



# Technology with a Perspective

Wen-Jean Hsueh  
Creativity Laboratory  
Industrial Technology Research Institute

Enabling  
Digital Brilliance

# Shift of a Paradigm

## Customers don't know what to want

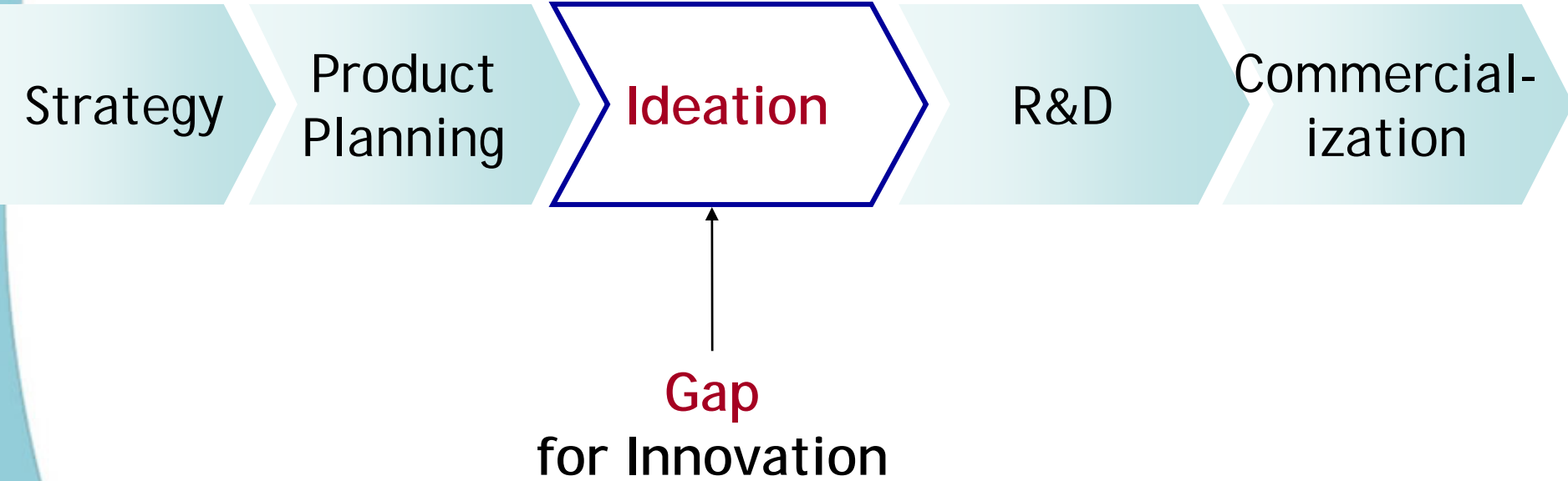
- Identify new genre of problems
  - Ask questions no one ever asked
- Use intuition and gut instinct
  - Resonate: Aesthetic pleasure and emotional value
- Imagine: What's between the lines

# Creative Research

- **Highly interdisciplinary**
  - Enjoy identity crisis
  - Appreciate diversity
- **New vision, no roadmap**
  - Invent new paradigms, rather than doing incremental work
- **Success is a danger**
  - Do not stop; Keep redefining yourself

- Collective wisdom of MIT Media Lab Faculty

# Origin of Value Creation: Creativity



# Need-Driven Ideation

*Iteration!*

趨勢研究  
Trending

需求洞察  
Insight

創意激發  
Ideation

創意展示  
Demo

# Leaders are Key

- Creativity is a lifestyle → it takes Creative management style and methodology
  - “Openness” in the management process, not just in the leader’s personality
- Re-think things taken for granted
  - Avoid bureaucracy
  - Build Volunteer culture

# Technology with a Perspective

- Shift of the paradigm
  - Perspective is more valuable than IQ
  - Multi-disciplinary team work as a core competence
- Opportunities
  - Insights from “Extreme Users”
  - Needs: “Deep Support”

# Computing Culture

*Blendy* by MIT Media Lab  
(on VIA embedded board)



Cost → Quality → Service → Differentiation  
→ Emotional Experience

