ON-LINE RESEARCH EVENT: L'EVOLUZIONE CONTINUA

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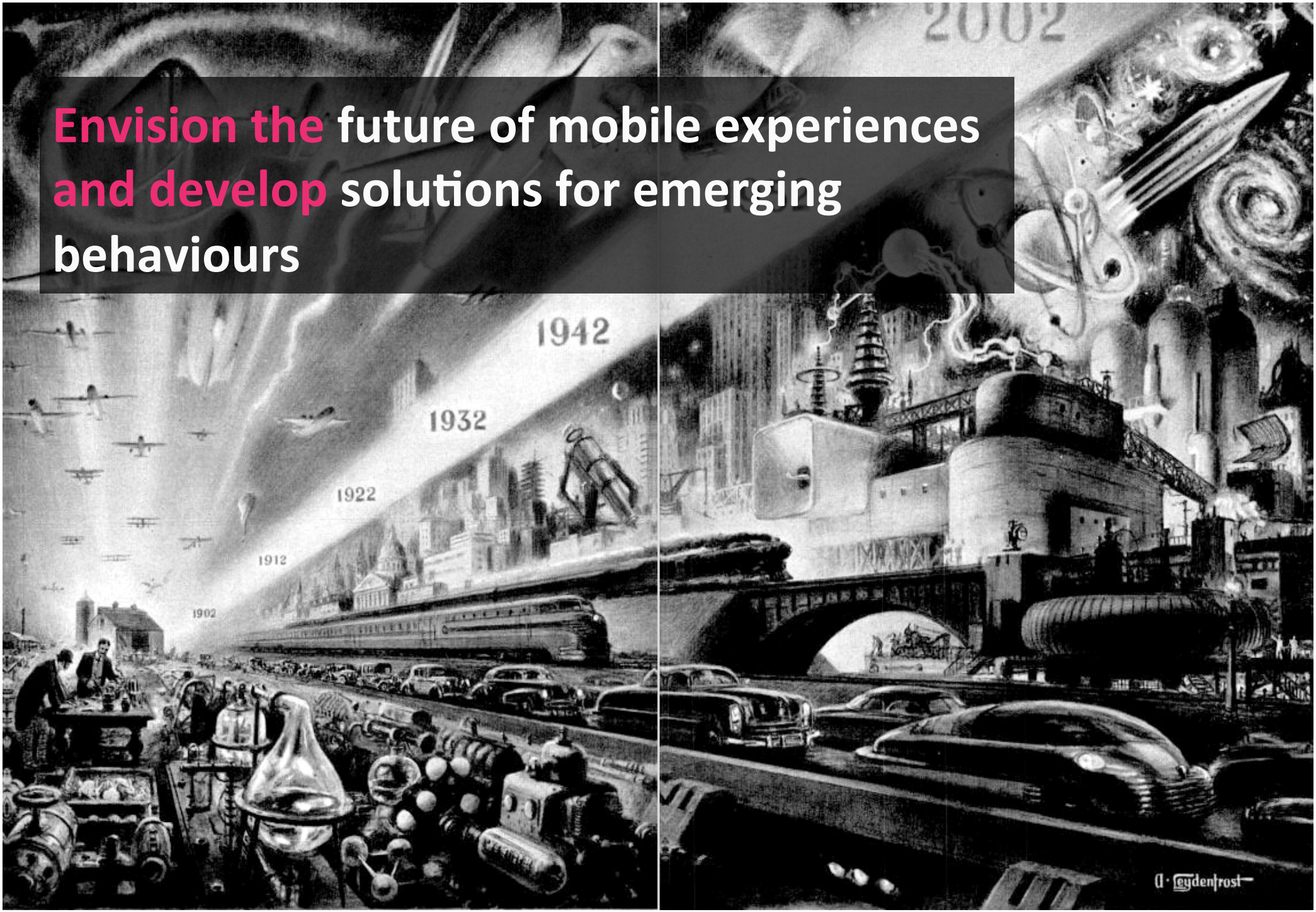
# DESIGNING RELEVANCE

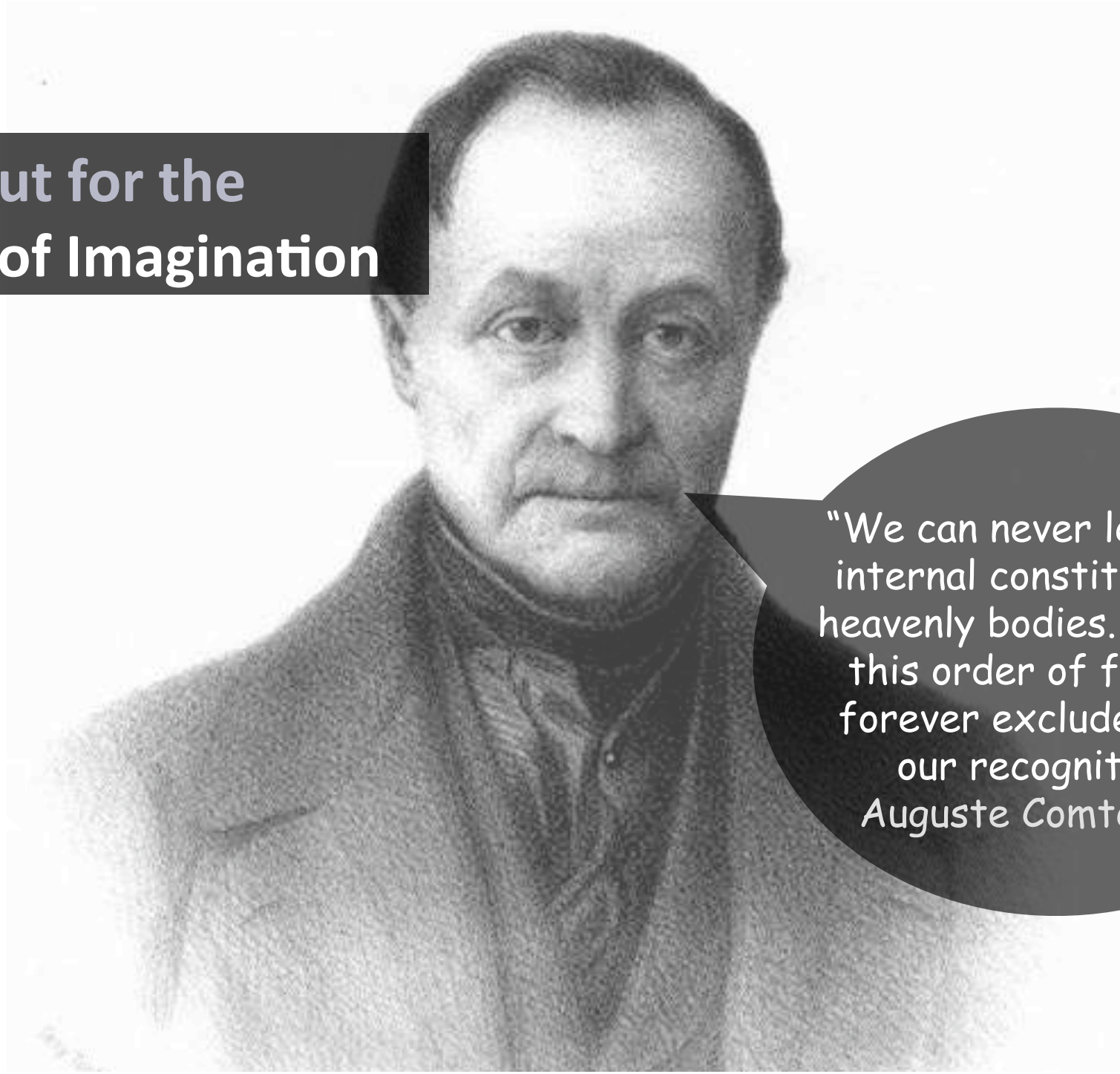
## How Open and Agile research methodologies can help complex organizations stay relevant

Francesco D'Orazio, Research Director, Head of Social Media, FACE @abc3d
Tom Crawford Head of Concepting and Portfolio (CA&I), Nokia

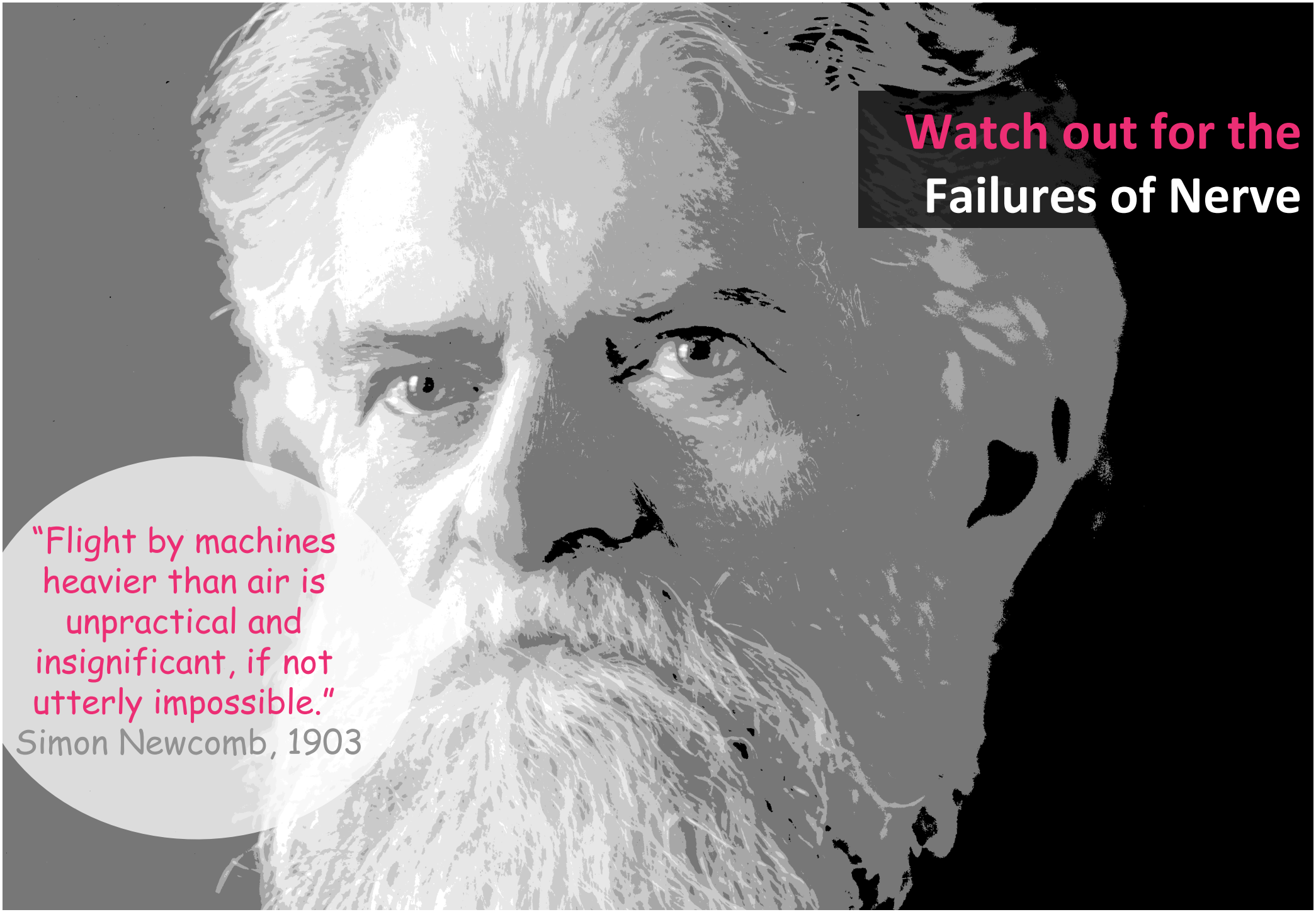
# We had a challenge on our hands:
# to regain thought leadership in North America

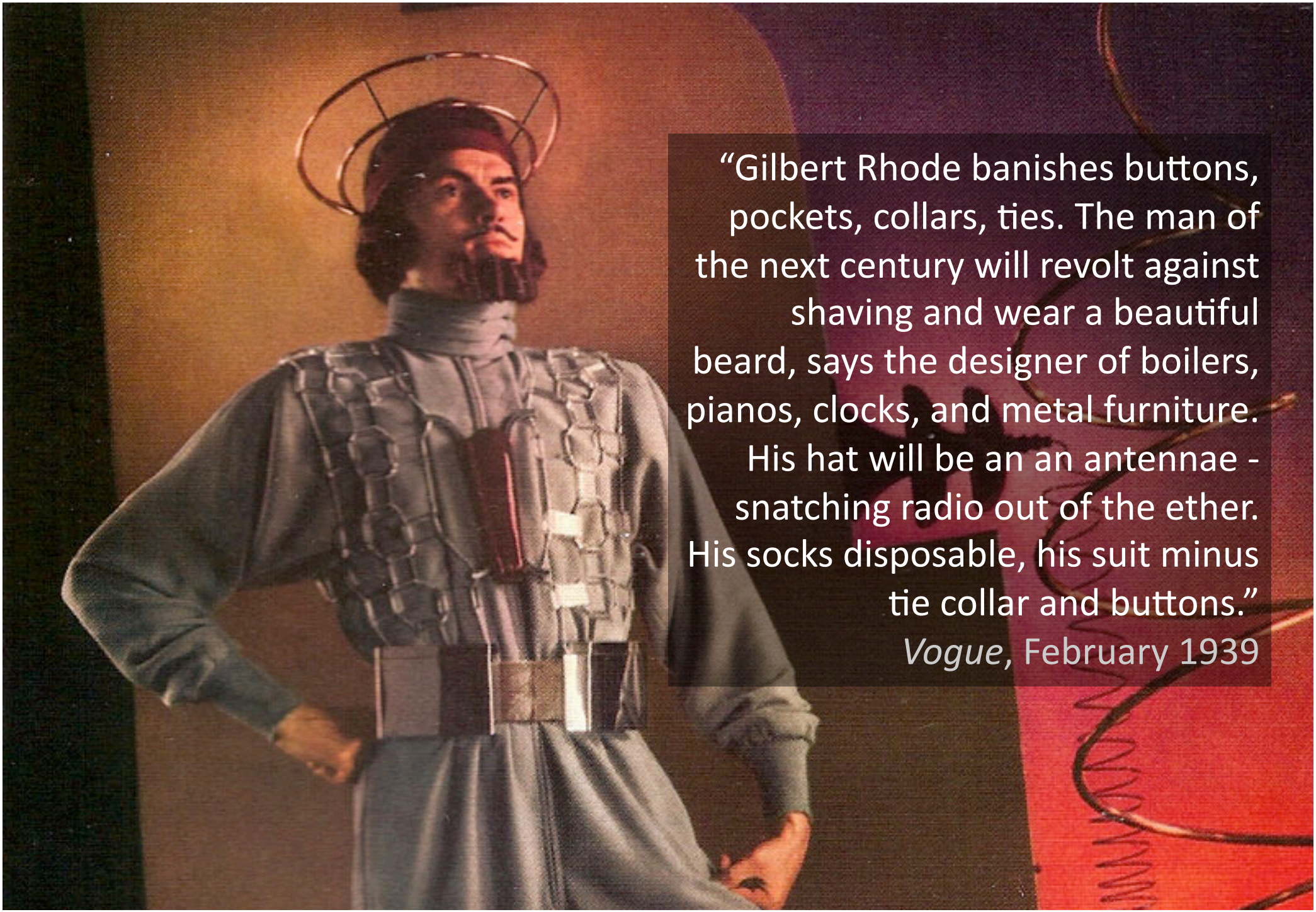

Envision the future of mobile experiences and develop solutions for emerging behaviours
1902
1912
1922
1932
1942
2002
A · Leydenfrost

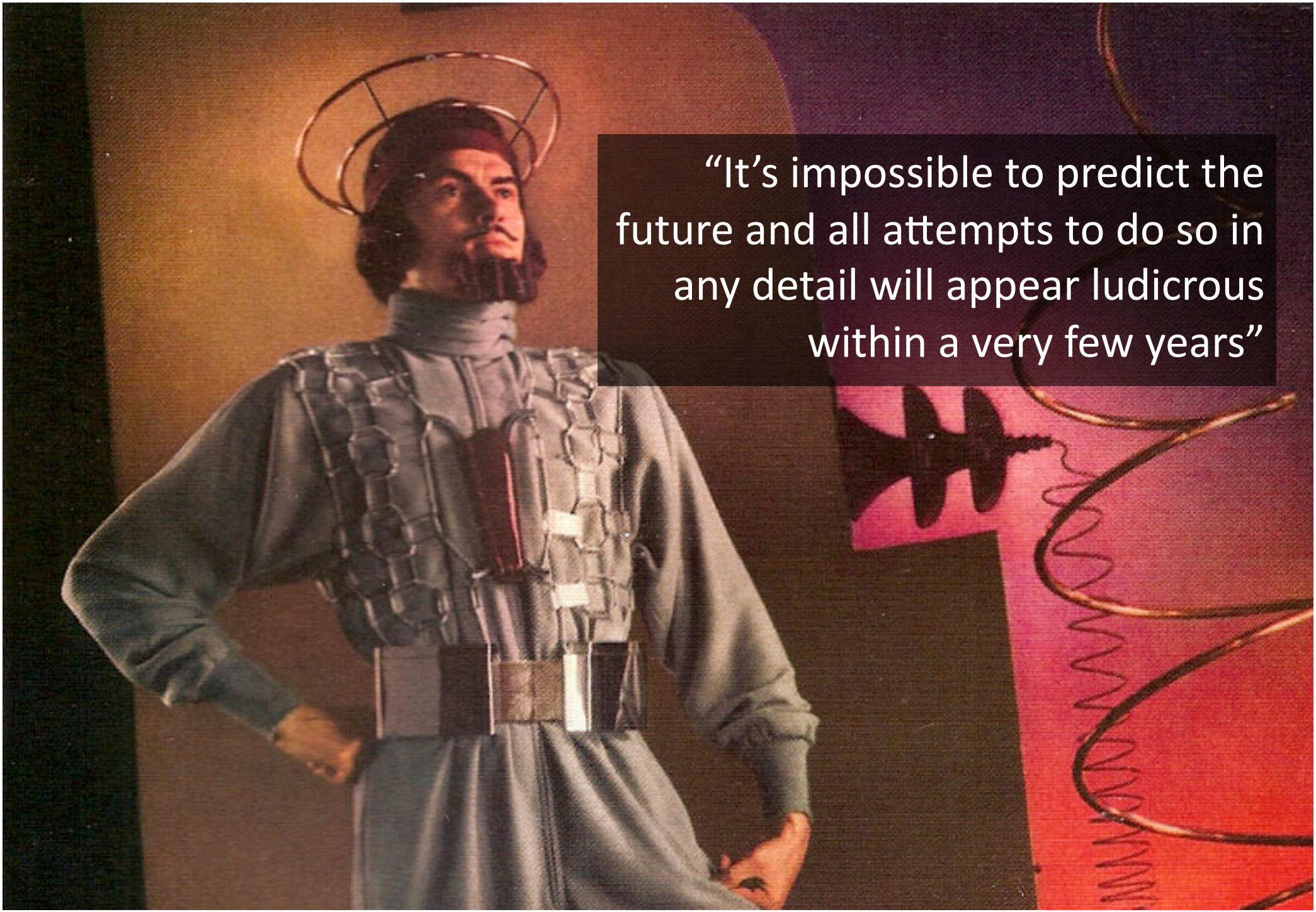
# Watch out for the Failures of Imagination



"We can never learn the internal constitution of heavenly bodies. I regard this order of facts as forever excluded from our recognition."
Auguste Comte, 1853


Watch out for the
Failures of Nerve
"Flight by machines heavier than air is unpractical and insignificant, if not utterly impossible."
Simon Newcomb, 1903

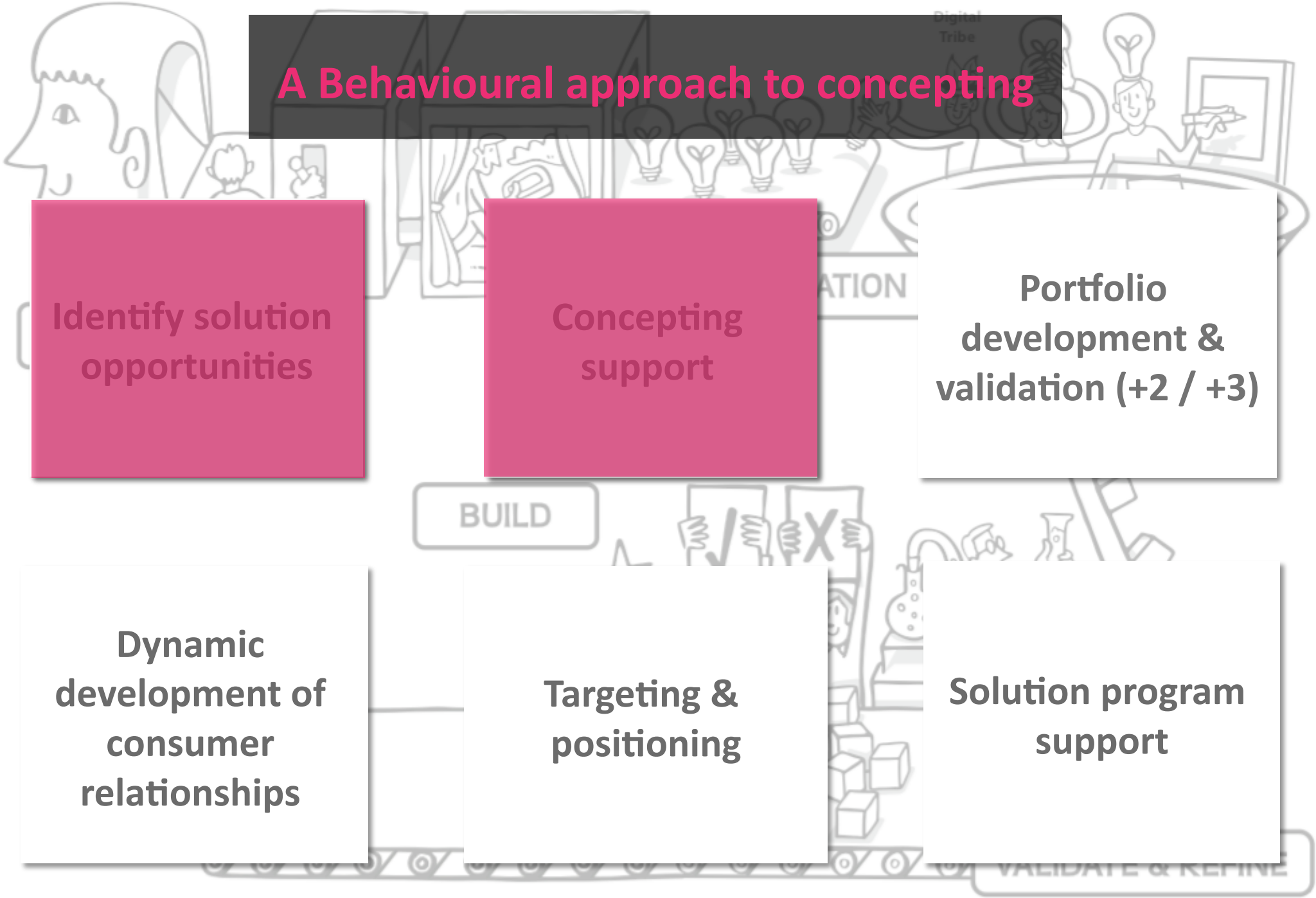

"Gilbert Rhode banishes buttons, pockets, collars, ties. The man of the next century will revolt against shaving and wear a beautiful beard, says the designer of boilers, pianos, clocks, and metal furniture. His hat will be an an antennae - snatching radio out of the ether. His socks disposable, his suit minus tie collar and buttons."
*Vogue*, February 1939


“It’s impossible to predict the future and all attempts to do so in any detail will appear ludicrous within a very few years”

The job of the futurist is about
“defining the boundaries within
which possible futures must lie”
Arthur C. Clarke 1962

from Creation to Emergence: innovation as
organic invention as opposed to creation

# A Behavioural approach to concepting




Identify solution opportunities

Concepting support

Portfolio development & validation (+2 / +3)

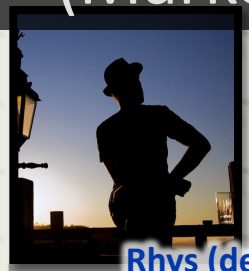
Dynamic development of consumer relationships

Targeting & positioning

Solution program support

# Nokia Solutions

## A cross functional approach and a new organisation in 2009 (Marketing, Design, Finance, consumer, business)

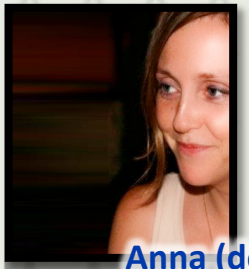

Rhys (design)

Jason (UX)

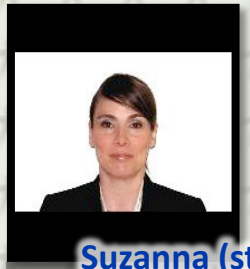
Marco (design)

Michiel (markets)

Kiki (UX)


Anna (design)

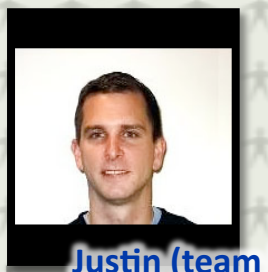
Anthony (finance)

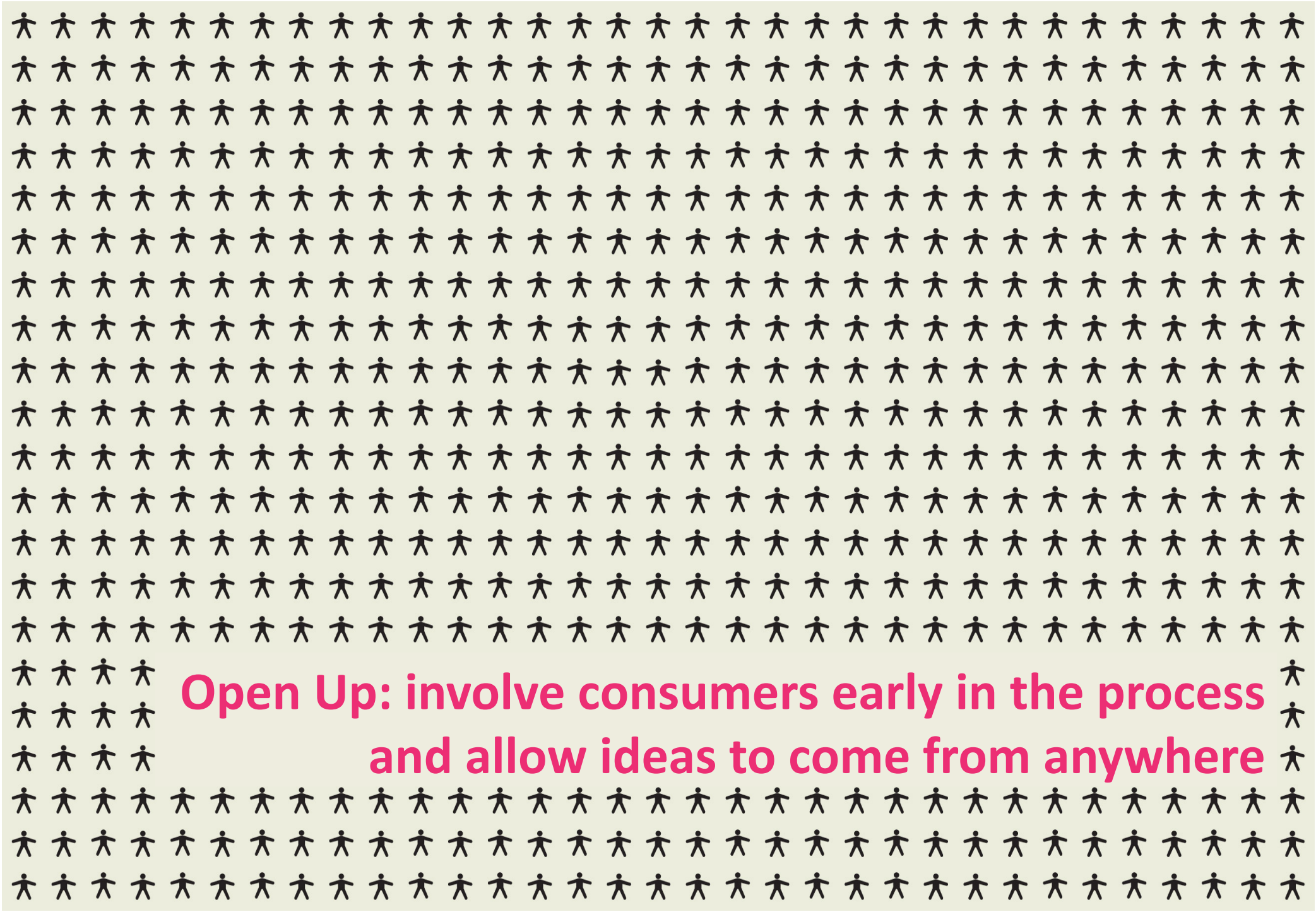

Suzanna (strategy)

Tom (consumer)

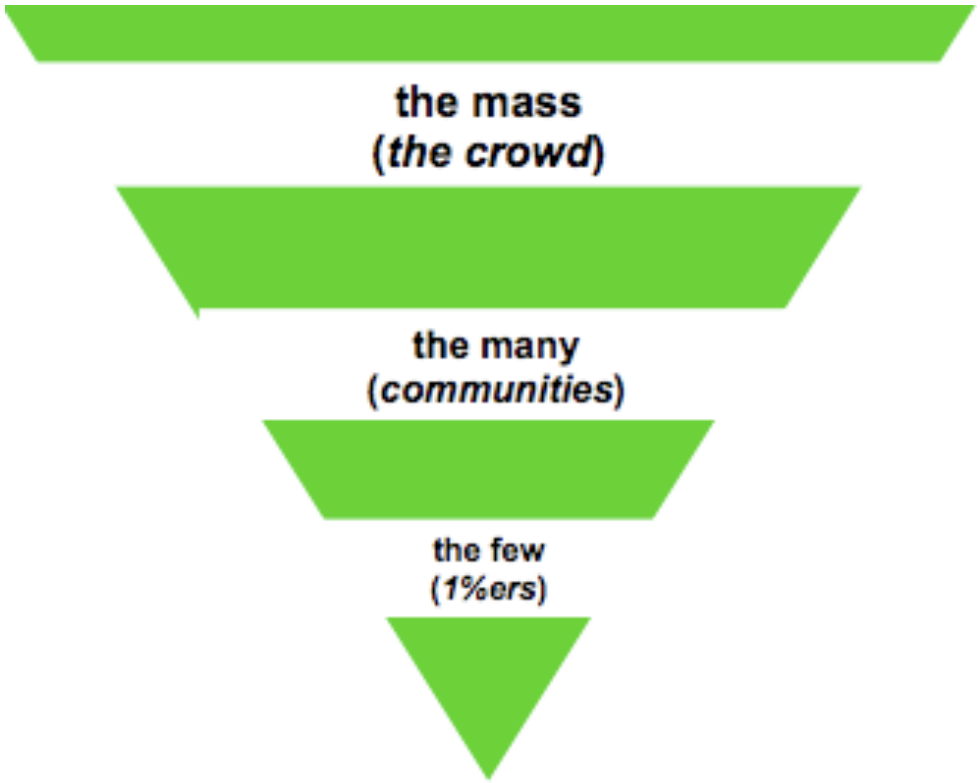
Mika (markets)

Scott (partnerships)

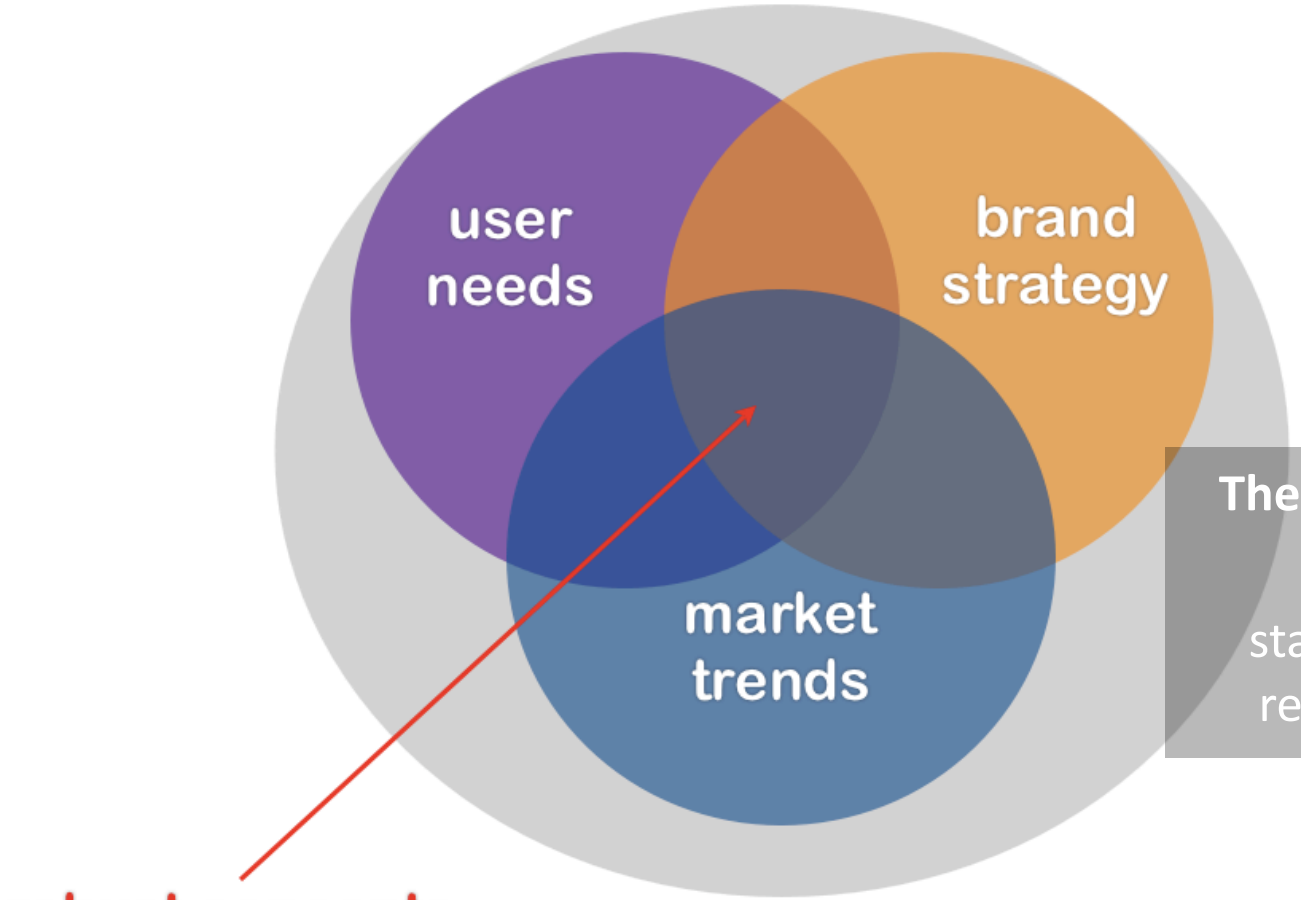

Justin (team lead)


Open Up: involve consumers early in the process
and allow ideas to come from anywhere

# Start broad and funnel down: turning the research process on its head



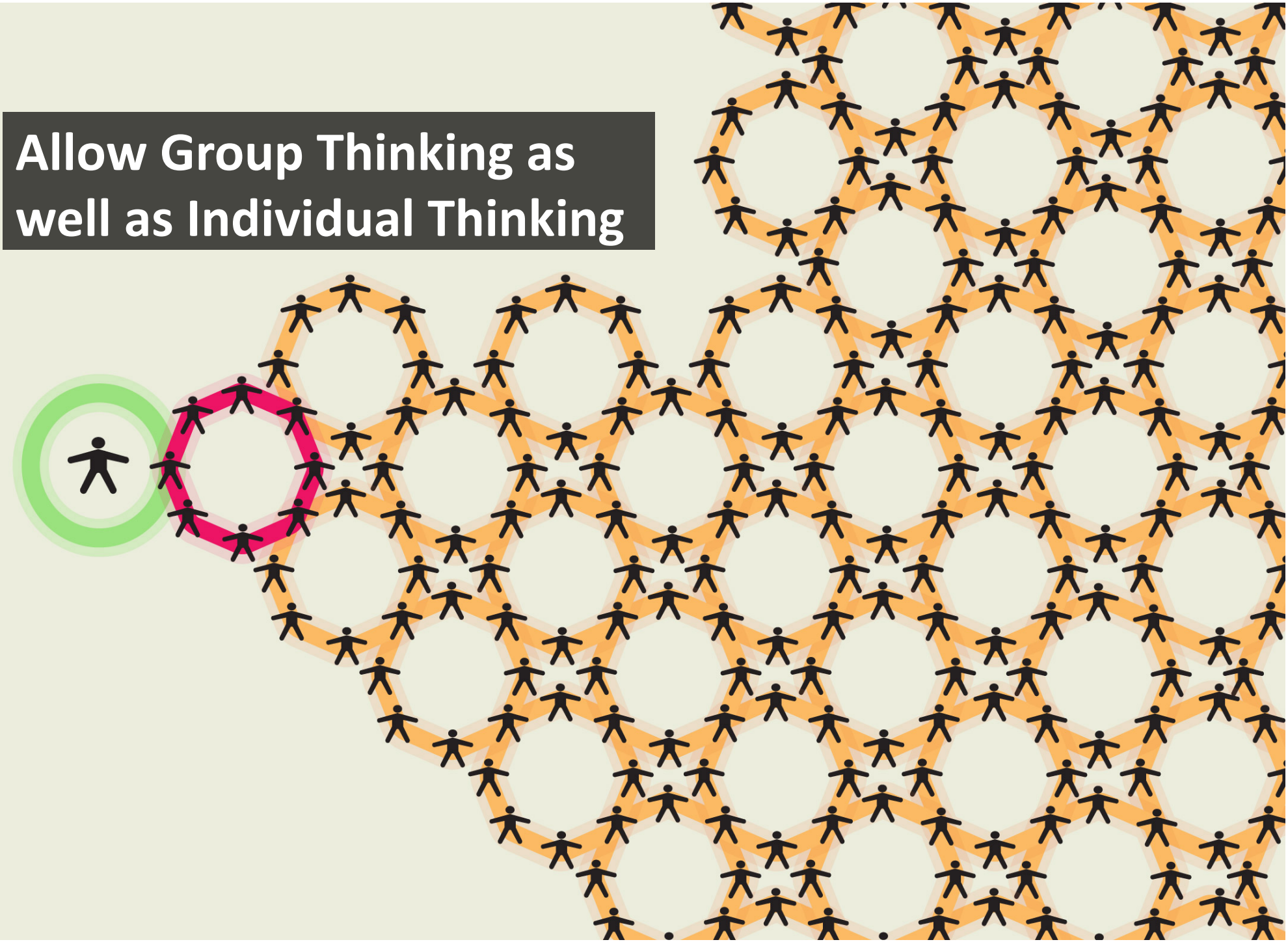
# Bottom Up is Not Enough



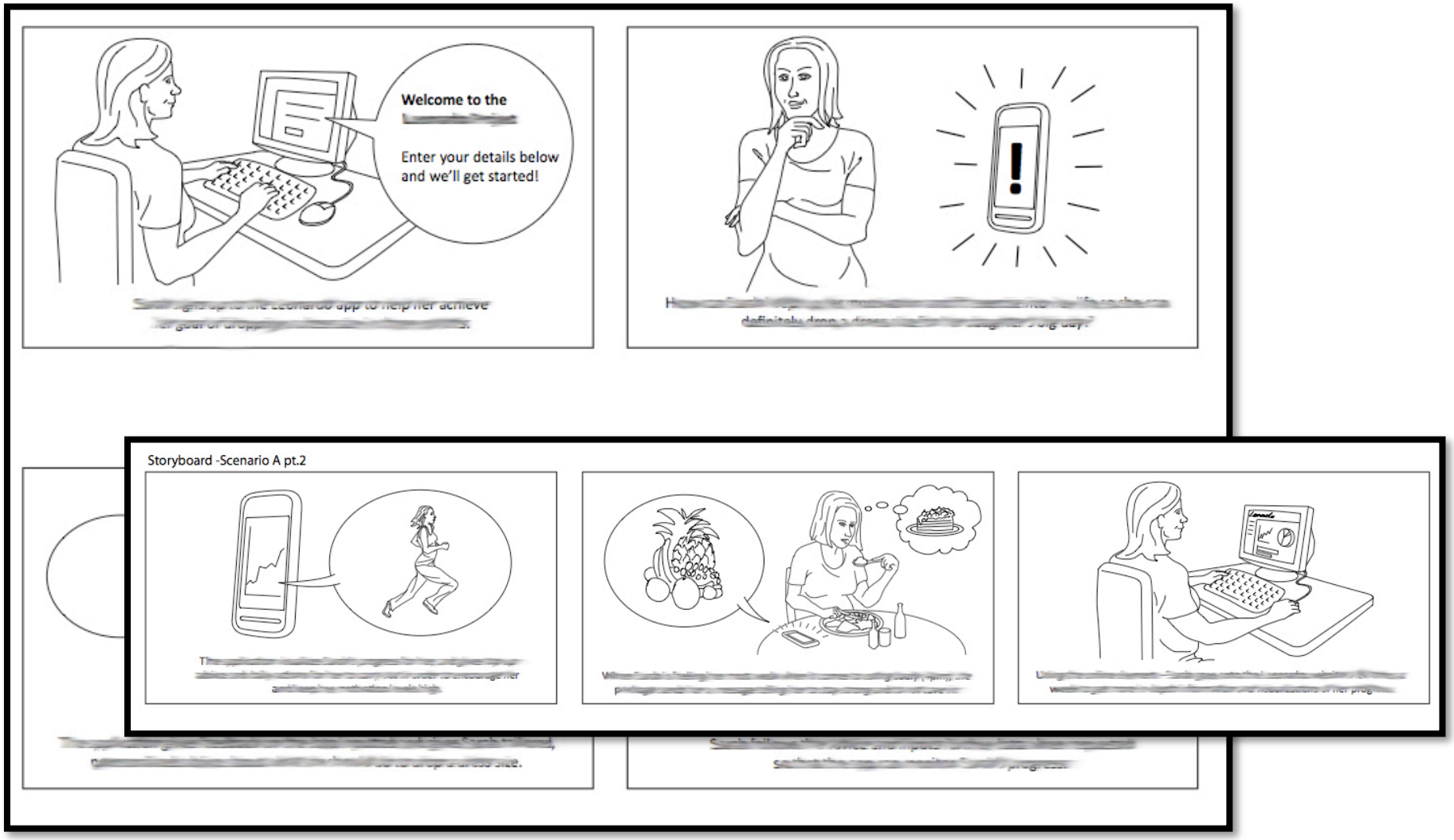

**The Co- in Co-creation:**

consumers, stakeholders, experts, researchers, planners

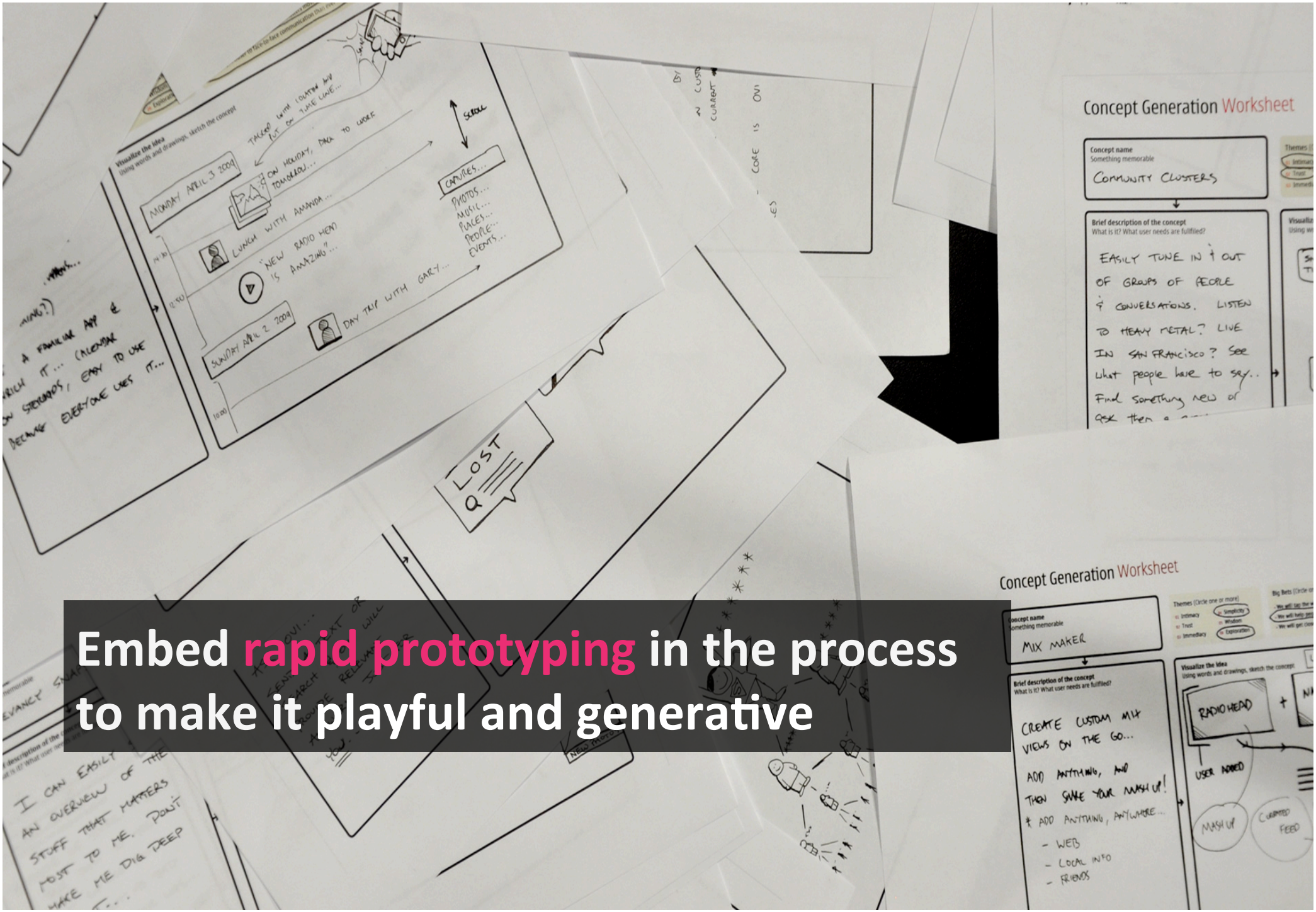
# Allow Group Thinking as well as Individual Thinking



# Use storytelling and scenarios to make the process experiential and immersive



Robert Hill
08/11/10, right here
Jeff Graham
10/12/09, 50 mi from yo
In one of the most beatuful places I've ever seen
10/12/09, 5 mi from you
Jeff Graham
Jack Johnson
10/12/09, right here
Cross Over: mirror the engagement dynamics of a post-digital ecosystem


Concept Generation Worksheet
Concept name
Something memorable
COMMUNITY CLUSTERS
Brief description of the concept
What is it? What user needs are fulfilled?
EASILY TUNE IN & OUT OF GROUPS OF PEOPLE & CONVERSATIONS. LISTEN TO HEAVY METAL? LIVE IN SAN FRANCISCO? See what people have to say.. Find something NEW or
Concept Generation Worksheet
Concept name
Something memorable
MIX MAKER
Brief description of the concept
What is it? What user needs are fulfilled?
CREATE CUSTOM MIX VIEWS ON THE GO...
ADD ANYTHING, AND THEN SHARE YOUR MASH UP!
+ ADD ANYTHING, ANYWHERE...
- WEB
- LOCAL INFO
- FRIENDS
RADIO HEAD
USER ADDED
MASH UP
COMBINED FEED
Embed rapid prototyping in the process
to make it playful and generative

# Research Design | Approach

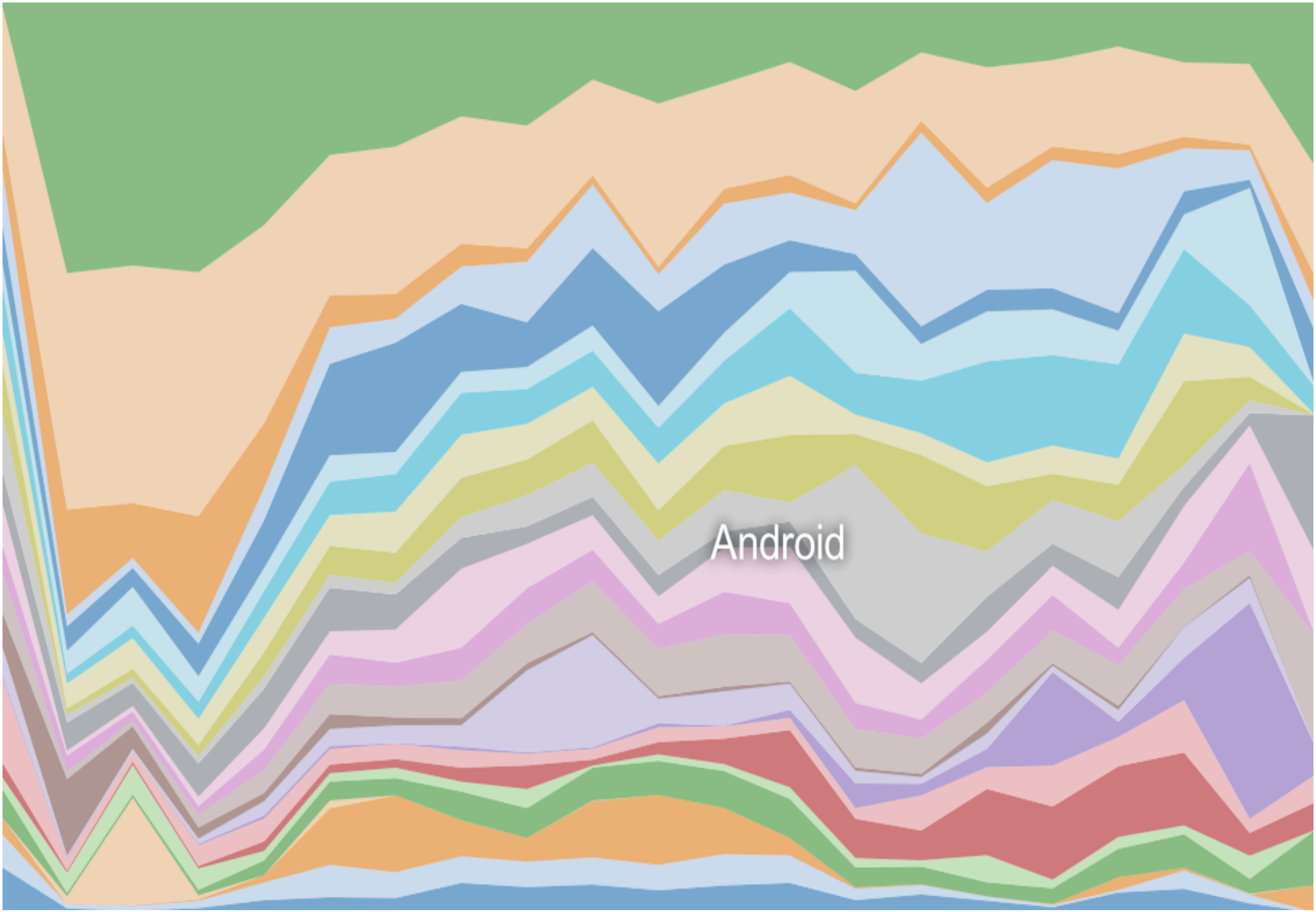
Mobile UX Themes + Consumer Opportunity Territories

Social Media Analysis + Expert Workshop

July 2009

November

Download


Android

# Research Design | Approach

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Consumers needs + definition of relevance

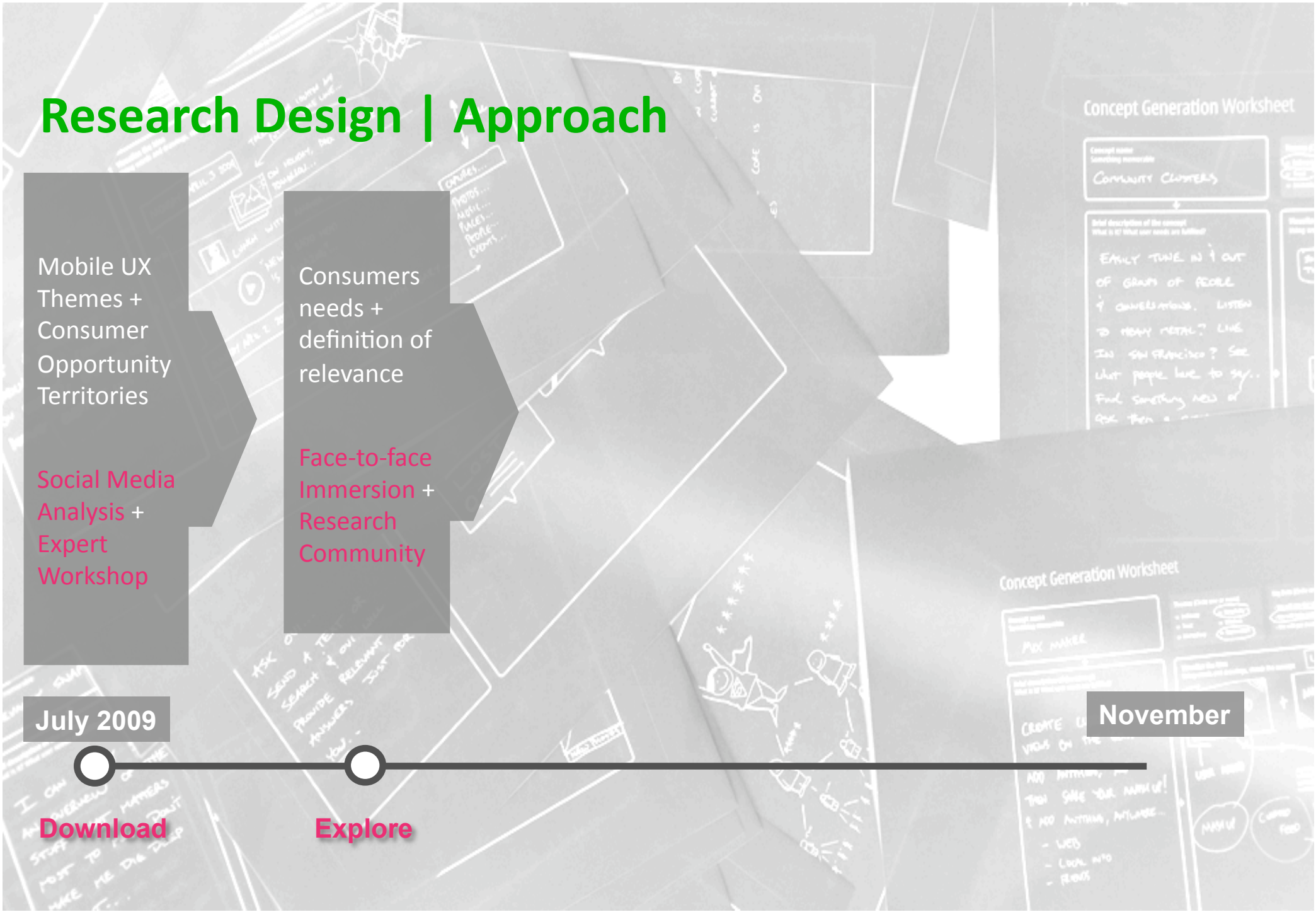
Face-to-face Immersion + Research Community

July 2009

November

Download

Explore



1 THEME ▶ 2 SCENARIO ▶ 3 ACTIONS ▶ 4 MICRO NEEDS ▶ 5 MACRO NEEDS

KNOWLEDGE

driving through town
to go to a meeting.
traffic is a nightmare.
I'm late

look @ Sat Nav

call AA traffic

switch on radio

look @ road signs

call office to say
I'm late but
can't say how late

not to do
all these steps
while driving

not to have
to seek out info
from different
sources
to get
bigger picture

not to have to
tell info-source
where I am
to get
relevant info

to be able to
tell work
just how late I am

unification

device/service proactivity

contextual info

# Research Design | Approach

Mobile UX Themes + Consumer Opportunity Territories

Social Media Analysis + Expert Workshop

Consumers needs + definition of relevance

Face-to-face Immersion + Research Community

Grounding of Needs + Seed Ideas / clustering

Extended research community + Crowdsourcing

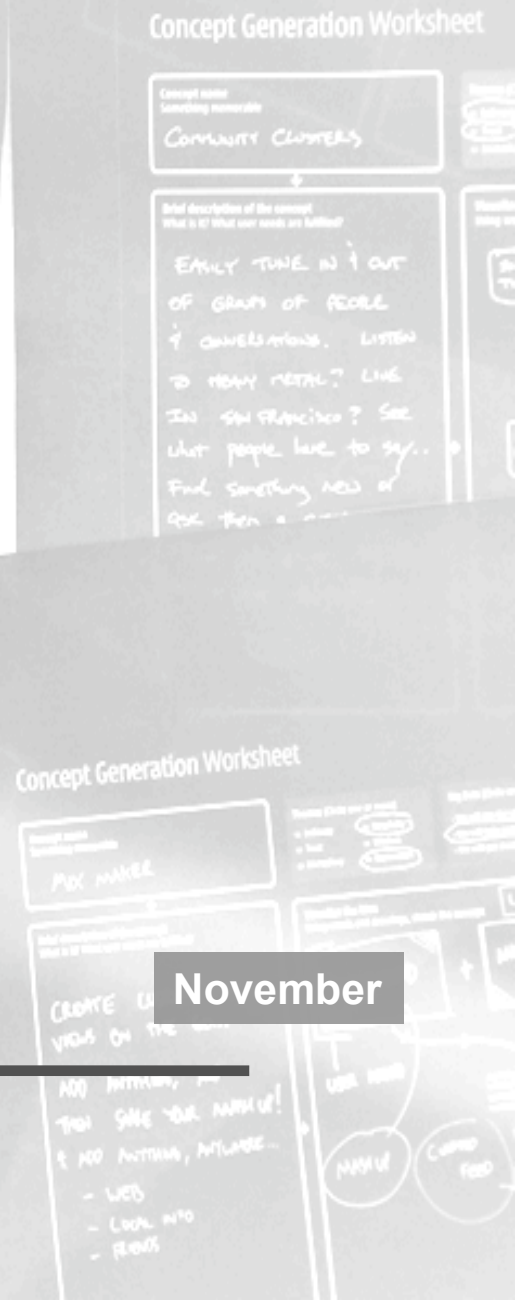
July 2009

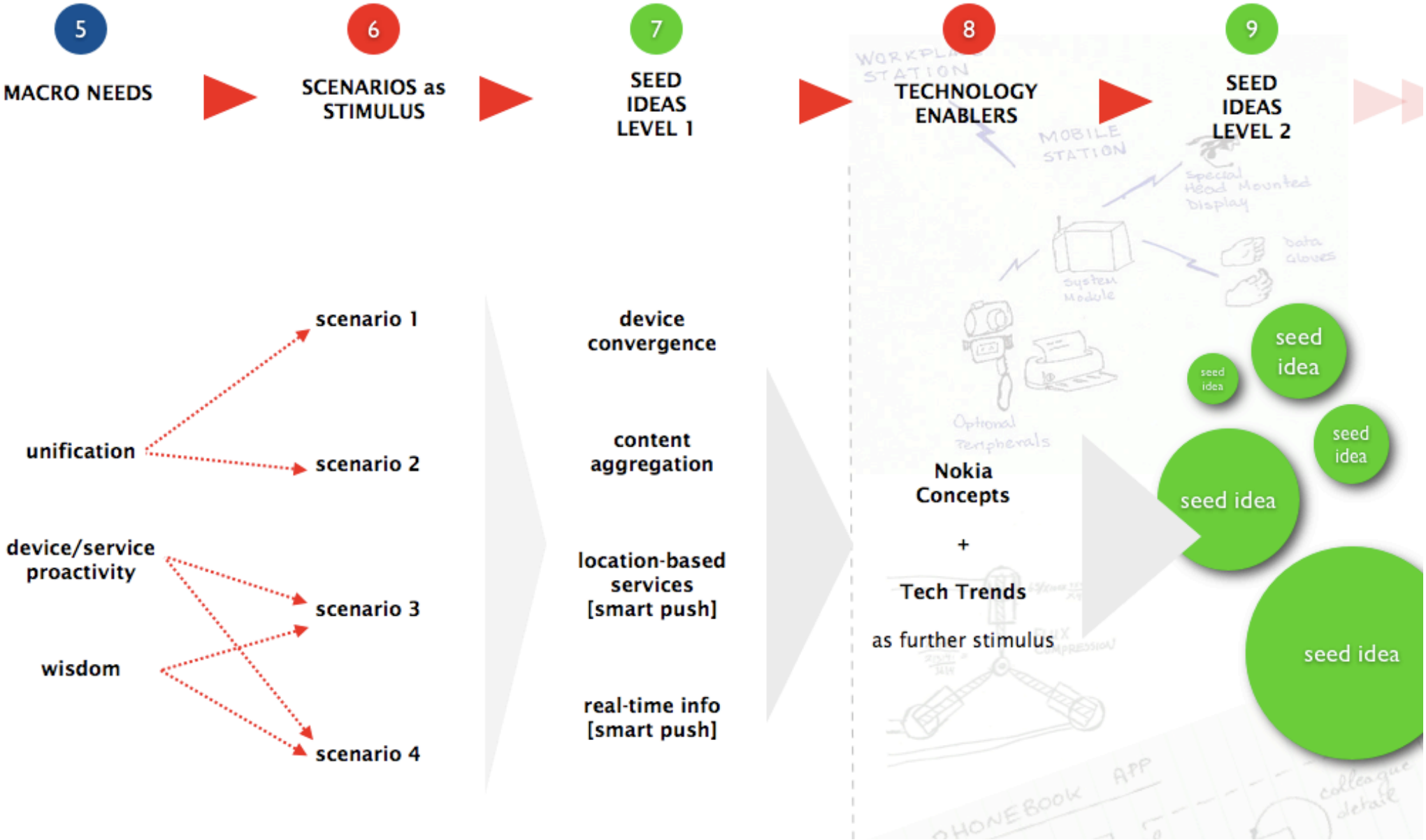
November

Download

Explore

Create




5
MACRO NEEDS
6
SCENARIOS as STIMULUS
7
SEED IDEAS LEVEL 1
8
TECHNOLOGY ENABLERS
9
SEED IDEAS LEVEL 2
scenario 1
unification
scenario 2
device/service proactivity
scenario 3
wisdom
scenario 4
device convergence
content aggregation
location-based services [smart push]
real-time info [smart push]
Nokia Concepts
+
Tech Trends
as further stimulus
seed idea
seed idea
seed idea
seed idea
seed idea

# Concept Generation Worksheet

**Concept name**
Something memorable

BEER ME - HAPPY BIRTHDAY

**Themes** (Circle one or more)

- 01 Intimacy
- 02 Trust
- 03 Immediacy
- 04 Simplicity
- 05 Wisdom
- 06 Exploration

**Big Bets** (Circle one or more)

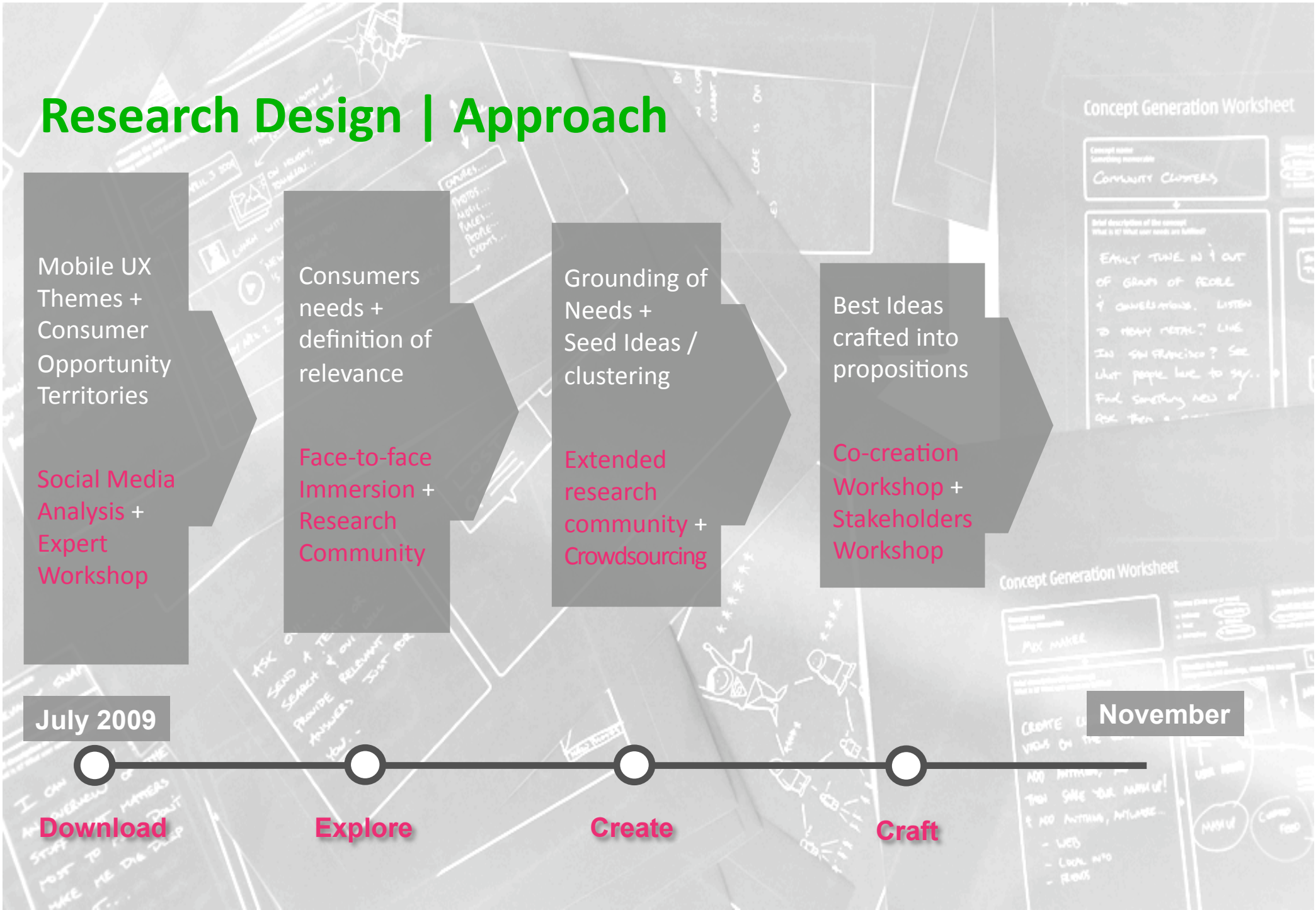
- We will tap the wisdom of the crowd
- We will help people find who & what matters most
- We will get closer to face-to-face communication than ever before

**Brief description of the concept**
What is it? What user needs are fullfiled?

I WANT TO SURPRISE MY FRIEND THE NEXT TIME HE GOES TO THE PUB... I BUY HIM A BEER WHEN I AM THERE DRINKING, WHEN HE VISITS THE PUB A FEW DAYS LATER HE RECEIVES NOTIFICATION AND USES HIS PHONE TO COLLECT HIS PINT!

**Visualize the idea**
Using words and drawings, sketch the concept

# Research Design | Approach



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## SEED IDEAS LEVEL 2

seed idea

seed idea

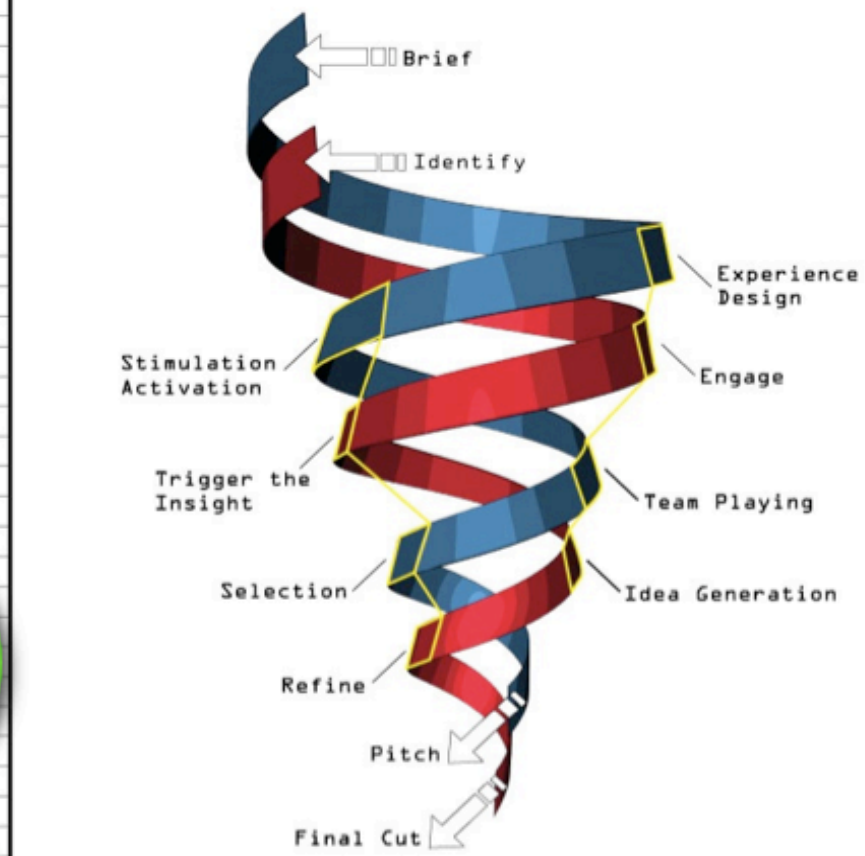
seed idea

seed idea

seed idea

10

## INNOVATION WORKSHOP

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## PROPOSITIONS

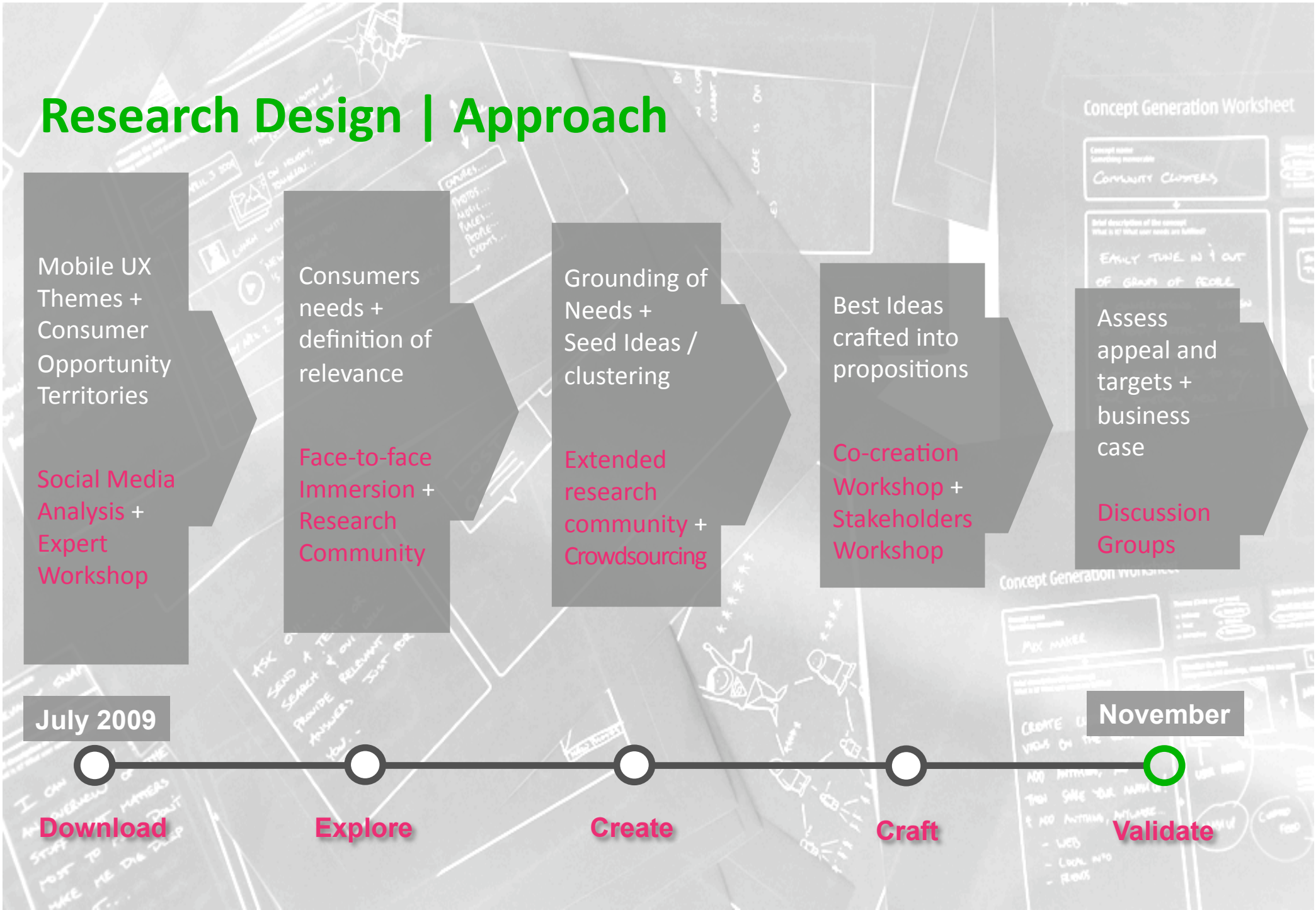
robust concept 1

robust concept 2

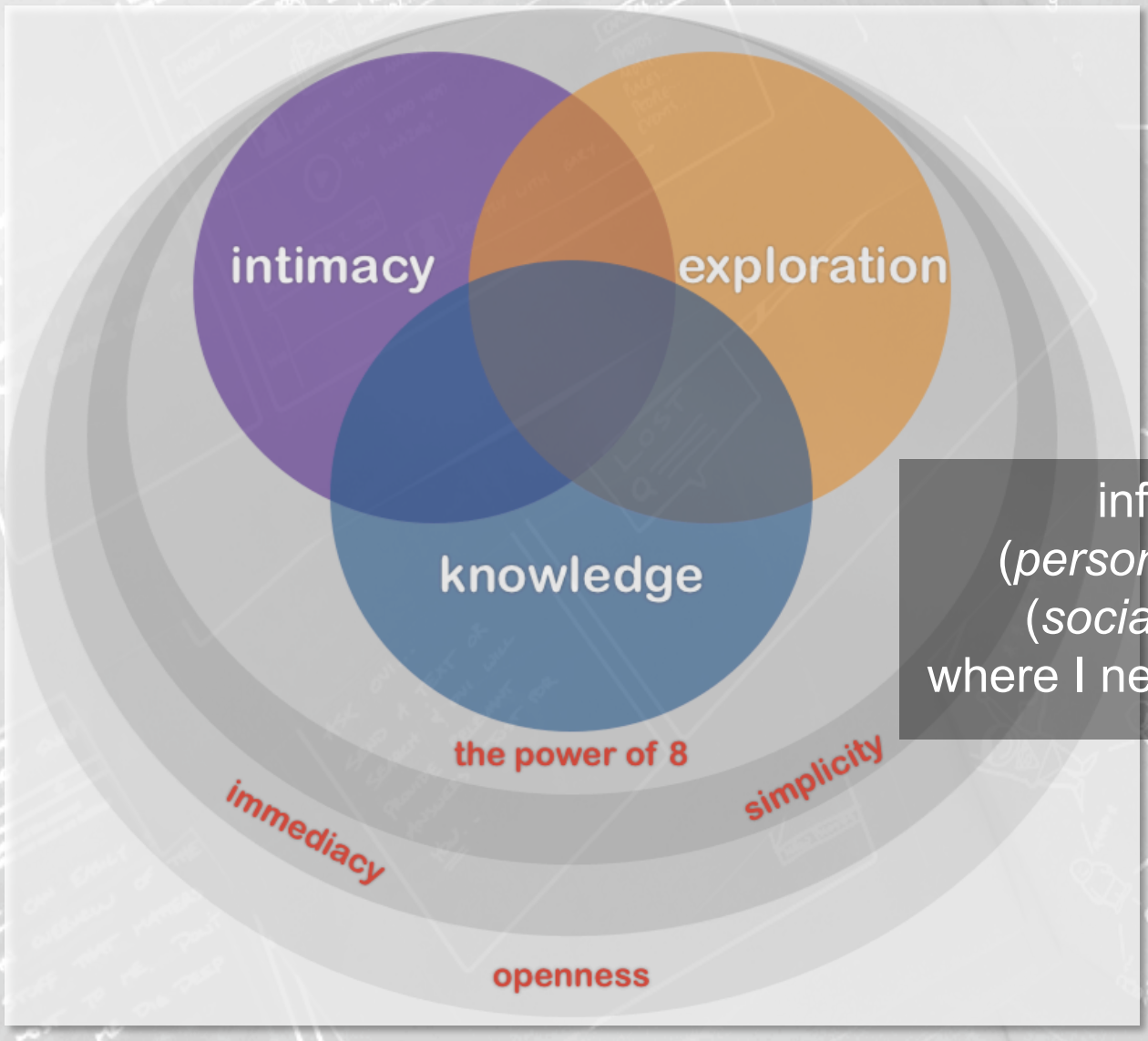
robust concept 3

robust concept 4

# Research Design | Approach

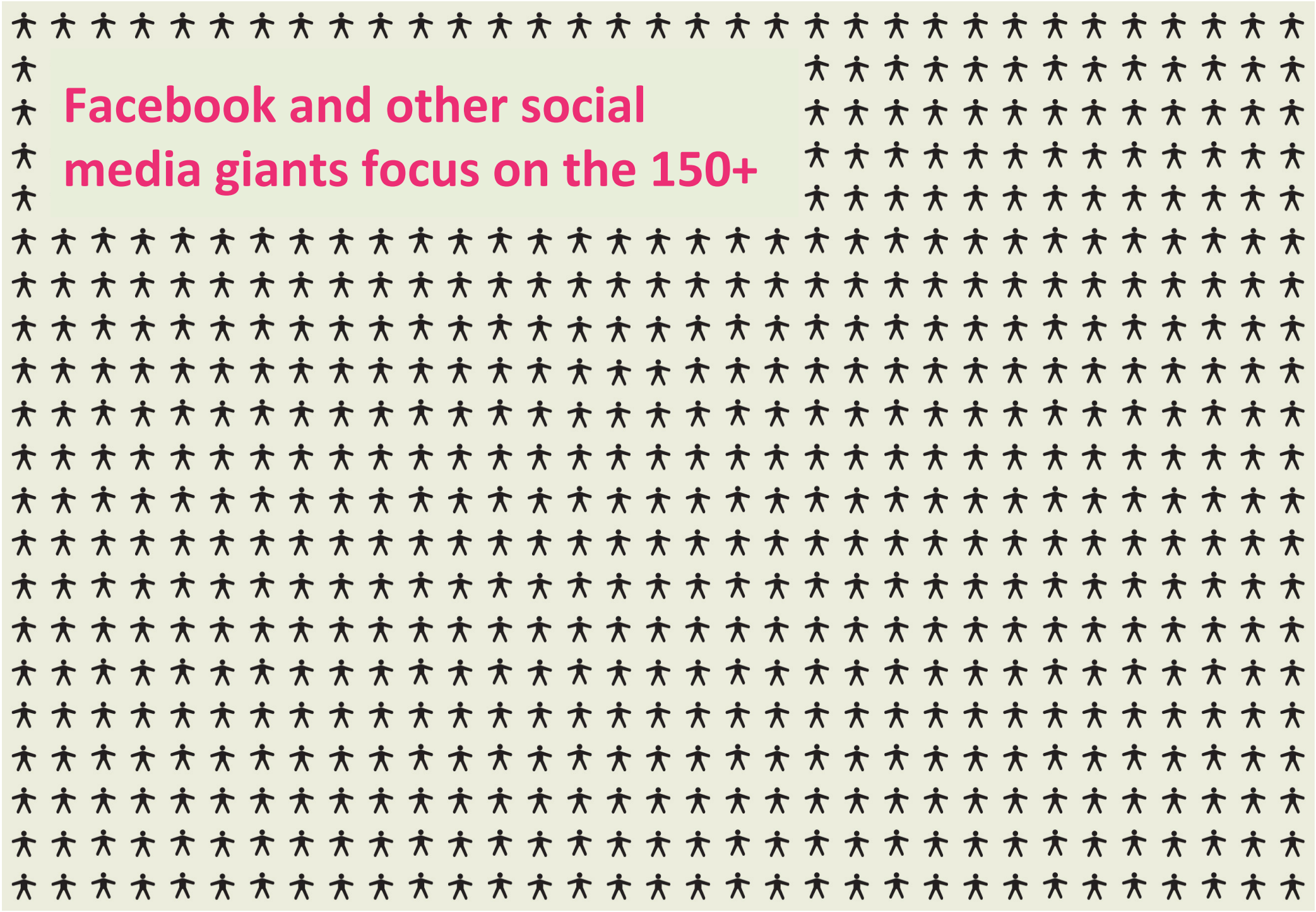


# Personal Social Wisdom



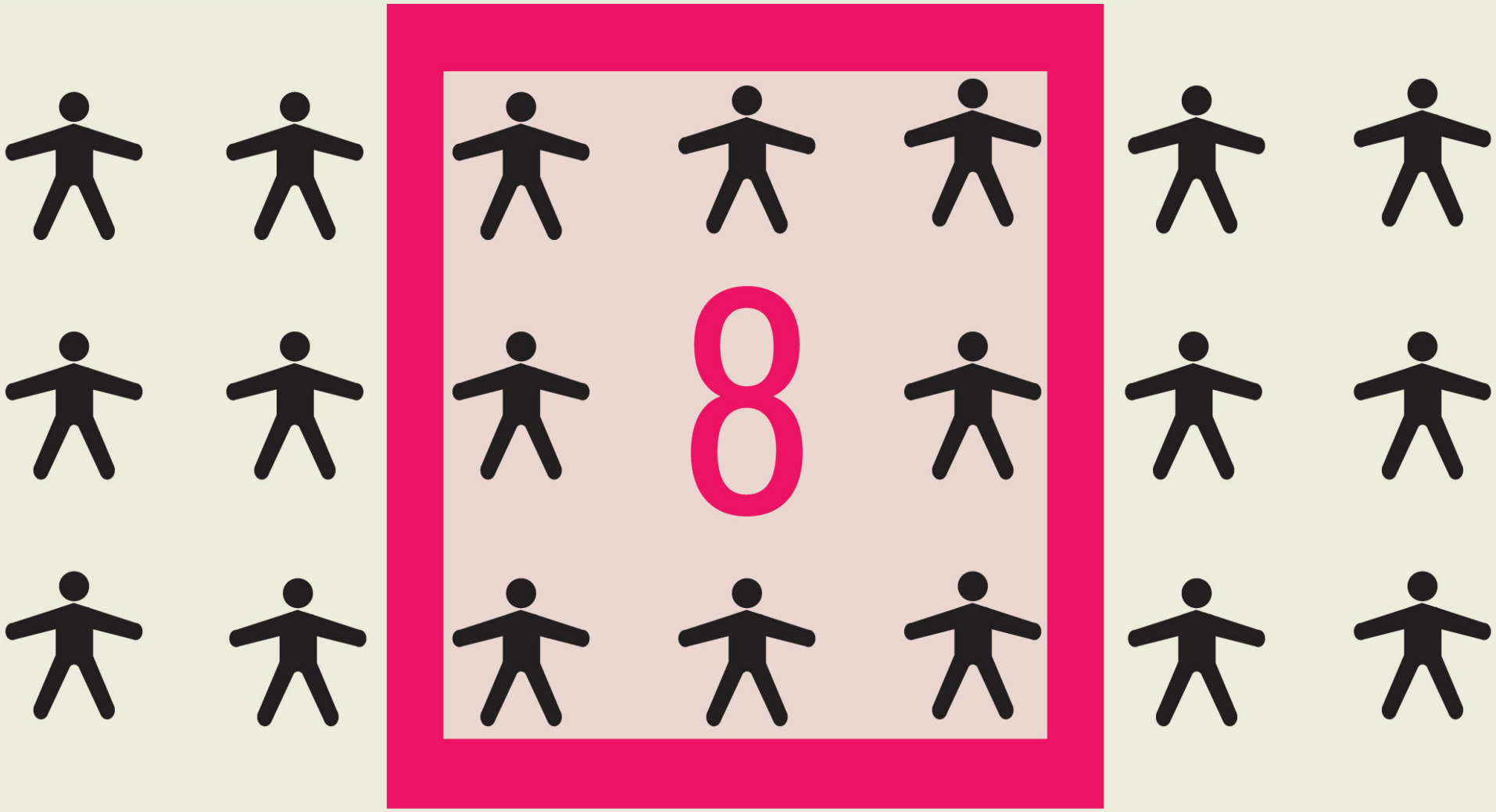

information arranged around me (*personal*), harvested from the crowd (*social*), in real-time, when I need it, where I need it & how I need it (*wisdom)*

# Apple Focus on the 1


Facebook and other social
media giants focus on the 150+

We can help people finding meaning
and value in the torrent of social media

We focus on the most important people in your life as a lens to see the world



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# Thank you for listening

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**Tom Crawford** Head of Concepting and Portfolio (CA&I), Nokia