

# Aspiration

Drives

# Consumption

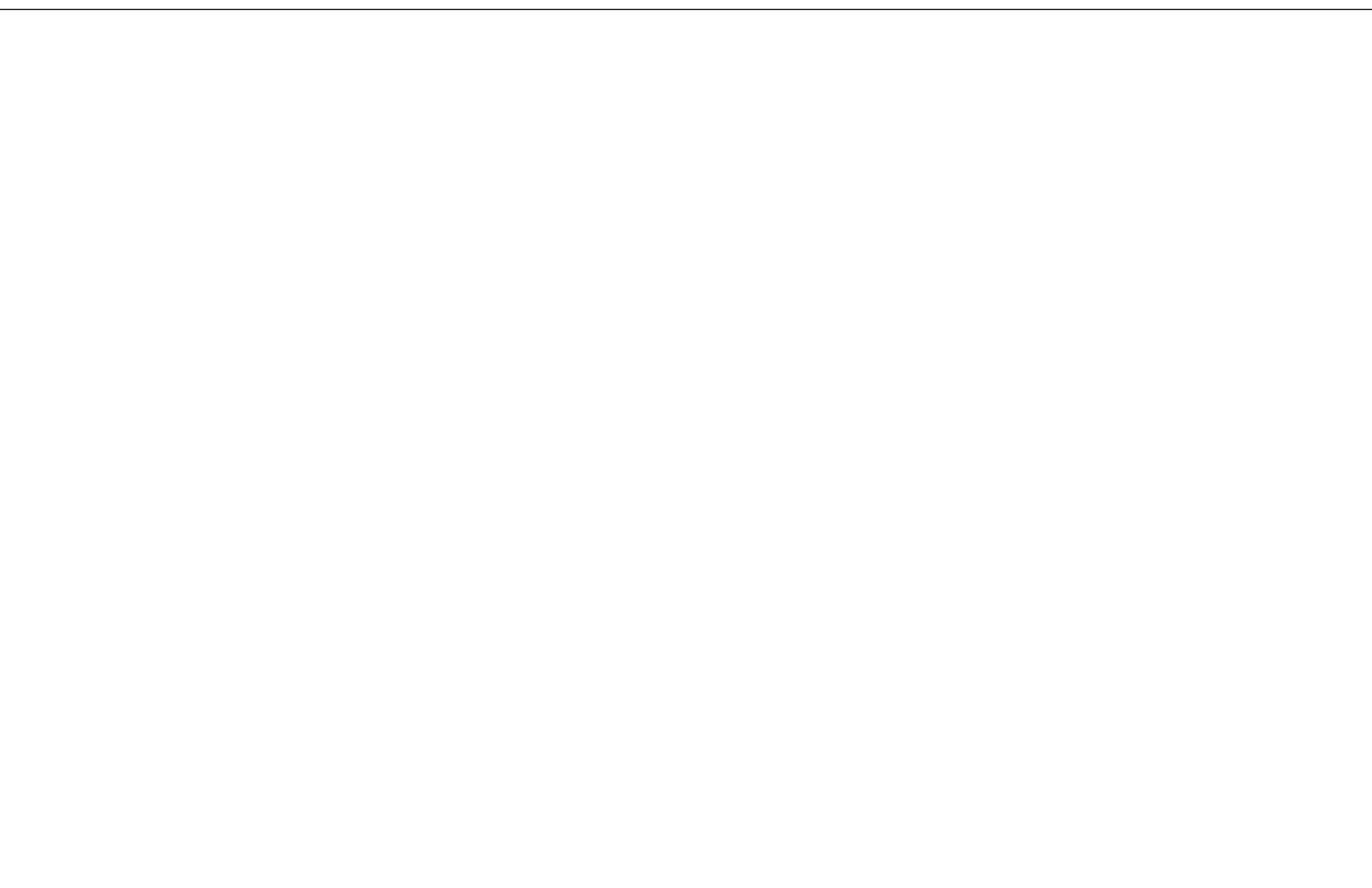
# Aspiration

Drives

**EMOTION**

Which drives

**Consumption**





Oooooooooooooooooooooooooooooo!!!!!!!





*Delight* !!!!!!!!

























nest

Control your Nest >

OUR THERMOSTAT

ABOUT US

BLOG

SUPPORT

BUY

Control it from  
anywhere.



TAKE A TOUR WITH NEST



Old



new



Old



new



disrupt

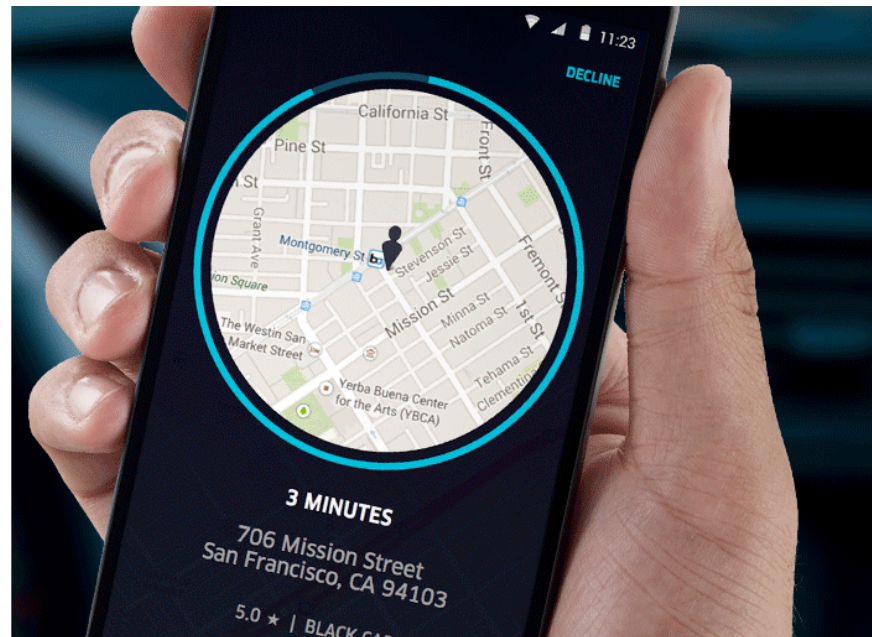


The  
New York  
Times

vs



Blog





# Why choose Kaiser Permanente?

Because health isn't an industry. It's a cause.

# Why choose Kaiser Permanente?

Because health isn't an industry. It's a cause.

Kaiser Permanente was founded on the radically simple idea that everyone deserves the chance to live a healthy life. That's why you can find high-quality care and coverage in one place.

As a member, you're at the center of everything we do — from pioneering new ways to treat cancer to building useful tools that make it easier to stay on top of your health.

We're all in this together. And together, we thrive.



A simpler, seamless experience

Learn about health care made easy.



Smarter, more personalized care

See how our high-quality care can help keep you healthy.



Real value for you and your family

Get more from your coverage.



## Total health takes teamwork

Our coordinated care teams work with you — and each other — to help keep you healthy. And that's important — because something as simple as having doctors and specialists who talk to each other can speed up your care, improve your treatment, and let you focus on living your life. Staying healthy should be easy. With the right team, it is.



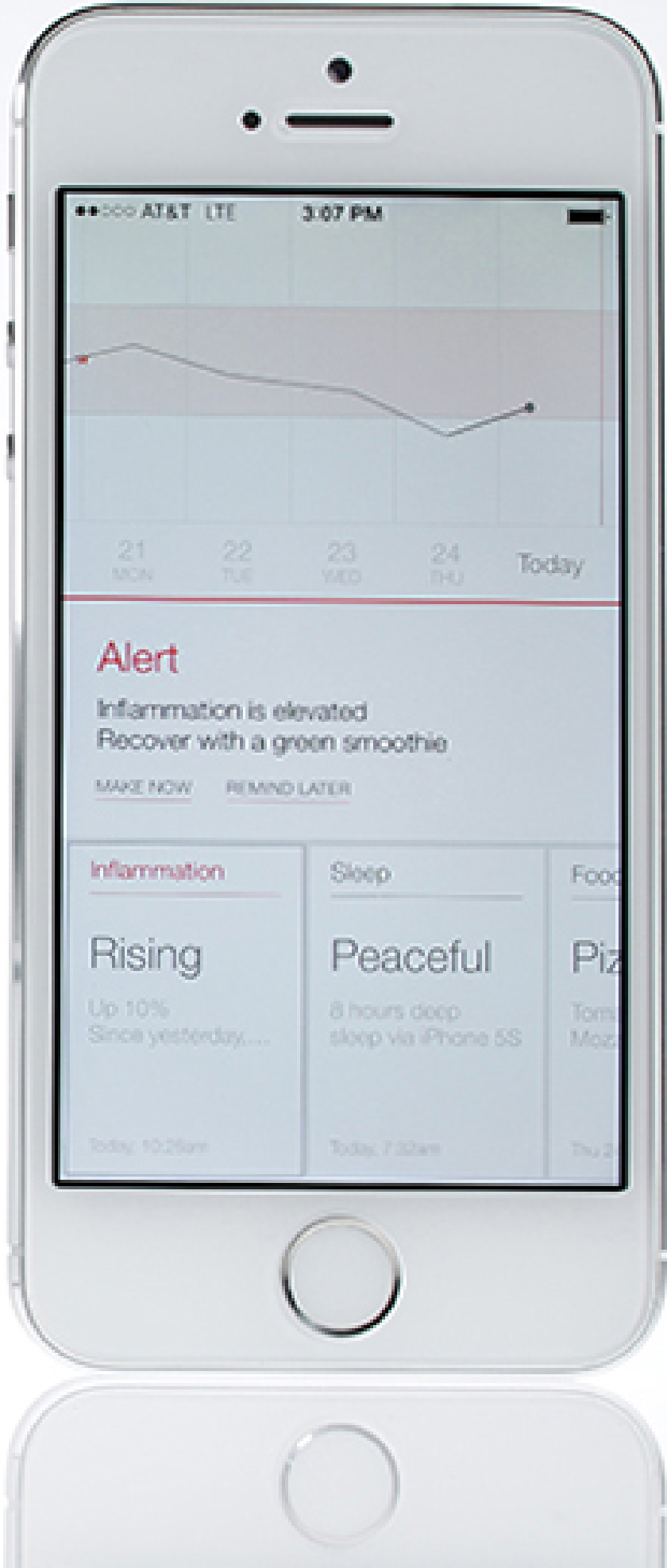
# Emotion

drives

# Experience























olive.

01:14 / 03:28

ARTISTS	ALBUMS	TRACKS
Lacuna Coil	Like a Virgin	1. Who's that Girl
La Dispute	Pre-Madonna	2. Causing a Commotion
Madison Avenue	<b>True Blue</b>	3. The Look of Love
Madonna	Who's that Girl	4. 24 Hours
Maare	Like a Prayer	5. Step by Step
Mad Season	I'm Breathless	6. Turn it Up

Composer  
Artists  
Genres  
Albums  
Tracks  
Playlists  
Sessions

olive.

# HERBST

Produkt

---

Mojito Rocker  
für GB2

---

Modern rock. An innovative closed loop contour gives the Mojito a simple, relaxing vibe.

2010





So What?

So...

we have a

process



# ID Process.

WHAT + WHO + HOW + WHY = Successful solution

Research

Define

Conceptualize

Refine

Execute

Confirm

Deliver

Competition

PRD

Create

Research

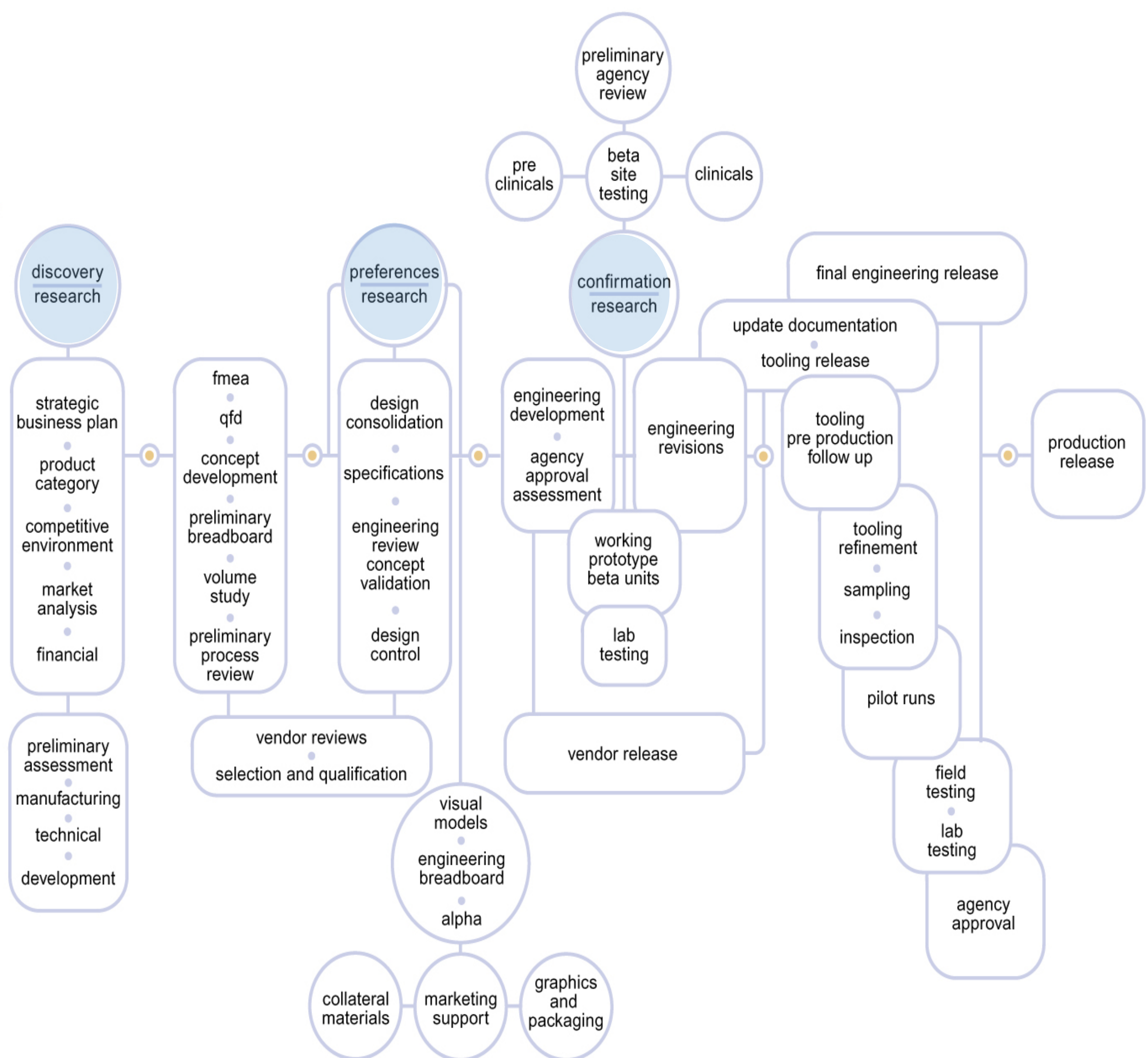
Finalize

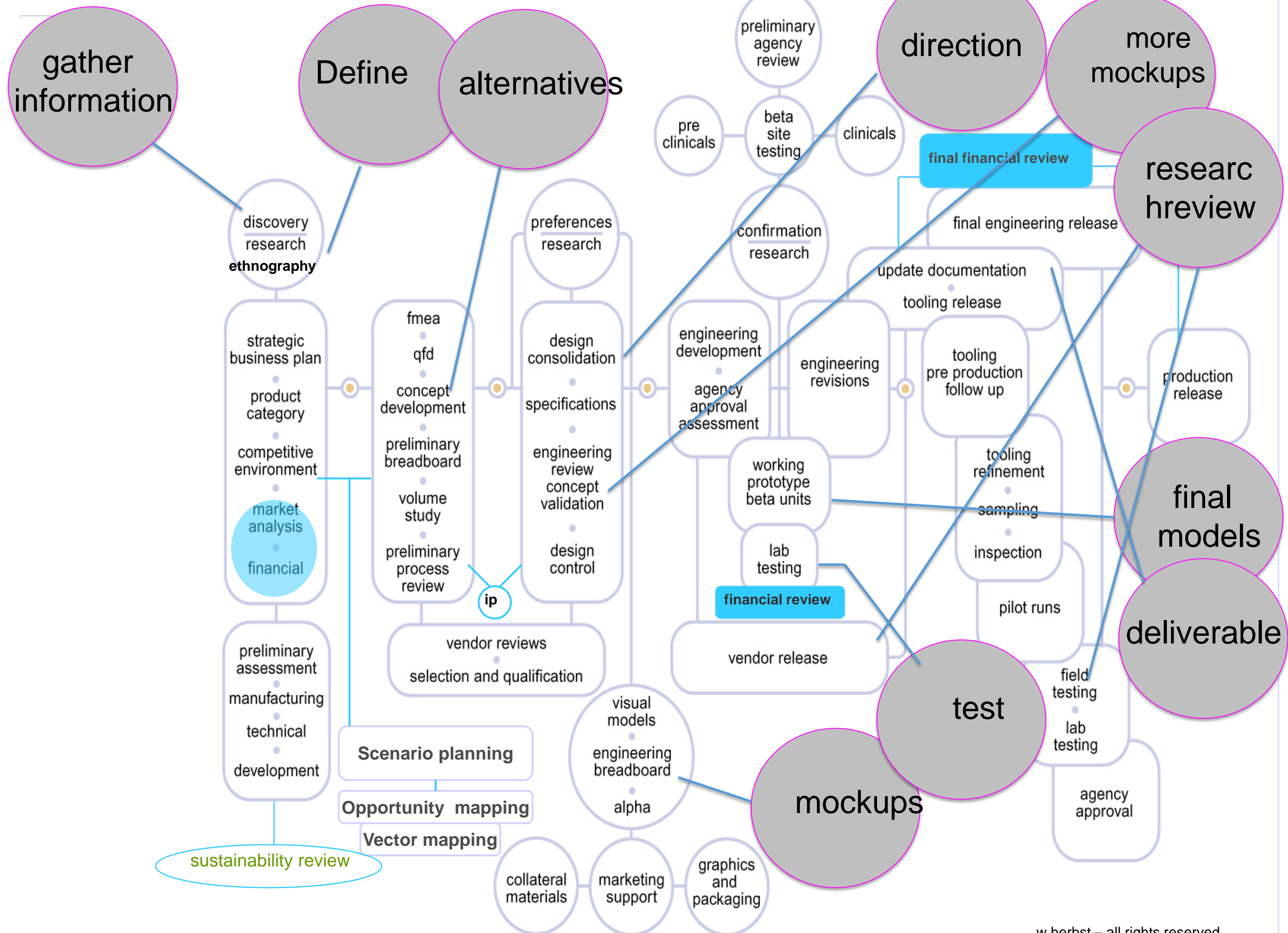
Research

Implement



# gate review





And...

we understand

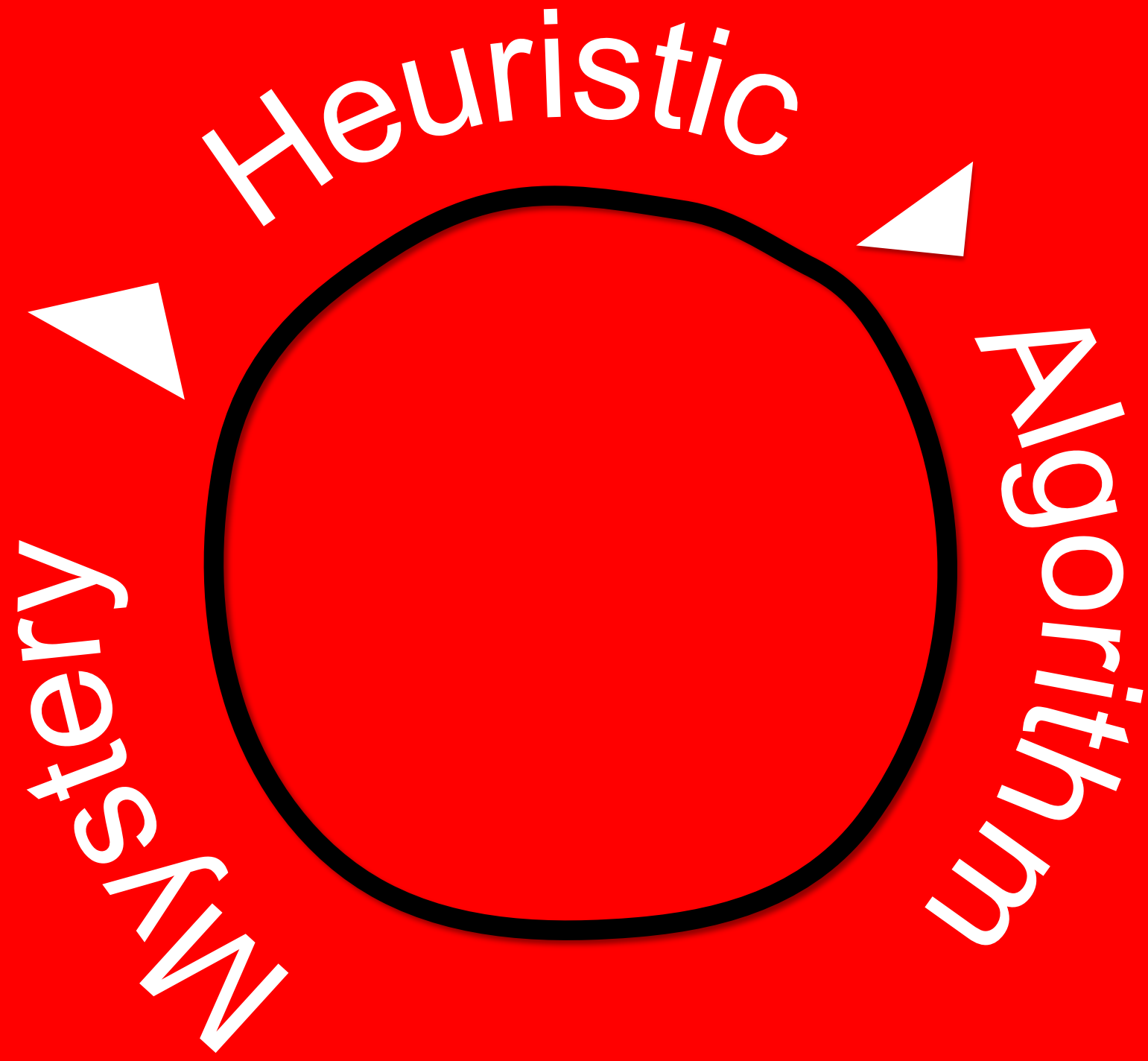
design **thinking**

# design thinking

Purposeful, systematic innovation begins with the analysis of the opportunity.

*Peter Drucker*

Start by wondering



And...

we understand

Microsegmentation

And...  
we design to  
satisfy those  
multiple  
personas





How to kill mosquitoes...or, how  
does my target audience *really* want to kill mosquitoes

3

At least  
3 possible  
approaches

warrior

POWER

utility

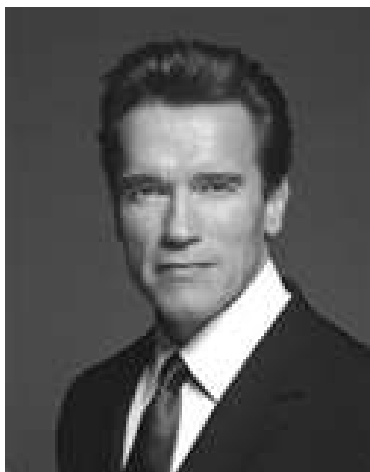
**“terminator”**

KILLS

IN CONTROL

SERIOUS

Frank the  
terminator



Frank is a successful insurance professional with his own agency in Schaumburg, Illinois. He graduated from Monmouth College in 1971 as a business major with a minor in theater. He “lettered” in football, and wrestling and has always loved working out, which did him well in some of the roles he captured in school. The yearbook, reflects his success as the “lead” in Conan the Barbarian. His buddies always laughed at him in that role as he not only grew to love it, but at times appeared he wanted to “live it”.

Following graduation he married Mary Lou, his high school and college sweetheart, and got a job in his uncle’s insurance company as a very aggressive lead generator. He grew in that position, finally becoming the top salesman out of 7 in the agency. Uncle Bob retired at age 62 and sold the business to Frank 12 years ago.

Frank, Mary Lou and the 3 boys, now 13, 16, and 17 have always lived in the far west suburbs, but 10 years ago they purchased their dream home on a 3/4 acre lot in Hoffman Estates. Frank, now 59, adores his home and spends as much time in his garden as he can. He still loves the agency but deep inside has always thought he could have been “more”. He really believes that had he stayed with sports he might have become a professional football player.

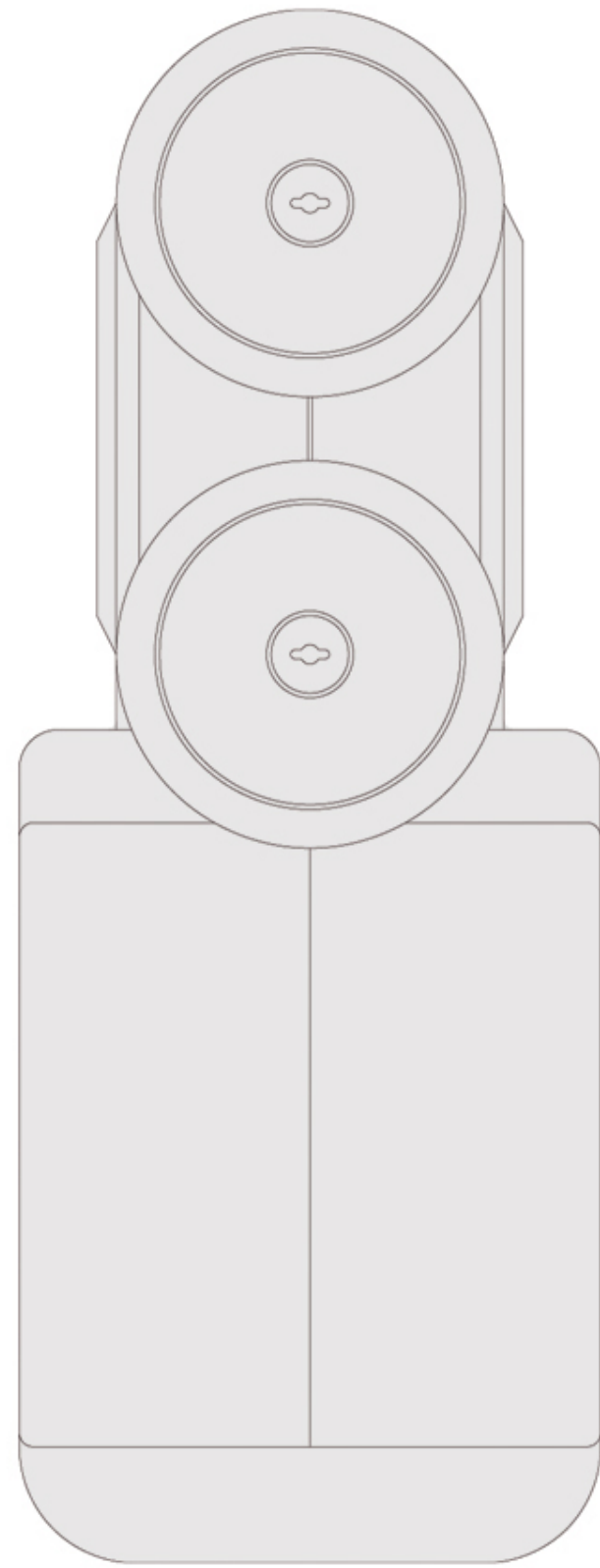
He still works out, swims and lifts weights 2 times/week, but his “hard body” left him years ago. He owns a Harley, Low Rider, and took MaryLou to the HOG rally in Sturgis last year.



my house, my yard!

hard core







consumer

easy to use

UNIVERSAL

# family friendly

“family affair...we’re all in this activity together...and it’s OK because the family will be safer”

FAST

friendly

SAFE

good for all of  
us

"smile!"





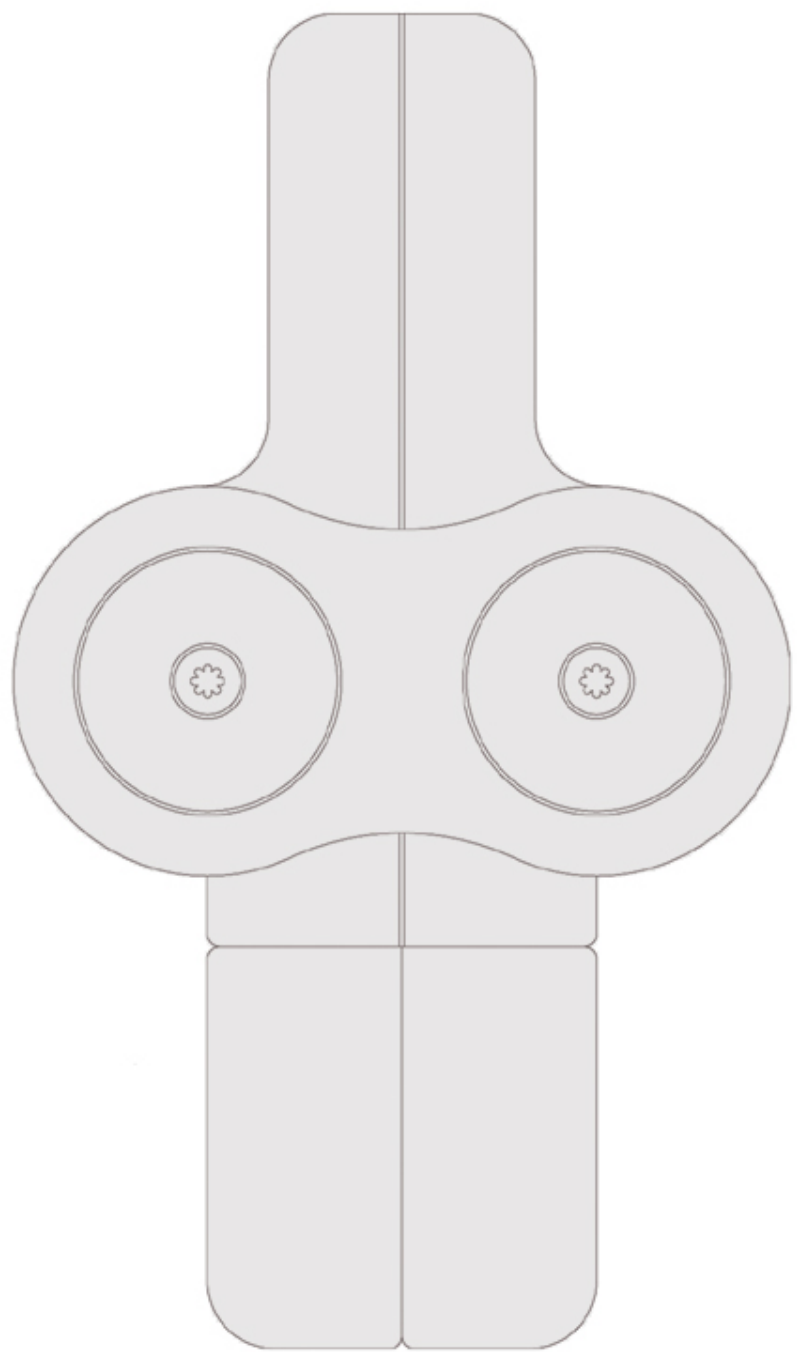
**FISKARS®**



**MARTHA  
STEWART  
everyday™**

**TARGET.**





balanced

comfort

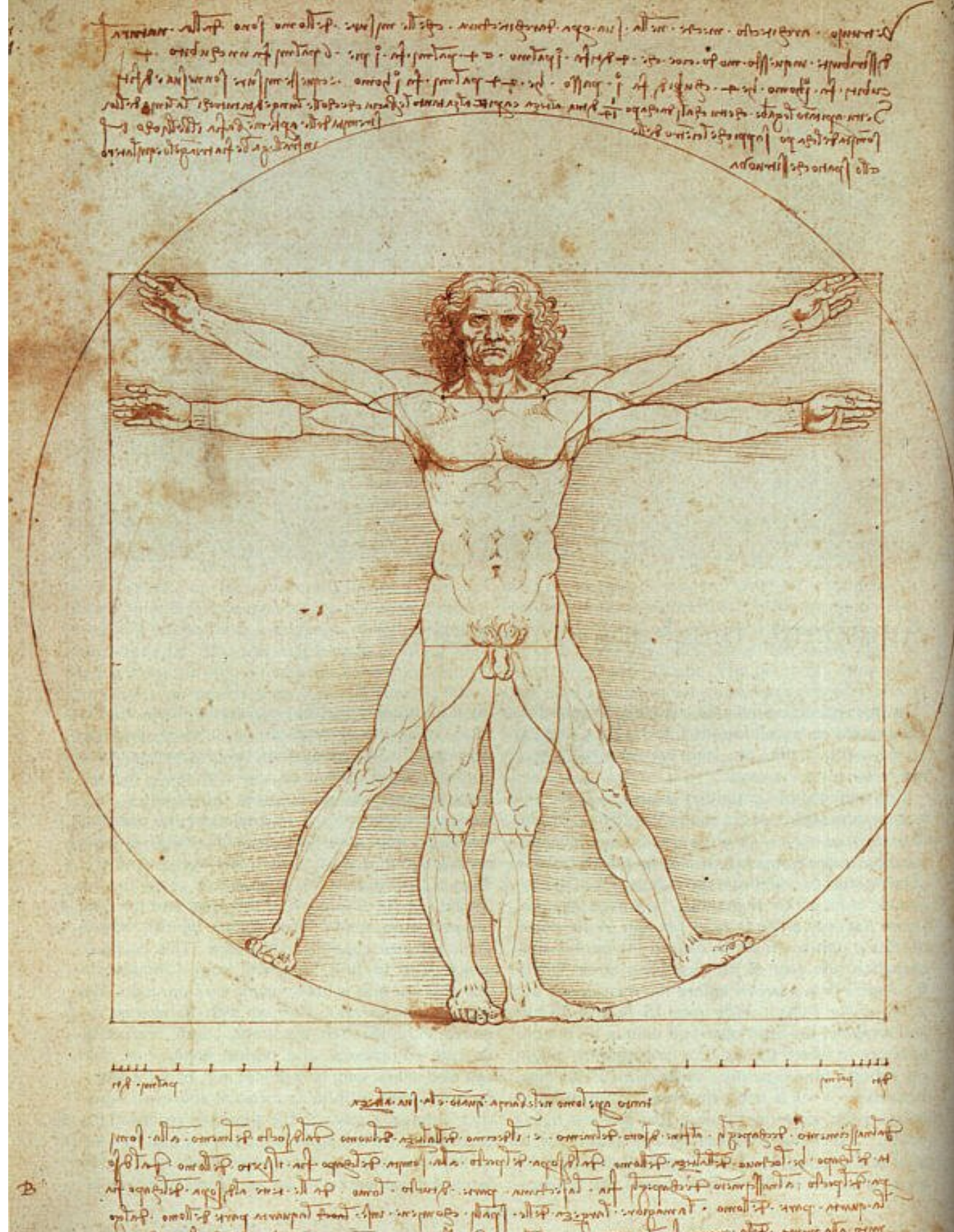
soft

**"ergo"**

friendly

Wearable

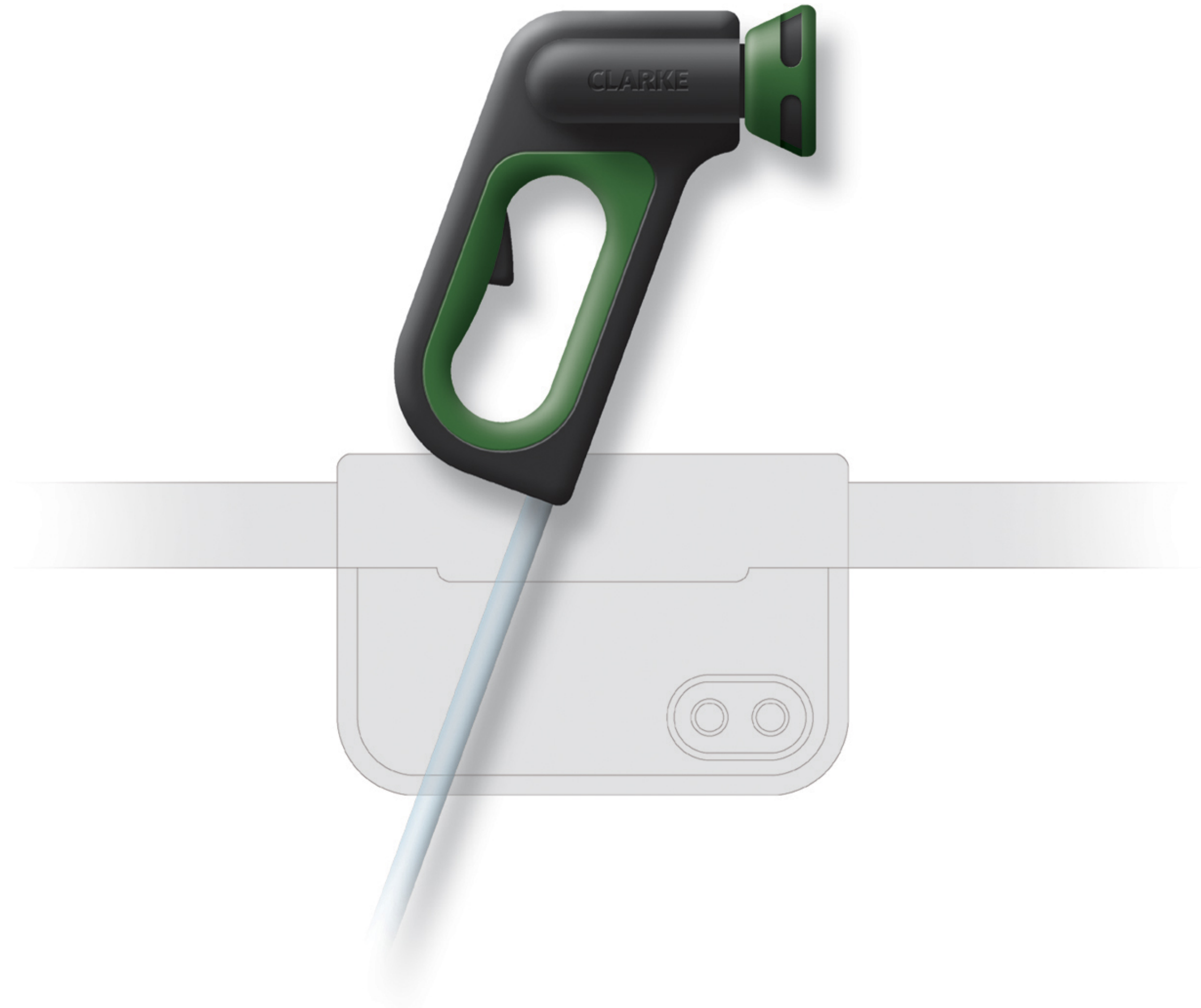
easy



“the  
measure  
of man”

-de Vinci







Based on impact...

we produce

knowing we've hit

the target

Define the right problem with design thinking

Understand the micro-segmentations for emotional response

develop various personas to assure delight and happiness...

the rest is easy