“You don’t hire Kehinde Wiley to have a tame painting.”

Kehinde Wiley
Artist

Designing for Utopia.

Mikko-Pekka Hanski
Kuusi palaa.
Kuusi palaa!
Kuusi palaa?
DESIGNING FOR THE UTOPIA AND THE SYNTHETIC GENERATION
DESIGNERS ARE ACCOUNTABLE OF THE EXPERIENCE
DESIGN = DECISIONS
EVERYONE IS ACCOUNTABLE OF THE EXPERIENCE
Empathy
Craft
Collaboration
Life is too short for crappy user experience.
Idean is a global collective of thinkers, storytellers, and makers aligned to one purpose: to challenge what’s possible.

At a glance

- 4k+ Projects delivered
- 20 Years of experience
- 22 Studios
- 700+ People
Our global network

North America
San Francisco
Palo Alto
Austin

Europe
London
Stavanger
Bergen
Oslo
Stockholm
Gothenburg
Malmö

Helsinki
Utrecht
Paris
Montpellier
Barcelona
Madrid
Valencia

Tampere

Asia / Pacific
Shanghai
Singapore
Ilona, Elli, Viktor, Chan, Emilio, Jia, Vi, Isak, Dany ...
Greta the Great
Spotify Playlists defining generation experience.
WIFI NEEDS TO WORK
Relaxed Approach to Tech
7s TikTok
Hard to Catch
What problem we are solving with design?
It takes a lot of work to design a service that customers love

84% of companies aspire to be CX leaders

80% think they deliver great service

8% of their customers agree

It’s even harder to design and maintain a great service experience when your products and services span a number of different channels. Signature Moments improve services.
YOUNG ADULTS SPEND MORE THAN SIX HOURS PER DAY FEELING ‘STRESSED OUT’, FINDS MENTAL HEALTH STUDY
Facebook, Instagram and WhatsApp hit by media messaging outage

Facebook and Instagram report being ‘back at 100%’ after all three platforms were malfunctioning throughout the day
ABUNDCE OF CHOICES
EXPERIENCE GAP
INCREASED STRESS
TRUST
I AM PROPOSING THAT INSTEAD OF CREATING NEW AND COOL AND WOW BRANDS SHOULD FOCUS ON BECOMING …
A SILENT PARTNER
SILENT PARTNERS: DO ONE THING WELL WORKS ALL THE TIME RESPECT THE TIME KEEP THE RELATIONSHIP
A RESPECTFUL WAY TO HAVE A RELATIONSHIP.
BECOMING A SILENT PARTNER
Focus
Instead of Making New Stuff, our job should be reducing to what truly is meaningful.
DESIGNERS ASKING
SHOULD THIS EXIST?
Systems instead of yet another design project.
Consistency beyond generations
ABB

Design System to accelerate development and deliver the brand to the users.

Creating consistency for 3500 software products

ABB’s aim is to substantially increase the quality and consistency in creating and delivering their digital offering. This means applying human-centered design methods in the product creation phases, and providing a ABB Common UX Design System that provides principles and tools for ideation, design and development.
Philips Living Design

A design system for data visualization across all software applications at Philips globally.
Hack the design system
Revolutionize the way your organization scales design

Getting started with design systems

At idean, when it comes to defining a design system in depth, we say that a design system is a living system of guidelines, reusable code and design assets, and tools that help organizations deliver consistent on-brand experiences at scale and over time.

Most typically, design systems are built, used, and maintained by product teams, who define and refine them by design decisions, and when implementing solutions to solve design systems to serve multiple products over internal problems easily.

One common example of a design system is Google’s Material Design, that’s heavily used by Google, but also by external enterprises that create the experiences for their platforms. In this case, Material design comes as a solution across all delivery systems for the Android platform, enhances UI and user experience, and redefines Google’s brand value.

The main benefits of a design system are:
- Deliver strong brand identity across all touchpoints
- Enable change in workflow culture
- Speed and agility
- Increase consistency
- Rapid implementation
- Improve user experience

A comprehensive design system should contain:
- Design language and guidelines
- Brand identity assets
- Brand-based pattern design and assets
- Guidelines for UI/UX touchpoints
- Tools like Sketch, Figma, InVision, and more
- Design and user research procedures

“Design systems are more powerful than it appears. It’s like a trojan horse going into a big organization to ignite bigger cultural change.”

Jordi Fisher, Design Director at Idean
Learning by Empathy
Feeling the pains of Chinese tourists with Tencent.
Restaurant could not understand why Chinese tourists came and create a 100 meter queue and all ordered the same dish.

Reason:
Local tip in the WeChat Helsinki mini app.
Just STOP it!
390 000 000 active users.
BECOMING A SILENT PARTNER
FOCUS ON EXPERIENCES THAT MATTERS
CREATE A DESIGN SYSTEM
LEARNING BY EMPATHY
SOMETIMES IS THE BEST THING TO DO IS WAIT
Fearlessly Human

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