

Designing User Experiences To Bring Your Product To Life!

Seminar Experience sponsored by ASTM Committee E-18 Sensory Evaluation

Wednesday, April 29, 2015 3:00 – 5:00p.m.

Anaheim Marriott, Anaheim CA

Featured Speaker – Mark Capper, President, Kompas Strategy

Join us to discover how User Experience Design (UXD) can breathe life into a product by diving deep into the consumer-product connection and empowering consumers with a voice and integral role in the creative process. Mark Capper, President of Kompas Strategy, will share the power of User Experience to identify consumer aspirations, realities, and unexpressed needs, allowing brand and product developers to create compelling, consumer-driven products.

Seminar participants will experience small-group learning activities that demonstrate basic elements for designing successful user experience research. Attendees will take-away an understanding of how UXD can facilitate the holistic product development process and add tremendous value to their daily work.

Seminar Planning Committee: Suzanne Pecore, Retired General Mills; Darla Hall, Research Vibe; Donya Germain, Pearl Strategy and Innovation Design

Mark Capper is founder and President of Kompas Strategy, a new type of innovation agency that creates breakthrough products and brands by integrating in-depth insight in a creative, design thinking process. Kompas focuses on creating strong attachment bonds with customers that lead to increased loyalty, higher price points, and word of mouth referral. Kompas has expertise in using customer insight throughout the creative process, leading to a high likelihood of success.

Mark and the Kompas team works directly with organizations, or with their design or research agencies. Kompas clients include Johnson & Johnson, PepsiCo, Kraft, Nestle, Cars.com, BMW, Hyundai/Kia and Agilent Technologies. Clients range from Fortune 100 companies to startups.

Prior to Kompas Strategy, Mark was a Senior Vice President at Added Value, a global WPP agency specializing in Marketing Research, Brand Development and Innovation. Mark played a key role in managing innovation and branding programs for Coca-Cola, Harley-Davidson, Diageo, Yamaha and other brands.

Mark led user centered innovation and design strategy in several consulting firms. He was among of the first corporate ethnographers, and is accomplished in both qualitative and quantitative research.

With over 20 years of experience, Mark has experience on nearly every continent, and across many industries including consumer packaged goods, automotive and transportation, technology, gaming, financial products, medical devices, pharmaceuticals and OTC pharmaceuticals.