

Event Code: R90930TS

「智營設計」午餐會系列III: 結合用家體驗 設計創新業務  
"Design as a Turnaround Strategy" Roundtable Luncheon Series III:

## Creating an Innovative Business Through a Better User Experience Design

Speaker: **Ms Elaine Ann**, Founder/CEO of Kaizor Innovation

Experience Sharing: **Mr Alvin Hung**, Founder of GoAnimate, Inc

30 September 2009, 12:30-2:00 pm

**"Out of every crisis, every recession, there is born a whole round of innovation. Innovation spending now is critical. Companies should double down on their innovation for new product, new services, new business models."**

**Bruce Nussbaum of Business Week**

The Hong Kong General Chamber of Commerce and the Hong Kong Design Centre had initiated "Design as a Turnaround Strategy" series to help members upgrade their businesses through strategic design management. This third series will address the topic on "**user experience design**" - which is not just about customer's satisfaction, but a technique of embracing the experience of end-users into the decision making process, so as to create value for both businesses and customers.

**Ms Elaine Ann** is the founder of **Kaizor Innovation**, a strategic innovation consultancy based in Hong Kong/China that helps companies strategize, research, and design innovative products and services. Elaine

brings to Asia processes of new product innovation and user-centered design methodologies. Her clients include large and small companies ranging from Hewlett-Packard, P&G, BMW DesignWorksUSA, CNN, Franklin Electronics, Sensormatic and Asian clients such as OSIM, Changhong, Lan Kwai Fong Group, PCCW, GoAnimate, iMerchants, AirGini, etc.

**GoAnimate Inc** is the leading User Generated Animation website that enables everyone to create and share animated stories. Adopting a user-centered design approach, the founder **Mr Alvin Hung**, a Hong Kong Entrepreneur, created this innovative business and uncontested market space. GoAnimate attracted partners such as CBS (StarTrek), Capcom (Street Fighter), Sony Music (Willie Nelson), Universal Music (AKON), and Classic Media (Underdog) which released their properties on the site.

Booking Form ===== 傳真: 2821 9528

To : Hong Kong General Chamber of Commerce, 22/F, United Centre, 95 Queensway, Hong Kong

Attn : Ms Looby Ho (tel: 28231228)

Event : RT - Creating an Innovative Business Through a Better User Experience Design, 30 September 2009

Venue : Theatre, Hong Kong General Chamber of Commerce, 22/F United Centre, 95 Queensway, Hong Kong

Co. Name:			
Address:			
Contact person:	Tel:	Fax:	Email:
Participation fee (covering simple sandwich lunch): Please <input checked="" type="checkbox"/>			
<ul style="list-style-type: none"> <li><input type="checkbox"/> \$100 per person - <input type="checkbox"/> HKGCC Members (Membership no.: _____) <input type="checkbox"/> HKDC Friends / Hong Kong Federation of Design Association / Hong Kong Designers Association / Interior Design Association HongKong</li> <li><input type="checkbox"/> \$200 per person - <input type="checkbox"/> Other guests</li> </ul>			
No. of Members @\$100	No. of Guests @\$200	Amount Enclosed: \$	
Attendee(s):	Family Name	First Name	Job Title
			vegetarian <input type="checkbox"/>
			vegetarian <input type="checkbox"/>
Payment Method (successful applications will be confirmed by fax 2 days prior to the event)			
<input type="checkbox"/> By Cheque: No. _____ (Payable to "The Hong Kong General Chamber of Commerce") For ease of identification, please mark "R90930TS" on the back of the cheque			
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Please contact Ms Karen Fung at 2823 1245 or visit [www.chamber.org.hk](http://www.chamber.org.hk) for details.

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