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... we struggle
will silence

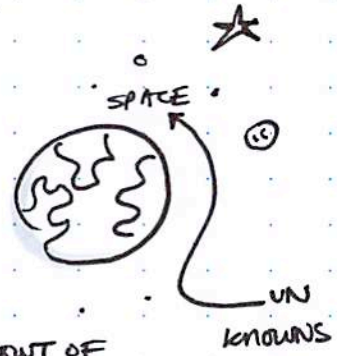
Let your phrases
linger...



EMBRACE THE CERTAINTY OF UNCERTAINTY.

COMMUNITY OF DISCORD IS
BRILLIANT

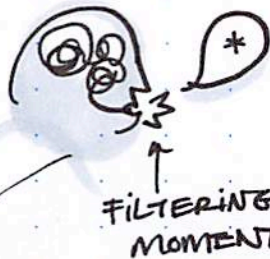
BECAUSE IT
IS OUR
WORLD



THE AMOUNT OF
NOTHING IS
INTERESTING

anything that is
observable occurs
only in the moment
of certainty

JOY & DATA



FILTERING
MOMENT.



INNOVATIVE THINKING
ABOUT RELATIONSHIPS.

FOSTERING CONNECTION
BETWEEN STAKEHOLDERS

observe 75%
of existing ideas.
25% the mind
fabricates

moment in your head
before the worry and
action. / intuition.

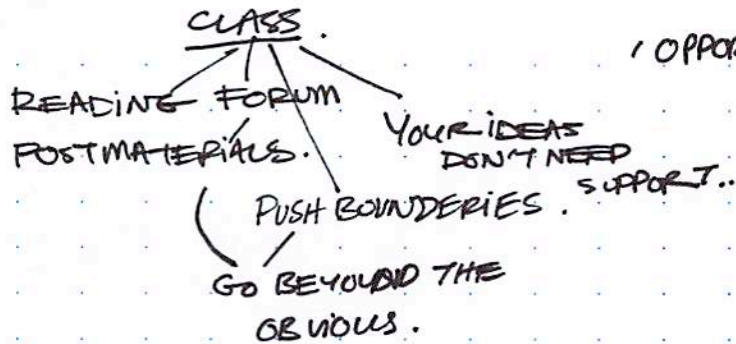
TRUST YOUR
GUT. /
TRUST YOUR
SELF.



THERE IS A MORAL
DIMENSION TO
UNCERTAINTY

exercise

Sue Huang.
Taiwan advertising agency
stakeholder 3 agency
opened a washroom / family
apartment



OPPORTUNITY FOR YOU TO BE THE EXPERT.

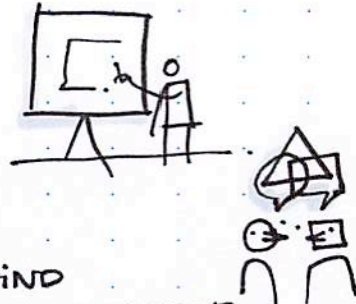
DOMAIN: GENERAL MOTORS. innovation in automotive industry.

BUY A 100 WORTH OF STOCK AND BY A STOCK IN A COMPANY YOU LIKE. what happened between 1956-1980?

GOOGLE IDEO VIRGIN. KIDROBOT. SMART.

HIGHLY INTERESTED ASK THEIR OPINION. NOT VERY IMPORTANT.

PRESENTING IDEAS you need to be comfortable presenting



IDEA PEOPLE THAT ARE GOOD AT THINGS YOU ARE NOT GOOD AT.

FIND COUNTERPARTS TO BALANCE YOUR PART.

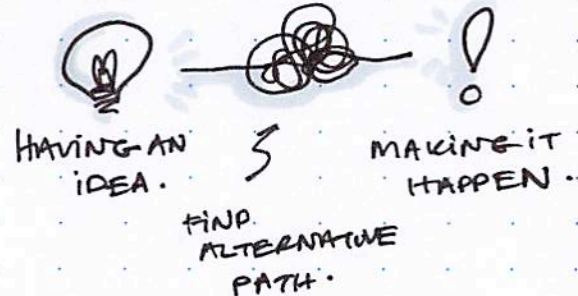
LEARN TO CHALLENGE YOURSELF WITH THINGS THAT ARE NOT FAMILIAR.

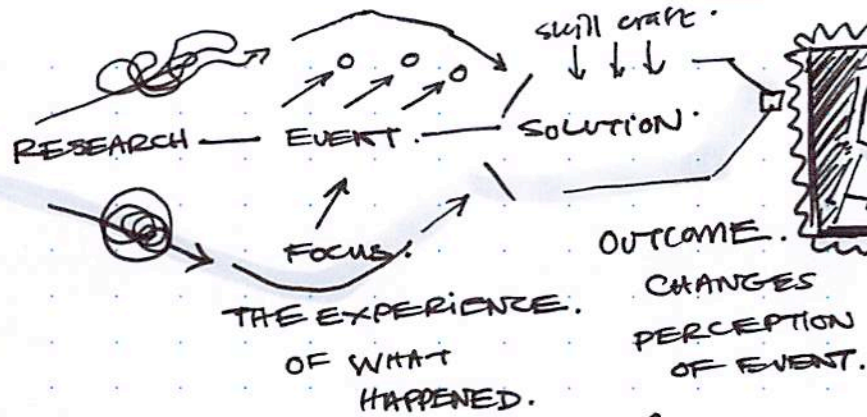
FORMULATE A VOCABULARY THAT YOU CHOOSE TO REPRESENT YOUR THOUGHT.

individual scenarios that form nucleus of an idea.



DO WHAT YOU CAN'T NOT DO.

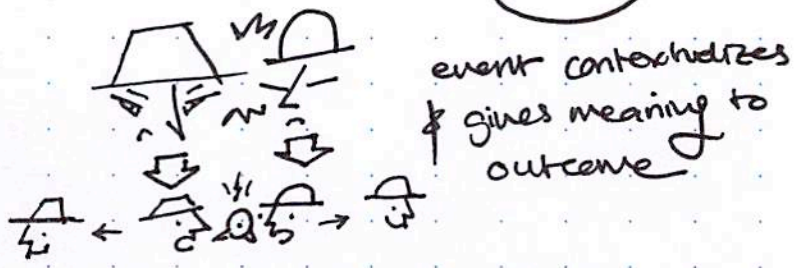




this is a painting.
 this is a painting by vincent van gogh.
 this the last painting of vincent van gogh before he went mad.

MINDS & THINKING.

consistent reliable methodology



BEST RELATIONSHIPS PUT THOSE ~~CAREERS~~ OUT RIGHT AWAY. FEARS

LEARN — AND SHOW RESPECT. OTHERS LANGUAGE

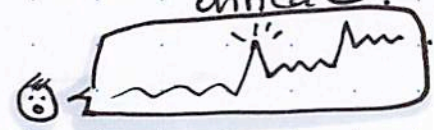
PERSUE THE SCENT. the rest is just mechanics of innovation.

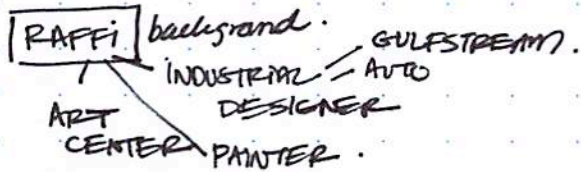
IT IS NOT ENOUGH TO HAVE GOOD IDEAS, YOU HAVE TO BE ABLE TO TALK ABOUT GOOD IDEAS.

LOOKING AT THINGS WITH EMOTIONAL CONSTRUCTION.

INSTINCT with ABILITY

engagement is critical.





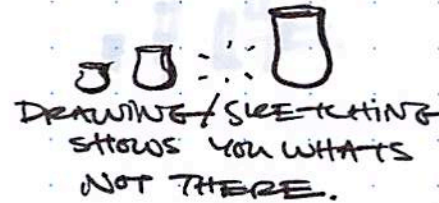
- OBSERVATION
- MINIATURIZATION
- FACINATION

◀
A
y

WILLING.
BE OKAY WITH
BEING WRONG
LET GO OF WHAT YOU
KNOW

"IN THE INTERSECTION OF INNOVATION
WE DON'T KNOW WHERE TO GO"

USE DRAWINGS TO EXPRESS WHAT YOU
SEE & WHAT YOU DON'T SEE.

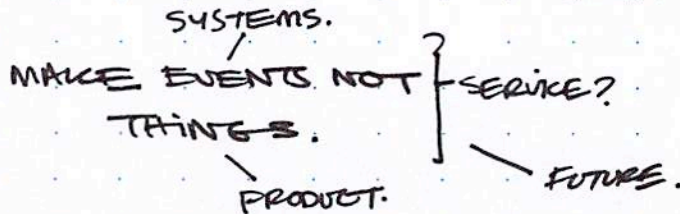


BIG BANG NOT A THEORY
BUT A SCENARIO.
WITH EVIDENCE
SUPPORTING

GET COMFORTABLE WITH
NOT KNOWING.

□ EINSTEIN'S DREAMS.

UNIVERSE IS AN EVENT.
NOT A THING.



FRACALS &
FRACTAL
DESIGN.

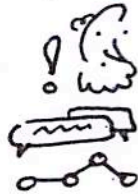
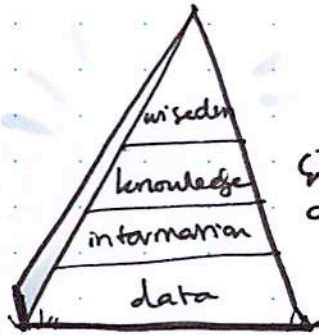


SKILLED
FOLLOW THROUGH.

DON'T LET YOUR EXPERTISE
BE YOUR BALL & CHAIN.

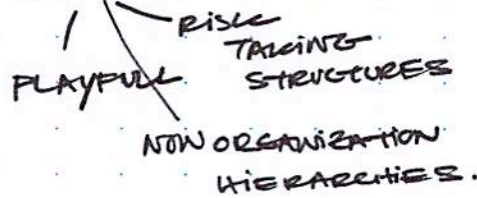


FACTS ARE THE PAST.



011011

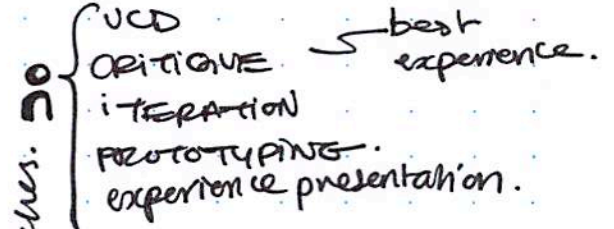
INNOVATION



GOOD SOLUTION

GETS USED.

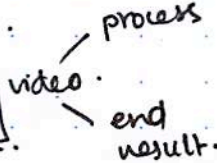
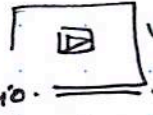
• concept depth / execution.



PROCESS



FINISH SCENARIO



approach.

experience design.

multidimensional
valuable

meaningful

duration.

triggers

significance

interaction

intensity

breadth.

goals

IDENTIFY & BUILD SCENARIOS.

Function
Price
Emotions
identity
Meaning

profit-revenue
Business

DMBA.

Domain/
Medium

culture

Sustainable/
Social

Intuitive
human.
Natural

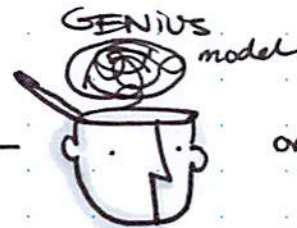
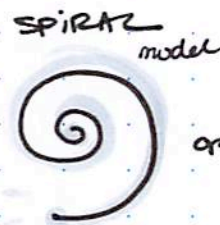
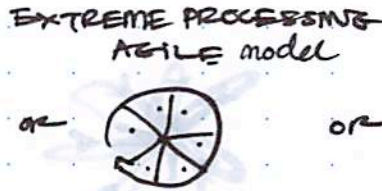
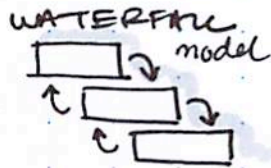
Customer: Needs, Performance, Resonance, Value, emotional needs.

TYPES OF INNOVATORS

- DYNAMIC
- STRUCTURED
- CREATIVE
- AD HOC
- OUTSOURCER

riaz □ Making Meaning — 15 core meanings □ service offering at eBay.

Design / Business / MODELS OF INNOVATION Processes



like cooking
some of the best meals
come from improvising.

AS INNOVATORS WE MUST KEEP A SKETCHBOOK JOURNAL.



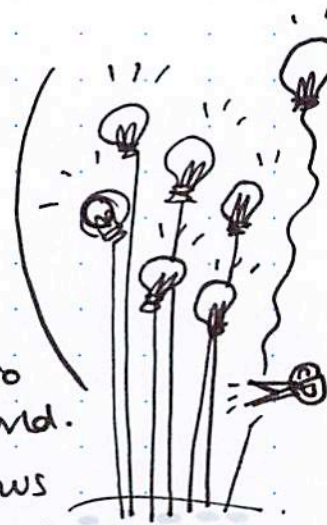
RECORD SCENARIO AROUND THOUGHTS

WRITE DOWN IDEAS SO THEY EXIST. ONCE THEY EXIST LET THEM GERMINATE.

cause objective

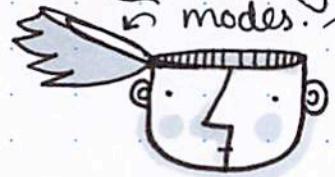
investigate theoretical & practice how design tools can be used to ~~investigate~~ deploy strategic innovation.

- make something interesting that we you may be successful.
- don't look for solution, instead look for scenarios around new world.
- absurdity allows us to think through problems.

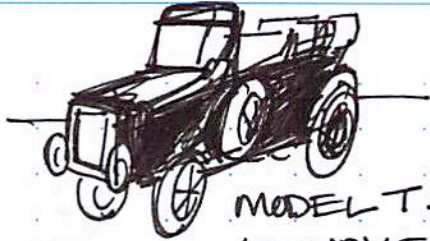


products can change culture & who people are.

innovation meaning & values
visual literacy elastic models of thinking modes.



- CRITICAL ANALYSIS.
- COLLABORATIONS
- STUDIO/WORKSHOP TEST.



MODEL T.
'HENRY FORD'

CREATED MARKET & PRODUCT.

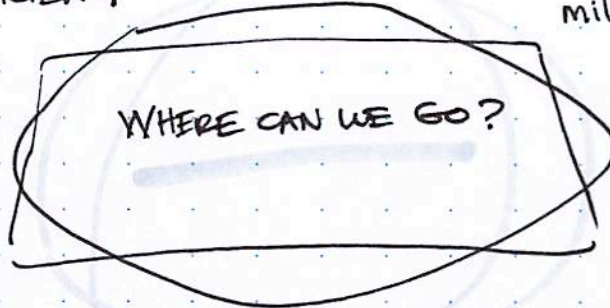
DIDN'T INVENT.
CARS OR ASSEMBLY LINES

LIGHTBULB.

MAXIMIZED EFFICIENCY

BROUGHT THEM TOGETHER.

LIFESTYLE OPPORTUNITY.



WHAT HAPPENED?

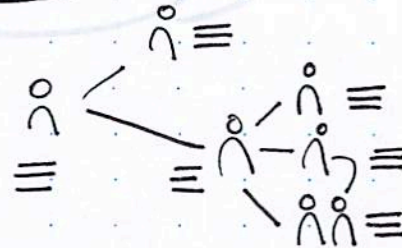
- Late Cadillac they destroyed their brand. Took 25 years to bring back.
- AZTEK. design a house by committee.
- Hummer. NOT FOR CONSUMER use versus its proper use as a military vehicle.

IDENTIFY.

1. STAKEHOLDERS

INDIVIDUALS OR ORGANIZATIONS WHO STAND TO BENEFIT OR LOSE FROM SUCCESS OR FAILURE OF A SYSTEM, PRODUCT OR PROCEDURE.

understand how stakeholders work!



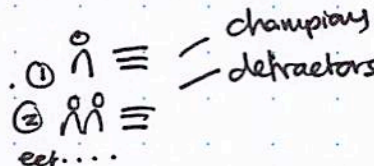
Politicians are amazing at this

How TO PRESENT POTENTIAL SOLUTIONS.



know the moves. Context & three dimensionally depth. in thinking & in human.

2. PRIORITIZE STAKEHOLDERS



riaz Wiki INVEST. use sharent status to investigate.



3. UNDERSTAND THEIR PERSPECTIVE.
 understand
 champions & detractors.

4. INCORPORATE THEIR PERSPECTIVE
 IN YOUR SCENARIO.

they will have an open
 mind regarding concept.

modify existing role. fit new role into idea.
 go to groups of people & ask
 how to achieve strategies.

HIGH INTEREST LOW INFLUENCE.
 help people grow with you!

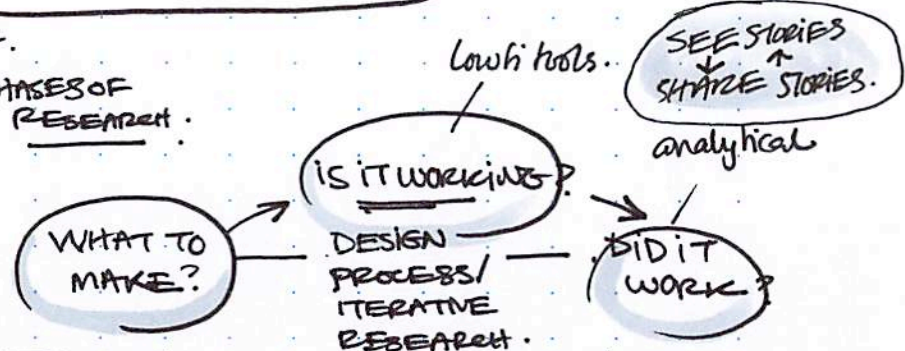
* OBJECT PERSUADERS
 are very strong in our society
 objects ~~control~~ the way we behave.
 motivate.

DESIGN RESEARCH
 ✓ EXAMINE USERS/CONSUMERS.
 ✓ INFER/SYNTHESIZE.
 ✓ APPLY TO BUSINESS &
 DESIGN PROBLEM



STEVE POZZICAL.

me.
 PHASES OF
 RESEARCH.



in innovation you
 are able to see data
 in a different light

tests, participatory, contextual
 mental models, diary studies
 observational,

BE PREPARED.
 WHAT TO GET OUT OF IT.
 WHAT PEOPLE/USERS will
 receive for their time.

its ABOUT THEIR
 WORLD.
 WAY TO ASK QUESTIONS.
 empathy drills
 see patterns.

□ HARK TO WORK.
 Core 77

CAN EMPATHY BE LEARNED.

SYMPATHY: similar
 empathy.
 LET THERE BE SILENCE

control your
 audience
 - assumption of authority.