## Seminar Topic:

**Built to Experience**

## Abstract:

Developing products and services that go beyond functions, features, and even beyond nicely designed packaging has become the mantra of product development in recent years. We often substitute the noun “product” with “experience” as in “driving the new… was a great experience”, but what does it really mean? What makes for great experiences? How do we relate to products? Why should we think in terms of the experiences that are triggered in our brains rather than in terms of the products that are in the physical reality? This talk will attempt to touch on some of these issues, highlight a few frameworks, and hopefully provoke some thoughts and insights among professionals who are in the trenches developing new products.

## More about our guest speaker:

Shimon Shmueli is a partner with Touch360, a strategic design and innovation firm he founded in 2006. Shimon was the founder and CTO at KeyNetica, a company that developed mobile computing software. From 1987 to 2000 Shimon was with IBM where held various leadership positions, among them worldwide marketing manager for ThinkPad consumer products, manager of new mobile platforms, and division-level strategist. Shimon served as a consultant to high-tech companies and has lectured and mentored at George Mason University, Virginia Tech, Elon University, MIT Sloan School of Management, and Guangzhou Academy of Fine Arts. Shimon will be teaching the User-Centered Innovation course at Portland State University department of Engineering & Technology Management in Spring, 2010.

**Day:** February 25, 2010  
**Time:** 4:00 pm – 5:00 pm  
**Room:** FAB10  
1900 SW 4th Avenue  
Portland, OR 97201