



DESIGN ANTHROPOLOGY IN PRACTICE

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FJORD™
Design and Innovation from
Accenture Interactive

TODAY'S TALK:

-A LITTLE BIT ABOUT ME

-THE ANTHROPOLOGIST IN BUSINESS

-KEY TRENDS TO BE MINDFUL OF



A DESIGN RESEARCHER

ATLANTA • AUSTIN • BERLIN • CHICAGO • DALLAS • DUBAI • HELSINKI • HONG KONG • ISTANBUL •
LONDON • LOS ANGELES • MADRID • MELBOURNE • MILAN • NEW YORK • PARIS • SAN FRANCISCO •
SÃO PAULO • SEATTLE • STOCKHOLM • SYDNEY • TORONTO

FJORD-WHERE I WORK NOW

22

Studios

Europe, North America,
South America and
APAC

800

Experts

Designers & strategists

300

Clients

Worldwide

1

Team

Part of Accenture Interactive,
the world's largest agency

TAKE THE PAIN AND ANXIETY OUT OF HOME BUYING / CHANGE CAR MANUFACTURERS TO SERVICE ORGANIZATIONS / RE-IMAGINE THE HOTEL EXPERIENCE FOR NEXT GENERATION TRAVELERS / INVENT NEW PROPOSITIONS TO DRIVE YOUTH ENGAGEMENT / RE-INVENT THE RETAIL EXPERIENCE WITH DIGITAL AT THE CORE / HELP TURN HEALTHCARE FROM REACTIVE TO PROACTIVE, FROM POPULATION-BASED TO INDIVIDUAL / PUT PEOPLE AT THE CENTER OF THE ENERGY INDUSTRY / GIVE FIELD WORKERS HANDS-FREE ACCESS TO LATEST CUSTOMER DATA / UNLEASH DESIGN TO HELP EMPLOYEES MAKE SMART DECISIONS AND GET THEIR JOB DONE EFFICIENTLY / RE-IMAGINE WHAT A BILL IS ABOUT / RADICALLY SIMPLIFY CITIZENS' INTERACTIONS WITH THEIR GOVERNMENTS / HELP BANKS MEANINGFULLY ENGAGE WITH THE MOBILE GENERATION / HELP PEOPLE GROW THEIR MONEY FASTER / MAKE BIG BRANDS RELEVANT IN DIGITAL ECOSYSTEMS / TAKE THE HASSLE OUT OF PUBLIC TRANSPORTATION / CREATE A 360-DEGREE VIEW OF CUSTOMERS, TO BE ABLE TO SERVE THEM BETTER / MAKE INSURANCE RELEVANT FOR DIGITAL CONSUMERS / INNOVATE THE EMPLOYEE ENGAGEMENT EXPERIENCE / TEACH CLIENTS TO FISH (BUILD DESIGN AWARENESS AND CAPABILITY) / TRANSFORM A COMPLEX CONNECTED HOME ECOSYSTEM INTO AN ELEGANT & SIMPLE SMARTPHONE APP / TRANSFORM THE CUSTOMER EXPERIENCE OF MAJOR CORPORATIONS / REIMAGINE THE FUTURE OF HEALTHCARE /



4 MONTHS IN...

~10

**Design
Researchers**

~50

**Designers who
do research**

∞

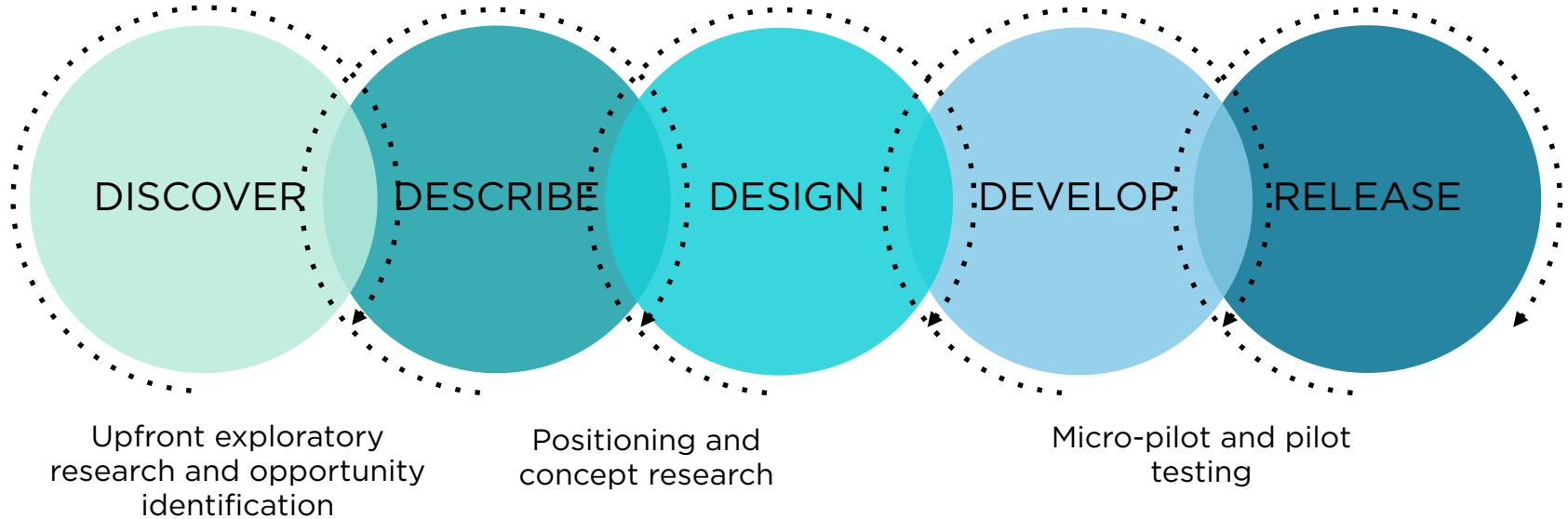
Enthusiasm

∞

Demand

THE ROLE OF THE DESIGN RESEARCHER

Opportunity to impact across the design & innovation process



THE DESIGN RESEARCHER STUDIES EVERYTHING...

From maintenance in a mine
To diabetes management
To hotel employee processes
To the donation experience
To redefining pain measurement
To the role of mobile in shopping
To the fan experience of the Golden State Warriors
And many many things in between

SOME INTERESTING TRENDS...

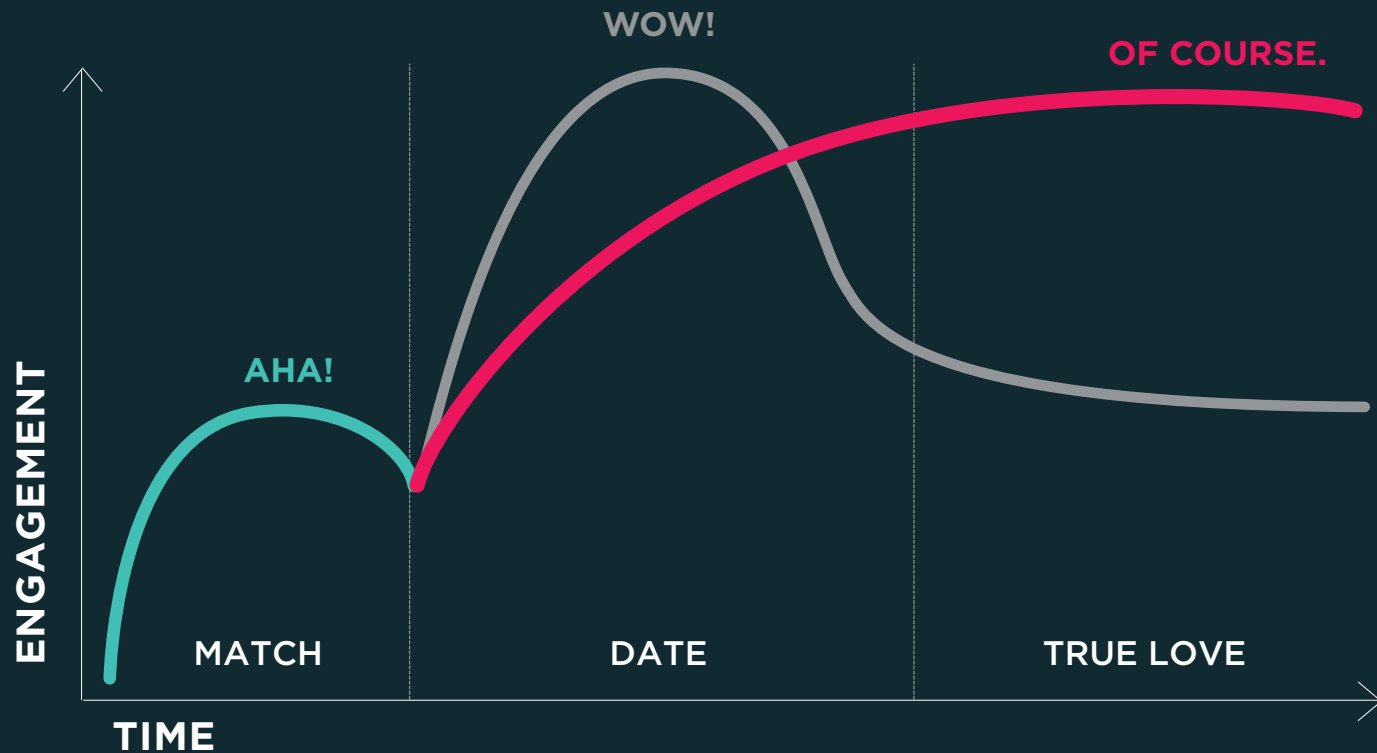


WE LIVE IN AN ERA OF LIQUID EXPECTATIONS

The background of the image is a dark blue gradient with numerous out-of-focus, colorful circles in shades of orange, yellow, green, and red, creating a bokeh effect.

THE COMMODITIZATION OF EMPATHY

LOVE IS THE (NEW?) LANGUAGE OF BUSINESS





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THANK YOU

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