Human-centered Design

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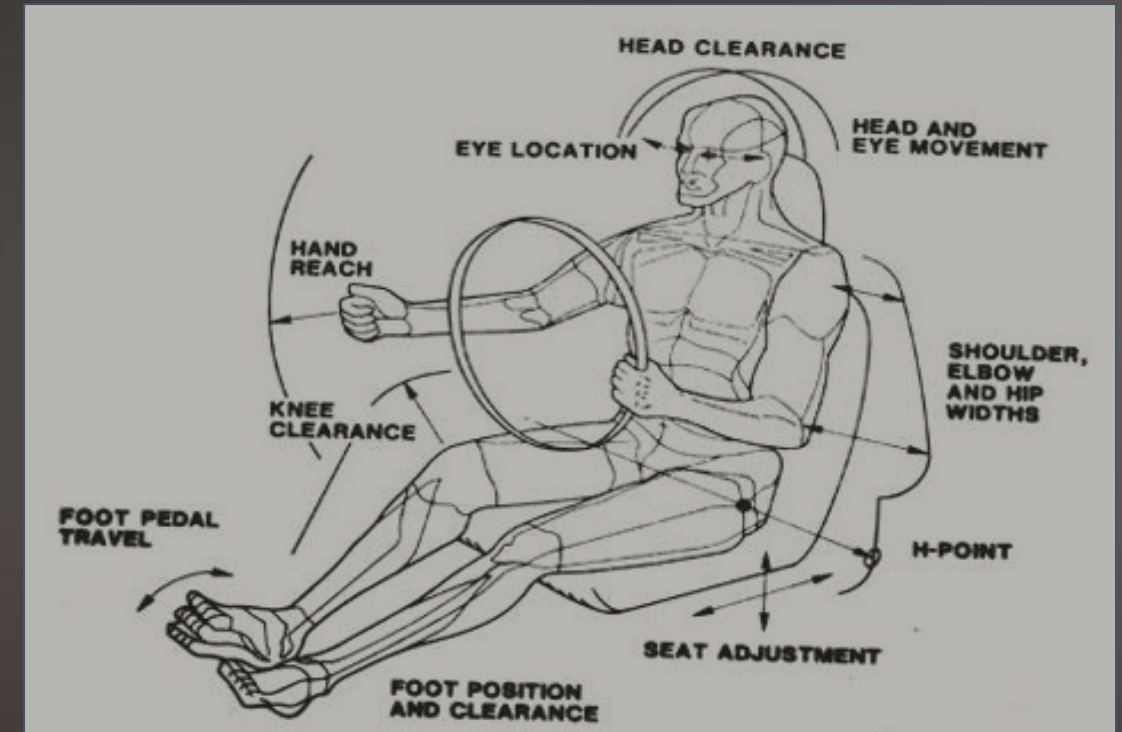# How old is Human-centered Design?

Very old!

Product Design

20+ yrs ago

Focus: Ergonomics & Usability

Designed based on anthropometric data

10 yrs ago – Present

Focus: Usability & Delight

Insights–driven design for diverse users

The Current Landscape

The 'Home and Kitchen' category on Amazon alone features over 58 million items, while 'Electronics' includes over 17 million products

(Full-Time FBA and Clear the Shelf)

Challenges for Brands

According to PwC's Voice of the Consumer Survey, 70% of Generation Z would pick a new brand over an existing one for their next product

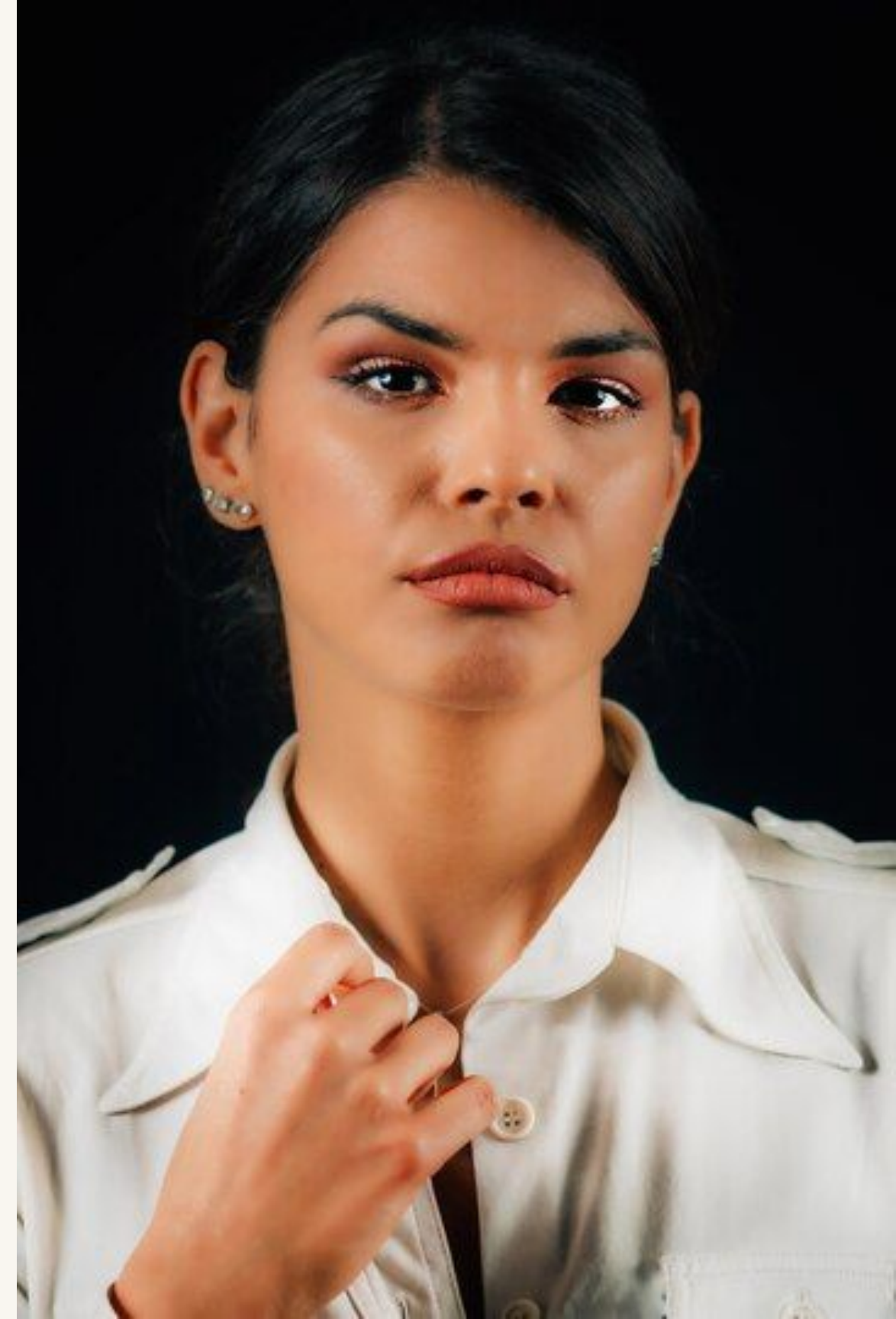*(2024 PwC's Voice of the Consumer Survey)*

The Power of Design

Creating a Personal Connection

Trying a New Brand/Service

Curiosity	vs	Confidence
Excitement	vs	Familiarity
Anxiety	vs	Calm
Hope	vs	Efficiency

Emotional Connection

Built for you

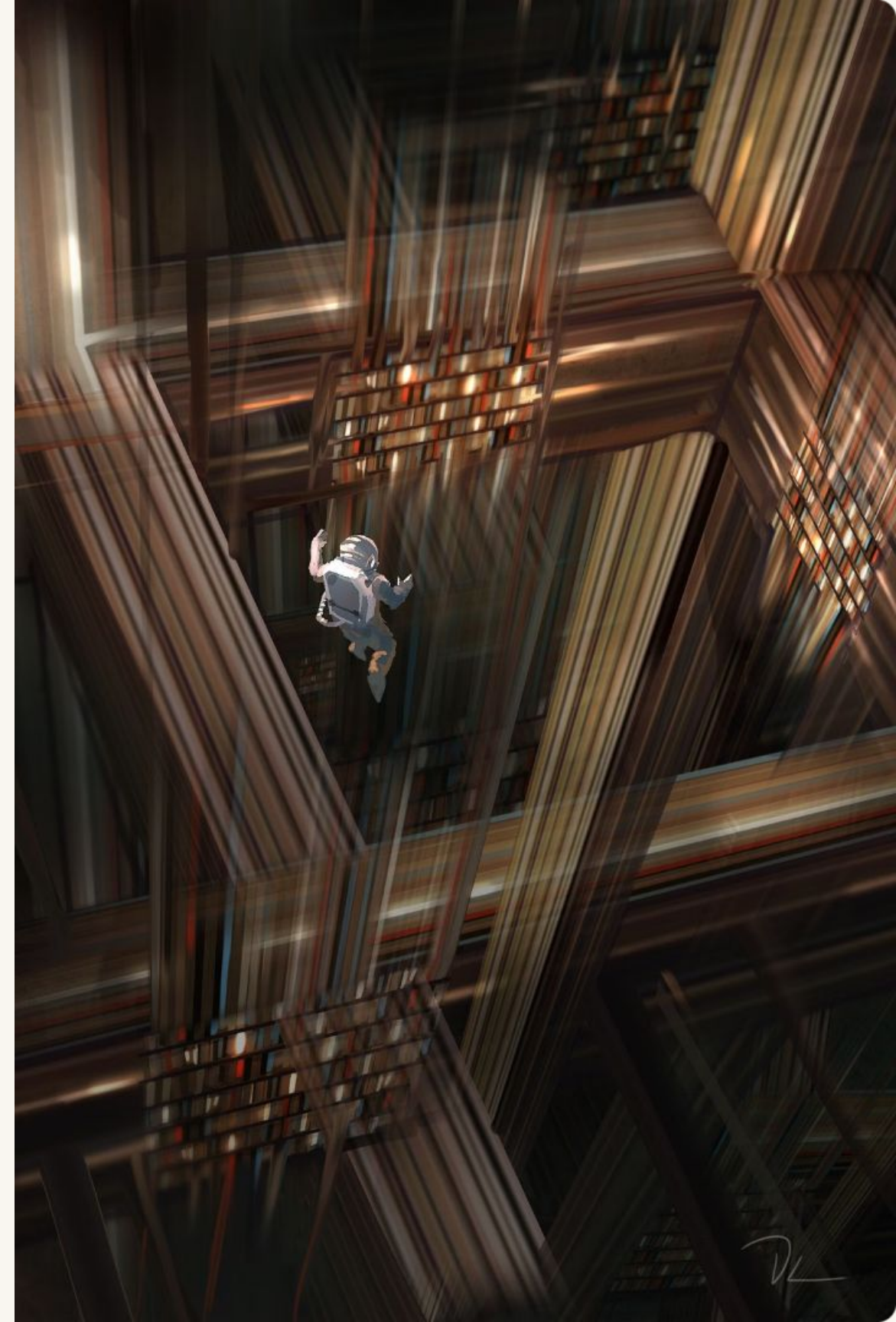Just the right options

The "Gets you" feeling!

Here's how:

Deep understanding of your user's lifestyle

Struggles, Needs, Aspirations

Map a 3D user journey

Intelligent Cooking

Problem Identification
Inconsistent results in grain and rice cooking.

User-Centric Solution
Removes guesswork. Does the thinking for you!

Intelligent Design
Weighs ingredients and dispenses perfect amount of water.

KitchenAid

Adaptive Interiors
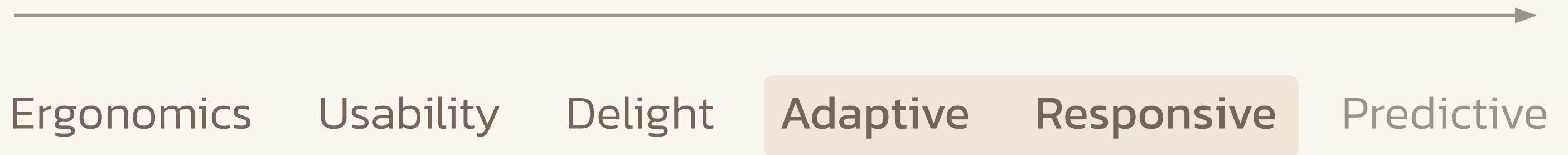
Adaptable workspace for contractors and professionals.

Ford F150 Interior

Ford eTourneo Van

Evolution of Design Focus

Ergonomics   Usability   Delight   **Adaptive**   **Responsive**   Predictive

The Future

| Tailored	Products adapting to individual user's changing preferences
Intentional	Designing multimodal experiences to get users in the desired mental state
Intelligent	Anticipating user needs before they arise

Embrace Technology to Enhance Experiences

Focus on developing sound user **experience strategies first**, then

leverage AI to improve workflows and supercharge existing strategies.

Build trust through meaningful usage of data, tap into existing

digital ecosystems to provide the most value

Human-centered Design as a Strategic Imperative

Deeply understanding users through research and empathy is critical. Companies must design products that resonate emotionally by iterating through prototypes and testing.
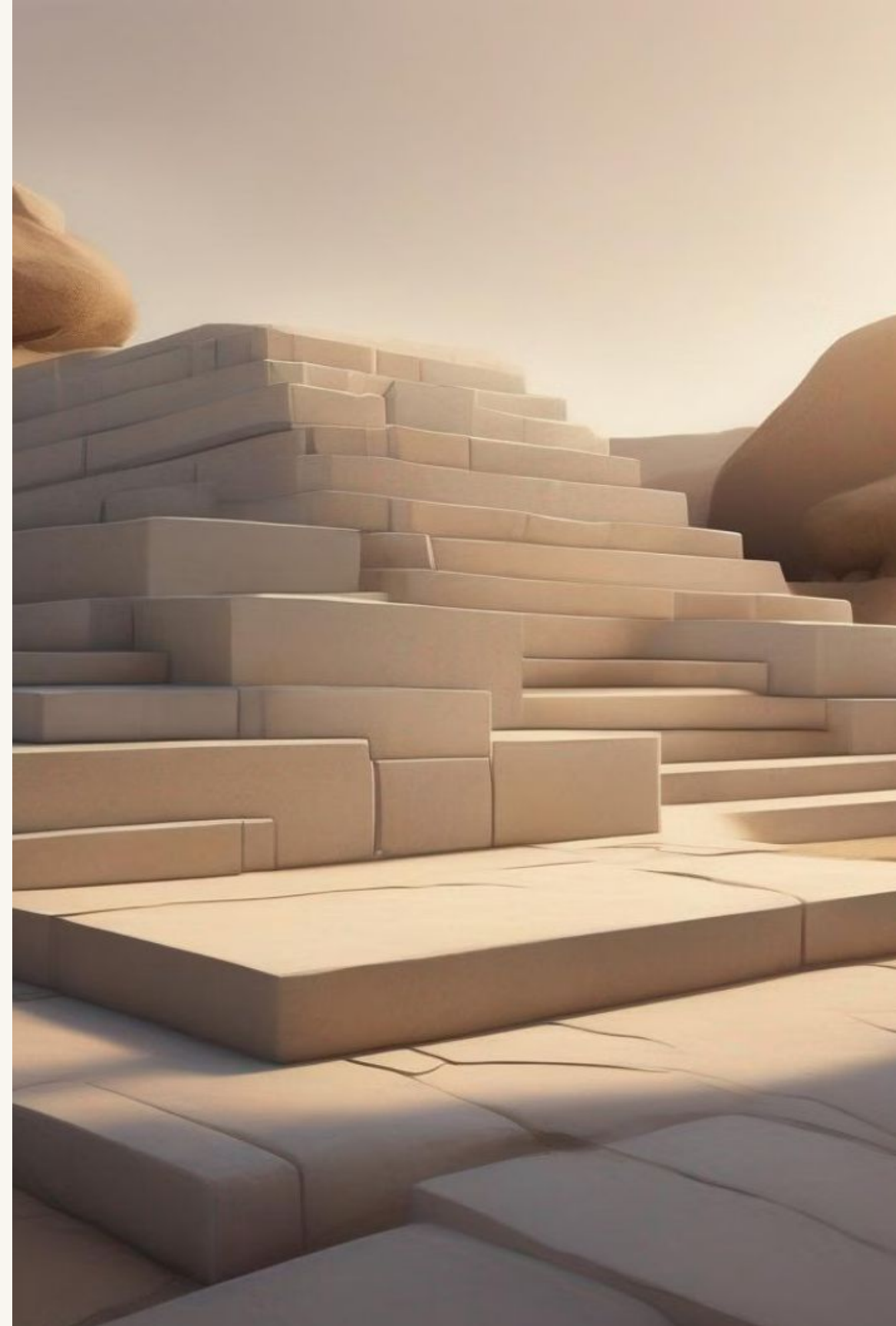
Thank you

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