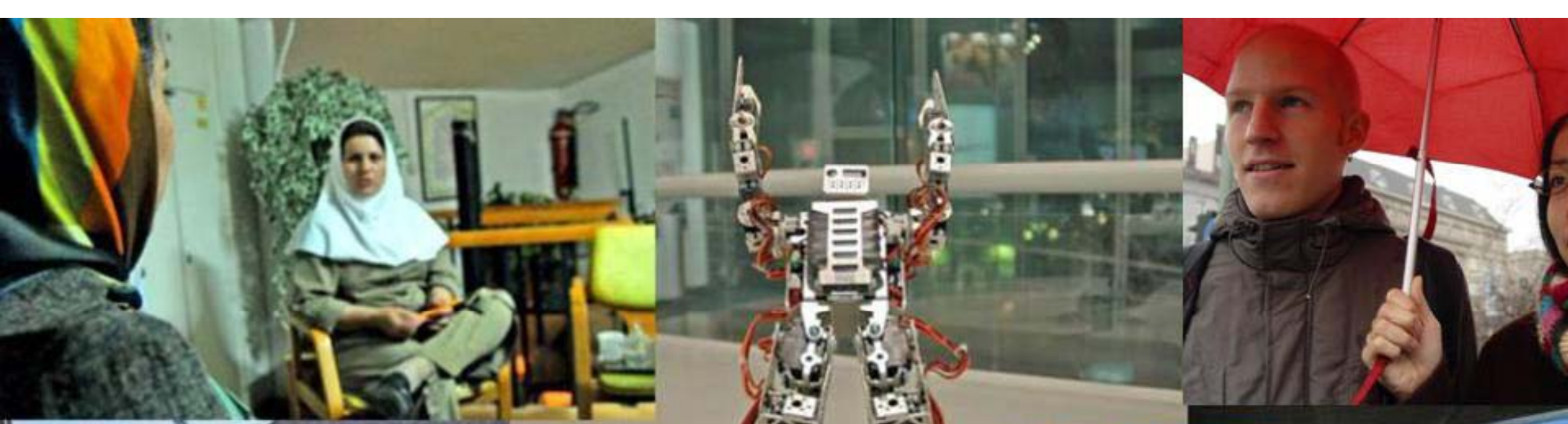


# Herramientas de observación

Taller de innovación

Septiembre 1 2008



definir la experiencia/situación que nos interesa



A photograph of a man and a woman standing under a large red umbrella. The man, on the left, has a shaved head and is wearing a dark jacket. The woman, on the right, has dark hair and is wearing glasses and a colorful scarf. They are both looking towards the right. The background shows a blurred city street with buildings.

establecer el momento, lugar y  
consumidor central



# hacer una observacion exploratoria





validar, ajustar

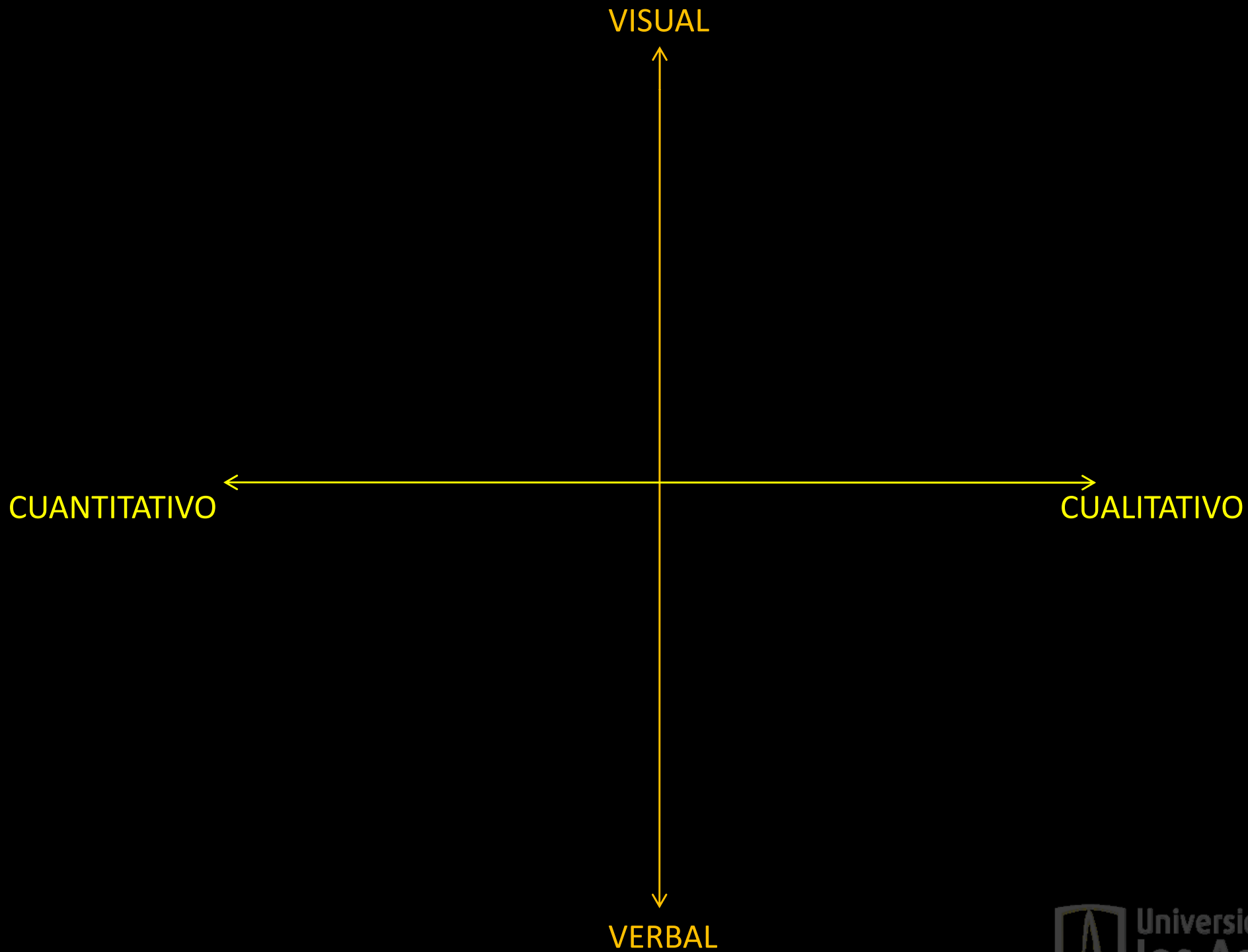


usar una combinación de herramientas

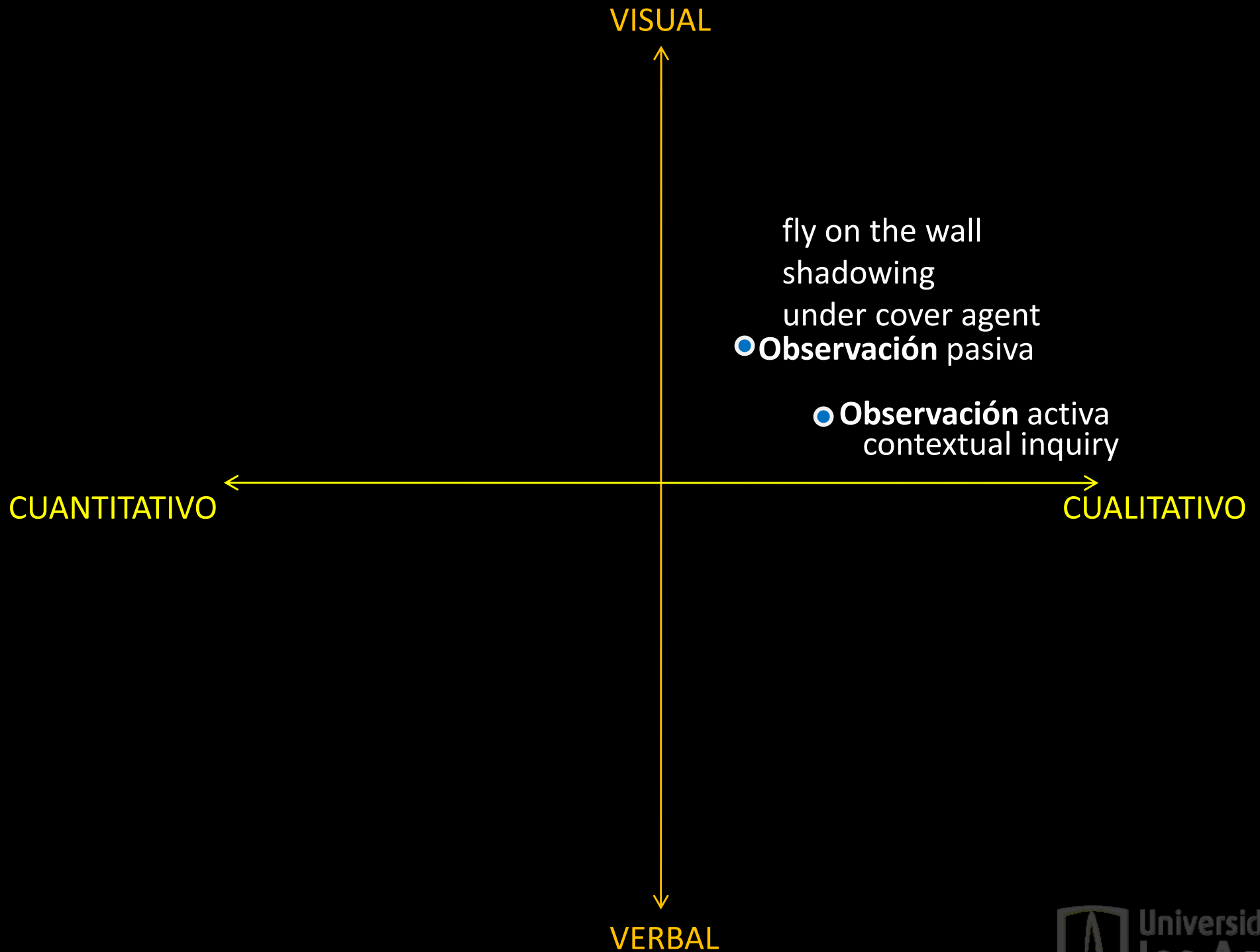
# Observación

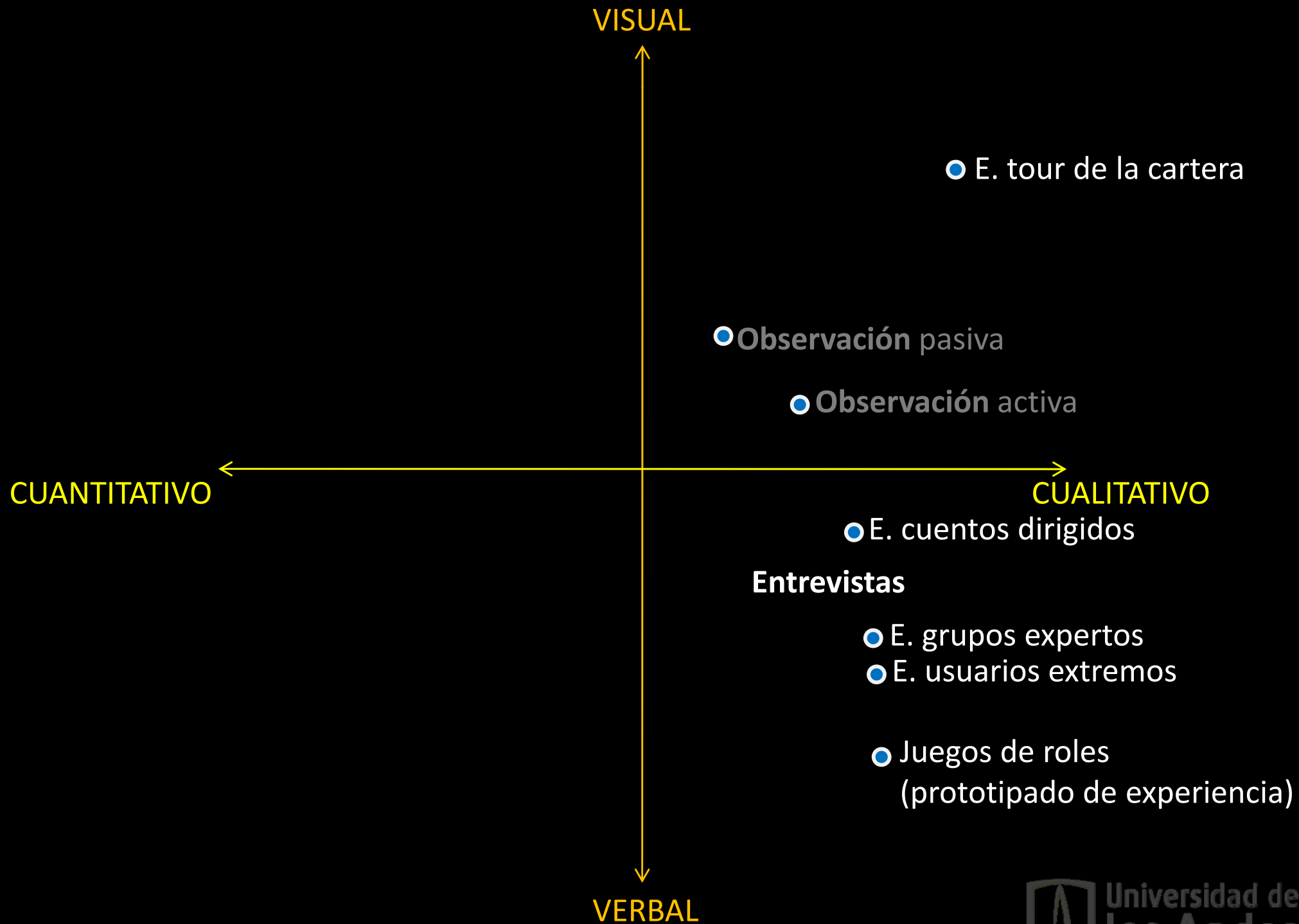
● Observación del usuario  
Bottom Up

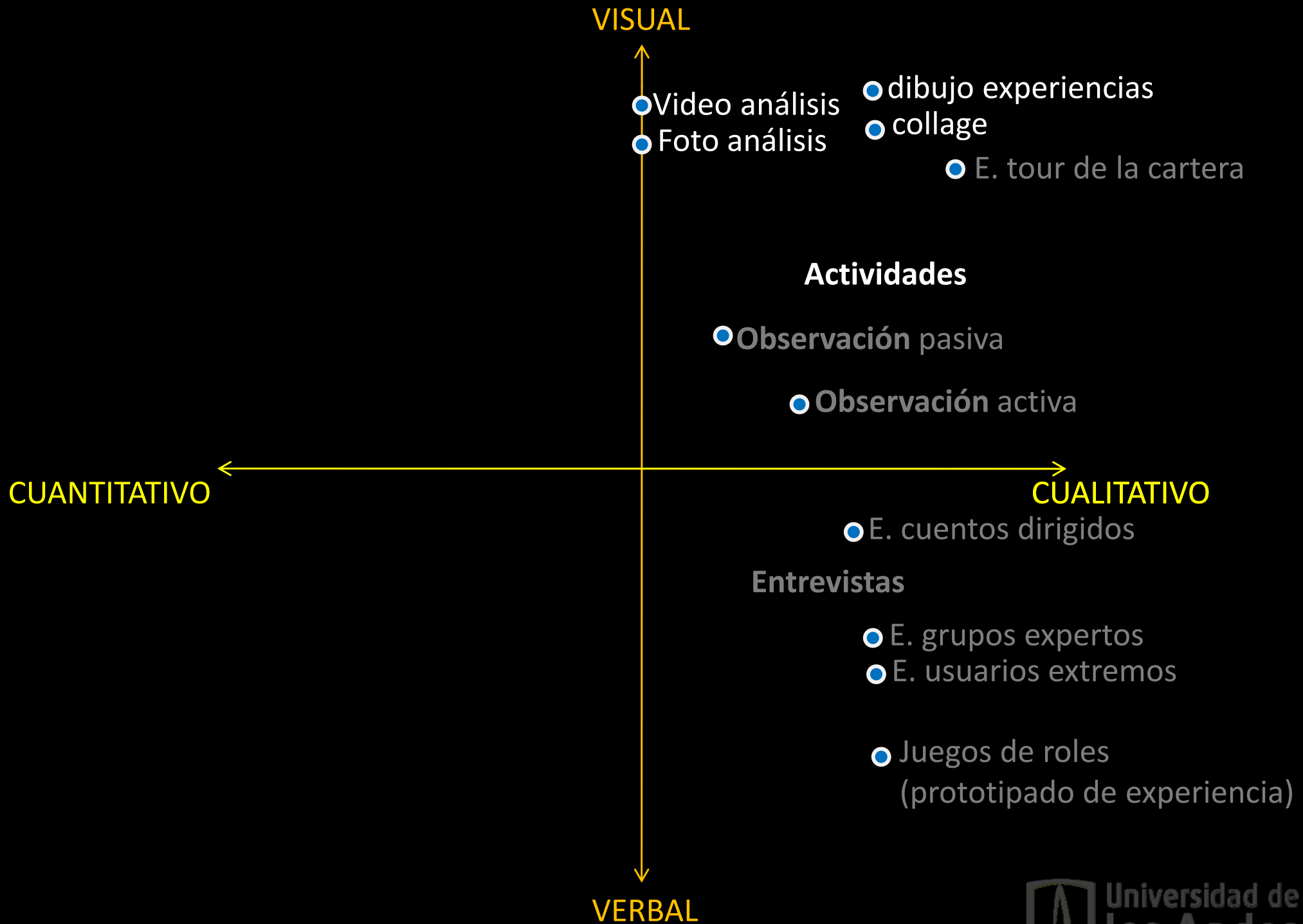
● Análisis del mercado  
Top Down

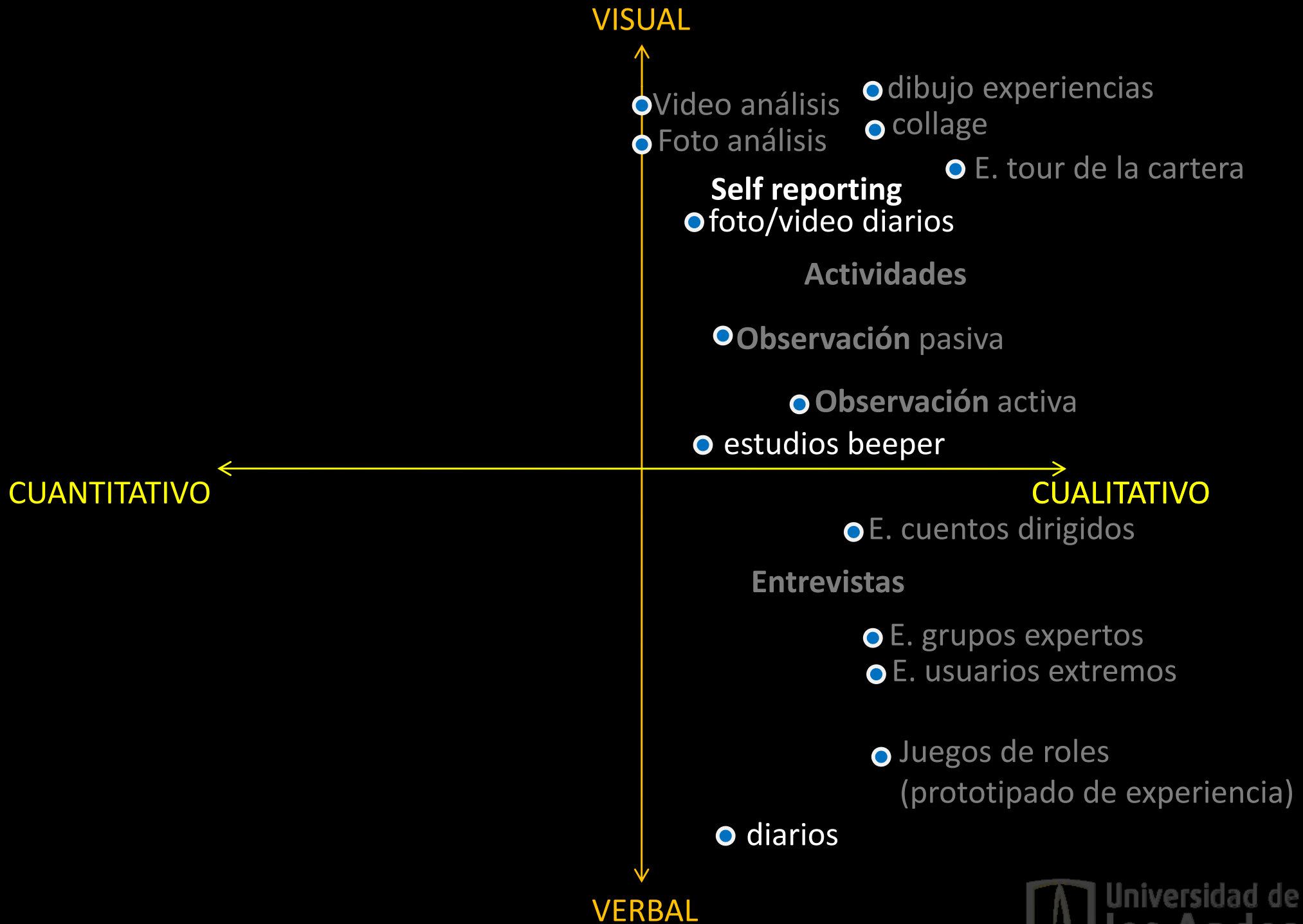


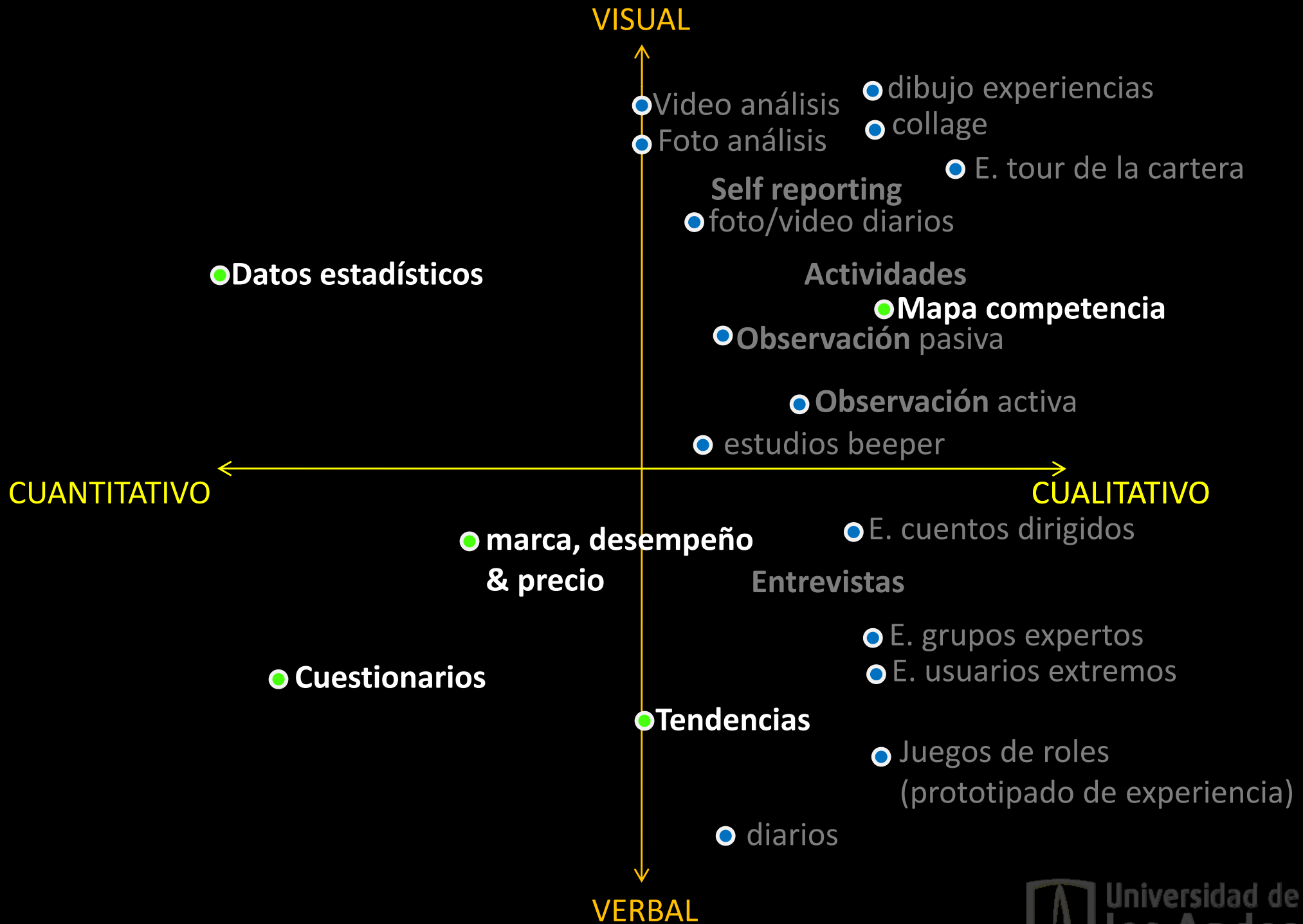












# Inside Lenovo's Design Quest ZIBA Design's search for the soul of the Chinese consumer .

BusinessWeek, Sep 25 2006

Find the Target **Consumer: Innovate for Them**

Search for the **Soul**

Turn **Insights** into **Experiences**

Culture Starts **Now**

## Live the Life

## Find the Target

### Home Visits

Prior to the interviews, participants were given a camera, a glue stick, and two poster boards to photo-document a weekday and weekend or leisure day, giving special attention to moments when they integrated technology into their routine. These visual time lines let us into their daily behaviors and emotions....



# Cultural Immersion Through **Images**

**Benefits**, Not Features

## Cultural **Insight**

Move from Everyday People to **Aspirational Tribes**.

Innovate for Their **Needs**


. Social Butterflies, Relationship Builders, Upward Maximizers, Deep Immersers, and Conspicuous Collectors.

Deliver **Actionable** Insight

## Understand, Then Innovate

The definition of rich, psychographic tribes gave Lenovo's senior management and marketing teams a common language and a common vision of the future.

Our research gave them a defined segment map (based on behavior, attitudes, and values) to guide the development of appropriate products for target consumers. Future product lines are now organized around the needs of specific "tech tribes."



Innovation begins with understanding the customer.  
But how do you get to know 1.3 billion people?  
*By immersing yourself in the new face of China.*

PLAY



[http://www.ziba.com/popup\\_product\\_flash.aspx?pid=18](http://www.ziba.com/popup_product_flash.aspx?pid=18)



<http://images.businessweek.com/ss/06/09/lenovo/slideshow.htm>

# Good ethnographers don't just ask questions

AIGA, An Ethnography Primer

They **delve deeply into the lives** of a few people rather than study many people superficially

They **holistically** study people's **behaviors** and **experiences** in daily life

They know what **questions** to ask and how to translate large amounts of data into **concise and compelling findings**

They use **video** and other **visual materials** to get their point across

They **tell stories** instead of just listing facts

They **make connections**

Good ethnographers combine solid **social science** training with **business smarts**

# Herramientas de observación

Taller de innovación

Septiembre 1 2008