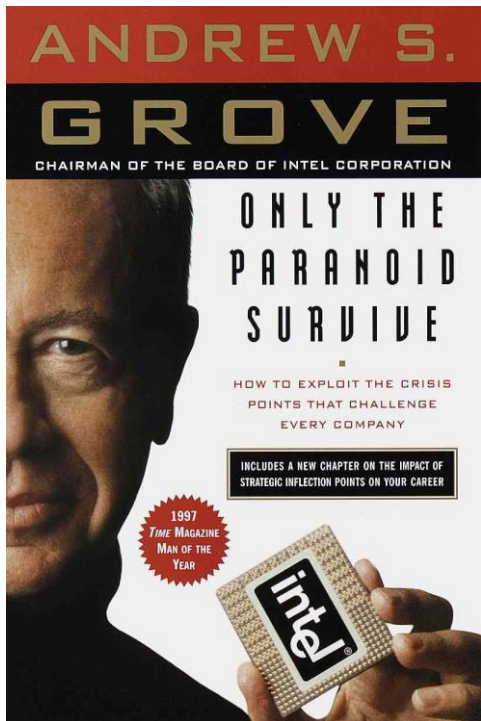
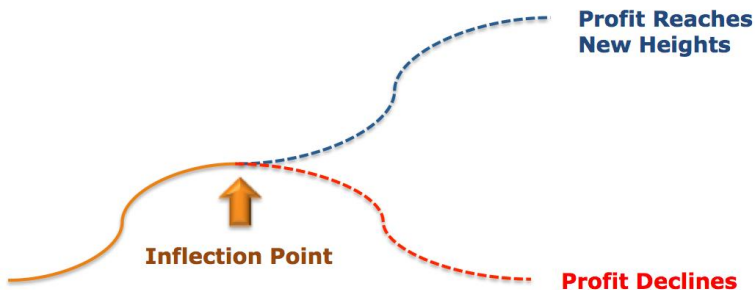




是时候...



The Inflection Point Curve



什么是战略转型点？

“战略转型点是指公司发展过程中基本面即将发生改变的时刻。这种改变可能是公司跃升到全新高度的良机，但也可能是预示厄运来临的先兆”

安迪·格罗夫所著 [《十倍速时代》](#)



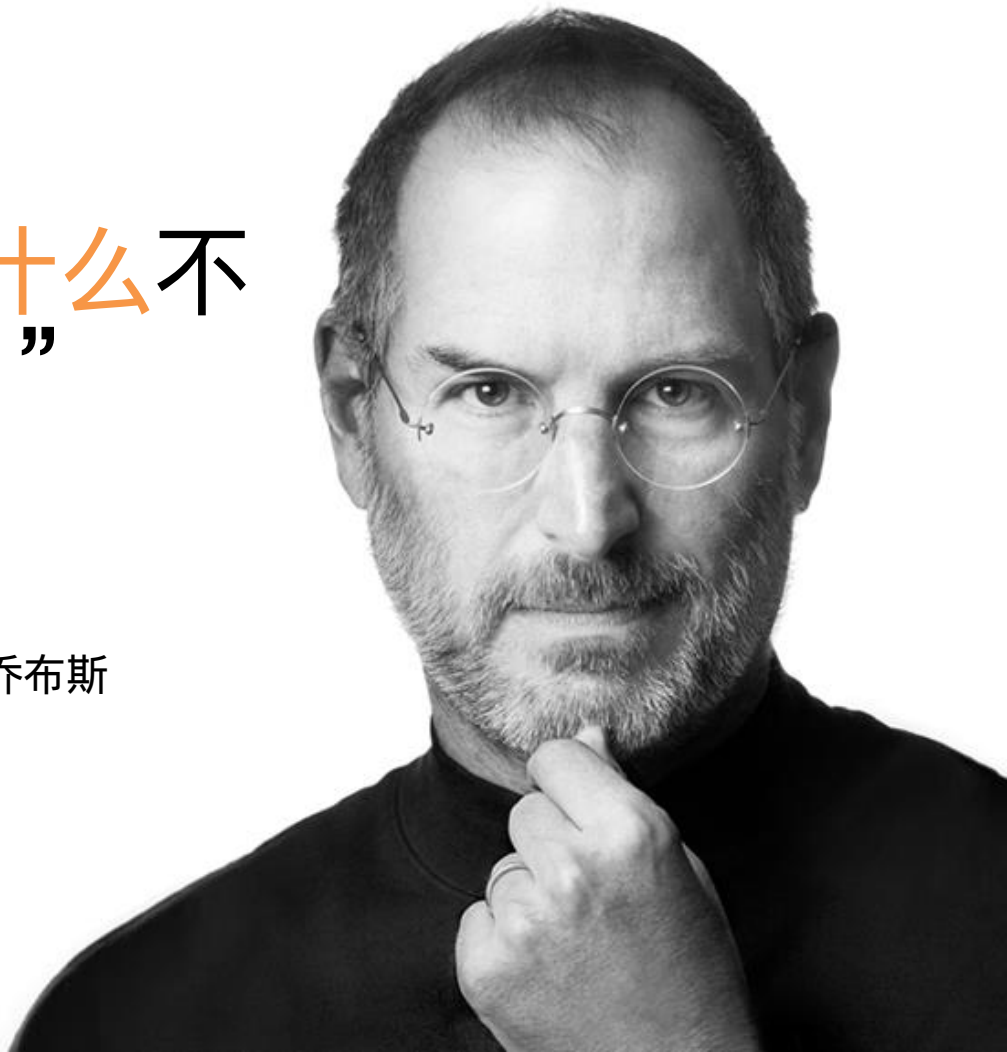
为什么倡导设计思维





“弄清楚自己需要什么不是消费者的工作。”

史蒂夫·乔布斯





“有人说，1985年4月23日是营销史上的耻辱之日..... 在市场中引发了前所未有的消费者焦虑情绪。”

可口可乐公司宣布推出新配方可乐





P&G

全球设计官：“把设计思维融入到企业的DNA中”



PEPSICO

设计总监：“灌输设计思维，使其成为思维模式和商业可行性流程”



Nestlé

CEO：“试错文化”





“我们确实一直在问，消费者最看重什么？如何重塑喷泉式的体验，让消费者感到愉悦、刺激，促使业务积极增长？”

吉恩·法雷尔
可口可乐Freestyle®自助汽水贩卖机
业务副总裁兼总经理

《财富》杂志将Freestyle自助汽水贩卖机与iPhone并称为近十年来的十大发明产品。

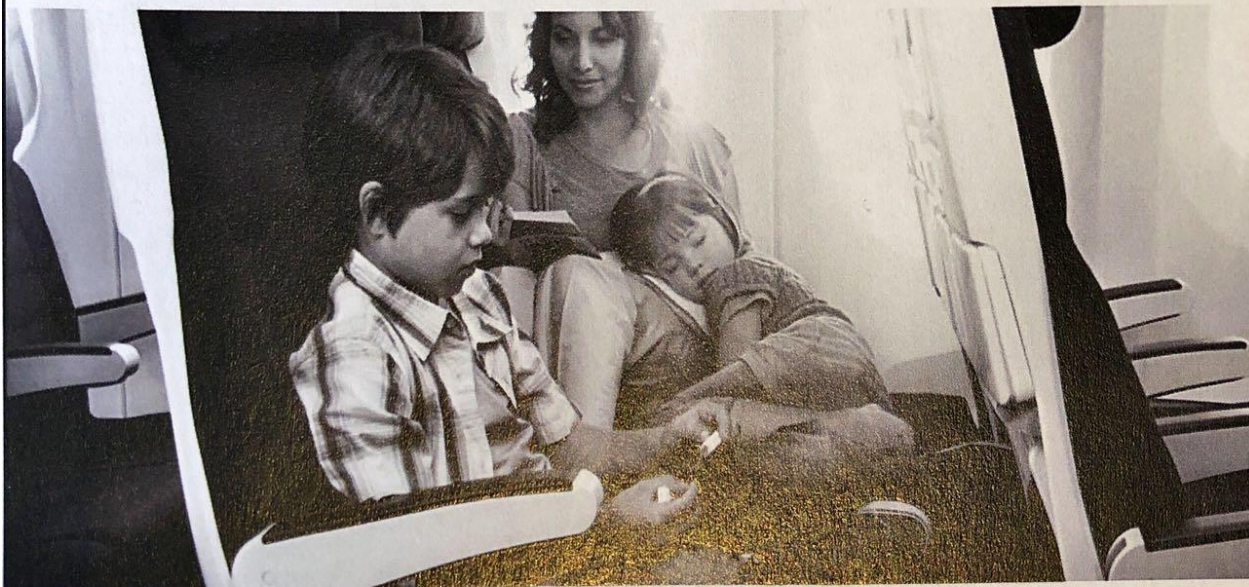


Introduction to Discovering Breakthrough Opportunities





Introduction to Discovering Breakthrough Opportunities







这是什么？





Corey Ford
cford@stanford.edu



Entrepreneurial Design
for Extreme Affordability

In developing countries, 80% of all premature and low-birth-weight infants are born far away from hospitals and traditional incubators.

Embrace is a \$25 thermoregulator designed to save premature and low birth weight babies. Our mission is to help the 20 million vulnerable babies born every year around the world, who can't access traditional incubators that cost up to \$20,000.

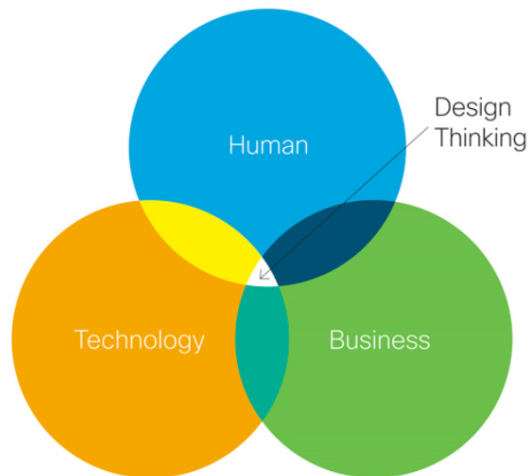




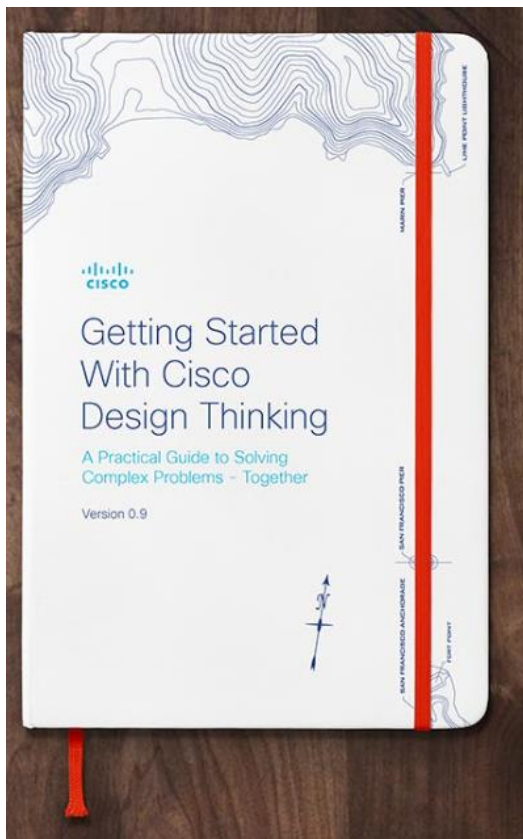
What is Design Thinking?

Design Thinking is a human-centered approach to innovation. The goal is to create solutions that people love. By talking to our users first, we understand their needs and pain points. Then we come together to explore novel solutions that solve their problems in delightful ways.

It sounds so simple. But often, we get stuck somewhere along the way. Cisco Design Thinking provides a step-by-step framework to help us get unstuck. It offers simple exercises to ensure we're constantly moving forward. And it promotes a feedback loop to make sure we're solving the right problems and building the smartest solutions that will make people's lives better.



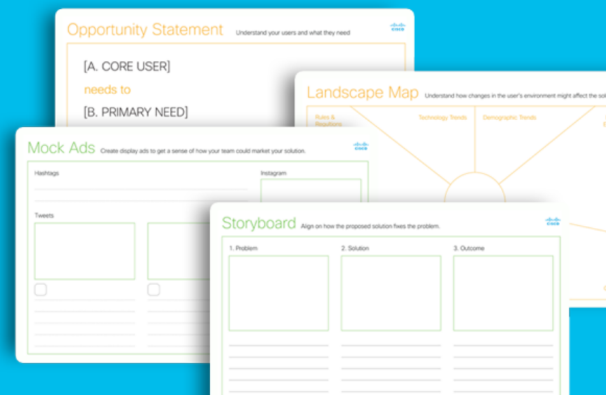
<http://Design.Cisco.com>



Templates and Tools

We've created printable templates of some of our favorite Design Thinking exercises. From empathy maps to storyboards to mock ads and more, download these tools to use with your team.

[Download the templates](#)

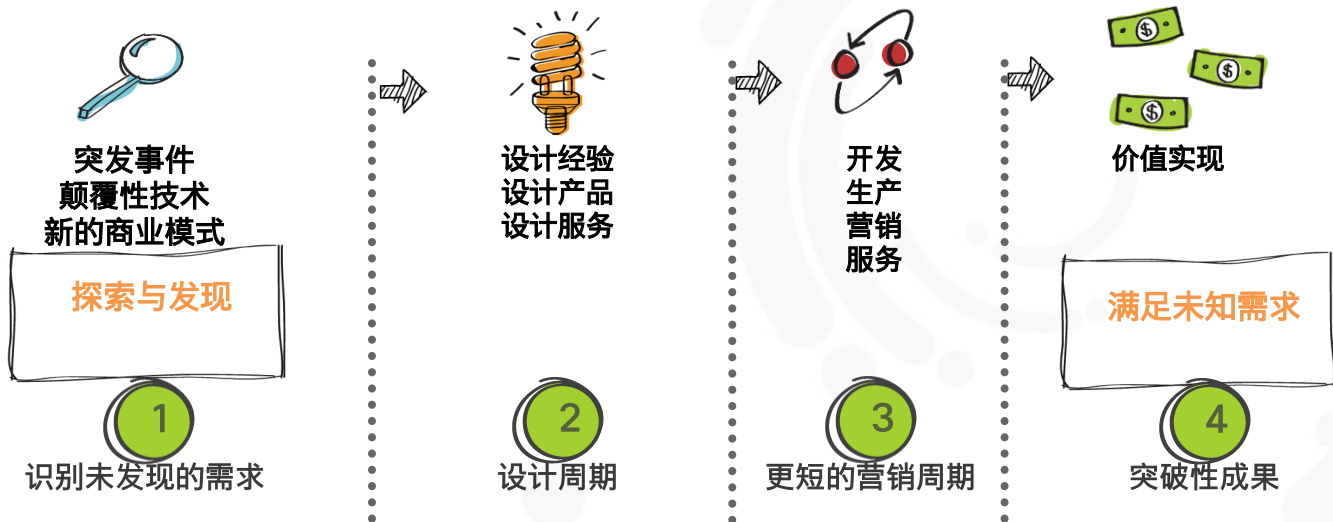




传统价值链...



新型价值链



设计思维是一套工具和思维模式，基于同理心来解决问题和发现问题



销售优势包括：

引发对我们技术的需求和想法（销量**更多**）

与新老客户构建关系（销售**更快**）

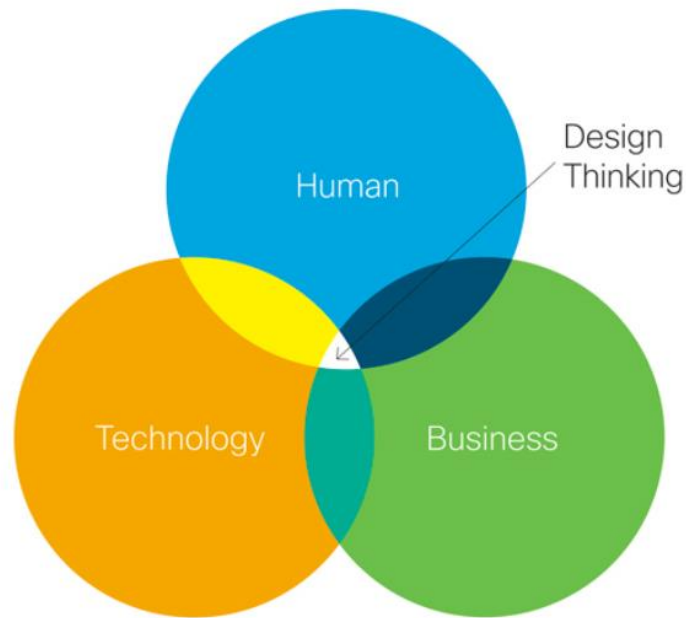


什么是设计思维？

- 一种以人为本的创新精神和设计方法，立足于：
 - 人的需求
 - 人的好恶
 - 与生产、包装、营销、零售、支持或所有这些方面相关
- 一种设计者须掌握的技能，考虑人的需求和行为，制定出可行的商业策略，创造客户价值，挖掘市场机会

设计原则

- 阶段:
 - 0) 理解/观察
 - 1) 具象化/实现
 - 2) 评估/完善
 - 3) 实施 (详细工程设计)
 - 4) 实施 (量产)





谢谢!

DANCE TOGETHER
舞动未来

2018思科大中华区生态系统与合作联盟高峰会
Cisco Greater China Ecosystem and Alliance Forum 2018

