



The System is the Product

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SVPMA

August 3, 2007



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The System is the Product

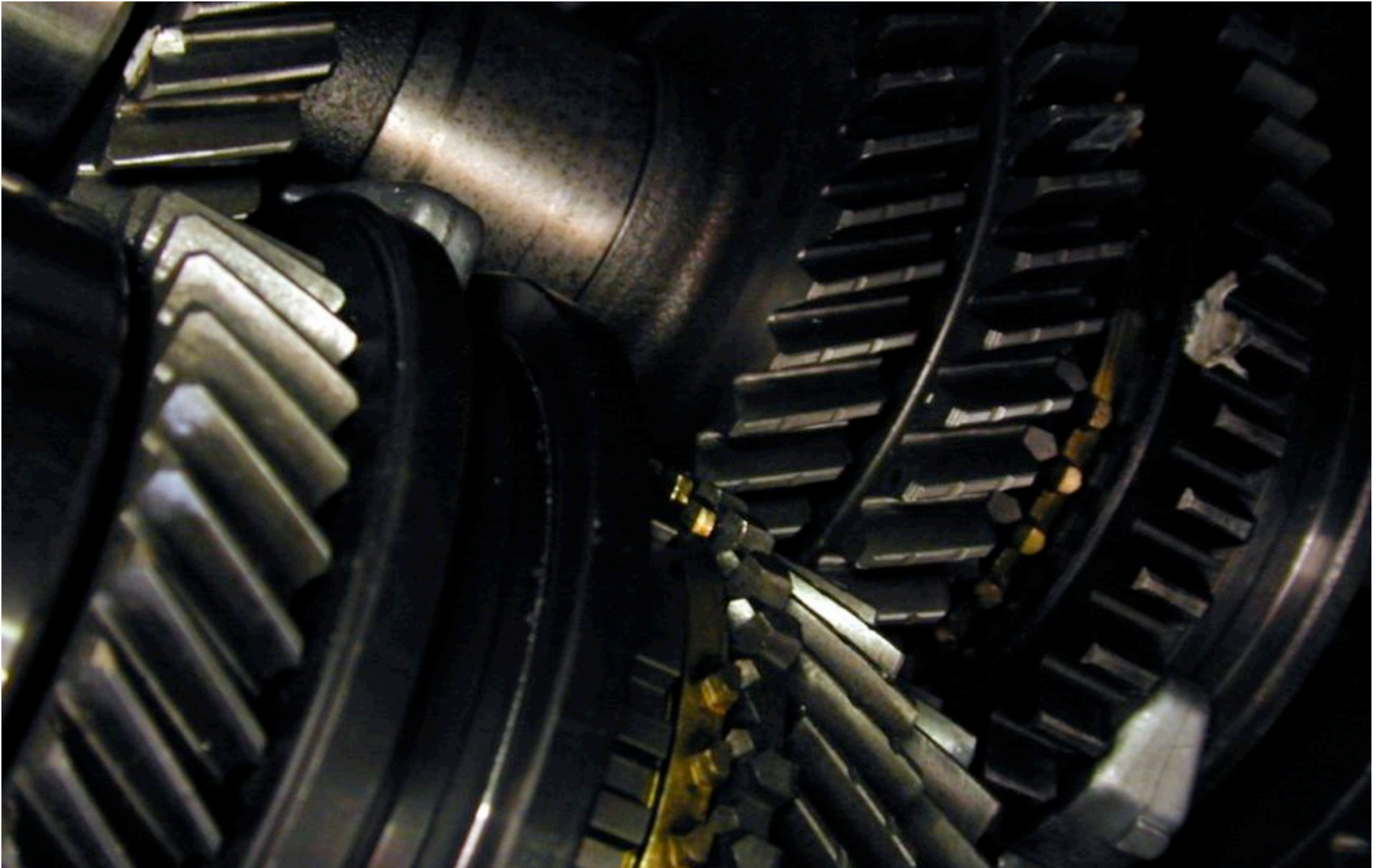
100 Years Ago: “You push the button, we do the rest”



Systems are more common today



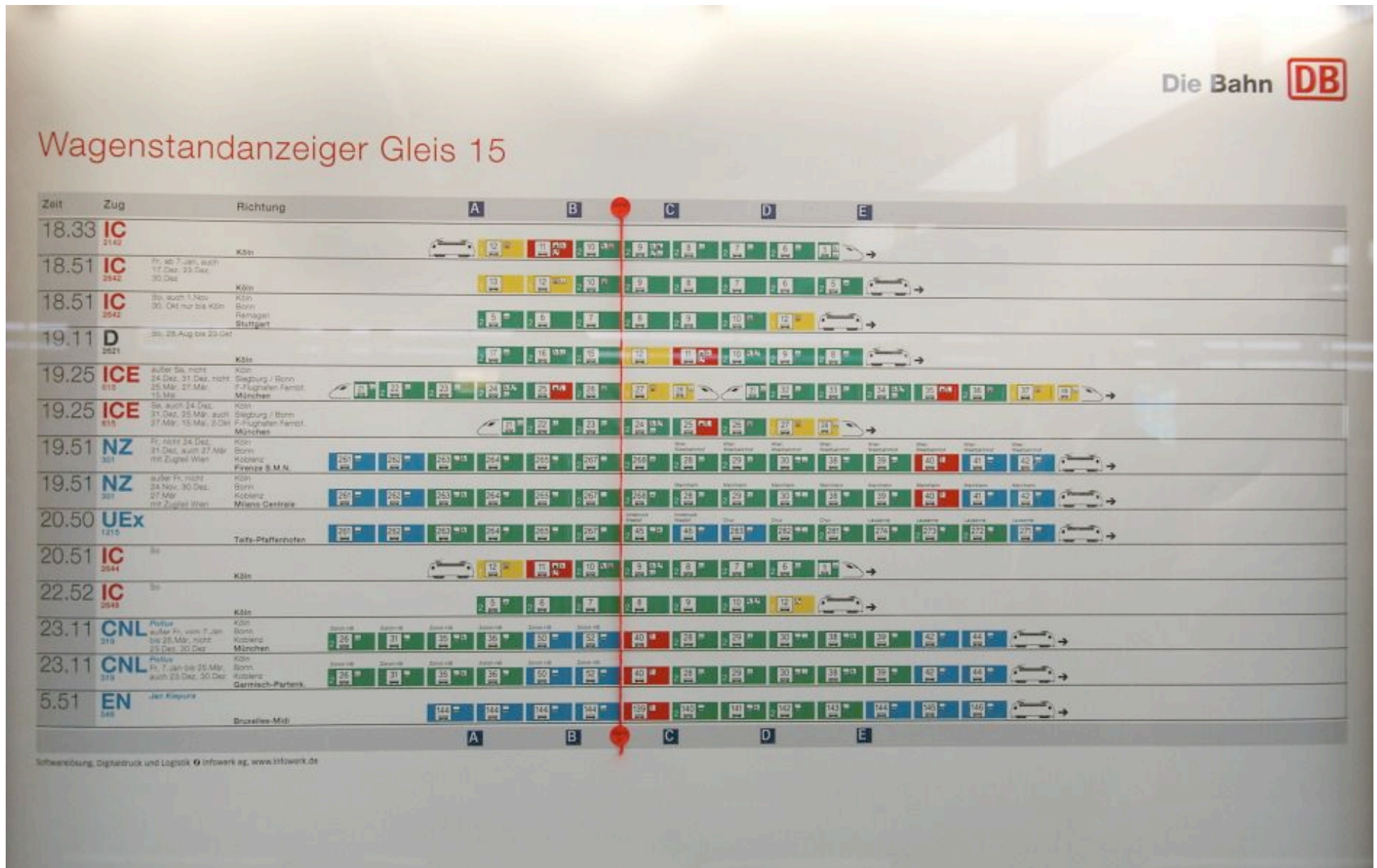
But designing systems is difficult



Systems are abstract and difficult to see



Systems are often boring



Systems cross over organizational boundaries



The Apple iPod

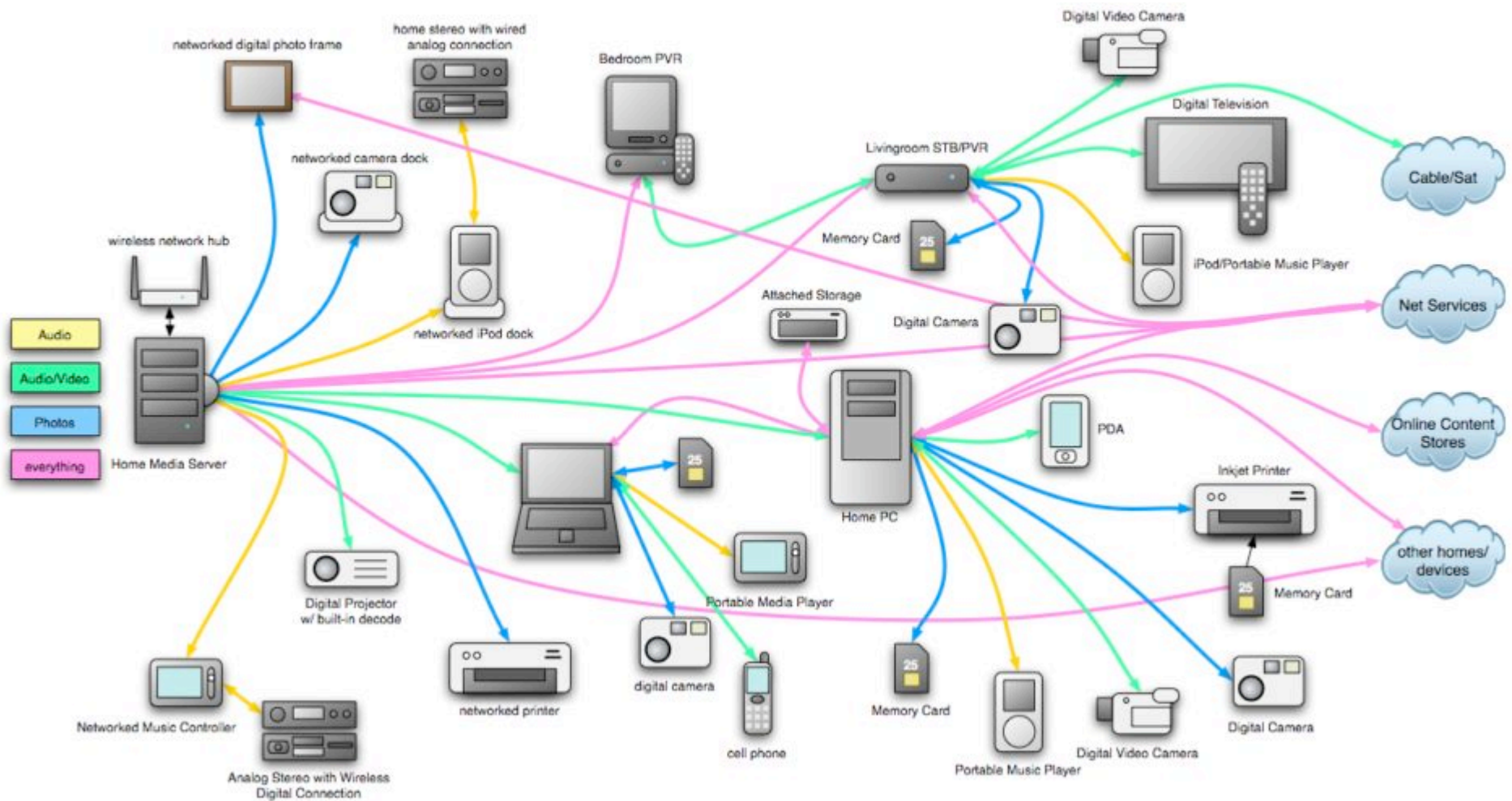
Why it Stinks

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



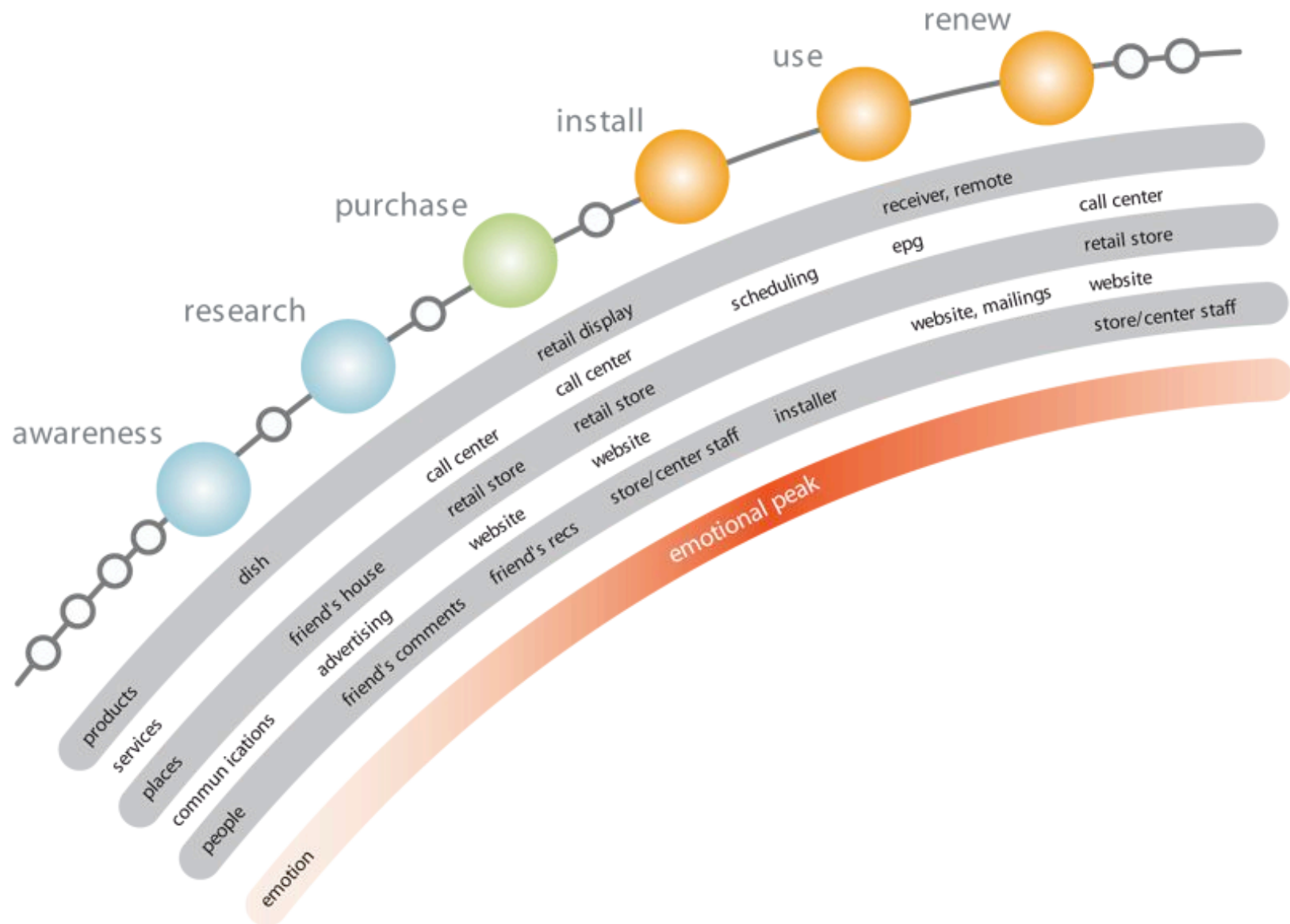
Why the iPod Succeeded





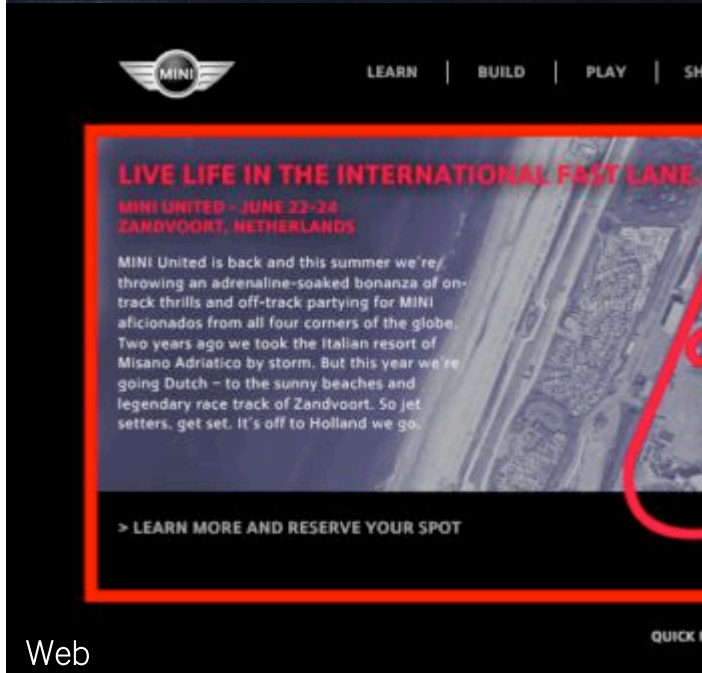
Tecosystems

Manage Tecosystems Across Experience Touchpoints



MINI

Retail



Web



Lifestyle



Maxtor OneTouch III



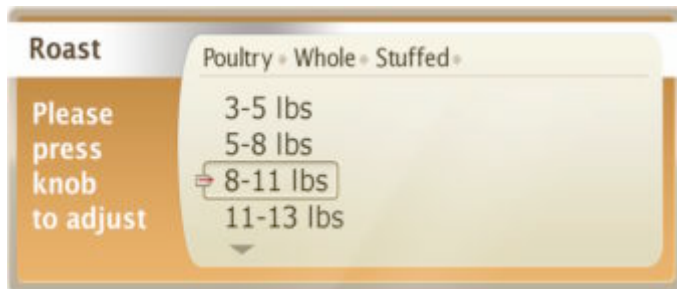
Maxtor OneTouch III





Convergence

Turbochef Speedcook Oven



Turbochef Speedcook Oven

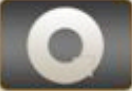
Dehydrate

To scroll down for more, turn knob to the right.

Info » Topics » Dehydrate

Dehydrate Mode

- removes excess moisture
- helps preserve food
- low radiant temp
- even air circulation



Roast

Carefully place dish into oven. To begin cooking press **Start** button

Poultry » Whole » Stuffed » 12-14lbs

COOK TIME: 45:00 COOK TEMP: 450

Preheat Time **Temp**

45:15 **450°**

mins : secs

Preheat complete, oven ready

Roast

To start cook cycle, select **BEGIN PREHEAT**.

Poultry » Whole » Stuffed » 12-14lbs

SUGGESTED SETTINGS

Cook Time **Temp**

00:30 **450°**

mins : secs

Adjust Settings **Begin Preheat**

Turbochef Speedcook Oven



Cultural Trends

Persona: Foodie



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

Customer Insights



Analogous Products

The 'celltop' logo, with 'ce' and 'top' in white lowercase letters and 'll' as two thick white vertical bars. A small 'SM' trademark symbol is to the right. The text is on a blue background that is part of a larger graphic consisting of two stacked rounded rectangles with a blue-to-white gradient. The bottom rectangle has a reflection effect at its base.

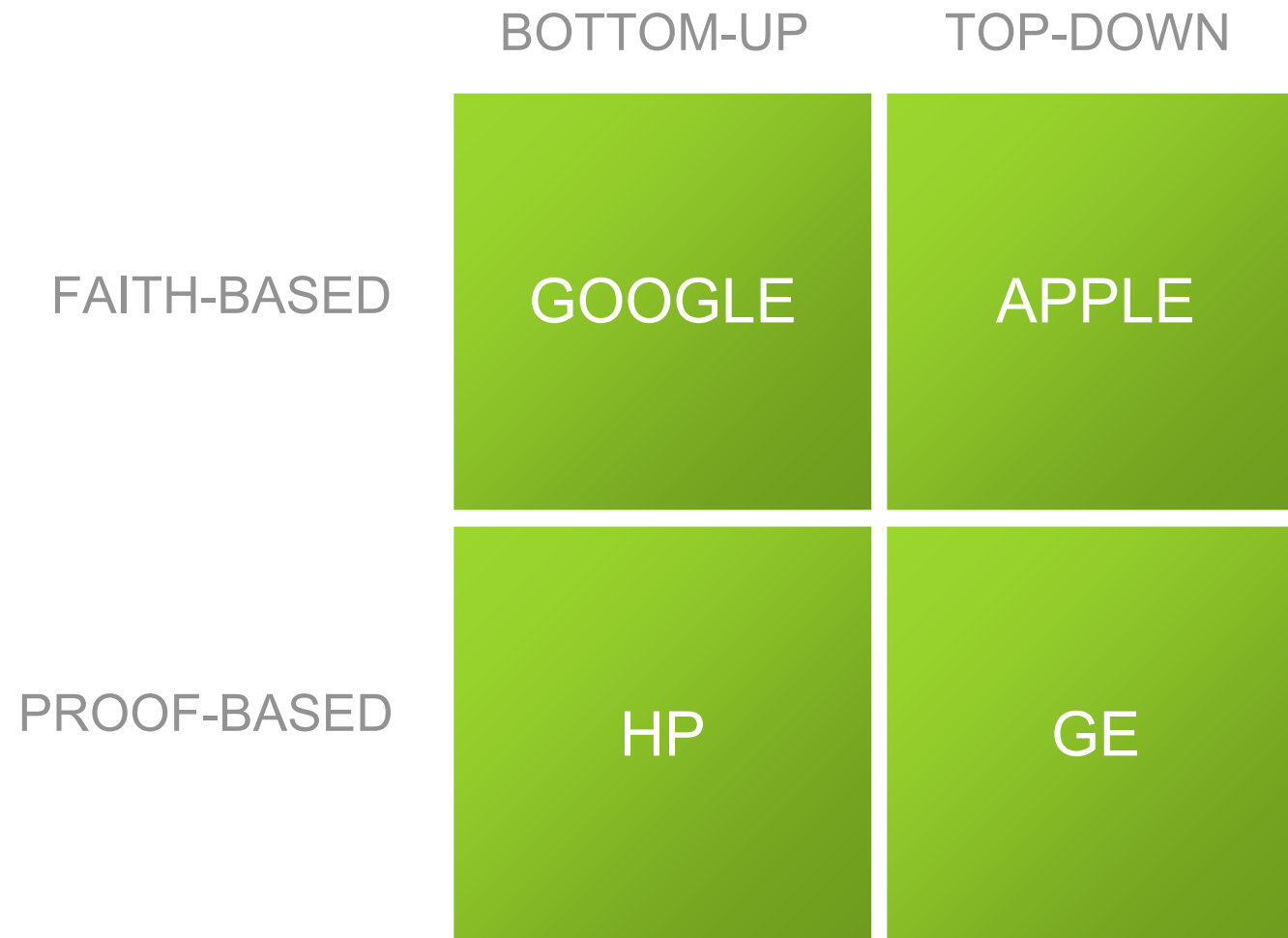
celltopSM

Alltel Lessons

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



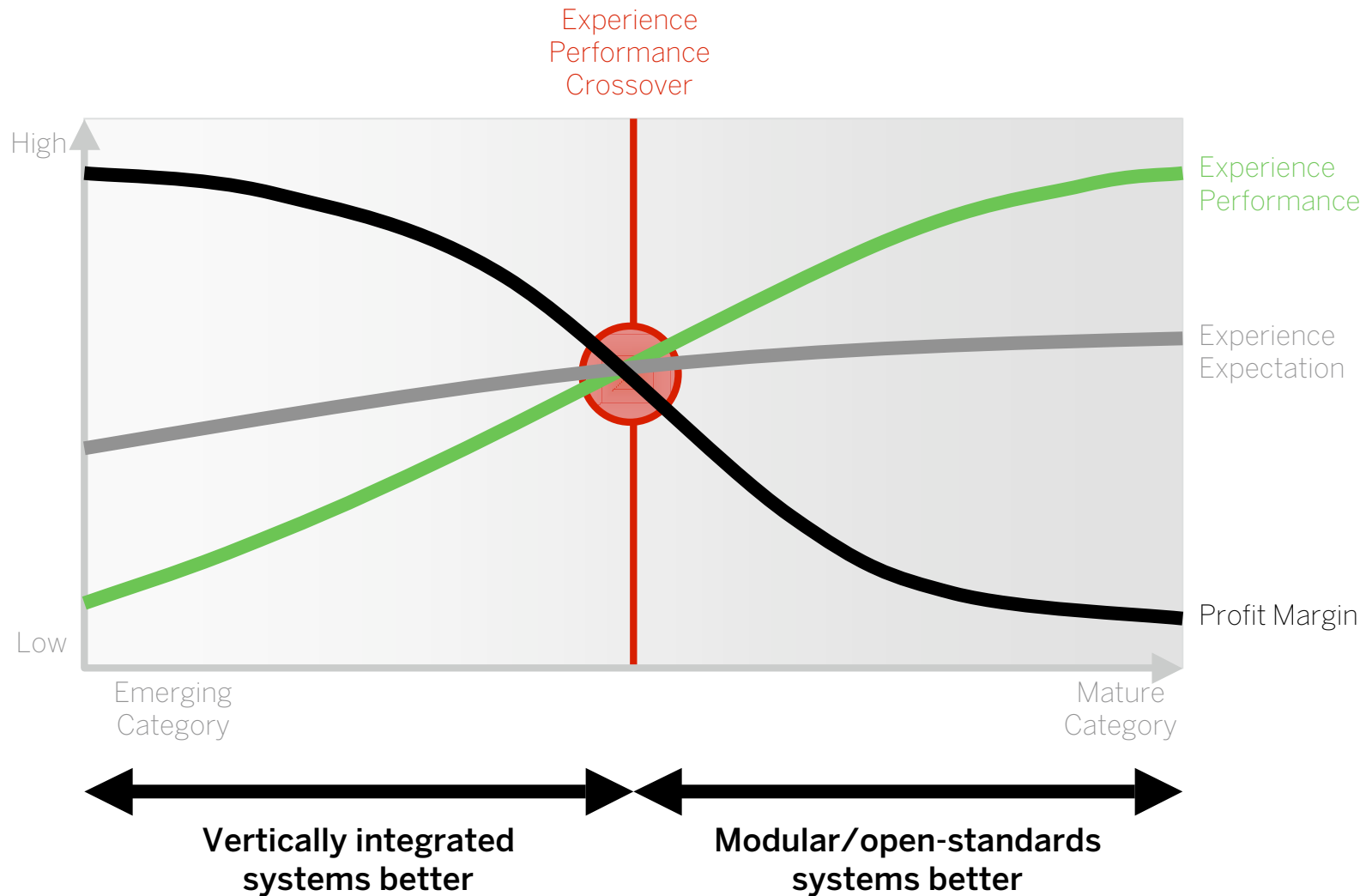
Know Thy Organization



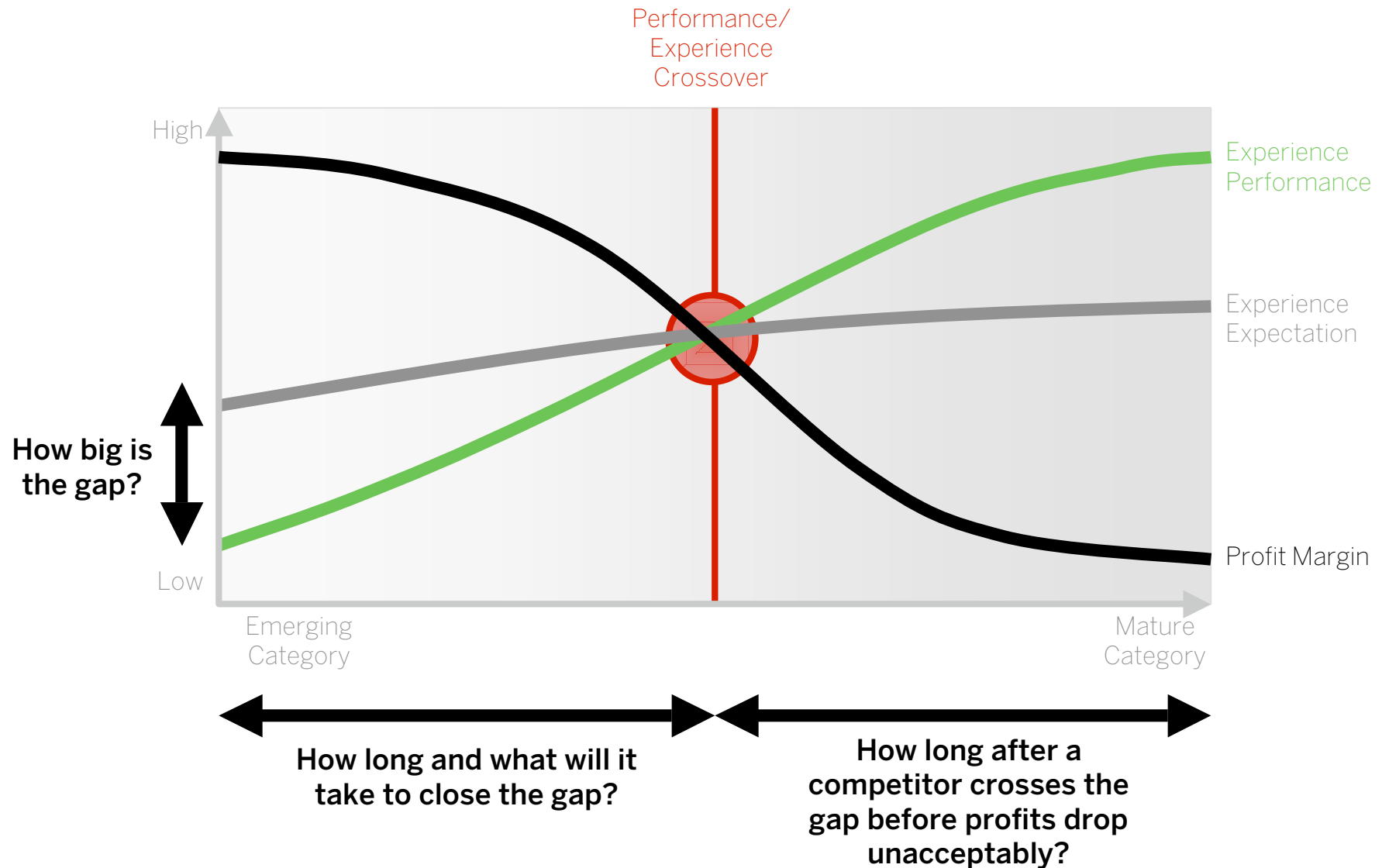
Business and Technology Challenges



The User Experience Gap



Strategic Questions



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



Thanks



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