

1

De-Con is out.
Co-Con is in.

2

The business value.
proposition is shifting.

3

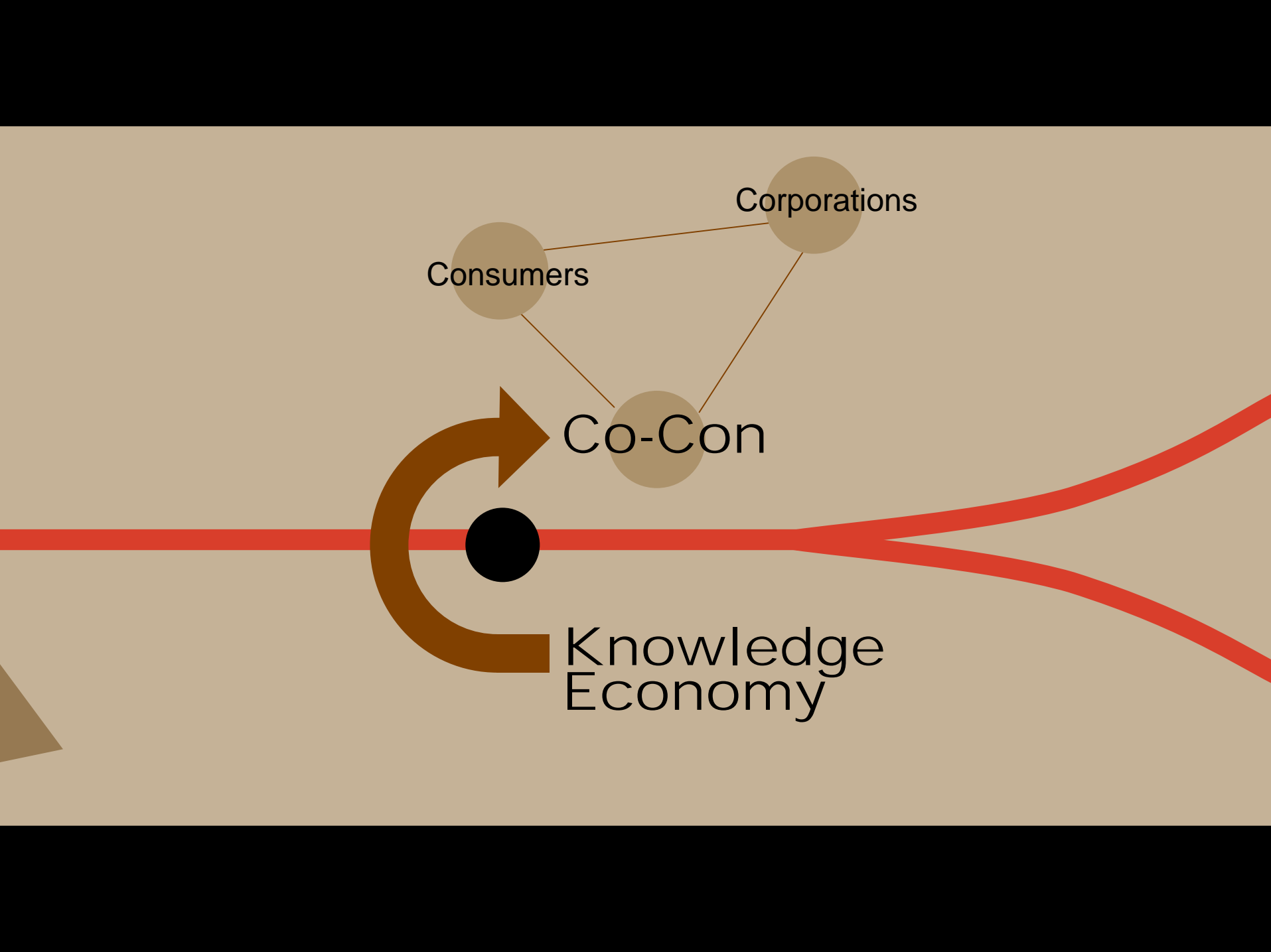
The core competencies.
of the design profession.
are moving.



Outsourcing

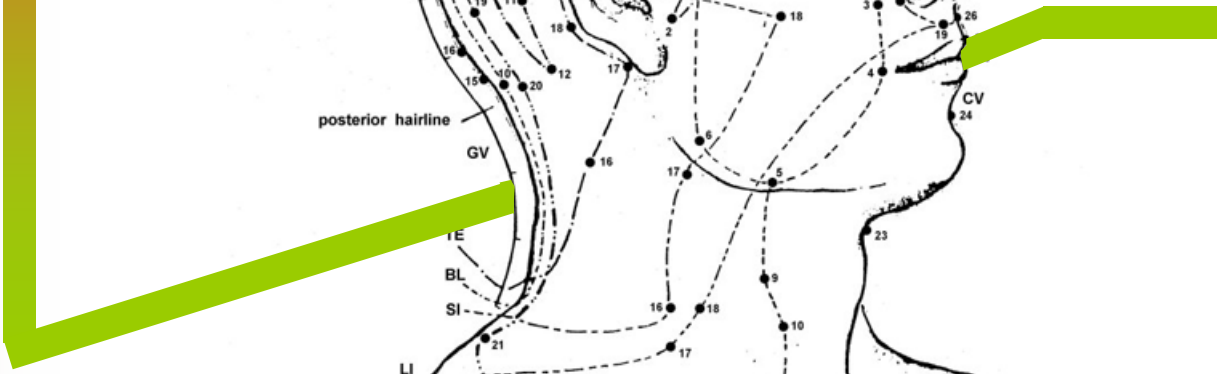
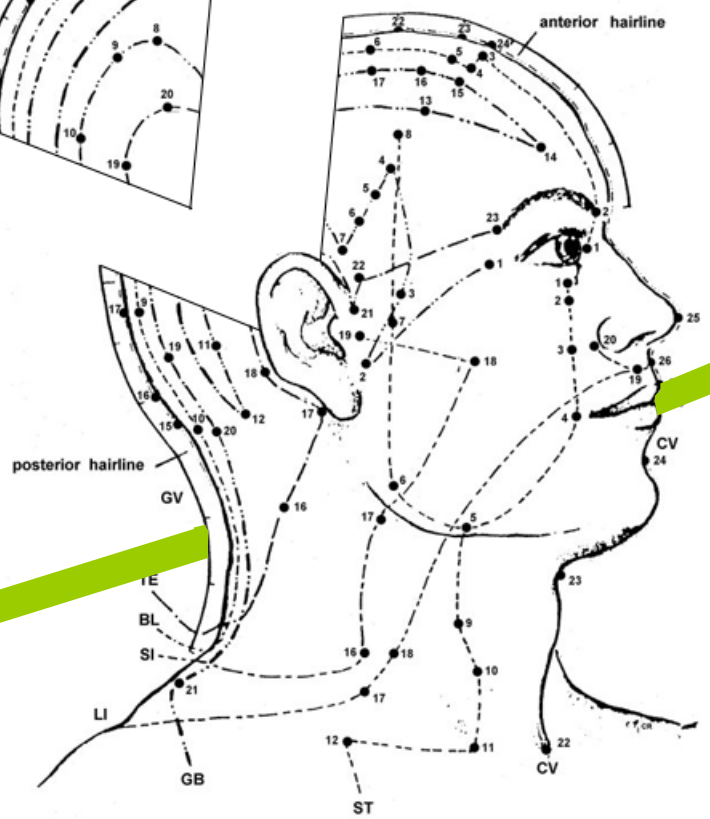
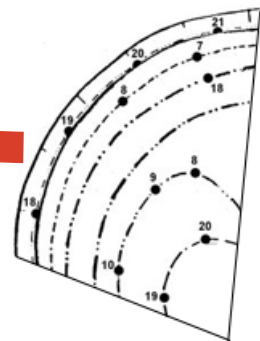


Outsourcing



Customer
culture
divides



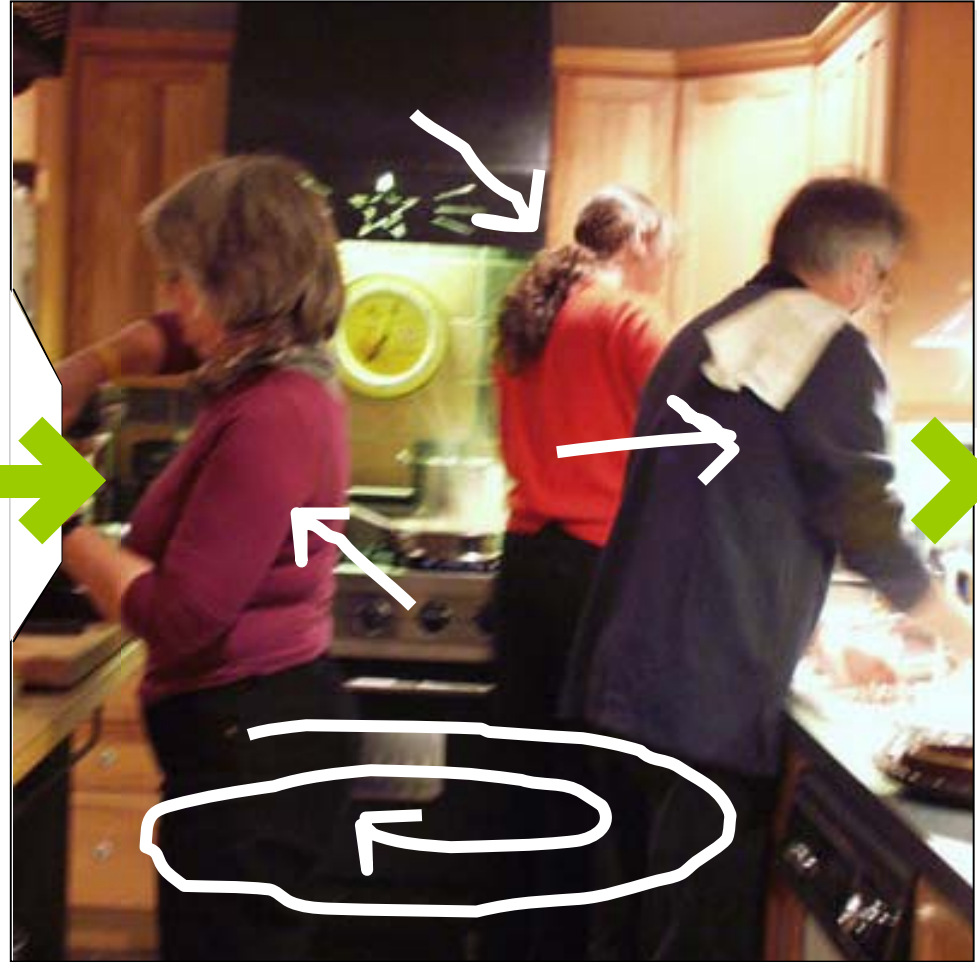
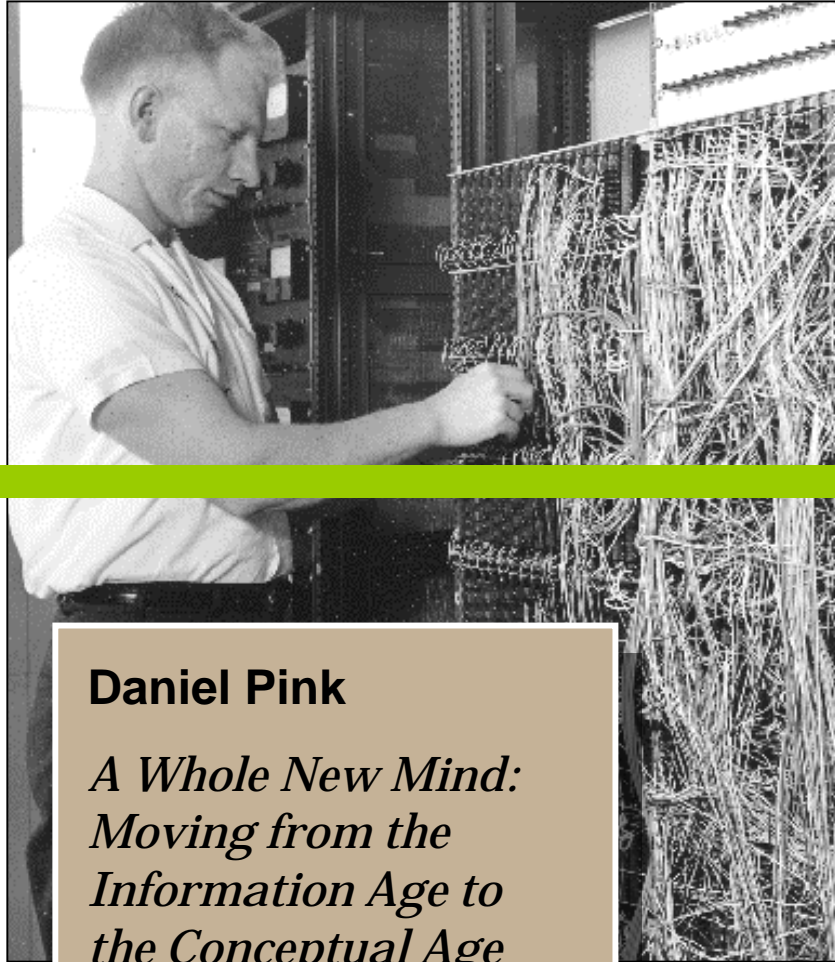


“businesspeople will have to become more ‘masters of heuristics’ than ‘managers of algorithms’ ”

Roger Martin

*Dean of the Rotman
School of Management
at the University of
Toronto*





Daniel Pink

*A Whole New Mind:
Moving from the
Information Age to
the Conceptual Age*



Core77.com

idsa.org

Visualization Specialist

ZIBA Design, Inc., is an international design consultancy that helps companies create meaningful ideas, designs, and experiences that customers crave...

...for understanding people, brands and technology...

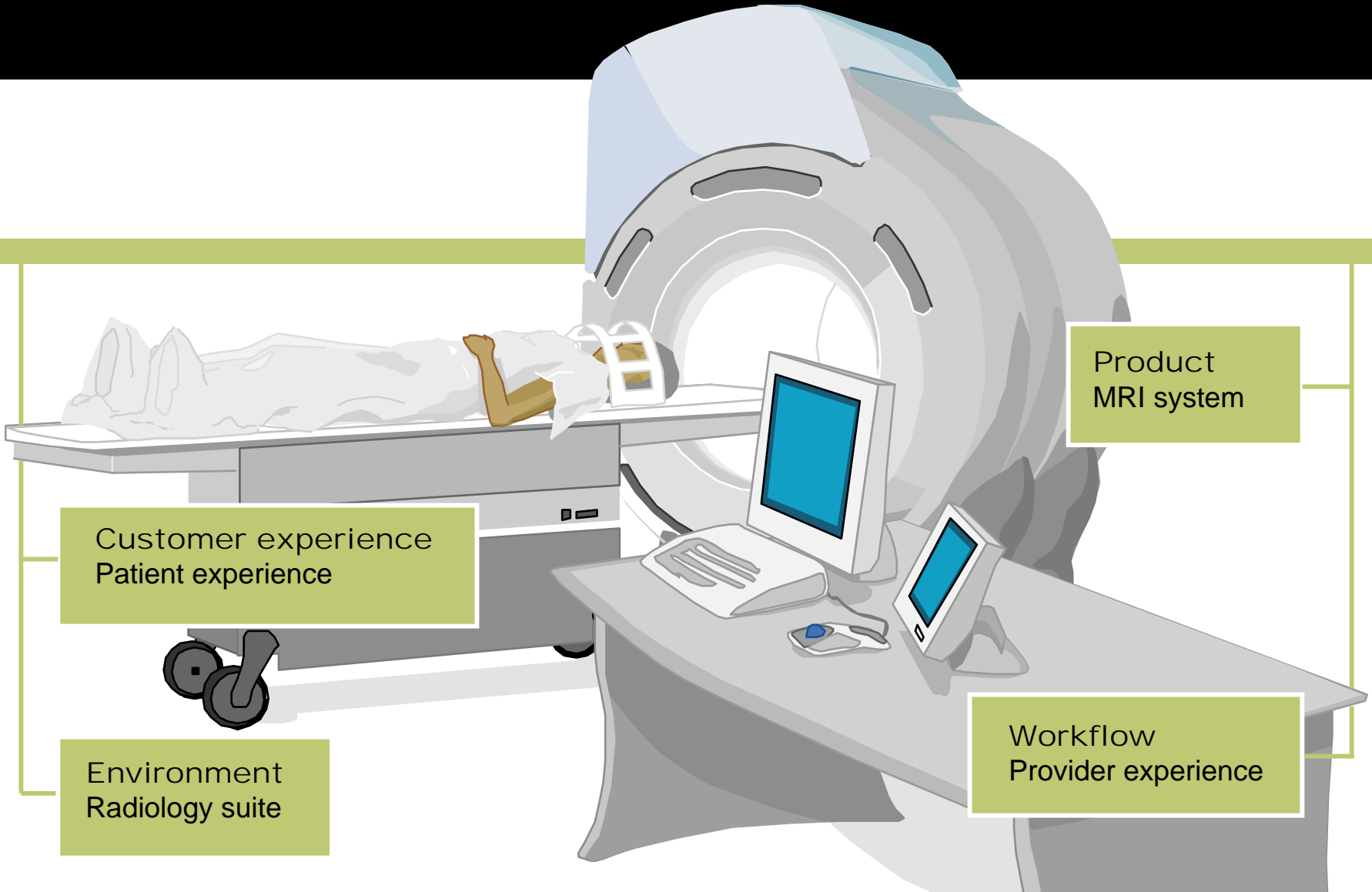
...innovates with soul.

Visualization Sp

Company: ZIBA Design, Inc.
Location: US - Portland
Posted: 12.01.2008
Field: Visual Design

DESCRIPTION:

ZIBA Design, Inc. is a recognized design consultancy that helps companies create meaningful ideas, designs, and experiences that consumers crave. We have based our success on a world-class team of creative talent and allows them to flourish, grow, and innovate with soul. We're looking for a Senior Industrial Designer to join our Portland, Oregon Product Design team. The right designer will flourish in a team-oriented environment and for driving projects to a strong conclusion. If you can capture the essence of a product, convert the immaterial into the material and are an authentic design, we want to hear from you.

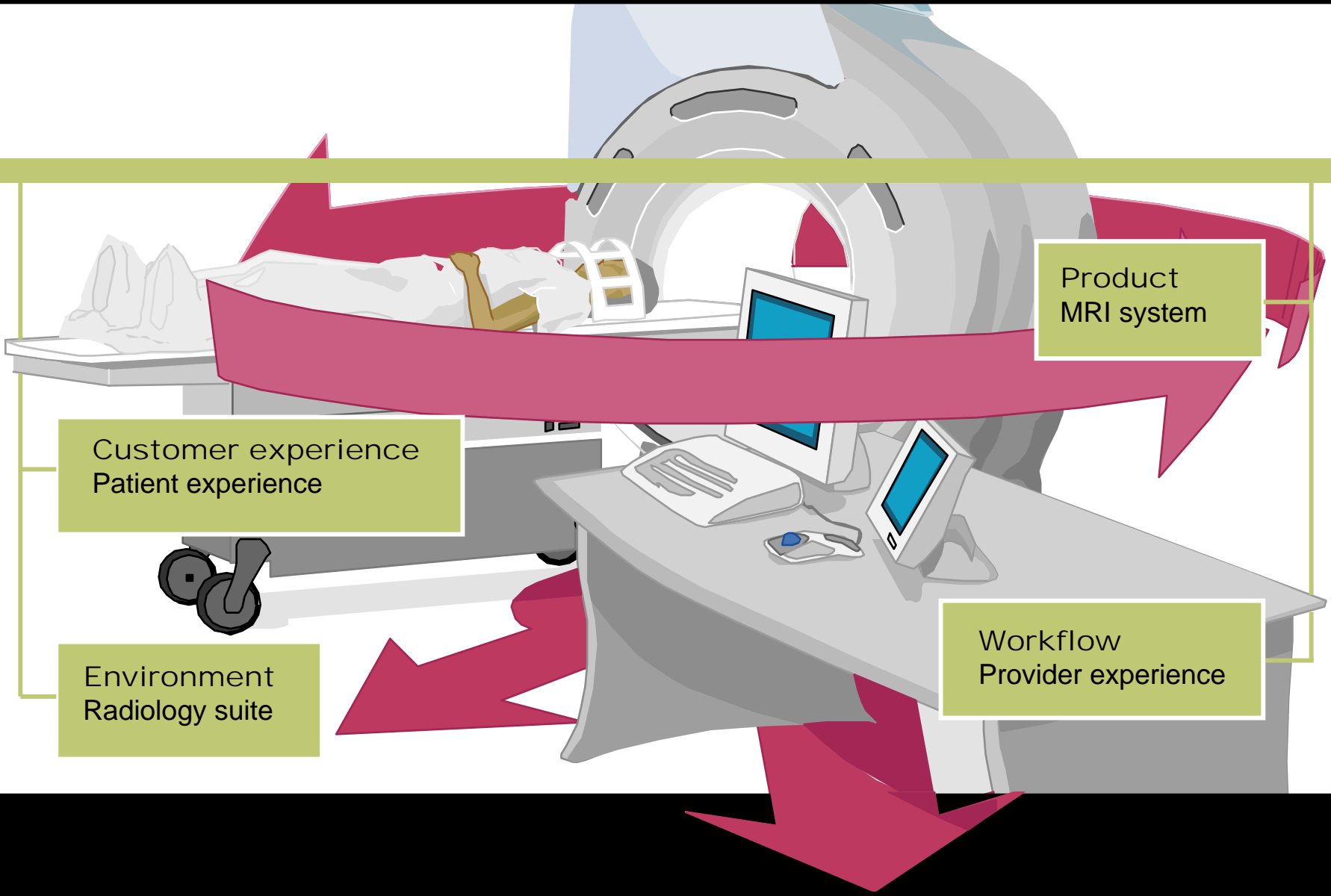


Product
MRI system

Customer experience
Patient experience

Environment
Radiology suite

Workflow
Provider experience



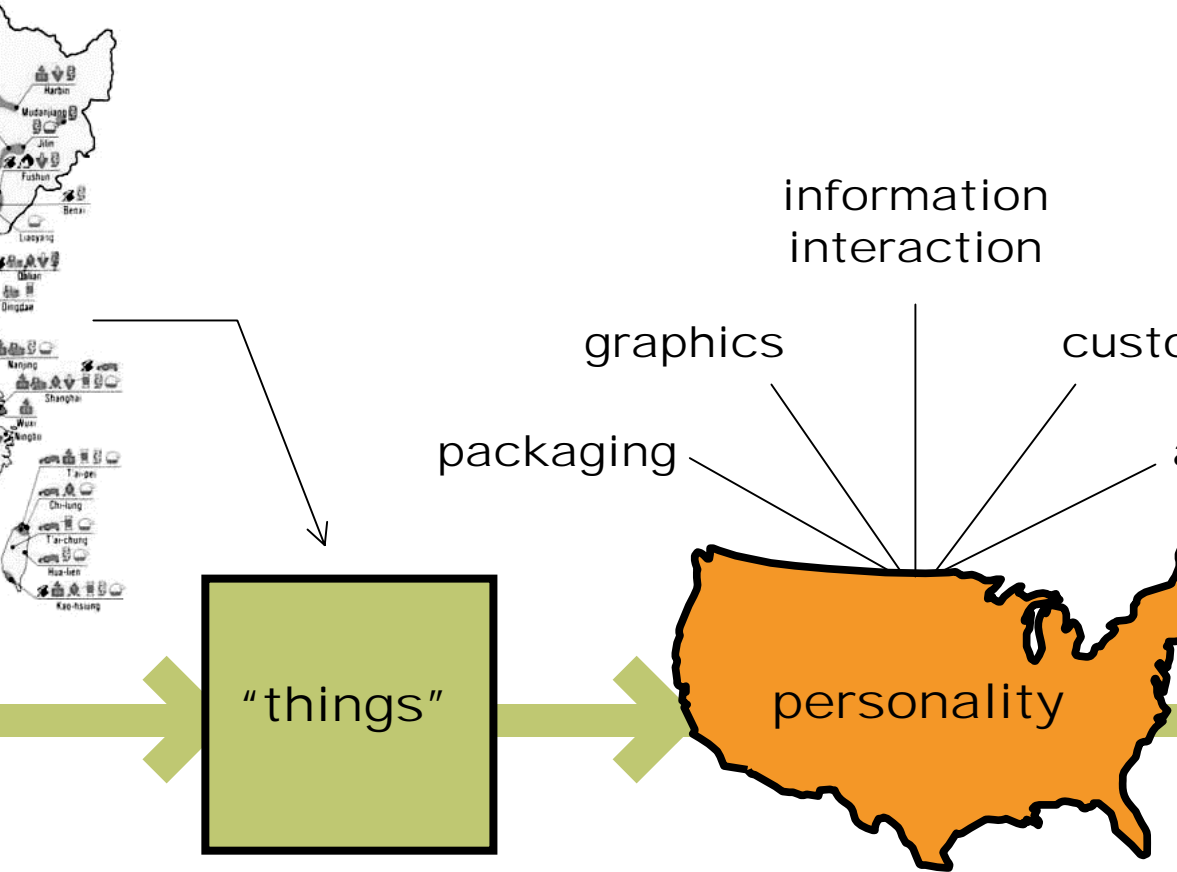
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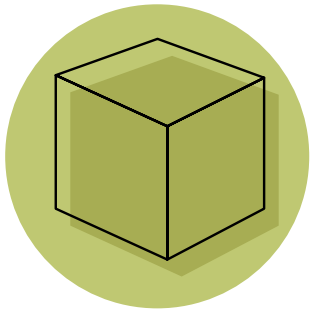


**Jonathan Cagan and
Craig Vogel**
*Creating Breakthrough
Products: Innovation from
Product Planning to
Program Approval*

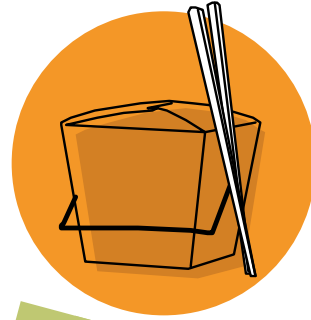
Tom Kelley
The Art of Innovation

**Joseph Pine and
James Gilmore**
The Experience Economy

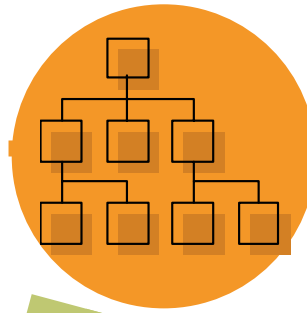
gizmo



culture



organization



experience





creating new
brands

changing
business
practices

defining
customer
experiences

understanding
user needs



Early 90's

Mid 90's

The 00's

scale

Macro

Micro

focus

Technology
Internet

Six Sigma
Supply Chain

Design
Consumer
experience
User experience



