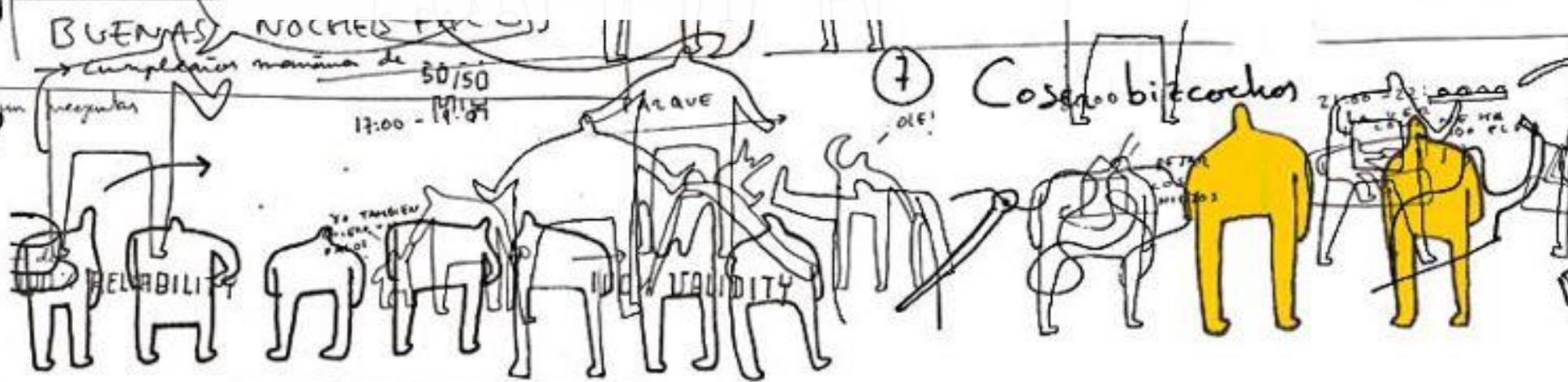


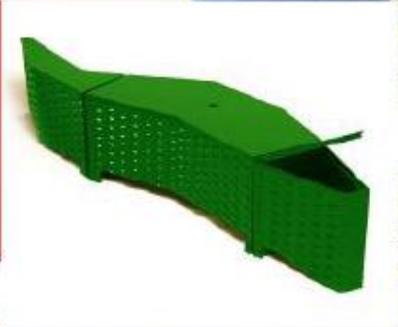


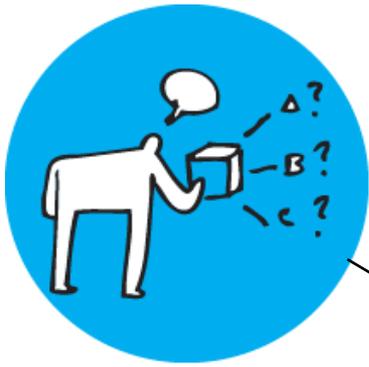
Human Centered Design: nuestro cliente como catalizador de la innovación en productos y servicios

Thinkers 



LA MAMBA

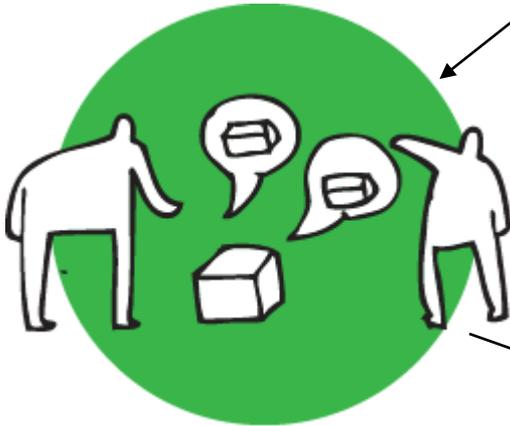




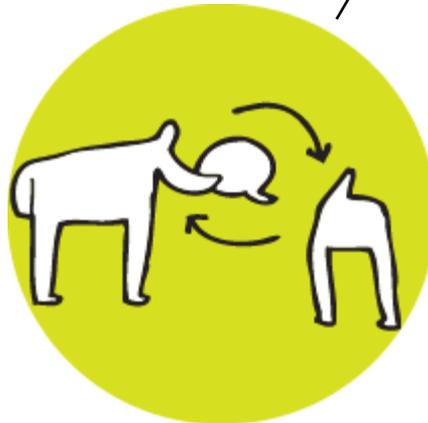
Ingeniero Producto



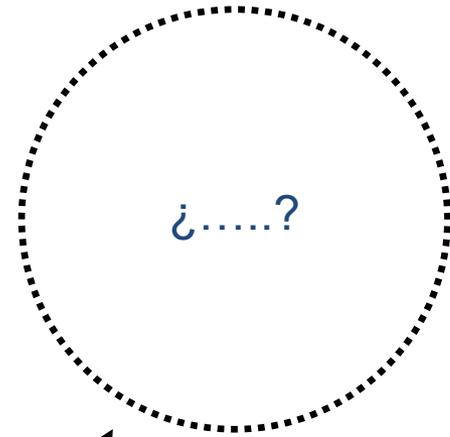
Diseñador



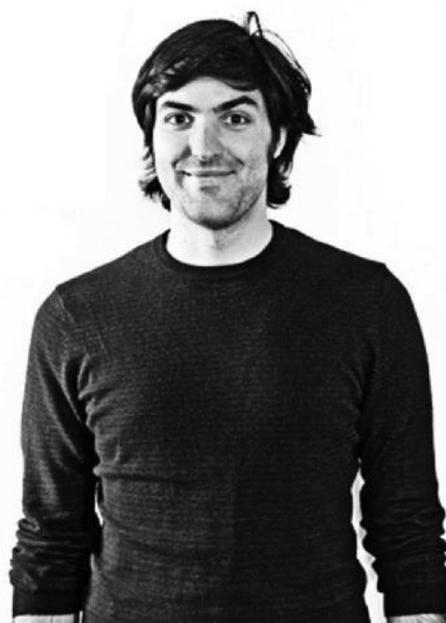
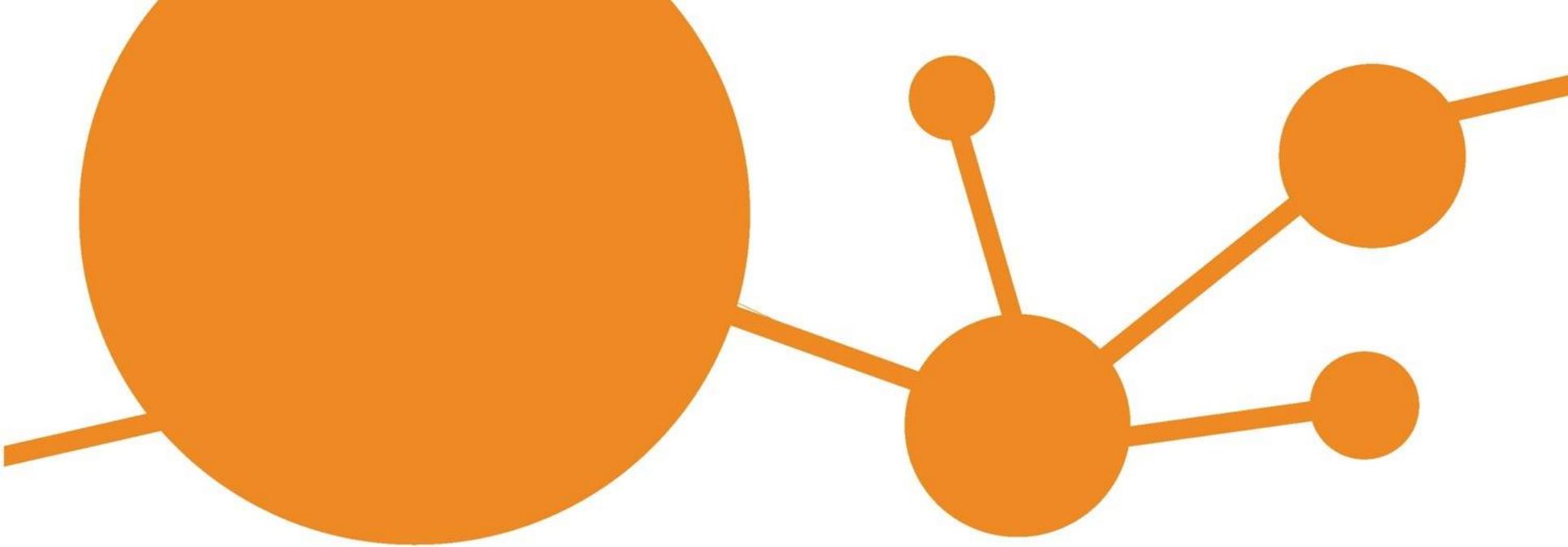
Design Manager



Design Thinker

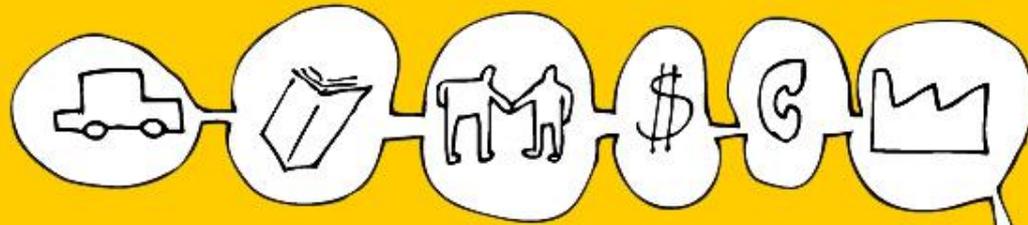


Arquitectos y constructores de ideas



@JuanGascaTC
@rafa_zaragoza

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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*



Chemical plant . Barcelona, 1915-1920

Tecnología – Productos estrella // Precios asequibles



1950



Want something good?

Of course you do.
You'll love the delicious taste
and wholesome refreshment
of ice-cold Coca-Cola.

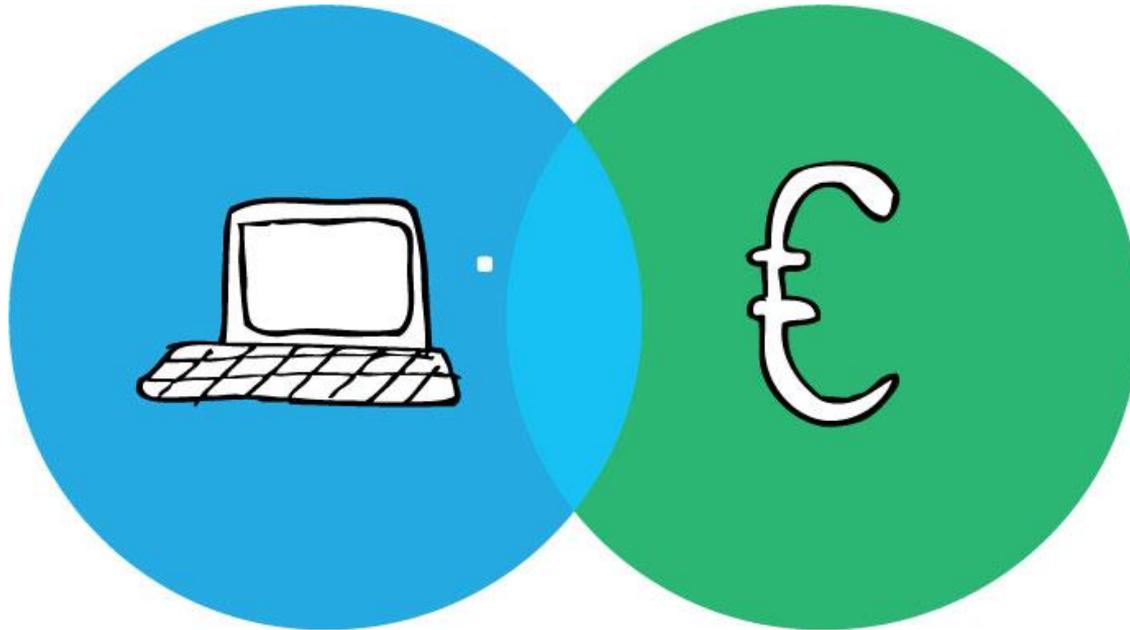


1970



HAVE A COKE

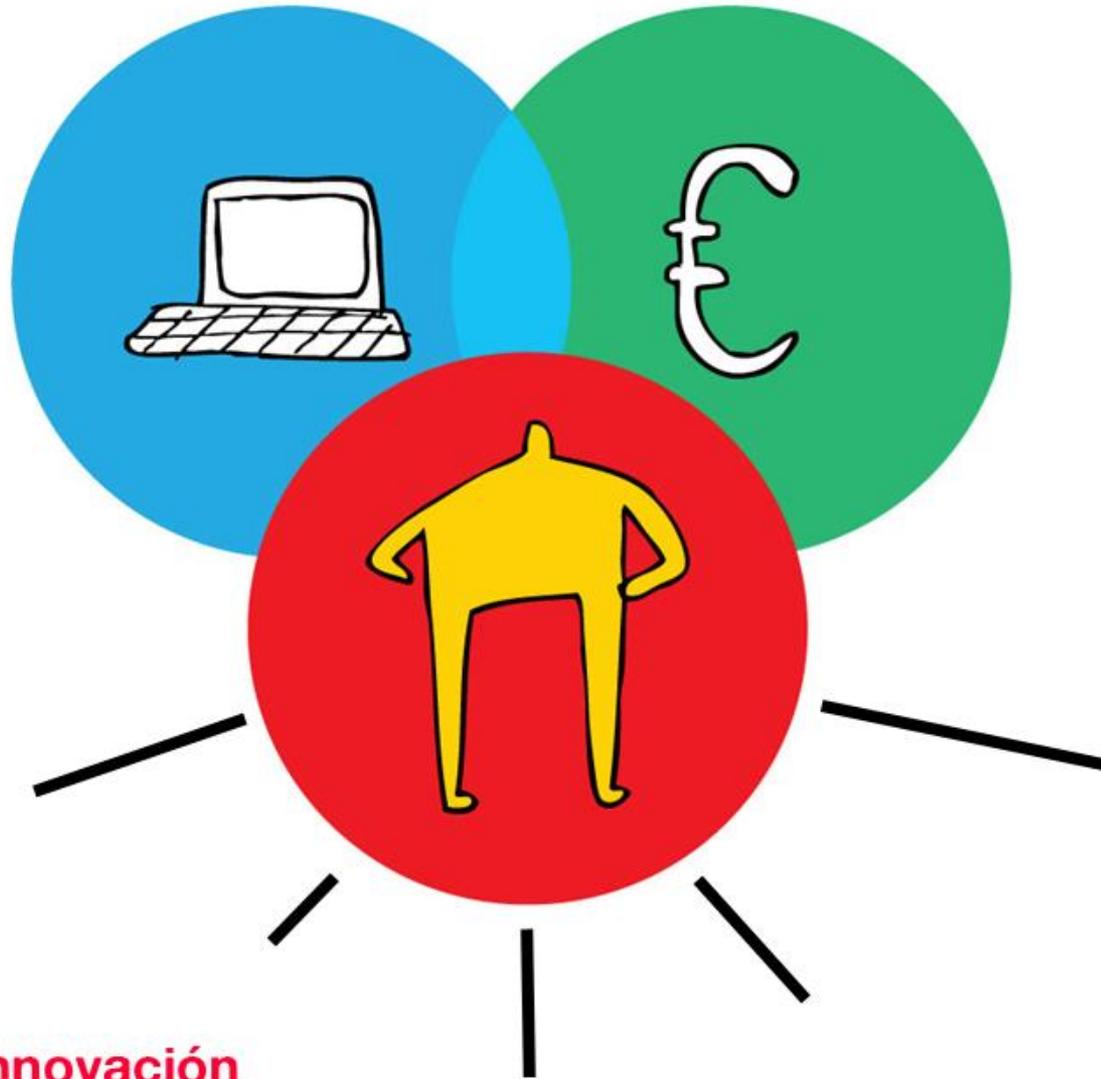
Tecnología + Negocios – Nuevos mercados





PROTO **CONSUMIDOR**

Tecnología + Negocio + Persona – Deseos // Necesidades



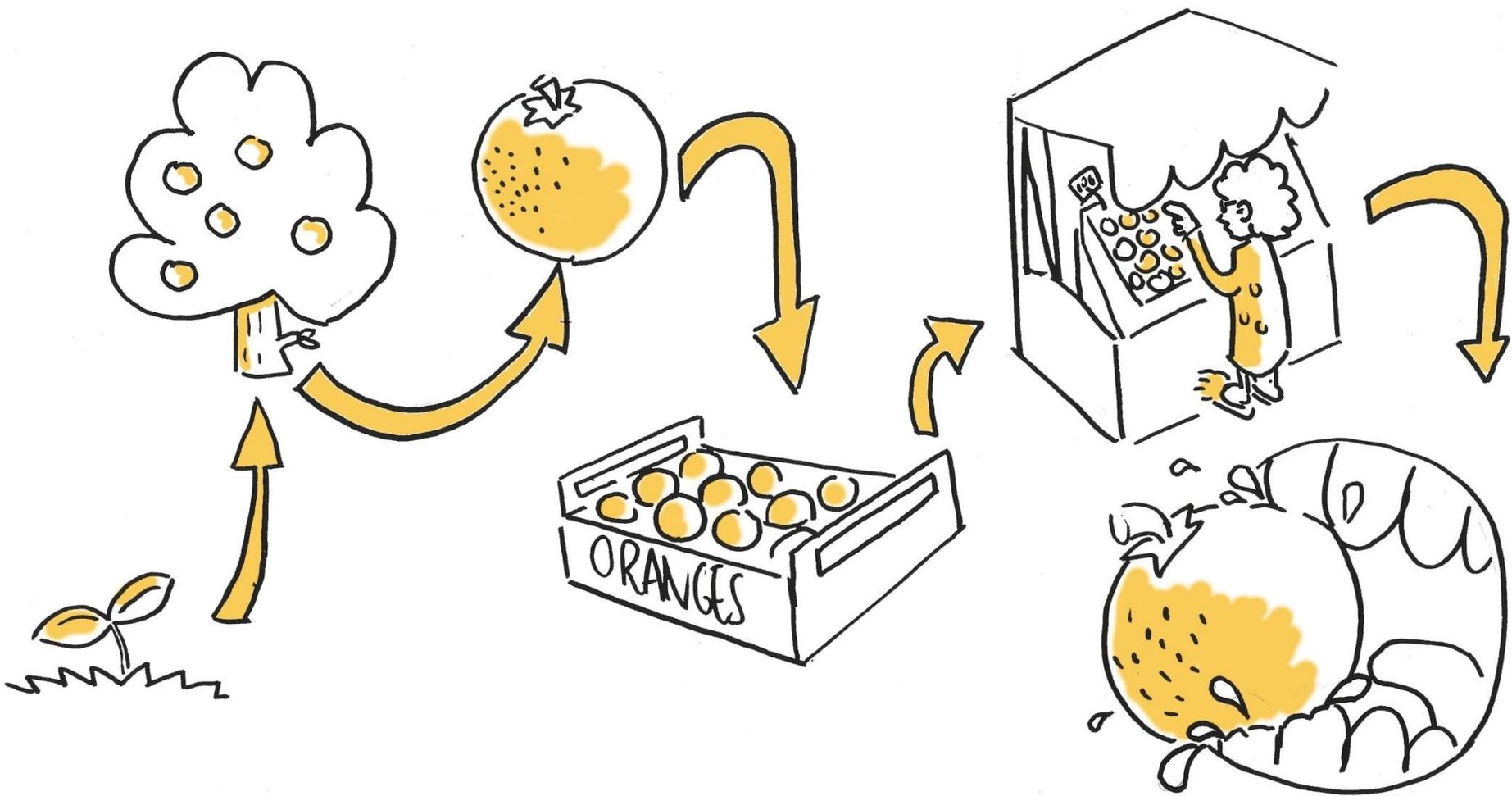
Pilares de la innovación



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

Nokia CEO Stephen Elop







www.planeta-curioso.com



www.naranjasconcorazon.com/productos.html?gclid=CLuEnKb1gqgCFdMRfAoduDZHqw



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concorazon.com

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CURIOSIDADES

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Productos

8 Artículo(s) Mostrar por página Ordenar por ↑



Navelinas de mesa (15 kg)

28,00 €

15 kg netos de naranja a 1.86 € / kg

[Saber más](#)

[Añadir a la cesta](#) 

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



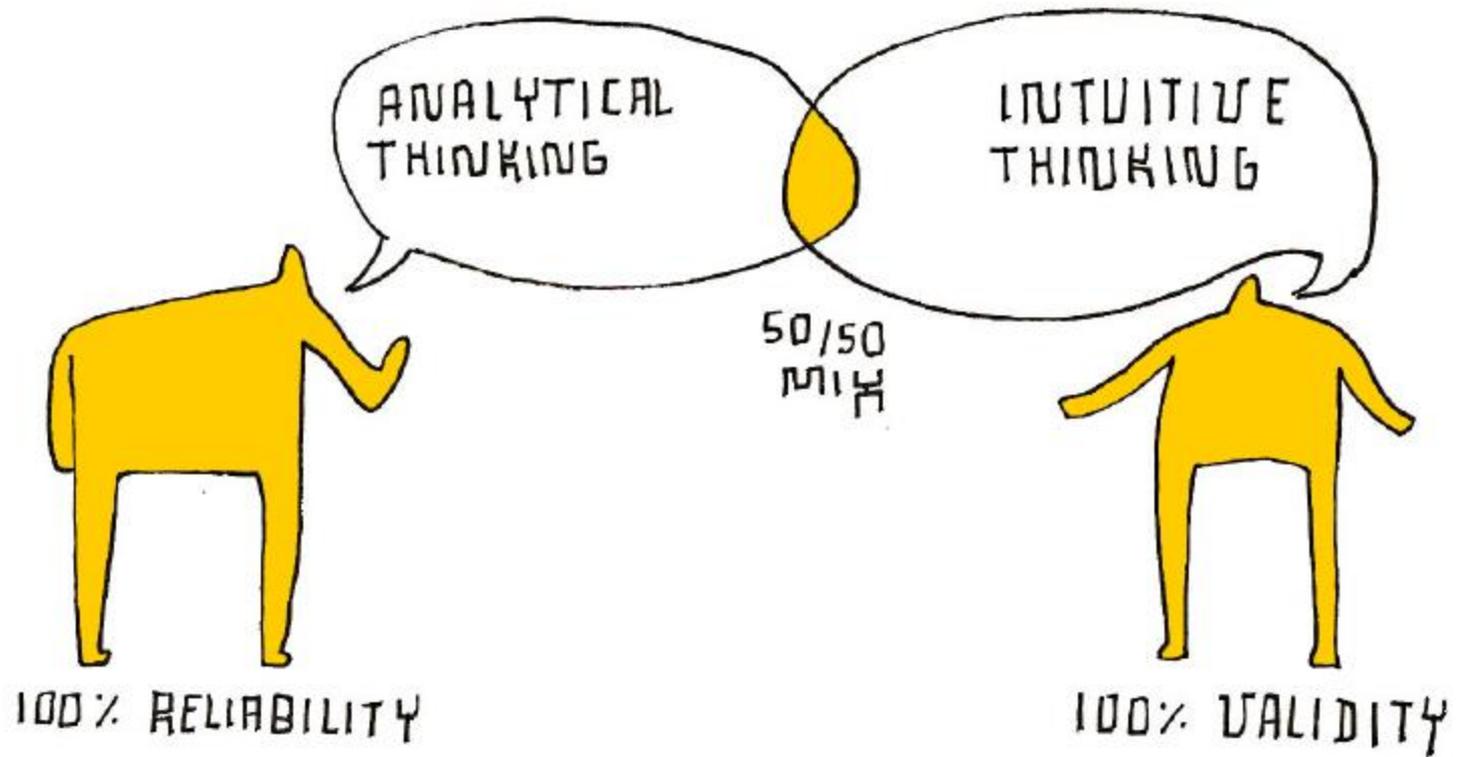
Navelinas para zumo (15 kg)

23,00 €

15 kg netos de naranja a 1.53 € / kg

[Añadir a la cesta](#) 

DESIGN THINKING



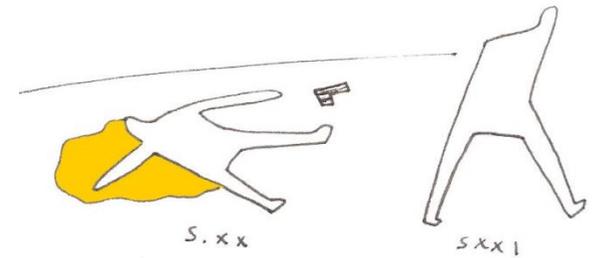
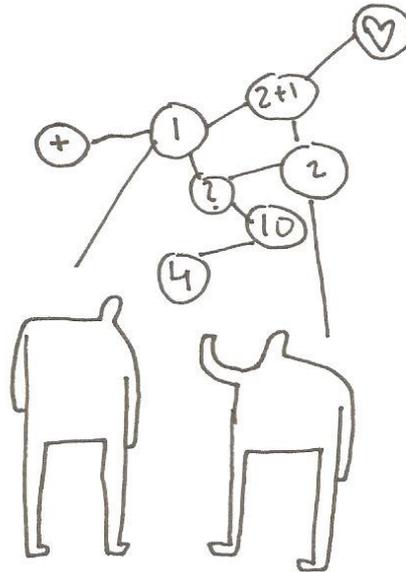
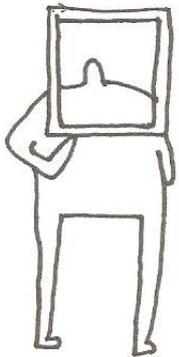
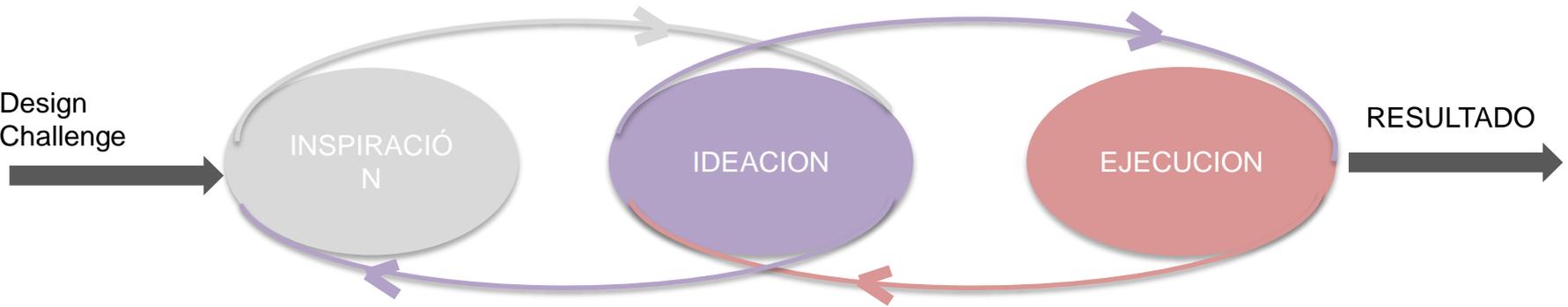
“Design is not just what it looks like and feels like. Design is how it works“

-Steve Jobs

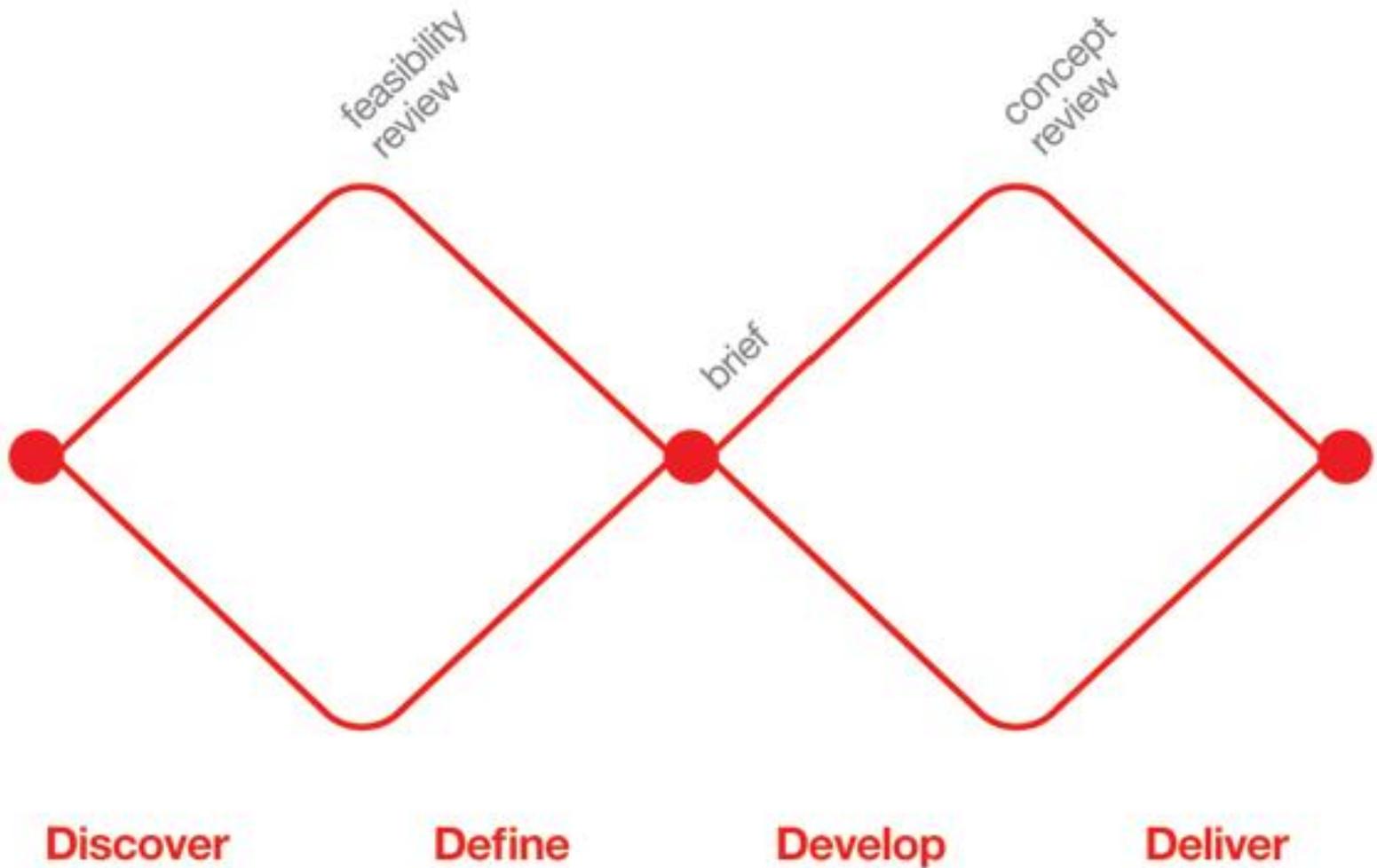
“The boundaries of design are the limits of the problems.”

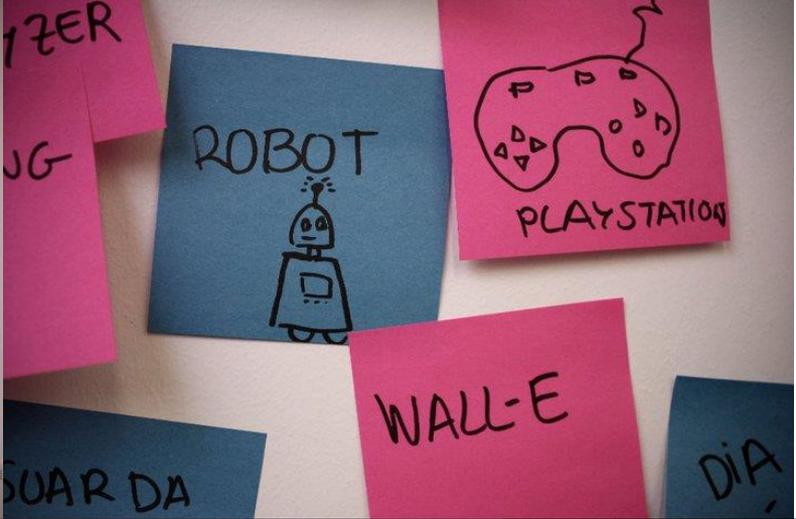
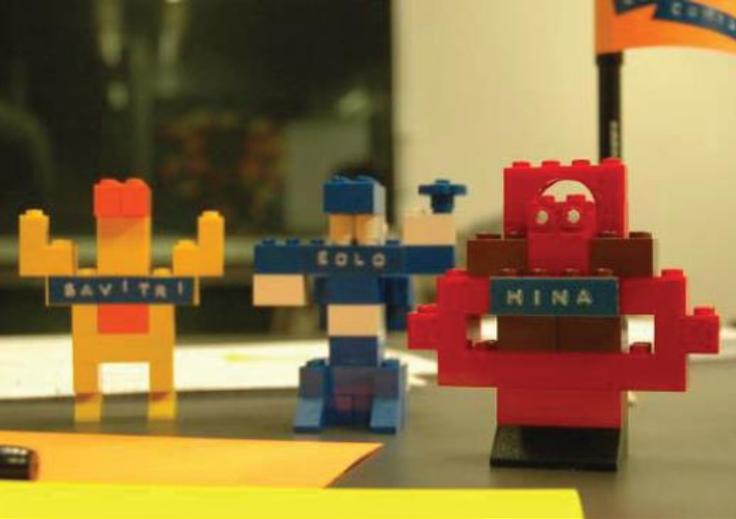
- Charles Eames

Design
Challenge









Designing
~~for~~
People

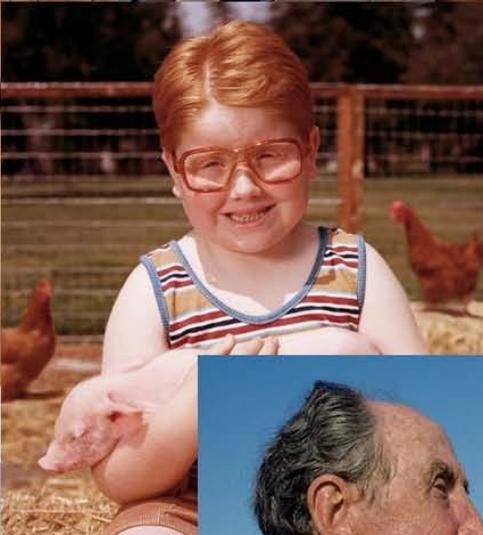
Designing

WITH

People

“Don’t design for everyone. It’s impossible. All you end up doing is designing something that makes everyone unhappy.”

-Theodore Levitt

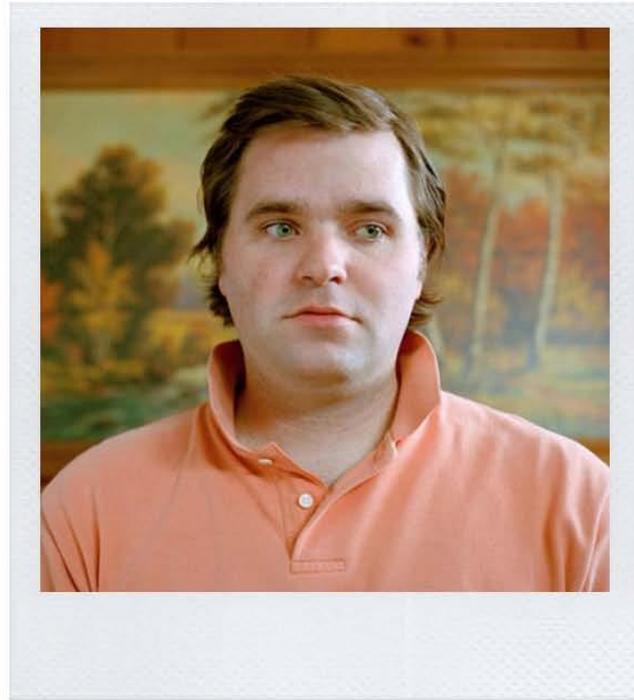


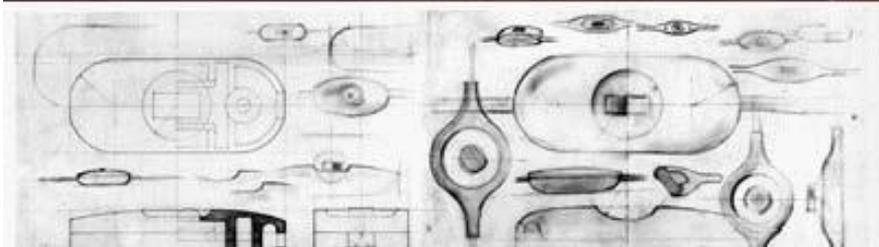
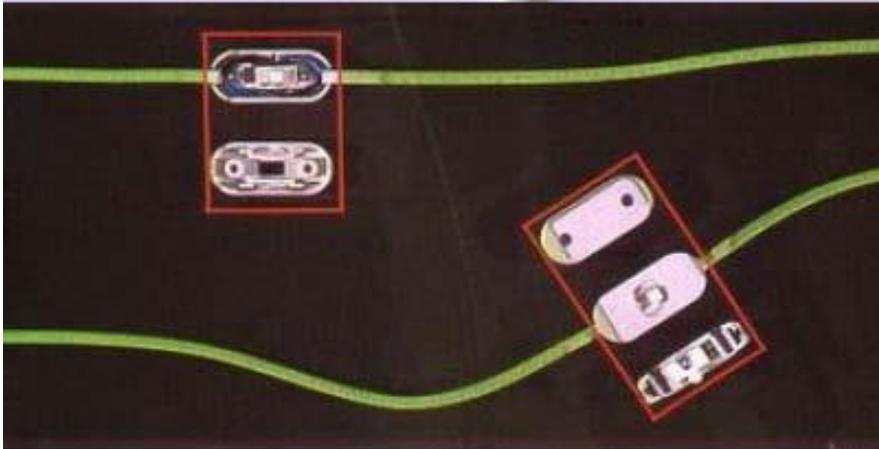


**PARA
QUIEN
DISENAS**

?







A. & P. Castiglioni

Waterfall / Product Management

Ejecución sobre dos “datos conocidos”



Requerimiento

Diseño

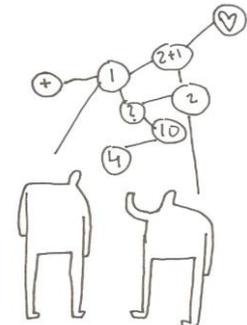
Implementación

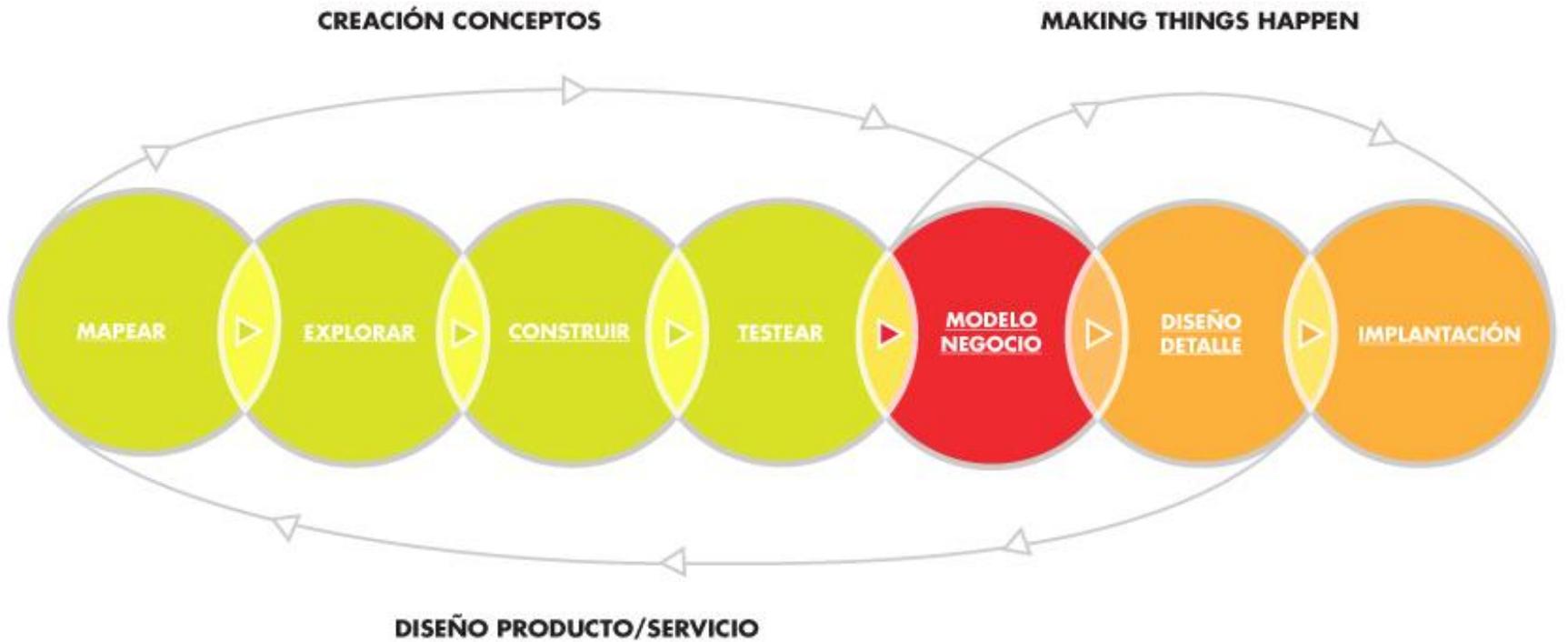
Verificación

Mantenimiento

Funcionalidades Producto: **conocido**

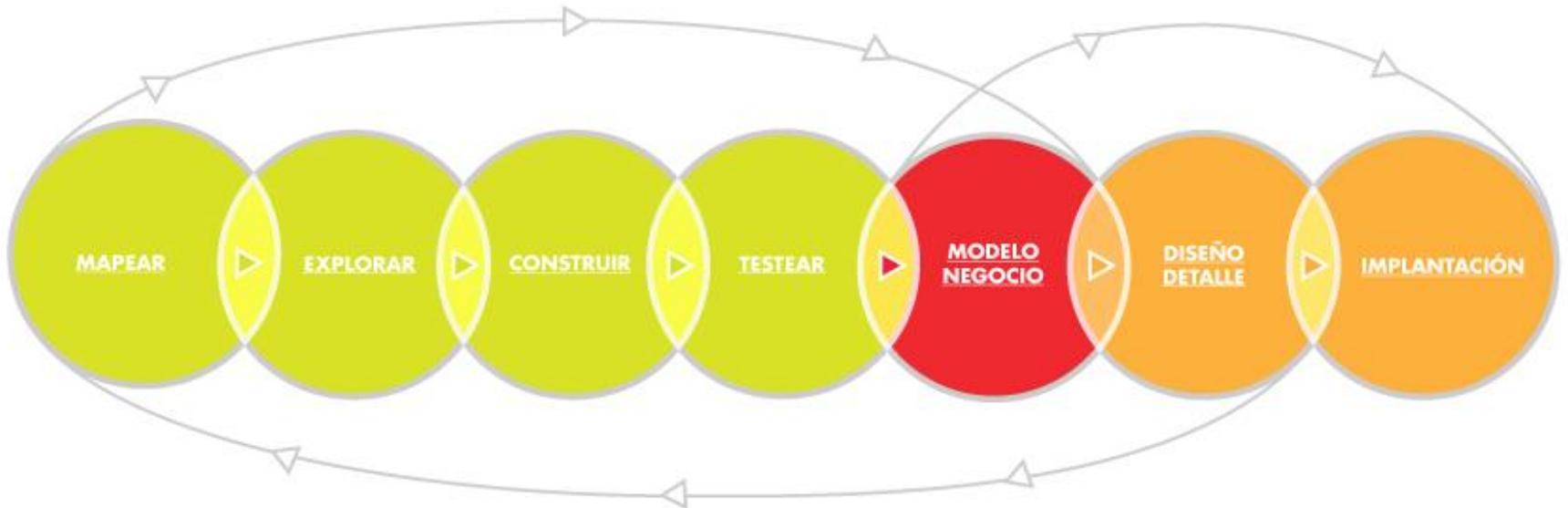
Problema Cliente:
conocido



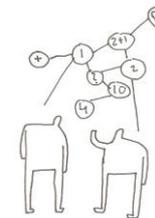
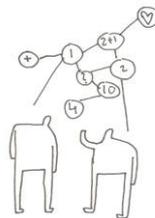
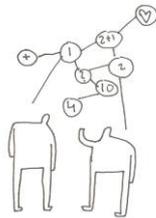


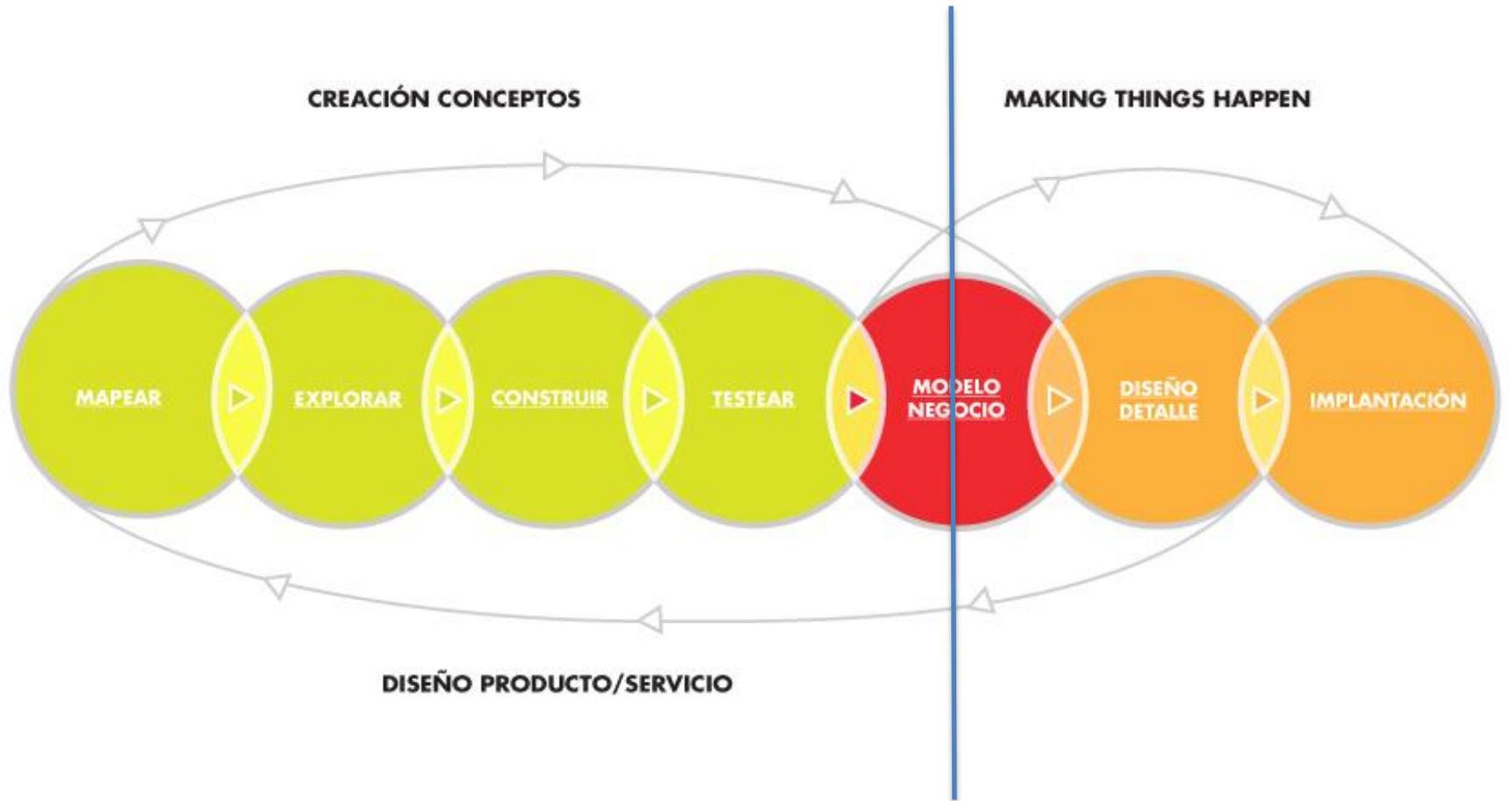
CREACIÓN CONCEPTOS

MAKING THINGS HAPPEN



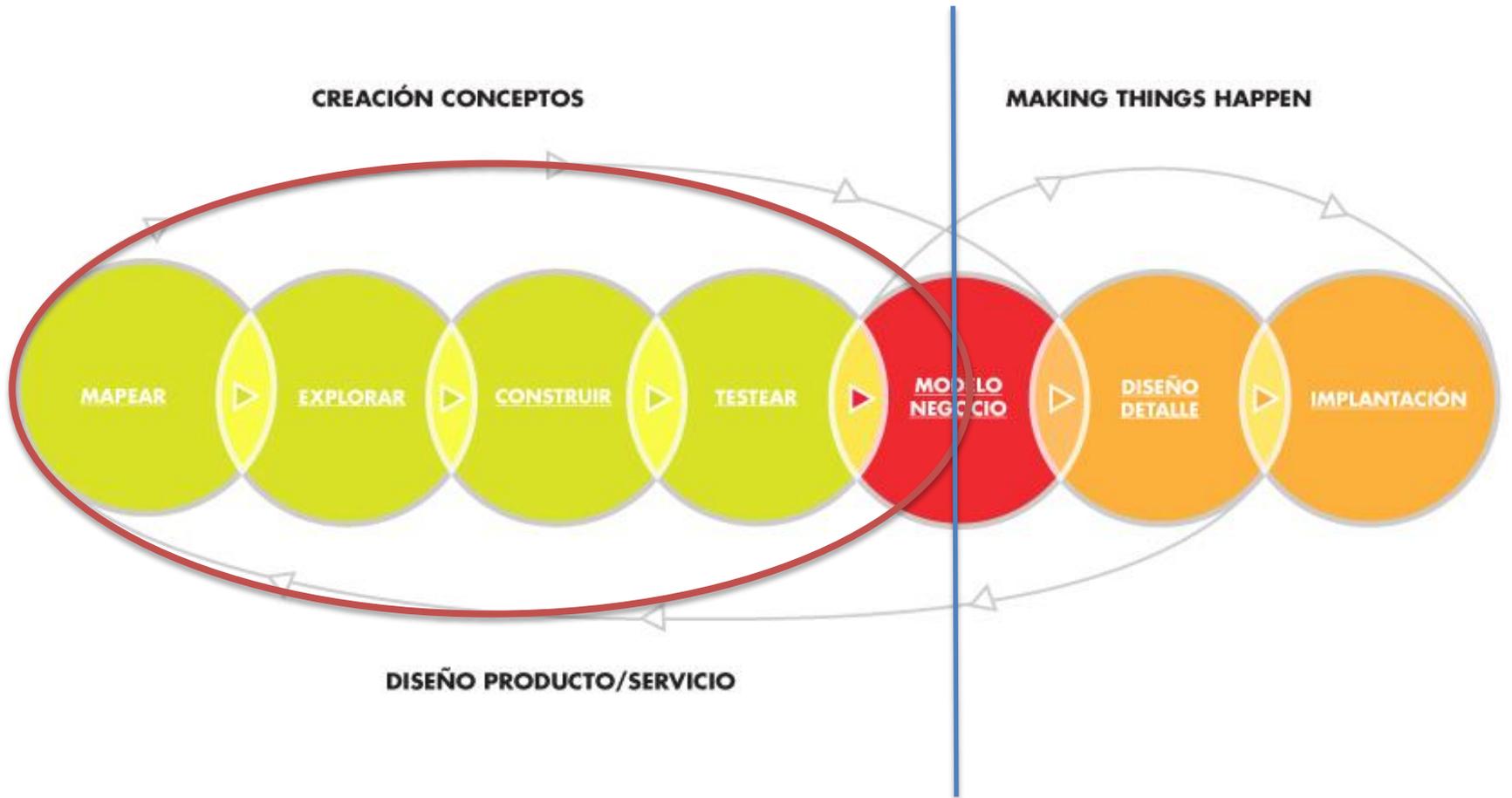
DISEÑO PRODUCTO/SERVICIO



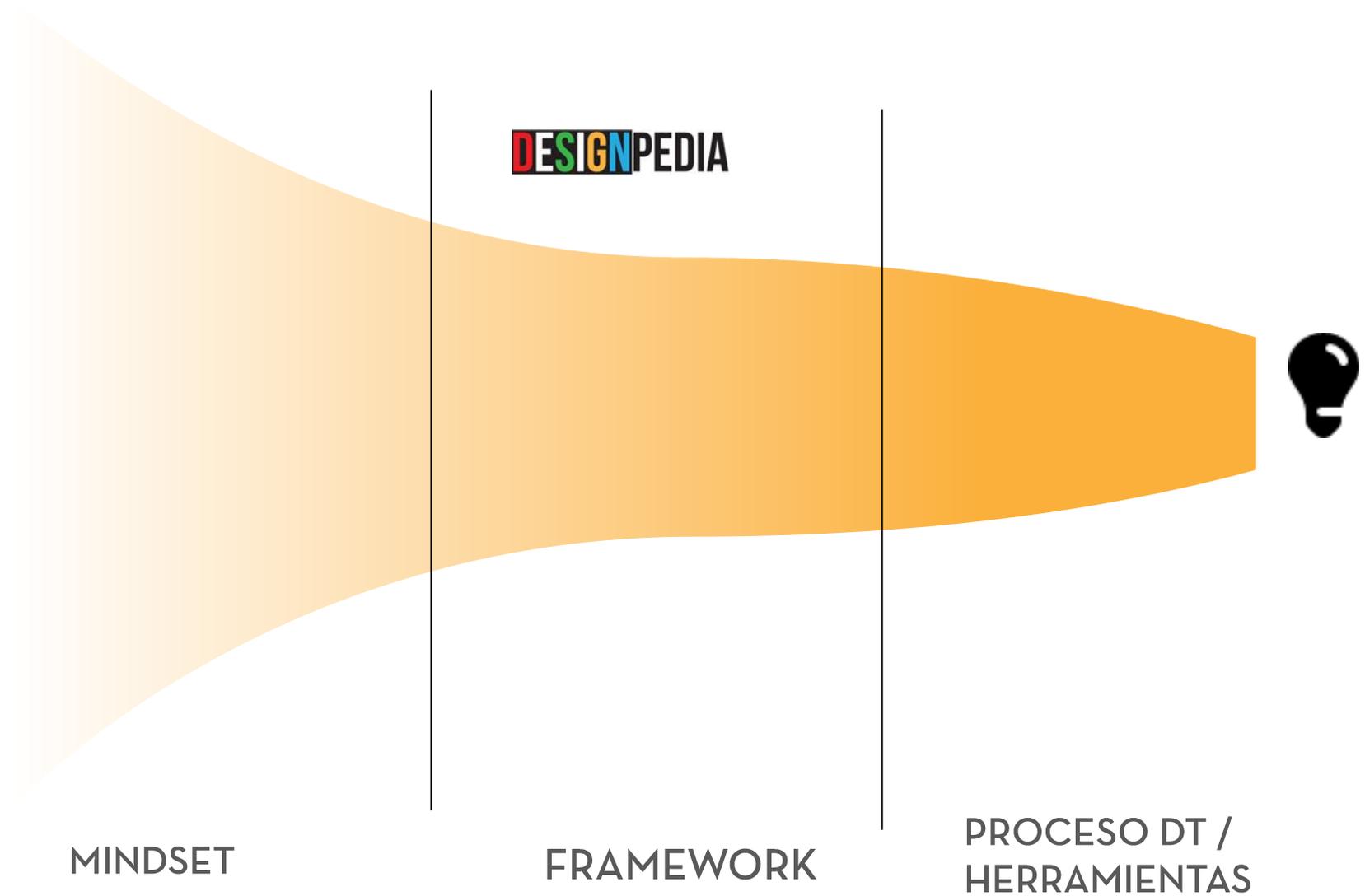


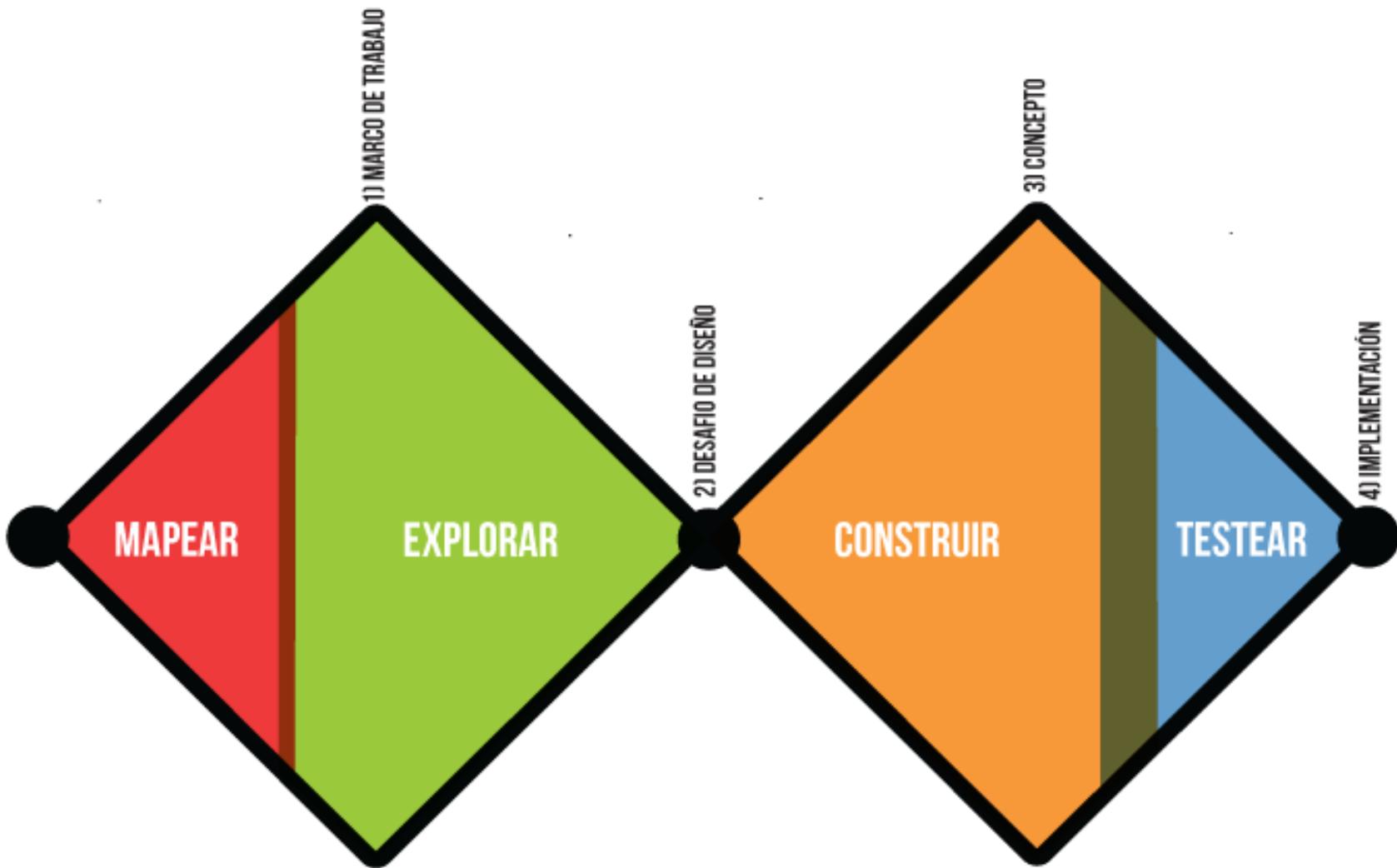
Ajuste Problema - Solución

Ajuste Solución - Mercado



PILARES DEL PROYECTO





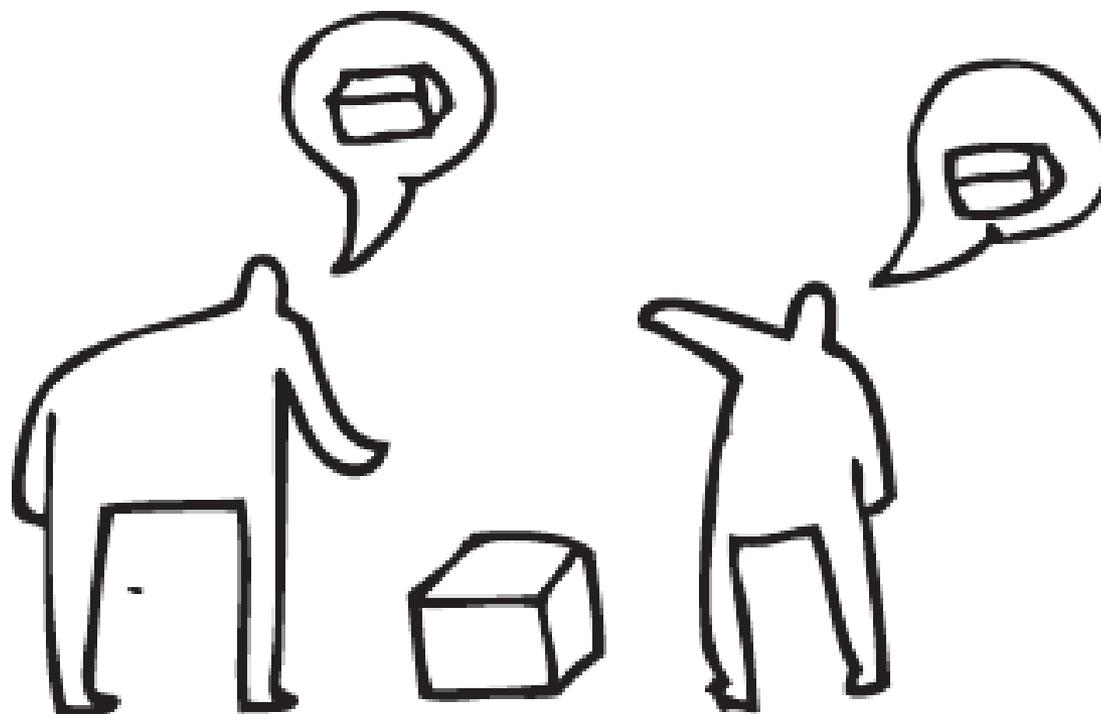
Mapear

POR QUÉ?

PARA QUIÉN?

PARA QUÉ?

Explorar. Investigación



EXPLORAR. ENTREVISTA CUALITATIVA.

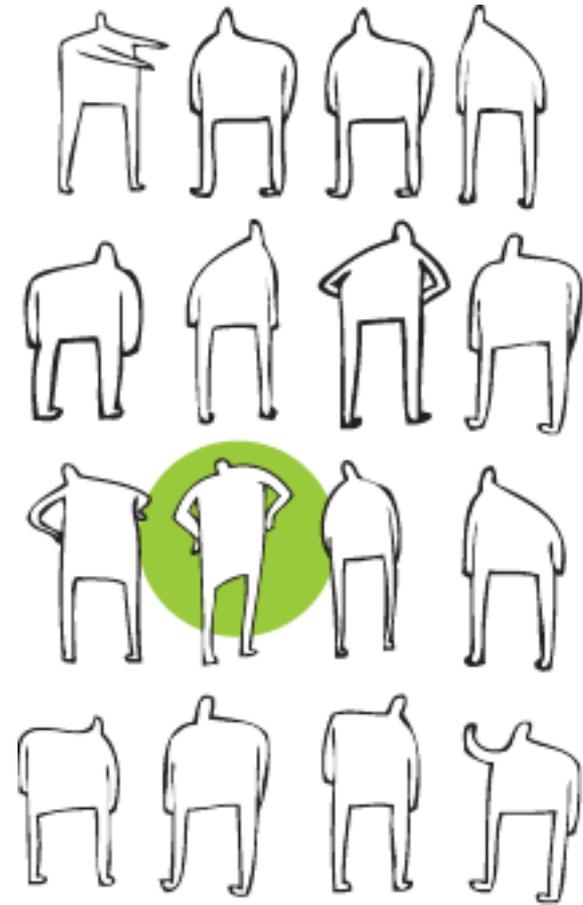


EXPLORAR. SAFARI.



EXPLORAR.SHADOWING.

Explorar. Síntesis



EXPLORAR. PERSONA

24 AÑOS



Vive en un piso de estudiantes compartido



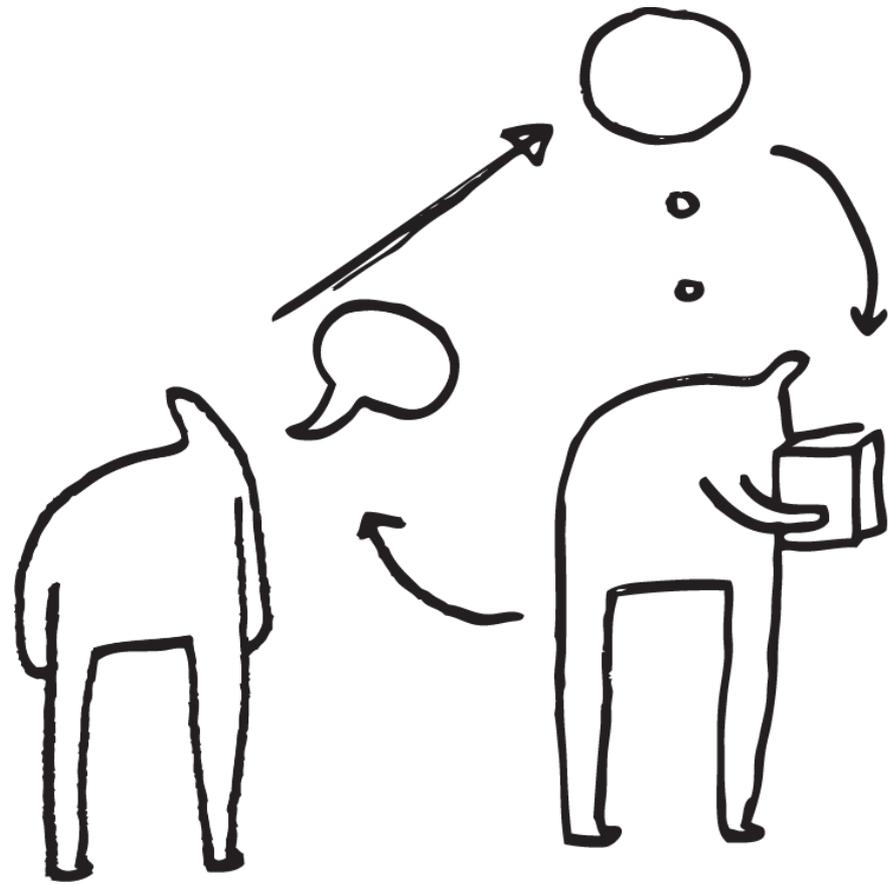
PABLO



Estudio Diseño grafico, pero es muy malo!no lo cogen en ningún sitio, aun asi insiste.

A pablo le ayudan sus padres, pero con lo justo para pagar el alquiler en la ciudad



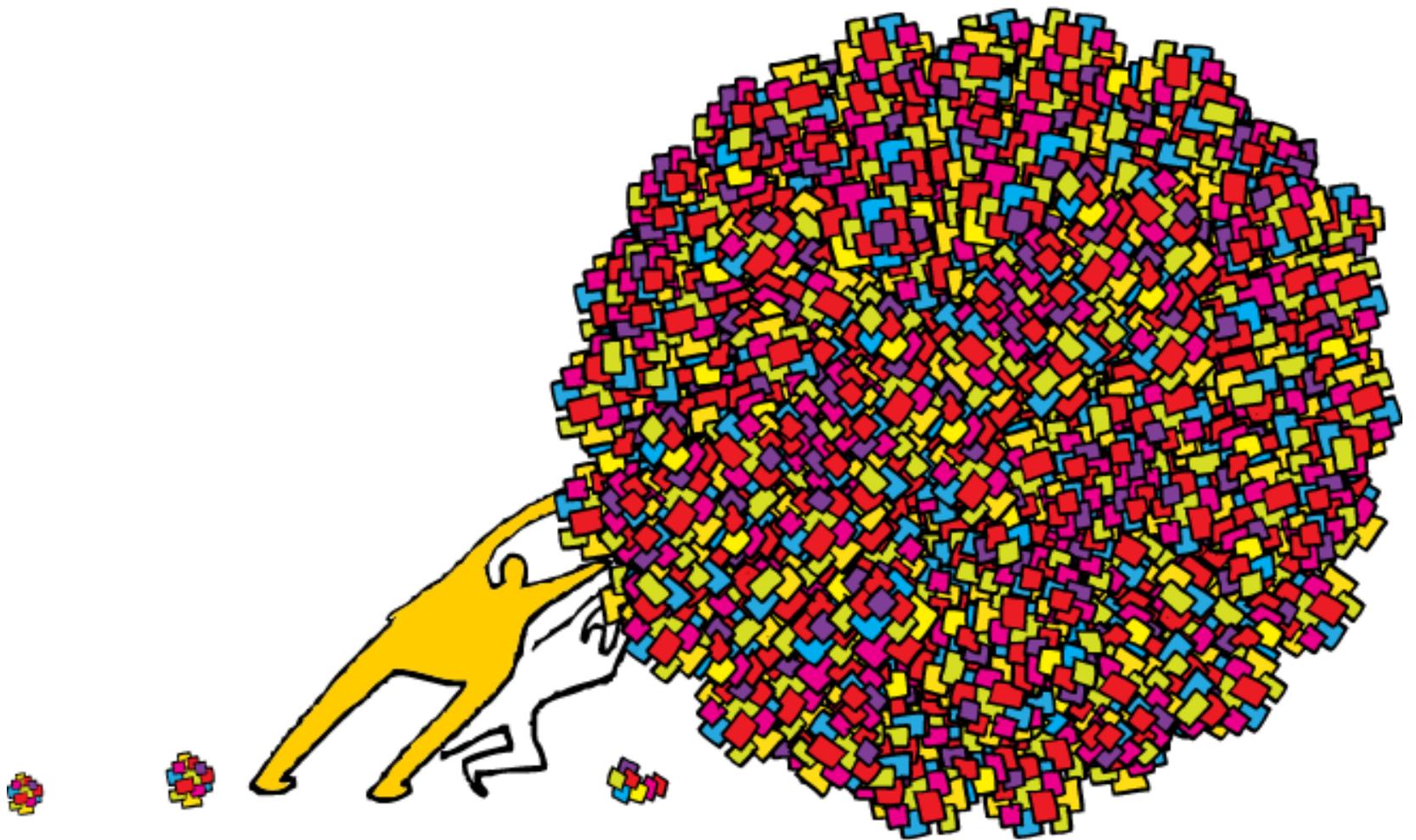


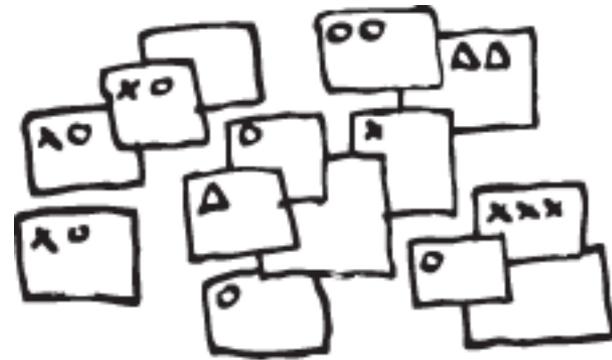
EXPLORAR. POV

Construir



CONSTRUIR. BRAINSTORMING





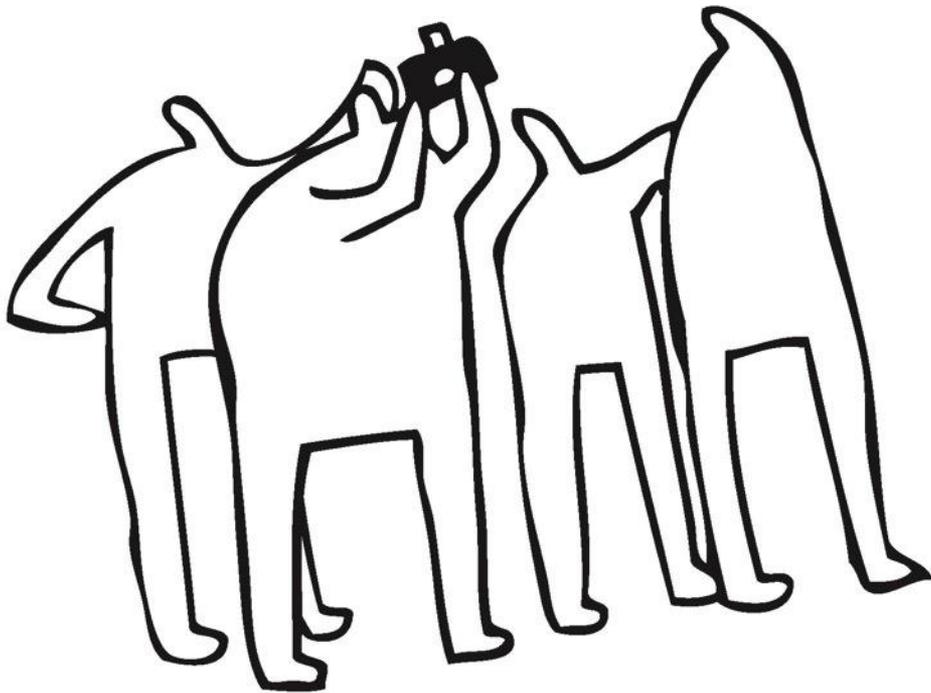
- + INNOVADORA Δ
- + DESEABLE X
- + VIABLE O

CONSTRUIR. SELECCIÓN DE IDEAS

“Una IDEA sin
EJECUCIÓN

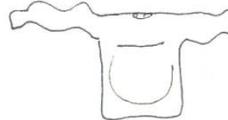
no vale

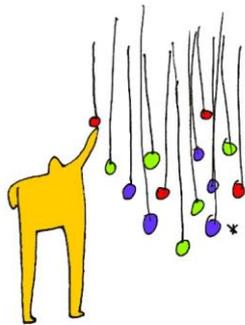
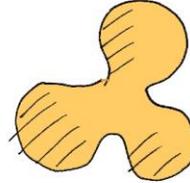
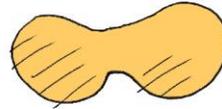
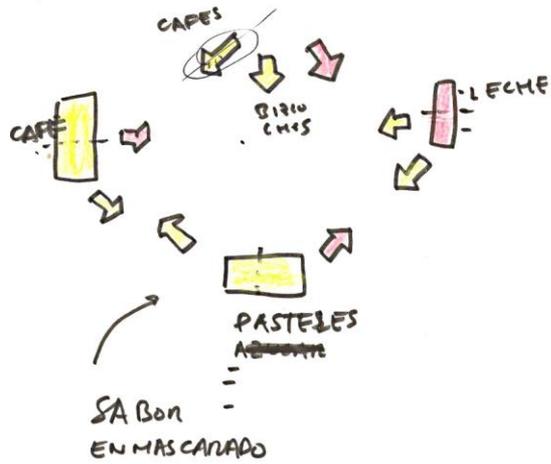
NADA”



Prototipar

Prototipar es una parte del proceso de diseño, consiste en hacer tangible, materializar las ideas. Un prototipo puede ser un dibujo, un modelo o una caja de cartón. Es una forma de transmitir una idea rápidamente, crear un nexo de comunicación y discusión.





CONSTRUIR. CONCEPT SKETCH

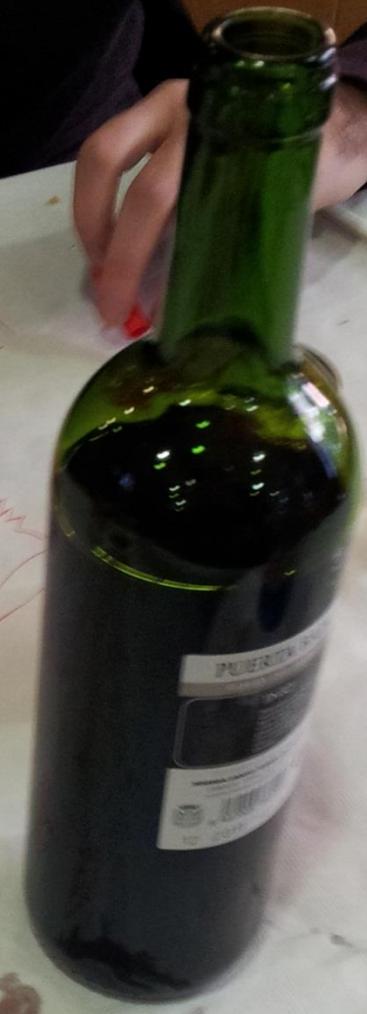


MID

REPAIR

REPAIR

REPAIR





PROTOTIPO PARA MOSTRAR

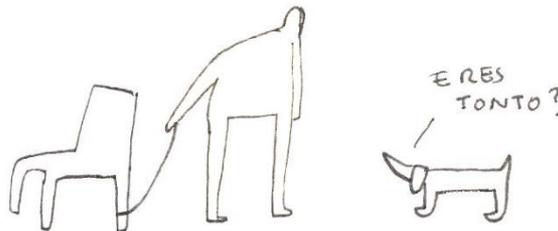
Shit Prototipe



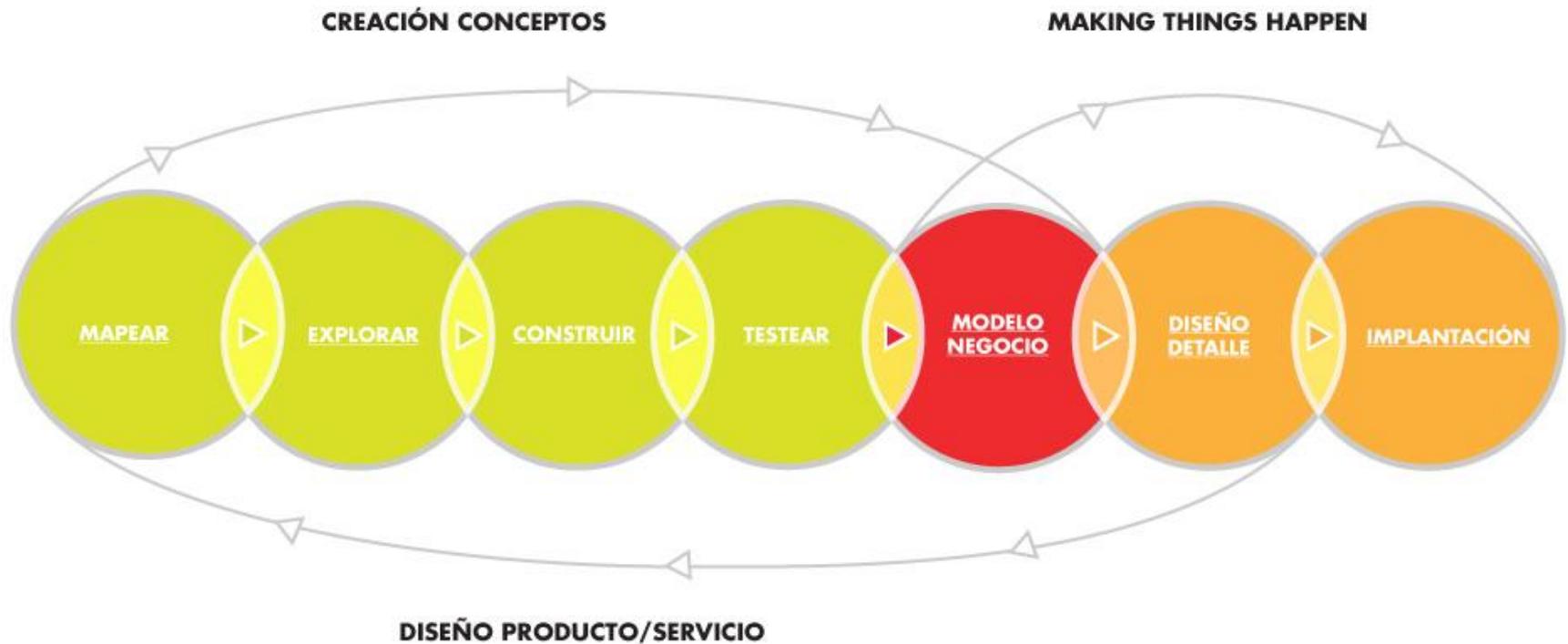
Test

Testear

Testear es una fase del proceso iterativo de desarrollo de una idea que te permite obtener feedback de tu publico objetivo, de los stakeholders. El propósito de la prueba es aprender qué funciona y qué no para el usuario. Significa volver a nuestro prototipo, y modificar el mismo, la idea en si en base al feedback .



Proceso Global Project Management



THINKING

AJUSTE-PROBLEMA-SOLUCIÓN

{ **DESIGN**PEDIA }

DOING

AJUSTE-SOLUCIÓN-MERCADO

{ LEAN STARTUP
DISEÑO P/S }





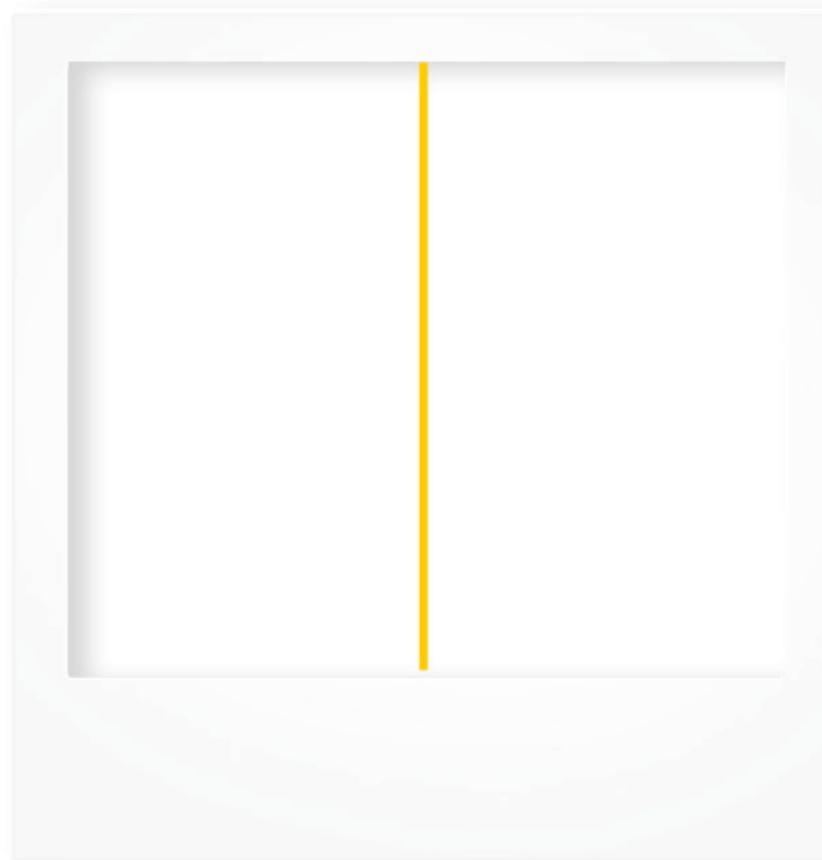
VIVE LE REVOLUTION

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

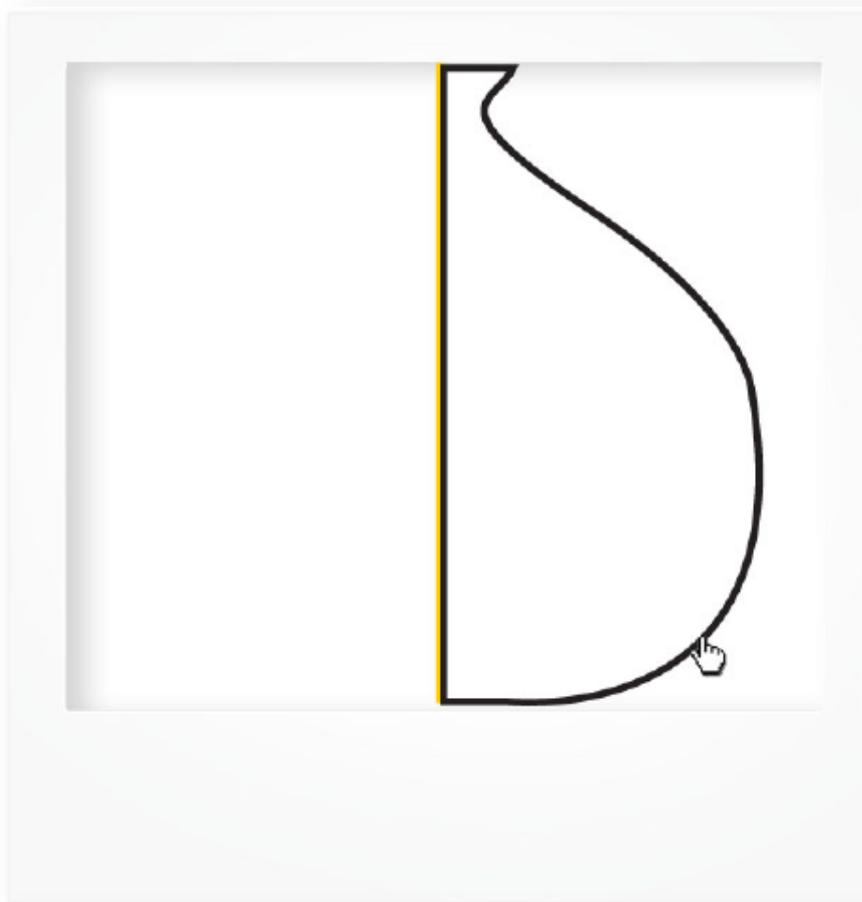
PREVIEW



VIVE LE REVOLUTION

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

- ABOUT
- VIDEO GALLERY
- CONTACT



TAMAÑO 1

TAMAÑO 2

TAMAÑO 3

COLOR



Nº PIEZAS

1

100€

OK

PREVIEW



VIVE LE REVOLUTION

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

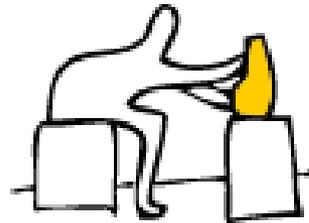


TAMAÑO 1
TAMAÑO 2
TAMAÑO 3
COLOR
Nº PIEZAS
OK

100€

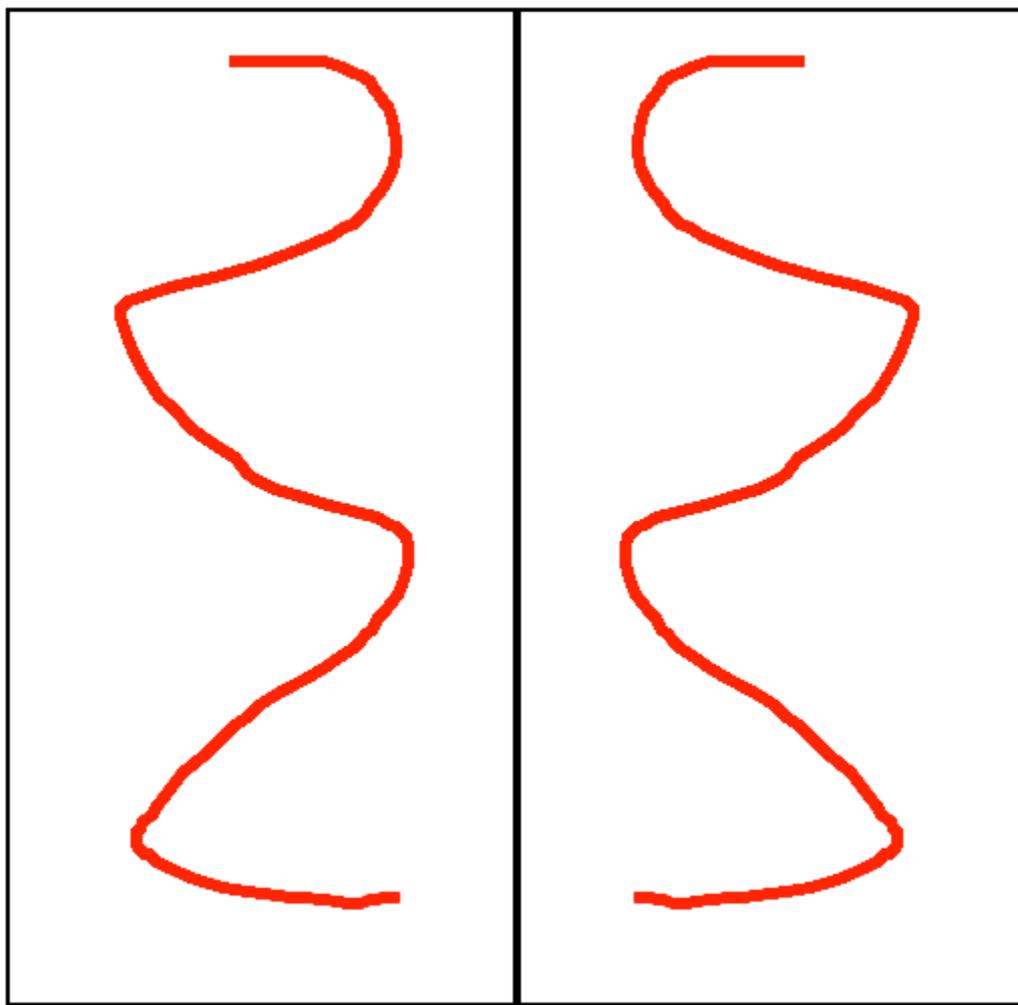
PREVIEW





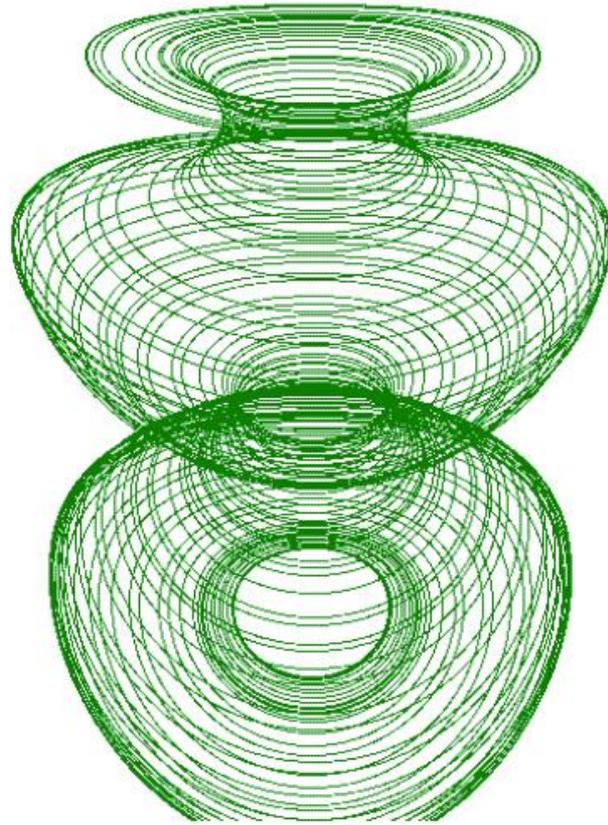
DO YOU
WANT TO
SAVE
CERAMICS

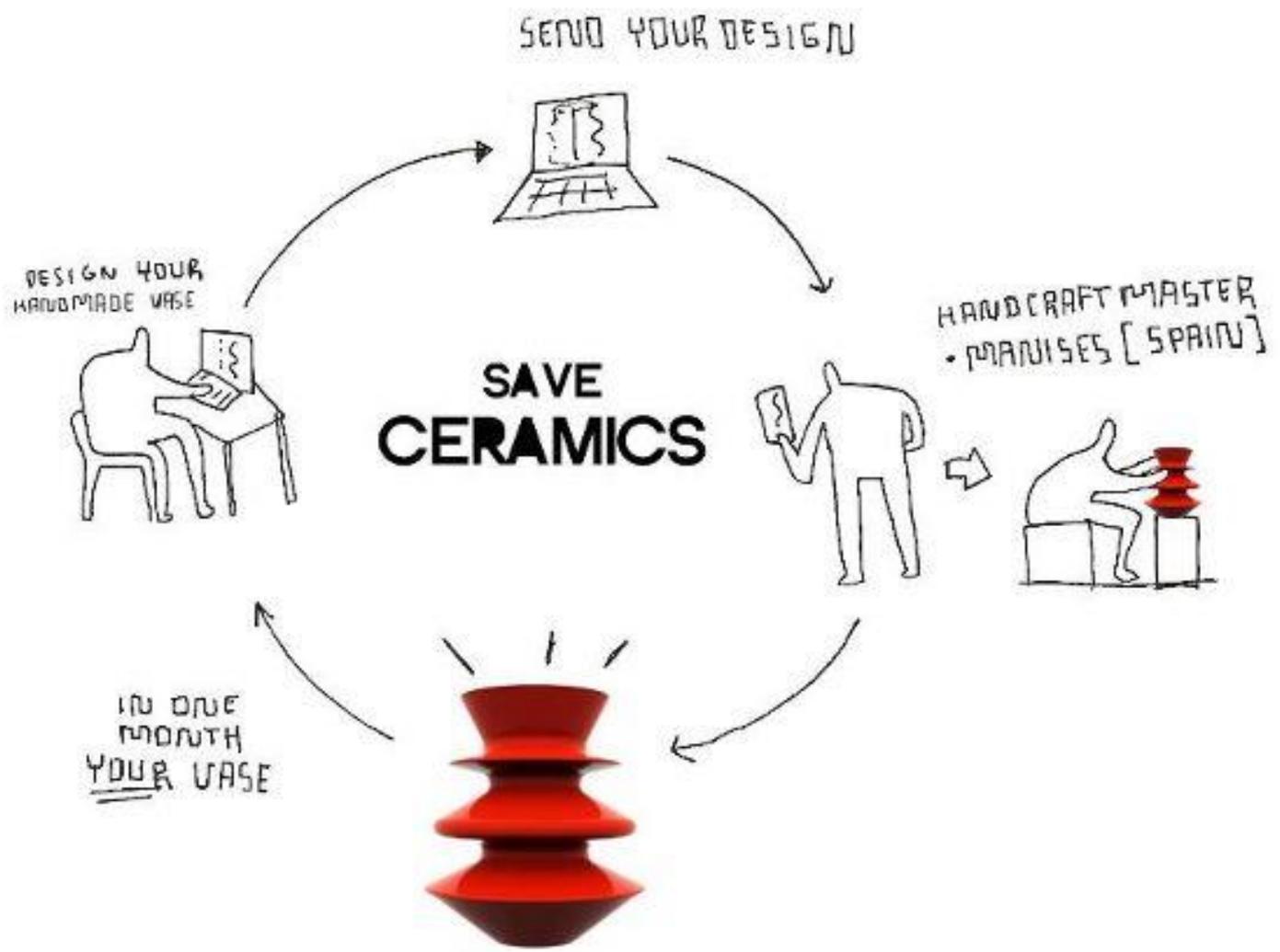
Save Manises Ceramic

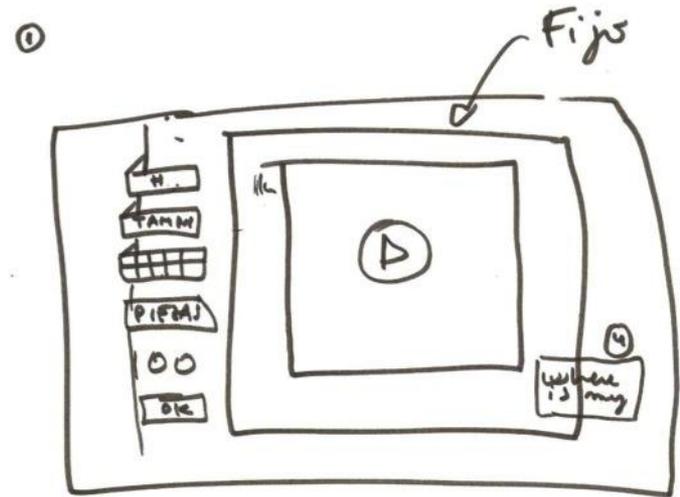
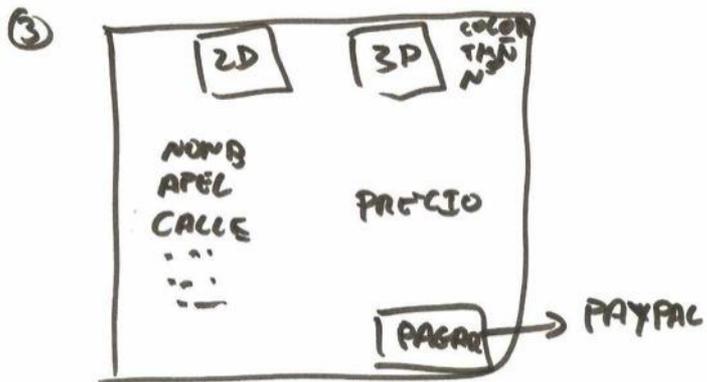


Borrar

[Ver Modelo en 3D](#)









PIEZA

TU JARRON

MODULO DE USO

PROYECTO SAVE

COMPRAR

100€

SAVE CERAMICS

PREVIEW

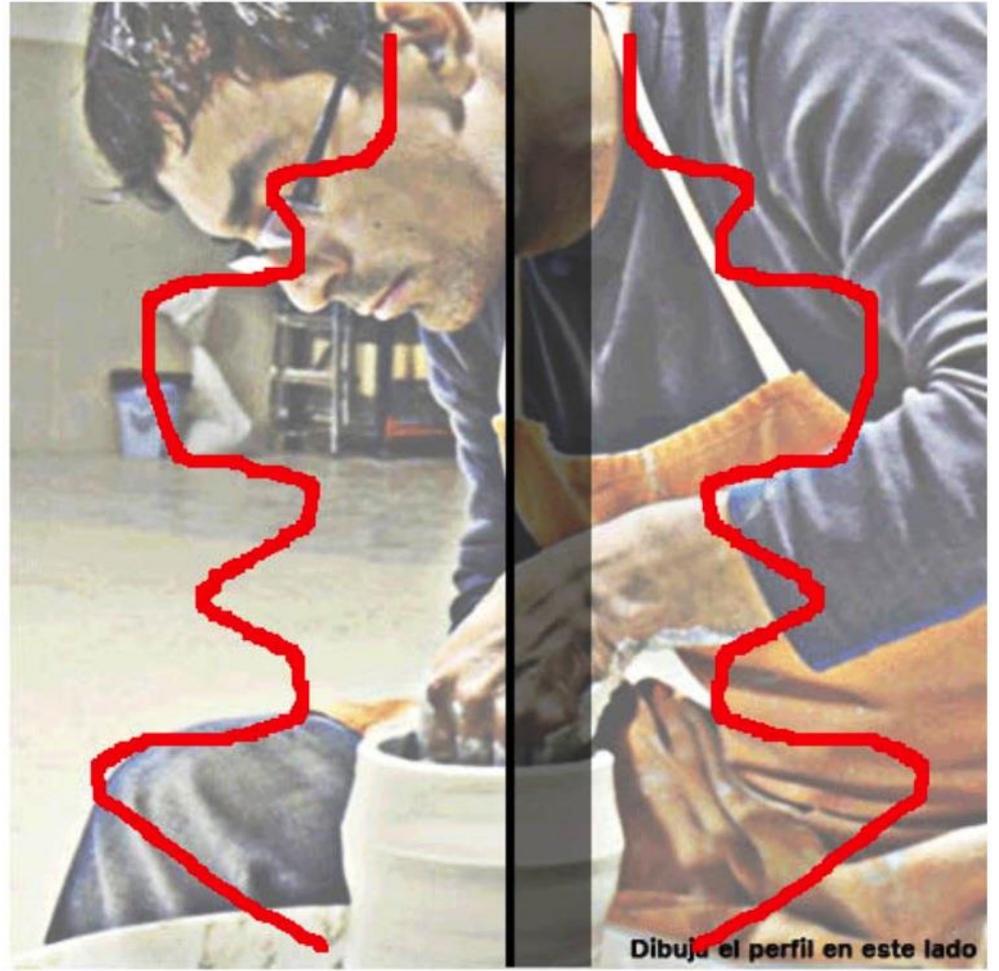
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SAVE CERAMICS



**SAVE
CERAMICS**





**SAVE
CERAMICS**



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saveceramics.com/Home/DibujarNormal
Yahoo! Search SEARCH
Google
Mon 10:50 AM

MODO DE USO

VISTA 3D

PRODUCTO SAVE

COMPRAR

VOLVER

600 €

SAVE
CERAMICS

EL REPLANTEAMIENTO





DOVASE

iPad

23:06

99%

DOVASE

Guardar

Mi galeria

Pressed

COLOR



TAMAÑO

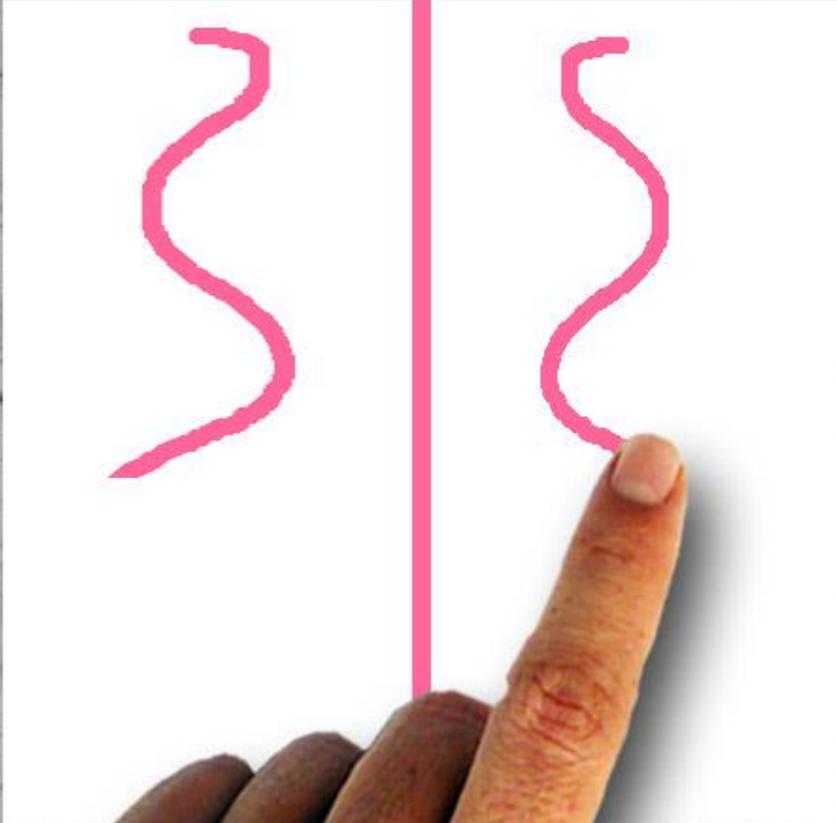
XL L S

RENDER

iPad

23:06

99%



DOVASE

Guardar

Mi galeria

Pressed

COLOR



TAMAÑO

XL

L

S

iPad

23:06

99%

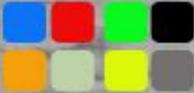
DOVASE

Guardar

Mi galeria

Pressed

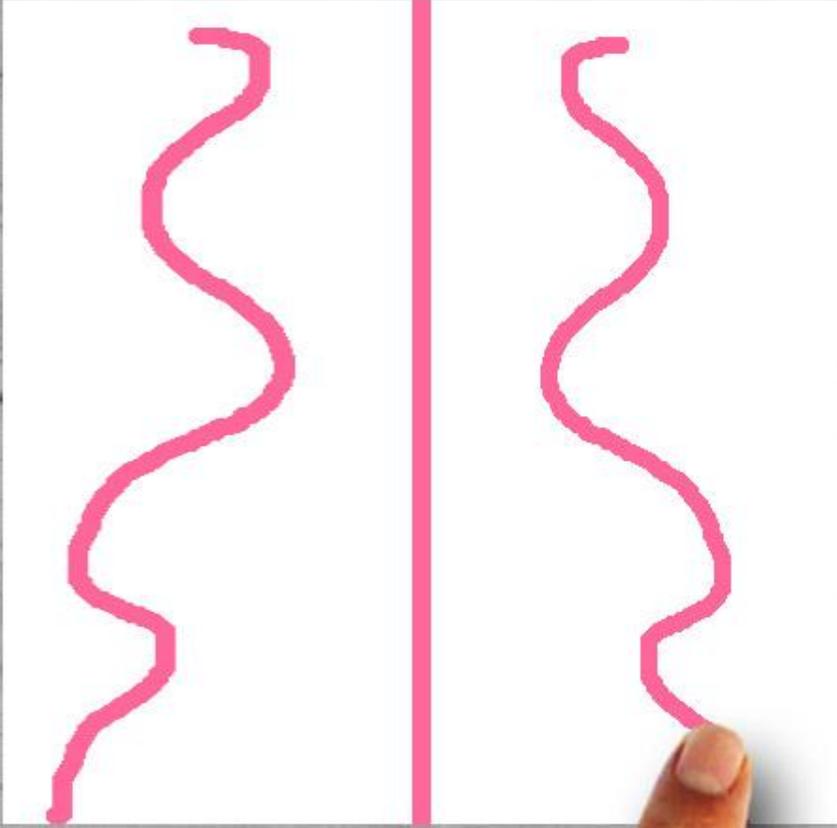
COLOR



TAMAÑO

XL L S

RENDER



DOVASE

<http://www.dovase.com/>

DOVASE

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DO YOUR DOVASE

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ARTISAN PROCESS

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GALLERY



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2. CREA TU DOVASE / CREATE YOUR DO VASE
3. MANDANOS TU OBRA / SEND US YOUR PIECE

DESCARGARTE LA VERSION DE PRUEBA
DOWNLOAD THE TRIAL VERSION



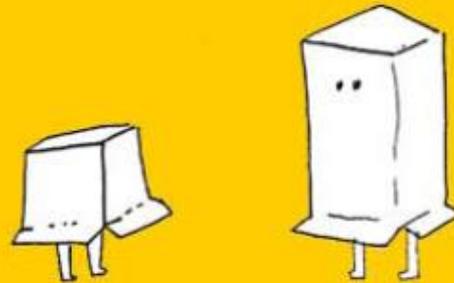
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Want to be notified when this the full version?



Resumiendo...

Contar historias

Mejorar esas historias



(Future of Design)

@JuanGascaTC

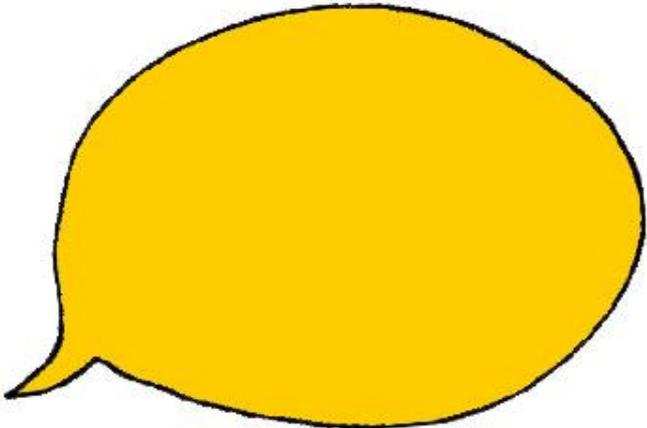
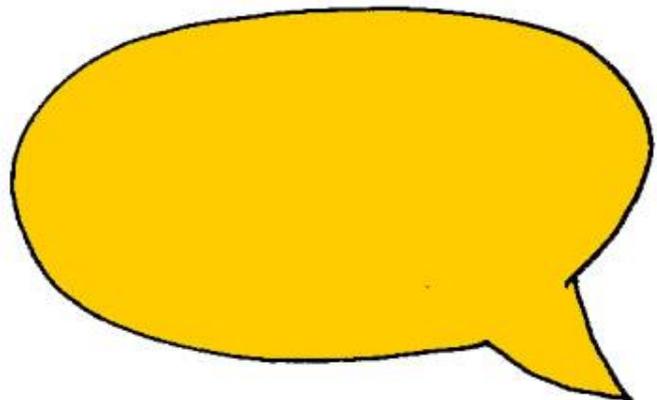
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GRACIAS



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