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The System is the Product

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SVPMA

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We are a strategic-creative consulting firm.

frog brings a unique combination of strategic and creative talent to help companies envision, realize, and deliver actionable strategies for growth.

Our rigorous yet unorthodox approach yields breakthrough innovation and a sustainable competitive edge.

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325 people from 32 countries. 39 years global experience.

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The System is the Product

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100 Years Ago: “You push the button, we do the rest”

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Systems are more common today

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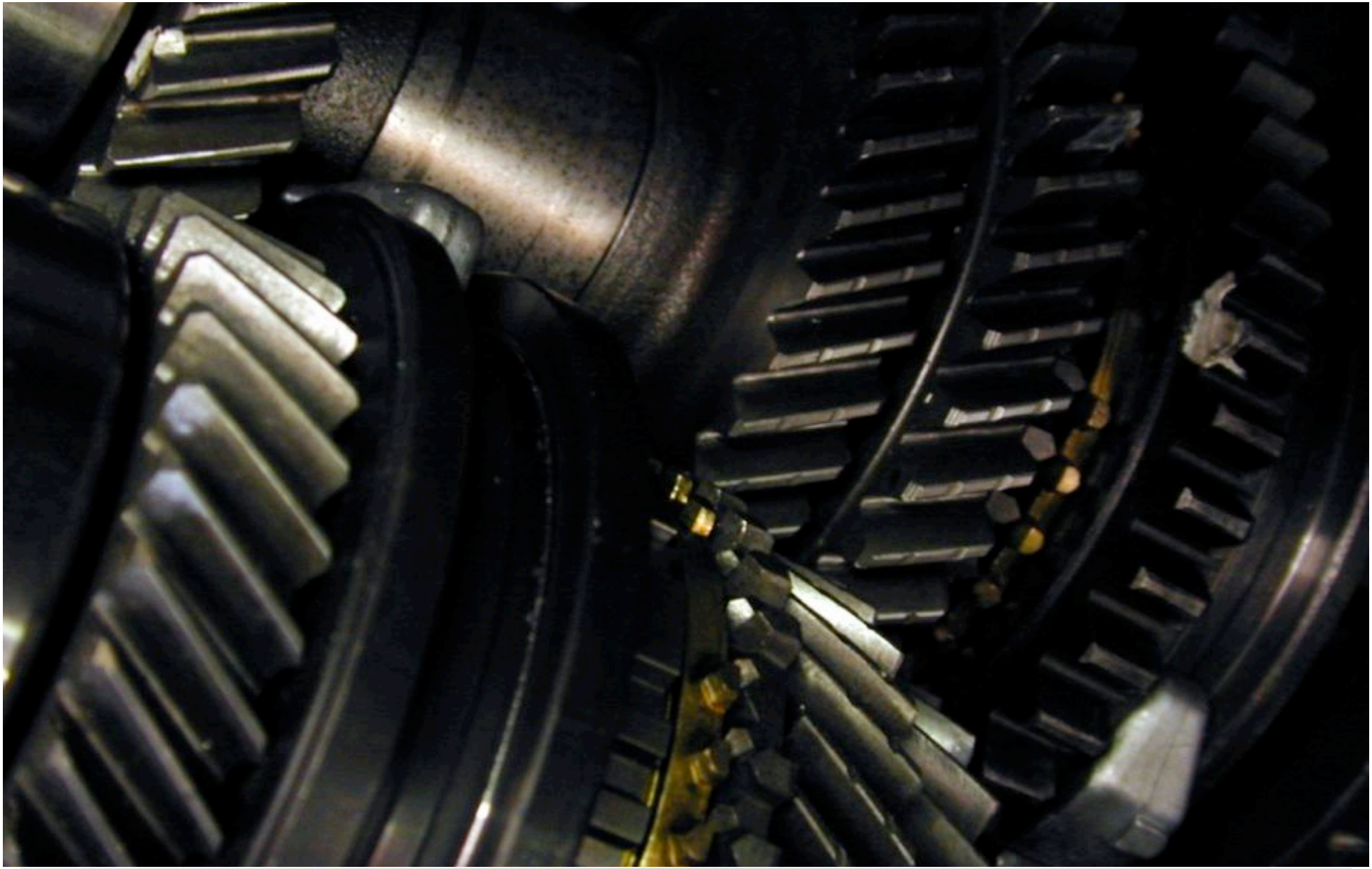
But designing systems is difficult



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Systems are abstract and difficult to see

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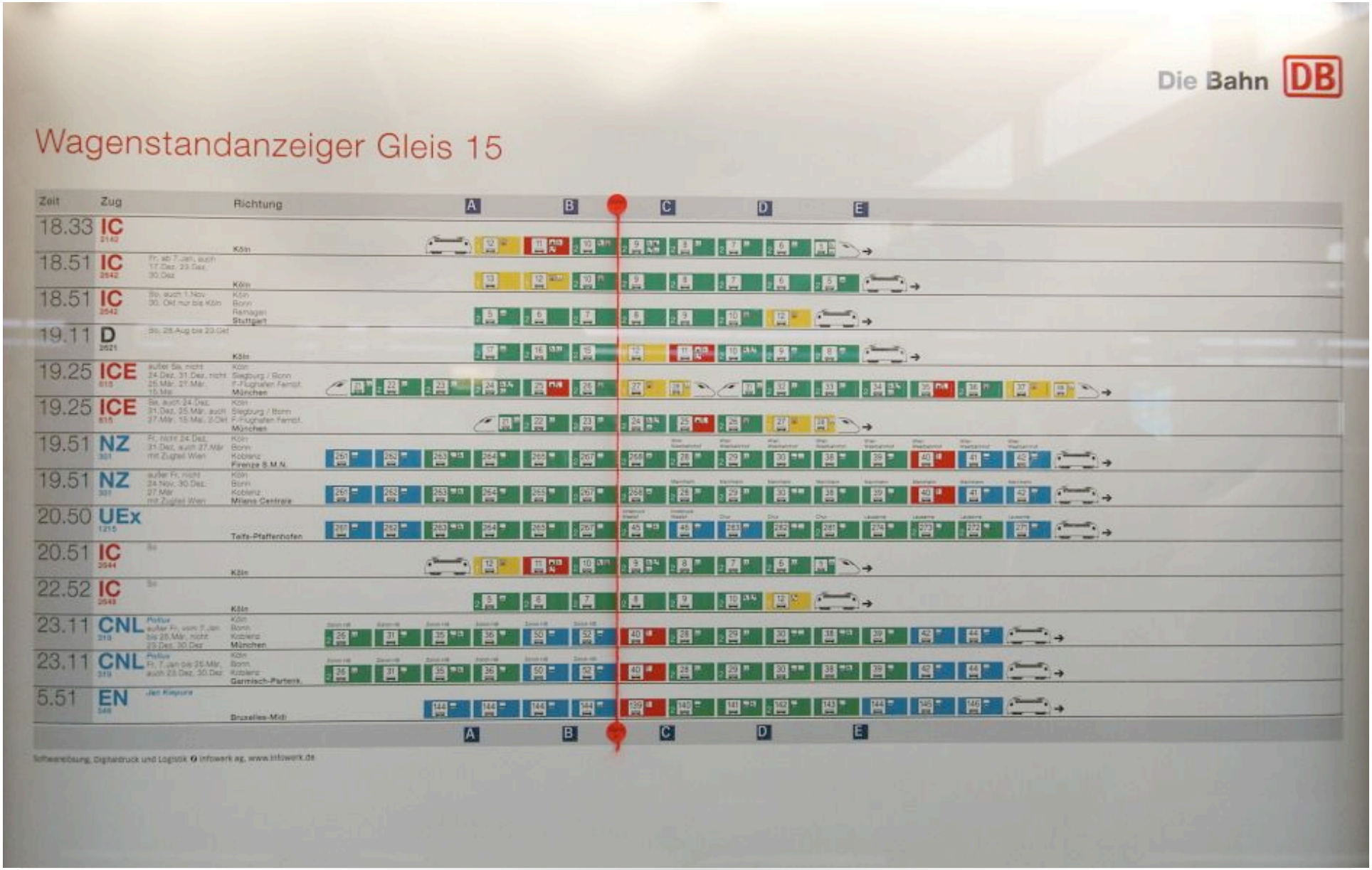
Systems are often boring



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Systems cross over organizational boundaries

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The Apple iPod

Why it Stinks

- High price
- Limited features
- Easy to scratch
- Hard to carry
- Can’t replace battery
- Cumbersome menus

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Why the iPod Succeeded

A convergent system that has given
Apple a 5+ year competitive edge

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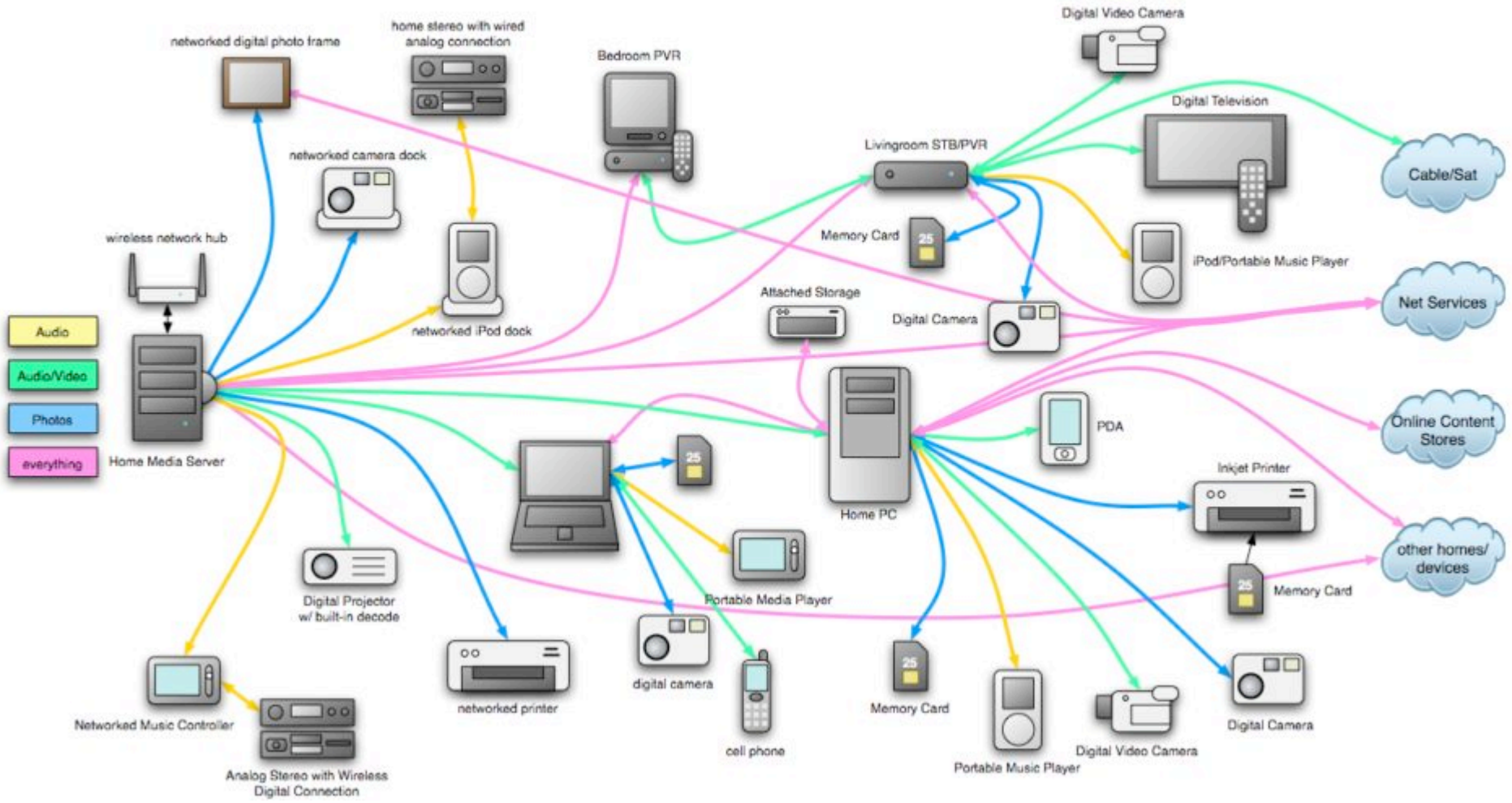

Tecosystems

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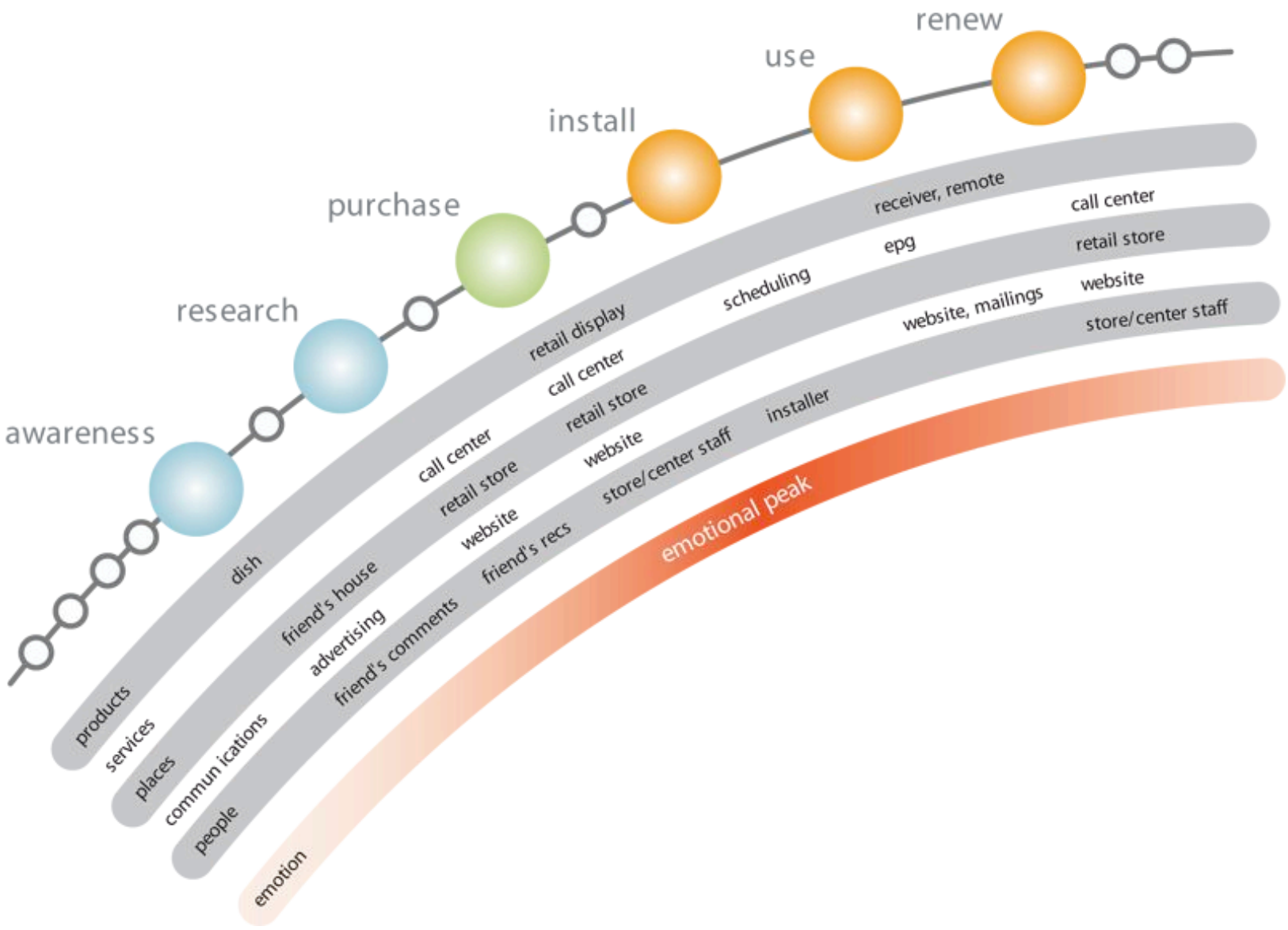
Manage Tecosystems Across Experience Touchpoints



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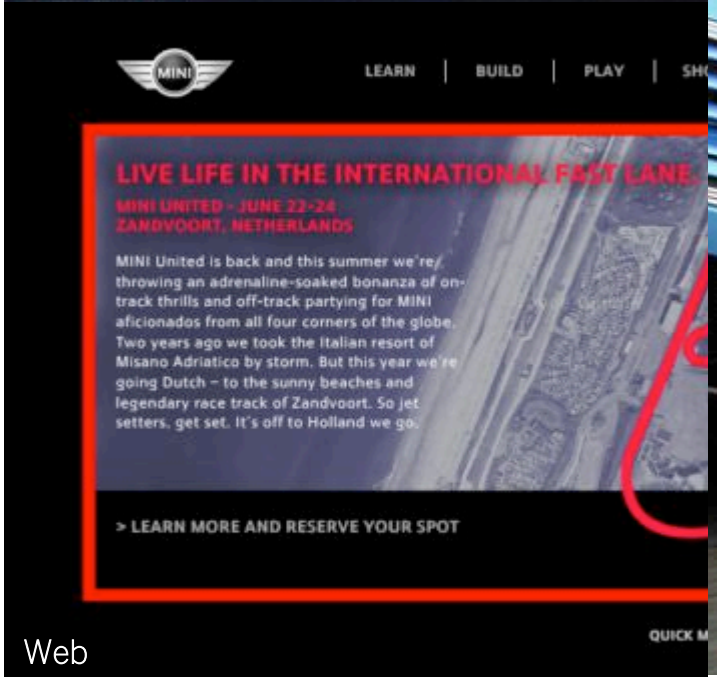
MINI

Retail



Web

Lifestyle

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Maxtor OneTouch III

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Maxtor OneTouch III

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Convergence

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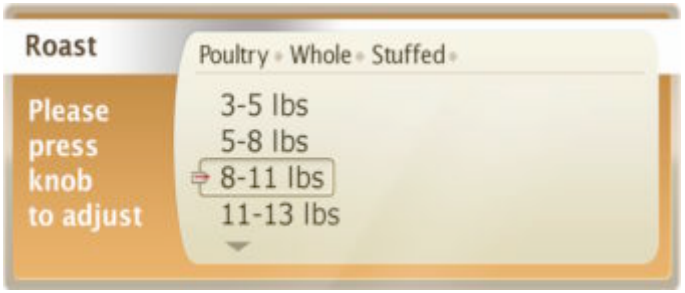
Turbochef Speedcook Oven



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Turbochef Speedcook Oven

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Turbochef Speedcook Oven

Persona: Foodie

"For the oven — we knew we wanted Viking. We're internet junkies - it's the best, the research is endless."

Cultural Trends

Customer Insights

Analogous Products

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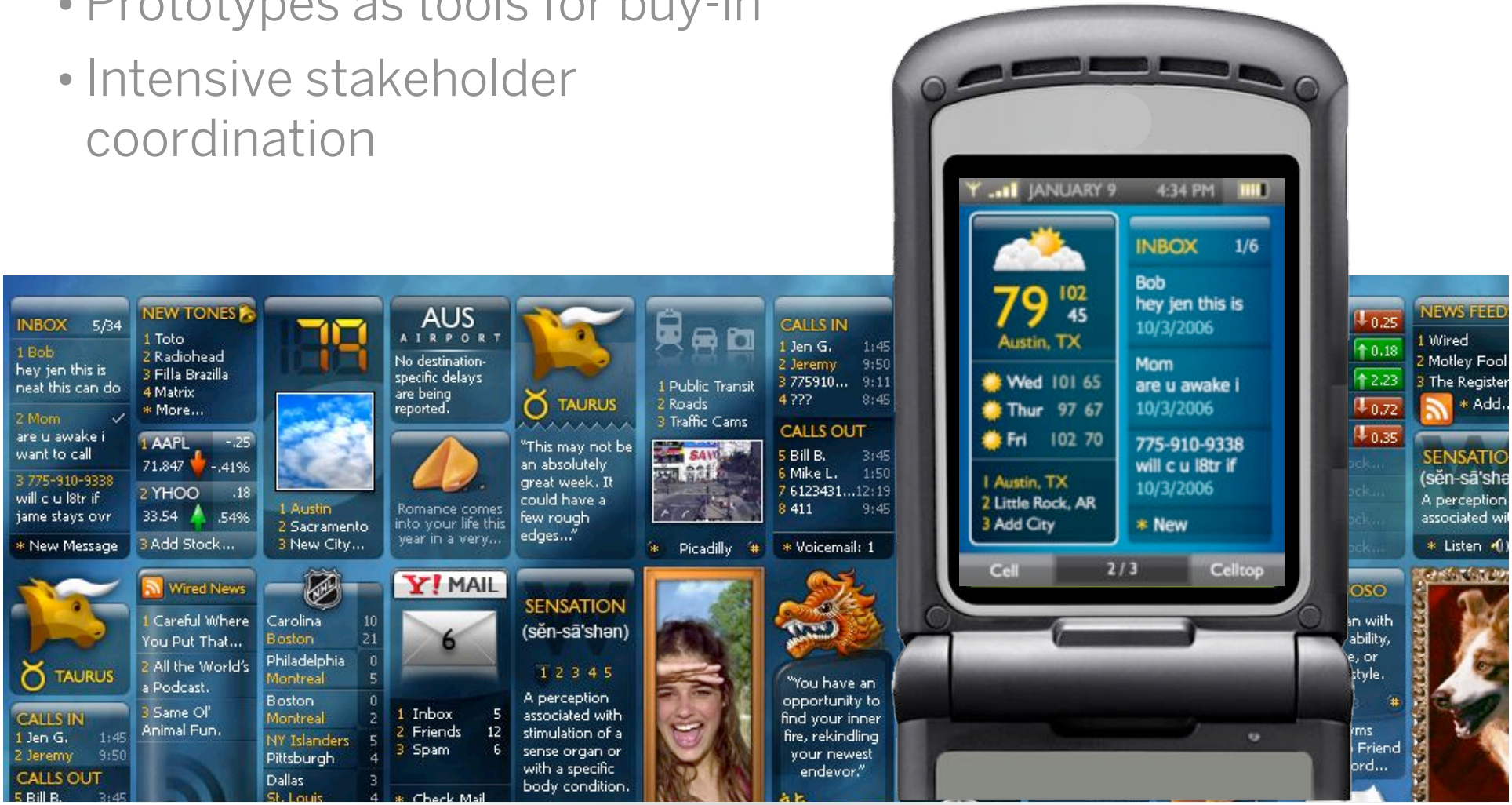
Alltel Lessons

- Manage up and down
- Prototypes as tools for buy-in
- Intensive stakeholder coordination



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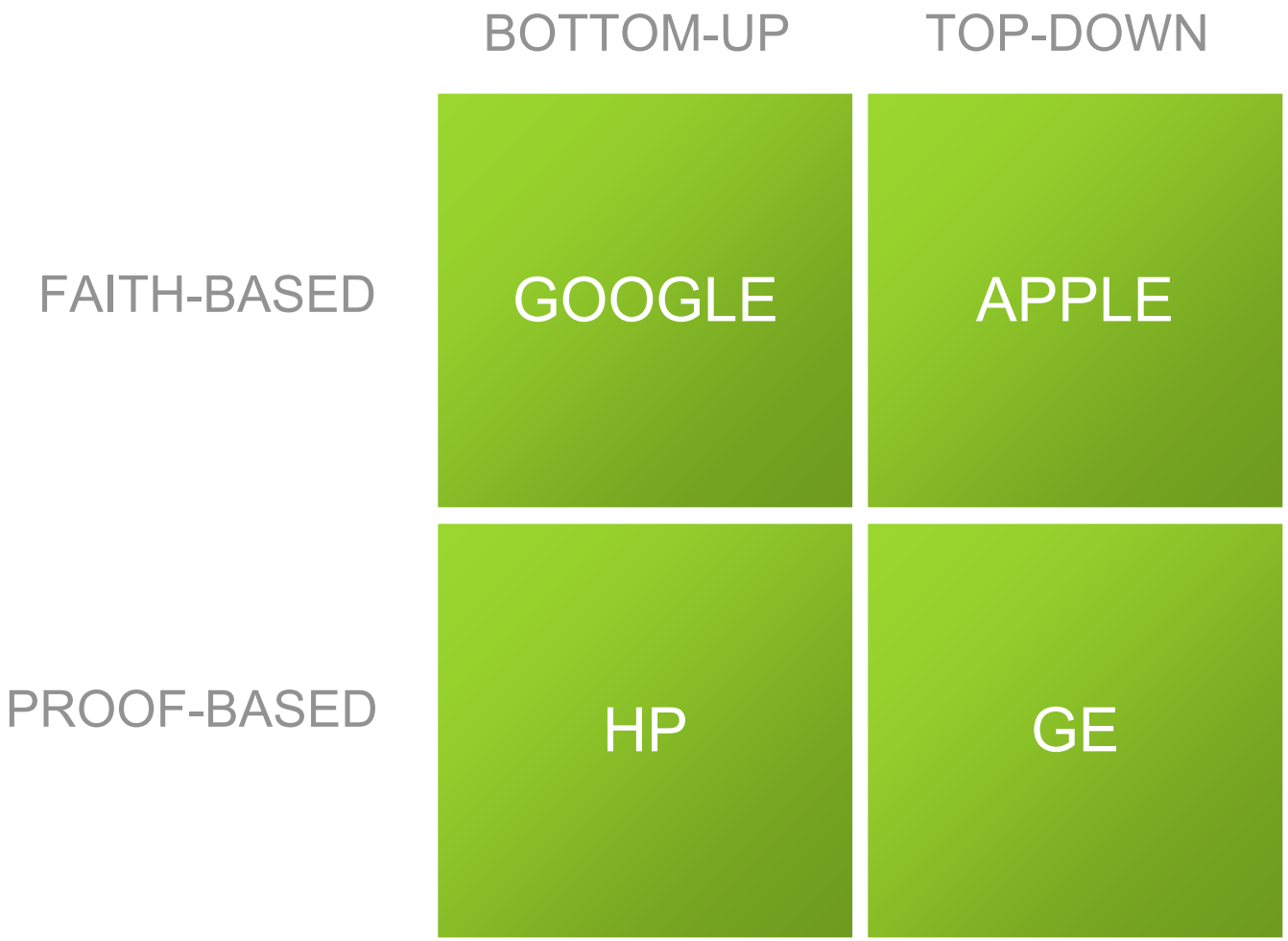
Know Thy Organization



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Business and Technology Challenges

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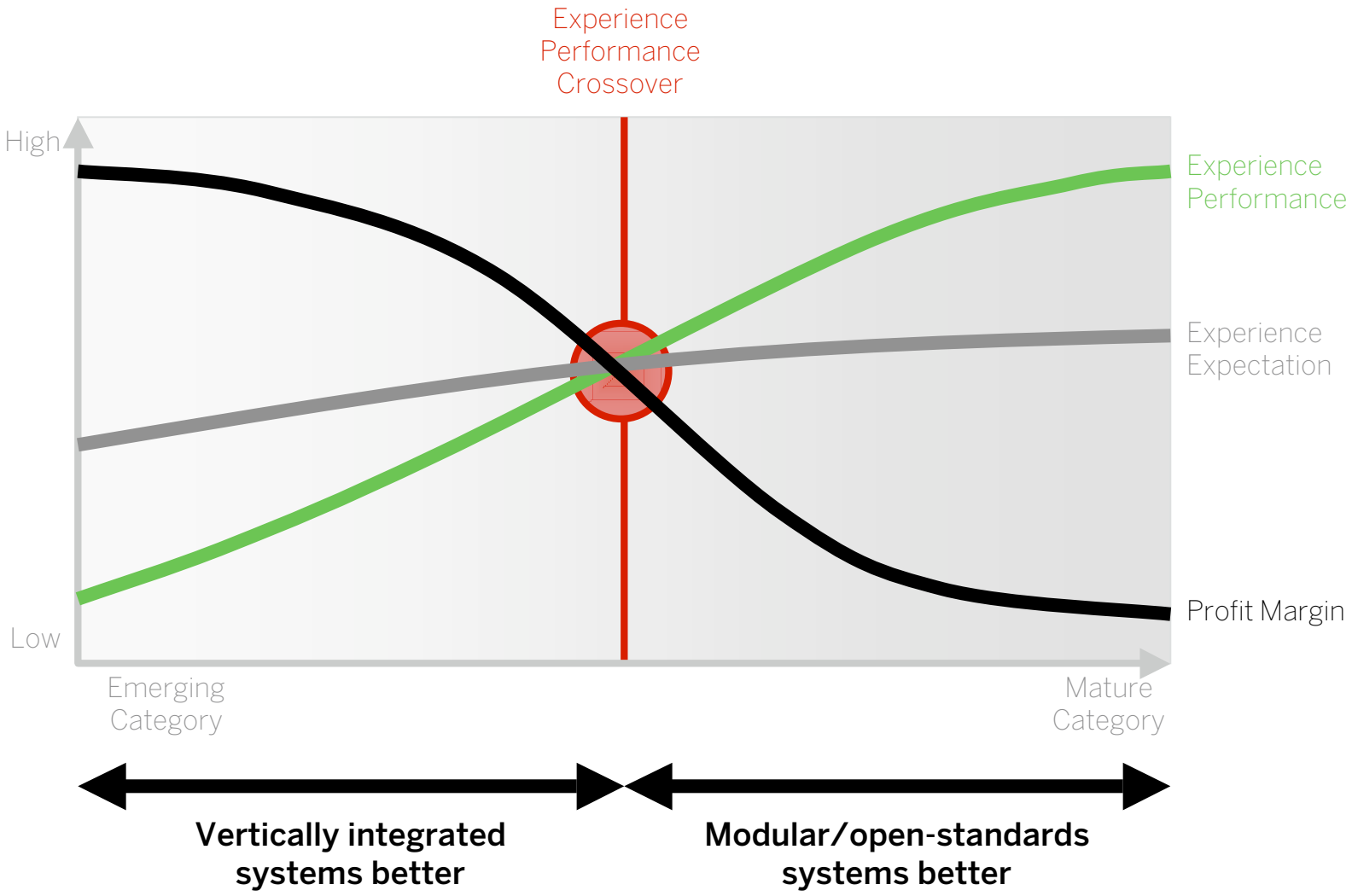
The User Experience Gap



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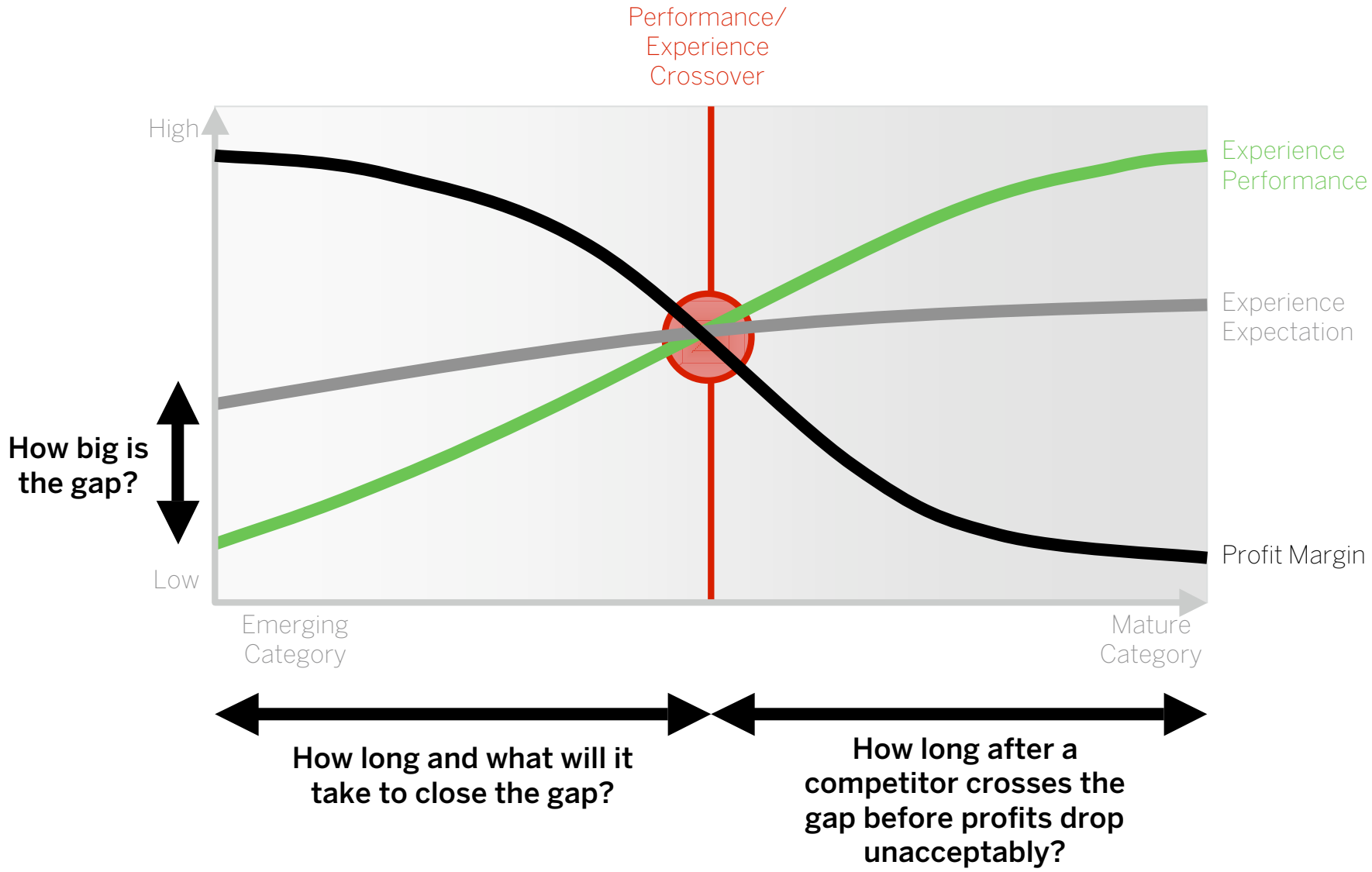
Strategic Questions



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What PMs can do to facilitate convergence

1. Map out the system elements
2. Define proximity to experience performance crossover
3. Embed systems thinking into the MRD and use it to influence PRD
4. Get the whole system in one room
5. Set the interfaces within the system as early as possible
6. Continually communicate up, down and across to maintain alignment

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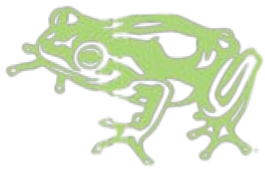
Thanks



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