CONSUMERS
NO CLEAR DEFINITION OF CONVERGENCE WITHIN THE ORGANIZATION
FOUR DIFFERENT PROFIT & LOSS SILOES WITH COMPETING OBJECTIVES

### WHERE TO START?

## 02. MAKE MOBILE PHONE TOP OF THE WALLET (FINANCIAL TOOL)

NO EXISTING BEHAVIOR IN U.S.
WHAT WILL INSPIRE CONSUMER ADOPTION?
HOW TO DEFINE PARTNER ECOSYSTEM?
IDENTIFY THE POTENTIAL COMPETITION?

## WHERE TO START?

# O3. DESIGN CONCEPTS FOR THE FUTURE OF RETAIL BANKING (10 YEARS FROM NOW).

ENVISION THE FUTURE WITH CONSTANT CHANGES, CAN WE PROJECT TODAY'S REALITY INTO THE FUTURE? WHILE BROADENING OUR HORIZONS, IS THERE A THRESHOLD?

**AGAIN, WHERE TO START?** 

## WHERE TO START?

## FOR OPEN-ENDED CHALLENGES, GO BEYOND THE INDIVIDUAL TO THE COLLECTIVE PATTERN.

DIG DEEP INTO TRENDS TO CREATE MEANINGFUL CONTEXTS FOR DESIGN.

IDEA 2008 Conference

WHILE TRENDS HAVE ALWAYS BEEN AN IMPORTANT DESIGN ELEMENT IN THE PAST, PRESENT TECHNOLOGIES HAVE ENABLED MEANINGFUL AGGREGATION, WITHOUT SIGNIFICANT INVESTMENT. DIG DEEP NOW.

## THANK YOU

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