Inspiring Design Thinking In Corporate Culture

FLOWCON 2013
Catherine Courage
Citrix, SVP Customer Experience

CITRIX

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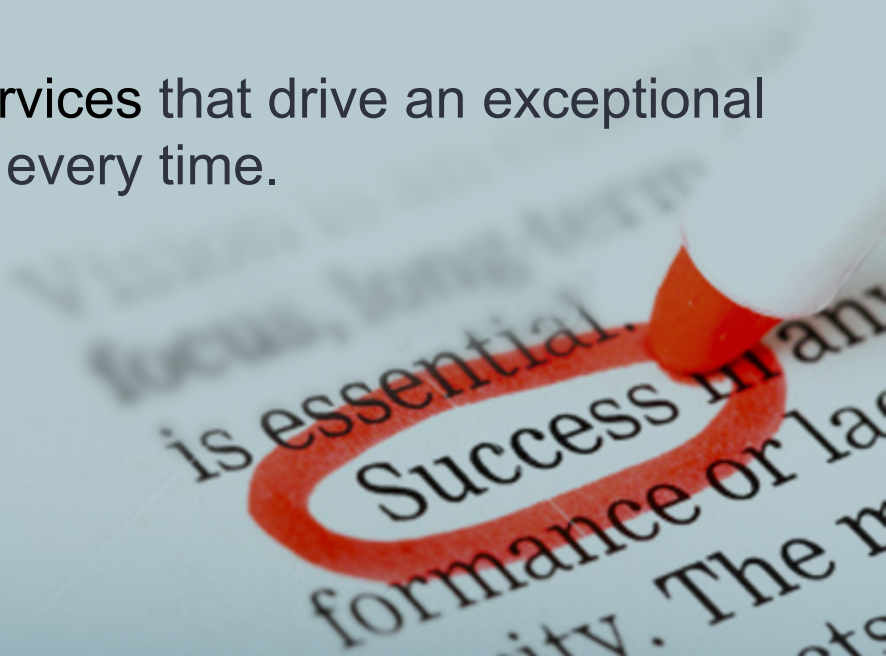
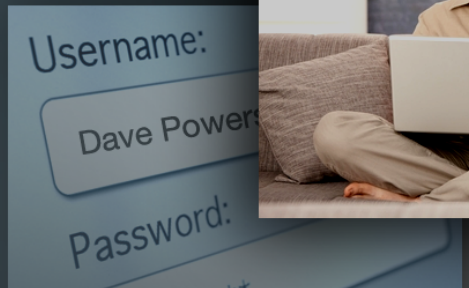
Vision

Create world-class products and services that drive an exceptional customer experience to every user, every time.

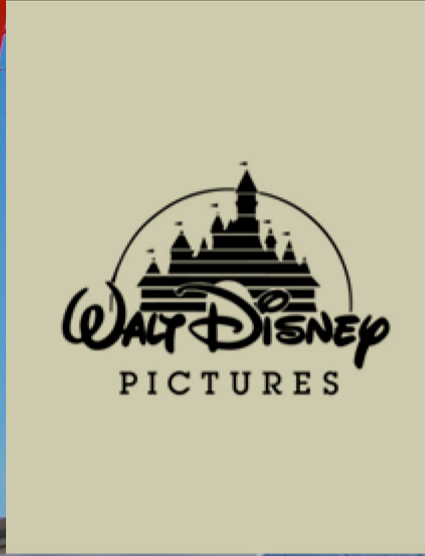


Feature Focused



Experience Wins

Virgin

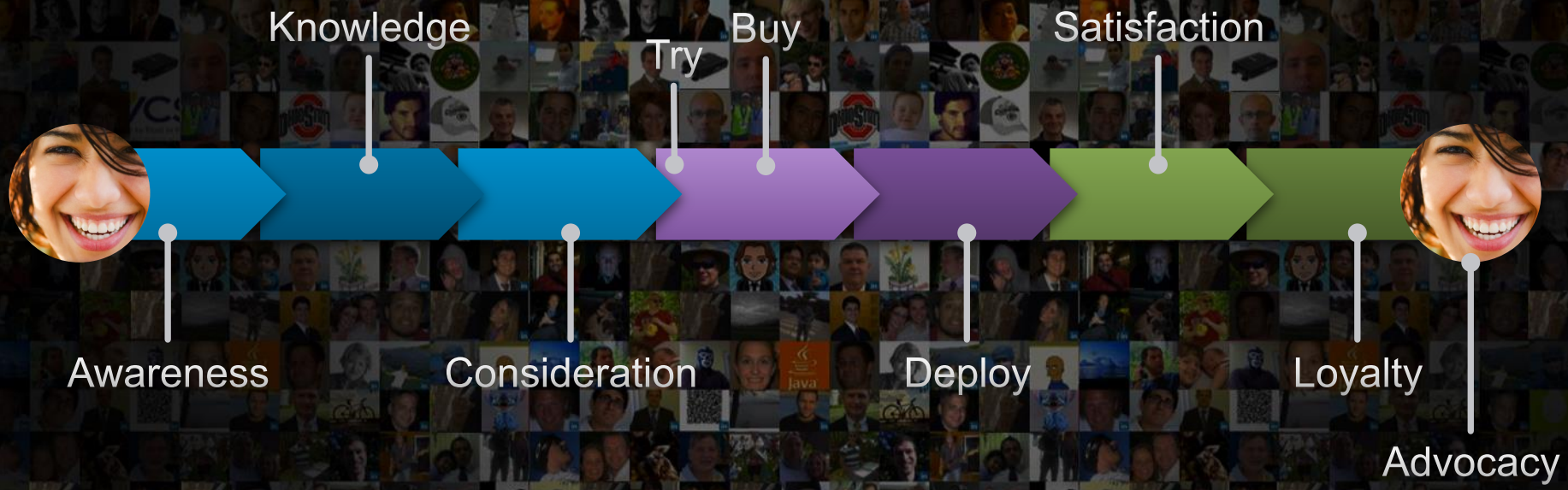

WALT DISNEY
PICTURES

TESLA
TESLA MOTORS

THE RITZ-CARLTON®
HOTEL COMPANY, L.L.C.

IKEA

Design Drives the Entire Customer Experience



Make DESIGN Part of the Company DNA

It’s A Journey

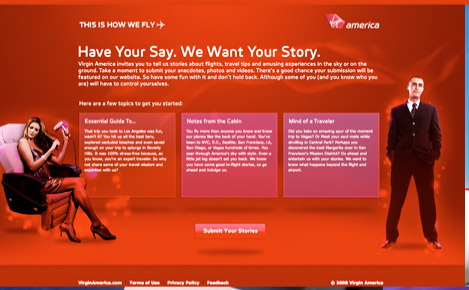
Relatable

Credible

Visible

Relatable

Everyone has a role in making Design Matter!


THIS IS HOW WE FLY
Have Your Say. We Want Your Story.
Virgin America invites you to tell us stories about flights, travel tips and amusing experiences in the sky or on the ground. Take a moment to submit your anecdotes, photos and videos. There's a good chance your submission will be featured on our website. So have some fun with it and don't hold back. Although some of you (and you know who you are) will have to control yourselves.
Here are a few topics to get you started:
Essential Guide To...
Notes from the Cabin
Mind of a Traveler
Submit Your Stories
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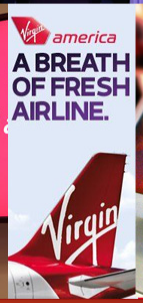
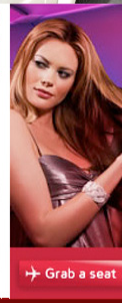
Virgin

virgin atlantic
Baggage

Virgin
australia
transport pass
please present to transport provider for free transport
(valid on sydney & perth bus service & brisbane airtrain only)


Virgin
america
A BREATH
OF FRESH
AIRLINE.

Virgin
america
NEXT UP+
LAX AND SFO TO TORONTO
NONSTOP SERVICE BEGINS OCT 2010
$212 $222
FLY FREE
FASTER
WIFI ONBOARD
Get Deals,
Offers, and more.


Grab a seat

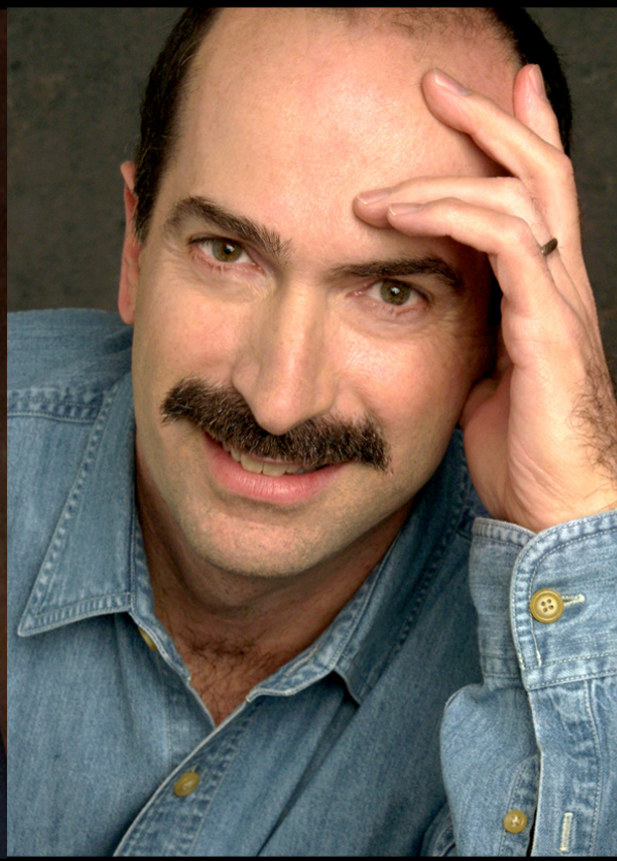
Speaker Series

Doug Dietz

Innovation Architect, GE

Claudia Kotchka

Innovation & Strategy Consultant



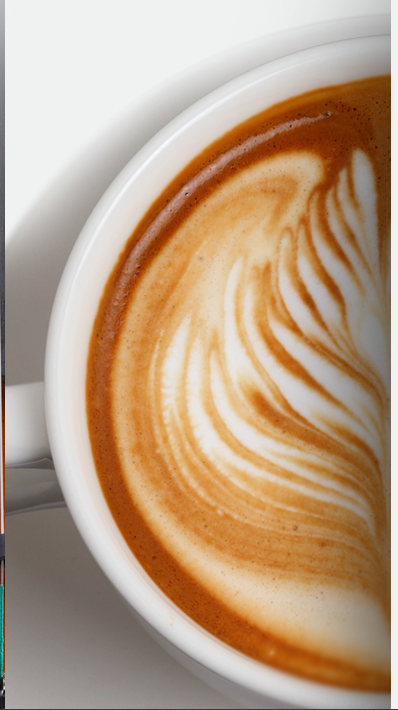
Tom Kelley

General Manager of IDEO

MAKE IT
SIMPLE

EXHIBIT
CRAFTS-
MANSHIP

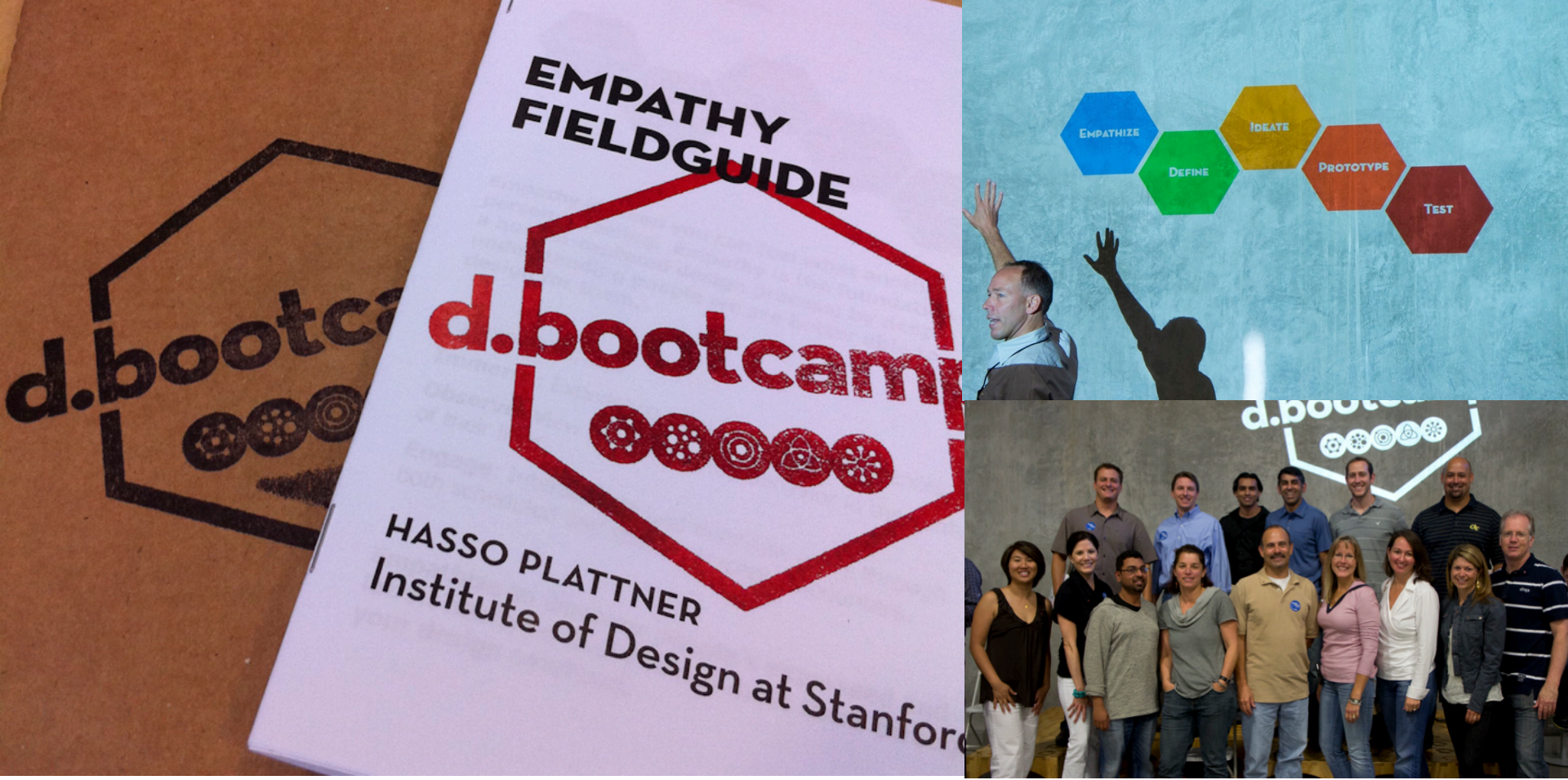
INSPIRE
DELIGHT



DELIVER
UNIQUE
VALUE

FOCUS ON
HUMAN
GOALS

Walk a mile in their shoes.



External Collaboration

47

Classes & workshops

Since 2011….

14

Locations

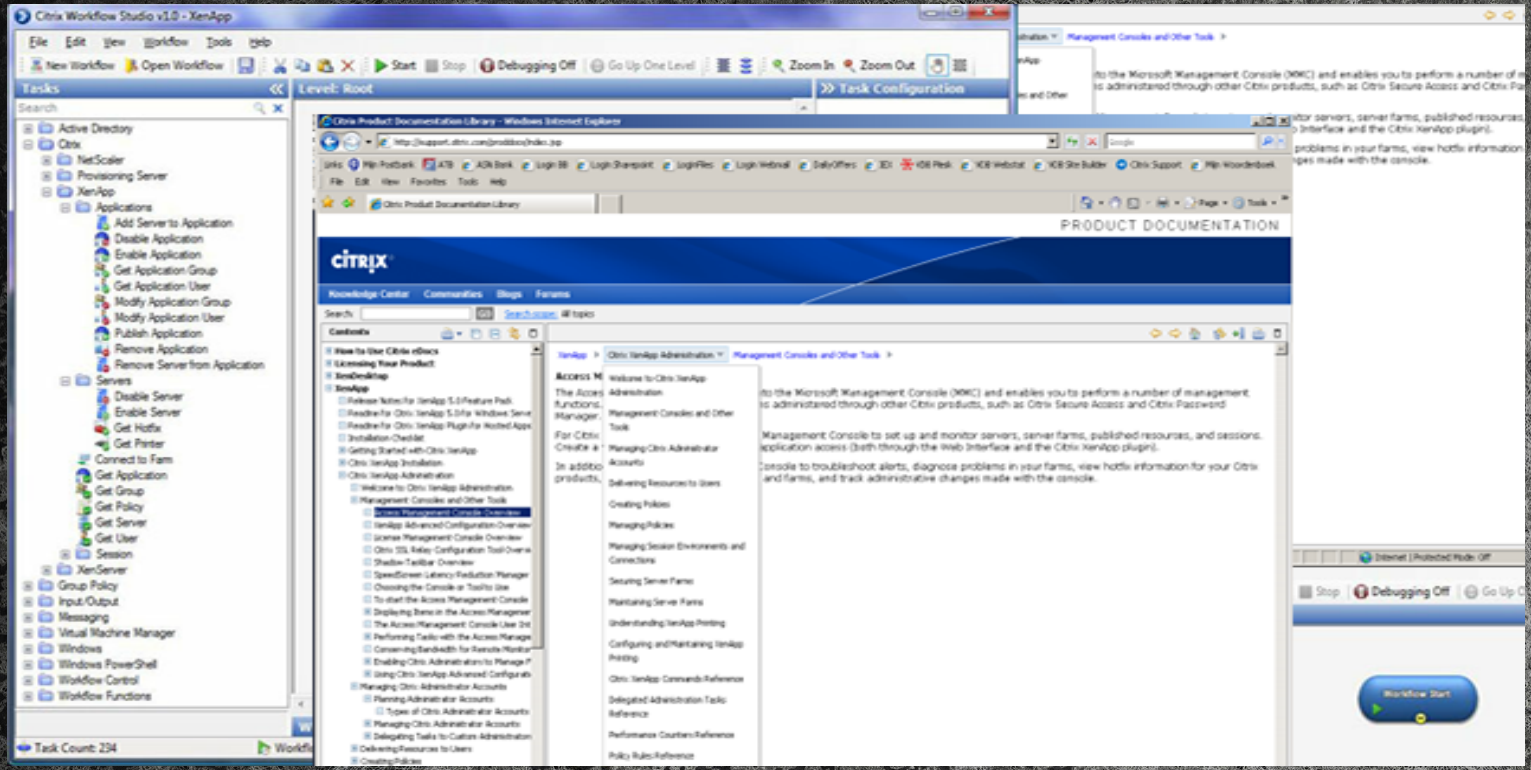
3700+

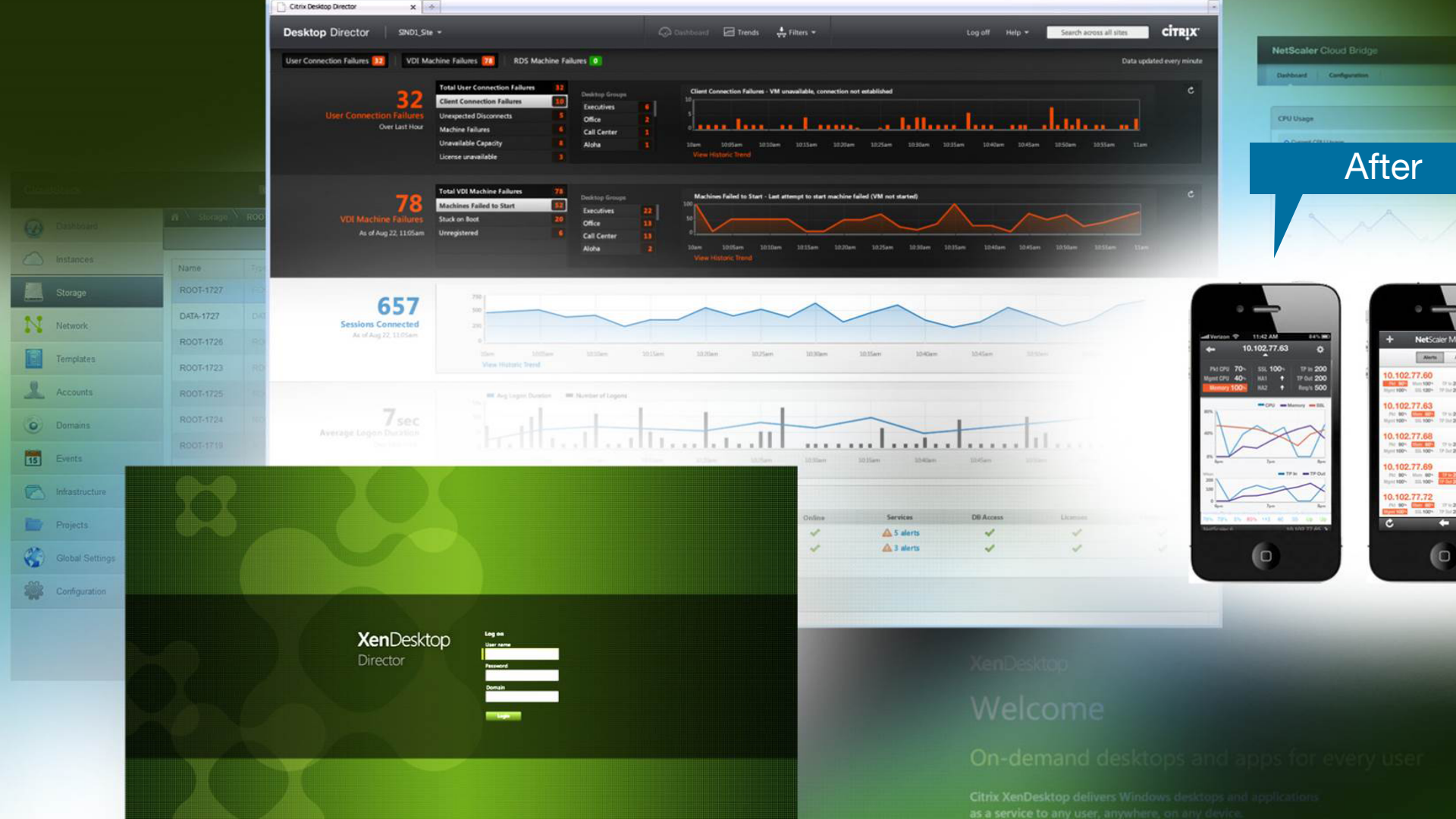
Citrix employees taught

Credible

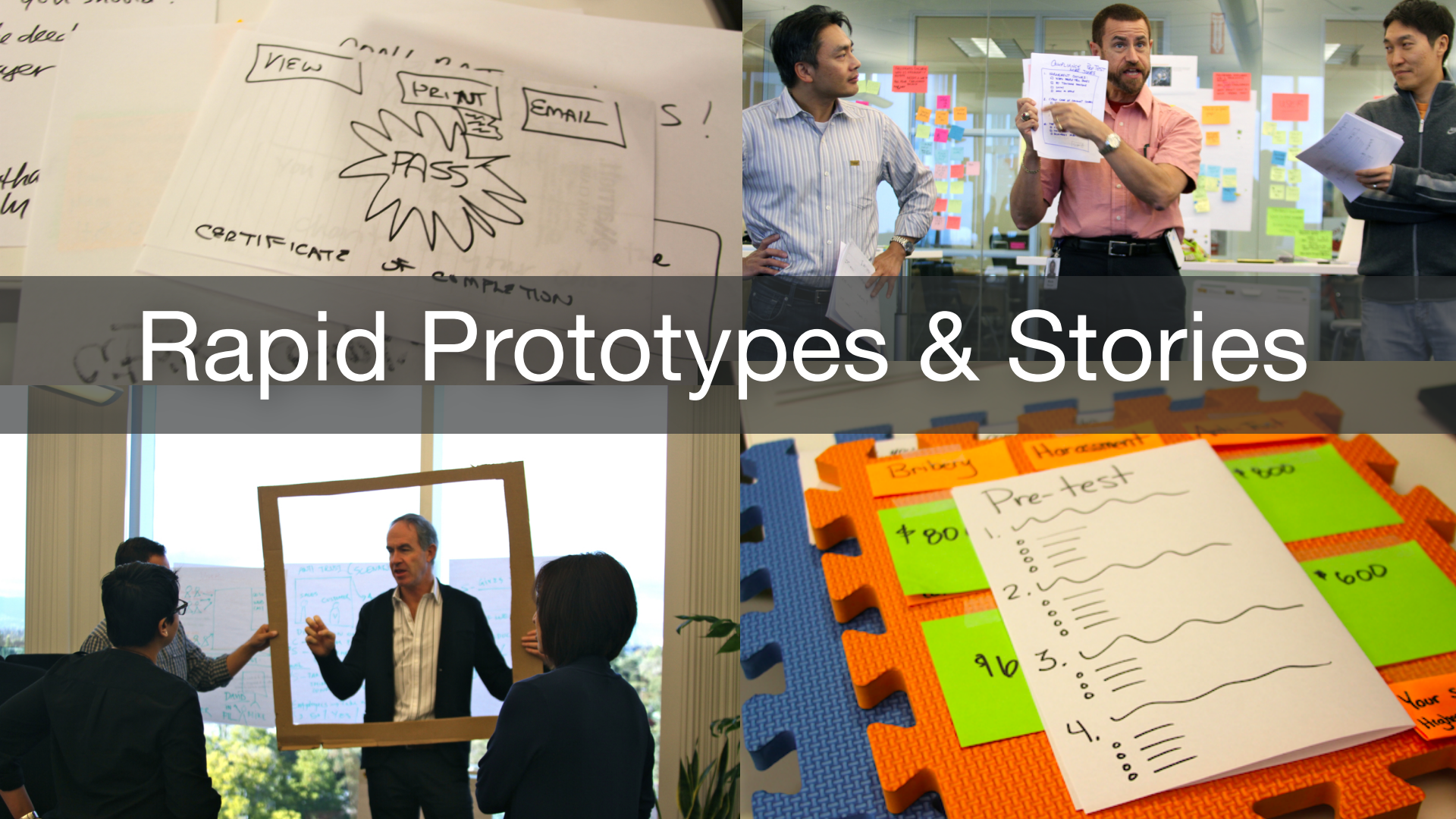
Product Experiences

Before




Desktop Director
SIND1_Site
Dashboard
Trends
Filters
Log off
Help
Search across all sites
CITRIX
User Connection Failures 32
VDI Machine Failures 78
RDS Machine Failures 0
Data updated every minute
32
User Connection Failures
Over Last Hour
Total User Connection Failures 32
Client Connection Failures 10
Unexpected Disconnects 5
Machine Failures 6
Unavailable Capacity 8
License unavailable 3
Desktop Groups
Executives 6
Office 2
Call Center 1
Aloha 1
Client Connection Failures - VM unavailable, connection not established
View Historic Trend
78
VDI Machine Failures
As of Aug 22, 11:05am
Total VDI Machine Failures 78
Machines Failed to Start 32
Stuck on Boot 20
Unregistered 6
Desktop Groups
Executives 22
Office 13
Call Center 13
Aloha 2
Machines Failed to Start - Last attempt to start machine failed (VM not started)
View Historic Trend
657
Sessions Connected
As of Aug 22, 11:05am
7 sec
Average Logon Duration
Online
Services
DB Access
Licenses
5 alerts
3 alerts
NetScaler Cloud Bridge
Dashboard
Configuration
CPU Usage
After
Dashboard
Instances
Storage
Network
Templates
Accounts
Domains
Events
Infrastructure
Projects
Global Settings
Configuration
Name
ROOT-1727
DATA-1727
ROOT-1726
ROOT-1723
ROOT-1725
ROOT-1724
ROOT-1719
10.102.77.63
10.102.77.60
10.102.77.63
10.102.77.68
10.102.77.69
10.102.77.72
XenDesktop
Director
Log on
User name
Password
Domain
Login
XenDesktop
Welcome
On-demand desktops and apps for every user
Citrix XenDesktop delivers Windows desktops and applications
as a service to any user, anywhere, on any device.

EXPERIMENT



Rapid Prototypes & Stories

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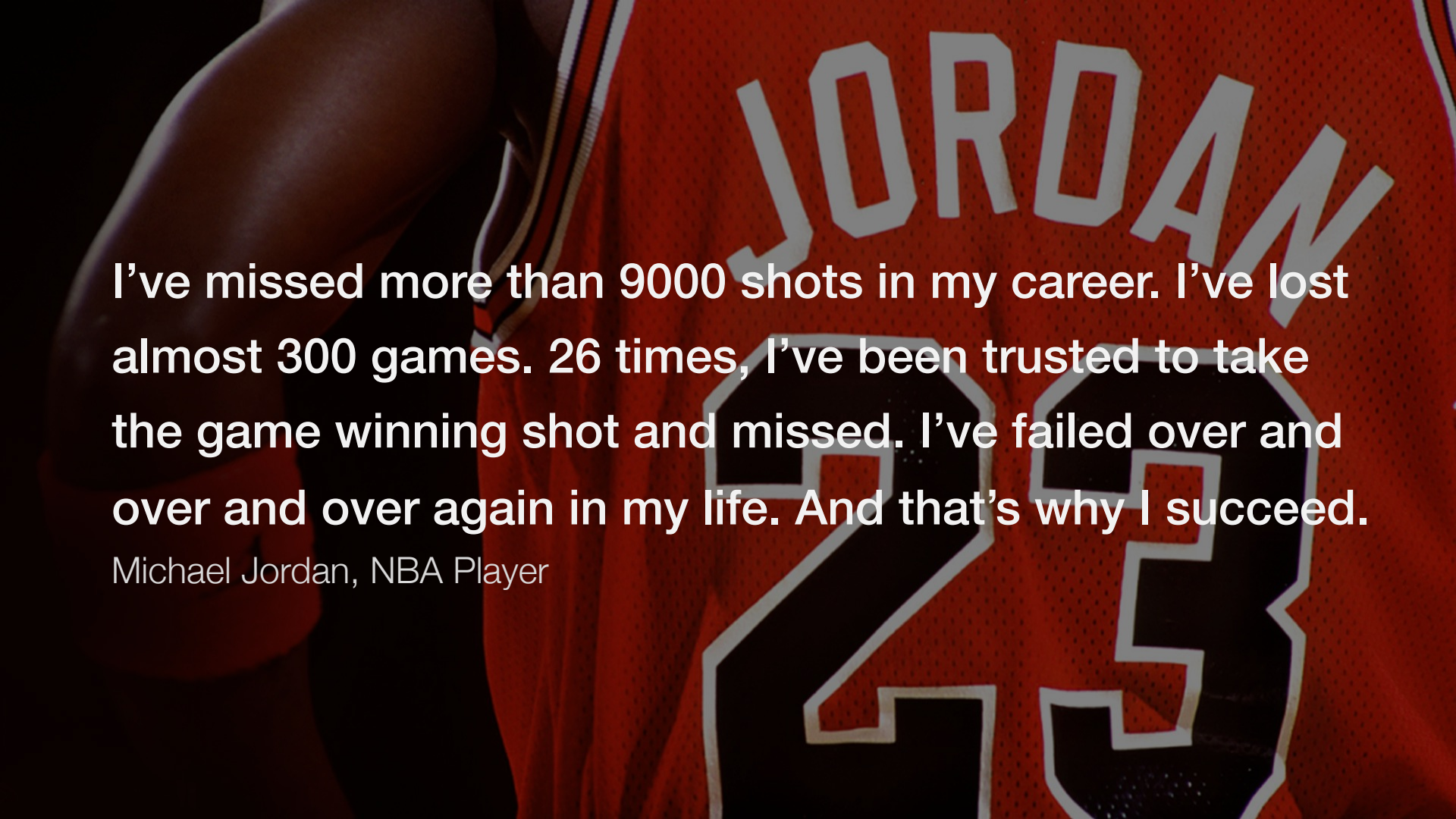
ITERATE ITERATE ITERATE **UNTIL AWESOME!**

Embrace Failure

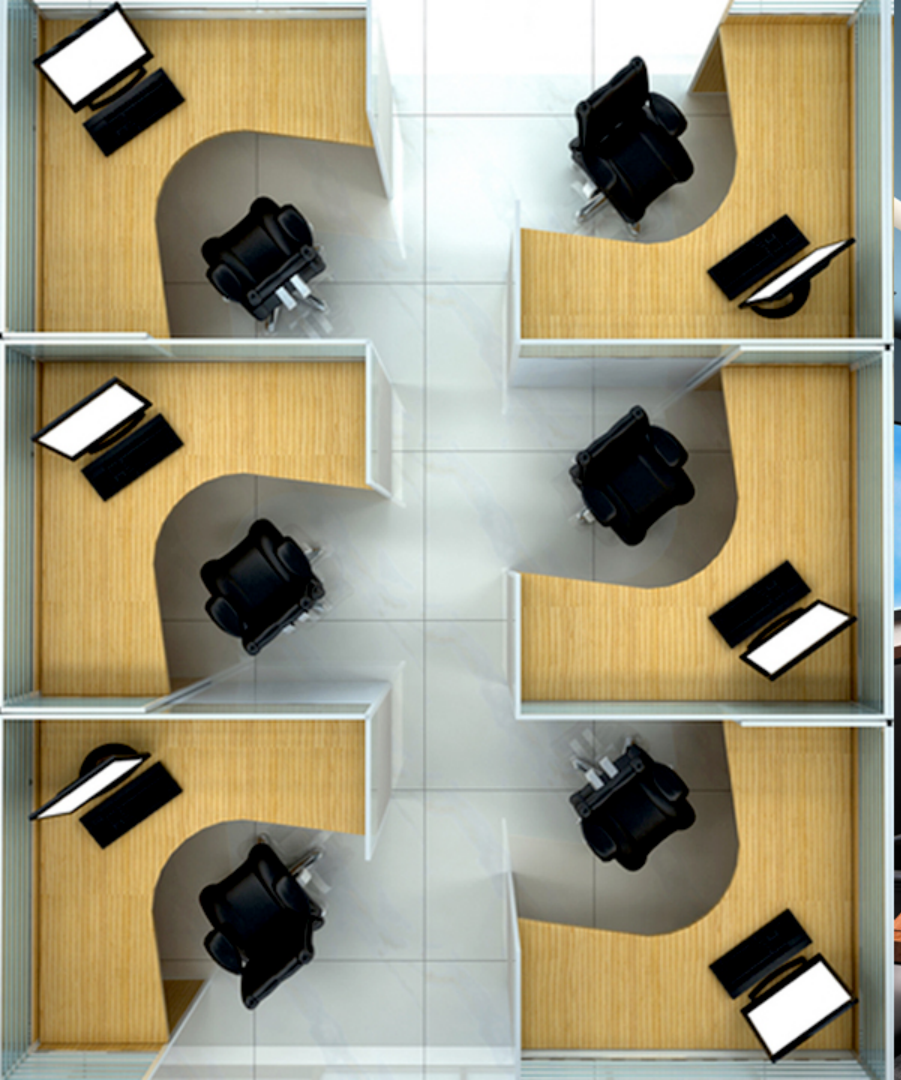


I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that's why I succeed.

Michael Jordan, NBA Player

Visible

ENVIRONMENT



relaxing
Why?
cool
Why?
more space
Why?
Calming - Indoor Water feature; fish
Why?
Better seating setup
Why?
Relaxing
Why?
Why?
Serene
Why?
outside to lounge
OTHERS ABOUT?

Workshifting in the UK: An interview with Lorisa Dubuc

Workshifting has become increasingly common in the US - but what about other

The Buzz

How can I be like you when I grow up?

The Product Design group recently hosted 50 Bay Area 8th graders in the Santa Clara office, introducing them to two of the less obvious components of the design process--math and science.... (more)

Posted Mar 20 | 1:03 pm

Accelerator Robotics "Hackathon"

Michael Harries of the Startup Accelerator unit of Citrix helped orchestrate a fun, cool, interesting "hackathon" last weekend.... (more)

Posted Mar 19 | 9:14 am

Designer Fair at Stanford d.school

Billed as a "science fair for kick-ass designers," this was an event to pull

DESIGN

ogio
Design matters to me
citrix

Design matters to me
citrix

Design matters to me
citrix

citrix

Design matters to me
citrix Product Design
Focus on users
Make it simple
Inspire delight
Exhibit craftsm

Be bold
Inspire delight
Design matters to me
Pixel Princess
Inspire delight
Simpler is better
Design Diva
Design matters to me
Yes! ... AND
Inspire delight
Design matters to me
citrix

Design matters to me
citrix

Design matters to me
citrix

Design matters to me
citrix

citrix

Design matters to me

Design matters to me
citrix Product Design
Focus on users
Make it simple
Inspire delight
Exhibit craftsmanship
Deliver unique value
http://designmatters.citrite.net

Design matters to me
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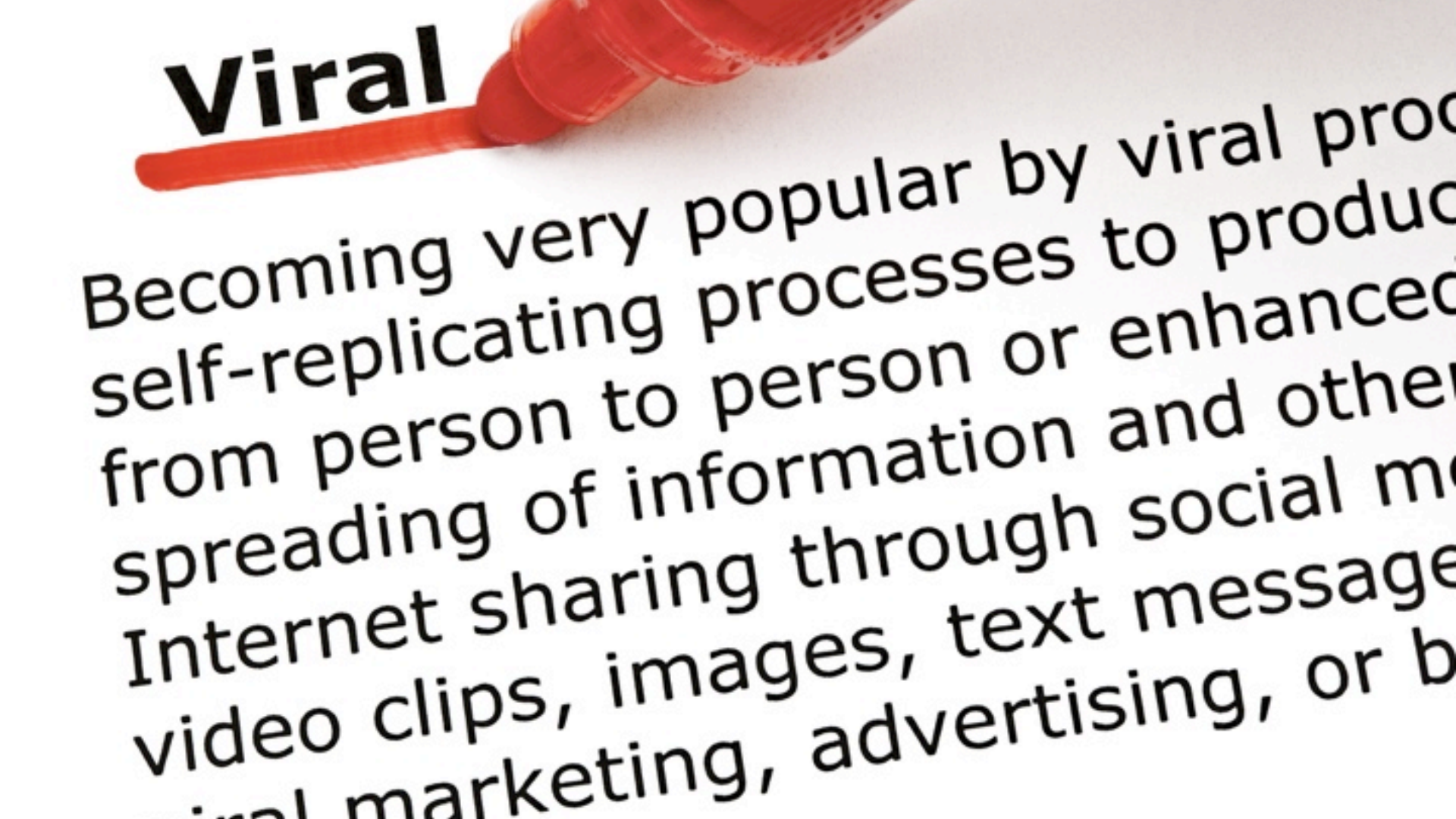
Design matte
citrix

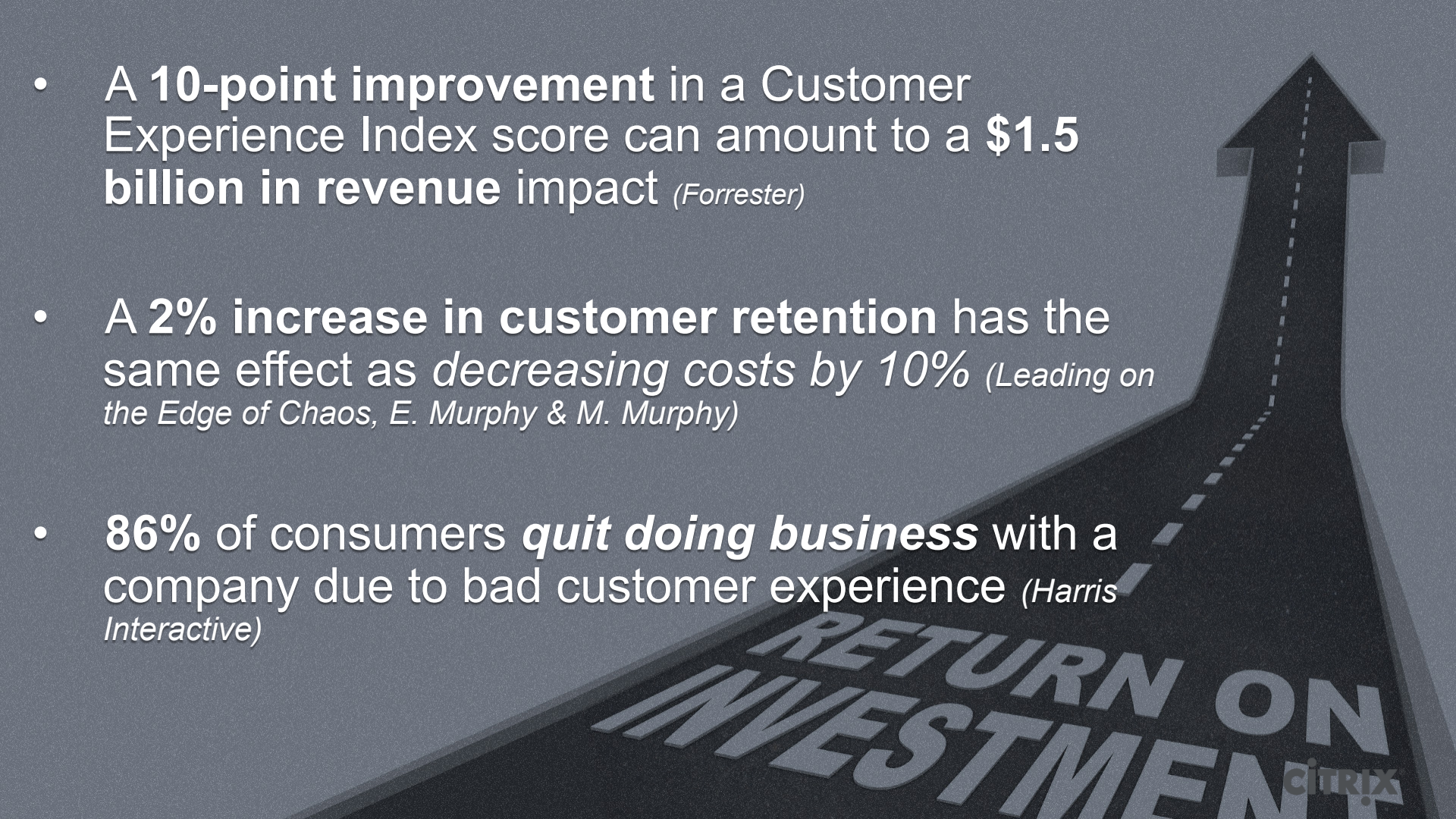
Design matters to me
Design matters to me

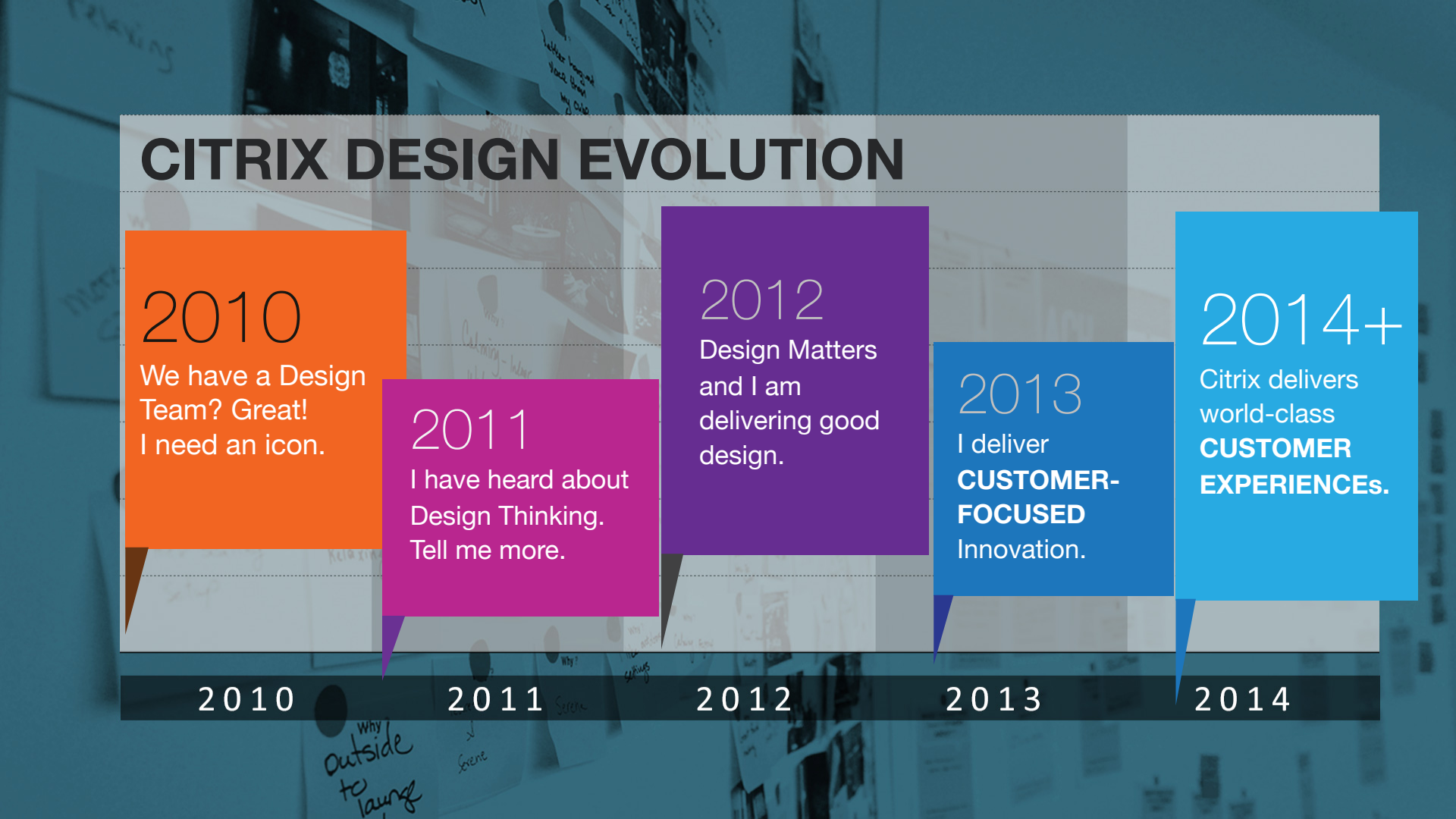

Viral
Becoming very popular by viral proc
self-replicating processes to produc
from person to person or enhanced
spreading of information and other
Internet sharing through social m
video clips, images, text message
marketing, advertising, or b

- A **10-point improvement** in a Customer Experience Index score can amount to a **$1.5 billion in revenue** impact *(Forrester)*

- A **2% increase in customer retention** has the same effect as *decreasing costs by 10%* *(Leading on the Edge of Chaos, E. Murphy & M. Murphy)*

- **86%** of consumers ***quit doing business*** with a company due to bad customer experience *(Harris Interactive)*




CITRIX DESIGN EVOLUTION
2010
We have a Design Team? Great! I need an icon.
2011
I have heard about Design Thinking. Tell me more.
2012
Design Matters and I am delivering good design.
2013
I deliver **CUSTOMER-FOCUSED** Innovation.
2014+
Citrix delivers world-class **CUSTOMER EXPERIENCEs.**
2010
2011
2012
2013
2014

Working Better by Design

Reinventing Education

Product Experience

New Hire Onboarding

Work better. Live better.