

# IT Leveraging in Business Design

Dr. Yeffry Handoko Putra

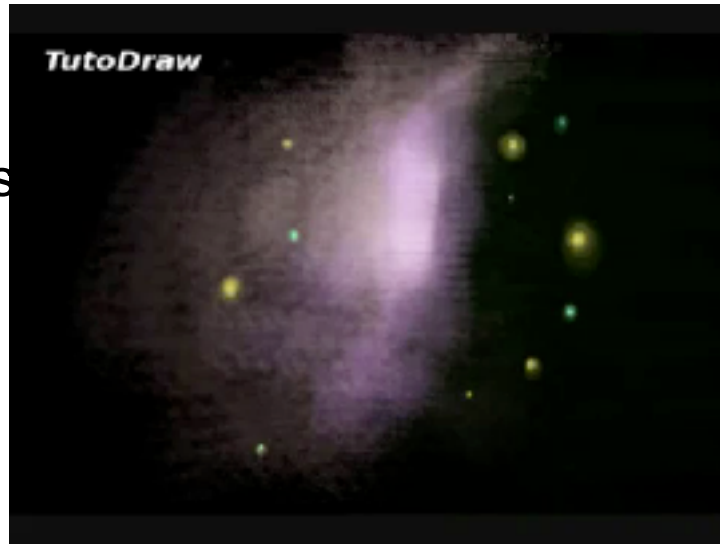
Magister Desain UNIKOM

# **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

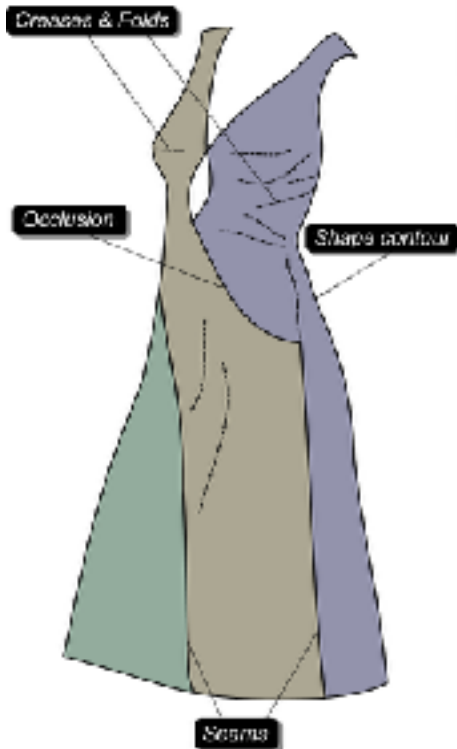
# IT Leveraging Business Design (IT Key Quality)



Ambigram with [flipscrip.com](http://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

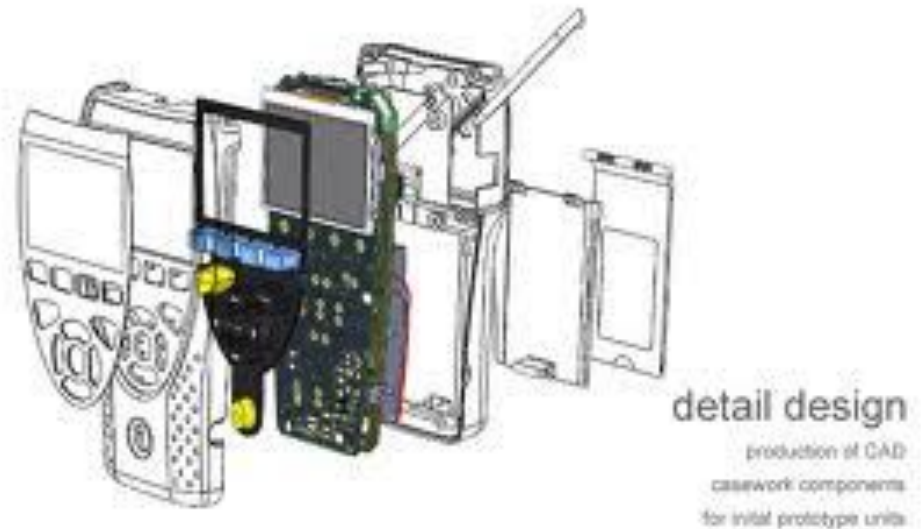


futuristic

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



# IT Leveraging Business Design (IT Key Quality)



- Give detail in Design

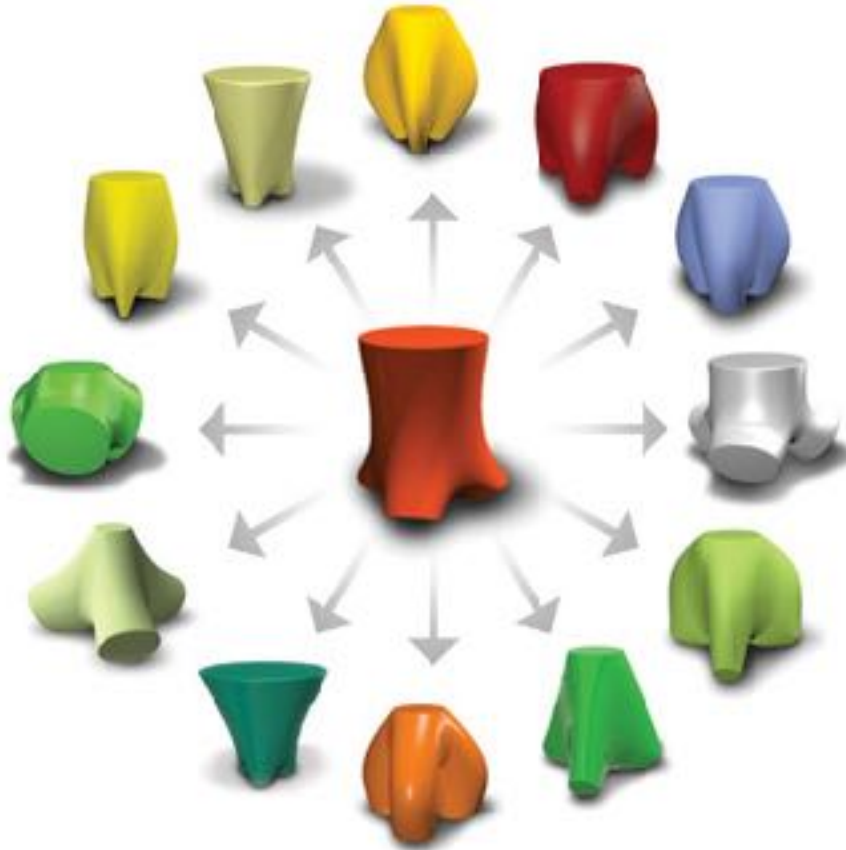
# IT Leveraging Business Design (IT Key Quality)



- Assist to Mass Design Product



# IT Leveraging Business Design (IT Key Quality)



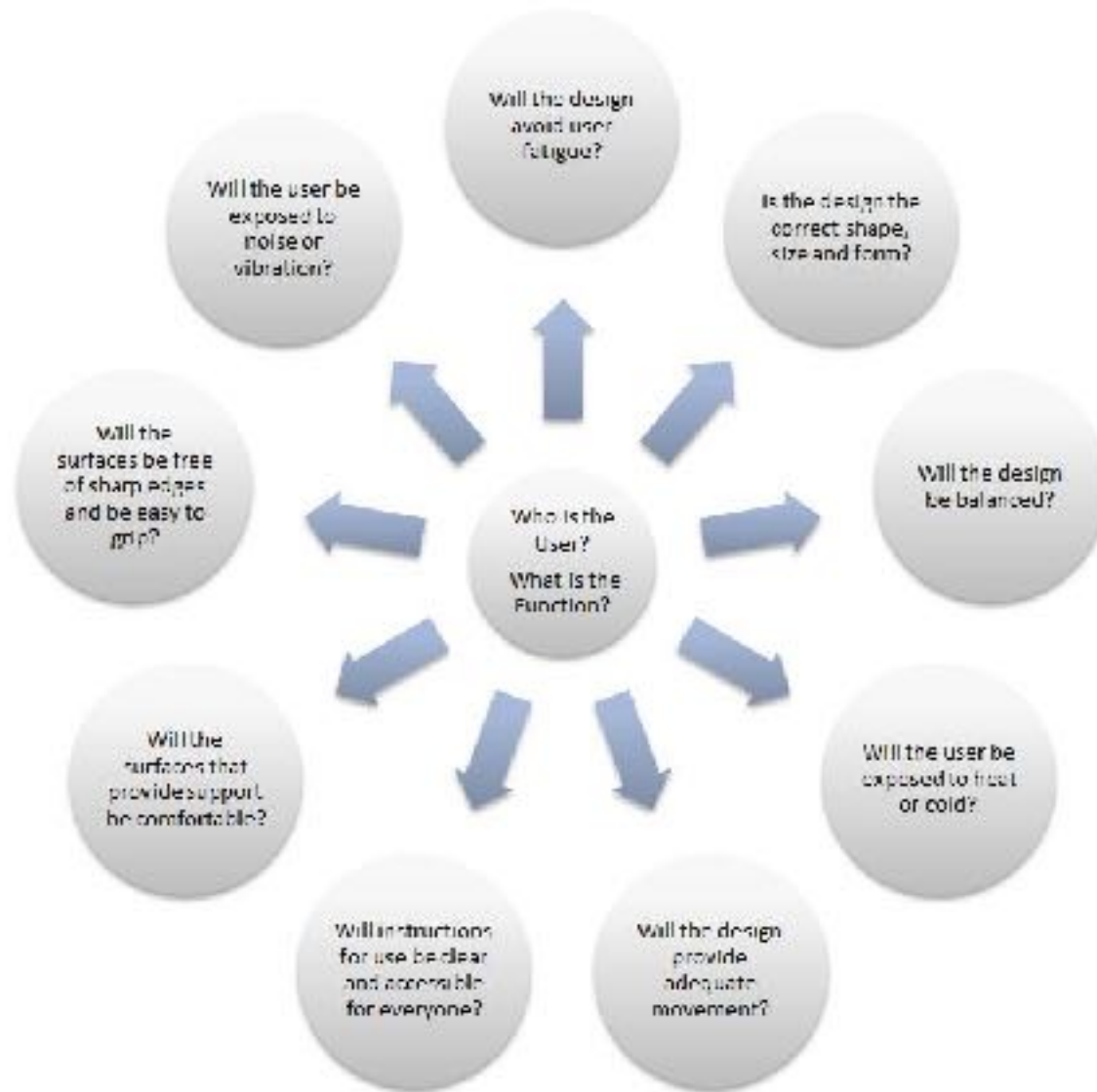
- Recording the change

# 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

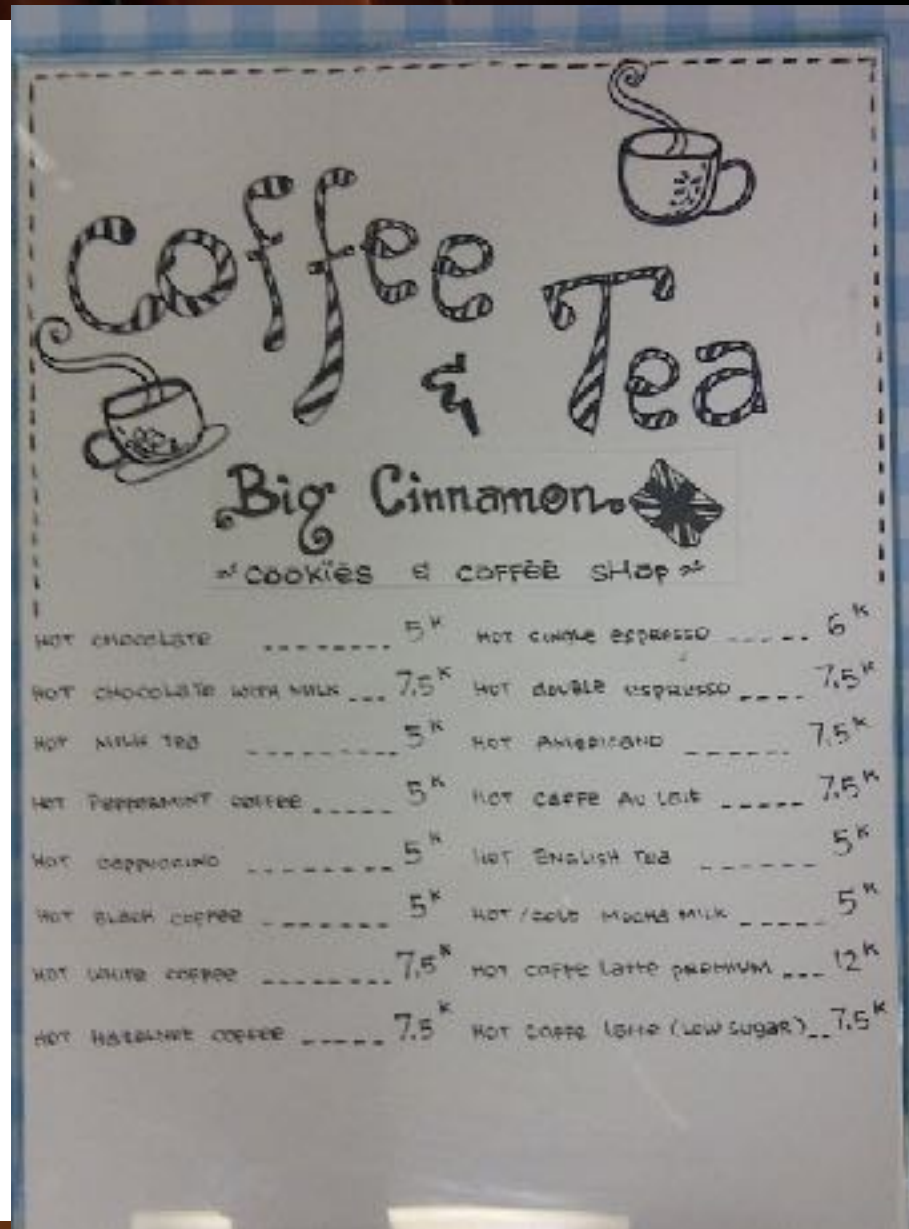
lysis

# IT Leveraging Business Design (IT Key Quality)



- Enrichment traditional and conventional design



			
HOT CHOCOLATE .....	5 <sup>K</sup>	HOT SINGLE ESPRESSO .....	6 <sup>K</sup>
HOT CHOCOLATE WITH MILK .....	7.5 <sup>K</sup>	HOT DOUBLE ESPRESSO .....	7.5 <sup>K</sup>
HOT MILK TEA .....	5 <sup>K</sup>	HOT AMERICANO .....	7.5 <sup>K</sup>
HOT PEPPERMINT COFFEE .....	5 <sup>K</sup>	HOT CAFE AU LAIT .....	7.5 <sup>K</sup>
HOT CAPPUCINO .....	5 <sup>K</sup>	HOT ENGLISH TEA .....	5 <sup>K</sup>
HOT BLACK COFFEE .....	5 <sup>K</sup>	HOT / COLD MOCHA MILK .....	5 <sup>K</sup>
HOT WHITE COFFEE .....	7.5 <sup>K</sup>	HOT CAFE LATTE PREMIUM .....	12 <sup>K</sup>
HOT HAZELNUT COFFEE .....	7.5 <sup>K</sup>	HOT CAFE LITE (LOW SUGAR) .....	7.5 <sup>K</sup>



# Coffee & Tea

## Big Cinnamon



• Hot Chocolate ----- 6"	• Hot single Espresso ... 8.5"
• Hot Chocolate 1/2 milk ... 8.5"	• Hot double Espresso ... 12"
• Hot Chocolate Hazelnut ... 8.5"	• Hot Americano ... 12"
• Hot Ovaltine ----- 8.5"	• Hot coffee Au Lait ... 15"
• Hot Milk Tea ----- 6"	• Hot coffee Latte premium ... 15"
• Hot Cappuccino ----- 6"	• Hot cappuccino premium ... 15"
• Hot Peppermint coffee ... 6"	• Hot Hazelnut caramel ... 18"
• Hot Black coffee ----- 6"	• Hot Mocha Mochiato ... 18"
• Hot White coffee ... 8.5"	
• Hot Hazelnut coffee ... 10"	
• Hot/cold Mocha Milk ... 7"	
• Hot/cold Milk plain ... 7"	
• Hot coffee Latte [low sugar] ... 8.5"	
• Hot English Tea ----- 8.5"	

Balitar Tower Square I I D Bandung  
[www.bigcinnamon.com](http://www.bigcinnamon.com)



# Virtual in Business



## Virtual Shop by TESCO.COM

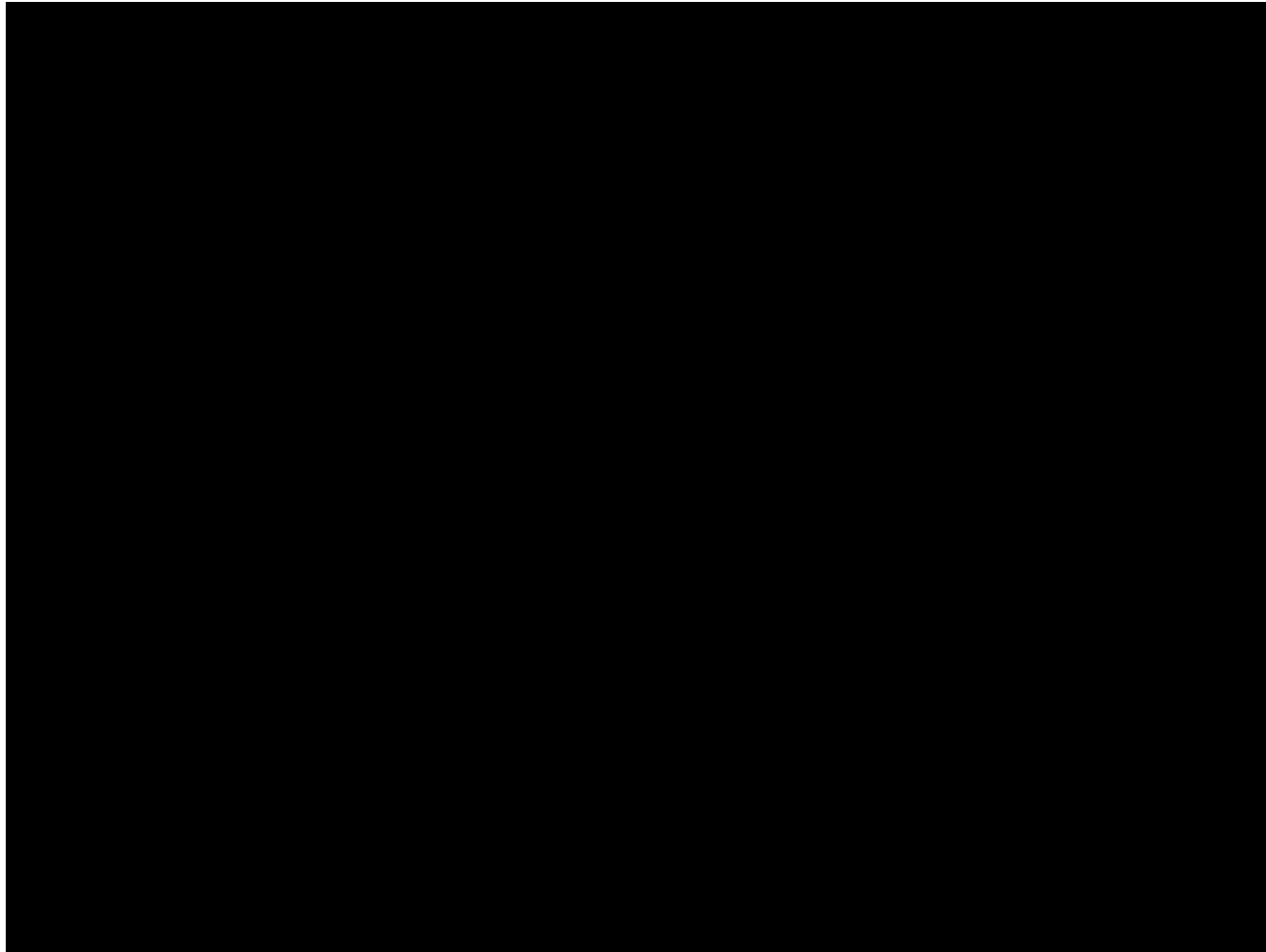


Gatwick, Airport, UK.  
November 2011



TESCO Homeplus,  
Virtual Subway Shop  
South Korea, 2010

# Virtual Shop : Social Behavior

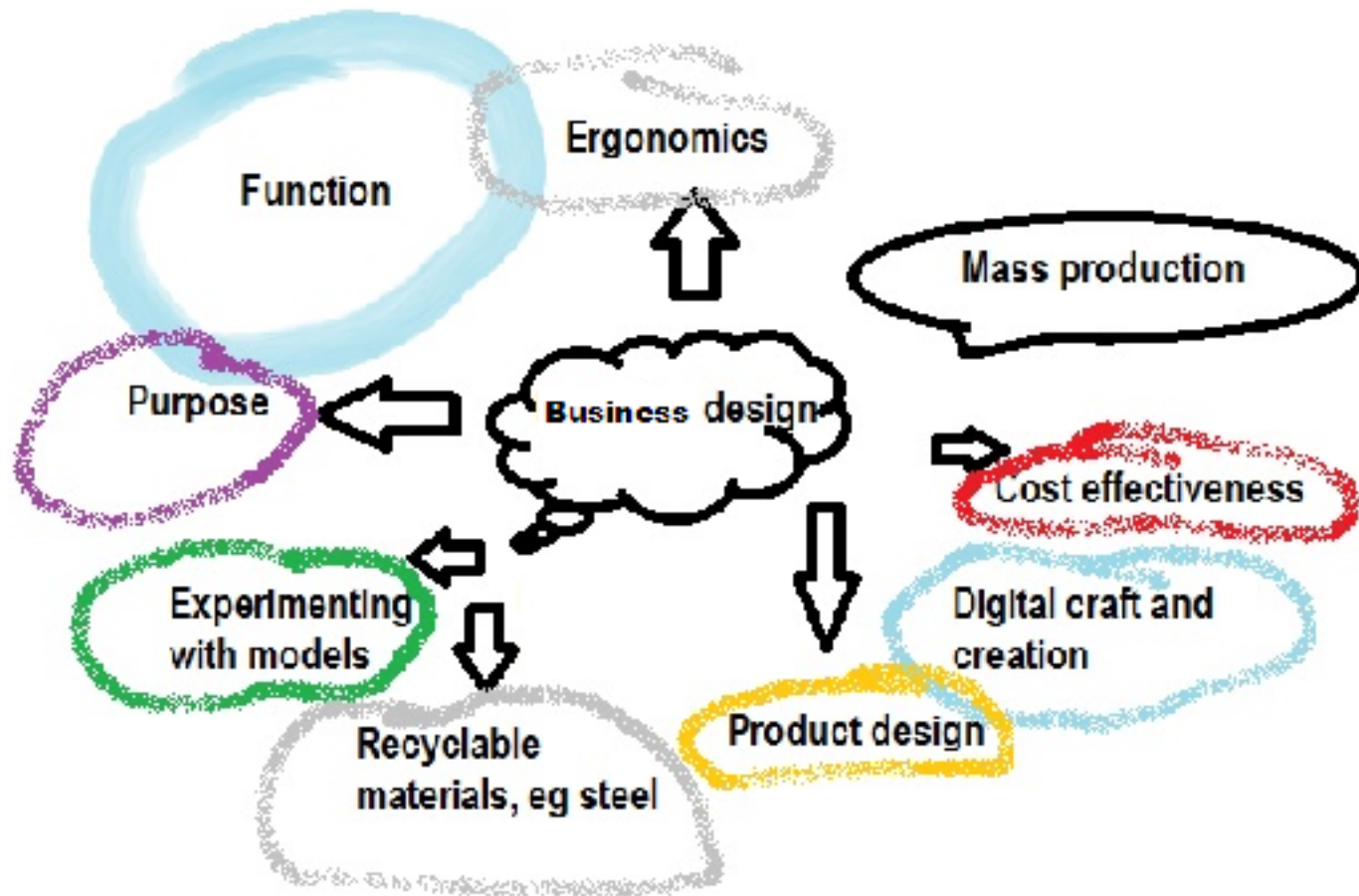


# IT Leveraging Business Design (IT Key Quality)



- 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

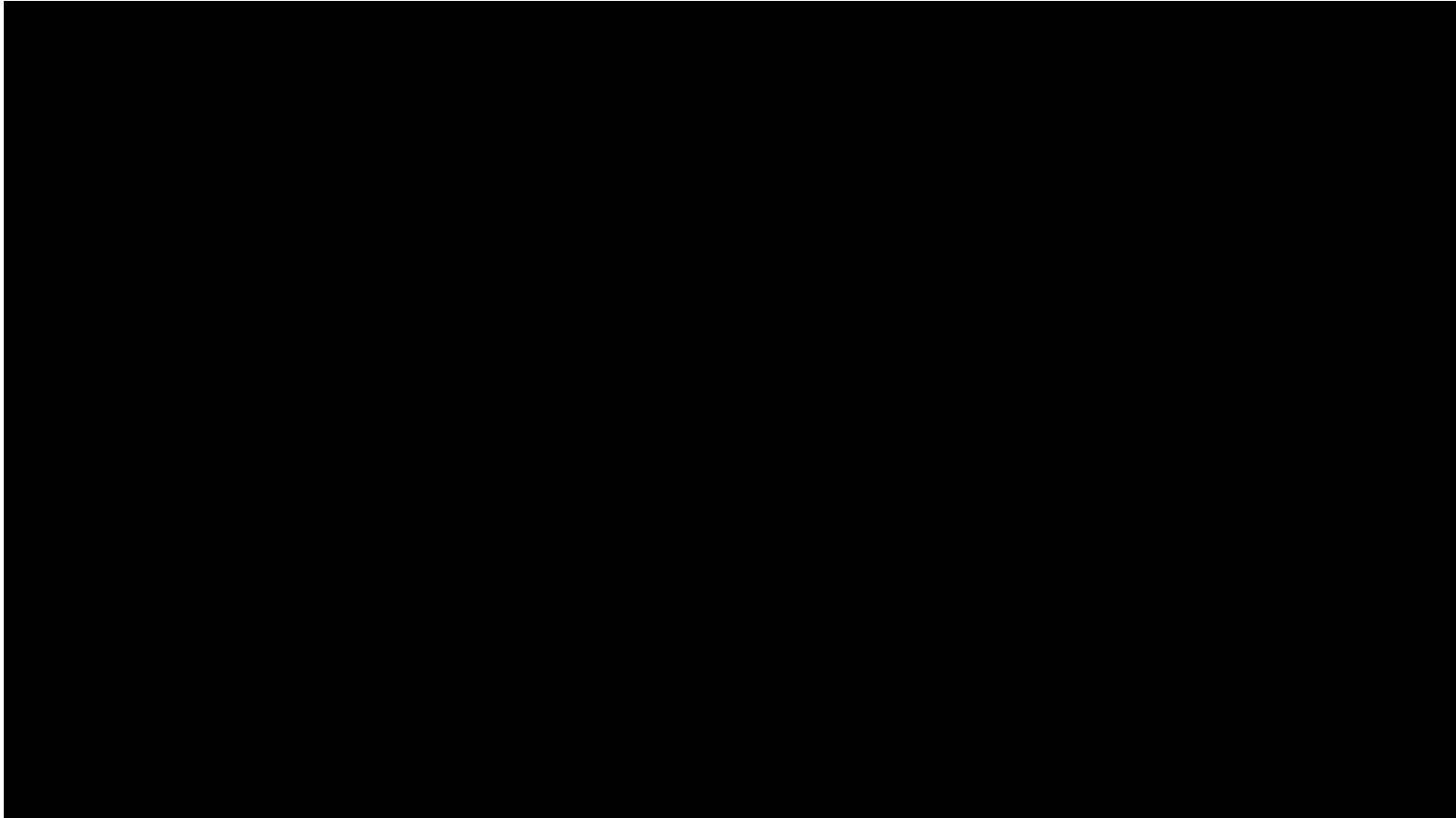
- Knowing the Business Goal
- Knowing the tangible and intangible Target
- Knowing benefit > effort
- Knowing the art as Critical Success Factor
- Knowing mass business design problem ( no scrap, no rework, time bounded, repeatable, not unique, legal)
- Knowing the step in design (Product)

# 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





An aerial photograph of London, showing the River Thames, the Houses of Parliament, and Big Ben. A yellow rectangular box is overlaid on the right side of the image, containing the text "THANK YOU FOR YOUR ATTENTION". A yellow arrow points from the left side of the box towards the London Eye, which is visible on the left edge of the frame.

**THANK YOU  
FOR YOUR  
ATTENTION**