



A Path, Adapted

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NOKIA Finnish

5th

11

39%

70+

tires & toilet paper

NOKIA Finnish

5th most valuable brand

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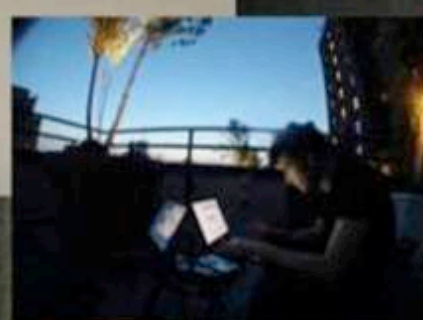
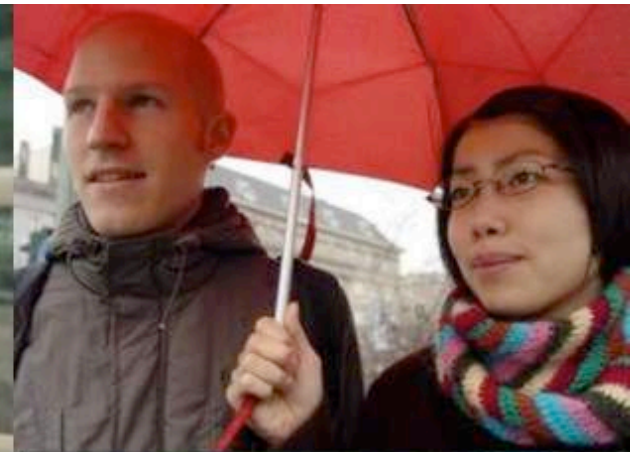
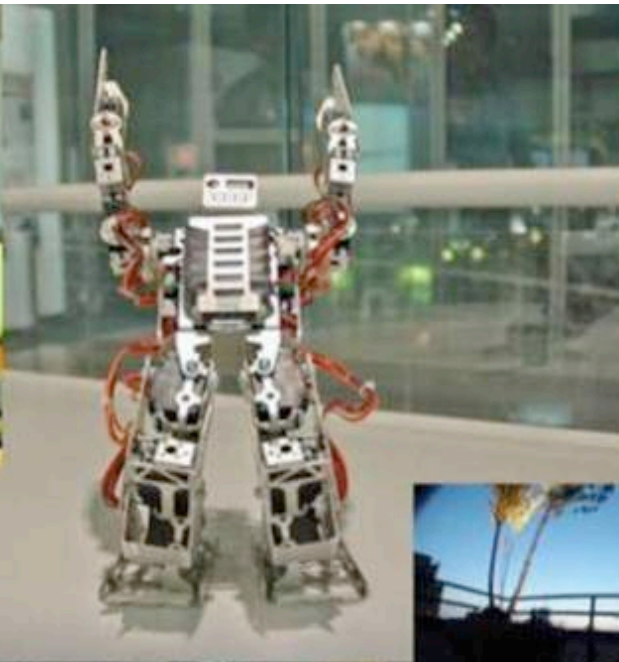
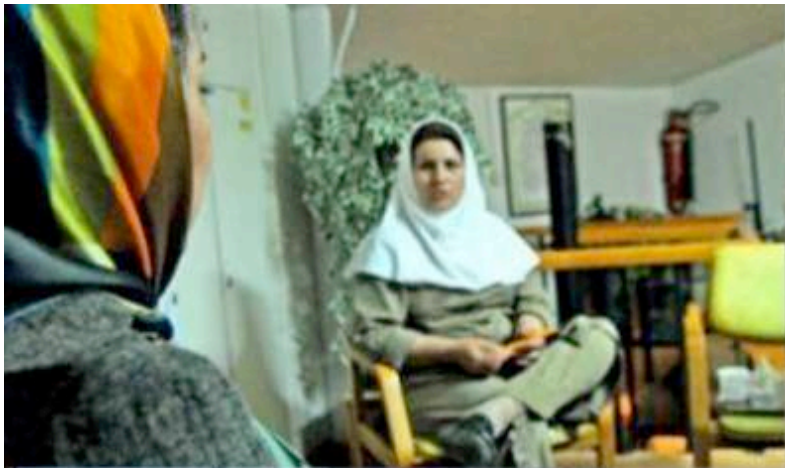
ui design > ux design research
web > mobile
uk > japan



tokyo design studio

global brief, specialists in asia pacific
tracking tech trends
inspire and inform the design process
challenge current thinking

user centered design



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the sum of all human experiences



starting questions

who are you? how can you prove it?

how do illiterate people manage their contact information?

what do you carry where? why?



typical projects

scoping studies carrying behaviours; identity; the future of urban spaces;
way finding; understanding feminine inspiration

targeted at a particular technology or service: mobile television early
adopters in South Korea; the social acceptability of near to eye displays in
public spaces in NYC and Tokyo; WIFI use on commuter trains



deliverables

user experience reports

physical & software prototypes

briefings, workshops, training

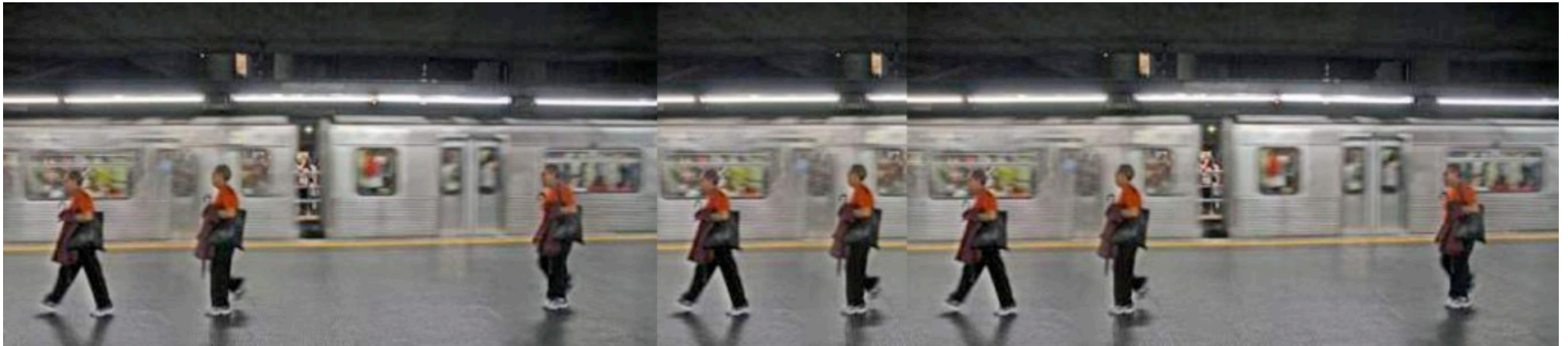
knowledge bank

IP, PR



illiteracy

1 month to understand what it would take to design a phone for illiterate people > an indian subcontractor willing to put in a weekend of her time > piquing sufficient to commit more funds... 4 years of research



social acceptability of tech x

3 weeks, intern + actors to collect data, testing near to eye displays in 6 contexts in Tokyo: commuting subway, taxi, home, hotel, cafe & park. What are the factors affecting the use?



the future of urban spaces


6 months; to run 3 full field studies, with months to prepare; 2 weeks in the field; bringing together teams of 20 people: Nokia + local translators, guides, experts, creatives, street survey teams, running 6 different types of data gathering exercises



motivating strangers?

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methods




contextual

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wallet mapping

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day in the life

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co-creation/participatory design



signs

DOCTOR'S ADVICE FOR THE HEALTH OF YOURSELF AND OTHERS.
DON'T SPIT EVERYWHERE.

医生忠告：为了您和他人的健康，请勿随地吐痰。



DON'T SPIT

请勿随地吐痰





trust



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simplicity

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security

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half-life

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local norms

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beyond clichés



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what?

A photograph showing a woman's hand holding a white and pink Nokia mobile phone. The phone's screen displays '2:00 PM', 'Sat, 10/14', and 'Sharon apx'. The woman is wearing a blue and white patterned dress and several beaded bracelets. In the background, another person is visible, holding a small electronic device. The text 'shared phone use' is overlaid on the image.

shared phone use

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knowledge bank

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A close-up photograph of a person's hand holding a small, open, black zippered pouch. The pouch is empty, and its interior is visible. The hand is holding the pouch from the side, with the thumb and index finger visible. In the background, a silver electronic device, possibly a calculator or a small digital scale, is partially visible. The overall image conveys a sense of readiness or challenge.

challenge thinking

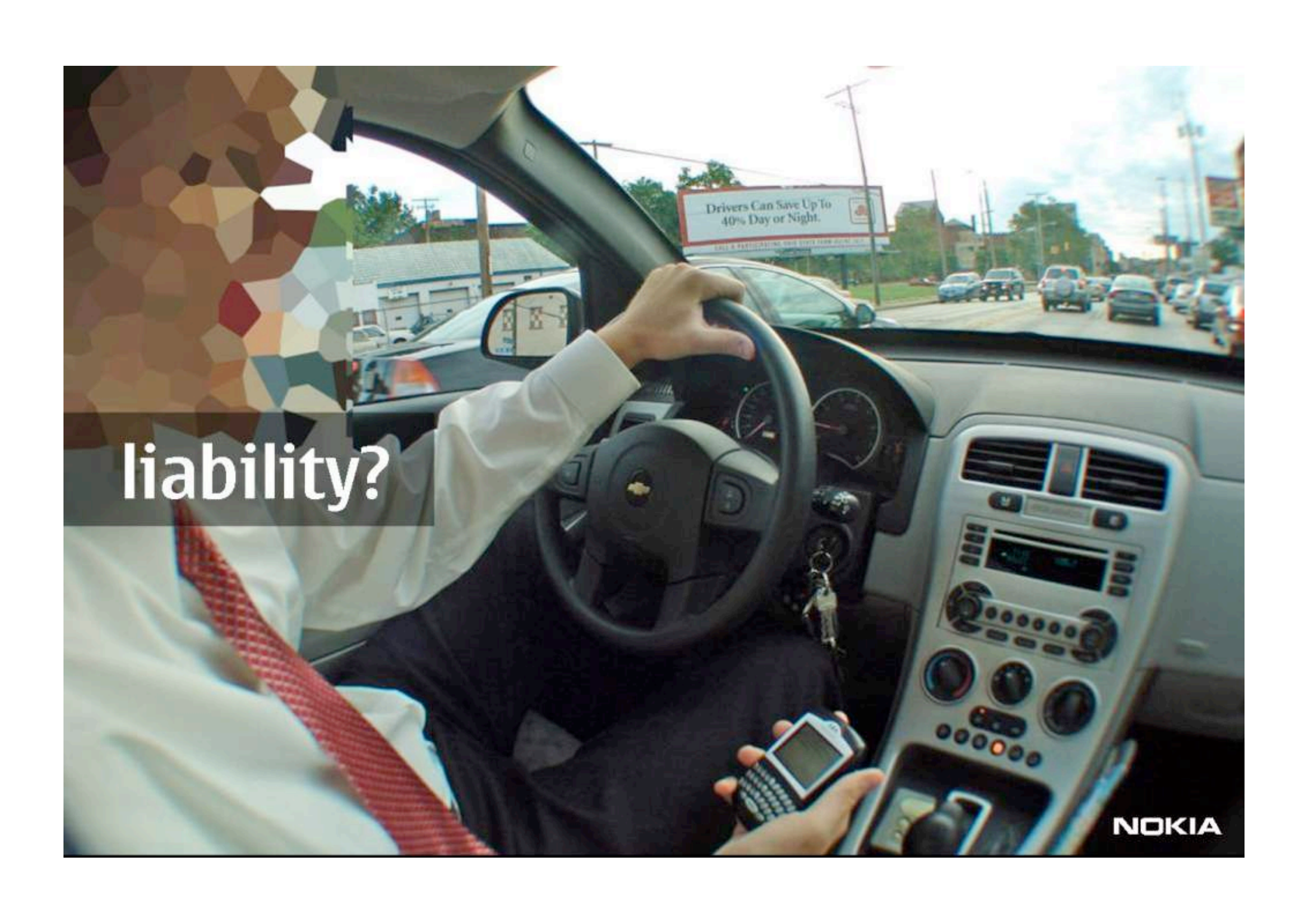
A woman with long dark hair, wearing a white t-shirt and black trousers, stands in a park-like setting with trees and greenery in the background. She is holding a large, circular, light-colored screen or monitor that is positioned in the foreground. The screen is empty, and the text 'media / credibility' is overlaid on it. The woman is looking towards the right side of the frame.

media / credibility

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challenges





liability?

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safety?

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“tour bus ethnography”

how long is long enough?

what do you expect to learn from 3 days/weeks/months/years in the field?

what does it take to function effectively in your organisation?



road trip



A photograph of a bowling alley with a futuristic, digital theme. Two people are walking away from the camera down the center of the lane. The person on the left is wearing a black hooded garment, and the person on the right is holding a red bowling ball. The bowling lanes are illuminated with vibrant, colorful digital projections of abstract patterns and shapes. Above the lanes, several small digital screens are mounted on the wall, displaying various images. The overall atmosphere is high-tech and immersive.

(un) conducive spaces

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A man with dark hair and a slight beard, wearing a yellow and green uniform, holds a white Nokia flip phone to his eye. He is looking directly at the camera. The background shows a food stall with Arabic signs and a bowl of green salad. A semi-transparent dark grey bar with the text "being watched" is overlaid on the left side of the image.

being watched

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three things that work

1. make your colleagues smarter

2. know who you are

there are no rules

understand & communicate boundaries of the research

utilize the resources at your disposal

A photograph of three young women standing outdoors. The woman in the center, wearing a black hijab, is holding a black camera with an orange strap. She is looking down at the camera. To her left, a woman with short dark hair, wearing a grey t-shirt and a green backpack, is looking at the camera. To her right, a woman with long dark hair tied in a ponytail, wearing a brown t-shirt and a black backpack, is also looking at the camera. They are standing in front of a building with a red-tiled roof. The text "3. let go" is overlaid on the left side of the image.

3. let go

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