Aspiration

Drives

Consumption
Aspiration

Drives

EMOTION
Which drives

Consumption
Delight !!!!!!!!
Control it from anywhere.

TAKE A TOUR WITH NEST
Old new Delight
Why choose Kaiser Permanente?

Because health isn’t an industry. It’s a cause.
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Because health isn’t an industry. It’s a cause.

Kaiser Permanente was founded on the radically simple idea that everyone deserves the chance to live a healthy life. That’s why you can find high-quality care and coverage in one place.

As a member, you’re at the center of everything we do — from pioneering new ways to treat cancer to building useful tools that make it easier to stay on top of your health.

We’re all in this together. And together, we thrive.

A simpler, seamless experience

Learn about health care made easy.

Smarter, more personalized care

See how our high-quality care can help keep you healthy.

Real value for you and your family

Get more from your coverage.
Total health takes teamwork

Our coordinated care teams work with you — and each other — to help keep you healthy. And that’s important — because something as simple as having doctors and specialists who talk to each other can speed up your care, improve your treatment, and let you focus on living your life. Staying healthy should be easy. With the right team, it is.
Emotion drives Experience
Modern rock. An innovative closed loop contour gives the Mojito a simple, relaxing vibe.

2010
So What?
So... we have a process
ID Process.

WHAT + WHO + HOW + WHY = Successful solution
And... we understand design thinking
Purposeful, systematic innovation begins with the analysis of the opportunity.

*Peter Drucker*

Start by wondering
And... we understand Microsegmentation.
And... we design to satisfy those multiple personas.
How to kill mosquitoes... or, how does my target audience really want to kill mosquitoes
At least 3 possible approaches
“terminator”
Frank the terminator
Frank is a successful insurance professional with his own agency in Schaumberg, Illinois. He graduated from Monmouth College in 1971 as a business major with a minor in theater. He “lettered” in football, and wrestling and has always loved working out, which did him well in some of the roles he captured in school. The yearbook, reflects his success as the “lead” in Conan the Barbarian. His buddies always laughed at him in that role as he not only grew to love it, but at times appeared he wanted to “live it”.

Following graduation he married Mary Lou, his high school and college sweetheart, and got a job in his uncle’s insurance company as a very aggressive lead generator. He grew in that position, finally becoming the top salesman out of 7 in the agency. Uncle Bob retired at age 62 and sold the business to Frank 12 years ago.

Frank, Mary Lou and the 3 boys, now 13, 16, and 17 have always lived in the far west suburbs, but 10 years ago they purchased their dream home on a 3/4 acre lot in Hoffman Estates. Frank, now 59, adores his home and spends as much time in his garden as he can. He still loves the agency but deep inside has always thought he could have been “more”. He really believes that had he stayed with sports he might have become a professional football player.

He still works out, swims and lifts weights 2 times/week, but his “hard body” left him years ago. He owns a Harley, Low Rider, and took MaryLou to the HOG rally in Sturgis last year.
my house, my yard!
hard core
family friendly

“family affair...we're all in this activity together...and it's OK because the family will be safer”
“smile!”
friendly
balanced
comfort
soft
Wearable
"ergo"

friendly
easy
“the measure of man”

-de Vinci
Based on impact…
we produce
knowing we’ve hit the target
Define the right problem with design thinking

Understand the micro-segmentations for emotional response

develop various personas to assure delight and happiness…

the rest is easy