A proposal of XB-method, an Idea Generation System for New Services using User Experiences

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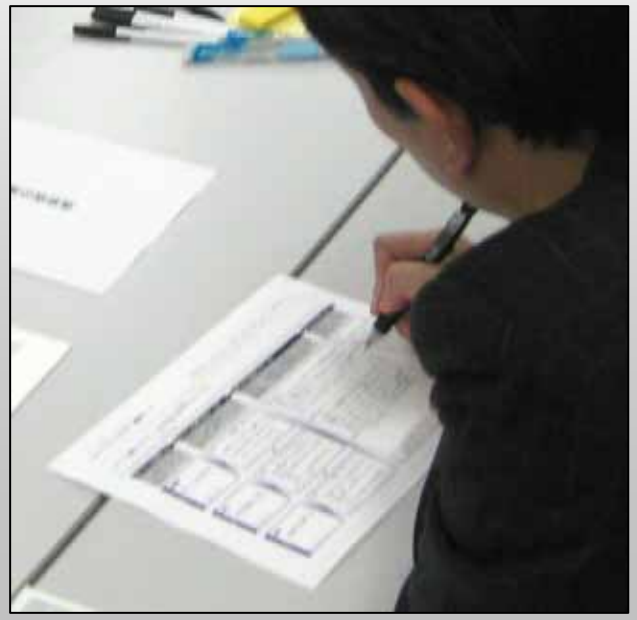
Overview

- To present XB-method, an idea generation system and its study effect.
- To propose XB-method as a idea generation system incorporating with the fundamental principles of HCD.



Agenda

1. Background
2. Outline of XB-method
3. How to use XB-method
4. Experiment : Workshop
5. Conclusion

1. Background

What is needed for product planning in Japan?

User

Diversifying
in lifestyle

Seeking
the higher degree
of satisfaction

It is to provide
affecting experiences
through products and services.

A product planning flow (KANDA model)

To find and confirm the potential need

To develop the creative concept

To objectively-define the best concept

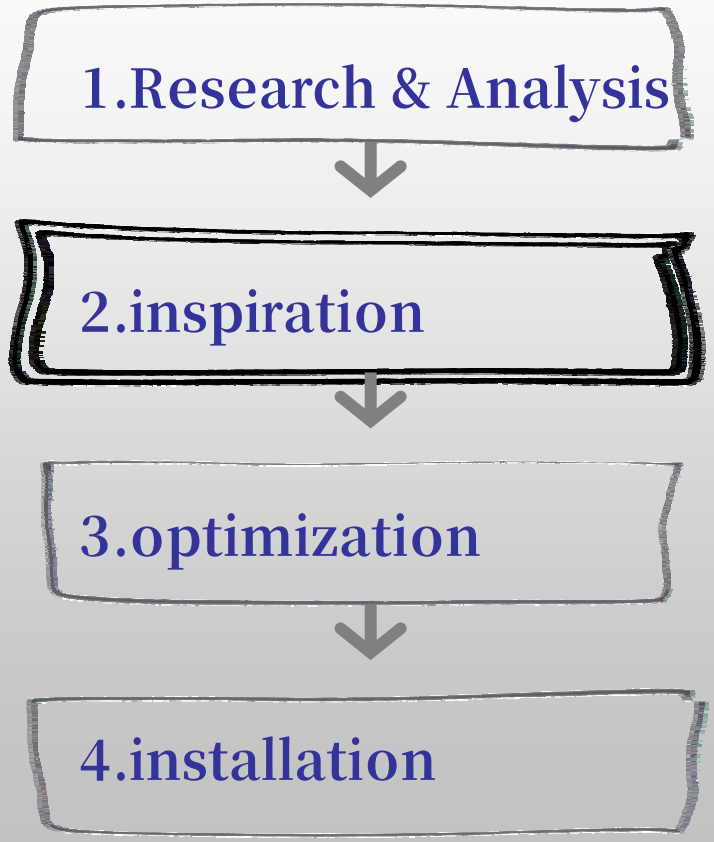
To make the direction for the developer and the planning

Problems in the current planning of affecting products

1. Being unable to respond to the pace of development
2. Eliminating product ’ s value from one ’ s experience

XB activity is applicable to the inspiration process of product planning

XB-method



To find and confirm the potential need

To develop the creative concept

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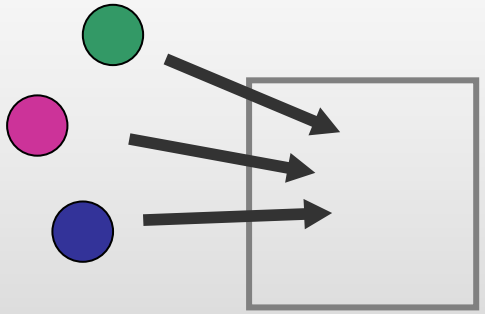
2. Summary of XB-method

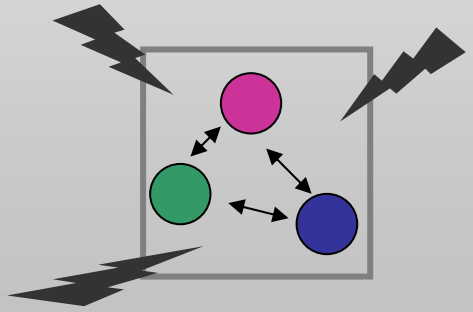
Mechanism of idea generation

It is

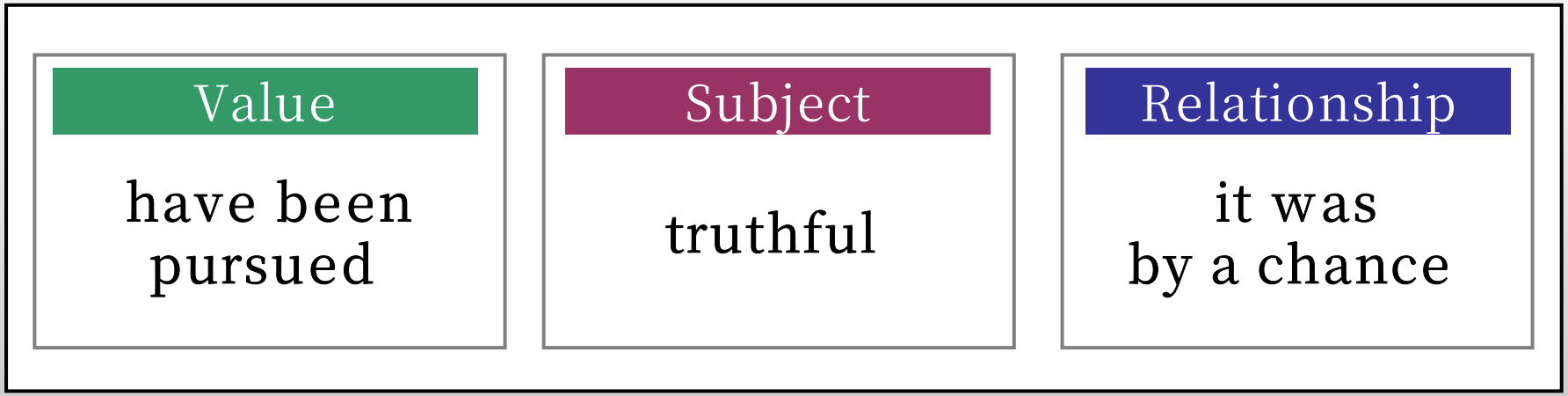
to project affecting elements that are extracted from actual experiences of users into product images to be designed.



to generate new affecting experiences by multiplying unexpected elements each other.



Schematizing affecting elements



3 components of User Experience

Label of Component	Value	Subject	Relationship
Scene of appearance	In what perspective?	For what subject?	In what relationship?
Definition	A sense of value that people cherish before having a relationship with the subject	Fascinations or characteristics of the subject	The way of involvements such as perceptions and experiences, and the context of the time

XB-method Activity

Previous Arrangement	1. Decide a targeting commodity and user 2. Select a set of keywords from the database
Divergent Thinking	3. Develop images of keywords 4. Multiplying images 5. Exchange ideas to develop images
Bundle in a scenario	6. Label the idea 7. Organize conditions for scenario-writing 8. Draw up a scenario

3. How to use XB-method

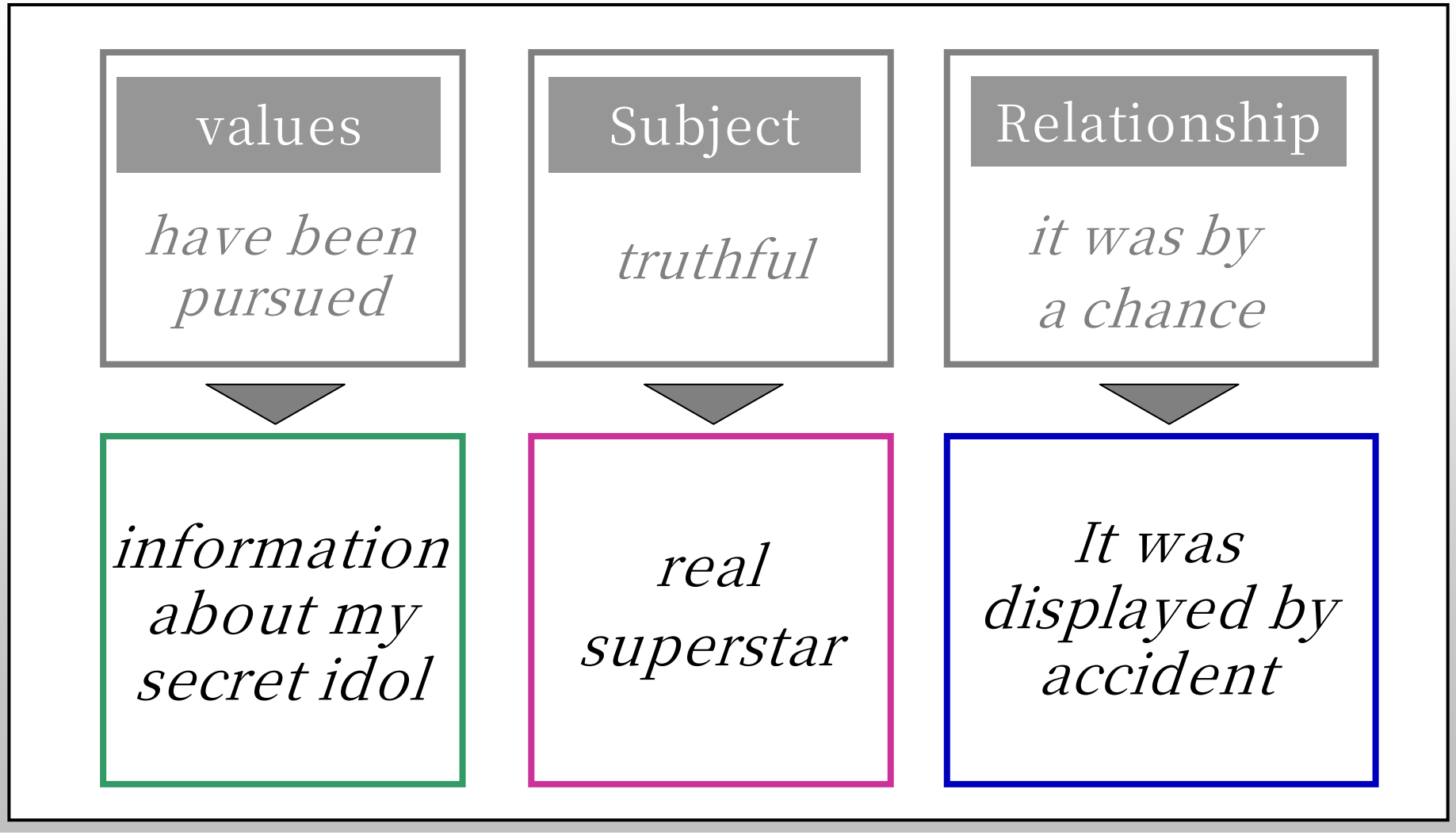
Activity.1 Decide a targeting commodity

Car navigation system

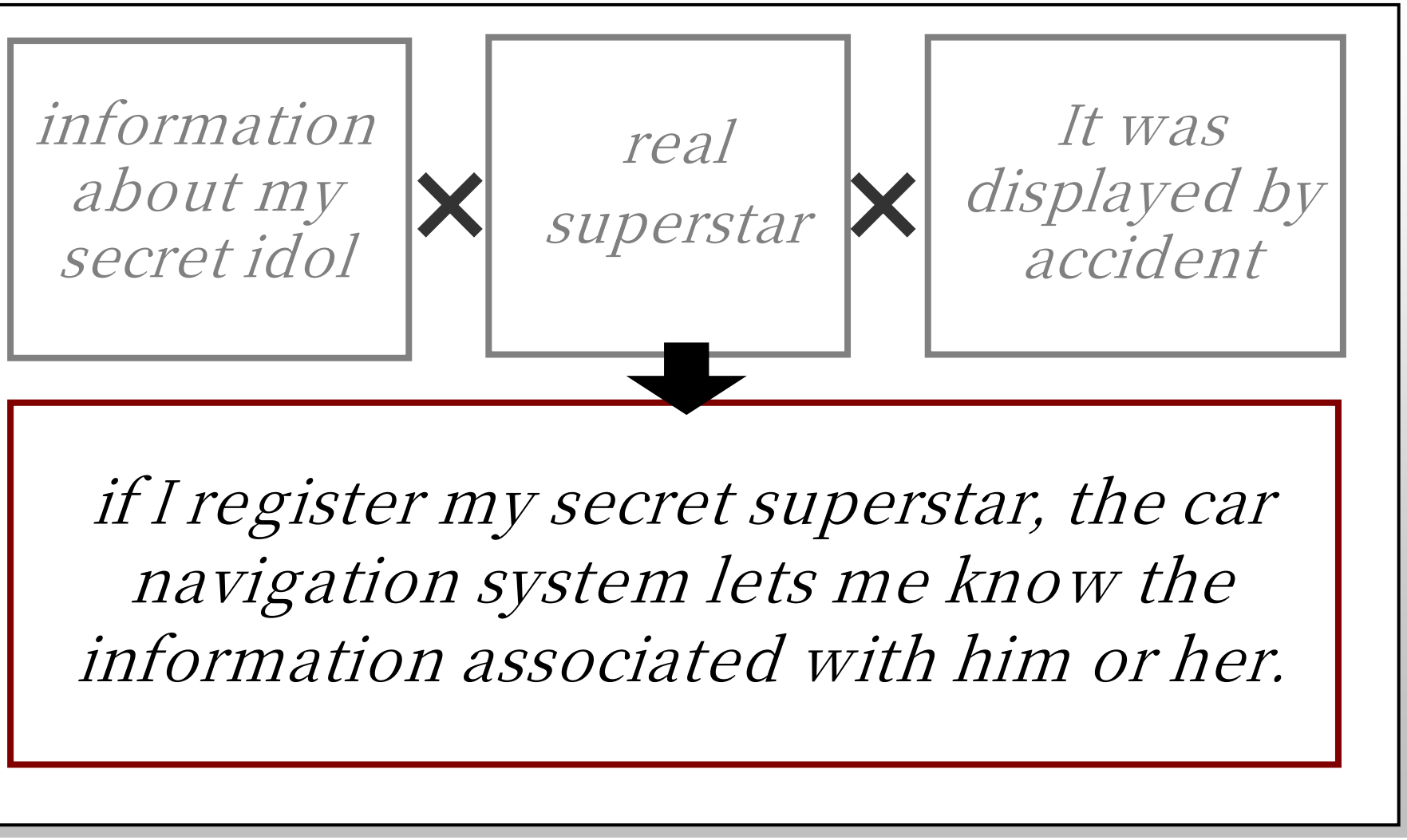
Activity.2 Select a set of keywords from the database

values	Subject	Relationship
have been pursued	*truthful*	*it was by a chance*

Activity.3 Develop images of keywords



Activity.4 Multiply images



Activity.5 Exchange ideas to develop images

if I register my secret superstar, the car navigation system lets me know the information associated with him or her.

What kinds of interface would be appropriate?

Let’s combine this with that service!

Activity.6-8 Draw up a scenario

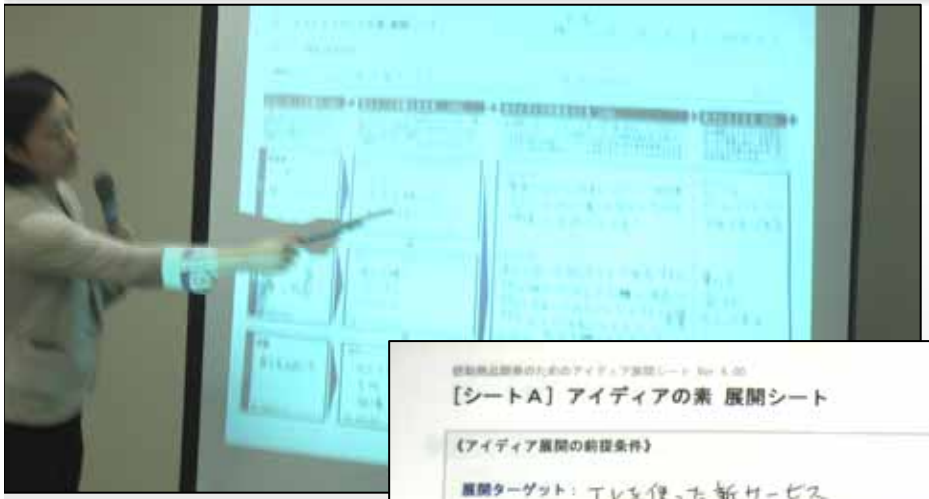
Ken enjoys driving in Nagoya. He is a big fan of Ichiro, a major leaguer.

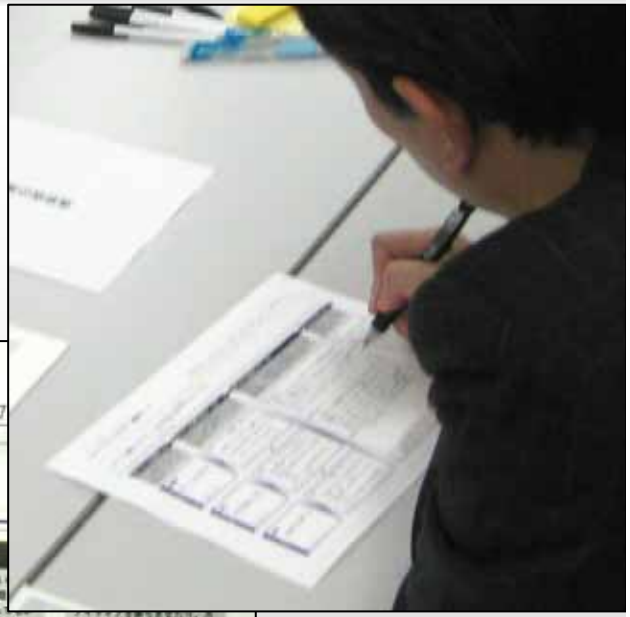
After a while, the car navigation system gives him information about "the pork cutlet restaurant where Ichiro often visited while he was a student." The pork cutlet is now available here, which built up his strong body. Ken stops to park expecting the flavor of Ichiro's cutlet and enters the restaurant.

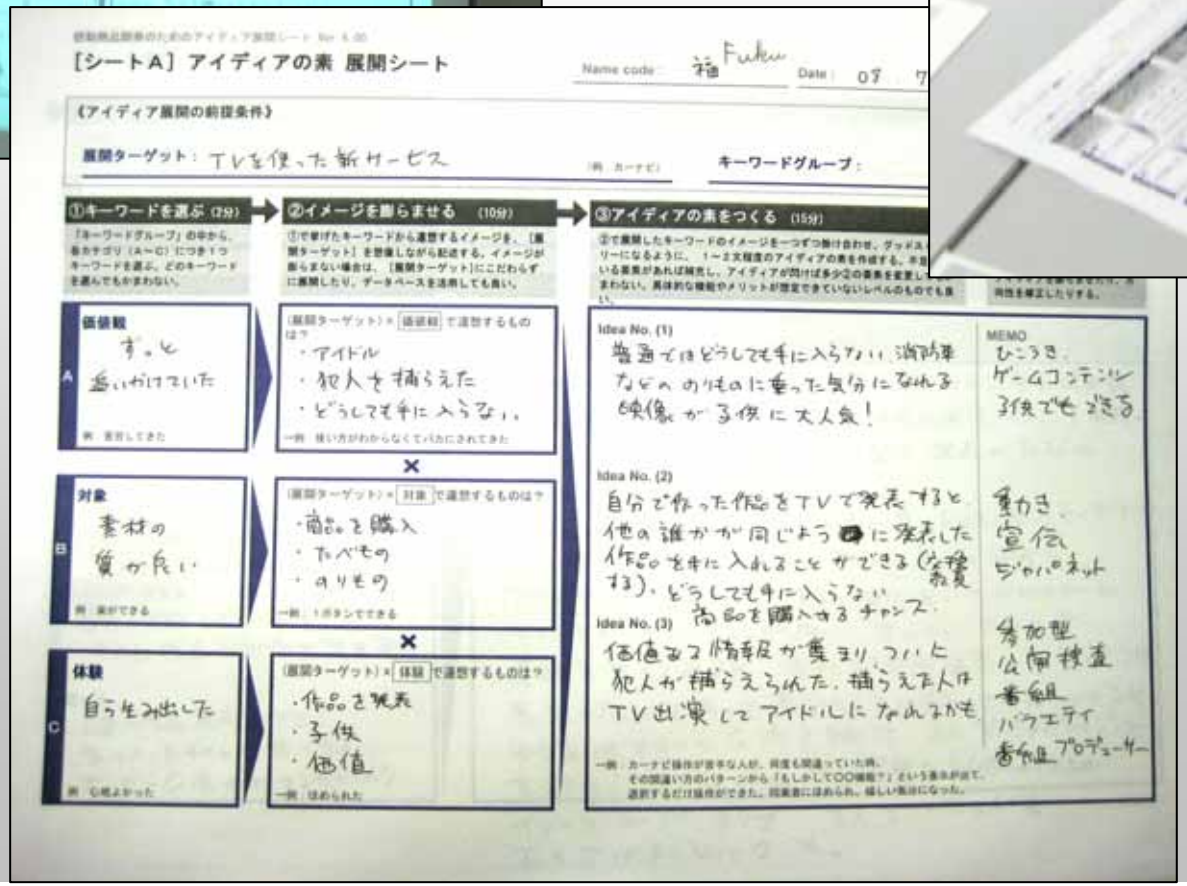
4. Experiment : workshop

Workshop

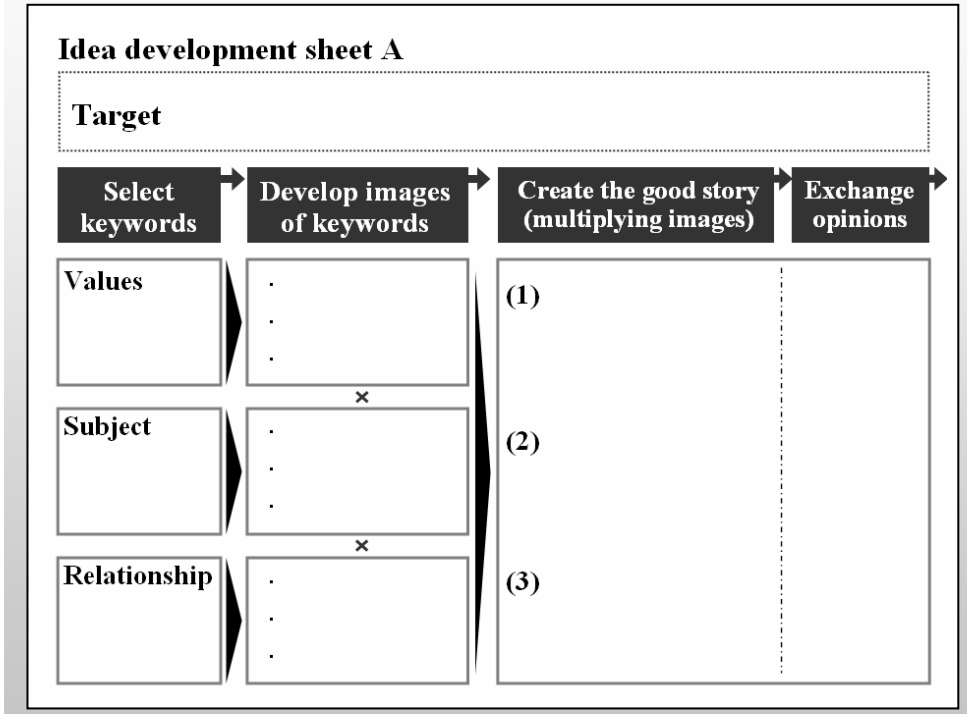
- Sep 2007～Oct 2008
- 5 sessions
  - 90min. - 120min. / session
- Participants：80 people in total
  - IT service, Automobile and Household goods industories
  - Product planners、ＣＳ、Usability Engineers and so on

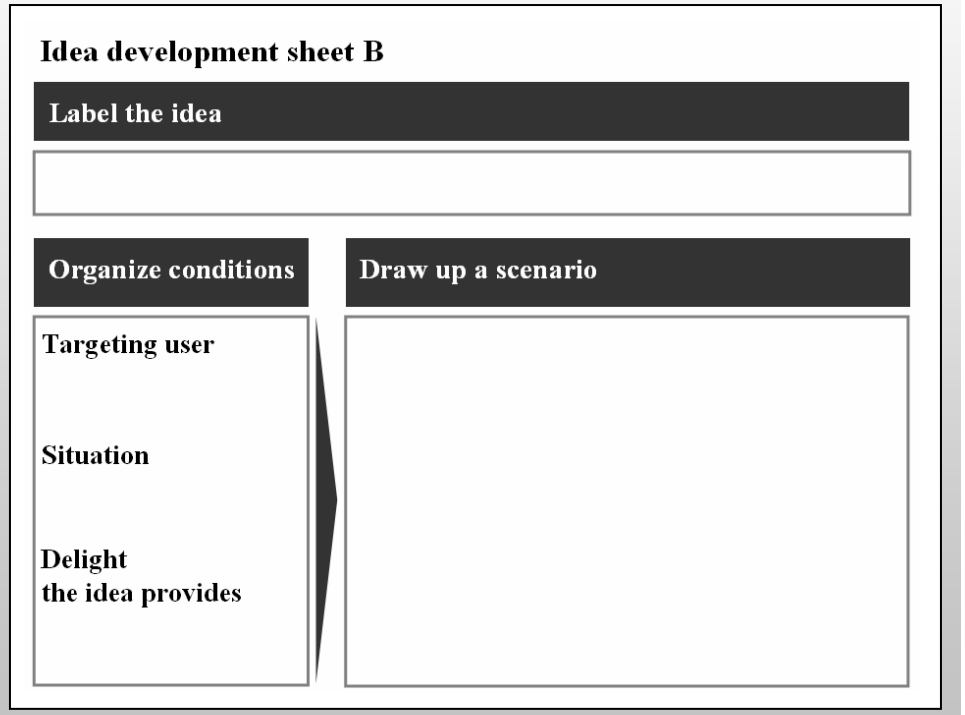





[シートA] アイディアの素 展開シート
Name code: 福 Fuku
Date: 07
《アイディア展開の前提条件》
展開ターゲット：TVを使った新サービス
キーワードグループ：
①キーワードを選ぶ (2分)
②イメージを膨らませる (10分)
③アイディアの素をつくる (15分)
A 価値観
ずっと
追いかけていた
B 対象
素材の
質が良い
C 体験
自ら生み出した
・アイドル
・犯人を捕らえた
・どうしても手に入らない
・商品を購入
・たべもの
・のりもの
・作品を発表
・子役
・価値
Idea No. (1)
普通ではどうしても手に入らない消防車
などの乗りものに乗った気分になれる
映像が子供に大人気！
Idea No. (2)
自分で作った作品をTVで発表すると
他の誰かが同じように発表した
作品を手に入れることができる(交換
する)。どうしても手に入らない
商品を購入できるチャンス
Idea No. (3)
価値ある情報が集まり、ついに
犯人が捕らえられた。捕らえた人は
TV出演してアイドルになれるかも
MEMO
ひこうき
ゲームコンテンツ
子供でも遊べる
動き
宣伝
ジャパネット
参加型
公開捜査
番組
バラエティ
番組プロデューサー

Idea Development Sheets used in the workshop





The XB Effect

It is able

- to generate ideas effectively.
- to meet better-than-expected ideas.
- to see development process.
- to develop products in users ’ perspectives.

5. Conclusion

Conclusion

1. It is required to provide Affecting Experience in order to plan innovative products.
2. We develop XB-method, an idea generation system, to design Affecting Experience by creating Scenario.
3. As a result of study involving over 80 people, it is proved that XB-method has the advantage of generating ideas in users' perspectives.
4. XB-method, therefore, is a method which is able to design User Experience in users' perspectives.

Thank you !

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