

User eXperience ^{Ru} 2011

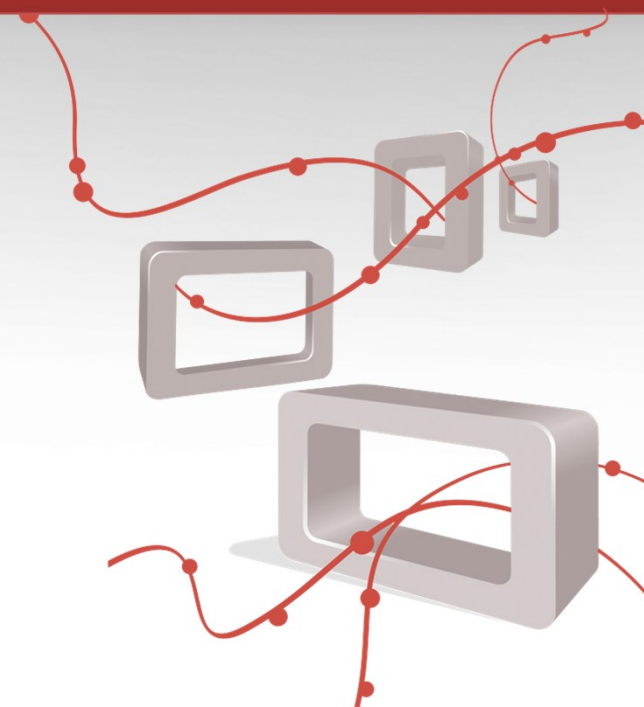
От изобретения — к инновации

Эрик Райс

@elreiss

6 октября 2011 г.

Россия, Москва



ИН·НО·ВА·ЦИЯ

сущ.

1. внедрение чего-л. нового
2. новая идея, метод или устройство

in·no·va·tion

noun

- 1 : the introduction of something new
- 2 : a new idea, method, or device

луч·шая прак·ти·ка

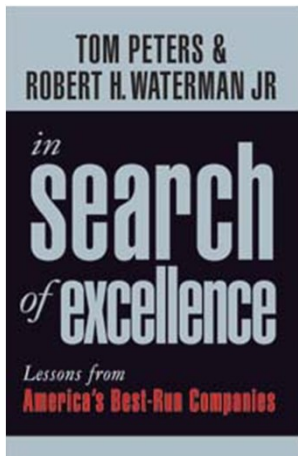
прил. + сущ.

1. лучший способ совершить что-л.
2. проверенная идея, метод или устройство

best prac·tice

noun

- 1 : best way of doing a thing
- 2 : a tested idea, method, or device



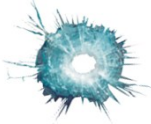
Три неудачные причины для инноваций

Three bad reasons to innovate



Выделить свой продукт

To differentiate your product/service



Стать непохожим на остальных

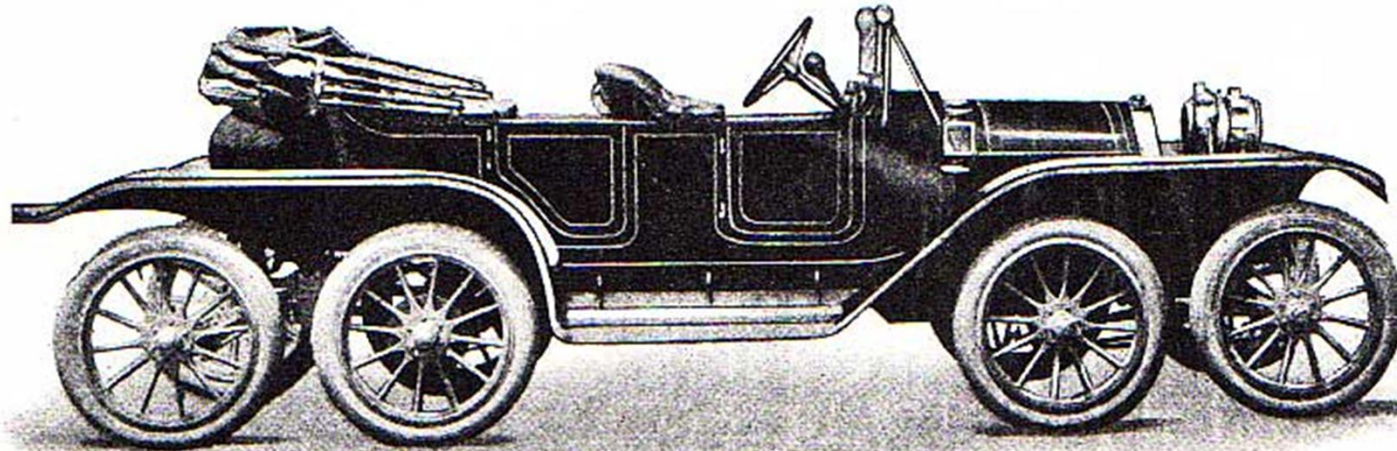
To be “original”



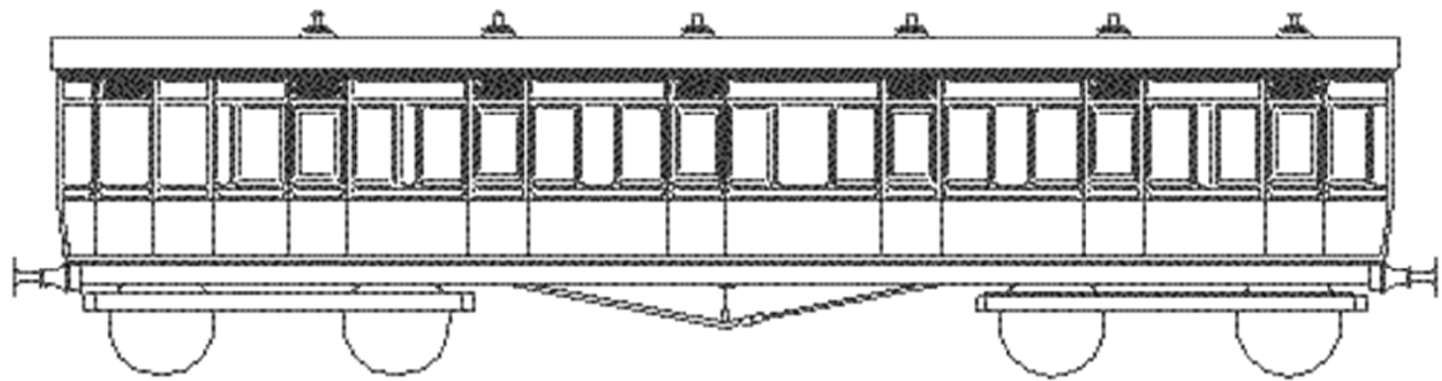
Удовлетворить свое самолюбие

To satisfy your ego

THE OCTO AUTO



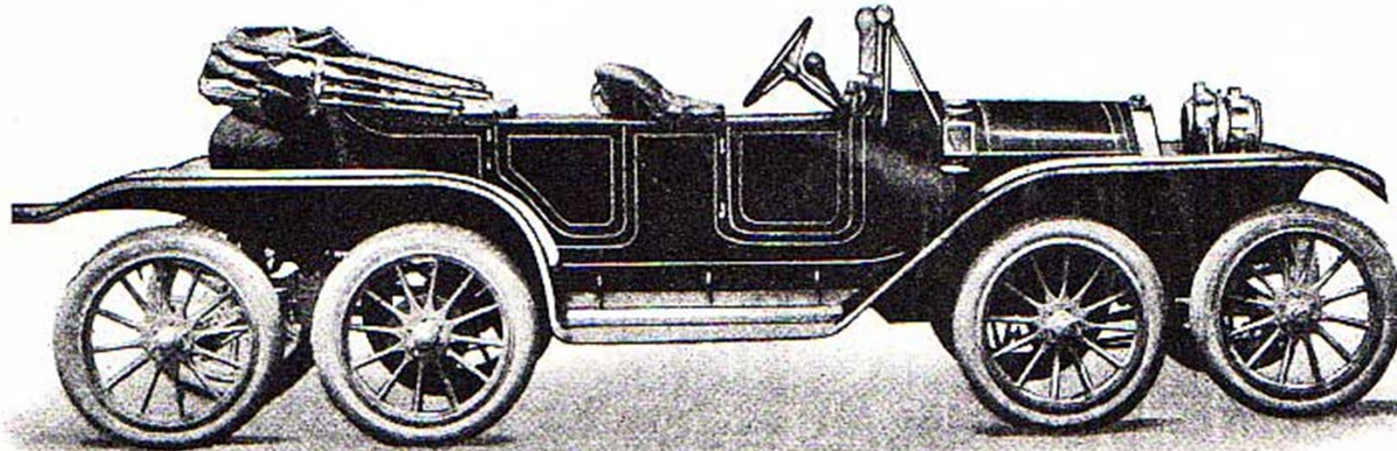
FatDUX



FatDUX



THE OCTO AUTO



FatDUX

“выделиться на фоне” ≠ инновация

“pushing the envelope” ≠ innovation

“chindogu” ≠ ИННОВАЦИЯ



“стать непохожим” ≠ инновация

being “original” ≠ innovation

“удовлетворить самолюбие”
≠ инновация

satisfying your ego ≠ innovation



FatDUX



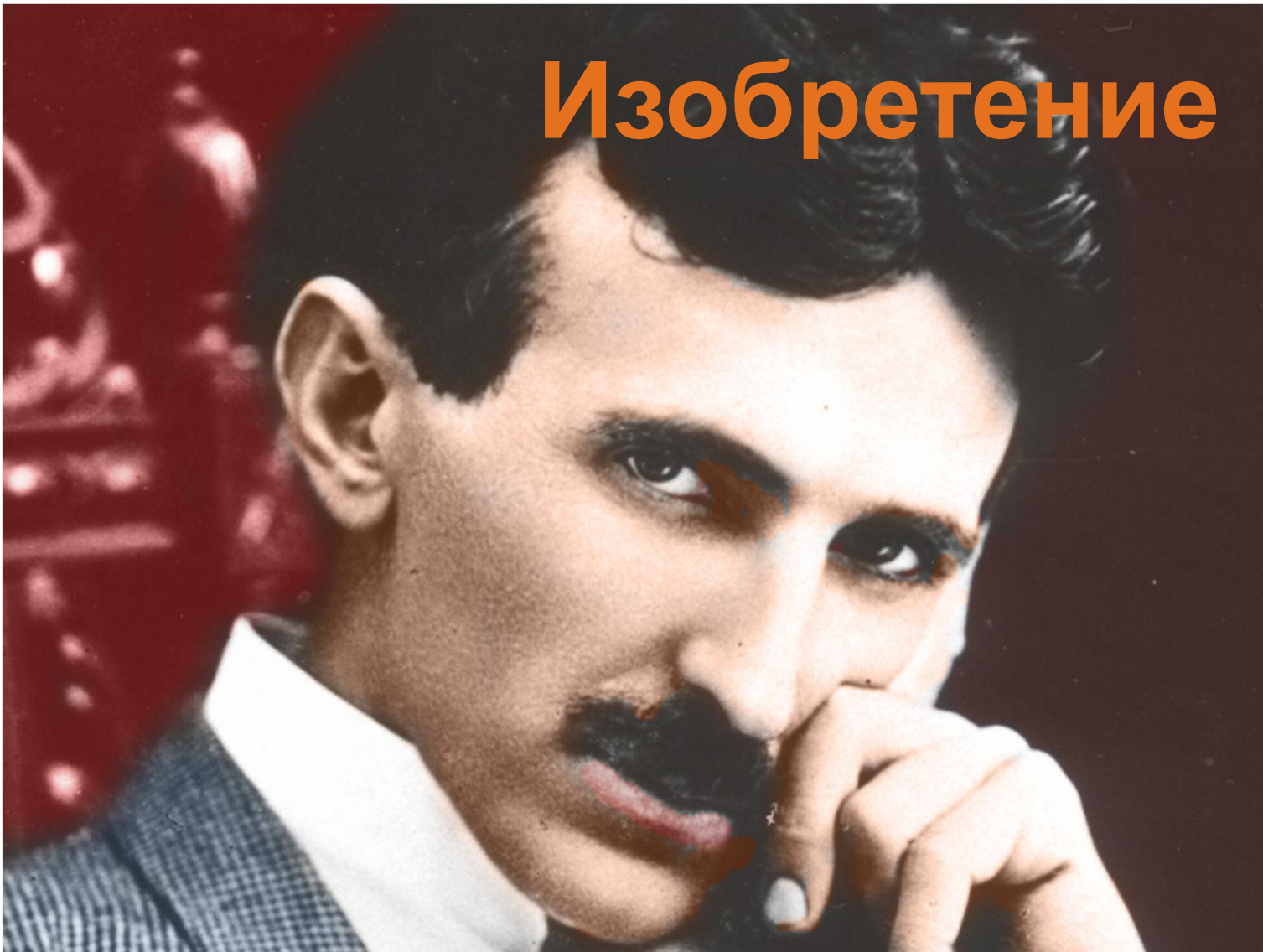
FatDUX



Изобретение

FatDUX

Изобретение



FatDUX

Инновация



14 апреля 1912 г.

Form No. 1-100-17.11.11.

Sent date 16 April

The Marconi International Marine Communication Company, Ltd.

WATERGATE HOUSE, YORK BUILDINGS, ADELPHI, LONDON, W.C.

No. <u>3/1</u>	<u>Celtic</u>	OFFICE	<u>16 April</u>	19
Prefix <u>LOS</u>	Code	Words	CHARGES TO PAY.	
Office of Origin <u>Titanic</u>			Marconi Charge ...	
Service Instructions:			Other Line Charge...	
			Delivery Charge ...	
			Total . . .	
			Office sent to	Time sent
			<u>DK7</u>	<u>11-30 P</u>
			By whom sent	<u>3</u>

COPY.

To: CG

READ THE CONDITIONS PRINTED ON THE BACK OF THE FORM.

<u>CGD</u>	<u>require</u>	<u>assistance</u>	<u>position</u>	<u>1146h</u>
<u>50.14h</u>	<u>struck</u>	<u>iceberg</u>		
		<u>Titanic</u>		

General Engr. Printers, etc., London, E.

PLEASE ASK FOR OFFICIAL RECEIPT.
Code Address registered only with Cable Companies are not available for messages through British Post Office Stations.



FatDUX

Brussels warns of 'innovation emergency'

By Nikki Tait in Brussels

Europe is being warned that it faces an "innovation emergency", as senior European Union officials unveil a swathe of measures designed to push research and commercialisation policies up the political agenda.

Senior policymakers in Brussels are clinging on to the goal of having 3 per cent of EU gross domestic product invested in research and development by 2020 – a target that matches US president Barack Obama's plans, although Europe has struggled to hit 2 per cent of GDP over the past decade.

Máire Geoghegan-Quinn, European Union research commissioner, told the Financial Times she believed Europe was emerging from the financial and economic crisis in "fierce competition" with other regions and that there was an urgent need to stimulate private sector research and ensure "fantastic ideas" were commercialised within the 27-country bloc.

"We're facing an innovation emergency," she said.

The Irish commissioner is the first to admit that cash-strapped governments may not be overly receptive to programmes that involve upfront cost. "I know how

easy it is at budget time to say R&D is an easy target to cut." But she insisted innovation should be seen in the broader economic context. "It's as much an economic policy as measures in the economic governance package... It's about jobs," she said, pointing out that if the 3 per cent target was reached over the next decade, an estimated 3.7m jobs would be created.

However, even in better economic times, that R&D goal was missed, stalling at about 1.85 per cent of EU GDP between 2002 and 2007. Brussels is now discussing more detailed, country-specific objectives with indi-

vidual member states, and officials expect a range of targets will result, from more than 4 per cent for some big countries to under 1 per cent for some of the smallest states.

But they say they are confident the overall result will be "very close" to 3 per cent, and that a midterm review will take place in 2014. Wednesday's package is aimed at encouraging that result. Measures range from venture capital financing initiatives and improvements to Europe's intellectual property regime, to plans aimed at making researchers more internationally mobile.

One flagship programme is the so-called European Innovation Partnerships – designed to provide a structure for concentrating public and private research resources on "grand challenges" such as healthy ageing, the supply of raw materials, climate change and water management.

Aside from work finally to get political agreement on a system for issuing pan-EU patents, the package will also propose a European market for intellectual property rights, so that investments in IPR assets can be made more easily and licensing be made simpler.

**Есть лишь один достойный
повод для инновации ...**

There is only one reason to innovate...



решить проблему!

to solve a problem!

FatDUX

1-й закон инновации

Если инновация не решает проблему, она ее создает.

Law of Innovation #1

If an innovation does not solve a problem, it will create one.

Пример: ополаскиватель
для полости рта...
Let's look at mouthwash ...





FatDUX



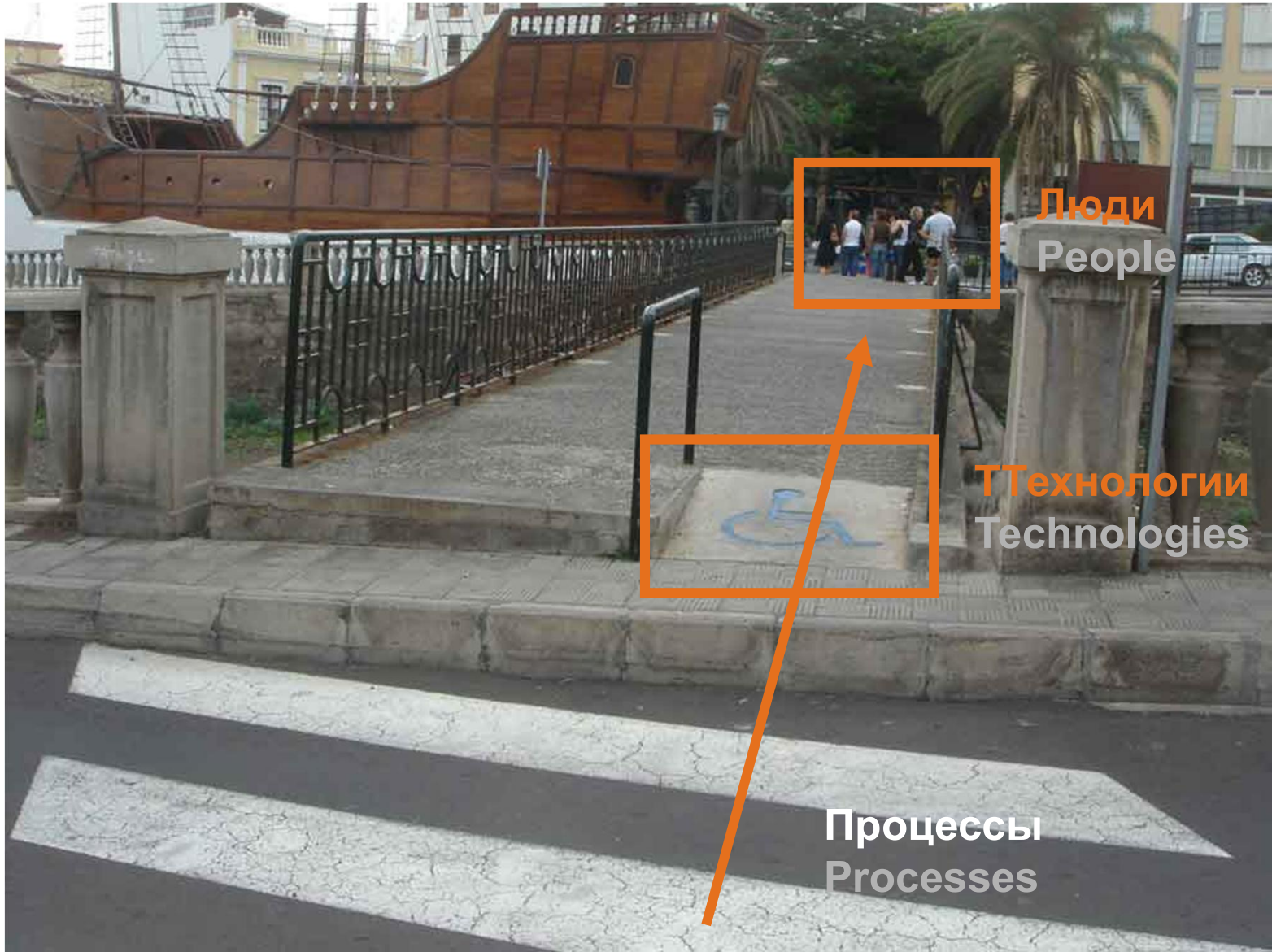
FatDUX

2-й закон инновации

Проблемы не существуют сами по себе. Решения часто имеют неожиданные последствия.

Law of Innovation #2

Problems do not exist in isolation. Solutions often have unintended consequences.



Люди
People

ТТехнологии
Technologies

Процессы
Processes



Κοτ Γυς

FatDUX

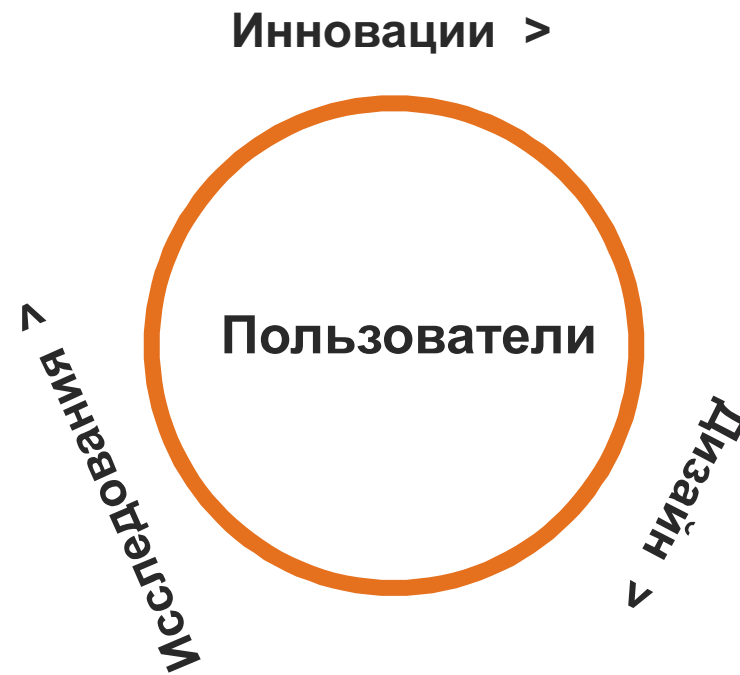


FatDUX



FatDUX

Дизайн, **ориентированный** на пользователя



Дизайн, **управляемый** пользователем



Важно:

Недовольные клиенты опасны

Important note:

Unhappy customers are dangerous



FatDUX



unhappy customers tell google



Søg

Ca. 259.000 resultater (0,05 sekunder)

Avanceret søgning

 Alle

 Videoer

 Mere

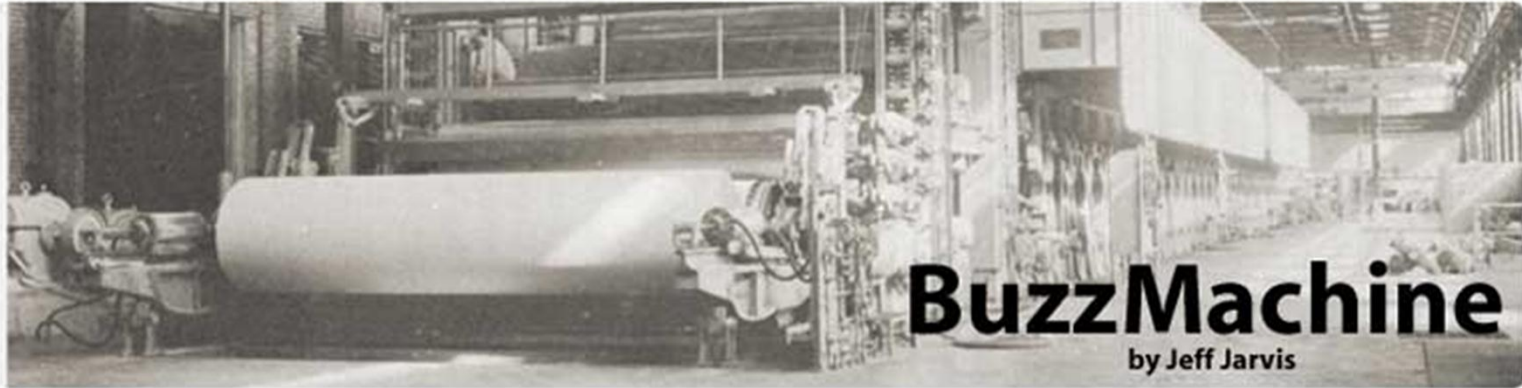
[Happy Customers Tell 3 Friends, **Unhappy Customers Tell Google**](#)  

- [[Oversæt denne side](#)]

Posted on: July 14, 2010 at 3:00 pm By Todd Defren. 13 Responses to "Happy Customers Tell 3 Friends, **Unhappy Customers Tell Google**" ...

www.pr-squared.com/.../happy-customers-tell-3-friends-unhappy-customers-tell-google -

Cached



BuzzMachine

by Jeff Jarvis

« [The little cluetrain that could](#)

[APB: Robot on the loose](#) »

Dell hell: Seller beware

The age of caveat emptor is over.

Now the time has come when it's the seller who must beware.
[Caveat venditor.](#)

A company can no longer get away with consistently offering shoddy products or service or ignoring customers' concerns and needs.

For now the customers can talk back where they can be heard. Those customers can gang up and share what they know and give their complaints volume. Of course, they can use their reviews and complaints to have a big impact on a company's reputation and business.

Public relations has to take on a new meaning. It can no longer be about the press and publicity which just separate companies from

FatDUX

3-й закон инновации

Изобретения могут происходить случайно. Инновации всегда запланированы.

Law of Innovation #3

*Invention may be accidental.
Innovation is always planned.*

*«Не стоит слишком заботиться
о поощрении инноваций. Любая
старая система имеет два
преимущества:
она устойчива и понятна».*

Ч.К. Колтон
(1780 - 1832)

Факт...

**Новаторы часто ломают
сложившиеся правила**

Fact...

**Innovators often break the
established rules.**

Products

[All products](#)



Cordless DUALphone
134,95 EUR



Cordless DUALhandset
67,50 EUR

Go wireless with Cordless DUALphone

Move up to 300m away from your PC and make Skype™ and SkypeOut calls. See who's online with one push of a button on the handset. It's a cordless Skype™ phone and ordinary landline phone in one.

[Show basket](#)

0 Product(s) in basket
Total **0,00 EUR**



Available in Holland

Please note: We only accept the above credit cards. No cash on delivery or bank transfers.

4-й закон инновации

*Новаторы понимают суть правил.
В этом — отличие инноваций от
слабоумия.*

Law of Innovation #4

*Innovators understand the rules.
This is the difference between
innovation and idiocy.*

▼ 1 | how the eye works
CHAPTER (1) OF 3

1.0 preface

1.1 chapter intro

1.2 eye anatomy

1.3 how the eye works

1.4 20/20 vision

1.5 common visual problems



None of us needs an explanation of the value of vision. Eyesight accounts for about 75 percent of our total perception—it is easily the most important way we experience life.

But as with our other senses—hearing, smelling, tasting and touching—we sometimes take seeing for granted, not realizing that proper eye care, including regular professional examinations, is the key to long term good vision.

In order to make information about vision and eye care more readily available, 1-800 CONTACTS presents Vision 101. It provides a closer look at our eyes and how they work, common vision problems, and wearing corrective lenses in general.

Navigational note: click on the downward arrow in the upper left-hand corner to navigate from chapter to chapter (3 chapters in all).

1-800 CONTACTS

| *vision 101*

▶ ch.1 how the eye works : 1.0 : preface

[company homepage](#) | [credits](#) | [quit](#)

5-й закон инновации

Интуитивные решения не требуют инструкций.

Law of Innovation #5

Intuitive solutions do not need instructions.

Intuition Exploration - InE. Step by Step Instructions on how to explore your precognition and - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Favorites

Address http://p-i-a.edu/Protocols/EDU/ARV_StepByStep_Printout.htm Go Links

Google instructions intuition Search 301 blocked ABC Check AutoLink Options SnagIt

Step By Step Instructions on Accessing and Using the InE Protocol

Seeing (using all your senses, not just your visual sense) and describing a photograph that will be presented to you a short time into your own future is the objective of the InE (Intuition Exploration) Protocol.

1. Registering and Your First Logon to InE

- Press the **Register Your Username** button at <http://p-i-a.edu/line.html> and enter your User Name, Password, First/Last Name and email. Press the **Submit Information** button. We assume that your User Name is 'username'.
- The next screen confirms your registration. Press **Return to Logon Screen**, and then use your Username and Password for the first time and press **Logon To The System**.
- When you logon with your 'username', the first page to appear will be the Welcome Page which contains the primary "A B C" links. The InE Protocol has two "Styles". In the default style, you bypass Step B. The default "AtoC" style can be used for [Remote Viewing](#) training. To switch to the "ABC" style, simply click on the "Change to 'ABC' Style" link. In the "ABC" style, you now also judge your Step A intuitive description by choosing the best fit photo. This style is [Associative Remote Viewing \(ARV\)](#).

Here are the A B C steps:

- "**A** Intuitively Describe the Photo You Will See in Step **C**",
- "**B** Predict which of 2 Possible Photos You Will See in Step **C**" (You can view the two photo choices in this step.)
- "**C** See the Photo Using All Your Senses".

2. Step **A** - Obtain a PhotoID number and Submit a Summary of the Step C Photo

- Press the **A** link and the Photo page will appear with your PhotoID and with a text box for your "Summary of Description" text.
- Write down the PhotoID and do your intuitive description session. When done with your session, return to this page and enter your Summary text and then press the **Submit Summary Text** button

Done Internet

Интуиция
Intuition

Инструкция
Instruction



Web-сайт
Website

Приложение
Application

Порог входа
Barrier to entry



Низкий
Low

Высокий
High

Тип инновации
Type of innovation



Инкрементальный
Incremental

Разрушительный
Disruptive



FatDUX

Return On Investment

*«Моя проблема превосходит усилия,
необходимые для изучения системы».*

*“My problem is greater than the
effort needed to learn the system”*



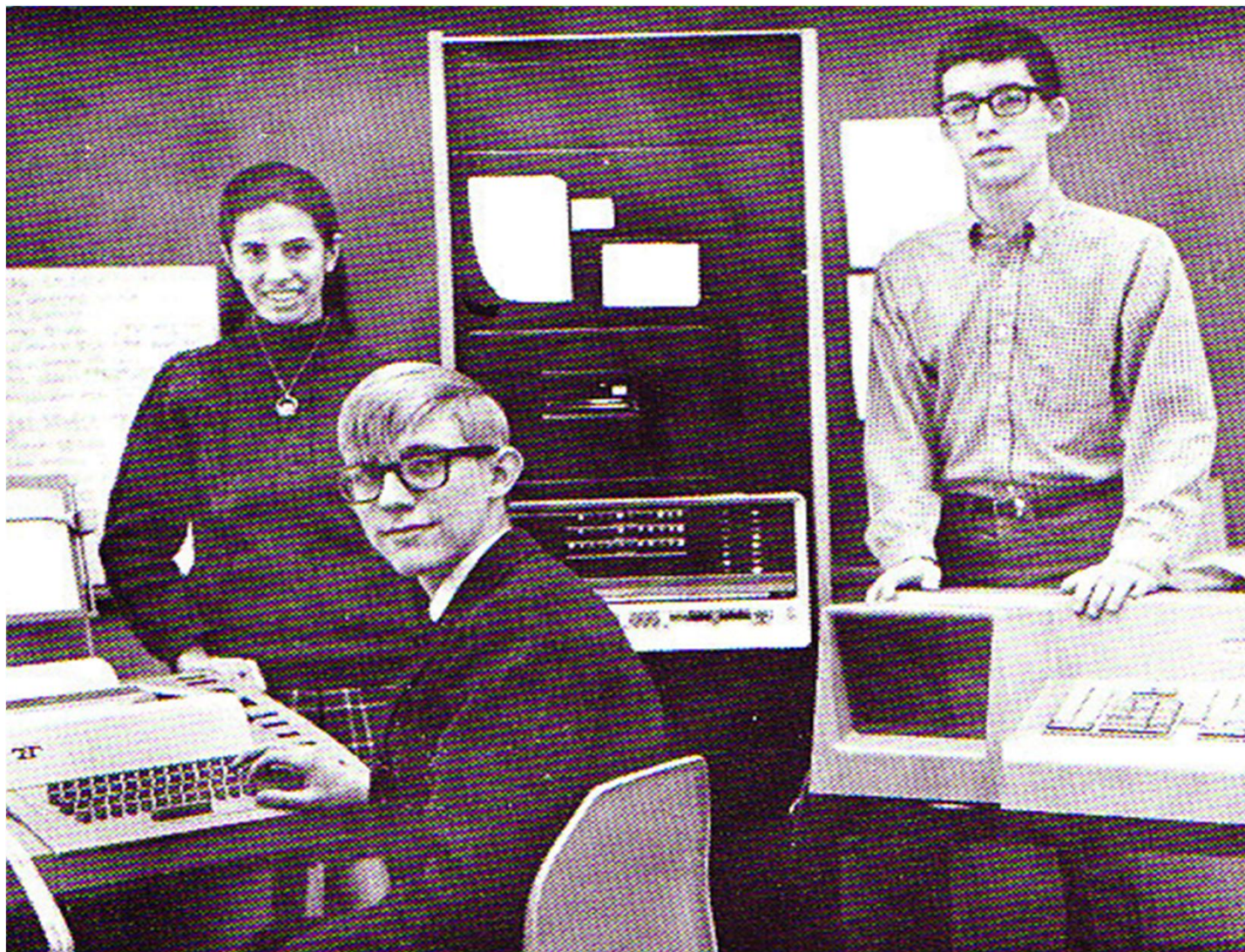
FatDUX



FatDUX

**Лучшая практика —
это не привычка или традиция.**

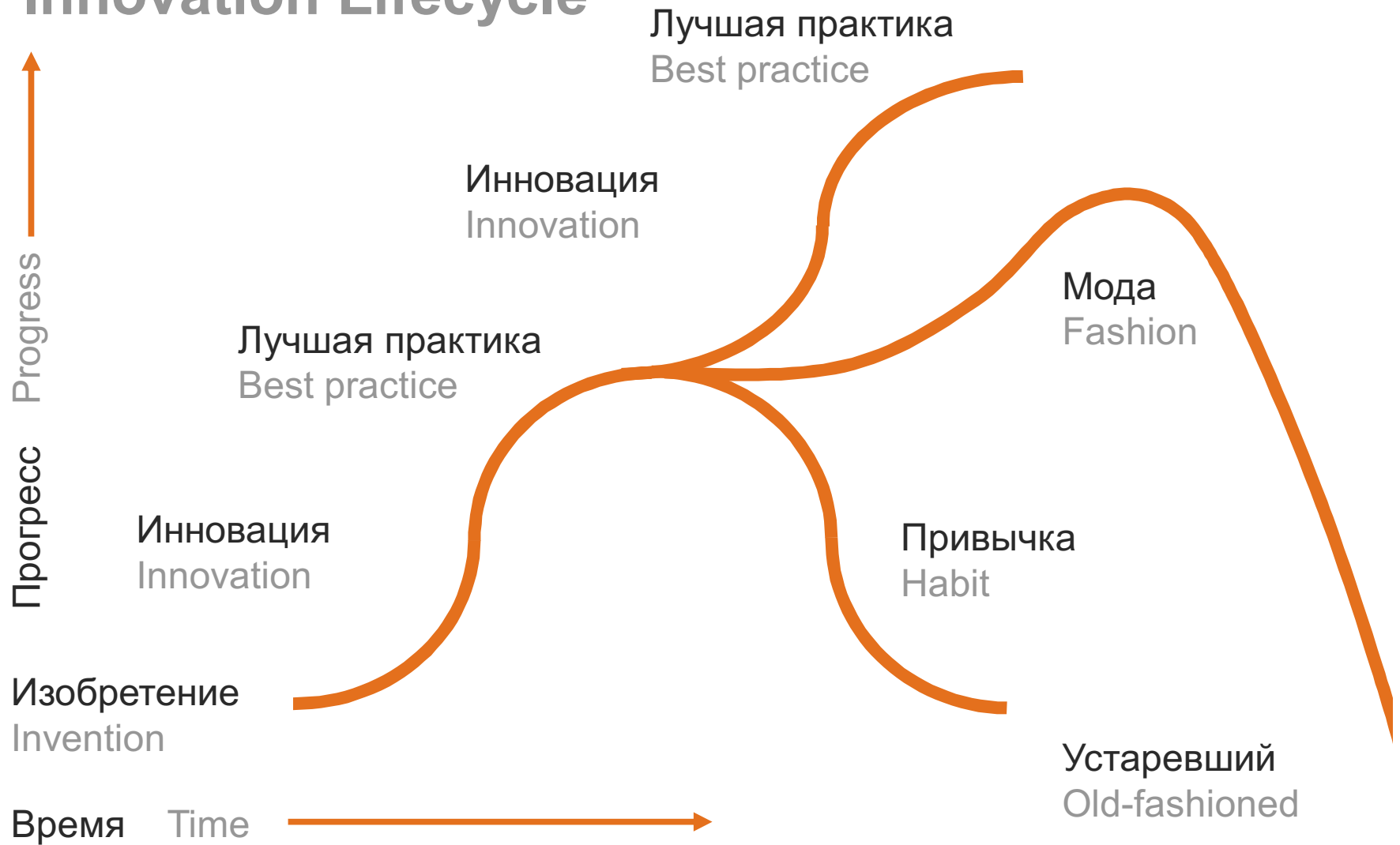
**Best practice is not the same as
habit or tradition.**



Математический клуб Высшей школы Хайленд-Парк, 1969
Highland Park High School Math Club - 1969

Жизненный цикл **ИННОВАЦИИ**

Innovation Lifecycle





HEMPEL

Om Hempel

Forskning og Udvikling

Teknisk Service

Job og Karriere

Marine

Industri

Container

Yacht

Superyacht



One Hempel - Everywhere

Global leverandør af malingsløsninger



Coating Advisers

Hempel har 400 Coating Advisers over hele verden...



Vedligeholdelse

Et smukt bevaret fribord er med til at holde bådens værdi...



HEMPASIL X3

Se verdens mest avancerede fouling release produkt "in action"...

Vælg land

HEMPEL A/S
Lundtoftevej 150
2800 Kgs. Lyngby

Tel: +45 45933800

Hempasil X3 vinder Golden Coat Award ved Eurocoat 2009

Hempasil X3 har allerede vundet tre innovationspriser for sin garanti for brænds [Læs mere...](#)

Protective E-news

Efterårsnummeret af Protective E-news er udsendt. [Læs mere...](#)

Lav-VOC-standarder for bygningsmaling

Lav-VOC-standarder for bygningsmaling træder i kraft fra januar [Læs mere...](#)

FatDUX



1 2 3

FORRETNINGSOMRÅDER

OM MÆRSK

Vores forpligtelse

I A.P. Møller – Mærsk Gruppen tror vi på bæredygtighed. I tråd med vores værdier søger vi at udvikle miljøvenlige løsninger på udfordringerne i forbindelse med miljø- og klimaforandringer. Dette gavner ikke blot miljøet og klimaet, men giver også vores forretning et konkurrencemæssigt forspring. ...

Læs Mere

JOB & KARRIERE

- Representative, Inter-modal Documentation Team, Operations, Shenzhen-based, PRS Cluster, Maersk Line Shenzhen, P.R.C.
- Officer / Senior Officer of IT_Brigantine Services (Shenzhen) Co. Ltd. Yantian, Shenzhen, P.R.C.
- Senior Manager of Business Development_Brigantine Group Shenzhen, P.R.C.

Gå til Job portalen

MEDIECENTER

- 12. november, 2009
Periodemeddelelse November 2009
- 21. september, 2009
Ledelsesændring

Flere pressemeddelelser

AKTIONÆRINFORMATION

- 18. november, 2009
Insideres handler 0509
- 16. november, 2009
Insideres handler 0409

Flere selskabsmeddelelser



reddot design award



Oticon • Delta

> Om Delta

> Delta Fordele

> Farver



EPOQ



JOB HOS OTICON



DELTA

> 3 TRIN TIL EN BEDRE HØRELSE

Find ud af hvor nemt det er, at få mere ud af din hørelse...

> FIND EN HØREKLINIK

Find en høretekniker - tæt på dig...

> PRAKTISK INFORMATION

Praktisk information og support til alle, fra brugere til forældre og venner...



Bolig i balance
Køb nu

Bring din bolig i balance

[Find råd og viden her >](#)



Professionelt forum

[Find teknisk information <](#)



Gratis ServiceTjek af dine vinduer

Ring 45 16 45 99

[Få et Gratis ServiceTjek >](#)



Se priser

Find prislister for VELUX ovenlysvinduer, solafskærmning og service

[Gå til prislister >](#)



Vidste du,
at VELUX solafskærmning reducerer varmetabet - og din varmeregning?

[Læs mere her >](#)



Gardinshop

Køb original VELUX solafskærmning online

[Gå til Gardinshoppen nu >](#)

Bringing light to life.



Norway [change]

Search

Home Solutions Services Products Support & downloads My IBM

Welcome [IBM Login] [Register]

Are you ready for IBM?

Career opportunities for SAP Consultants, Senior Project Managers, Java Developers and Enterprise - and Solution Architects

→ Join us



Read about

Who we are

- [Employee Directory](#)
- [Jobs at IBM](#)
- [IBM and Lenovo](#)

Shopping

What we THINK

- [Ideas from IBM](#)
- [Green IT](#)
- [Oil and gas](#)
- [Innovation](#)

Get Support

What we do

- [IBM Research \(U.S.\)](#)
- [Press Releases](#)
- [Customer References](#)
- [IBM and sponsorship](#)

My IBM links

How we conduct our business

- [IBM Forum Nordic](#)
- [Business Partners](#)
- [About IBM](#)
- [Events](#)

About IBM

Møt IBM i sosiale medier

→ Følg lenken for å se hvor du finner oss



[About IBM](#) [Privacy Policy](#) [Contact](#) [Terms of Use](#) [Business](#)

FatDUX



Global leader in outdoor power products

[Husqvarna Group](#) / [About](#) / [Investors](#) / [Press](#) / [Career](#) / [AGM](#)

[➔ Interim report January - June 2010](#)

[➔ Conversion of shares](#)



Forest, Park and Garden

Discover more about Husqvarna's world leading products for Forest, Park and Garden, including an extensive range for professional and homeowner use.

Denmark



Construction

View the market's most innovative and powerful product range from the world leader in machinery and diamond tools for the construction and stone industries.

Denmark



[Husqvarna Group](#)

[Terms & conditions](#) [Privacy policy](#)

FatDUX

Our inspiration comes in all shapes and sizes.

Real inspiration for better processes.

[Find out more](#) ▾

Inspirational insight on site.

[Take a peek](#) ▾

Inspiring great effects. Every time

[See more](#) ▾

Every dimension of inspiration.

[Get the details](#) ▾

IT. Inspired Technology.

[Get a closer look](#) ▾



Products - Thinking beyond chemicals

For pulp, paper and specialty markets.

[Brands & Products](#) ▾



News & Press releases

Latest headlines from Eka Chemicals.

[Press releases](#) ▾



Exhibitions & Events 2010

Meet us at the following exhibitions...

[Where & when](#) ▾



In focus

Living our values reaps rewards for...

[Award for safe cargo](#) ▾

Nya Saab 9-5. - Allt annat än vanlig.

Pris från ca 296 000 kr.

Läs mer.



Senaste
nytt
från
Trollhättan



Utforska nya Saab 9-5

Saab TTiD
SportSedan
från 119g CO₂/km



Saab 9-3 ePower
Saabs första elbil





Kongehuset

EN FRANÇAIS IN ENGLISH OVERSIGT UDSKRIV

- ◇ Kongehuset
- ◇ Aktuelt
- ◇ Slotte og Kongeskibet
- ◇ Samlinger
- ◇ Monarkiet i Danmark
- ◇ Organisation



Kalender

23/11 09 **H.M. Dronningen** modtager ambassadører fra Ghana, Kroatien, Gabon, Papua Ny Guinea og Tchad på Fredensborg Slot kl. 10.00.

DESIGN YOUR SITE**DESIGN SERVICES**[Overview](#)[WeBuild Service](#)[Software products](#)[Design Tutorials](#)[Design Books](#)[Other Design Resources](#)**WEB SITE TEMPLATES**[» Web Templates](#)[» Flash Intro Templates](#)[» Logo Templates](#)[» Corporate Identity](#)**WEB TEMPLATE CATEGORIES****OTHER SERVICES**[Web Hosting](#)[E-mail Packages](#)[Promote your Website](#)[Business Tools](#)[Become a Dotster Affiliate](#)[Become a Dotster Reseller](#)**Search for a Domain Name**

PayPal
Lower the cost
of accepting
payments online

BUILD YOUR SITE: WEBSITE TEMPLATES: WEB TEMPLATES[home](#) » [build your site](#) » [website templates](#) » [web templates](#)

To view more information or to order a template click the "details" button.

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) >**Price: \$ 63 Details****Price: \$ 59 Details****Price: \$ 59 Details****Price: \$ 62 Details****Price: \$ 63 Details****Price: \$ 65 Details**

Каковы предвестники моды и увлечения?

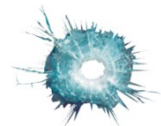
What are the warning signs of fad and fashion?

Обратите внимание...

Watch out if...



Используется ли ваше решение только на местном рынке?
Your solution is only being used in your local market



Используется ли ваше решение только в одной отрасли или сфере?
Your solution is only being used by a single industry

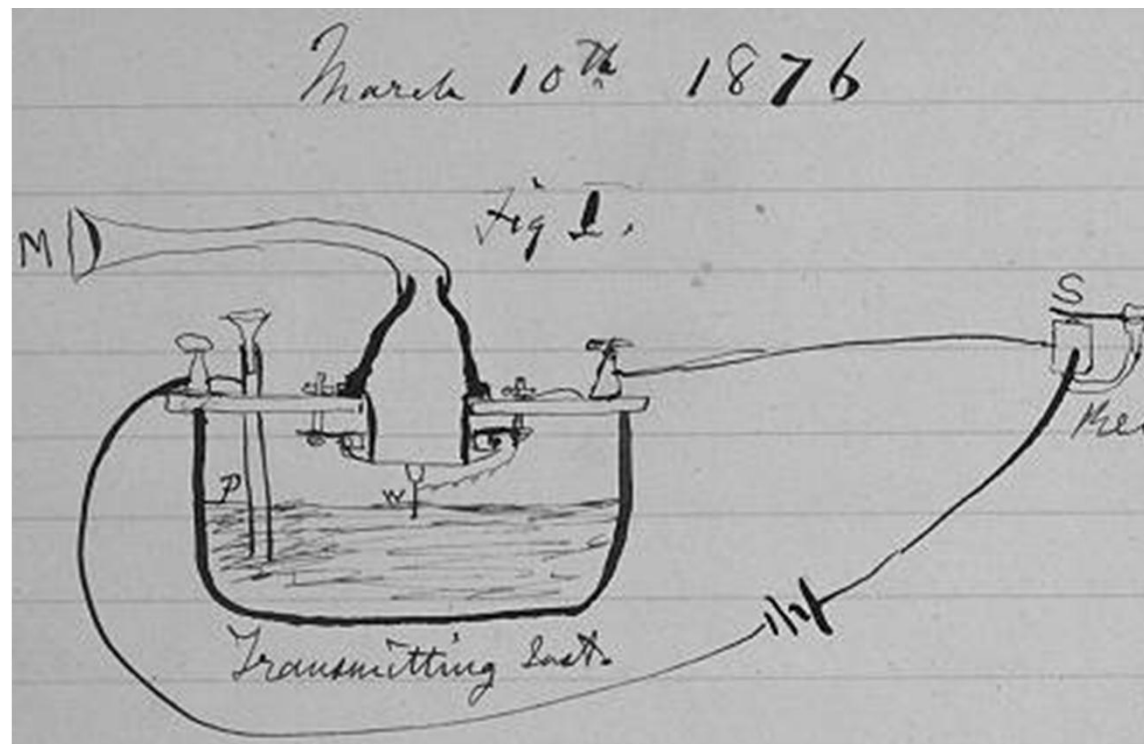


Напоминает ли ваше решение нечто уже сделанное вами на прошлой неделе?
Your solution looks like something you also did last week

Зачем нужны сообщества практиков?

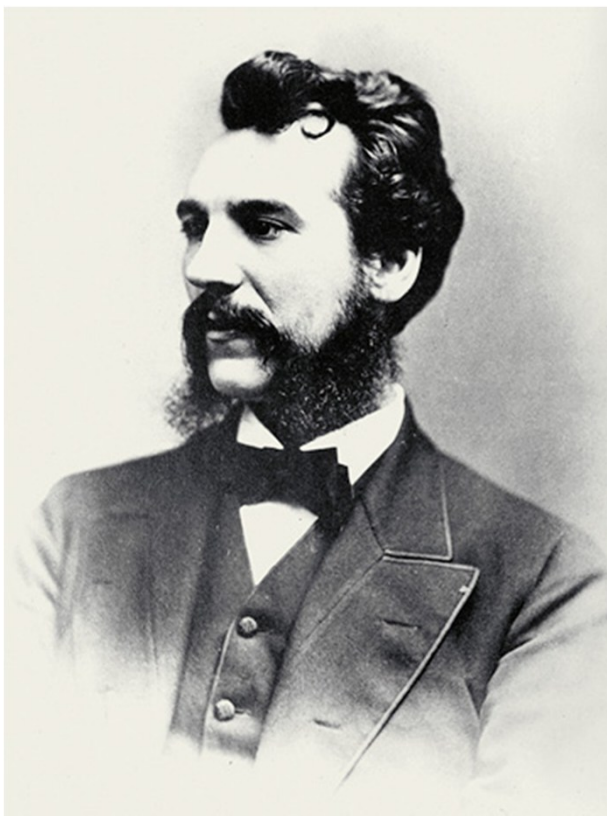
Why do we need
communities of practice?

Кто изобрел телефон?
Who invented the telephone?



Александр Белл - 1876

Alexander Graham Bell



1847 - 1922

Элайша Грей – 1876

Elisha Gray



1835 - 1901

FatDUX

Филипп Рейс – 1860

Johann Phillip Reis



1834 - 1874

FatDUX

Антонио Меуччи – 1857

Antonio Meucci



1808 - 1889

FatDUX

Инноченцо Манцетти – 1844

Innocenzo Manzetti



1826 - 1877

FatDUX

6-й закон инновации

Изобретатели соревнуются.

Новаторы объединяют свои усилия.

Law of Innovation #6

Inventors compete.

Innovators cooperate.

*«Удивительно, насколько многого
можно добиться, если не думать о
том, кому достанется слава».*

Гарри Труман

*“It’s amazing how much we can
accomplish when you don’t care
who gets the credit.”*

Harry S. Truman

Спасибо !

FatDUX

(Обычно) Эрик Райс доступен:

The FatDUX Group ApS
Strandøre 15
DK-2100 Copenhagen
Denmark

в офисе: (+45) 39 29 67 77

по моб. тел.: (+45) 20 12 88 44

в twitter: @elreiss

er@fatdux.com

www.fatdux.com

