

TOSHIBA
Leading Innovation >>>

DESIGN AND INNOVATION

**TOGETHER
COMMERCE**

TM

SOME PRINCIPLES WE LIVE BY

Toshiba's Design Innovation Labs design hardware and software solutions by engaging with clients as an advisor and partner – to understand our clients' challenges and create solutions collaboratively. Design goes beyond point-of-sale and technology into the areas of shopper experience, cash/wrap design, store layouts, and human factors engineering.

INFORMED DESIGN: WE START WITH OUR USERS AND CLIENTS

To guarantee that we have first-hand knowledge of retail design and user experience challenges, our research ranges from executive interviews, client focus groups and leading-edge store explorations, to hands-on interaction with shoppers, associates, and other end users.

BEYOND AESTHETICS: WE EMBRACE THE CHALLENGES OF RETAIL ENVIRONMENTS

We create simple, elegant, retail-hardened, long-lasting, modular, easy-to-service, and sustainable point-of-sale and self-service solutions.

HOLISTIC APPROACH: WE CONSIDER THE RETAIL EXPERIENCE

We view our hardware and software designs as the single, unifying elements for the retail experience our clients want to provide for consumers. We not only optimize our designs for shopper experience and custom branding – we also work directly with clients on technology integration, GUI customizations, cash/wrap and front-end concepts and redesigns.

BUSINESS OF DESIGN

“GOOD DESIGN IS GOOD BUSINESS.”

Thomas Watson, Jr.
(IBM, 1973)

A critical distinction between design and “good design” – redundant to some – is raised in Watson’s quote. As demand for “design” increased, individuals neither sufficiently experienced, nor formally trained, are capitalizing on the popularity of the term, increasing its visibility but diluting its quality. We see the distinct difference. To us, “design” means being informed. It means going beyond aesthetics to create the larger retail experience. And now, more than ever before, it means good business.

At Toshiba Global Commerce Solutions, we carry forward our IBM design pedigree and industry-leading focus on both the appearance and usability of our entire portfolio of hardware and software.

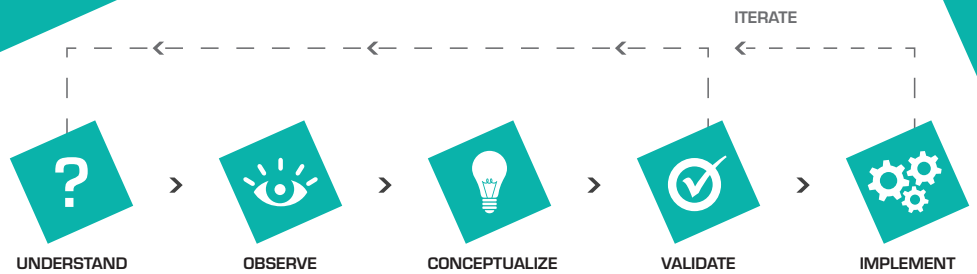
- › Design is not only about conveying a particular aesthetic or a consistent “look and feel”.
- › Design is not only artistic expression or making something “pretty”.
- › Design is not only about the “cool”.

Rather...

- › Design starts with discovery.
- › Design facilitates understanding.
- › Design solves problems.



THE EXPERIENCE DESIGN PROCESS



Toshiba Global Commerce Solutions' experience design process aims to uncover and manage constraints related to user and client experiences with our solutions.

Within the retail environment, experience design is about form, space, technology, and, especially, people – the interactions between shoppers and employees.

Understanding how technology and business process decisions will affect your shoppers and employees is absolutely critical for delivering a premier front-end experience.

1. UNDERSTAND

Objective: Gather insights into user and client goals, capabilities, limitations, pain points

Methods: Focus groups, surveys, interviews, literature reviews, meta-analyses, task analyses

2. OBSERVE

Objective: Inspire empathy through real-world experience with user and client pain points

Methods: Naturalistic observations, day-in-the-life, think-aloud methods, heuristic evaluations

3. CONCEPTUALIZE

Objective: Visualize ideas to facilitate participatory design opportunities with stakeholders

Methods: Sketching, prototyping, concept maps, wireframes, personas, modeling

4. VALIDATE

Objective: Gather stakeholder feedback regarding concepts

Methods: Usability testing, experiments, knowledge elicitation techniques

5. ITERATE

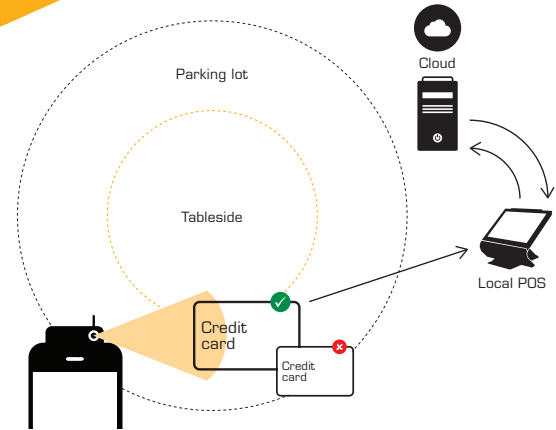
Objective: Refine concepts by updating design decisions with additional data and insights

Methods: Sketching, prototyping, concept maps, wireframes, personas, modeling

6. IMPLEMENT

Objective: Deliver client value through solutions that exceed expectations

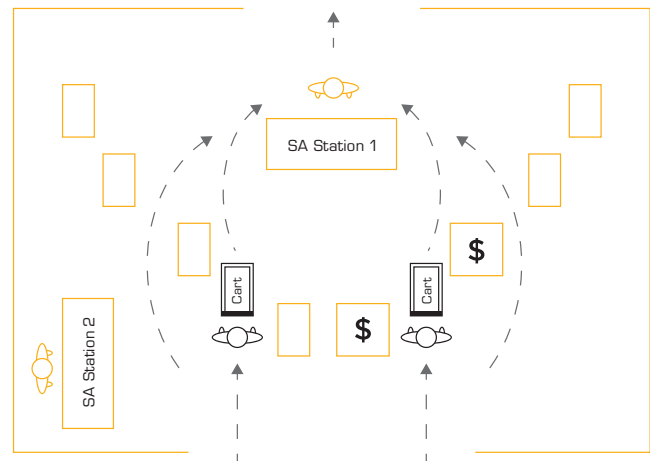
Methods: Cost-benefit analysis, ROI analyses, SWOT analyses



As we develop products, we also design new and interesting ways of solving problems. In doing so, an extremely important part of our job is to keep Toshiba competitive in the area of protecting unique ideas. These ideas are patentable and protected for the benefit of our company.

INNOVATION

Understanding what our clients want to accomplish with technology in their retail spaces drives our intellectual property strategy. Rather than innovation for innovation's sake, we focus on delivering relevant, purposeful innovations that deliver value to shoppers and associates throughout the retail experience.



INTERACTION DESIGN

User and client expectations for aesthetics and usability have increased dramatically with the proliferation of smartphones and tablets. Systematic application of interaction design best practices ensures an elevated, consistent user experience across all shopper and associate touchpoints, ensuring our clients' objectives for throughput and experience are met.

CLIENT ENGAGEMENT

Exploration is our inspiration. Client engagements – whether field research focused on shopper-associate interactions, measurement of front-end performance, or a conceptual redesign of the entire shopper experience – provide essential insights into both current challenges and opportunities to influence the future of shopping.

TOP DESIGN AWARDS



The best of the best product designs are awarded with an iF gold award, known as the “Design Oscar”. This infamous design award was introduced in 1954 and is annually conferred by iF (International Forum) Design. Every year the iF attracts more than 2,000 product entries from around 37 nations, which are judged by renowned experts, with the best of them receiving an iF seal of outstanding design quality.

Toshiba Global Commerce Solutions carries forward three award-winning designs in our current portfolio: the AnyPlace Kiosk (2008), the SurePOS 500 series (2010), and the SurePoint series (2011).



WINNERS:

- > 2008
- > 2010
- > 2011



ABOUT OUR DESIGN LEADERS

BRAD JOHNSON, DESIGN ARCHITECT

Master of Industrial and Environmental Design and IDSA award-winning designer, Brad Johnson has been named a Toshiba Master Inventor, as well as an IBM Master Inventor. In addition to Toshiba, Brad has designed products for IBM, Disney, Marvel, NFL/NBA John Deere, Rubbermaid and more.

JEFFREY SMITH, PHD, CUXP, EXPERIENCE ARCHITECT

As a Human Factors Psychologist and certified user experience professional specializing in the confluence of people, technology, and retail environments, Jeff Smith has been named a Toshiba Global Commerce Solutions Master Inventor, as well as an IBM Master Inventor. Jeff has been researching human performance since 2001 and his previous work experience includes IBM and NASA.

FOR MORE INFORMATION:

To learn about innovative design solutions from Toshiba, contact your Toshiba sales representative or Together Commerce Alliance Partner, or visit: toshibagcs.com

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