

taipei design center u.s.

# Design for Tomorrow Bay Area Tour



## Overview

Today, business success depends on the presence of a well-designed, engaging experience. This project is to bring in a group of professionals from Taiwan to learn how interaction/experience design are transforming product and service offerings, as well as people's vision of life.

By means of immersing, learning, and some doing, the participants will experience the unique Bay Area atmosphere, dive into various business/organization cases, and learn design process. They will in turn inspire their business, social, and cultural contexts.



## Overview

1. What
2. Who
3. Why
4. How



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## What

- **10 days program at the Bay Area**
- **3 main topics: Reading & Device, Exhibition Design, Service Experience**
- **4 core elements: Interaction Design, User Experience, Service Design and Entrepreneurship.**
- **3 formats: Lectures, workshops, field trips.**



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## Who

The participants are from...

### Across industries

- **Business Owner**
- **Manager**
- **Entrepreneur**

### Across functions

- **Designer (Product/Web/Interface/Space...)**
- **Museum Curator**
- **Manufacturer**
- **Publishing industries**

## Why



### We want to...

- Spread the vision of “future” services
- Encourage collaboration between design and non-design

### Help businesses & organizations...

- Become more human-centered
- Rethink ways to offer products, services, and businesses
- Bringing the Future to Now together!

4a

# How Topics of Interest

Example:  
digitalize  
publishing



Finding  
new values

Reading  
&  
Devices

Navigating  
information

Exhibition  
Design

Design

Service  
Experience

Putting

Human in center

Example:  
museum  
curator



Example:  
healthcare  
services



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# How Program Structure

Context  
Immersion

Company  
Visit

Lecture

Workshop

- Immerse in Bay Area lifestyle
- Experience services

Exploratorium  
Academy of Sciences  
Apple store  
Mission Bicycle  
Zappos, Yelp  
City Food Foraging

- Interact with leading org.

LinkedIn  
Kaiser Permanente IC  
Flipboard  
frog Design  
Astro Studios  
Adaptive path  
Wired Magazine

- Learn Fundamentals of design
- Real life case studies
- Speakers from Industry
- Methodologies and collaborative Workshop

1. Intro to Fundamentals of Design & Product Development
2. Intro to Interaction Design
3. Intro to Service Design
4. The Future of Design + Technology

Not all of above are contacted yet.

4c

# How Preliminary Schedule

3/9 Weds	Arrival (evening)	VISITING COMPANIES	TOPIC
3/10 Thurs	<b>Company Visit</b>	IDEO/ Exploratorium Kaiser Permanente/ Lectures	Exhibition Design Service Design
3/11 Fri	<b>Company Visit</b>	Stanford d.school / LinkedIn	Design Thinking
3/12 Sat	<b>Company Visit</b>	Farmer's market/ Mission Bicycle/ Apple Store	Service Innovation
3/13 Sun	<b>Excursion</b>	Napa Valley	Napa Valley / SF Experience
3/14 Mon	<b>Foundation Course (1)</b>	(lecture + workshop)	Fundamentals of Product Design & Development
3/15 Tues	<b>Company Visit</b>	Flipboard/ Wired/	Future of Reading Experiences
3/16 Weds	<b>Foundation Course (2)</b>	(lecture + workshop)	Introduction to Interaction Design Introduction to Service Design
3/17 Thurs	<b>Company Visit</b>	Autodesk/ frog design	Leading Service Design
3/18 Fri	<b>Foundation Course (3)</b>	(lecture + workshop)	The Future of Technology + Design
3/19 Sat	Departure		



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# How Tentative Speakers

## Field Trips

- Mission Bicycle
- Exploratorium
- Apple Store
- Academy of Science
- Autodesk
- LinkedIn
- Various design firms

## Speakers

- Hugh Dubberly, DDO
- Professor Barry Katz, CCA
- Mark Leibhold, Institute for the Future
- More aspects to be addressed

## Case Studies

- Flipboard
- LinkedIn
- Wired Magazine
- Kaiser Permanente IC
- Zappos
- Zipcar
- Yelp, Craigslist

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