

Un nuevo origen

7 tendencias claves

A New Origin: 7 Key Trends



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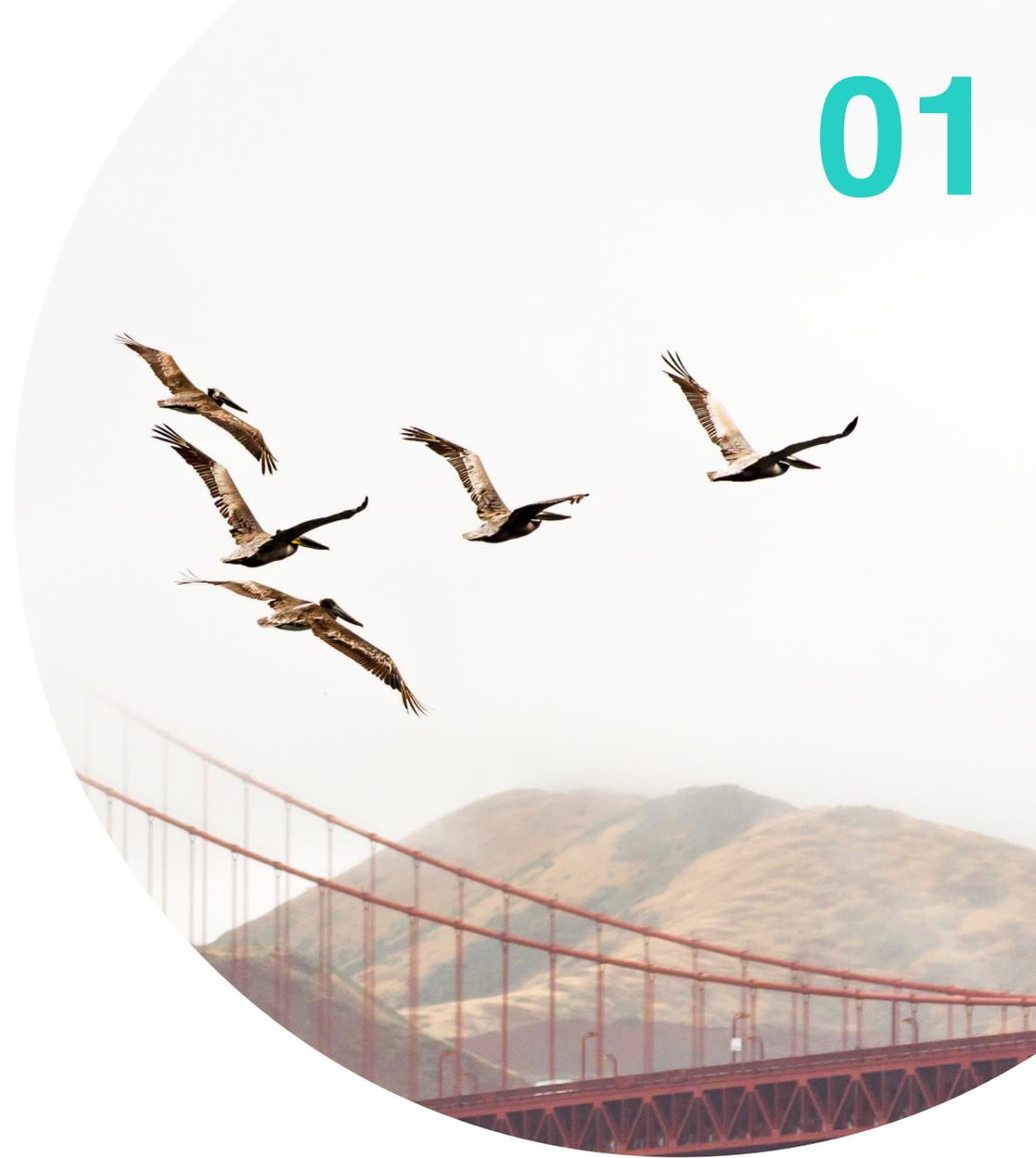
@fluxistrad

We are Fjord.

Part of **Accenture Interactive**

We are leaders in **designing for human impact.**

We put design at the heart.





Golden State Warriors

REIMAGINE THE STADIUM EXPERIENCE



Piraeus Bank

CUSTOMER SUCCESS IN A FINANCIAL CRISIS



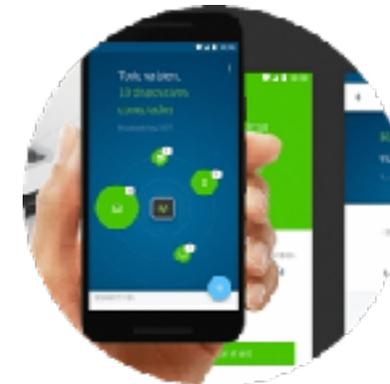
Disney

DESIGNING THE FUTURE OF ENTERTAINMENT



Marriott

PUSHING THE BOUNDARIES OF HOSPITALITY



Telefónica

HOME CONNECTIVITY FOR HUMANS



Halliburton

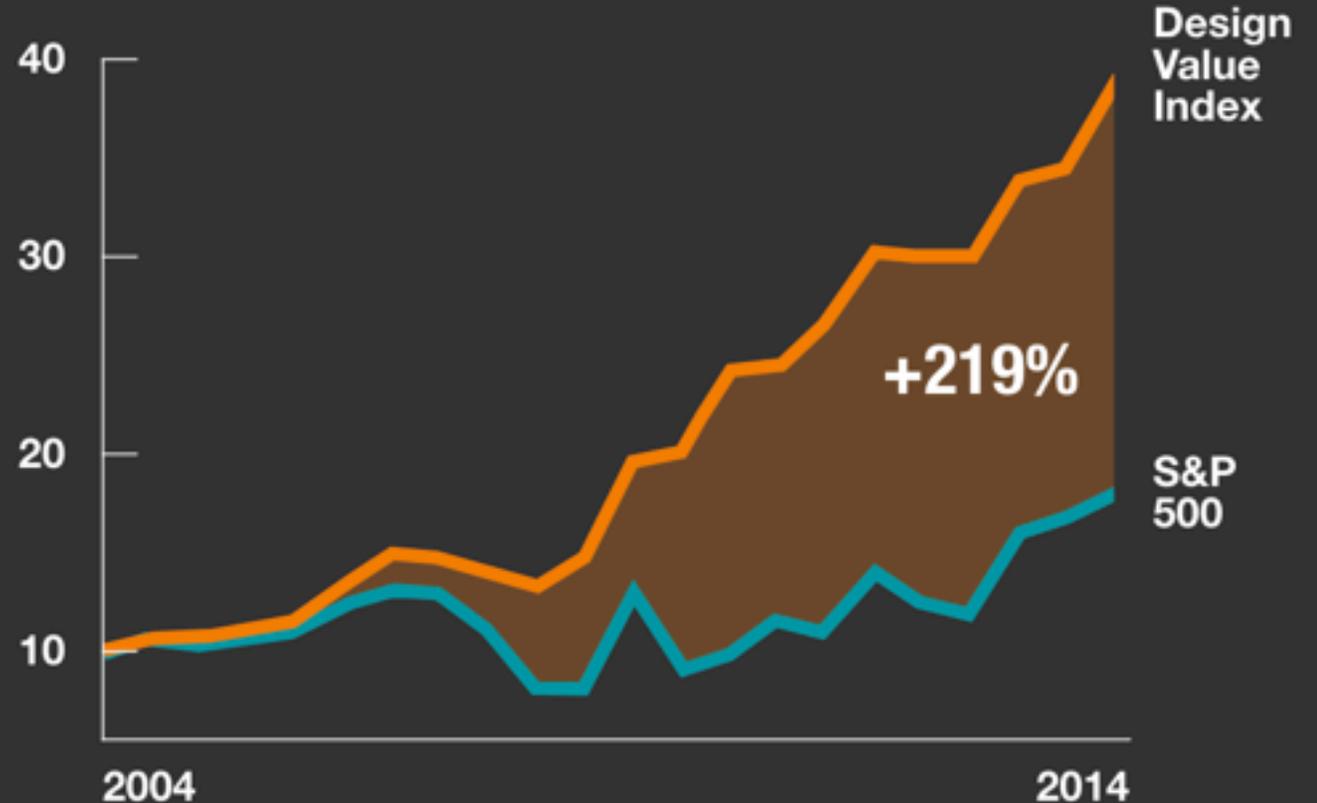
REVOLUTIONIZING THE EXPLORATION & PRODUCTION LIFECYCLE

Proof-Positive: Experience

design pays

The outperformance of design-led companies suggests that good design continues to be good business.

Value of \$10,000 investment
\$ thousand



Source: Design Management Institute; Motiv Strategies



Designing Beyond Expectations

Good design and therefore, improved customer experiences come about when companies consider it a core capability.

So what do we mean when we talk about investing in design and treating as our core?



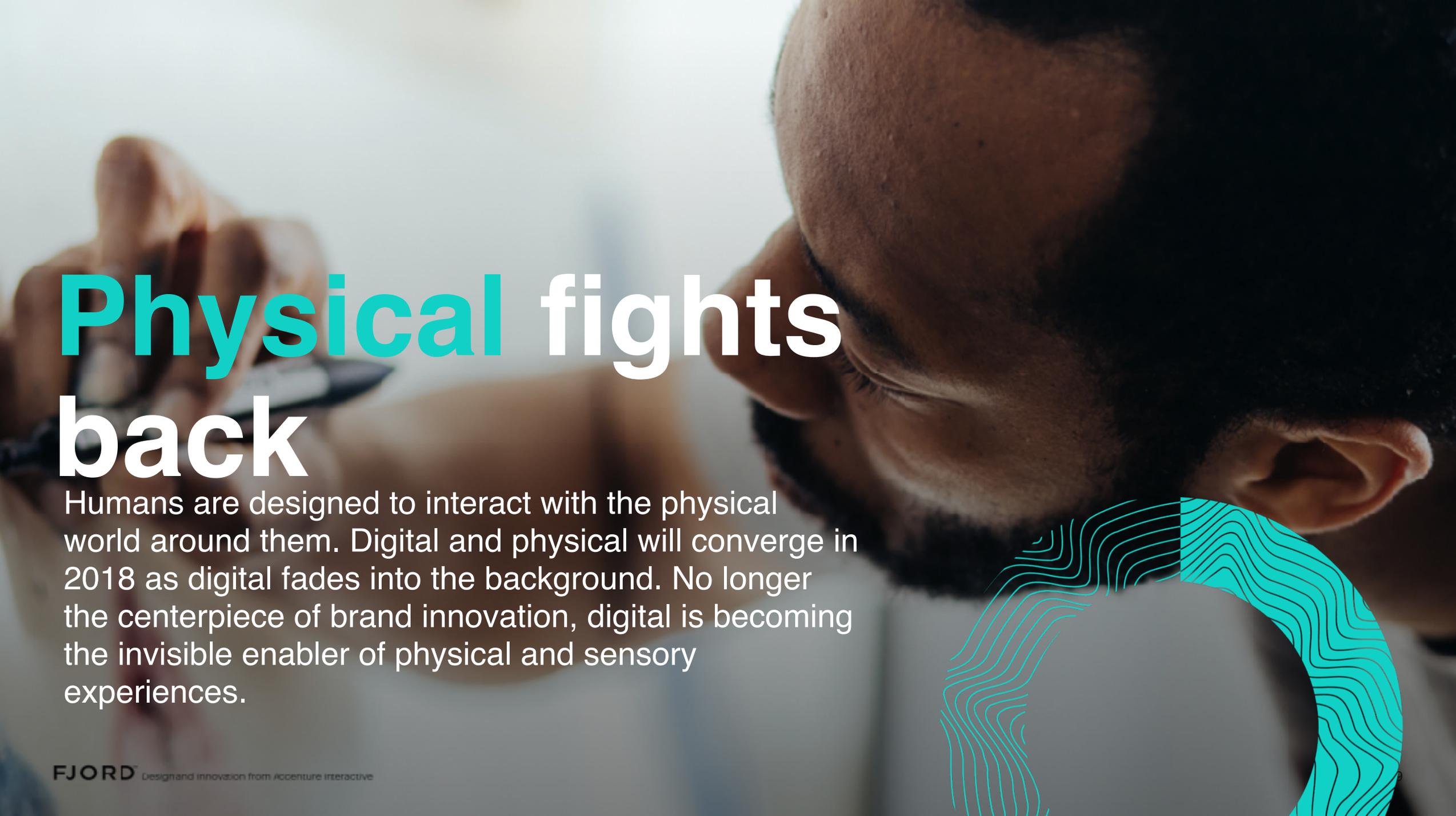
2018 Trends

Why should you care?

1,000 of us, and 85 clients from five continents collaborated to predict seven trends for design in 2018, between business, technology, and experience.

We continue to talk to our partners about the Era of Living Services, driven by the digitization of everything (IOT) and the ever-changing customer expectations.





Physical fights back

Humans are designed to interact with the physical world around them. Digital and physical will converge in 2018 as digital fades into the background. No longer the centerpiece of brand innovation, digital is becoming the invisible enabler of physical and sensory experiences.

A young girl with long brown hair and a pink flower in her hair is peering over a white ledge. She has a curious expression. The background is a light gray wall with faint pink circular patterns. The text 'Computers have eyes' is overlaid on the left side of the image.

Computers have **eyes**

For a while now, computers have been able to read words, understand them, then react. Now, they can do the same with images.



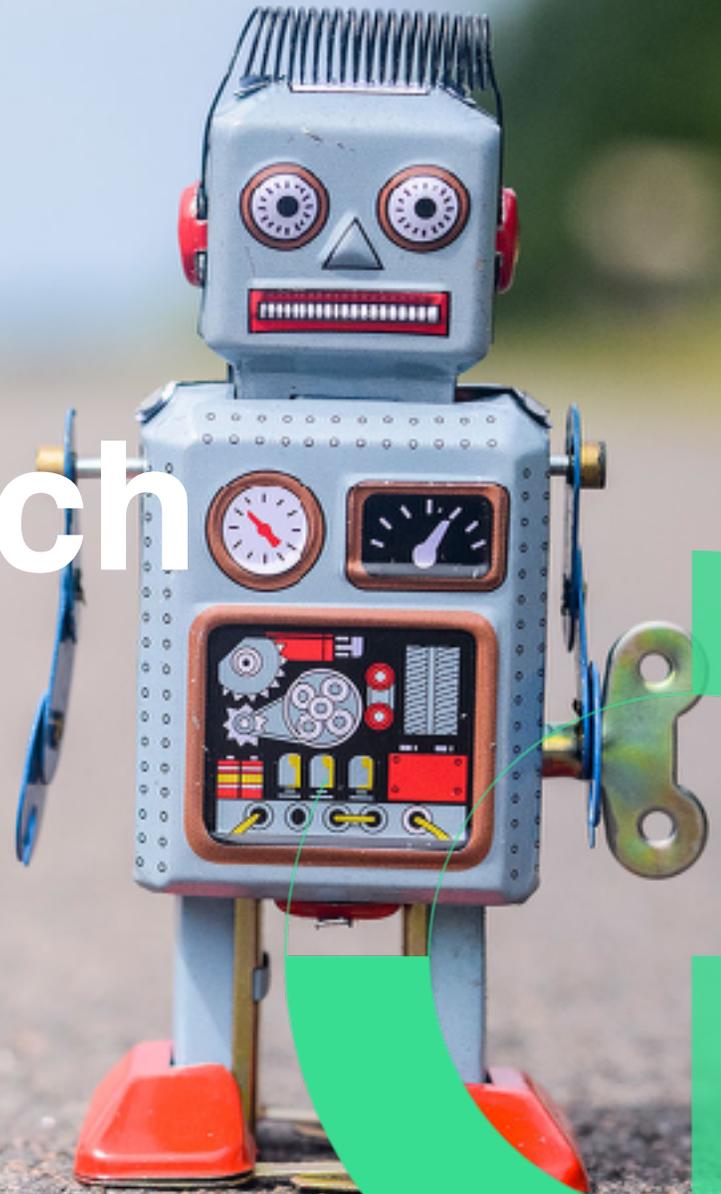
Slaves to the algorithm

As we become reliant on algorithm-driven services, they will act as gatekeepers that mediate the relationship between brands and consumers.



A machine's search for meaning

The rise of Artificial Intelligence and machine learning will transform working life, requiring organizations to re-imagine the workplace, work culture and work experience.



A woman in a light blue dress stands with her arms outstretched, looking upwards. She is in a crowd of people, some of whom are also looking up. The background is slightly blurred, showing a street scene with a striped awning.

In transparency we trust

Establishing trust and transparency has long been an issue in the digital world. With decentralized ownership and tight security, Blockchain has the potential to reinvent our conceptual model of trust.





The ethics economy

Organizations have always engaged with public affairs to meet their narrow business needs. In 2017, they began taking a stance on wider issues of more general concern. As employees and customers now demand it, this will become commonplace.



Design outside the lines

As the discipline of design broadens its horizons, new challenges are arising. To continue making an impact, designers need to evolve how they work, learn, and differentiate themselves.

Design is about the rendering of intent. In this world, we're all designers now.

Meta-theme: tension

A person wearing a white mesh head covering and a white jacket, looking out over a cityscape. The person is in profile, facing left. The background is a blurred cityscape with buildings and trees under a bright sky.

How we navigate these tensions and design for positive, long-lasting change in 2018 and beyond is more critical now than ever before.

Where to start?

Embrace it.

Businesses Addressing **Living Services**

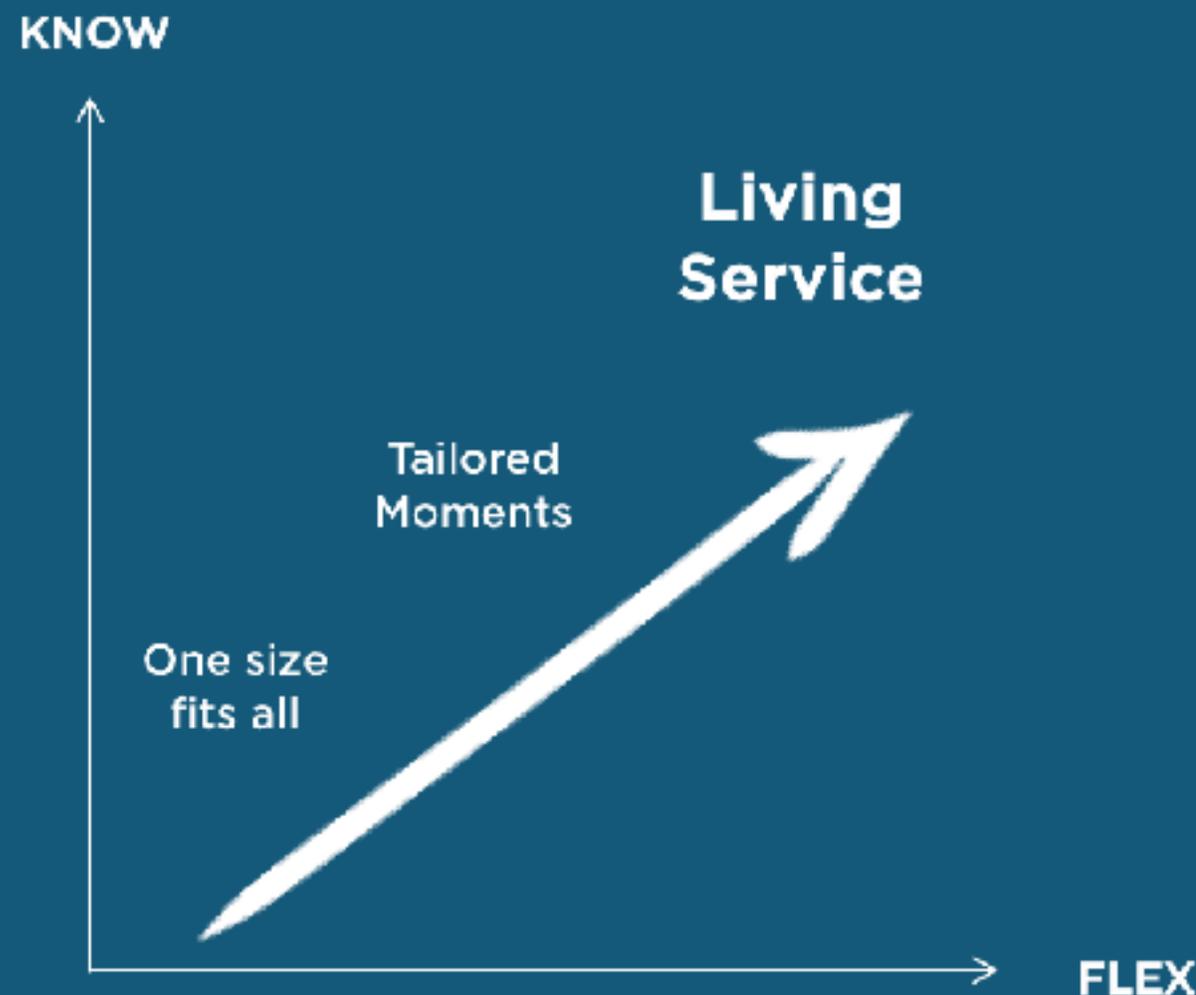
**Know Your
Customer**

**Flex Your
Technology**

Design

**in Order to Know and
Flex**

JOURNEY TOWARDS LIVING SERVICES



DESIGN-LED QUESTIONS

What do you wish you knew about each customer?

If you knew everything, what new services would you create? What would you anticipate? How would you flex experiences for each consumer?

How do we design to learn the user's intent, context and attitudes?

DATA-LED QUESTIONS

What do we know about our customers that no one else does?

What needs and changes can we anticipate? What additional data do we need to anticipate better?

How do we build millions of segments of 1? Can we incorporate new data sources?



Case Studies

Democratization of banking: [vr.de](https://www.vr.de)

A digital hub infused with this sense of community and of customer empowerment drives business, reduces traffic at branches, and increases brand loyalty.

VR bank's platform is a guide, support center, and is aligned with the message: its services are about people and not just money.





Personalization in new places: Carnival Cruises Medallion

Fjord designed a system of wearable medallions that automatically unlocks the right areas of Carnival's cruise ships for each passenger, learns about their habits and personalizes their voyage. We bridged digital and physical realms with the purpose of improving the passengers' experience with details that delight.

Connecting People to Experience: Disney My Magic+

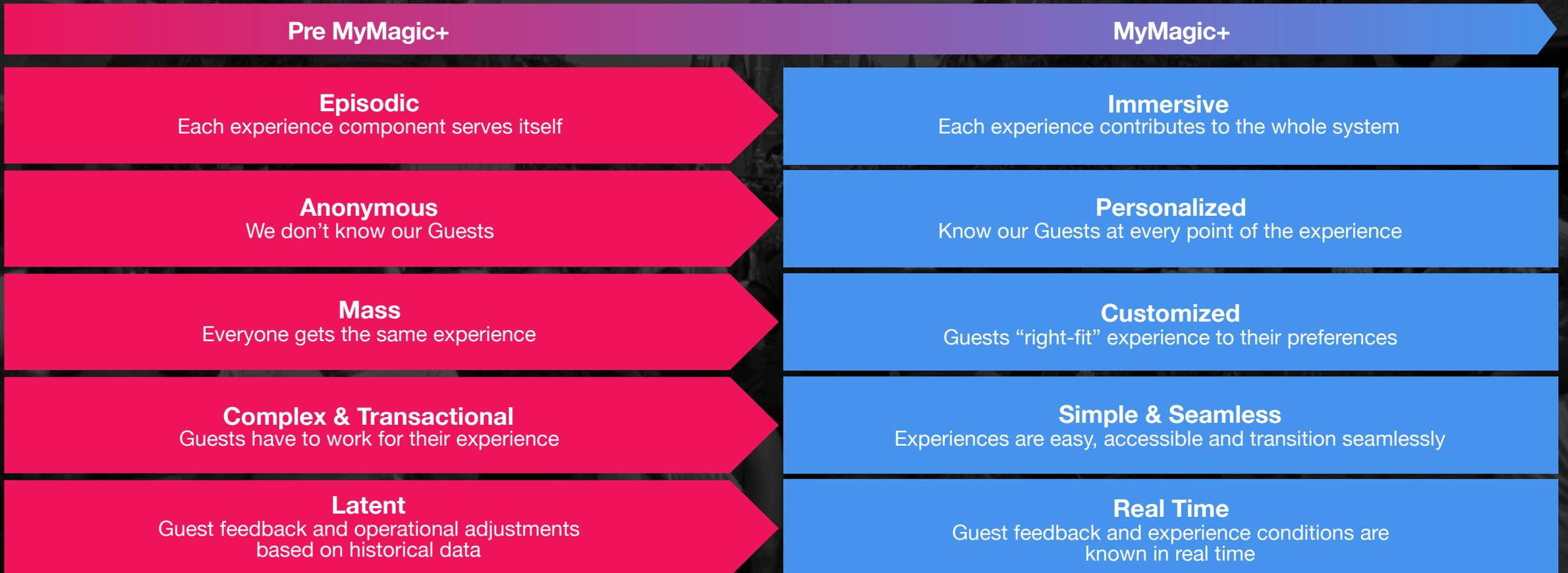
Guest expectations were evolving faster than Disney Parks and Resorts could adapt requiring a fundamental rethink of Park operations.

This work has redefined how customers experience the parks, and has simultaneously reduced costs for the business.



EXPERIENCE TRANSFORMATION

MyMagic+ revolutionized the way Guests (and Cast members) experience Disney and transform user expectations well beyond Theme Parks.



Augmented content: Project SEAR for Whole Foods 365

This AR-fueled shopping experience helps Whole Foods customers see beyond the shelf and easily find all the product info they need to make more informed (and more delicious) decisions.



Scaling new depths: Conoco Phillips

Drilling dysfunction and related damages cost energy producers millions each year in lost revenue. ConocoPhillips engineers managed to solve the core data capture problem but struggled to turn it into a useful tool.

Our system created an intuitive design and a deep historical database, resulting in powerful diagnostic and training tools.

Results: the pilot is a public release and new revenue stream for Conoco, we reduced data noise by 90%, and reduced training time for new drilling recruits by 65%.



Physical firewall for social homes: CUJO AI

CUJO AI brings digital and device security to the home with approachable personality. Using big data and sophisticated algorithms, CUJO analyzes your local network in real time, notifying you when suspicious activity is detected.

With the mobile app, users can control and monitor all network devices, receive instant threat notifications, and control Internet access for select devices.





Thank you