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Interaction Design &Organizational Change

NOKIA和ANYCALL功能信息比较图

三星 诺基亚

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Objects > Behaviors

Functions > Experiences

Products > Services

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people

actions

interACTION

purpose

means

contexts

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How does interaction design change an organization?

John Heskett: The Major Functions in a

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John Heskett: The Major Functions in a

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people

actions

Organization

purpose

means

contexts

embrace

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NURSING CARE JOURNEY

Mapping behaviour and information exchange in nursing activities

Work Pressure

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Embrace has changed how patients intact with doctors, nurses, hospital facilities, therefore created new patient experience through

sequencing and timing activities;

providing new means of support;

creating more friendly environment;

...

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Embrace has changed how patients intact with doctors, nurses, hospital facilities, therefore created new patient experience through

sequencing and timing activities;

providing new means of support;

creating more friendly environment;

...

which requires managerial changes at PokOi Hospital.

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"…you have inspired and motivated us on managerial changes…"

Dr. Lee, Director, PokOi Hospital

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“Modern management was invented to solve the problem of inefficiency.”

Gary Hamel, The Future of Management, 2007, P.12

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Frederick Winslow Taylor

Taylor, father of scientific management and the most influential management innovator of the 20th century (regarded by many historians).

“Knowing exactly what you want men to do, and then seeing that they do it in the best and cheapest way.”

Fredrick W. Taylor, Shop Management (New York: Harper and Row, 1903)

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Max Weber

German sociologist and a contemporary of Taylor

- Control
- Precision
- Stability
- Discipline
- reliability

Gary Hamel, The Future of Management, 2007, P14

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“To a large extent, your company is being managed right now by a small coterie of long-departed theories and practitioners who invented the rules and conventions of the “modern” management back in the early years of the 20th century.”

Consider: in 1890 the average company in the US had four employees, and few had more than a couple of hundred workers. Had you been alive at the time, it would have been hard to imagine that a company could ever grow to the scale of U.S. Steel, which after its acquisitions of Carnegie Steel in 1901, became the world’s first company with a billion-dollar market value. It would have been nearly impossible to believe that a business founded in 1903-the Ford Motor Company-would turning out more than half a million cars per year a decade later.

Gary Hamel, The Future of Management, 2007, P16

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Efficiency…diminishing returns

Supply and Demand

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people

actions

Organization

"Modern Management"

purpose

means

contexts

The SLIM Concept

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David, Paul A; Desai, Ashok; Teubal, Morris. "Knowledge, property, and the system dynamics of technological change; Comments." The World Bank Research Observer, Washington 1992. Supplement Start Page: 215

Credit to Prof. John Heskett for introducing to me economy theories.

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要高度重視工业设计

湛江 冰湖

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engineering design, product design,industrial design,ceramic design,decorative design,graphic design,illustration design,information design,typographic design,advertising design,packaging design,brand design,interior design,environmental design, fashion design, textile design,pattern design,software design,service design, systems design,interaction design, interactive design,experience design,hair design,floral design,funeral design…

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organizational design

engineering design, product design,industrial design,ceramic design,decorative design,graphic design,illustration design,information design,typographic design,advertising design,packaging design,brand design,interior design,environmental design, fashion design, textile design,pattern design,software design,service design, systems design,interaction design, interactive design,experience design,hair design,floral design,funeral design…

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Vision

理念、信仰、价值观、目标

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学术

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Integrated Innovation
整合创新实验班

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培养能够定义产品或服务，提供整体解决方案，
并具备良好团队合作和沟通能力的职业设计师。

用户研究和产品定义
学习“模糊前期”的用户和市场研究方法、解决产品定义和制定设计任务书的能力。

产品与服务开发
培养学生产品或服务概念的开发基本原理和方法，也就是执行设计任务的能力。

整合创新设计I
了解和熟悉从定义、概念、整体解决方案的整个流程，并学会选择合适的用户研究和概念开发的方法。

整合创新设计II
在实际项目中应用前面所学方法，强调突破性创新、以及在组织和系统层面的创新。

产品属性

功能属性体验属性
物理属性人文属性
静态属性动态属性
外在属性内在属性
主要属性从属属性
定性属性定量属性
短期属性长期属性

。 。 。

学生

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江南大学开放创新设计研究院

专业硕士培养基地

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Redesign
Design
Education

- **2012 Scope, Methods, and Principles**
- *2013 Transformation of Businesses*
- *2014 Concepts as New Philosophic Foundations*
- *2015 From Service to Purpose*
- *2016 Towards a New Philosophic Framework of Design*

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Thank You!
谢谢！

2012-9-14
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江南大学设计学院 SCHOOL OF DESIGN, JIANGNAN UNIVERSITY