PEBBO

creative transformation
for business

a user centric
innovation consultancy.

AUO
玉山銀行 E.SUN BANK
遠東集團 FAR EASTERN GROUP
Kimberly-Clark
CATHAY PACIFIC
YAHOO!
台灣中油股份有限公司
LCY
INNOVATION WORKS

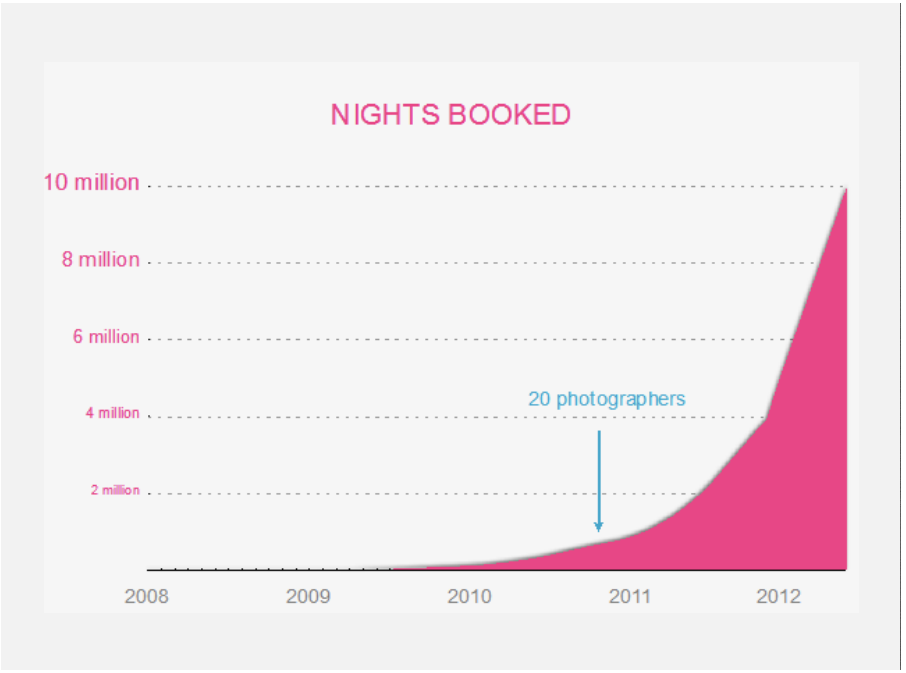
UX is not a department

Albert Chen, CEO Pebbo

UX is not a department

Albert Chen, CEO Pebbo

UX & Biz Impact



DESIGN MOVES

McKinsey & Company Acquires Lunar, One Of Silicon Valley's Oldest Design Firms

THE AWARD-WINNING DESIGN CONSULTANCY IS THE LATEST INDEPENDENT AGENCY TO JUMP INTO THE CORPORATE MAW.

0 NOTES
0 PIN
19 PLUS
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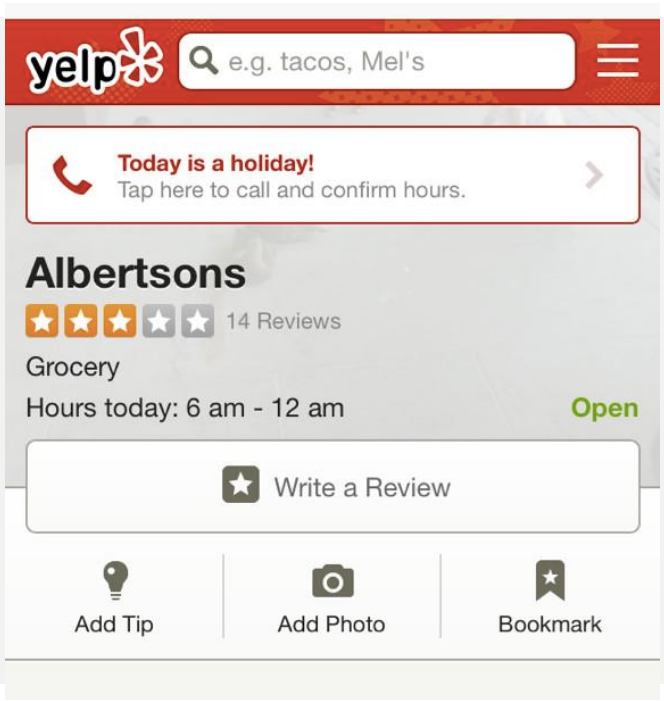
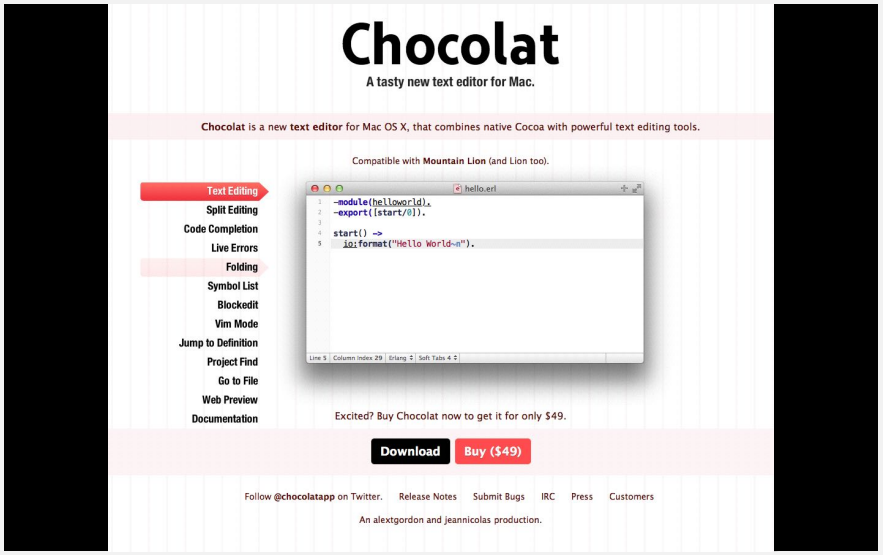
Lunar, a design firm that has spent 30 years creating everything from

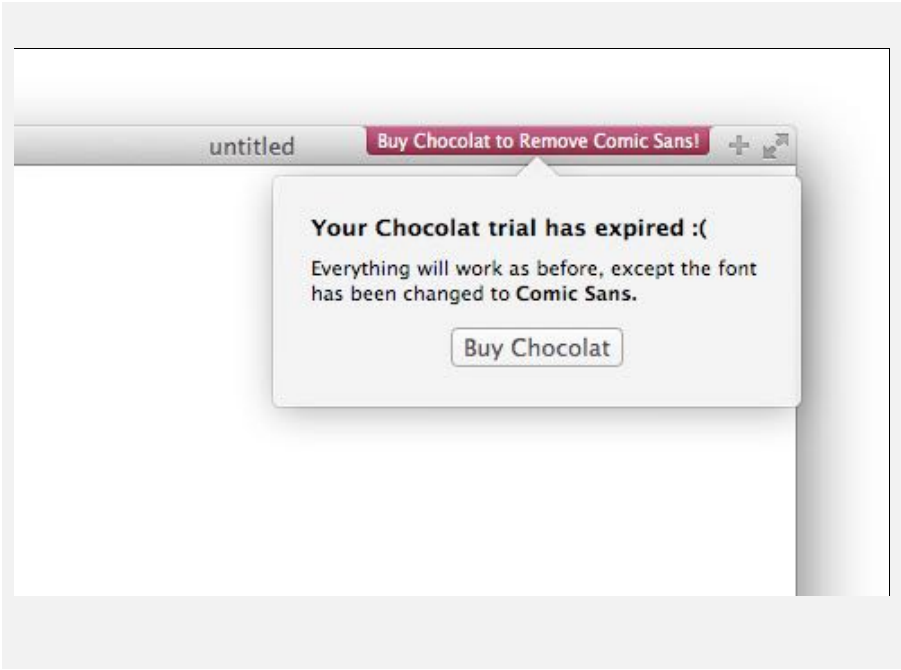
What is UX?

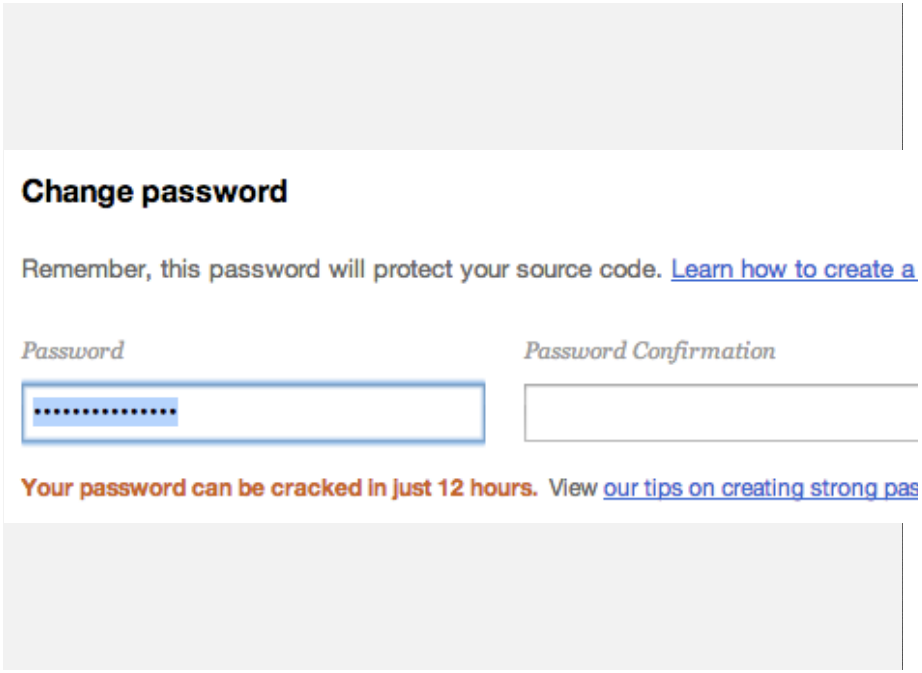
ⓐ

建立與用戶之間具有意義的關係






untitled
Buy Chocolat to Remove Comic Sans!
Your Chocolat trial has expired :(
Everything will work as before, except the font has been changed to Comic Sans.
Buy Chocolat


Change password
Remember, this password will protect your source code. Learn how to create a
Password
Password Confirmation
Your password can be cracked in just 12 hours. View our tips on creating strong pas

AT&T M-Cell
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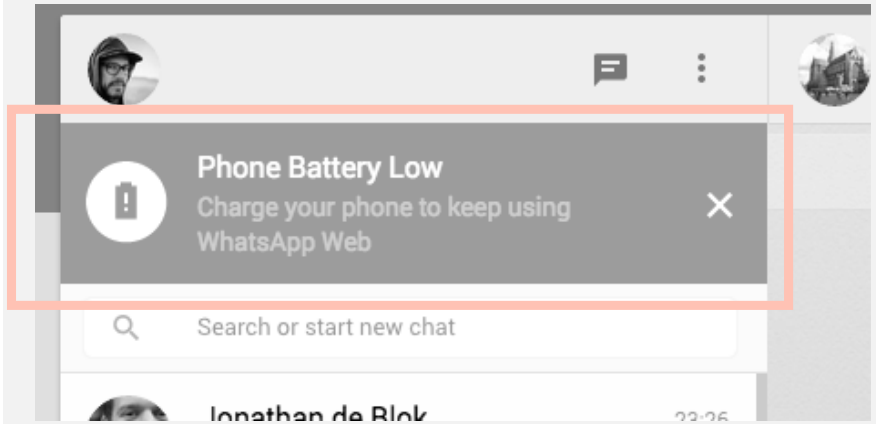

Phone Battery Low
Charge your phone to keep using WhatsApp Web
Search or start new chat

ⓑ

使用者經驗不只是在做視覺上的美化

ⓒ

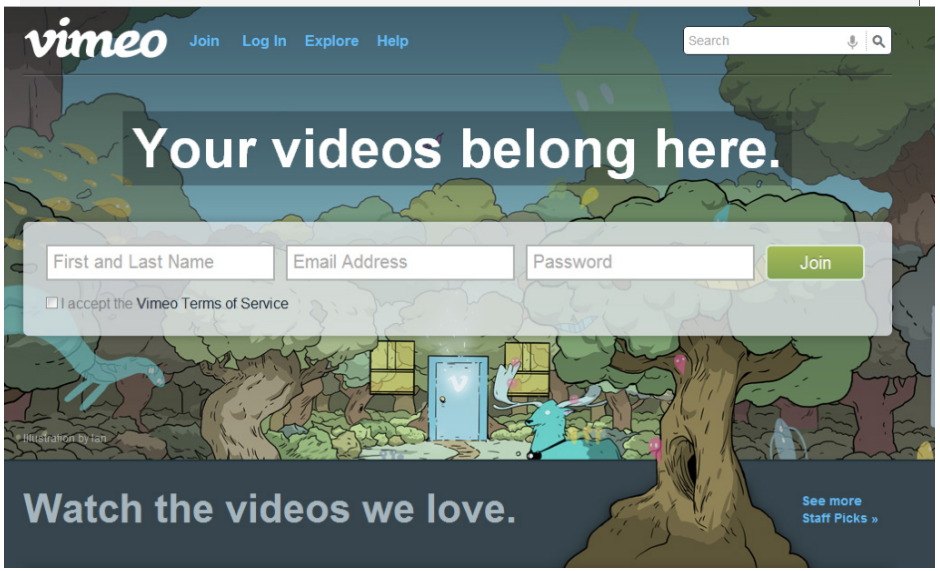
使用者體驗其實無所不在

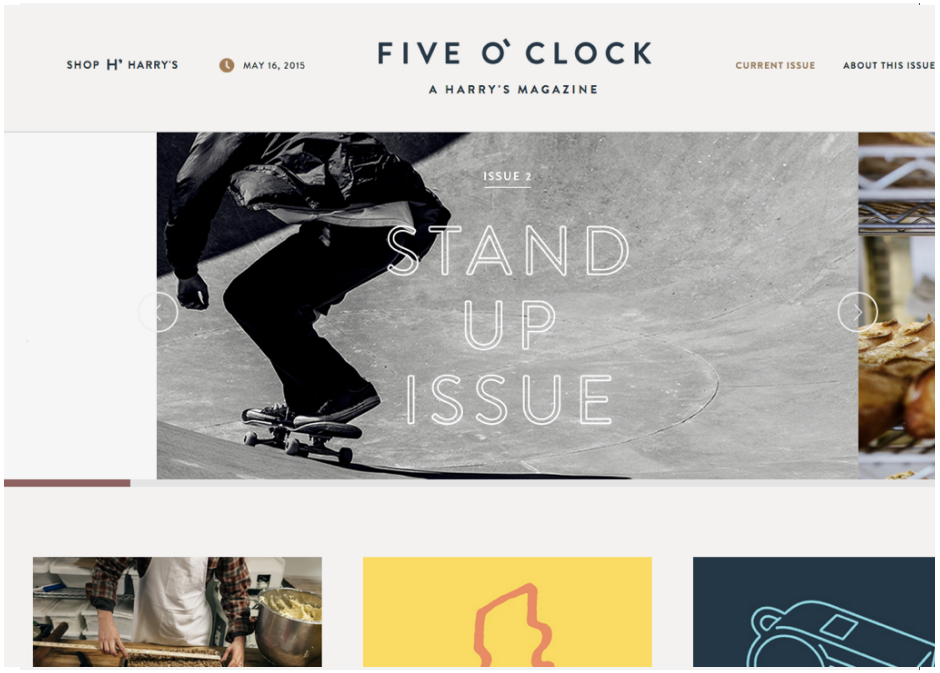
ⓓ

全方位接觸點 vs. 單一的產品體驗

e

呈現品牌的特質、個性及故事





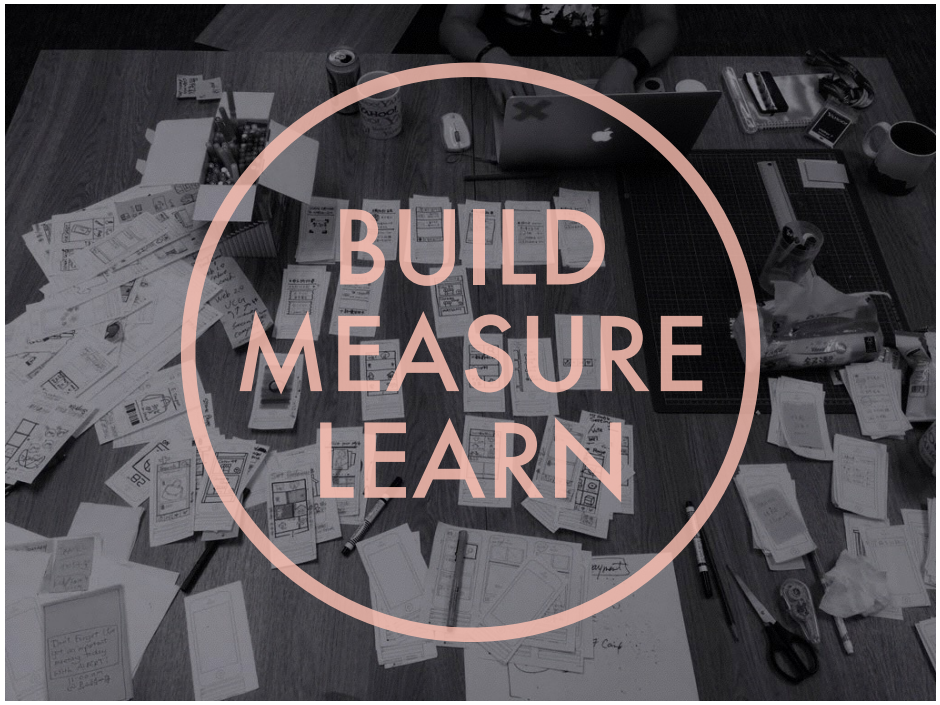
ⓕ

產品本身的問題是無法單靠用戶體驗來解決（可能攸關技術、商業模式）

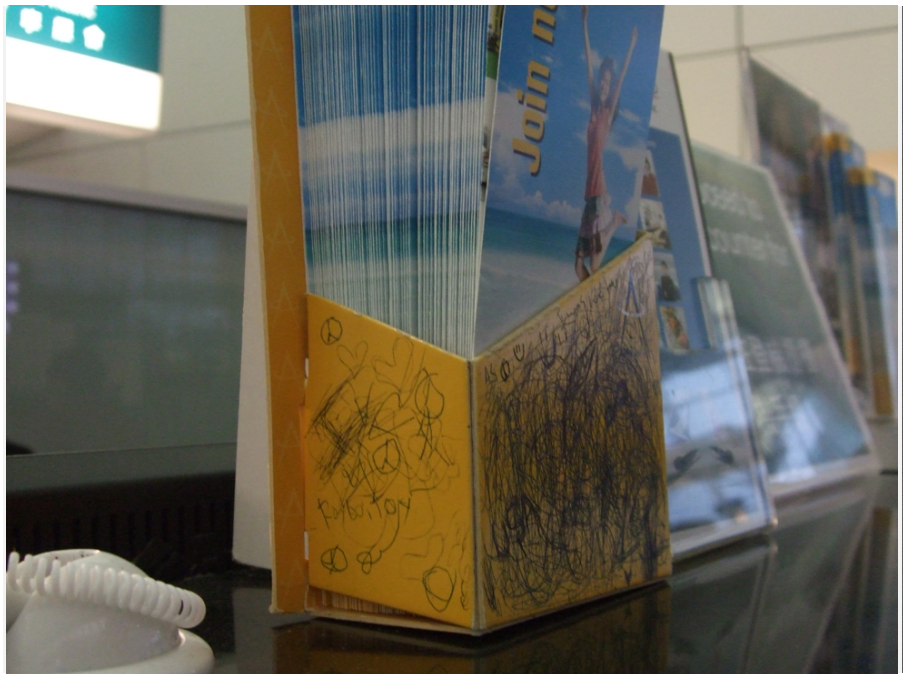
Elements of practicing UX

①

方法



ASIA MILES

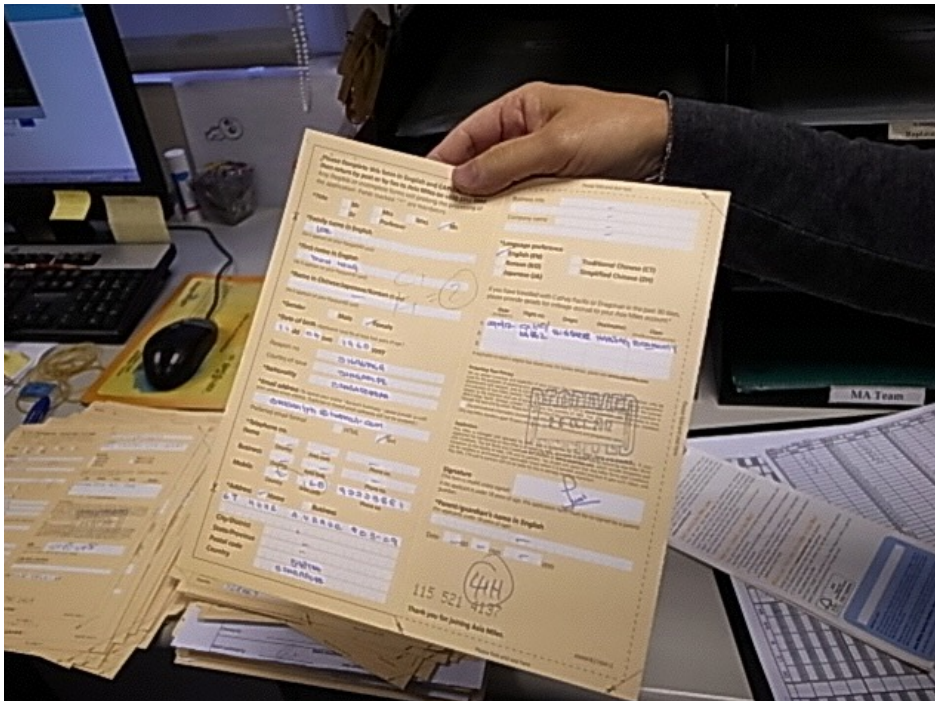


5 things
we did for user research

Understand issues
Design research plan
Execute field research
Making meanings
Tell stories

We started by taking, listening and observing 4 types of people with empathic and curious mind.

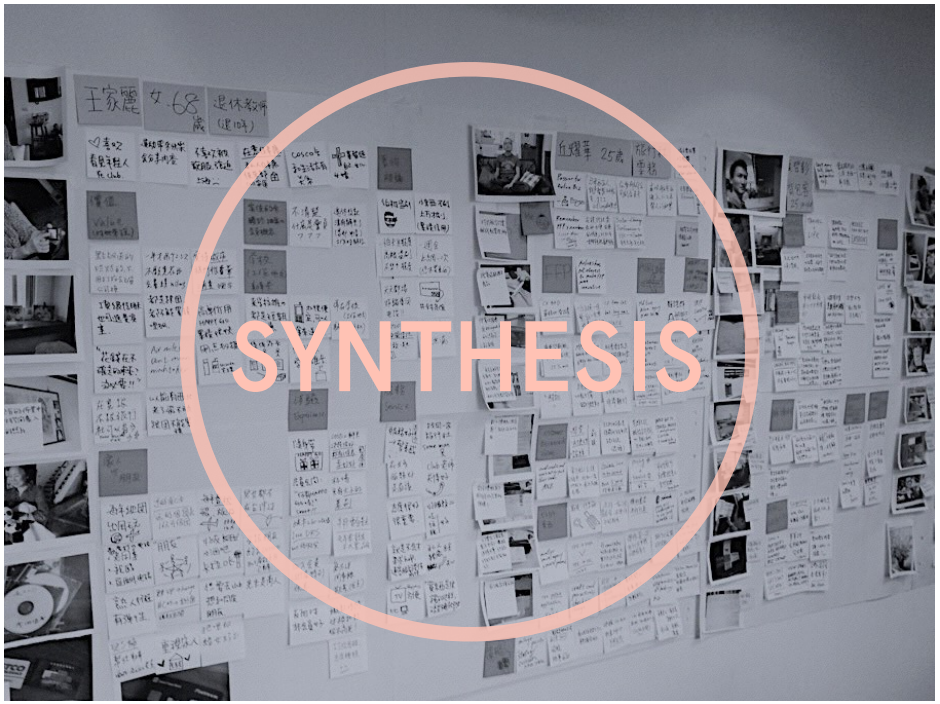
INTERNAL EXPERTS



TARGET USERS

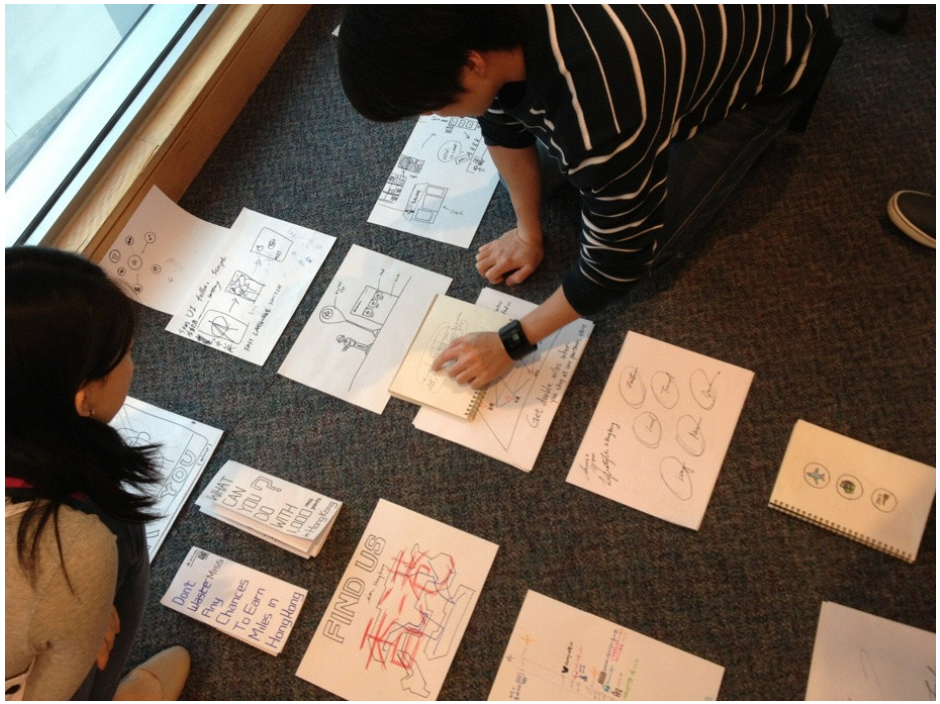
EXTREME USERS

ANALOGOUS RESEARCH



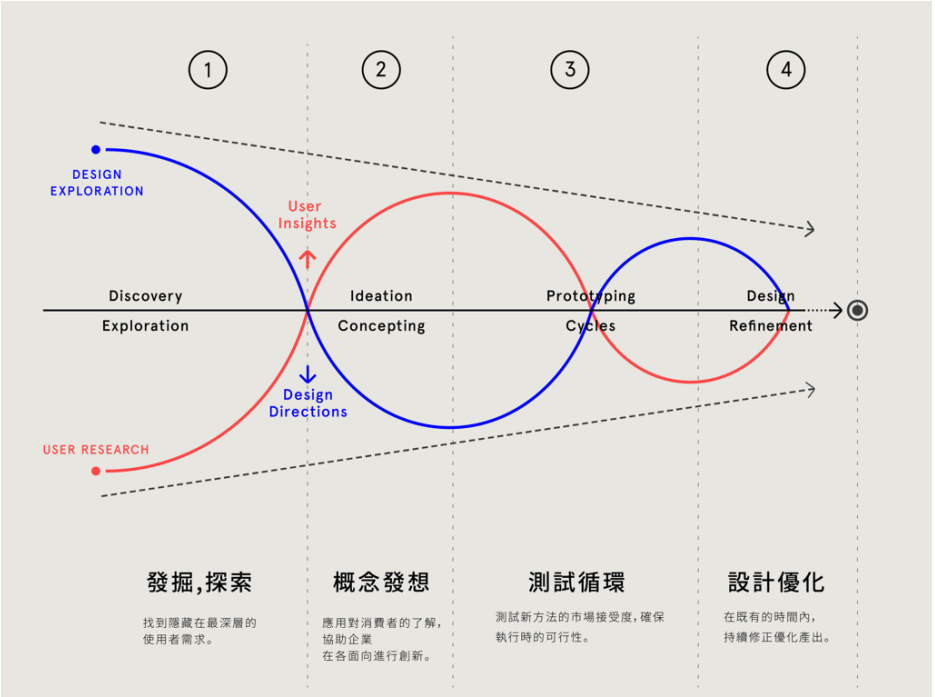
- from loyalty program to lifestyle reward program
- Sustainable growth will not be created by a single product or service
- Identify key business pillars through customer insights
- Building a healthy ecosystem between platform, members and partners

We brainstormed, then made many low resolution prototypes based on our user insights.



We tested different prototypes to get real user feedback in order to refine the design over and over again.

Until we had something worthy to move forward.



①

方法　＋　心態

Iridium 9505A Instructions
Global Voice, Email, Text & Data
IRIDIUM

podcasts
audiobooks
marketplace
games
settings
games
Hexic
Texas Hold'em
SCORE
3200
LEVEL
COMBOS LEFT
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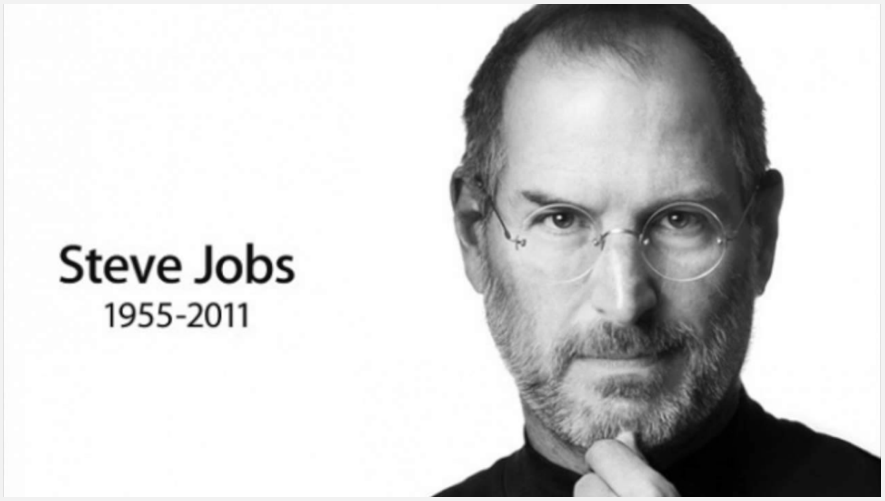

Steve Jobs
1955-2011

②

產品不能受限於部門KPI的制度

公司內部如何有跨部門的合作方式？

What does it take to build a successful e-comm app?

- Design department
- Engineering department
- PM team
- Different Biz Units

Engineers, Designers, Researchers working together to create meaningful experiences for users

Coding with meanings

Creating a culture of UX

好的專案流程重要性不低於成果，但若沒有適當的思維及做事心態，流程並不具備任何意義。

正確的思維是教不來的，
是要花時間被培育而出的。

運用

內化

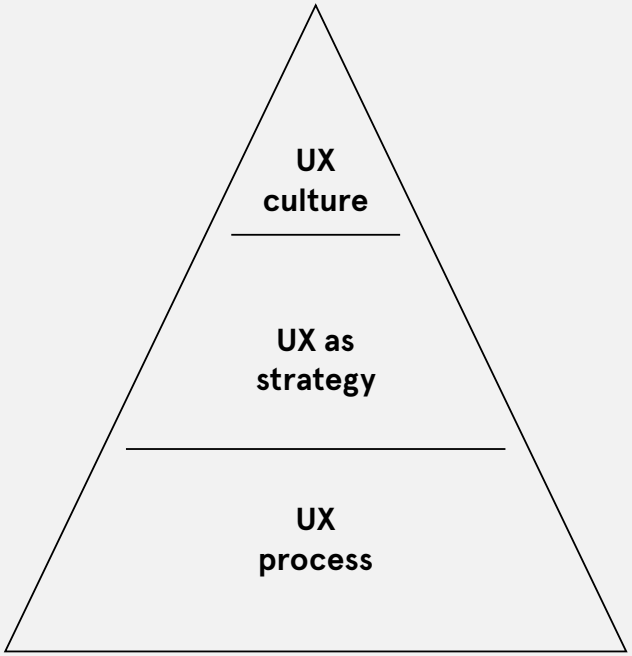
學習 ····▶ 運用 ····▶ 內化

具備正確思維的團隊便有能力建立出專屬於他們的流程。

所以？

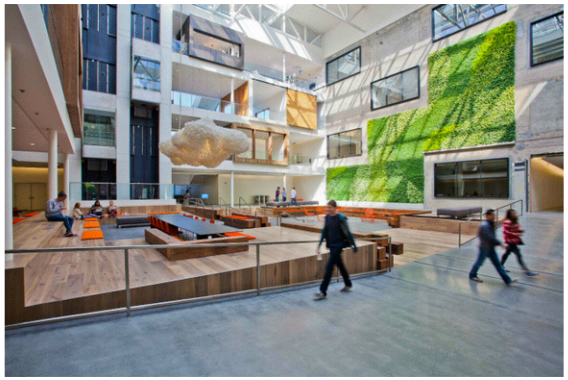
Q

我們如何在企業內部裡面
建立好的用戶體驗文化？



CLIFF KUANG 01.30.15 6:30 AM

WHY AIRBNB'S NEW HEAD OF DESIGN BELIEVES 'DESIGN-LED' COMPANIES DON'T WORK



Airbnb headquarters in San Francisco. Emily Hagopian

A

答案是需要藉由好的引導
一步一步自己找出來的

"To grow and to improve,
we have to be there at
the edge of uncertainty."