

Cómo crear ideas
innovadoras a través
de tu cliente.

Human Centered Design

Madrid | 7 de Julio de 2016
De 9:30 a 14:15 horas

DESIGN
THINKING



Organiza

Partner:





Tecnología – Productos estrella // Precios asequibles



1950

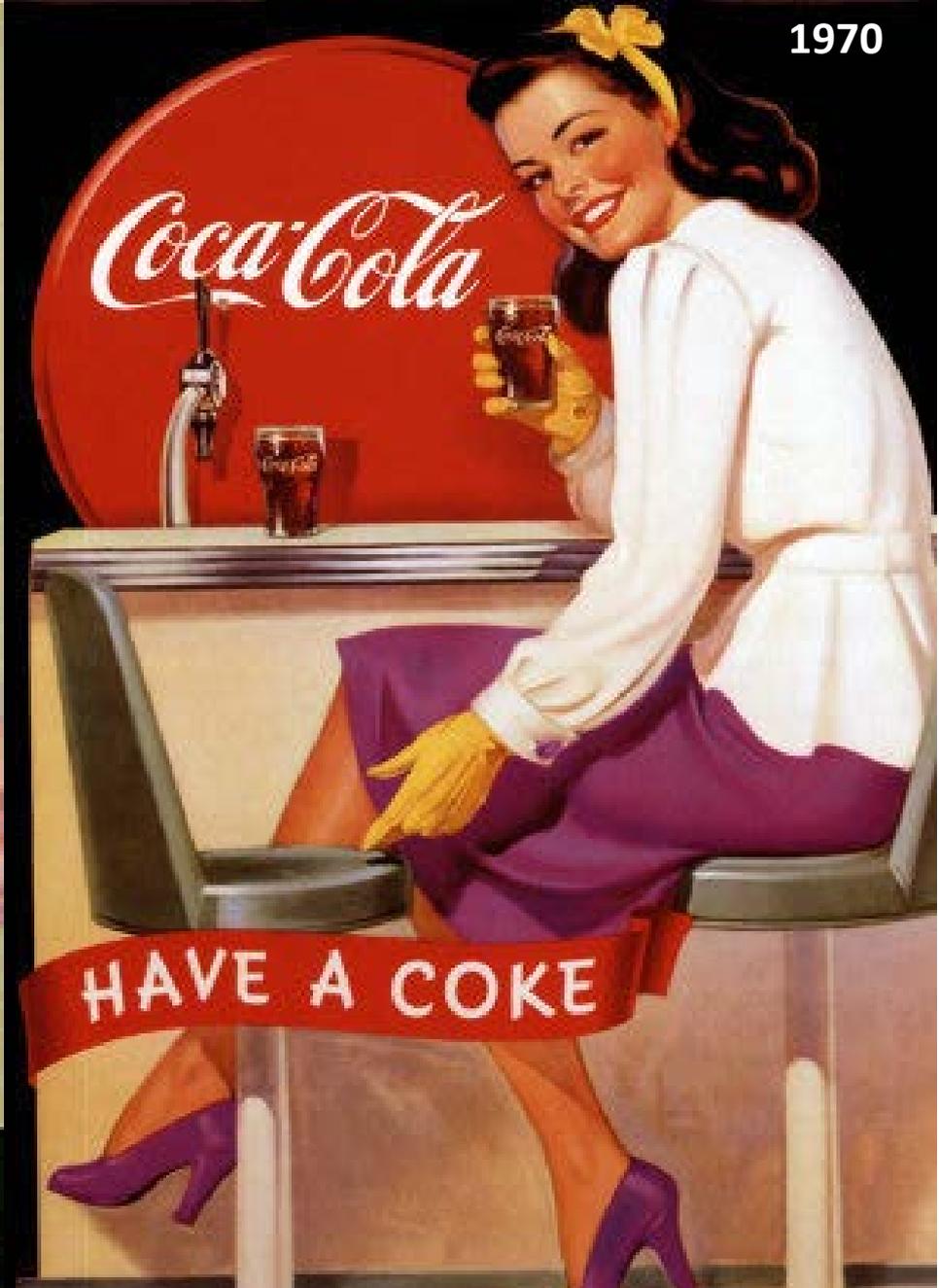


Want something good?

Of course you do.
You'll love the delicious taste

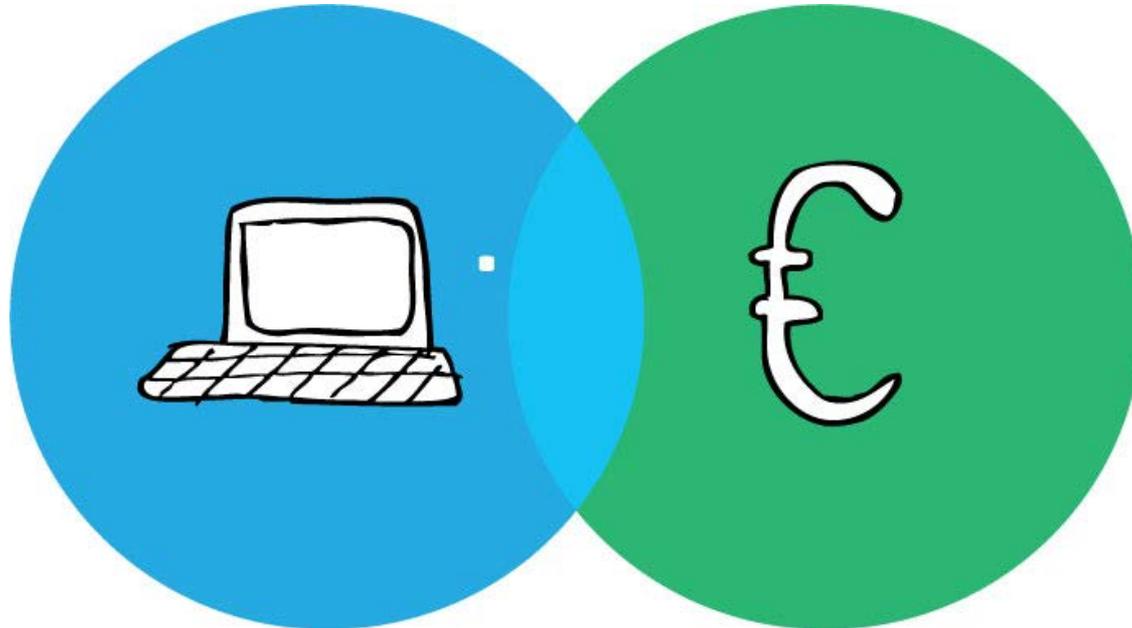


1970



HAVE A COKE

Tecnología + Negocios – Nuevos mercados





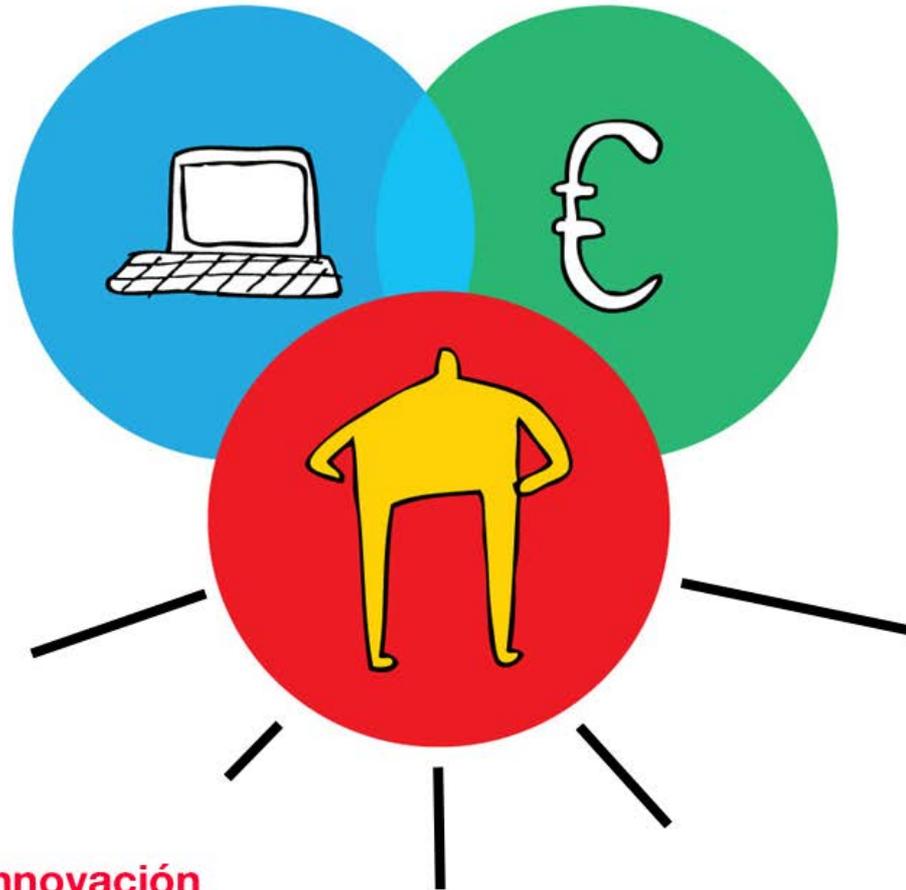
Our competitors aren't taking our market share with devices; they are taking our market share with an entire ecosystem."

Nokia CEO Stephen Elop

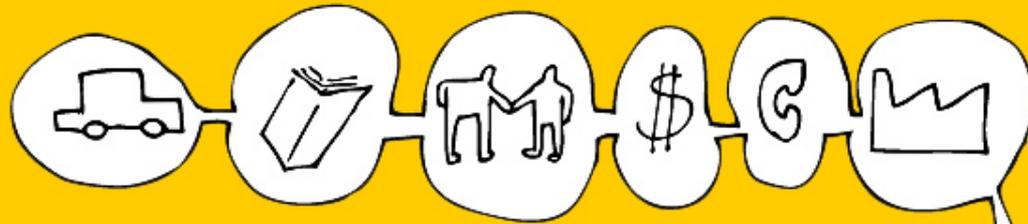




Tecnología + Negocio + Persona – Deseos // Necesidades



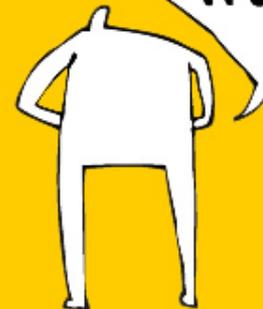
Pilares de la innovación



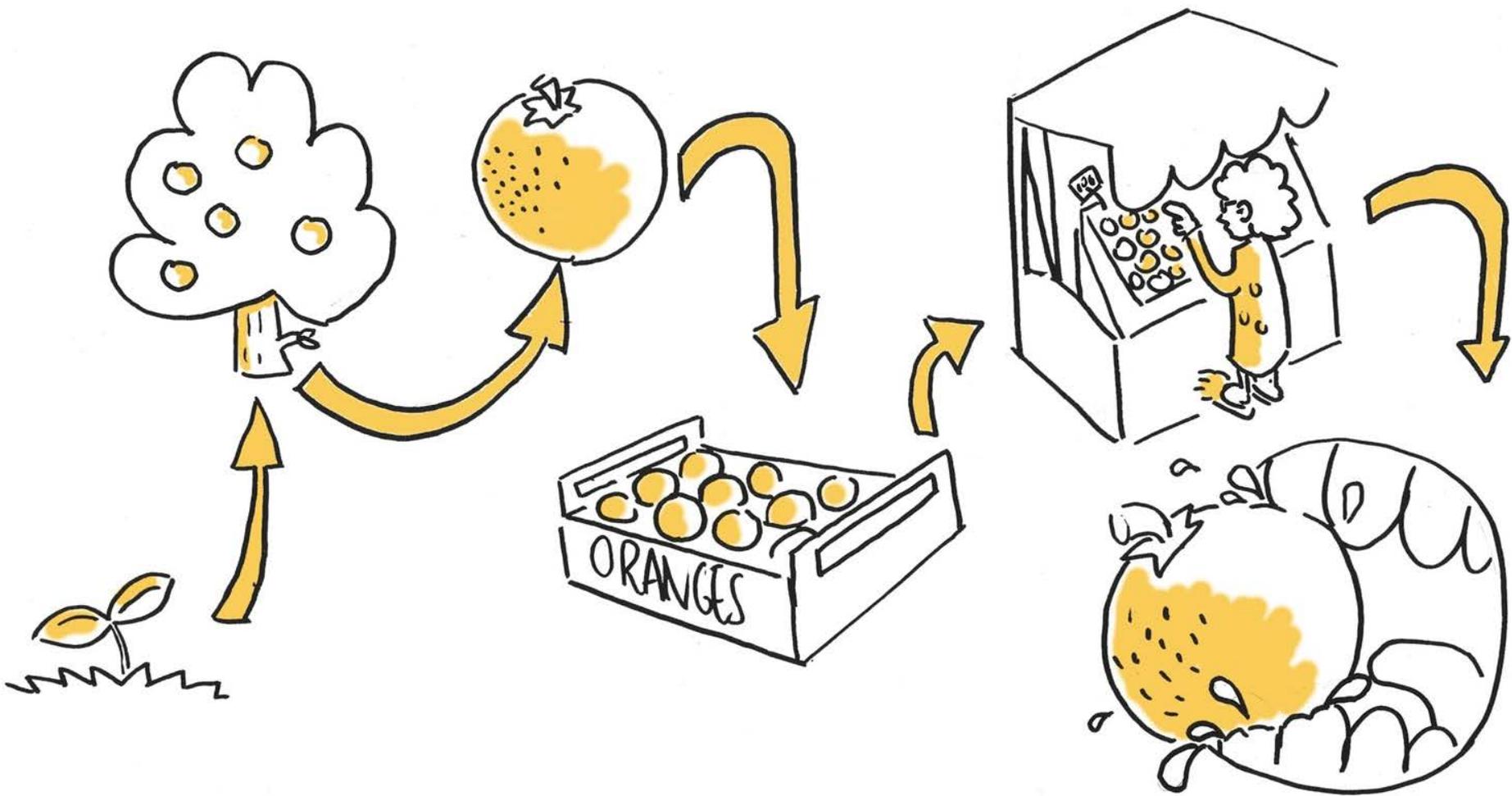
TODO ESTA BASADO
EN MODELOS DE LA ERA
INDUSTRIAL

Y ESTA
FALLANDO

NO ES UNA CRISIS,
ES UN CAMBIO HISTORICO



*Don Tapscott,
World Economic Forum Member*







Si desea ponerse en contacto
96 164 70 01



[Inicio](#) > Productos

Productos

8 Artículo(s)

Mostrar por página

Ordenar por ↑



Navelinas de mesa (15 kg)

28,00 €

Añadir a la cesta

15 kg netos de naranja a 1.86 € / kg

[Saber más](#)

[Agregar a la lista de artículos de interés](#) | [Agregar a la lista de comparación](#)

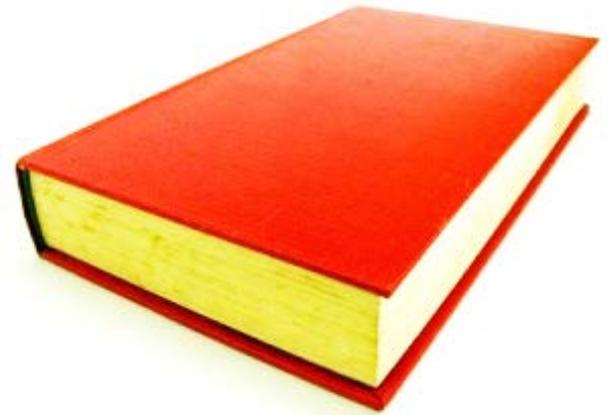


Navelinas para zumo (15 kg)

23,00 €

Añadir a la cesta

15 kg netos de naranja a 1.53 € / kg





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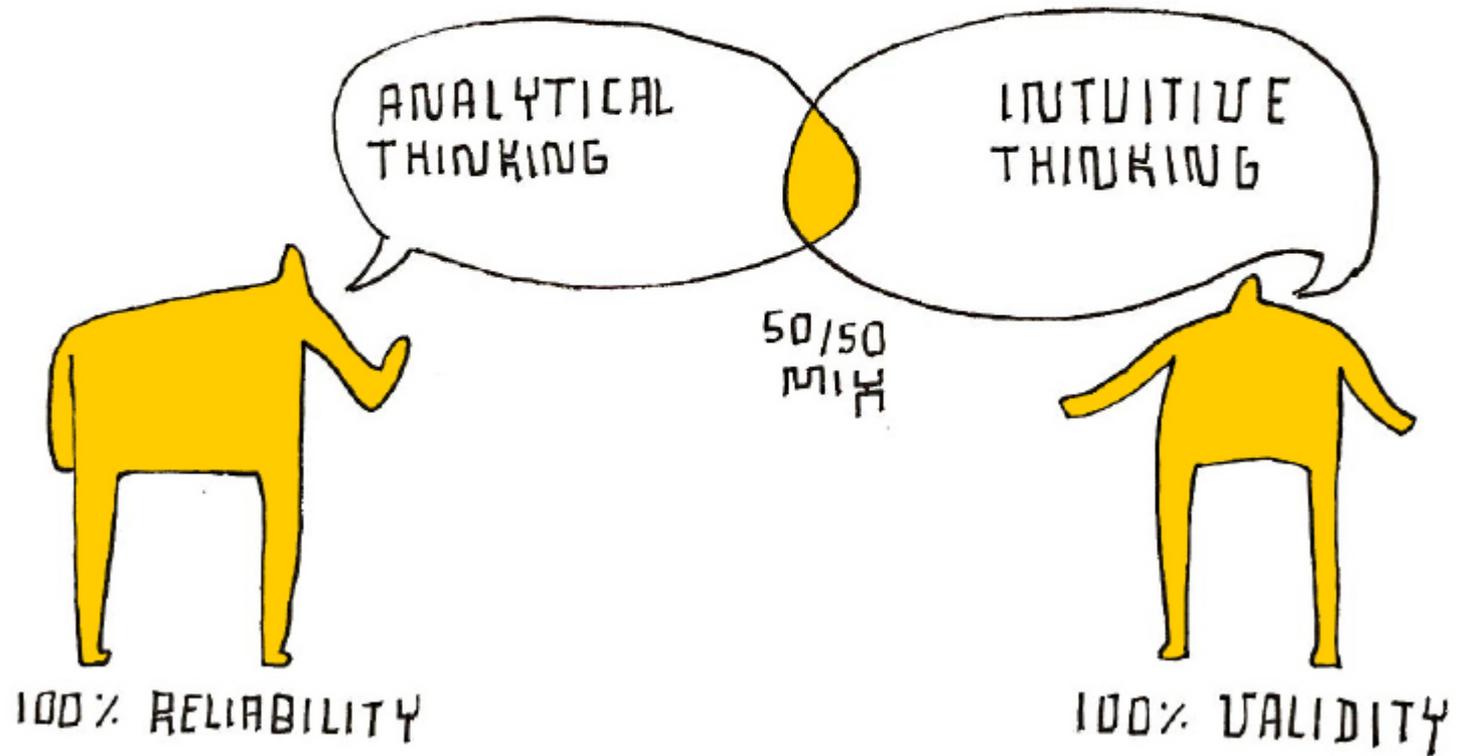
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*“El límite no está en la
Tecnología,
sino en las
personas”*

DESIGN THINKING



Pero...

*¿Cómo podemos
innovar a través de
nuestro cliente?*

**Designing
~~for~~
People**

Designing

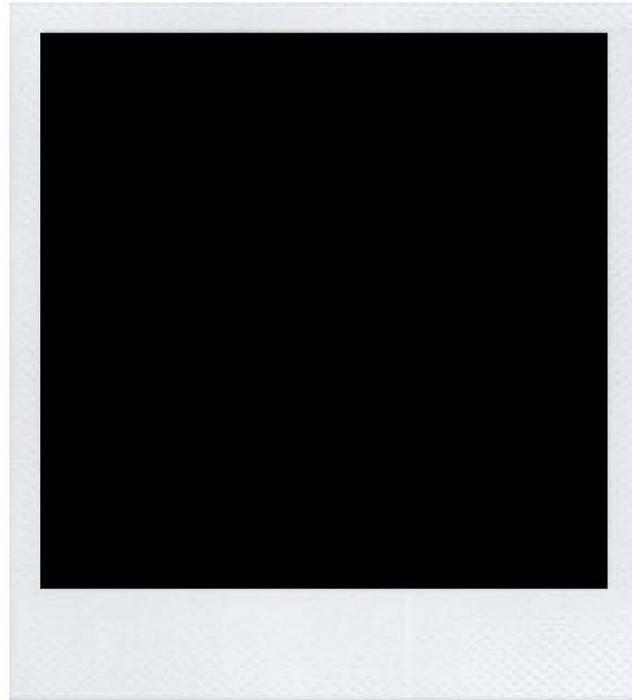
WITH

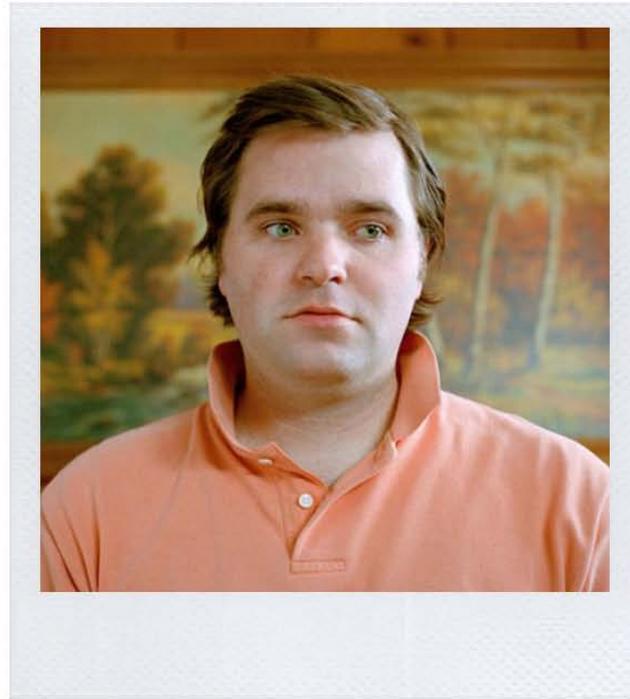
People

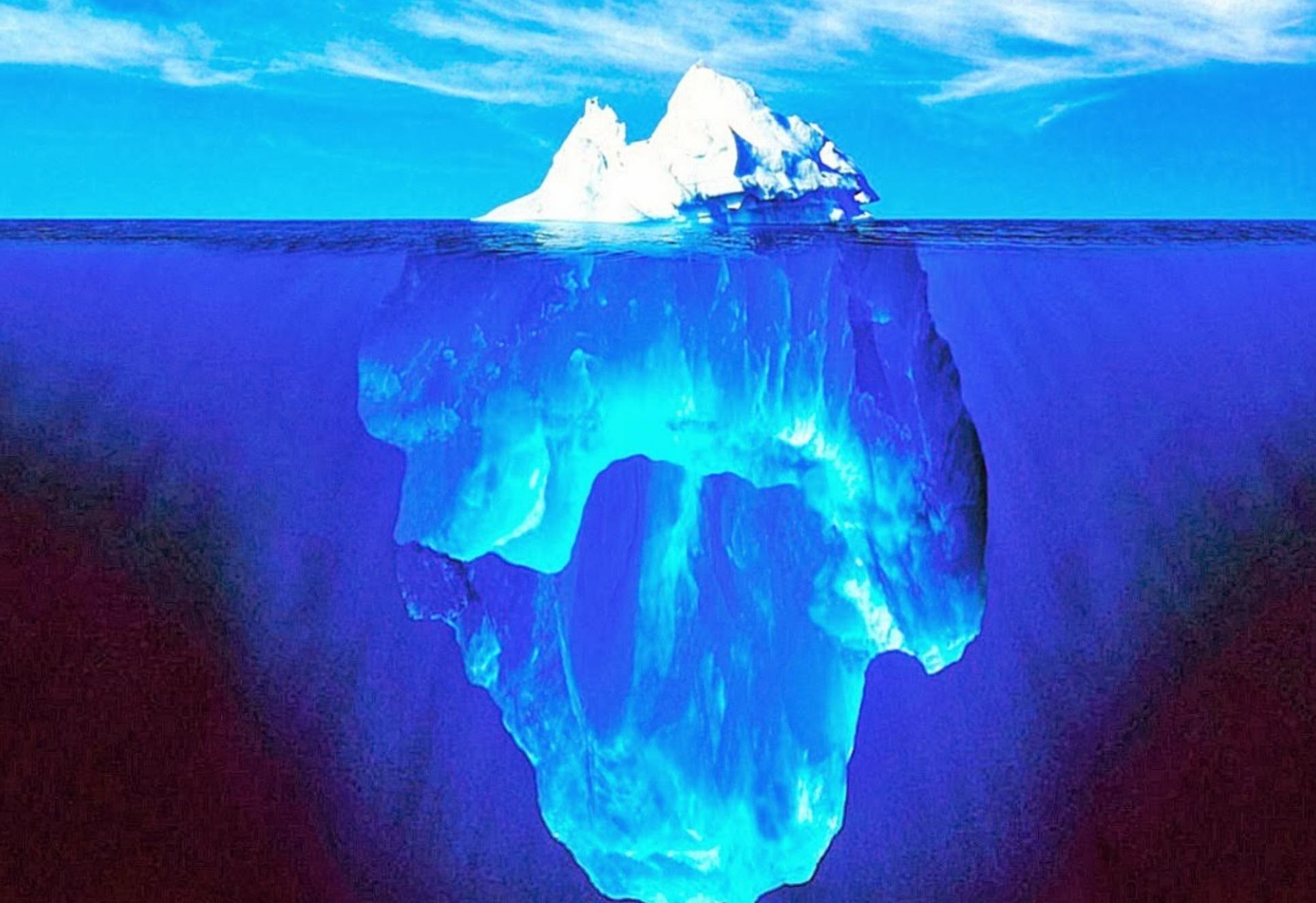


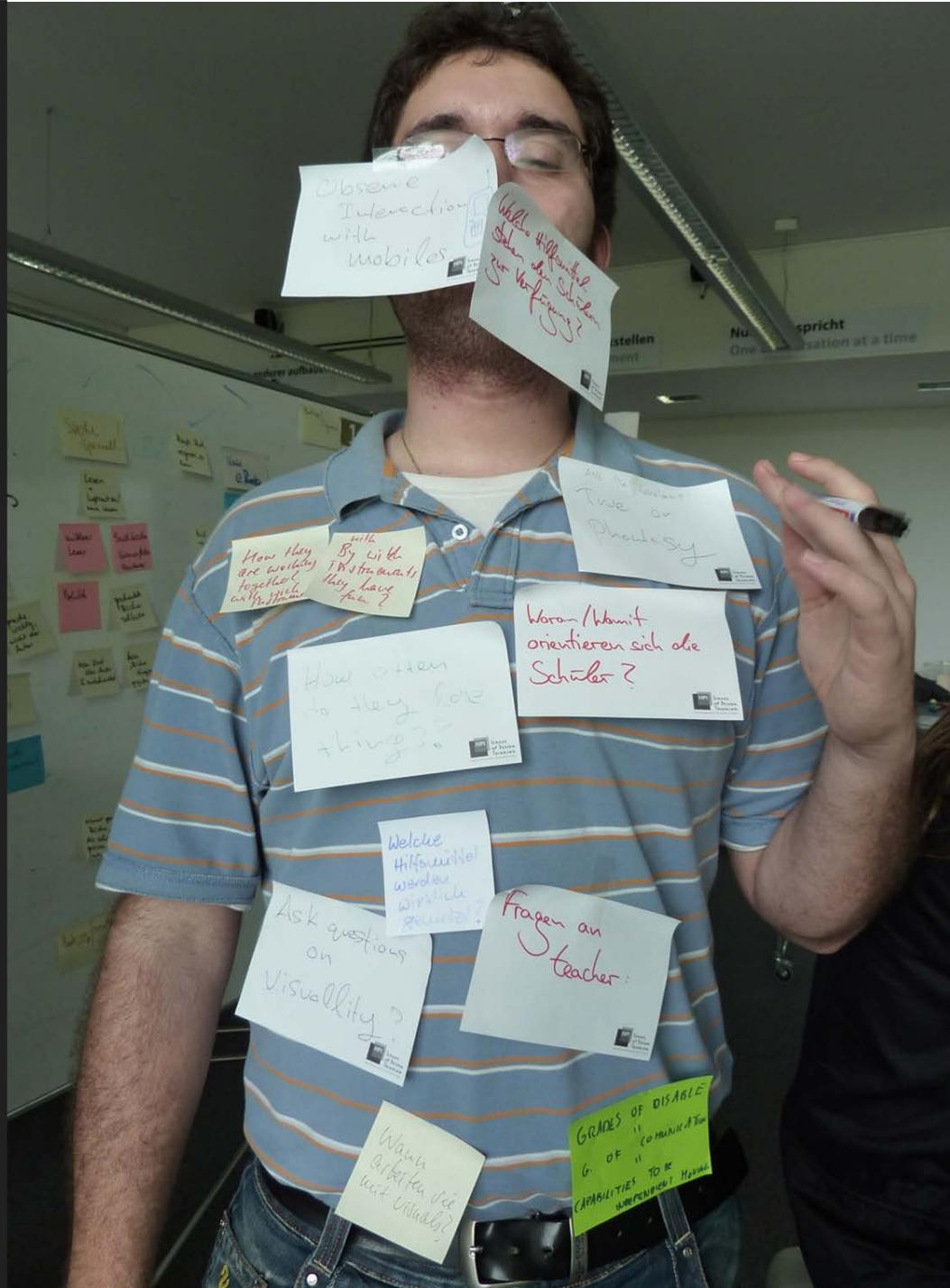


¿Para quién diseñas?









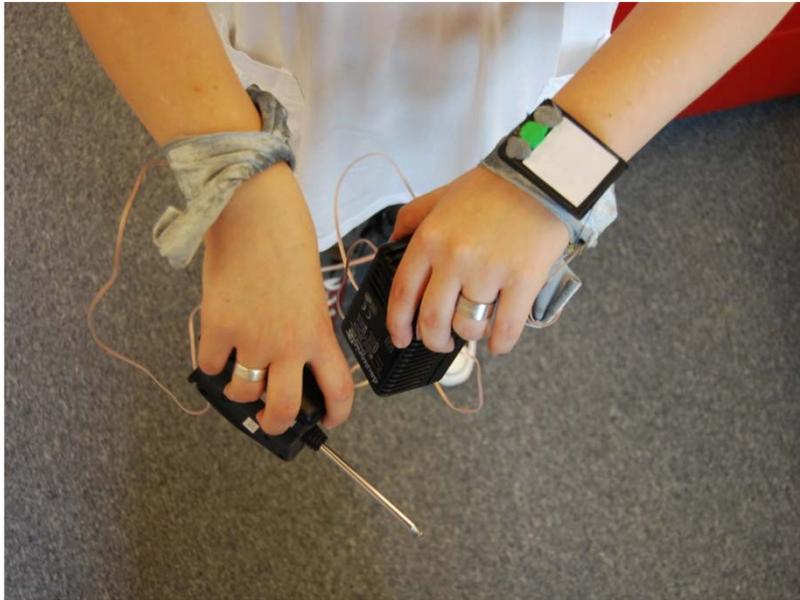
KANONA

Prototyp I



KANONA

Prototyp II



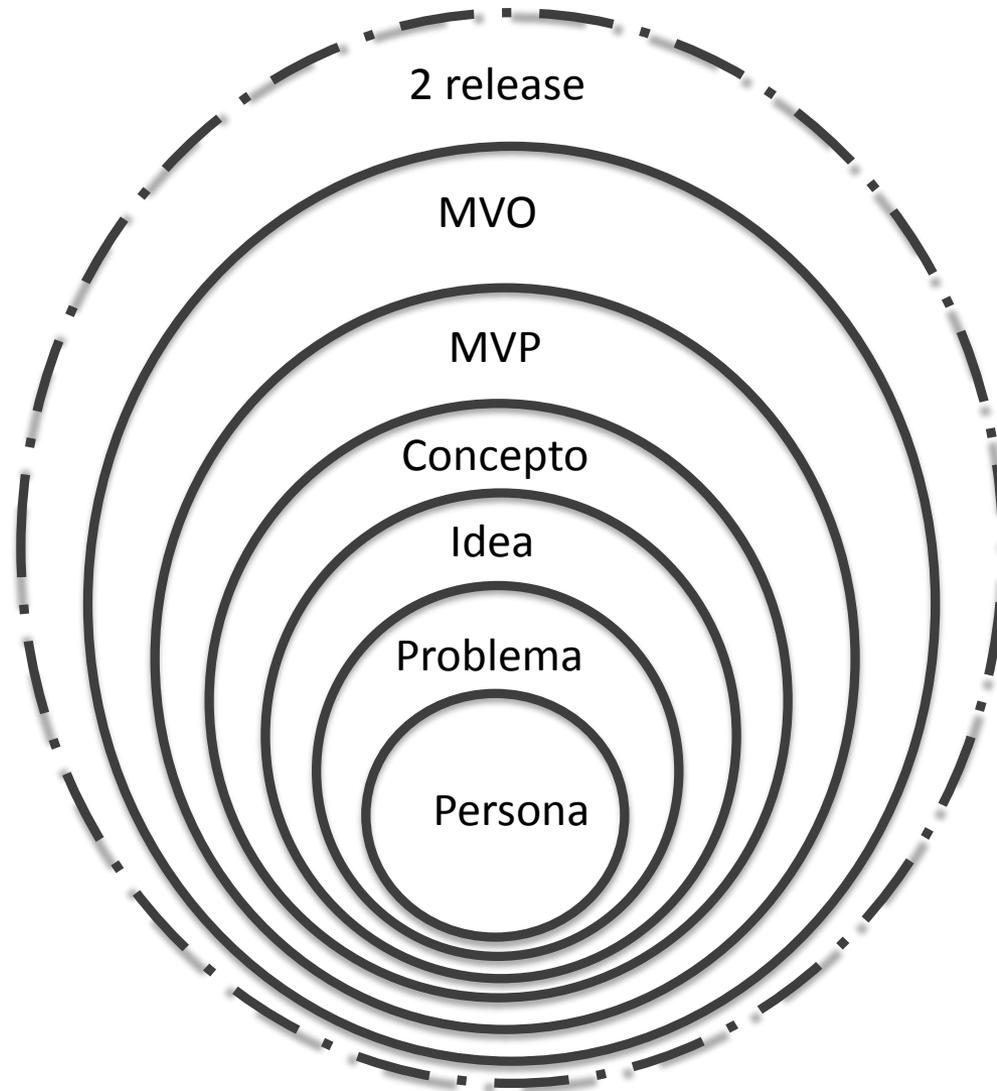
Prototyp III



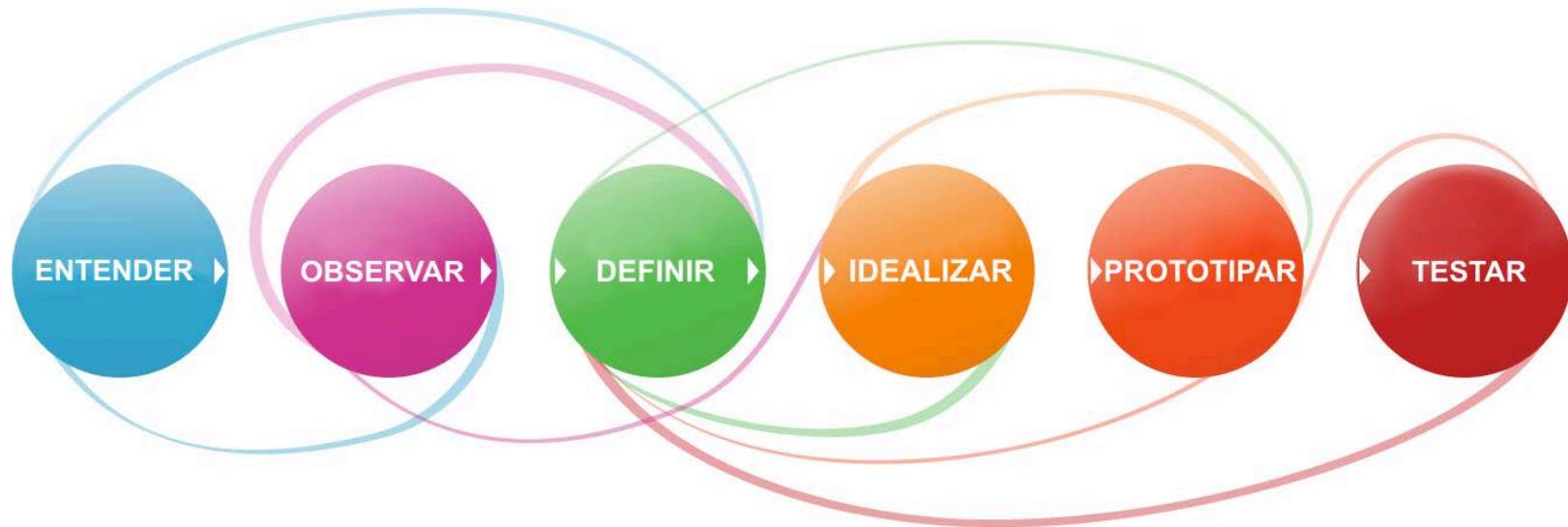
KaNoNa

Vibration in zwei Armbändern
Navigation durch GPS

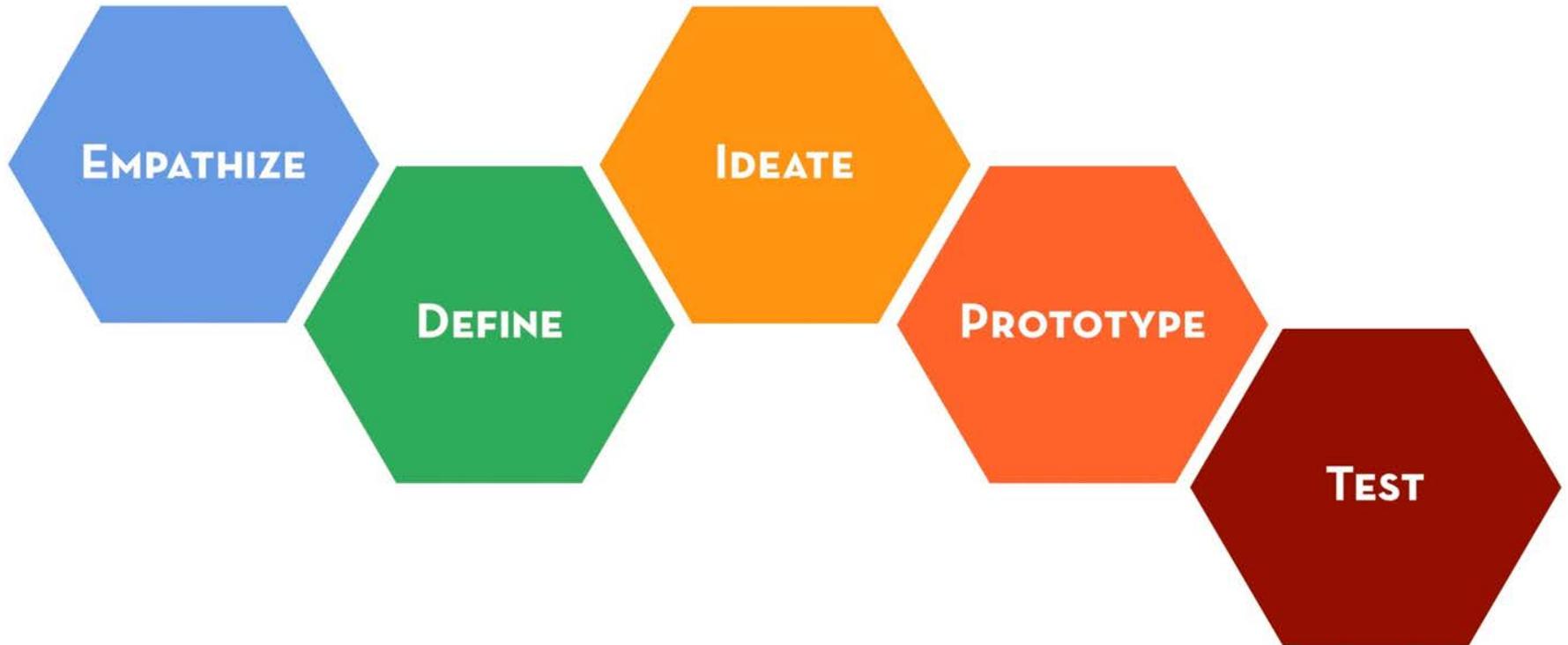


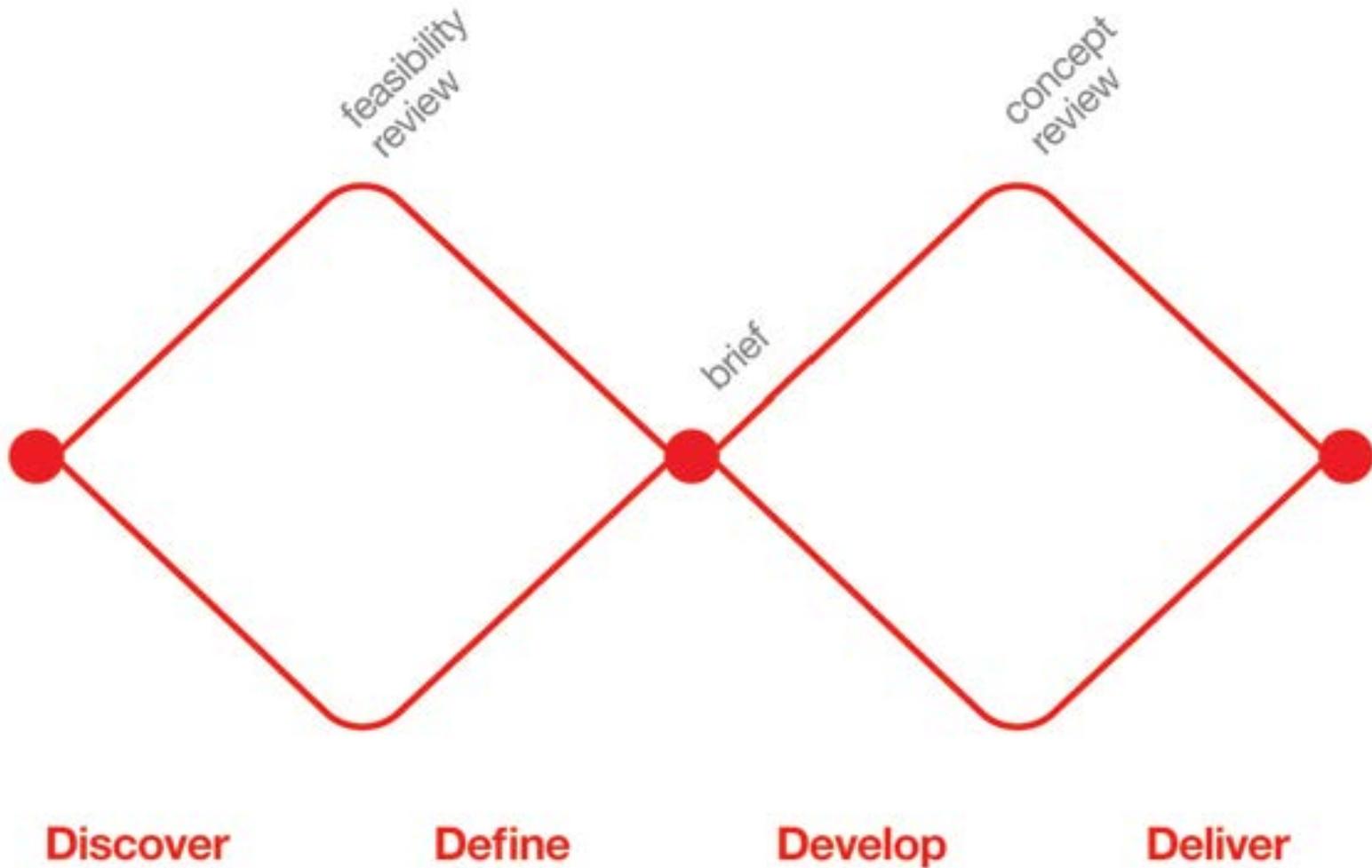


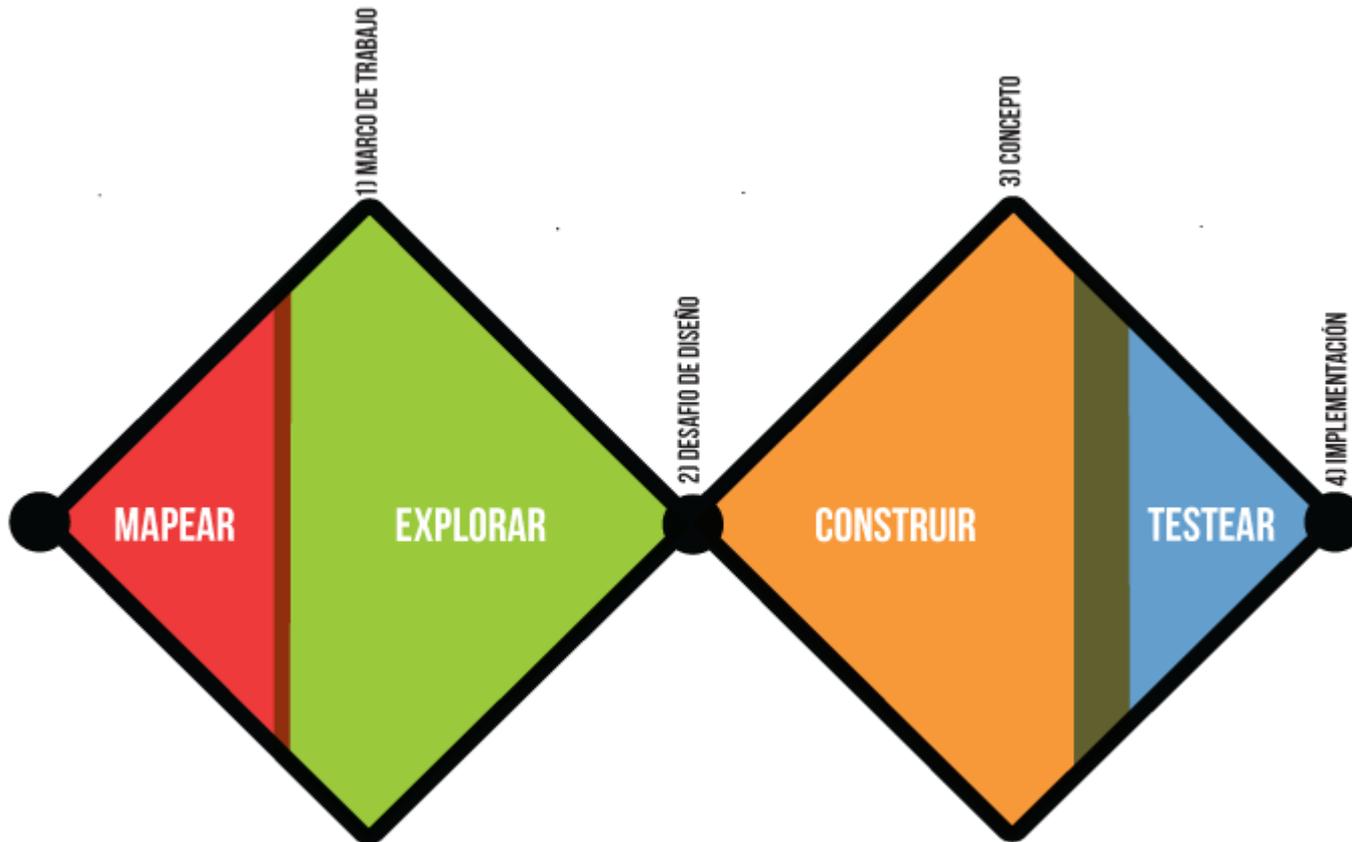
Procesos Design Thinking



Procesos Design Thinking







DESIGNPEDIA

80 HERRAMIENTAS PARA CONSTRUIR TUS IDEAS

JUAN GASCA Y RAFAEL ZARAGOZÁ

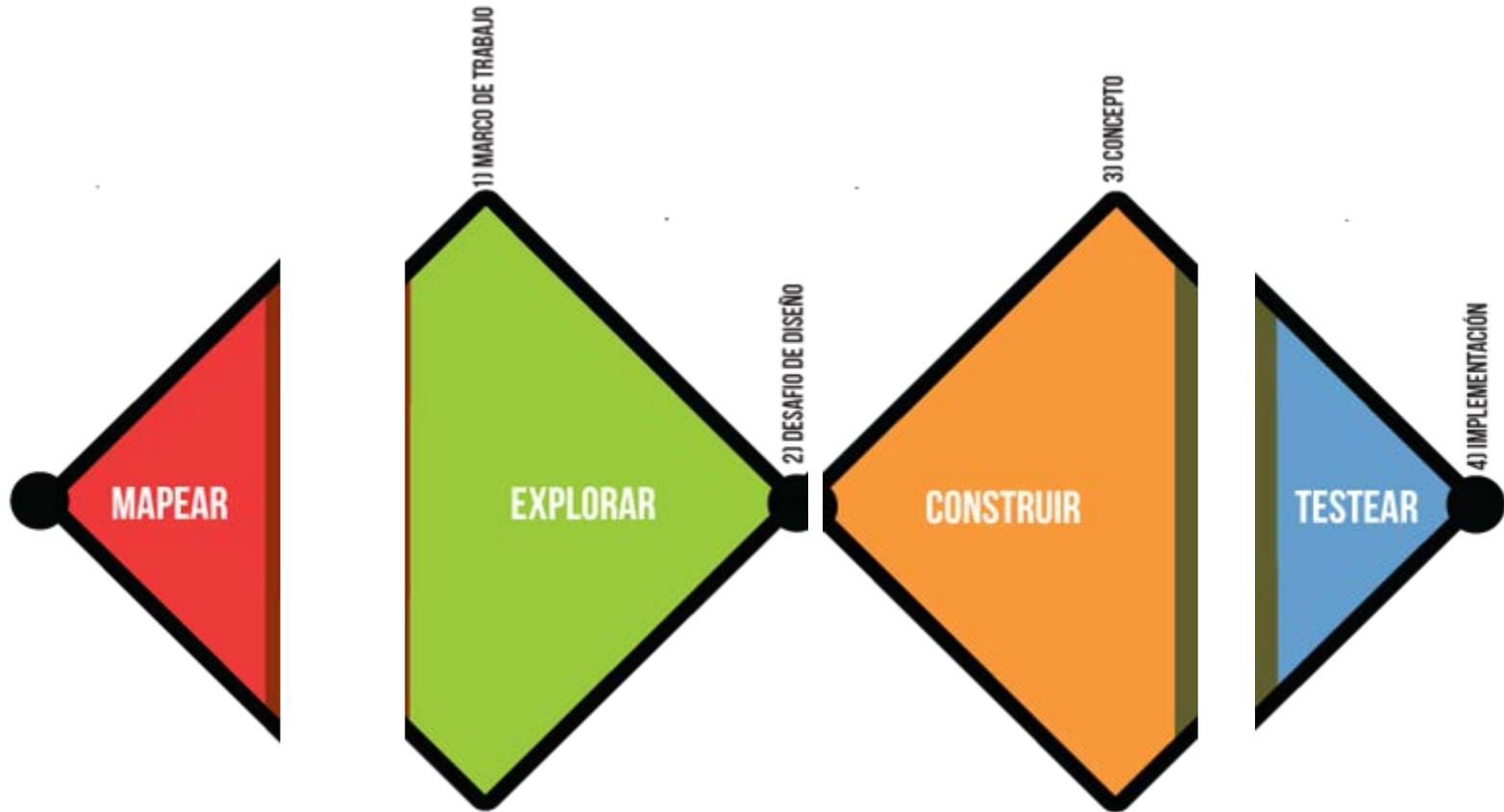


¿Cómo funciona designpedia?

www.designpedia.info



¿sabes cocinar...?



¿Qué cenamos hoy?

¿qué HAY EN LA NEVERA?

¿Cómo sería El plato ideal para esta ocasión?

¿te gusto el plato?

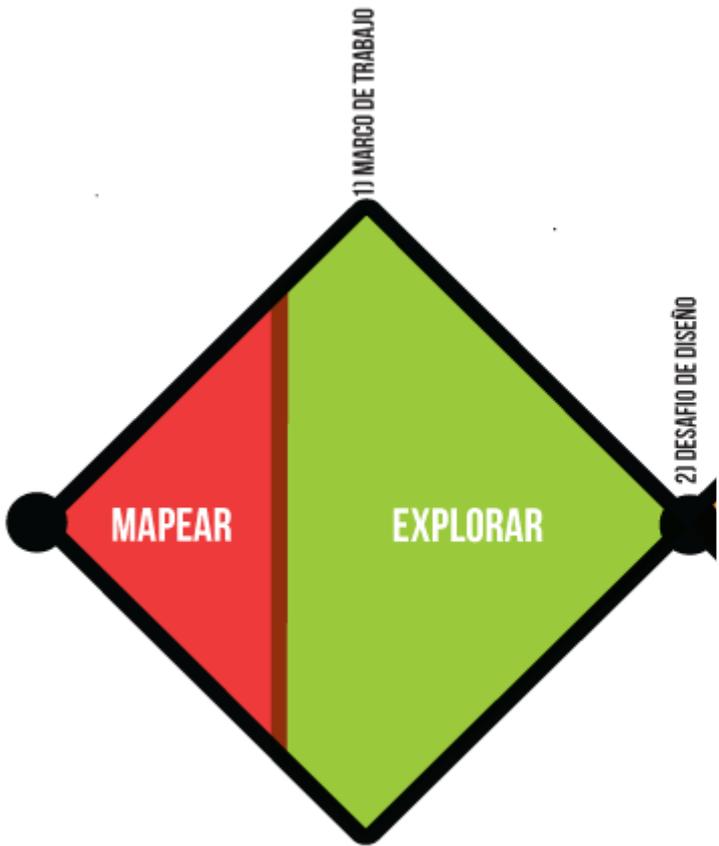


Entender los Límites del proyecto.

Empresa.

Cliente/mercado.

Quien podría ser mi cliente, por qué



¿Quién es mi cliente? ¿donde está? ¿Qué le preocupa?

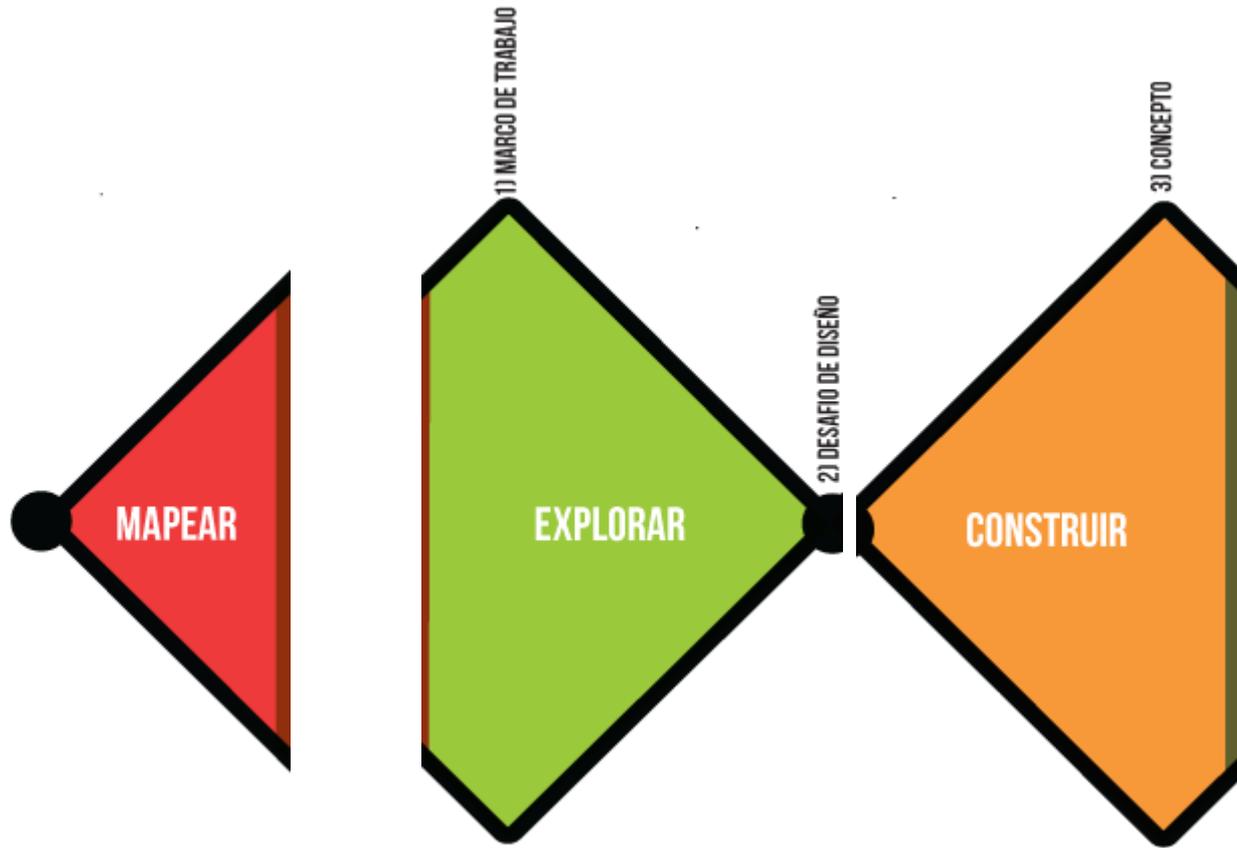
Investigar

Síntesis

Así es mi cliente. Esto es lo que está fallando

IDEAS TENEMOS TODOS

IDEAS TENEMOS TODOS
PERO TENEMOS QUE
HACER IDEAS QUE AYUDEN
A NUESTRO CLIENTE



idear Dame soluciones que respondan a mi reto

prototipar Que tipo de prototipo quieres hacer

herramientas Que técnicas hay para hacer prototipos.

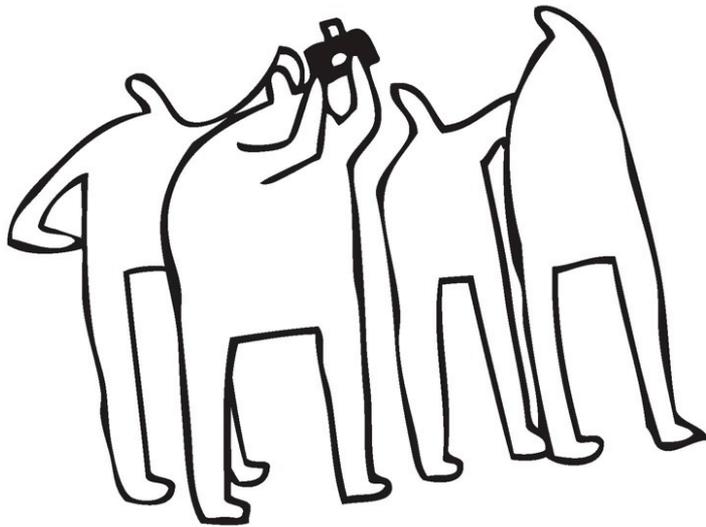
idear

Dame soluciones que
respondan a mi reto

“Una IDEA sin
EJECUCIÓN

no vale

NADA”





Las cosas no se
dicen se hacen,
porque al hacerlas
se explican solas.

Woody Allen.

prototipar

Que tipo de prototipo quieres hacer

BAJA
FIDELIDAD

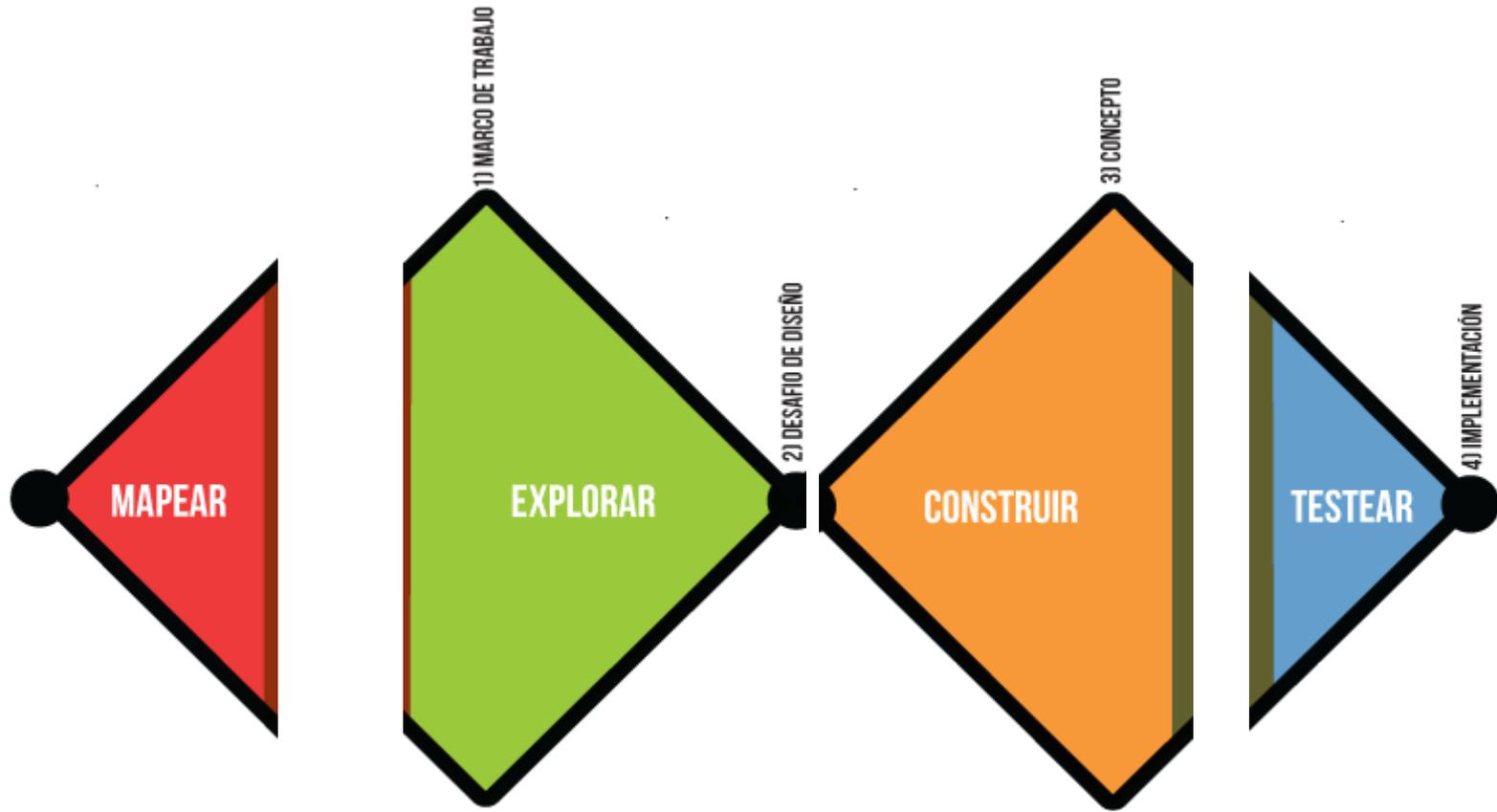
ALTA
FIDELIDAD

Por su madurez



Por su objetivo

Por su Función



**!Ayúdame a
ayudarte!**

Jerry Maguire.



Antes de preguntar

preparación

técnicas

Que formas tengo de probar con personas

- 1) 5 Por qué
- 2) Business Model Canvas
- 3) DAFO
- 4) Diagnostico de la industria
- 5) Diagrama de Sistemas ERAF
- 6) Mapa de Empatía
- 7) Persona

- 18) Mapa de convergencia
- 19) Hibridación por síntesis
- 20) Diseño de escenarios
- 21) Mapa activo de la experiencia
- 22) Sesiones de cocreación
- 23) Concept Sketch(PE)
- 24) MockUp(PM)
- 25) Solution Diagram(PP)
- 26) Wireframe(PFu)
- 27) Customer Journey map(PM)
- 28) Storytelling(PM)
- 29) Business Model(PP)



- 8) Búsqueda en medios
- 9) Entrevista Cualitativa
- 10) Entrevista Experto
- 11) Matriz de Tendencias
- 12) From... to...
- 13) Mapa evolución Innovacion
- 14) Key Facts
- 15) Mapa de Empatía
- 16) Desafío de diseño
- 17) Brief

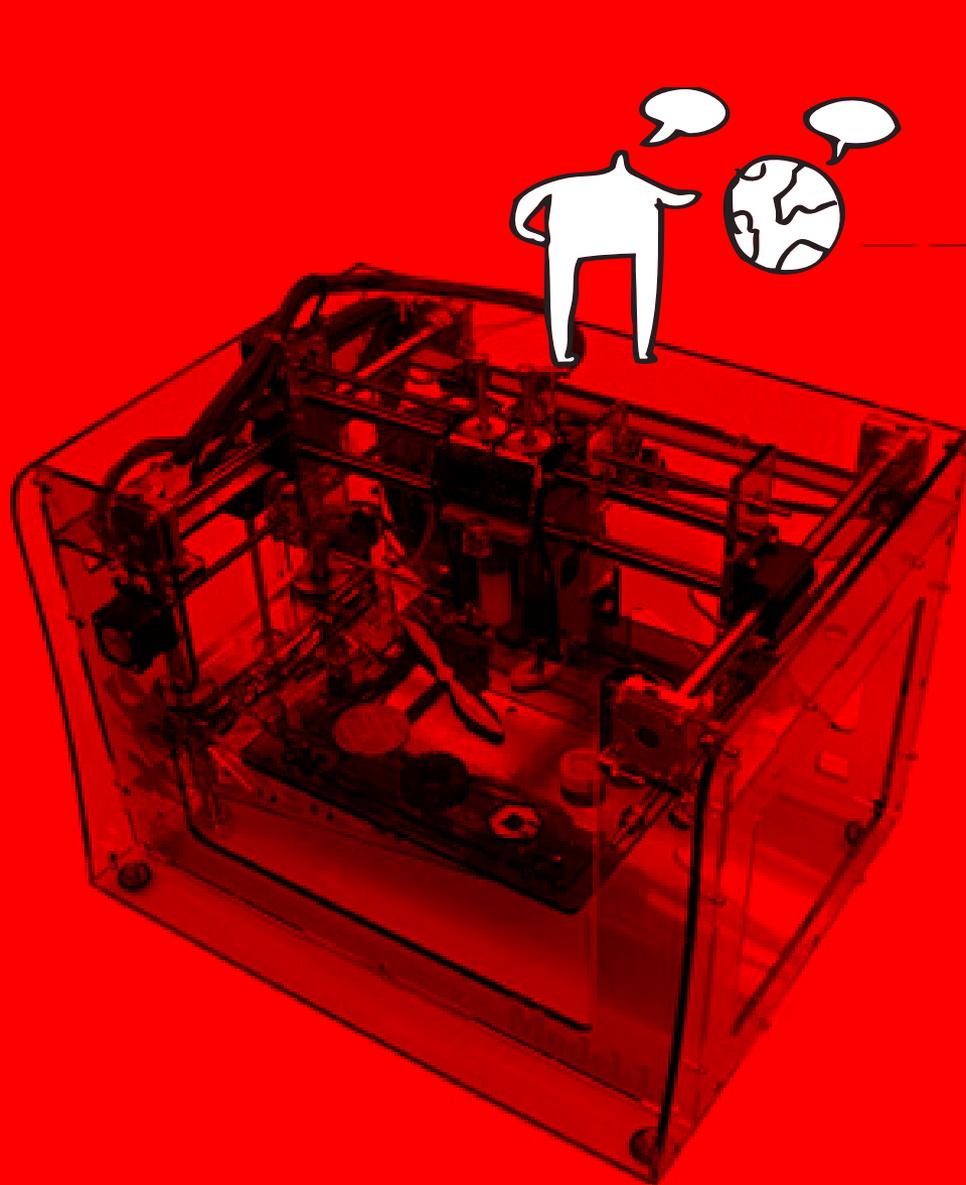
- 30) Road Map de Prototipado
- 31) Matriz de Hipotesis
- 32) Matriz de Feedback
- 33) Entrevista cualitativa
- 34) Test Cuantitativo
- 35) Test Usuario

DOVASE



MAPEAR. Empresa. 5 por qués





MAPEAR. Empresa. Diagnostico de la

The Business Model Canvas

Designed for:

Designed by:

On:

Iteration:

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Advantages of our customers
Specialized and exclusive
Reduction of risk and investment
Reduction of distribution, operations and logistics



Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue streams?

Customer
Production
Problem Solving
Platform/Network



Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Human
Physical
Financial
Technological



Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

Customer Resources
Structure
Performance
Customization
Convenience
Speed
Reliability
Flexibility
Cost Reduction
Risk Reduction
Accessibility
Environmental Sustainability

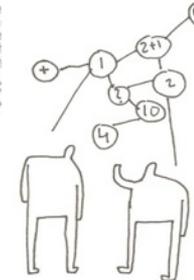


Customer Relationships



What type Segments?
Which one How are they (How costly)?

Personalized
Self-Service
Automated and Scalable
Communitarian
Co-creation



Channels



Through what want to be
How are we
How are we
Which one
Which one
How are we

Direct Sales
Partners
Retailers
Company Website
Sales Force
Company Store
Company Events
Company Social Media
Company Email



Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Demographic
Market and Platform



Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Fixed Costs
Variable Costs
Semi-variable Costs
Variable Costs
Semi-variable Costs
Variable Costs
Semi-variable Costs

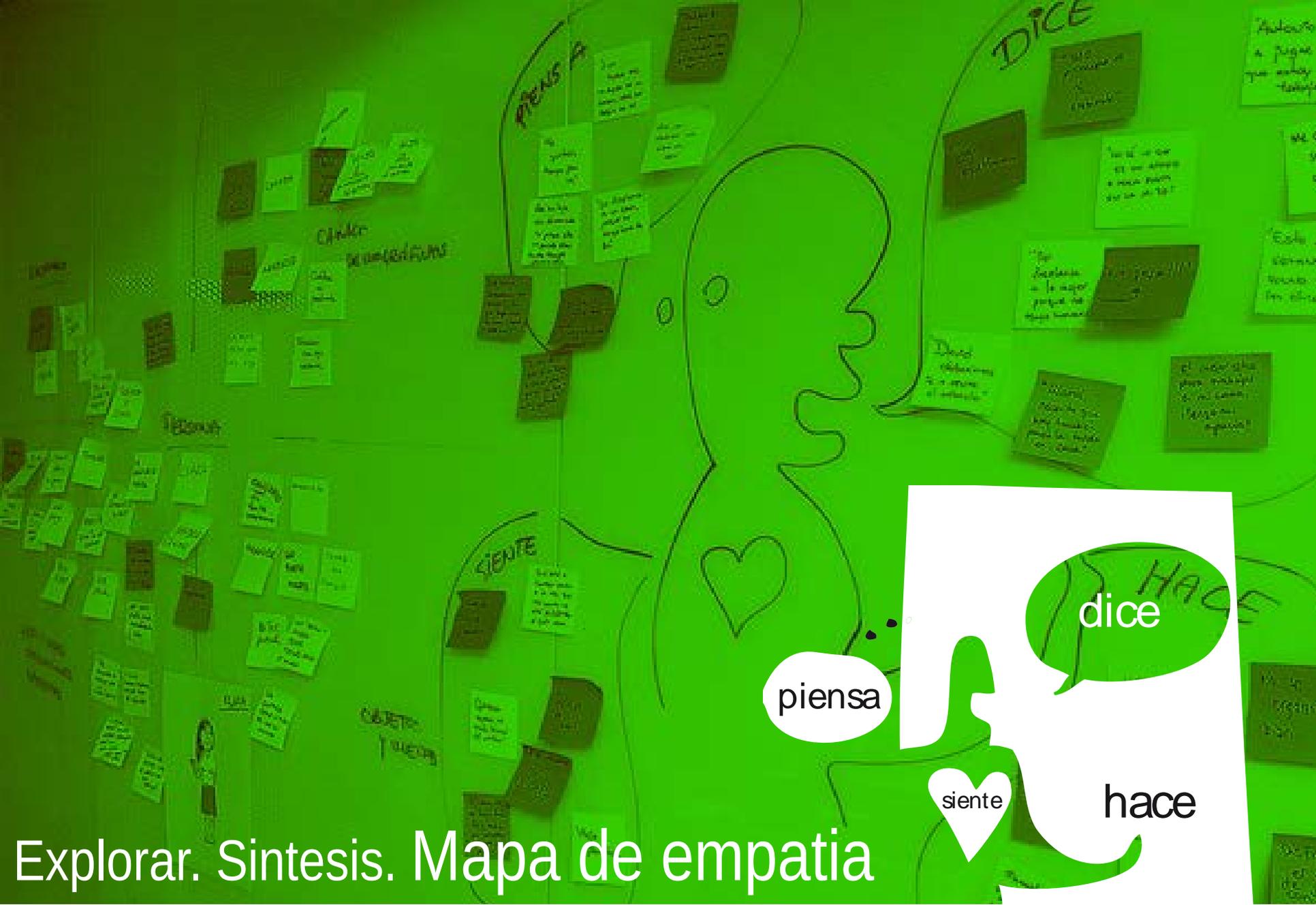


Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

Asset Sale
Usage Fee
Subscription Fee
Licensing
Advertising
Product Sales
Product/Service Replication
Customer-specified dependencies
System Integration
Registration/ Licensing
Public Management
Brand New Products





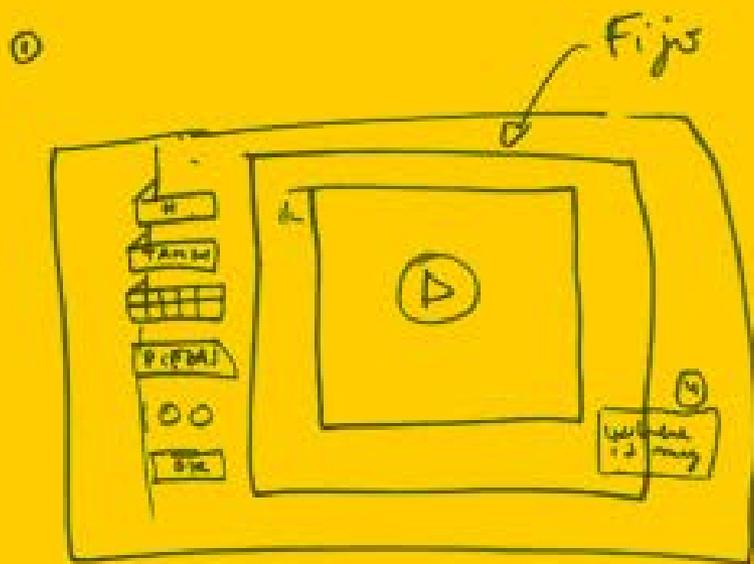
Explorar. Síntesis. Mapa de empatía

Construir. idear. Sesiones de cocreación





Construir. idear. Hibridación



USI SE LE REVOLUCION

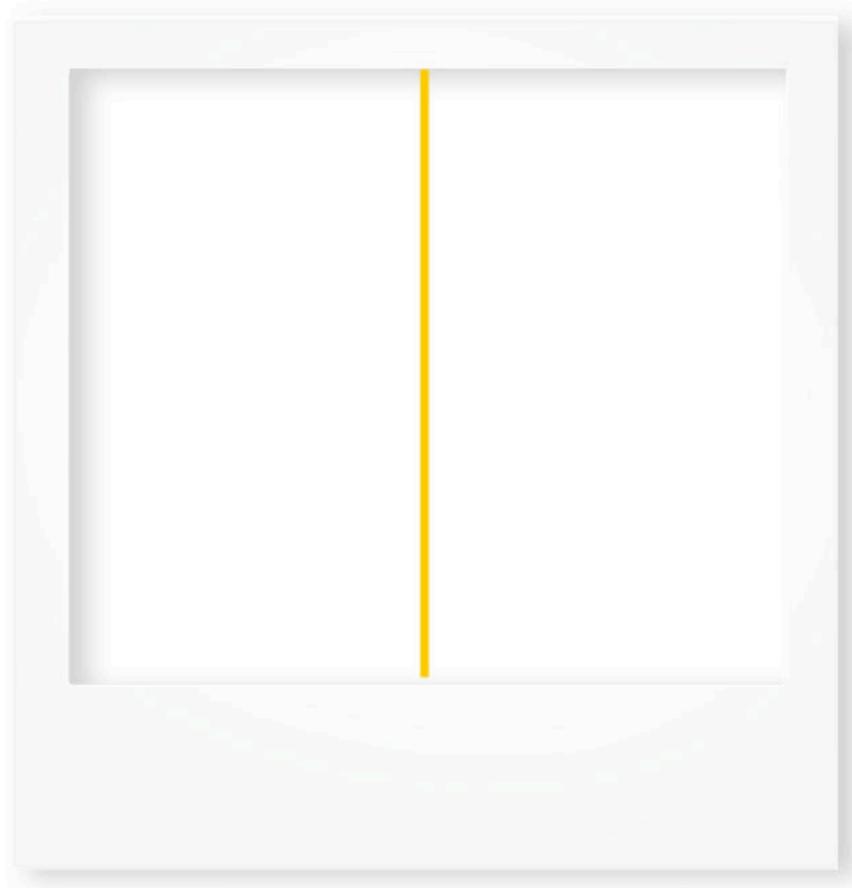


Construir. herramientas. Mockup

VIVE LE REVOLUTION

1. Crea tu pieza.
2. Escoge el color.
3. Indica el numero de piezas.
4. Envíala donde tú quieras.

- ABOUT
- VIDEO GALLERY
- CONTACT



TAMAÑO 1

TAMAÑO 2

TAMAÑO 3

COLOR



Nº PIEZAS

1

100€

OK

PREVIEW

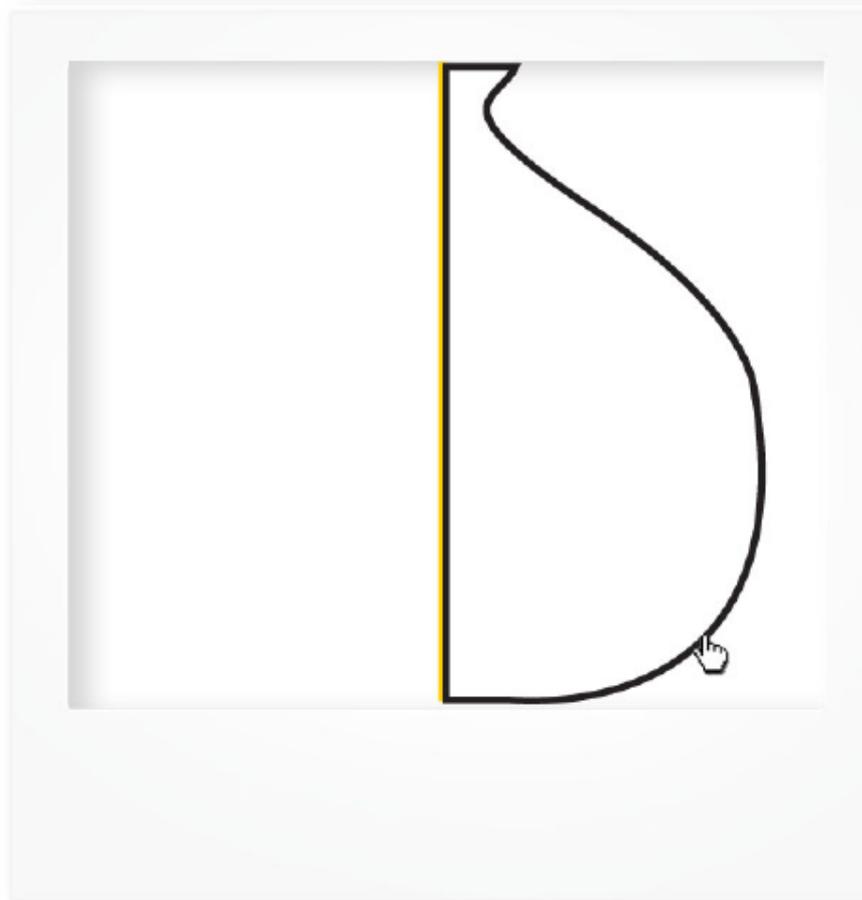


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VIVE LE REVOLUTION

1. Crea tu pieza.
2. Escoge el color.
3. Indica el numero de piezas.
4. Envíala donde tú quieras.

- ABOUT
- VIDEO GALLERY
- CONTACT



TAMAÑO 1

TAMAÑO 2

TAMAÑO 3

COLOR



Nº PIEZAS

1

100€

OK



PREVIEW

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USE LE REVOLUTION

1. Crea tu pieza.
2. Escoge el color.
3. Indica el numero de piezas.
4. Envíala donde tú quieras.

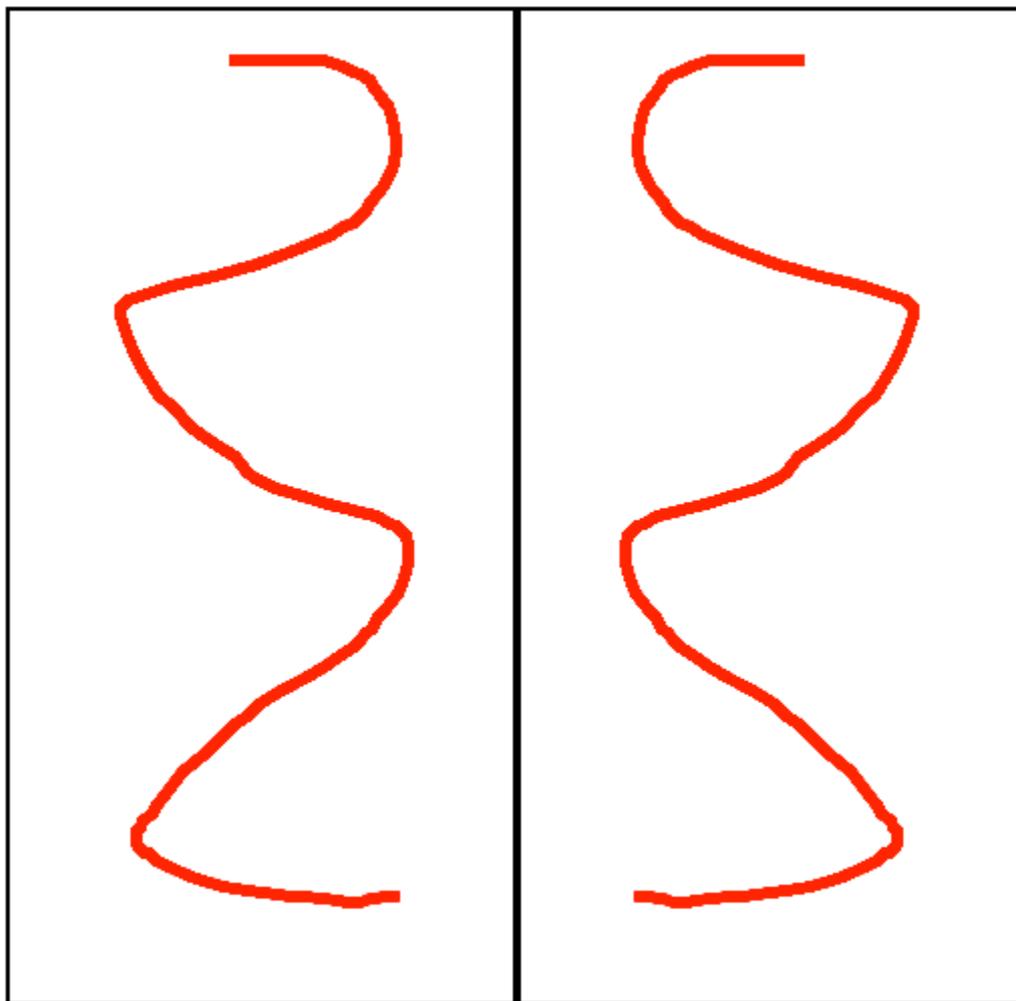


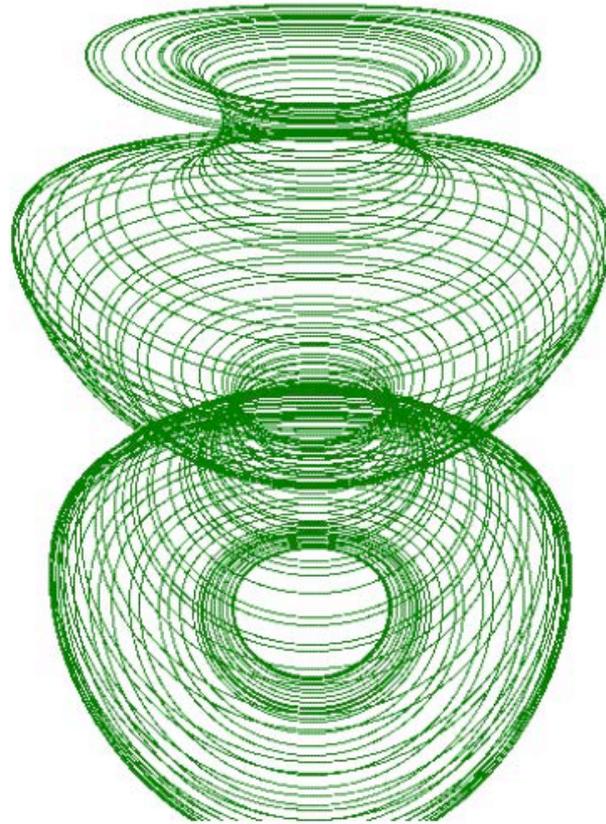
The image shows a 3D customization interface for a vase. The central focus is a large, smooth, lime-green vase with a narrow neck, displayed in a white window with a blue border. To the right of the window is a control panel with several sections: 'TAMAÑO 1' (Size 1) with a dropdown menu showing 'TAMAÑO 1', 'TAMAÑO 2', and 'TAMAÑO 3'; 'COLOR' with a grid of color swatches including red, blue, purple, green, yellow, pink, and black; 'Nº PIEZAS' (Number of pieces) with a dropdown menu showing '1'; and an 'OK' button at the bottom. Below the window, the text '100€' is displayed in a large, bold, yellow font. At the bottom of the interface, there is a 'vimeo' logo on the left and a 'PREVIEW' button on the right.



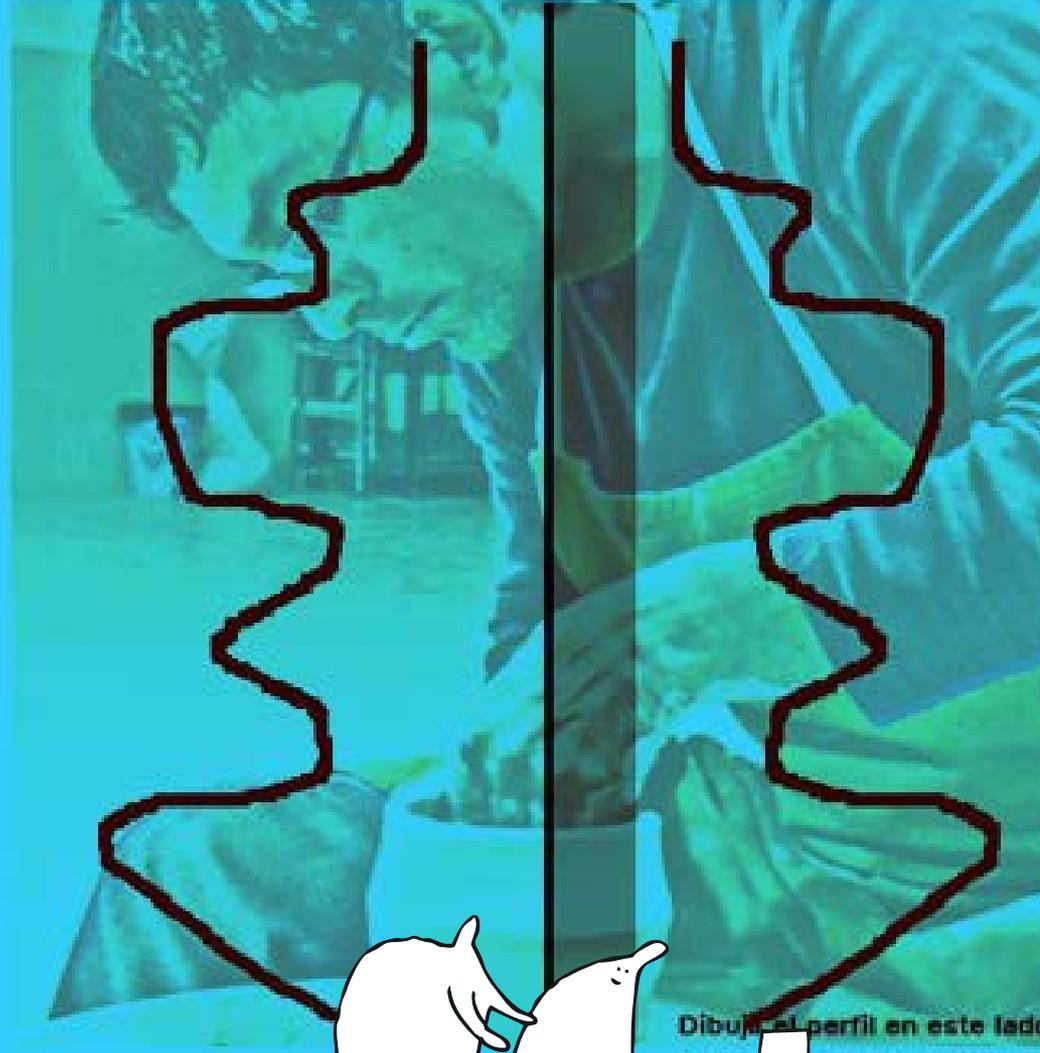
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Save Manises Ceramic





Save Manises Ceramic - Mozilla Firefox

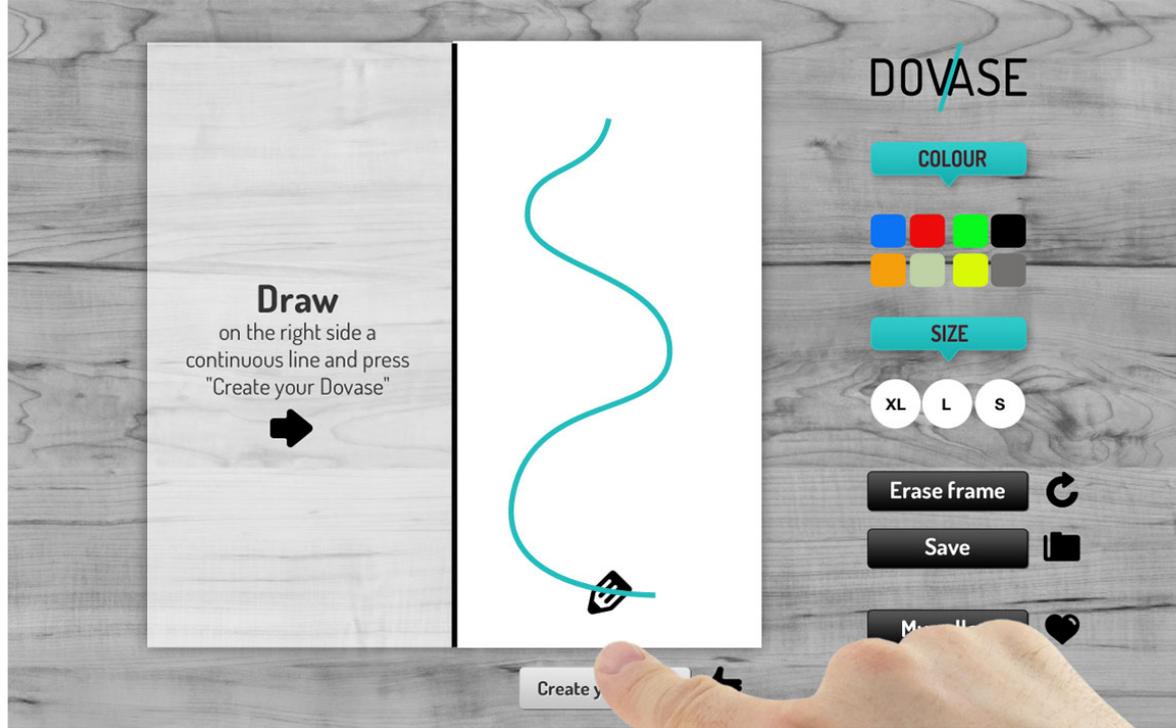


Testear. Técnicas. Test de usuario.





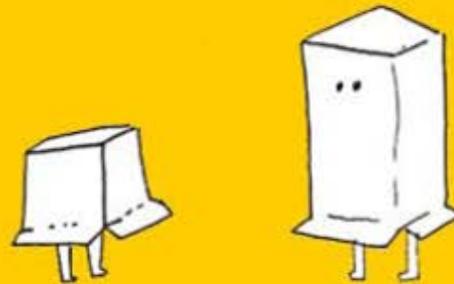
**SAVE
CERAMICS**





Contar historias

Mejorar esas historias



(Future of Design)

!Gracias!

Rafael Zaragoza
@RafazaragozaTC



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