

IT Leveraging in Business Design

Dr. Yeffry Handoko Putra



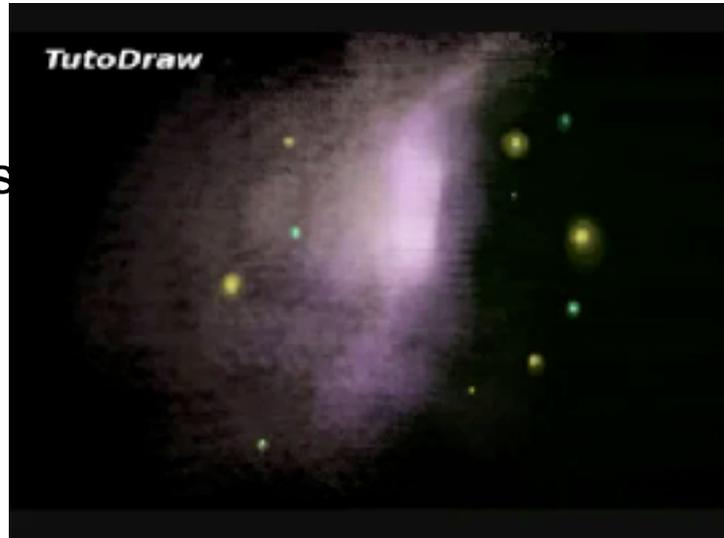
Magister Desain UNIKOM

IT Leveraging in Business Design

Dr. Yeffry Handoko Putra

IT Leveraging Business Design (IT Key Quality)

- Give acceleration in des



Easy, accurate, fast and detail

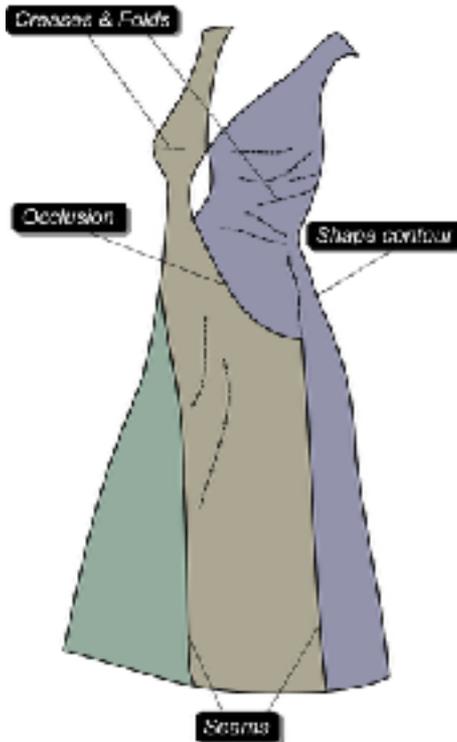
IT Leveraging Business Design (IT Key Quality)



Ambigram with flipscrip.com

Easy, accurate, fast and detail

IT Leveraging Business Design (IT Key Quality)



- Offer alternative and various of creativity

IT Leveraging Business Design (IT Key Quality)



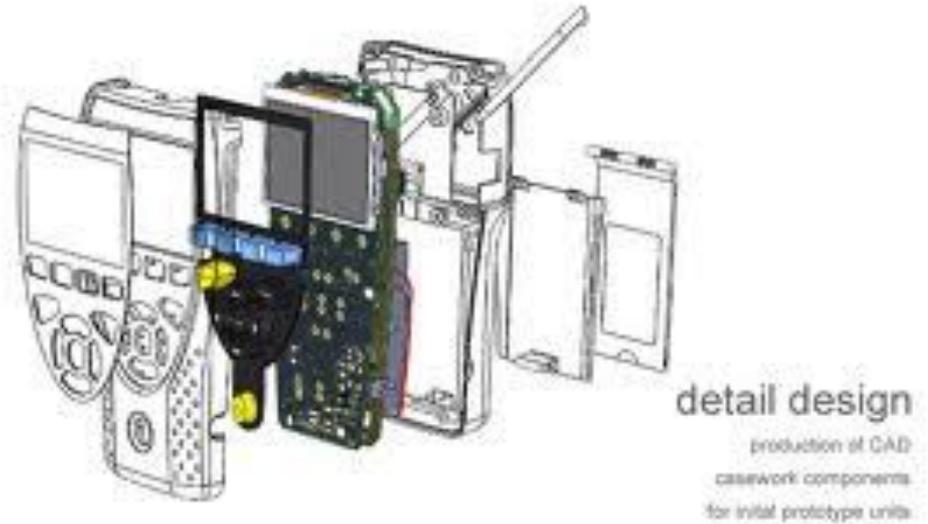
realistic



futuristic

- Give realistic and futuristic in Design (2D and 3D)

IT Leveraging Business Design (IT Key Quality)



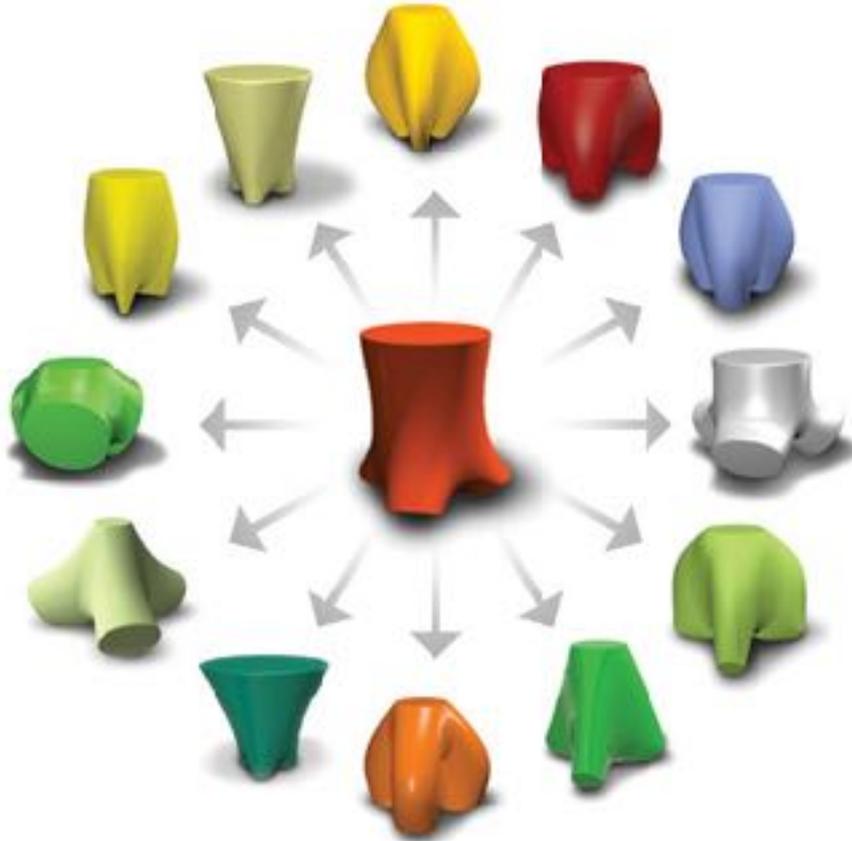
- Give detail in Design

IT Leveraging Business Design (IT Key Quality)



- Assist to Mass Design Product

IT Leveraging Business Design (IT Key Quality)



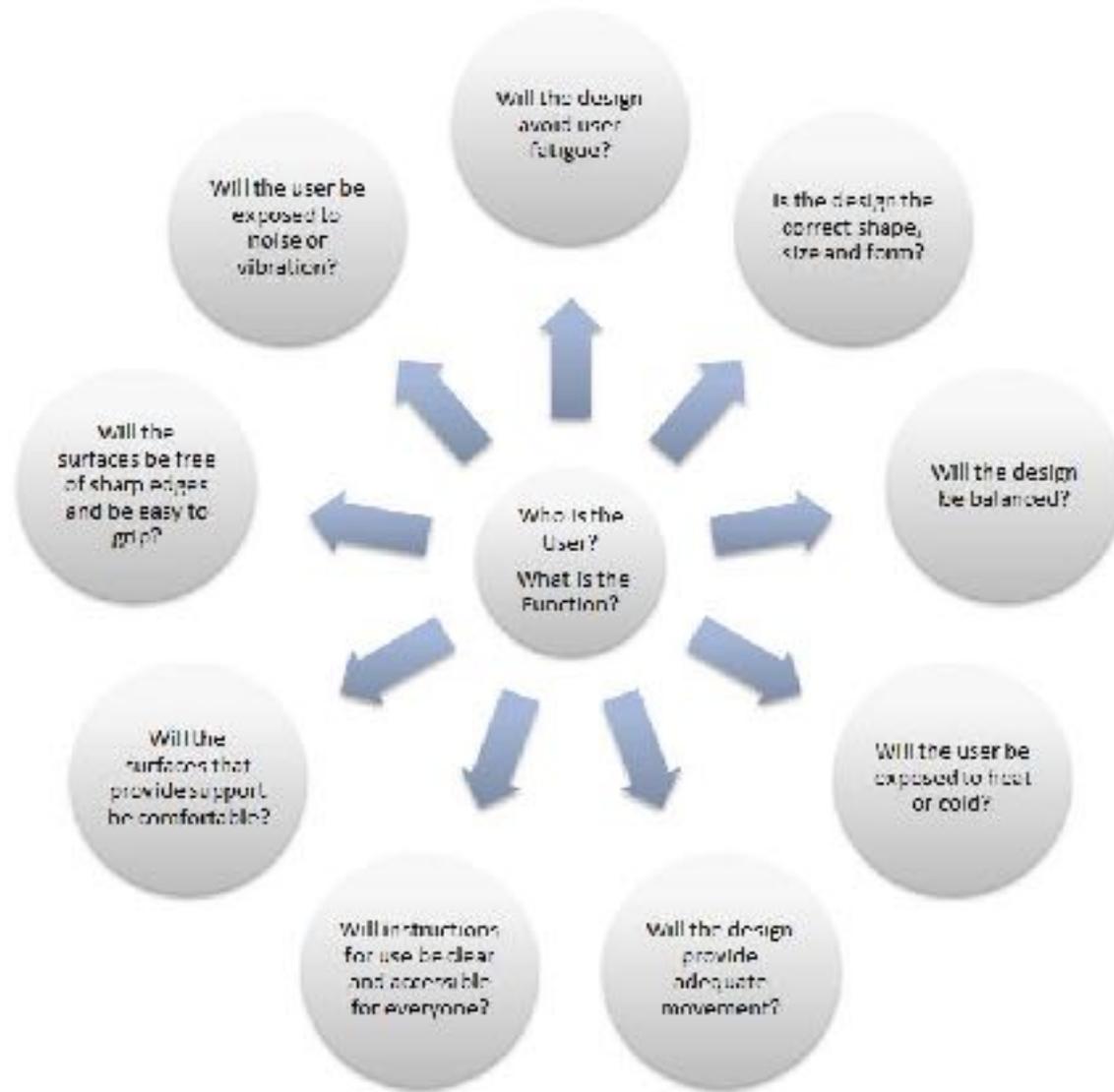
- Recording the change

IT Leveraging Business Design (IT Key Quality)



- Power in survey (market demand, trend, acceptability, Life Cycle) and analysis using company web and social media

IT Leveraging Business Design (IT Key Quality)



■ Power

lysis

IT Leveraging Business Design (IT Key Quality)



- Enrichment traditional and conventional design



Coffee & Tea



Big Cinnamon



 * COOKIES & COFFEE SHOP *

HOT CHOCOLATE	5 ^K	HOT SINGLE ESPRESSO	6 ^K
HOT CHOCOLATE WITH MILK	7.5 ^K	HOT DOUBLE ESPRESSO	7.5 ^K
HOT MILK TEA	5 ^K	HOT AMERICANO	7.5 ^K
HOT PEPPERMINT COFFEE	5 ^K	HOT CAFFE AU LAIT	7.5 ^K
HOT CAPPUCINO	5 ^K	HOT ENGLISH TEA	5 ^K
HOT BLACK COFFEE	5 ^K	HOT /COLD MATCHA MILK	5 ^K
HOT WHITE COFFEE	7.5 ^K	HOT COFFE LATTE PREMIUM	12 ^K
HOT HARBANNE COFFEE	7.5 ^K	HOT COFFE (SHTA (LOW SUGAR))	7.5 ^K

Coffee & Tea



Big Cinnamon

- HOT CHOCOLATE ----- 6"
- HOT CHOCOLATE 1/2 milk ... 8.5"
- HOT CHOCOLATE HAZELNUT ... 8.5"
- HOT OVALTINE ----- 8.5"
- HOT MILK TEA ----- 6"
- HOT CAPPUCCINO ----- 6"
- HOT PEPPERMINT COFFEE ... 6"
- HOT BLACK COFFEE ----- 6"
- HOT WHITE COFFEE ----- 8.5"
- HOT HAZELNUT COFFEE ... 10"
- HOT /COLD MACHA MILK ... 7"
- HOT /COLD MILK PLAIN ... 7"
- HOT CAFFE LATTE [LOW SUGAR] ... 8.5"
- HOT ENGLISH TEA ----- 8.5"
- HOT SINGLE Espresso ... 8.5"
- HOT DOUBLE Espresso ... 12"
- HOT AMERICANO ----- 12"
- HOT CAFFE AU LAIT ... 15"
- HOT CAFFE LATTE PREMIUM ... 15"
- HOT CAPPUCCINO PREMIUM ... 15"
- HOT HAZELNUT CARAMEL ... 18"
- HOT MACHA MACHATO ... 18"

Balitar Tower Square I I D Bandung
www.bigcinnamon.com



Virtual in Business



Virtual Shop by TESCO.COM



Gatwick, Airport, UK.
November 2011



TESCO Homeplus,
Virtual Subway Shop
South Korea, 2010

Virtual Shop : Social Behavior

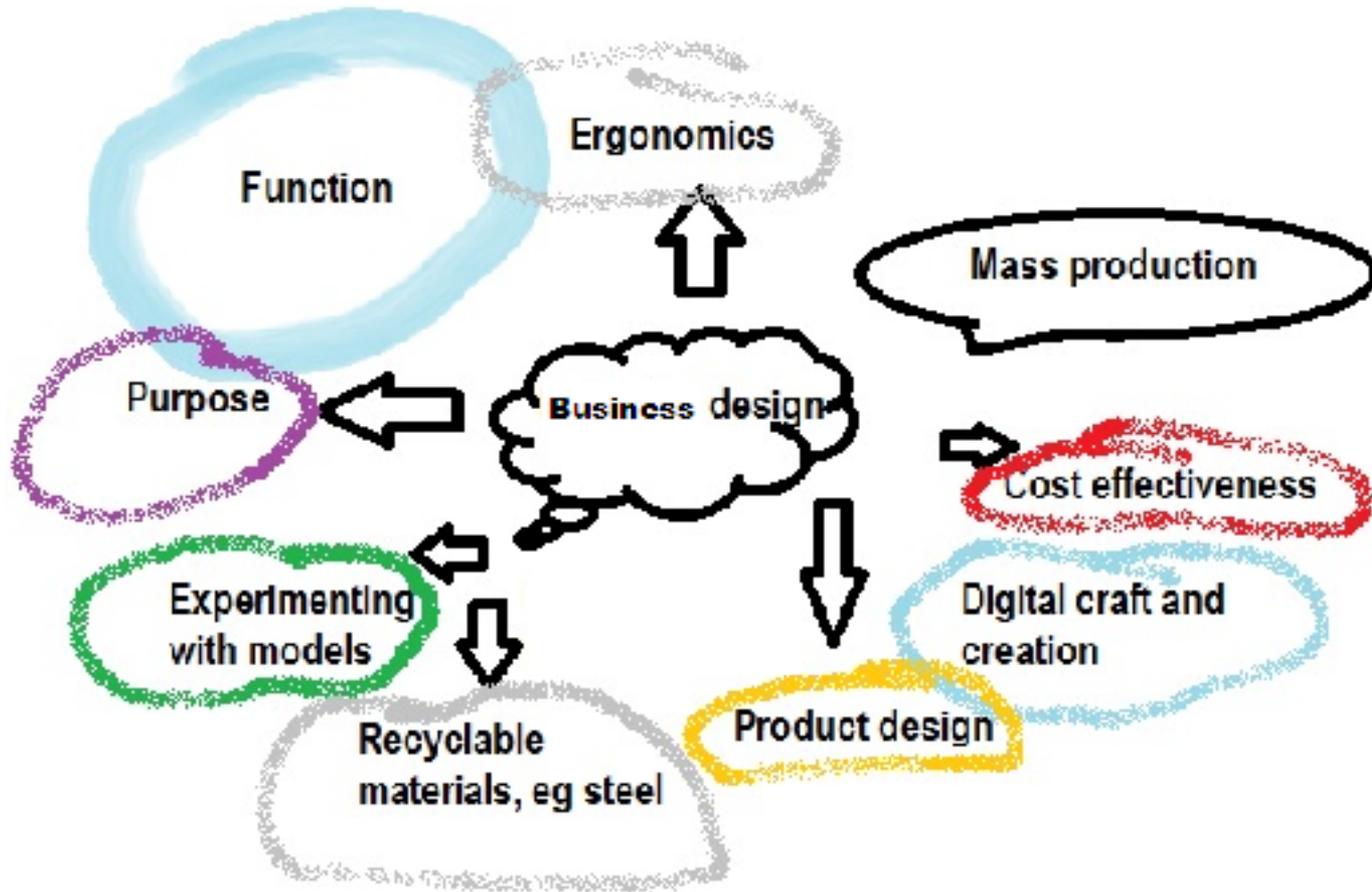


IT Leveraging Business Design (IT Key Quality)



- Give acceleration in design product
- Offer alternative and various of creativity
- Give realistic and futuristic in Design
- Give detail in Design
- Assist to Mass Design Product
- Record the change
- Power of survey (market demand, trend, acceptability, Life Cycle) and analysis

Issues in Design (still until now)



Can Information Technology deal with those issues?

How to align Design Idea with Business Intention

- Knowing the Business Goal
- Knowing the tangible and intangible Target
- Knowing benefit > effort
- Knowing the art as Critical Success Factor
- Knowing mass business design problem (no scrap, no rework, time bounded, repeatable, not unique, legal)
- Knowing the step in design (Product)

How's Design become key success factor in Product Company



- Branded
- Promotion (flyer, ads)
- Offering Functionality beside esthetic in Design Product
- Capture Experience and impression from stakeholder

Example: Easy in Design with animoto.com

