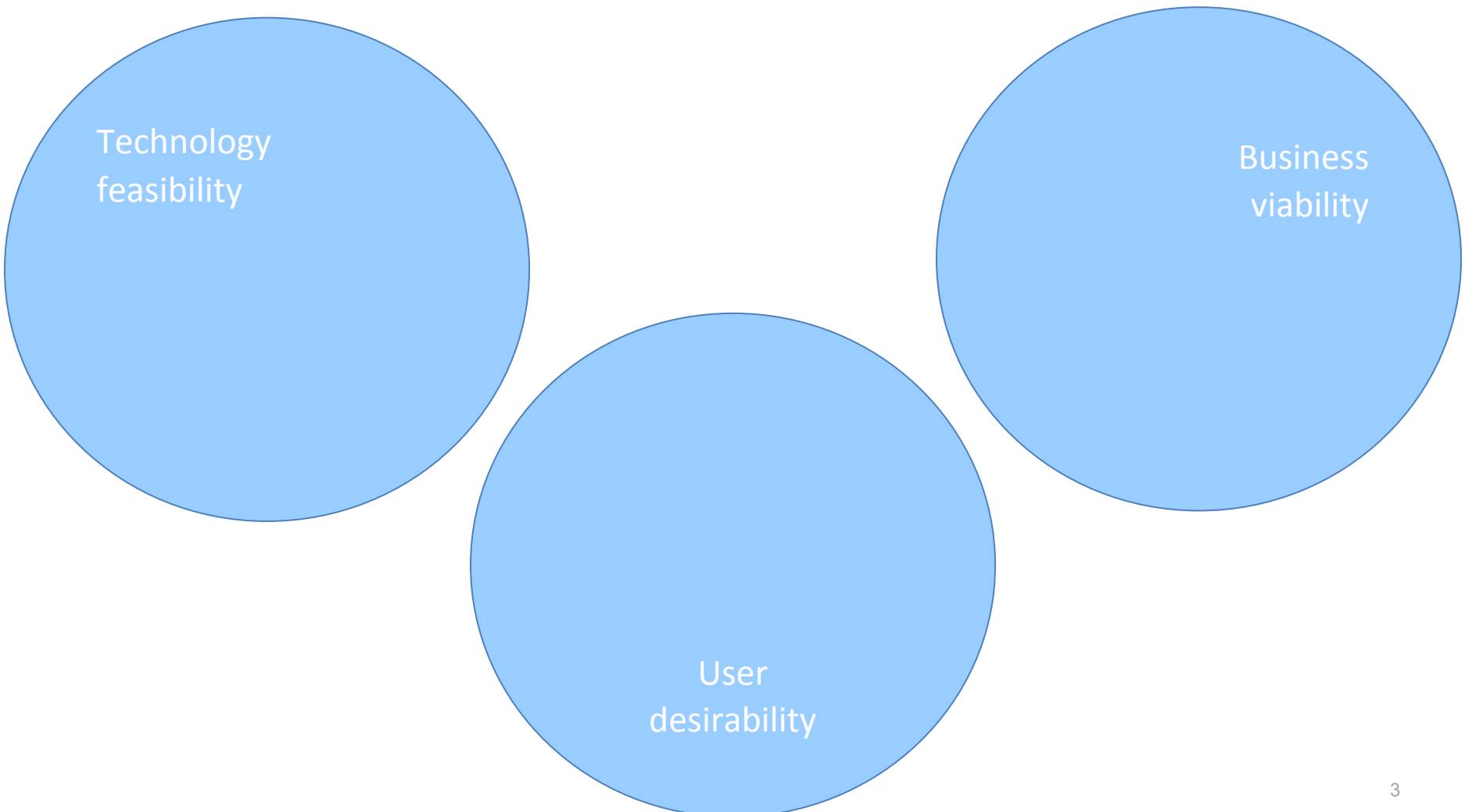


The background is a complex composition of overlapping geometric shapes. A large, light blue triangle points towards the top right. Below it, a darker blue triangle points towards the bottom left. In the bottom left corner, there is a blue triangle with a white grid pattern. A hand is visible at the top, with fingers touching a glowing, translucent surface that displays colorful, out-of-focus light patterns in shades of red, blue, and yellow. The overall aesthetic is modern and technological.

Human-centered design

John Sherry
Intel Corporation
July 19, 2014





Technology
feasibility

Business
viability

User
desirability

Technology
feasibility

Business
viability



User
desirability

How to find your

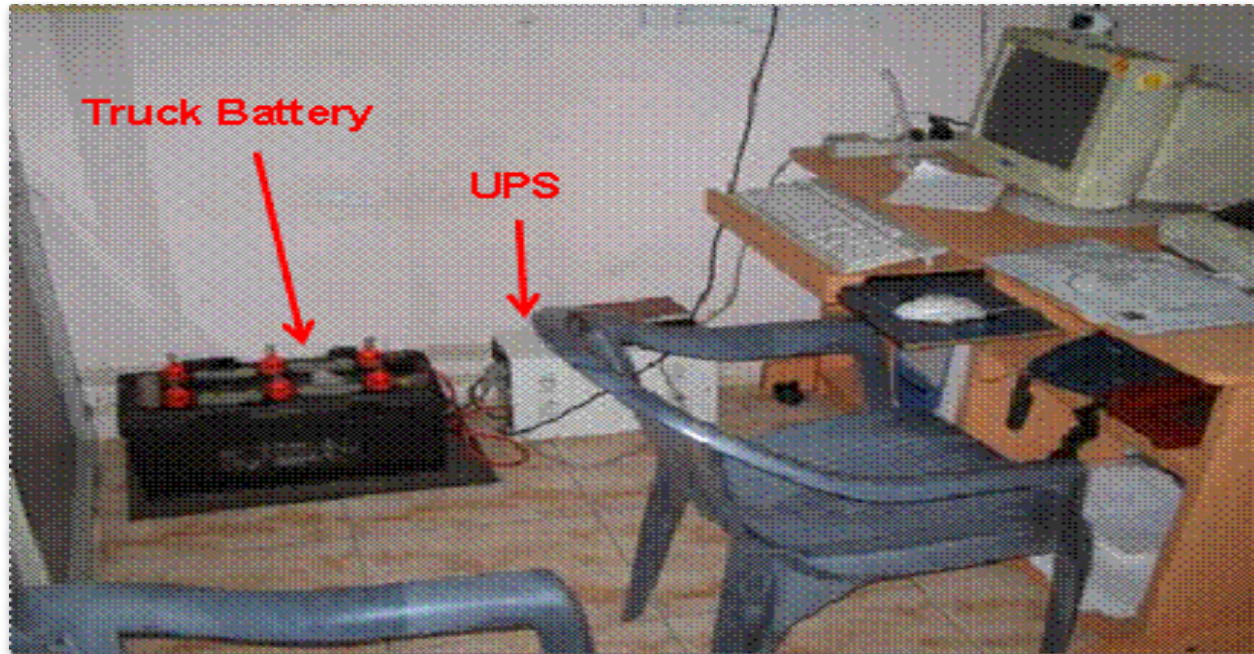


Without breaking your bank

1. Go outside



1. Go outside



1. Go outside



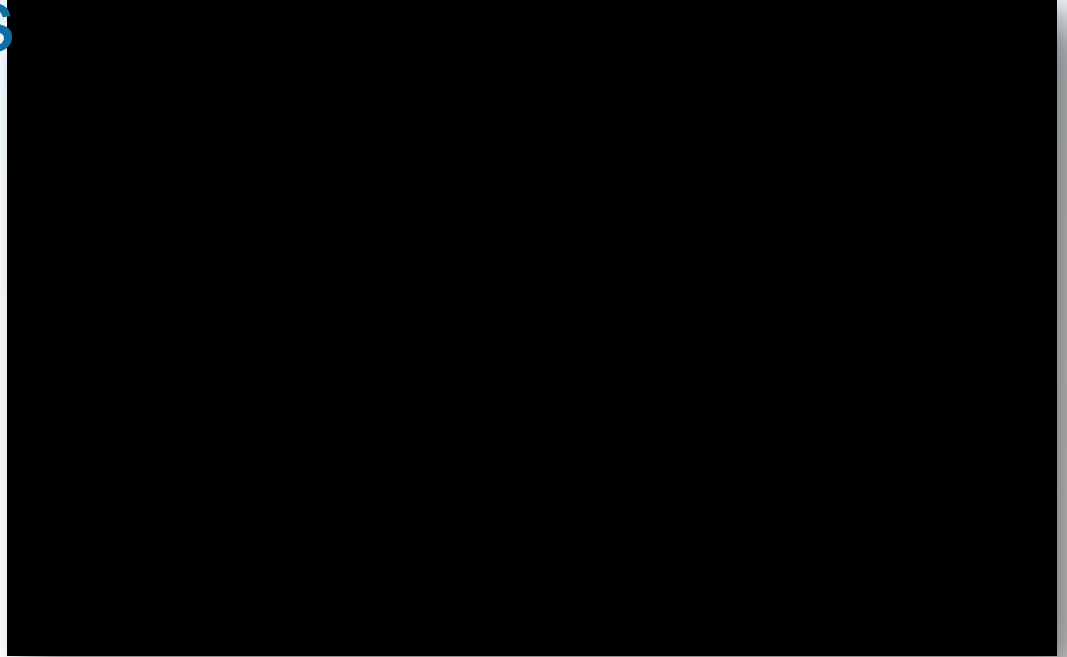
2. Take notes and pictures; share with friends



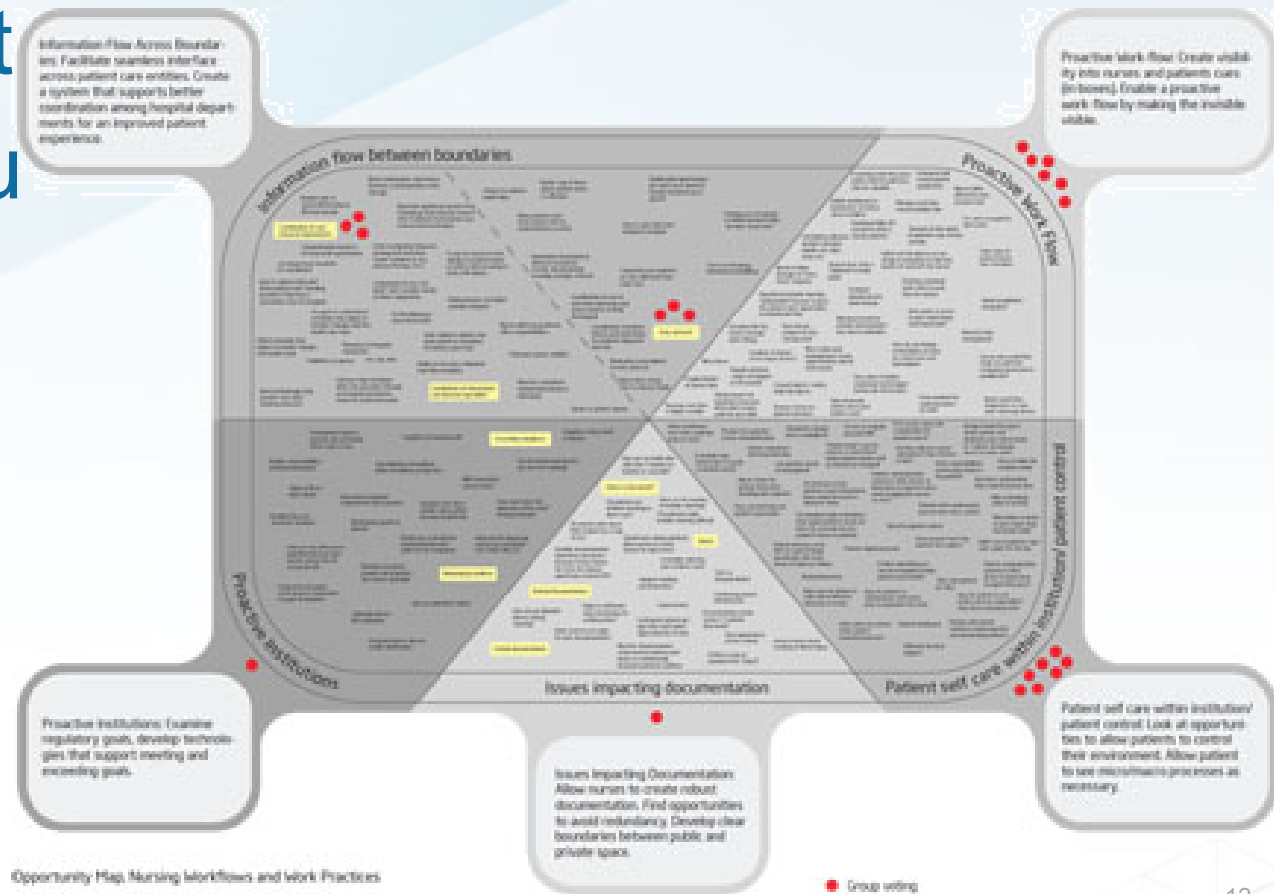
3. Fight about what it all means



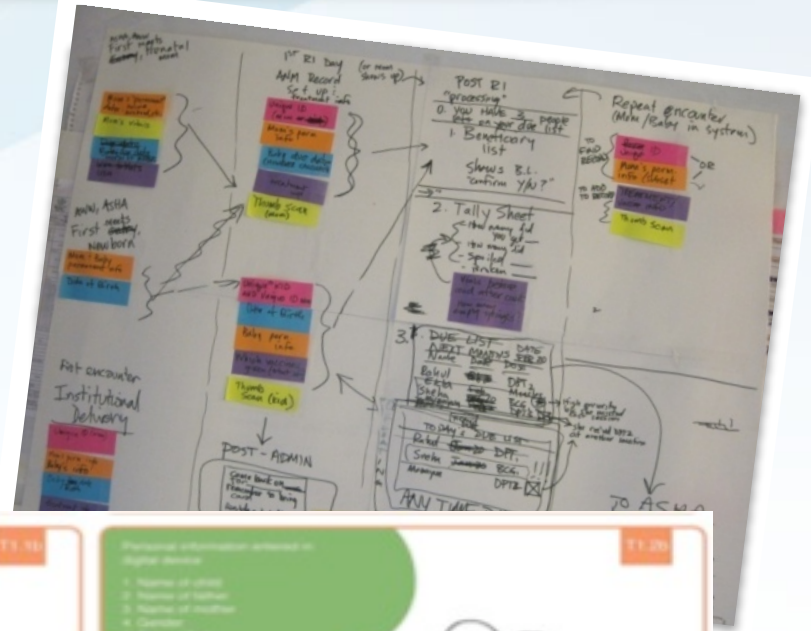
4. Think about whole systems



5. Figure out where you can play



6. Make stuff up



7. Then test it



8. Then test it some more

Cameras need to be well integrated into the interior of the car in order for participants to feel comfortable within their presence. A few participants struggled to get over the idea of cameras because they were so “in-their-face” during the test.

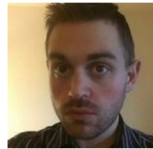
An explanation about what the cameras do, what kind of data is being captured and stored, and options the driver has around overriding features were all information users said they would want to be told during a test-drive, to assuage any concerns or questions they might have.

Just be sure you know what
you're testing and why

2 participants had initial questions around the security of the video feed itself. Could people hack into it?



-
1. Go outside
2. Share with friends
3. Fight about it
4. Think of whole systems
5. Find where you can play
6. Make stuff up
7. Test it
8. Iterate
- Observant,
storytelling
- Analytic
- Creative
- Critical
- The diagram consists of a list of eight numbered steps on the left. To the right of the list, four categories are indicated by blue curly braces. The first category, 'Observant, storytelling', is associated with steps 1 and 2. The second category, 'Analytic', is associated with steps 3, 4, and 5. The third category, 'Creative', is associated with steps 5 and 6. The fourth category, 'Critical', is associated with steps 6 and 7. Step 8, 'Iterate', is not grouped with any category.



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For Startups, Design is the New Competitive Advantage

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The [Morningstar](#) Theater is an auditorium in the sky. Actually, it's in the [Chicago's Loop](#), seven stories above Daley Plaza, with floor-to-ceiling glass. The presentation backdrop? A full frame view of City Hall. Down to it seemed like the ideal venue at which to gather some of Chicago's leading

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Innovation & Design

How Business Is Adopting Design Thinking

By Vanessa Wong [Twitter](#) [Google+](#) | November 03, 2009



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At GE, P&G, and other companies, a design perspective is a problem-solving apparatus that can be applied companywide

When the best and brightest managers from GE (GE) attend the company's Crotonville learning center in Ossining, N.Y., for the Technical Leadership Development Course, they start by reading a comic book. For many of the handpicked participants, this is their first, uncomfortable encounter with design. They're stretched further over the two-week training as they're asked to describe their toughest problem in a haiku and draw workflow and patient experience maps.

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