

INSPIRATION & GROUP SESSIONS

Inspiration and Group Sessions

How do these sections work? First up, three speakers will present their topics in a row – 15 minutes each (Inspiration Sessions). After that you may decide which topic you would like to follow up with and join a 20-minute conversation with the according speaker (Group Sessions). But don't worry about missing something: Every speaker will wrap up their session at the end for everyone.

My notes

This image shows a full page of white paper with ten horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Christiane Bausback

Managing Director, N+P Industrial Design
»Experience Mobility – How user journeys are
changing transportation«

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A user journey is an essential tool, which can be used to build a long-term relationship and a deep understanding with the user, gaining consistency and trust. Christiane Bausback will talk about the influences of user-journey-driven innovation throughout the years at N+P Industrial Design, explaining the positive impact of visionary concepts and real life solutions. You can expect inspiring stories from around the world across various levels of mobility.



Jan Wielert and Benjamin Carr

Büro Staubach
»Mobility & Design – Mobile Spaces«

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If the user is the focus – the existing systems, structures and services must first be analysed – focusing solely on the object is no longer adequate. The interaction between entities is improving but design of the vehicles and infrastructure remain independent. To create positive user experiences, mobility needs to be at the forefront, moving away from ‘numbers of seats’ and towards seamless spaces.



Joy Grover

Marketing Manager, tangerine
»How design can take the pain out of the train«

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In her talk, Joy Grover will share how tangerine tackles the challenges faced by rail operators, and how the designers identify key insights and the important pain points in a journey. Working closely with clients, their partners and stakeholders, tangerine can deliver a solution that is cost effective for the operator, simple to implement, and creates a desirable seamless experience for their customers.



Giuseppe Attoma and Kai Alexander Gehrmann

attoma Group
»Focusing the customer journey: User-centered
service design standards for Grand Paris Express
metro stations«



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The Grand Paris is a development project for the whole Parisian metropolitan area. It is designed to improve residents' quality of life, address regional inequalities and build a sustainable city. The Société du Grand Paris has hired Attoma to define sustainable, user-centered and achievable quality standards for the services in the future metro stations. Based on observations as well as user interviews and workshops Attoma defined the user experience and service strategy as a Service Master Plan: recommendations for the design and development of services in the future Grand Paris Express metro stations.



Ilona Illing

Director Design, Lantal Textiles
»Spotting and elaborating trends for a customer-centered interior«

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To create a solid base for customer developments and collections, Lantal analyses four different basic points: development of the transportation markets, future design taste, mega-, design/ color trends as well as innovation and evolution of products. Ilona Illing will talk about evaluations indicating three future-oriented passenger classes and three different design styles which allow Lantal to create products and interiors for the well-being of passengers.




Pia Betton

Partner, Edenspiekermann
»From authority to best buddy«

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Customer centricity changes the way public transport organisations think and act. Tax payers' money is spent on innovation labs, service explorations and apps. But what about the brands? Organisations like Ikea, airbnb and uber have changed the way brands interact with their target groups, whether we like it or not. What role should public transport brands play in our lives? How far should public authorities go to compete with private innovators? And do we really want our daily commute to be branded like a best buddy?



InnoTrans
2016 **INT
DESIGN
FORUM**

21 September 2016
10.30 am – 4.45 pm

InnoTrans Convention / Program
CityCube Berlin, Level 3, M1-3
Messedamm 26, 14055 Berlin

Topic: »Experience Mobility – Focusing on the User. Innovative Concepts and Solutions for User Centered Design in Public Transport and Interiors«

Free entry for trade visitors

PROGRAM OVERVIEW

Language:	English with simultaneous translation in German
10.30 - 10.45 am	Opening & Welcome Karsten Henze, Head of CI/CD and Creation, Deutsche Bahn & Chairman of the Board, IDZ – International Design Center
10.45 - 11.30 am	Keynote 1 »Mind the Gap: How we can build user-friendly ‘Bridges’ to the Multi-Modal Future« David Cleaves, Executive Creative Director, Frog
11.30 - 12.15 am	Keynote 2 »The role of future thinking in improving user experience« Paul Priestman, Director, PriestmanGoode
12.15 - 1.00 pm	Keynote 3 »C30 – Metro Stockholm. Developed with the support of a supplier-driven industrial design process« Nicole Michel, Teamlead Industrial Design Interiors and Mattias Jansson, Industrial Designer, Bombardier Transportation
1.00 - 2.00 pm	Lunch break enjoy

2.00 - 3.15 pm	Inspiration & Group Sessions Part 1: »Experience Mobility – How user journeys are changing transportation« Christiane Bausback, Managing Director, N+P Industrial Design »Mobility & Design – Mobile Spaces« Jan Wielert, Managing Director and Benjamin Carr, Senior Designer, Büro Staubach »How design can take the pain out of the train« Joy Grover, Marketing Manager, tangerine
3.15 - 3.30 pm	Coffee break
3.30 - 4.45 pm	Inspiration & Group Sessions Part 2: »Focusing the customer journey: User-centered service design standards for Grand Paris Express metro stations« Giuseppe Attoma, CEO and Kai Alexander Gehrmann, Managing Director, attoma Group »Spotting and elaborating trends for a customer-centered interior« Ilona Illing, Director Design, Lantal Textiles »From authority to best buddy« Pia Betton, Partner, Edenspiekermann
4.45 pm	Wrap up
Hosted by	Mauro Rego, Managing Partner, Boana mauro@boana.de

OPENING & WELCOME KEYNOTES



Karsten Henze
Head of CI/CD and Creation, Deutsche Bahn & Chairman of the Board, IDZ – International Design Center

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Focusing on the user should be taken for granted. But what does that mean, if the target group includes literally: All! With the experience of 15 years as head of design and creation at Deutsche Bahn, it’s first-hand experience for him, that design and mobility are closely inter-linked. The field of design addresses far more than merely aesthetic issues. Naturally! This motivates him as chairman of the board at IDZ.



David Cleaves
Executive Creative Director, Frog
»Mind the Gap: How we can build user-friendly ‘Bridges’ to the Multi-Modal Future«

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Following frog’s human-centric design methodologies, David Cleaves will share the stories of three typical transit users from different continents and backgrounds, to map out their ‘mobility journey’ across time — starting with today then moving to 2025. Wrapping the talk, he will discuss concrete ways we can design and deliver incremental improvements that will bridge the gap between today’s fragmented mobility services and the Multi-Modal Future.



Paul Priestman
Director, PriestmanGoode
»The role of future thinking in improving user experience«

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Over the last three decades, Paul Priestman has garnered a reputation as one of the world’s leading transport designers by creating considered, user-centered mobility solutions and improving passenger experience across all modes of transport. In this keynote, Priestman will talk about the importance of future thinking in designing user-focused transport solutions and how to tackle overcrowding on trains in increasingly dense urban areas.



Nicole Michel and Mattias Jansson
Bombardier Transportation
»C30 – Metro Stockholm. Developed with the support of a supplier-driven industrial design process«

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The new metro ‘C30’ for Stockholm has been developed by ‘Bombardier’ in the past two years. Nicole Michel and Mattias Jansson, part of the ‘Bombardier Design Team’ will give you a brief insight into the design work, the supplier driven design process and close cooperation with the customer ‘SL’. Industrial Design has had a very carrying role in the project with Mattias Jansson as the C30-industrial design lead and Nicole Michel as his team lead.

INFORMATION & ORGANIZERS

International Design Forum
Design and mobility are closely interlinked. To design mobility for all users – both today’s and future ones – is a great challenge. New concepts must meet a wide range of requirements and desires, likewise anticipate technological innovations and coming necessities. The event focuses on the intersections between design and mobility in the segments Public Transport and Interiors. »Experience Mobility – Focusing on the User. Innovative Concepts and Solutions for User Centered Design in Public Transport and Interiors« is the topic of this years forum, reflecting current developments and best practice examples in various presentations and discussions.

IDZ

International Design Center Berlin (IDZ)
Founded in 1968, the IDZ is one of Germany’s leading institutions for design promotion. IDZ organises projects and events at national and international levels in active exchange with representatives from politics, culture and science.

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InnoTrans
Berlin is the main focus of Germany’s transport engineering industry and an ideal venue for InnoTrans, an international platform for buyers and sellers of rail transport technology.

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