

Transforming Product Design Through User Experience – Join the Revolution

Wednesday, October 26, 2016

Atlanta, Georgia



**Co-Sponsored by SSP and ASTM International
Committee E18 on Sensory Evaluation**



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Table of Contents

4 – Sponsoring Organizations Overview

5 – Schedule of Events

6 – Speaker Biographies

10 – Design Thinking Exercise

Special Thanks To:

Workshop Committee Members: Donya Germain and Carrita Hightower

Support and assistance by Mona Wolf, Gail Civile, Natalie Stoer, Suzanne Pecore

Sponsoring Organizations

Society of Sensory Professionals Overview

The Society of Sensory Professionals is a 501© non-profit organization devoted to developing and promoting the field of sensory science. Our purpose is to advance the field of sensory evaluation, including consumer research and the role/work of sensory professionals, for the purpose of sharing knowledge, exchanging ideas, mentoring, and educating its members.

The society maintains an association with the ASTM International Committee E18 on Sensory Evaluation of Materials and Products. The relationship includes joint promotions of each other's activities, as well as organizing business meetings and conferences at combined meeting locations.

Membership is open to anyone, in any country, with an interest in sensory or consumer science. To become a member of the Society of Sensory Professionals, please visit <http://www.sensorysociety.org/Pages/default.aspx>

ASTM International, E18 Committee on Sensory Evaluation Overview

ASTM International is one of the largest voluntary standards development and delivery systems in the world. Over 12,000 ASTM standards operate globally. Defined and set by ASTM International, these standards improve the lives of millions every day. Combined with innovative business services, they enhance performance and help everyone have confidence in the things they buy and use – from the toy in a child's hand to the aircraft overhead. Working across borders, disciplines and industries we harness the expertise of over 30,000 members to create consensus and improve performance in manufacturing and materials, products and processes, systems and services. Understanding commercial needs and consumer priorities, we touch every part of everyday life: helping our world work better.

Since 1960, ASTM Committee E18 on Sensory Evaluation has been promoting knowledge, stimulating research, and developing principles and standards for sensory evaluation. There are more than 30 standards published in Volume 15.08 of the Annual Book of ASTM Standards, and other sensory testing publications. Members of E18 are professionals in a wide range of consumer package goods (CPG) organizations, academia, and government, as well as attorneys, professors, consultants, and researchers. Their expertise covers sensory science, psychophysics, statistics, psychology, food science, and other areas. Anyone is invited to participate. Active members of the ASTM E18 committee receive working documents and participate in the consensus voting.



Schedule of Events

Transforming Product Design through User Experience – Join the Revolution

8:30 – 8:45 am

Welcome and Introductions

What Does UXD have to do with Sensory Research?

Darla Hall, Research Vibe and Workshop Chair

8:45 – 9:15 am

Creating Meaningful User Experiences with Design-Thinking Approach

Mark Capper, President of Kompas Strategy

9:15 – 9:45 am

User Experience Applications for Service Design

Rafael Lopes, Product Developer and Experience Strategist

9:45 – 10:05 am

Design-Thinking Interactive Exercise – Opportunity/Cultural Scanning

10:05 – 10:25 am

Break

10:25 – 10:55 am

Leveraging Pain Points for Product Design and Transforming User Experience

Judy Chung, User Insights The Clorox Company

10:55 – 11:15 am

Design-Thinking Interactive Exercise – Empathize and Define

Why do research? Who are we talking to?

11:15 – 11:45 am

Driving Product and Brand Innovation through Storytelling and Empathy

Jandie Lane, Former P&G Innovation and Insights Executive and Principal Jandie Lane Brand Strategies

11:45 am – 12:05 pm

Design-Thinking Interactive Exercise – Ideate

Bringing Brand or Product Myth to Life

12:05 – 12:15 pm

Q&A and Wrap up for Design-Thinking Exercise

Speaker Biographies



Mark Capper, Founding Principal, Kompas Strategy. Mark was among the first “user centered” researchers focusing on customer experience for products, brands and experiences. Mark has over 20 years domestic and international experience conducting user research and developing design and experience strategy, both as a consultant and within leading organizations.

Mark founded Kompas Strategy in 2009 with the vision of helping organizations create more

compelling and meaningful experiences by using user insight in a “design-thinking” process to craft and optimize strategy for brands, products and experiences. Clients include Johnson and Johnson, Colgate-Palmolive, PepsiCo, Xerox, Siemens, BMW, Mercedes-Benz, Bentley, Maserati, Lamborghini, Hyundai and others.

Prior to founding Kompas Strategy, Mark held senior level positions focusing on the use of user research as a tool to guide creative thinking. Mark was Senior Vice President at Added Value, Director of Strategy and Research for Herbst LaZar Bell, and Manager and Director of Research at Hauser. Mark has also worked on the client side at Herman Miller, Baxter Healthcare and 3M Health Care.

Mark received his MBA from University of Southern California, a Master of Science degree from the University of Michigan, and a Bachelor of Science from Michigan State University.

Mark has lectured and taught courses at a variety of institutions including the University of Southern California Marshall School of Business, Art Center College of Design, Northwestern University, UCLA Anderson School of Business, the UCLA Extension and Art Institute of Orange County.

Mark Capper



Insights - Meaning - Desire

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Speaker Biographies



Rafael M Lopes, a product innovator for more than 18 years, has designed and launched more than 10 and managed more than 60 digital product and program experiences for consumers and businesses across software, financial services, agriculture and digital health. Through his product development and marketing consulting practice, Envien Group, he helps companies design experiences that delight and add value. He has worked with notable organizations such as City National Bank, ALLTEL and Toyota. In 2012, he graduated from Founder Institute and founded Verago to connect senior caregivers with families in under one hour. In 2015, he helped launch a FinTech startup allowing fresh-produce farmers across North America to be paid 45 days faster than the industry standard.

He was a founding member and former two-term president of the Product Development and Management Association's Los Angeles Chapter where he led the chapter's financial transformation.

Rafael holds a B.S. in Marketing Management and Economics from California State University, Los Angeles and an M.B.A. in Marketing and International Strategy from Loyola Marymount University. As a member of the Public Programs part-time faculty of Art Center College of Design, he taught Service Design and is currently designing a course on leveraging Biomimicry models from nature to solve design challenges. He enjoys speaking on product development and innovation topics and has guest lectured at Pepperdine University's Graziadio School and the USC Marshall School of Business.

Rafael M Lopes

Product Developer – Experience Strategist

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Speaker Biographies



Judy Chung earned her Ph.D. in Chemical Engineering at Purdue University. She started her career in R&D at Unilever, studying how various surfactants affected skin morphology. While working on new product development at Helene Curtis R&D, she became fascinated with the non-linear and sometimes non-obvious relationship between technical measurements and consumer perceptions. For the past 20 years, Judy has been at the Clorox Company, working in R&D and User Insights. She currently has the best job ever, as the CoE (Center of Expertise) for User Insights. Her favorite part of her job is solving the puzzle of how to test products and prototypes that most accurately reflect the consumer's usage experience.

Clorox has been applying design-thinking principles in their innovation process for 10+ years. Judy will share key lessons learned when applying design-thinking principles along with a recent case study example – Burt's Bees Lipstick – from developing a deep understanding of the Burt's Bees consumer, synthesizing the empathy to what the consumer would want when shopping for and using lipstick, to the design of the final product.

Judy Chung, User Insights



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Speaker Biographies



Jandie Lane, Brand Strategy Group, is a former Procter & Gamble (P&G) executive of 25 years. Through her background in psychology and coaching experience, combined with years of consumer research, she became keenly aware that the key to understanding behavior lies beneath the surface. From work teams to consumer groups, the key to understanding behavior, motivation and habit adoption lies in the subconscious. For example, one of her last projects with P&G was the hugely successful *Thank You Mom* Campaign for the 2012 Olympic Game Sponsorship, for which she led her team to leverage the subconscious motivations and beliefs that cross cultures.

She now coaches companies, teams and individuals in innovation, branding and creative problem solving strategies, leveraging insights from empathy training, behavioral psychology and neuroscience. Her recent experience ranges from interim CMO to helping companies enter new markets, launch new initiatives, re-branding, influencer & credentialing strategies.

Expertise in:

Innovation Strategies	Brand & Corporate Purpose,	Branding/Marketing Strategies
Front End of Innovation	Equity, Position & Architecture	Shopper Mktg/Retail Strategies
Global Brand Strategies	Disruptive Innovation	Moderating /Consumer Connect
Design Thinking Innovation	Story Telling	Consumer Journey, Purchase Path
New Market Entries	Leadership Training	Trial & Consumption Expansion
Targeting Strategies	Empathy Training	CRM & Social Media Strategies
Ethnographic & Deep Insight Development	High Functioning Team Development	Leveraging Archetypes, Deep Metaphors

Category Experience: Corporate Branding, Baby Care, Coffee, Health Care, Patient Care, Beverages, Snacks, Beauty, Skin & Hair Care, Laundry, Paper, Pet Care, Household Cleaning, Batteries, Shave Care, Oral Care, Insect Repellents, Branded Entertainment, etc.

Targeting Experience: Moms, Life-Stage, Teens & Children, Young Adult, Men, Multi-Cultural, Gamers, Natural/Eco-friendly Consumers, Low Income & High income segments, Beauty Enthusiasts, Scent Enthusiasts, Culinary Enthusiasts, Extreme Users.

Jandie Lane, Brand Strategy Group
 513.476.6795 jandie@jandelane.com

Creating WHAT'S NEXT Strategies: Innovation, Branding & Marketing Strategies

Insights: Human-Consumer-Shopper

A behavioral psychology and neuroscience approach to innovation and creative problem solving



How to Create Meaningful User Experiences

Design a New Beverage Container Experience

Yeti, makers of highly durable coolers and beverage containers wants to develop a new line of beverage containers intended to draw new customers to their brand. They would like to identify several types of customer segments to target and develop a unique new beverage container product to resonate deeply with each customer type.

Customer Type

- Each team will be assigned a customer type and provided with demographic and mindset profile.

Product Offering:

- Your job is to create the product offering

Client Brief

- The key objective is to uncover an emergent cultural movement that is relevant to your customer type.
- Uncover the relevant to the customer that can help make Yeti new product relevant.
- Using that cultural myth, create the “story” that defines the new Yeti product for your customer type.

EXERCISE 1: Define the Opportunity: Cultural Scanning

1. Make a long, unfiltered list of cultural tensions that are present in society today. To do this, think like a cultural historian who would be studying culture today to uncover the cultural dynamics that are creating tension. (This is for workshop purposes. In actual projects we interview cultural anthropologists, sociologists and other experts who study culture)
 - Brainstorm in teams
 - Use your intuition
 - Use the Internet
 - Be sure to write down all ideas

What are the key high level issues in culture that are in flux and changing? Look for clues in:

- Topics that are trending in social media
- Recently published books
- What are politicians talking about
- New TV shows with a growing following
- Movies that evoke controversy
- Music that conveys meaning
- Brands inside and outside the category

2. **Identify two or three that you feel are most relevant to the beverage container market, and your customer type.**
3. **Finally, select the one you most want to pursue through the end of this session. Write a short one or two sentence description of this cultural tension.**

EXERCISE 2: Empathize

Why Do Research?

The primary purpose of research during this phase in the process is to inform the creative process.

We will use empathy to deeply understand the perspective of the counterculture that is reacting to this tension using qualitative research.

- Discover their aspirations and actions
- Understand their emotional point of view
- Understand motivations and behaviors

Who Are We Talking To?

- At this point we would immerse into the counterculture that is taking a stand against the cultural tension you have identified. We would interview those who are involved in the counterculture.
- We would not talk to users (yet) at this time - Users are not yet aware of the myth. We will conduct user research once we have crafted our ideas. (We can ask users which tensions are most relevant to them.)

1. Empathize

For this exercise we would like you and your teammates to do online research into this counter culture. We would like you to look on line in blogs, social media, books, news and other media to seek out the counter culture that is reacting to your cultural tension.

- Why are they actively participating in this counterculture? What were the key elements (people, events, etc.) that influenced them?
- What is creating their emotional response?
- What aspects of their lives did they change – why and how? What aspects stayed the same and why?
- How have they changed their purchase decisions? Why?
- What is this counterculture saying that is too extreme to appeal to the mainstream?

2. Craft the Myth “Story”

Using your knowledge of the counter culture, define a Yeti Beverage Container myth or expression that is acting against your cultural tension. Write a short description describing:

- What does the brand stand for?
- How is the brand satisfying their perspective?

EXERCISE 3: Ideate

Ideate how to bring the Yeti Beverage Container to life:

- What would be the experience of using the Yeti Beverage Container?
- Create a story from the perspective of a Yeti Beverage Container User that describes their experience with the product.
- Bring to life the following:
 - What is the most ideal place where they would take their container?
 - How would others perceive them with their container?
 - When they are using their container, what emotions do they feel?



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