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## **Innovation in Design**

### **Strategies for Simpler, More Intuitive Customer-Based Design**

**February 12<sup>th</sup>, 2015  
Anaheim Convention Center**

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- 9:25 AM      **Chair's opening remarks**  
**Ben Varghese**, Emerging Technology Consultant, **Cisco Systems**
- 9:30 AM      **Keynote: Reinvent Flying: User-centric design drives innovation and democratizes aviation**
- Ensuring your design is on the leading edge vs. bleeding edge of innovation
  - Where will the next break-throughs in design innovation come from – technology, talent, teamwork, or a combination of other sources?
  - How can you design smarter, faster, and on budget for your customers' needs?
  - Changing the design innovation process in a fast-moving world
- Klaus Tritschler**, VP Design, **ICON Aircraft**
- 10:00 AM      **'Design First' Successful Makers' Approach to Product Innovation: Bringing Wearable / IoT Ideas to Life with Rapid Design & Prototyping Using Open HW & SW**
- This exclusive discussion explores both the design and technical sides of leveraging IoT to build wearable electronic devices; this session will cover how to bring wearable/IoT ideas to life quickly using cost-effective, ready-to-use open hardware sensors & components, as well as open software.
- What are the mission-critical form factors and wearable ergonomics?
  - Invoking industrial design and fashion elements in designing wearables
  - Designing interactions user experience (UX) for wearables
  - Mapping and building input and output mechanisms for wearables
  - Utilizing sensors and sensor arrays in wearables and adding connectivity to wearables
  - Optimizing energy and battery consumption in wearables
  - Hardware reference designs for building different wearable experiments
- Chris Turkstra**, Head of Product & Strategy – IoT Innovation Lab, **Samsung Electronics**
- 10:25 AM      **Panel Discussion: Demystifying Customer-Based Design Innovation: The Key to Unlocking New Perspectives and Ideas**
- How is the customer-based design approach spreading into commercial and industrial design expectations?
  - Applying the user-centered approach to generate innovation
  - Working with your human factors/user experience team on product road mapping for your target users' behavioral tendencies and usage requirements
  - Being in touch with the customer's needs as early and as frequently as possible so that you can anticipate requirements and industry opportunities
- Panelists:**  
**Brian Mullins**, Senior Design Manager, **Kablooe Design**  
**Shri Jambhekar**, Director of User Experience Design & Research, **YP**  
**Kevin Bethune**, Principal & Human-Centered Design & Innovation Director, **BCG Digital Ventures**

11:00 AM

**Panel Discussion: Creating New Business Models and Product Categories – We Dared to Dance with Mr. Never-Been-Done**

- Pioneering opportunities for growth by innovating new products and business models
- How can benefits be realized through intelligent risk-taking? What does it mean to learn from “productive failures?”
- Examples of evolving business models with new requirements for success
  - Hybrid business models
  - Healthcare value-based models
  - Future business models

**Panelists:**

**Bert Sanders**, Director of Business Development, **Dell**

**Gerry Insolia**, Global Program Director of R&D, **Coca Cola**

**Sam Poznanovich**, Design & Product Development Engineer, **Tesla Motors**

**Ron Pierce**, Vice President/Director of Design Research & Strategy, **Karten Design**

12:00 PM

**Networking Lunch**

1:00 PM

**Panel Discussion: To Build or to Buy Innovation, That is the Question! Practical Assessment for Fine-Tuning Your Methodology**

- How to effectively work with and manage an outside design house
- Quantifying the total cost of ownership when building innovation in-house
- Clarifying and overcoming the challenges of “buying” innovation
- Examples of strong risk-sharing partnerships – Which factors often lead to success and failure?

**Panelists:**

**Nias Puthenveetil**, Director of the Chief Technology Office, **Siemens Healthcare**

**Dave Heacock**, Senior Vice President & Manager of Silicon Valley Analog, **Texas Instruments**

**Stuart Karten**, Principal, **Karten Design**

1:45 PM

**Panel Discussion: Emerging Mobile Technologies & Trending Mobile Markets – Finding Your Next Nest of Users in Mobile**

- Tapping emerging mobile markets for new product design
- How is mobile transforming the innovation frontier? What is essential to successfully taking the leap into mobile?
- Integrating advanced mobile technologies into your design process for greater efficiency and flexibility of use
- Leveraging Big Data, product data, and consumer data to determine what products to make

**Panelists:**

**Vishal Gupta**, Chief IoT and Services Officer, **Silent Circle**

**Richard Chennault**, Director of Mobile Architecture & Planning, **Kaiser Permanente**

**John Havard**, Chief Technology Officer, **Stratos Product Development**

2:30 PM

**Afternoon Break**

2:45 PM

**Harnessing Virtualization and Simulation to Create Big Advantages in New Product Concepting & Design**

- Using software to structure Big Data in the Design Concept stage
- Modeling and Visualization of Data
- Identifying Risk and Cost of New Product Concepts
- Examining software developments to reduce Design Complexity (Data Complexity)

**Dave Foreman**, Vice President, **Design Profit, Inc.**

3:10 PM

**Panel Discussion: Using Cross-Collaboration to Bring Forth Innovation – Identifying and Eliminating Internal Roadblocks to Innovation**

- Trends in increasing white space: What are the proven benefits of increasing time spent on value-added activities/ideas across the board?
- Integrating teams effectively to access wider expertise: How can cross-departmental collaboration enhance project oversight and solution building?
- Exploring best practices in leveraging cross-departmental expertise to enhance innovation capabilities

**Panelists:**

**John Havard**, Chief Technology Officer, **Stratos Product Development**

**Bert Sanders**, Director of Business Development, **Dell**

**Dave Gallon**, Director of Strategic Insight & Innovation, **Toyota**

4:00 PM

**Conference Adjourns**

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**For more information on the conference, please email Kristina Stiens, Conference Program Director at [Kristina.Stiens@ubm.com](mailto:Kristina.Stiens@ubm.com). Go to [pacdesignshow.designnews.com](http://pacdesignshow.designnews.com) for more details on registering.**