STAY IN THE LOOP

Interested in designing the Wednesday lecture posters? Email: wozzop@gmail.com

INSPIRATION

1. www.jenniferabell.com
   Children’s book and greeting card illustrator with many magazines and publishers as her clients

2. rude-mechanicals.tumblr.com
   Thoughts, ruminations, and general whatever from the moderately acclaimed and ridiculously prolific writer and editor M.Christian.

3. www.creattica.com
   An online resource for design inspiration and freebies
   Do you have any inspirational sites or blogs that you want to share with the rest of the school? Send them in to wozzop@gmail.com

CREDITS

Thanks for your contributions. Future articles & photos can be sent to wozzop@gmail.com by Thursday evenings. We love hearing from you!

Editor: Daniel Jansson
Graphic Designer: Stephen Beaton
Photos: Daniel Jansson, Stephanie Knödler
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THE WEEK THAT WAS

APD1’s visit to Atlas Copco in Örebro

Open House exhibition 5 - 6 May 2012

Umeå Academy of Fine Arts

Every year Umeå Academy of Fine Arts invites the public to open house, where students display their works. Come and see, listen and participate in discussions about contemporary arts at the school.

Walpurgis Eve celebrations up at the University Campus, a very smoky Walpurgis Eve indeed.

http://www.art.umu.se/english/about-the-academy/open-house-exhibition/?languageId=1
Mostly Services. Our Economy Is Services with purpose. At Continuum, we have four rules for designing services that transform a company’s image; it can improve people’s lives. But successful service design is complex and complicated, and many companies get it wrong. At Continuum, we have four rules for designing services with purpose.

SET THE RIGHT EXPECTATIONS

Many companies make the mistake of overselling their service—a strategy that backfires when customers are inevitably disappointed. (And a disappointed customer is not a return customer.) United Airlines’ recent animated commercial of a father flying aloft on a bird paints a fairy tale fantasy of modern-day air travel. Southwest Airlines has a better approach. The discount king has an ad in which a dorky business traveler at a small-town airport can’t contain his glee at having been upgraded to Business Select. (Reward points! Free drinks!) Guess which airline consistently scores higher on consumer satisfaction surveys? Southwest. Because the airline sets its expectations low, it can and does over-deliver.

DESIGN FOR FLEXIBILITY

How do you create a service that works in today’s context but can also evolve as new technologies and behaviors emerge? The simple answer is from one of my colleagues, Continuum Digital Design Principal Toby Bottorf: “Always be in beta.” At Continuum, we design flexibility into every project. We recently worked with a global medical diagnostic and testing service company to design patient rooms. To meet their need for flexibility, we created movable fixtures that can be adjusted or removed within hours and a customized wall system that can be rearranged overnight to accommodate unknown future services. (An added perk: If the company relocates offices, they can take their walls with them.)

GET THE RIGHT PEOPLE IN THE ROOM

Executing successful service experiences requires all silos of an organization—marketing, operations, sales, finance, and so on. But these silos must often only connect at the top of the organization; they’re not communicating with one another at the consumer level. Successful service design depends upon getting one empowered person from each of these silos in the room. This collaboration cultivates trust and respect within the company, but it also ensures that each silo has a sense of ownership in the project. At Continuum, on every project, we advise the client-side team to include people from human resources, operations, marketing, sales, construction, and even frontline employees like chefs and front-desk staff.

MAKE IT REAL

Rather than delivering a splashy, innovative idea to our client and then washing our hands of it, we collaborate with the client through the often challenging process of bringing the new service design to life. Partly, we do that by making the intangible tangible early in the process—showing our client how the final design will work and what it will look and feel like, so they can get everybody in the company on board with the idea. For the global bank BBVA, we created a series of demos in the atrium of the bank’s Center of Innovation in Madrid that showcased the interactive banking touchpoints that would be used in the new retail banking model. This was viewed by more than 1,500 people, including bank leadership, thought leaders, and members of the media. We then took a portable version of this experiential model on the road to share it with other members of the global organization. Ultimately, BBVAs entire global management team embraced the vision and new direction of the organization.

In 2010, Americans spent more than $7 trillion on services—amounting to 67% of total consumer spending. 

When overhauling a client’s relationship with its customers, Continuum’s Craig LaRosa adheres to a few core principles, from soliciting widespread input to always designing with future flexibility in mind.

Every time you ship a package, withdraw cash from the ATM, or call your health insurance provider, you’re experiencing a service system. We’re a service-focused economy: In 2010, Americans spent more than $7 trillion on services—amounting to 67% of total consumer spending. Service design—choreographing the dynamic interactions between companies and people—cannot only transform a company’s image; it can improve people’s lives. But successful service design is complex and complicated, and many companies get it wrong. At Continuum, we have four rules for designing services with purpose.

GET THE RIGHT PEOPLE IN THE ROOM

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MAKE IT REAL

Rather than delivering a splashy, innovative idea to our client and then washing our hands of it, we collaborate with the client through the often challenging process of bringing the new service design to life.
Don't forget to send in the names of important magazines, media or people I should add to our media list – no later than May 8th 12.00.

I would also like you to add important media from your home town. I'm sure they want to cover your accomplishments here at UID – let's tell your friends and family how you're doing!

Industrial Design Center is an open research-through-design-lab and a communication platform between the industry and the product design & engineering programs offered at Høvst University College West Flanders.

In September we organize the 3rd edition of our Creative Prototyping summer school. It’s an opportunity for students and graduates, PhD students, teachers and researchers, engineers and creative-technical people from all over the world to train their model making skills.

We offer 1 week full of ‘maker workshops’ for those who share the passion for design and prototyping, co-creation and materialization of ideas. This year we welcome professional coaches such as Lékué (Barcelona), Jürgen Heini (former BMW modeler), Pilipi design product design, Atolms design and many others.

Our workshops: quick & dirty prototyping, clay modeling, laser cutting, 3D printing, wood turning, welding, plastic shaping processes, product photography, 3D scanning, foam modeling and arduino open source electronics.

Place: Høvst Industrial Design Center, Kortrijk, Belgium
When: September 3rd – September 7th 2012
Price: €550 / person
Info and subscribe: work.hovest.be/summerschool2012

We have extended the deadline for competition entries until midnight (00:00 GMT) on Friday 11th May.

This gives your students an extra week to add the finishing touches to their submission. Judging will take place soon after the competition closes, so please ensure they don't miss out.

Mark Adams, Vice President Opel/Vauxhall Design, announced the news in a video message to all entrants. Visit the following link to hear from him: http://www.youtube.com/watch?v=ofWap9dpF98

If your students have already made an entry, one important criteria they seem to be forgetting is that they must submit TWO entries; one for INTERIOR and one for EXTERIOR.

With the entry they’ve already made, they can use this final week to tweak and perfect it – now is the time to really impress the judges.

DEADLINE: FRIDAY 11TH MAY

The chosen finalists will be announced on the competition website and via email soon after the judging has taken place. They will then be invited to compete in Phase 2 of the competition.

Opel/Vauxhall is offering a number of paid internships to the competition winners and all the finalists will be invited to the Paris Motor Show where their work will be displayed and where the winners will be announced.

COMPETITION (IN SWEDISH ONLY!)

Tävla med din affärsidé genom att tävla med Ditt Företag Online, du kan vinna coaching och fina priser från Google! Du tävlar genom att sammansatta din affärsidé och länka till din hemsida. Har du ingen hemsida ännu har du möjlighet att skapa en gratis på Ditt Företag Online.

Tävlingens jury består av bland annat Simon Sunden, internetentreprenör och medgrundare av Lissly, Jesper Kjellén, VD på The Hub Stockholm, och Gustav Radell, marknadschef på Google Sverige.

Tävlingen är öppen för studenter mellan 18-30 år. Läs mer och tävla på www.dittforetagonline.se/tavling Deadline den 14 maj!

Frågor? Maila: dittforetagonline@studentcompetitions.com

Deadline Extended:
Opel/Vauxhall Interactive Design Competition

Does your mother know?

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Send me an e-mail, call me or visit me in Demian's room.

Thank you!

Jessica Larsson Svanlund, Communications officer, UID
070-773 49 95
jessica.larsson@dh.umu.se
France warmly welcomes you to the

FRENCH PUB

@ Umeå INSTITUTE OF DESIGN, 11th of May, from 5:00 PM

Sign up at: