
Welcome to:
Intel IDF Day 0
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intel

All you need is Love:

The future of the computing experience

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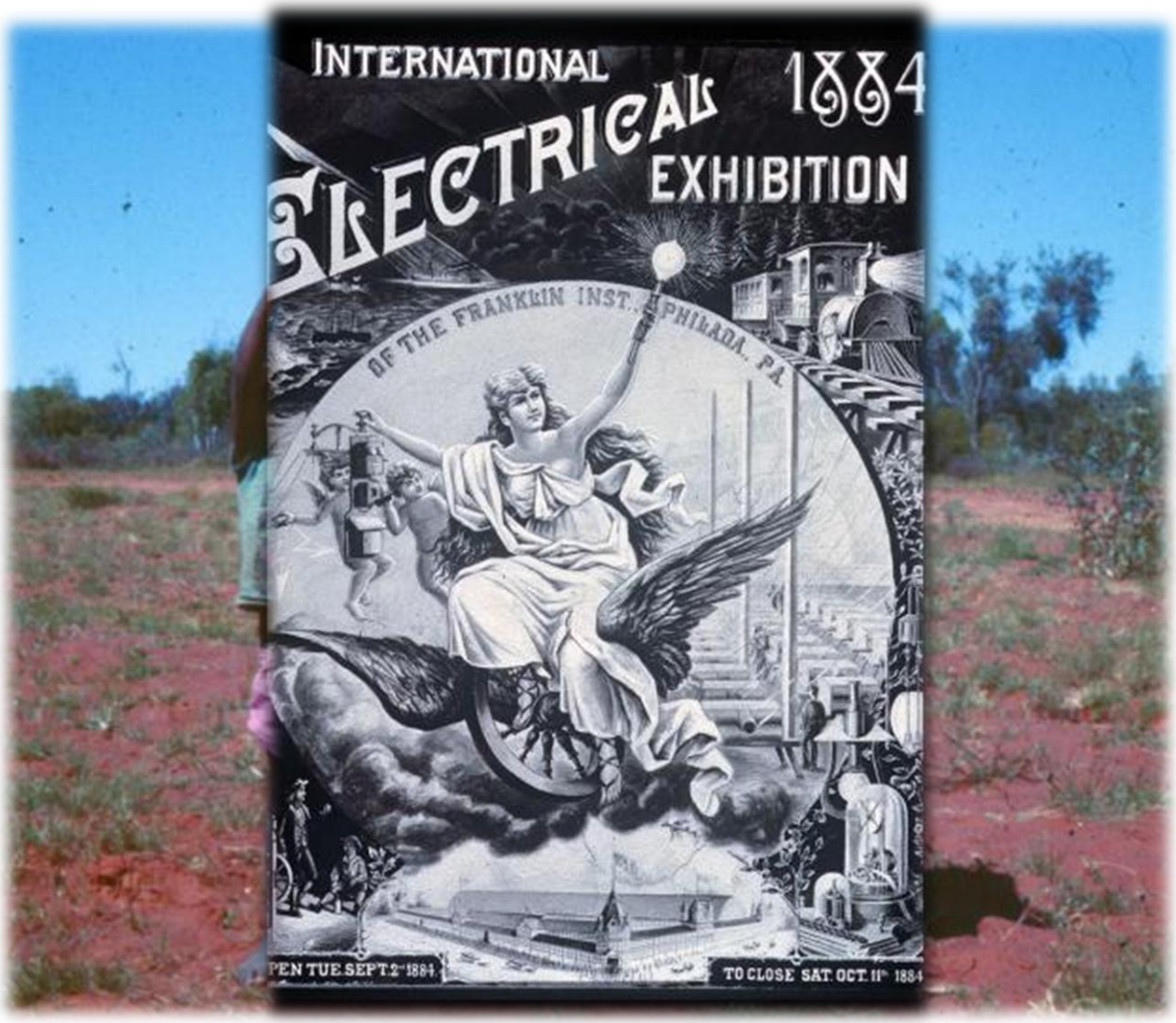
Agenda

- Introductions
- An Experience Oriented Approach
- Introducing a New Lab

Introductions



Experiences have always Mattered

Changing Intel's Point of View

A New Approach for Intel

Asking the Right Questions

How will we experience computing in 2020?

- What do people love about the devices, services &platforms that are already in their lives?
- What are the technologies that will make that love even better?
- What are the technologies that might deliver new (beloved) experiences?

Interactions & Experiences Research

- *Comprehend & reinvent experiences* people have with technology
- *Envision, design & enable* the realization of computing experiences that people will love
- *Create the technologies* that will bring new experiences to life

Discovering What People Love

Learn from Experience

Learn by Asking & Seeing

Learn by Doing

Learn through Engagement

Make Sense of It All

Designing Experiences We will Love

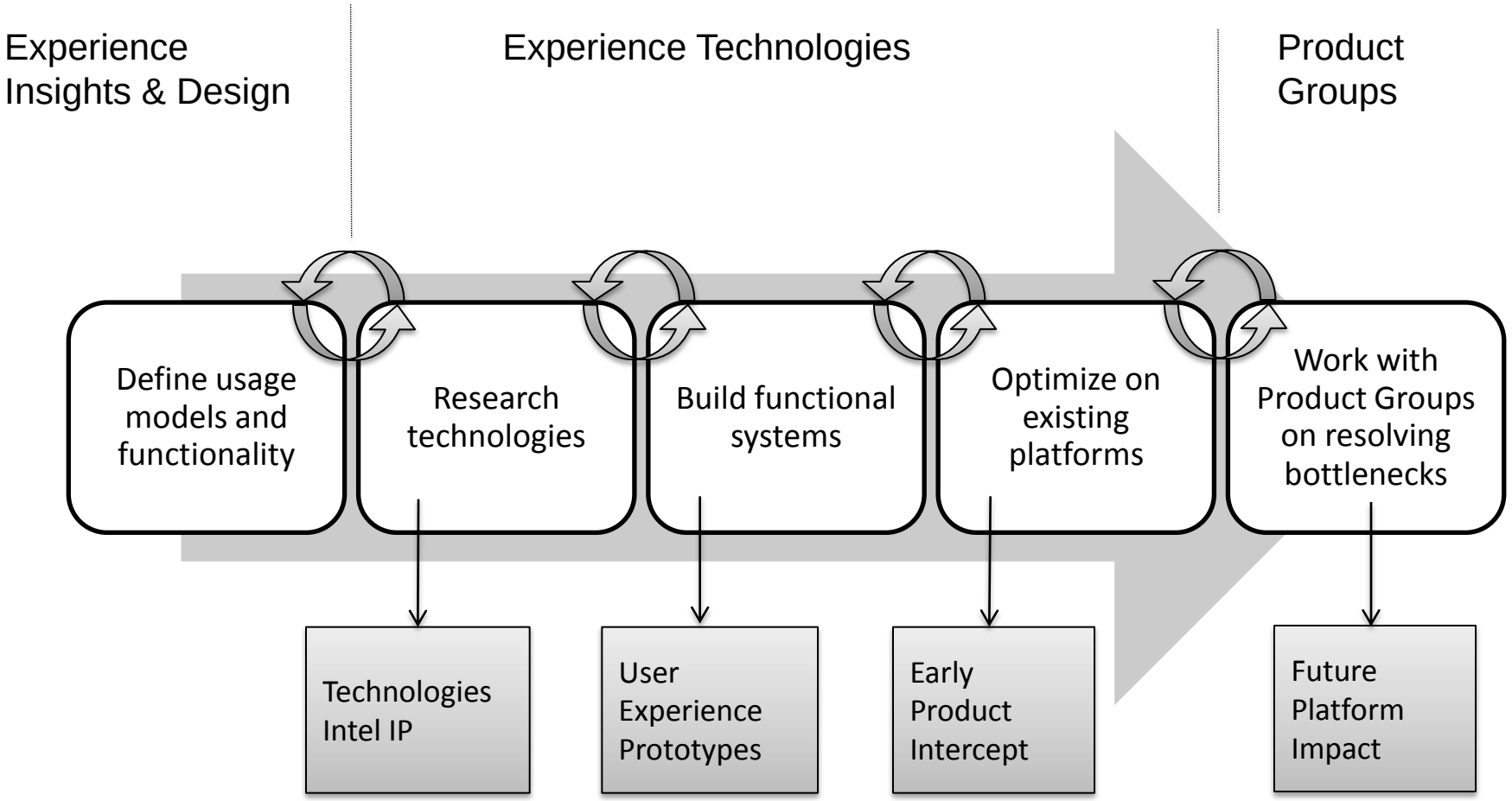
Conceptualize & Design

Validate & Iterate

Integrate & Build

Validate & Iterate

Bringing Experiences to Life



Exploring by building: No solutions in search for problems!

Thank You

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