LIVE tweeting #chifoo Will Reese chifoo.org/index.php/chif... Will Reese, of White Horse, practices as a designer but was a cultural anthropologist and didn't rehearse the preso before This presentation can never be used again, talking about the "digital futures" group, gets at the company's underlying DNA The company is a train. Attaching a new engine to deal w new landscape, new cargo. Will get at design process. Crossing from anthropology to design makes Reese a hybrid character--a bit of an outsider on both sides.

Robert Hughes: Innovation spaces explained & explored. Where cultural anthropology meets design @willreese of White Horse, a hybrid character. So much thrown at us these days with apps and capabilities reminds @willreese when he first worked with medical design issues White Horse Is a little company in eastside PDX that wants to be big. @willreese shows web work that is cool and engages

whitehorse.com White Horse is a 31-year-old digital marketing agency that focuses on vision.

Robert Hughes: What is vision? asks @willreese He defines it as creating a framework and moving in a direction
Robert Hughes: It's not just about the interface. It's about people and creating excitement. And making a living. @willreese

Vision operationalized in a different way in a design context than elsewhere. Creating a design capability involved thinking through the brand character of the company.

Robert Hughes: Towards a new model Competition, Character, Ideal Customers (the digital colonist & the consumer innovator) Consumer @willreese

Seeking the consumer-innovators: a strategic target for the brand. Idea engine + "simulation space"... thought community + exhibit/playground. A white horse client would be a cluster of change agents in a company.

Robert Hughes: Technology and experience Two major factors driving the evolution of White Horse's Digital Futures Group finally focused on mobile Immediacy intimacy ubiquity. A new era for mobile moving beyond websites @willreese

To iterate, need to actually create sample "stuff".

Robert Hughes: Geolocation Apps the connection with social apps with location. A cool thing not quite ready yet. Awareness a barrier more than age.

In-aisle mobile retail: e.g., Best Buy provides QR codes next to products so you can look up product reviews, etc., as you shop.

Robert Hughes: In-aisle mobile retail is another innovation space explored by the folks at White Horse. Smart phone meta info shoppers @willreese

In-aisle mobile: aligning all the separate information silos that need to be brought together. helping ppl using in-store apps. Mobile apps that explain the value-add of brick & mortar stores over online purchases.

Robert Hughes: Independent channel in aisle shopping now w/ price checking Next is Supported shopping where sales staff helps w/ your smart phone Will consumers slow down & use their smartphones to make informed decisions in a grocery store @willreese

Targeting "digital colonists" ppl with a smart phone at Whole Foods who scan a QR code about Quinoa. There are loads of apps out there, but are they supported in targeted environments like stores, convention centers, universities?

Robert Hughes: Supported experience is the next for the build it phase for the White Horse Digital Futures group. @willreese

Derek Keevil   Watching @willreese between spikes of @maxticket's hair.

The Future of In-Aisle Mobile, A Framework for Consumer-Centered Innovation - PDF whitehorse.com/resources/

Robert Hughes: QR codes are kind of mystery guests to your smart phone where the consumer doesn't know outcome Overtime this will standardize.

Implicit answer to "how develop design capacity?" -- give a talk at #chifoo - ppl will jump in to help you with any interesting problem.

Derek Keevil   Neat to see @willreese @whitehorsepdx's pure research to define co. strategy rather than specific client projects. #forwardthinking

Robert Hughes: Strategic vision framework helps you recognize the best design. Also helps to focus on the digital colonists & innovative users.

A vision is a framework that helps you recognize the best design iteration when it arrives.

Robert Hughes: Leo recaps.They started with technology. Now in aisle shopping. Is the digital futures group looking for next thing? @willreese

innovation space is not a physical space (like an exhibit space). Its a vision or a question or a market segment. It turns out that technologists also think their perspective on technology is a kind of "privileged non-context" (Lave)