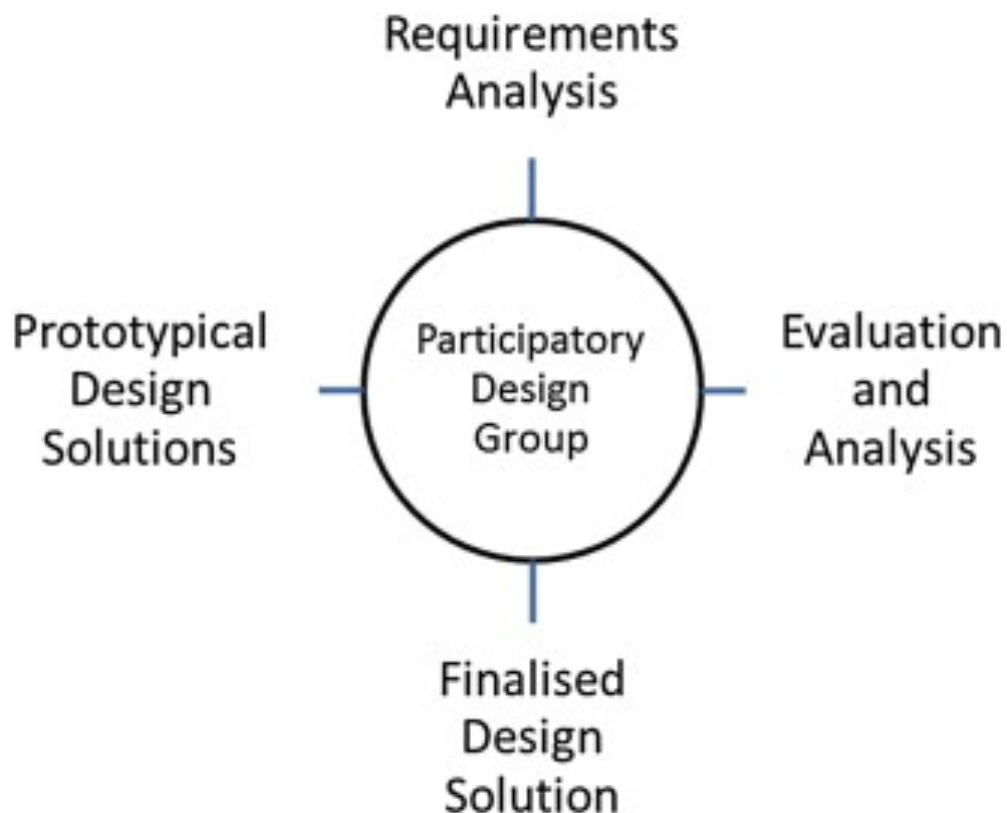


# Participatory design enhancing the user experience and commercial potential of products and services



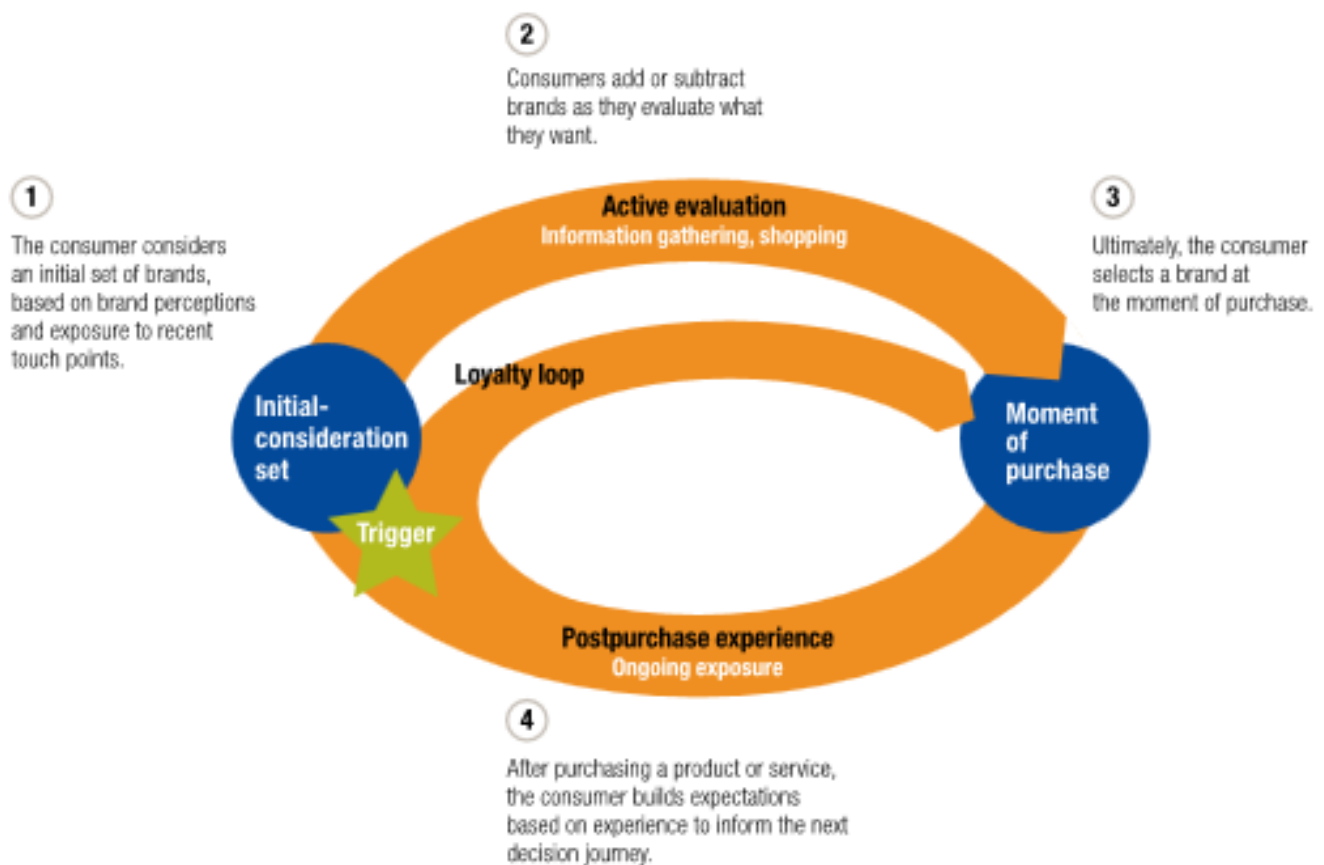
<http://www.sciencedirect.com/science/article/pii/S0142694X14000507>

Christopher R. Wilkinson , Antonella De Angeli. 2014. Applying user centred and participatory design approaches to commercial product development. *Design Studies*,35 (6), pp. 614 – 631

<http://dx.doi.org/10.1016/j.destud.2014.06.001>

# New marketing opportunities via Customer Experience Journey

“Be in the right place at the right time”



[http://www.mckinsey.com/insights/marketing\\_sales/the\\_consumer\\_decision\\_journey](http://www.mckinsey.com/insights/marketing_sales/the_consumer_decision_journey)

McKinsey:

David Court, director in the Dallas office, Dave Elzinga, principal in the Chicago office, Susie Mulder, principal in the Boston office, Ole Jørgen Vetvik, principal in the Oslo office



# Experience-Based Differentiation as a tool for good customer experience and high customer loyalty

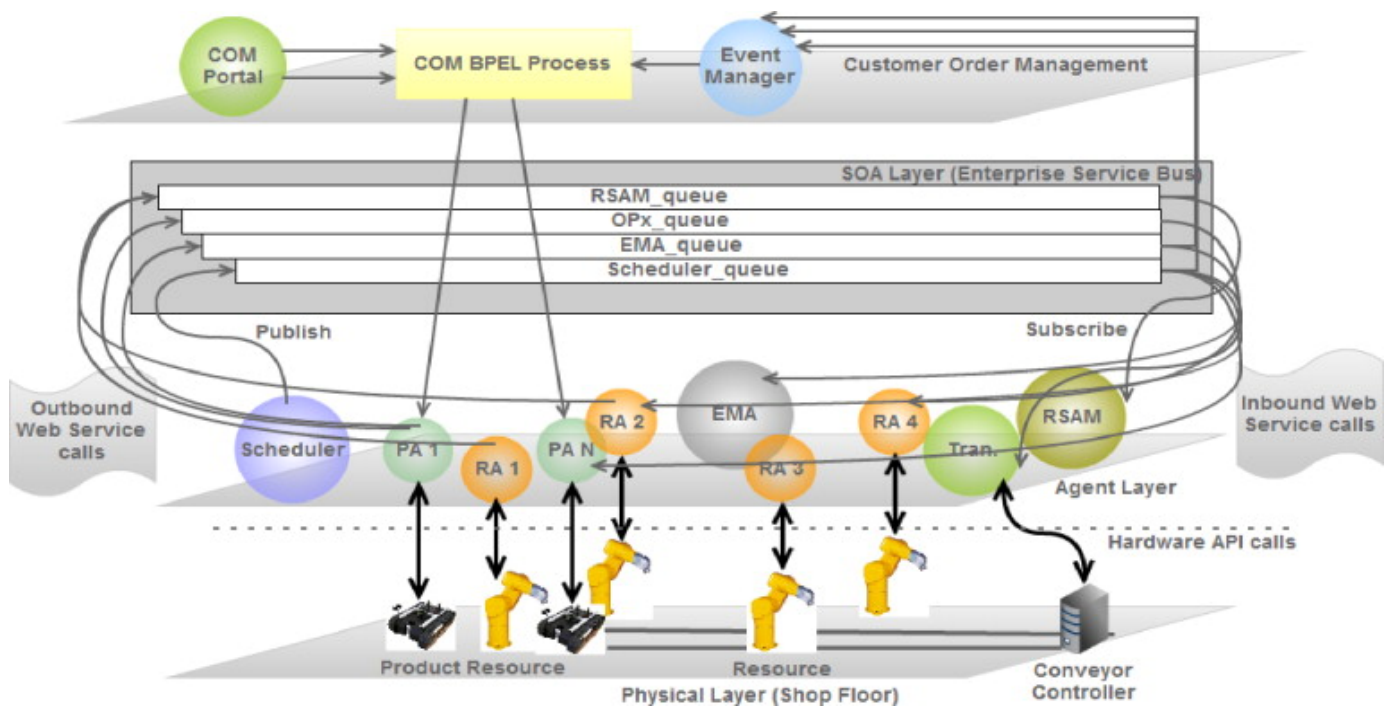


<https://www.adobe.com/enterprise/pdfs/customer-experience-journey.pdf>



Temkin, B. 2008. The Customer Experience Journey. Customer-Centric Dna Propels Firms Through Five levels of maturity. Forrester Research.

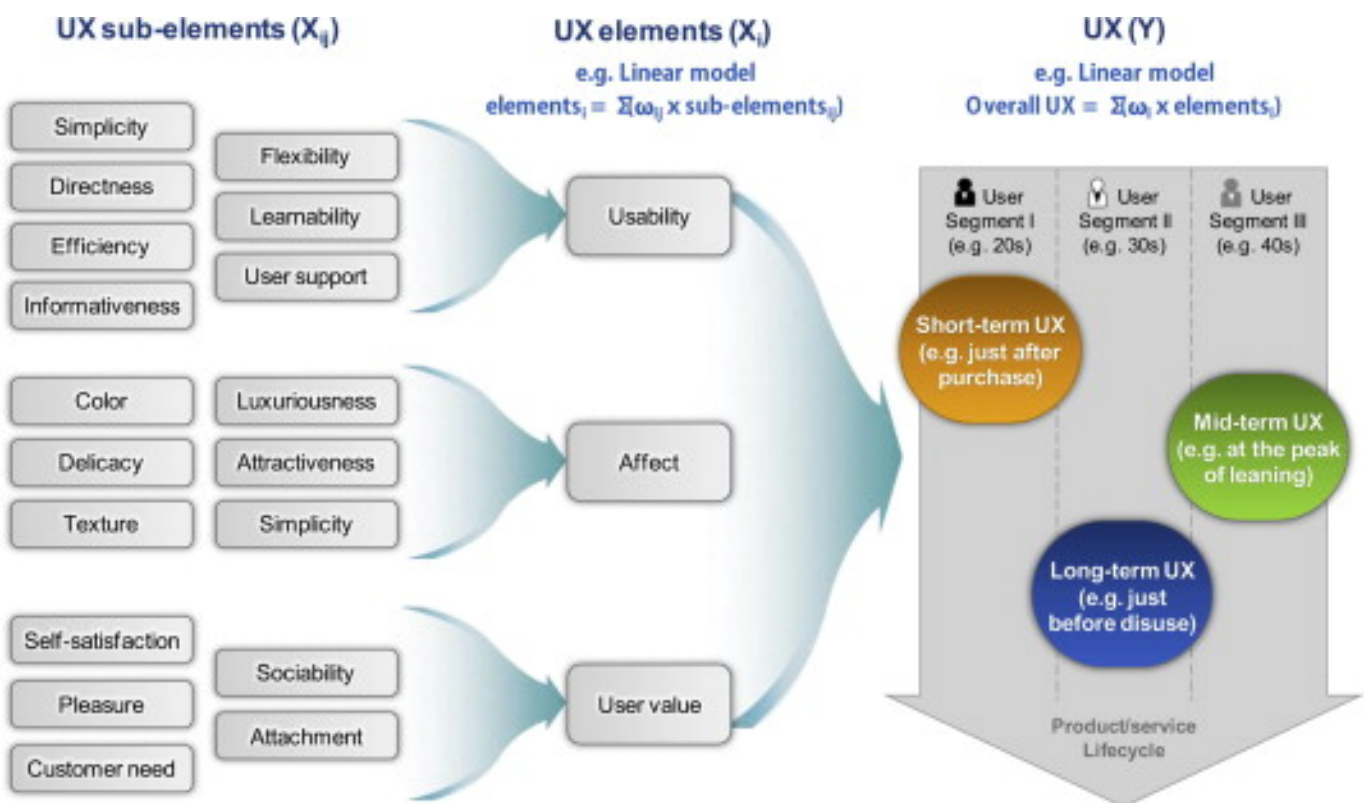
# The Service Oriented Enterprise Architecture for manufacturing enterprises: integration of shop floor and the business processes



<http://www.sciencedirect.com/science/article/pii/S0166361513001553>

Cristina Morariu , Octavian Morariu , Theodor Borangiu. 2013. Customer order management in service oriented holonic manufacturing. Computers in Industry, 64 (8), pp. 1061 - 1072  
<http://dx.doi.org/10.1016/j.compind.2013.07.007>

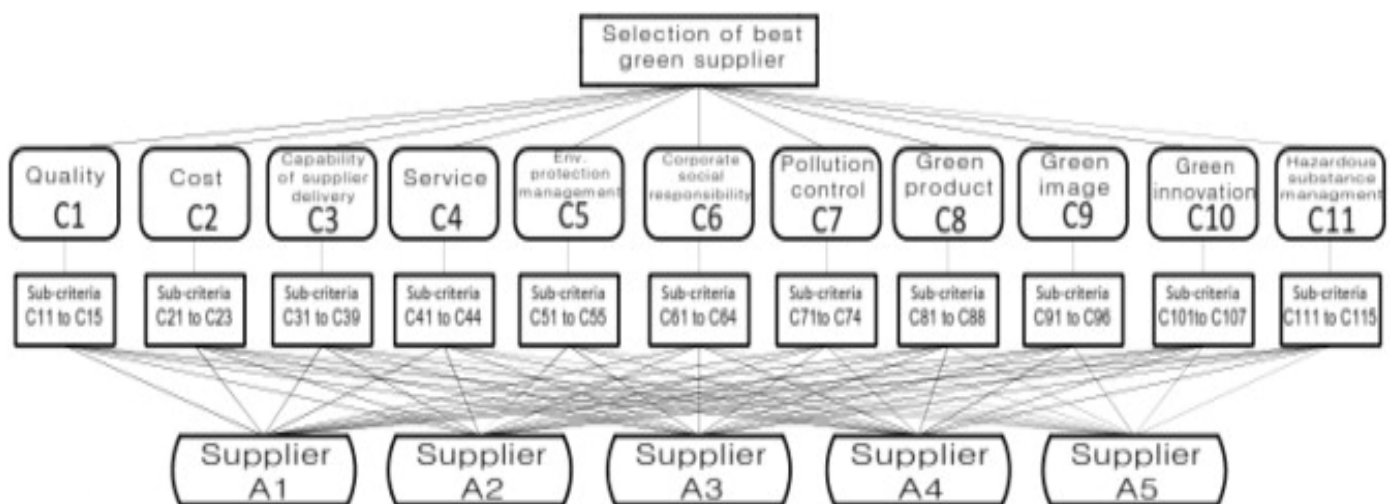
# User experience (UX) comprises all aspects regarding the use or expected use of a product, system or service



[http://en.wikipedia.org/wiki/User\\_experience](http://en.wikipedia.org/wiki/User_experience)

Jaehyun Park , Sung H. Han , Hyun K. Kim , Seunghwan Oh , Heekyung Moon. 2013. Modeling user experience: A case study on a mobile device. International Journal of Industrial Ergonomics, 43 (2), pp. 187 - 196

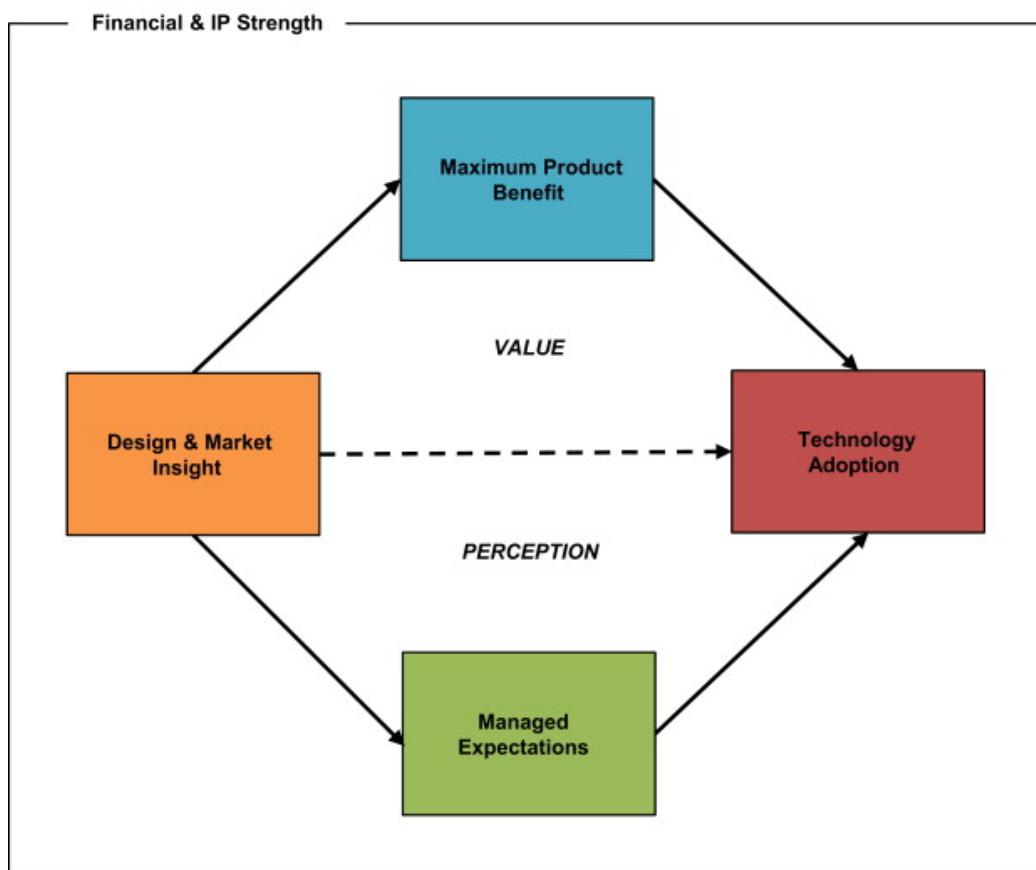
# Green Supply Chain Management (GSCM): innovative way for selecting green suppliers



<http://www.sciencedirect.com/science/article/pii/S095965261300930X>

Devika Kannan , Kannan Govindan , Sivakumar Rajendran. 2014. Fuzzy Axiomatic Design approach based green supplier selection: a case study from Singapore. Journal of Cleaner Production. *In Press*

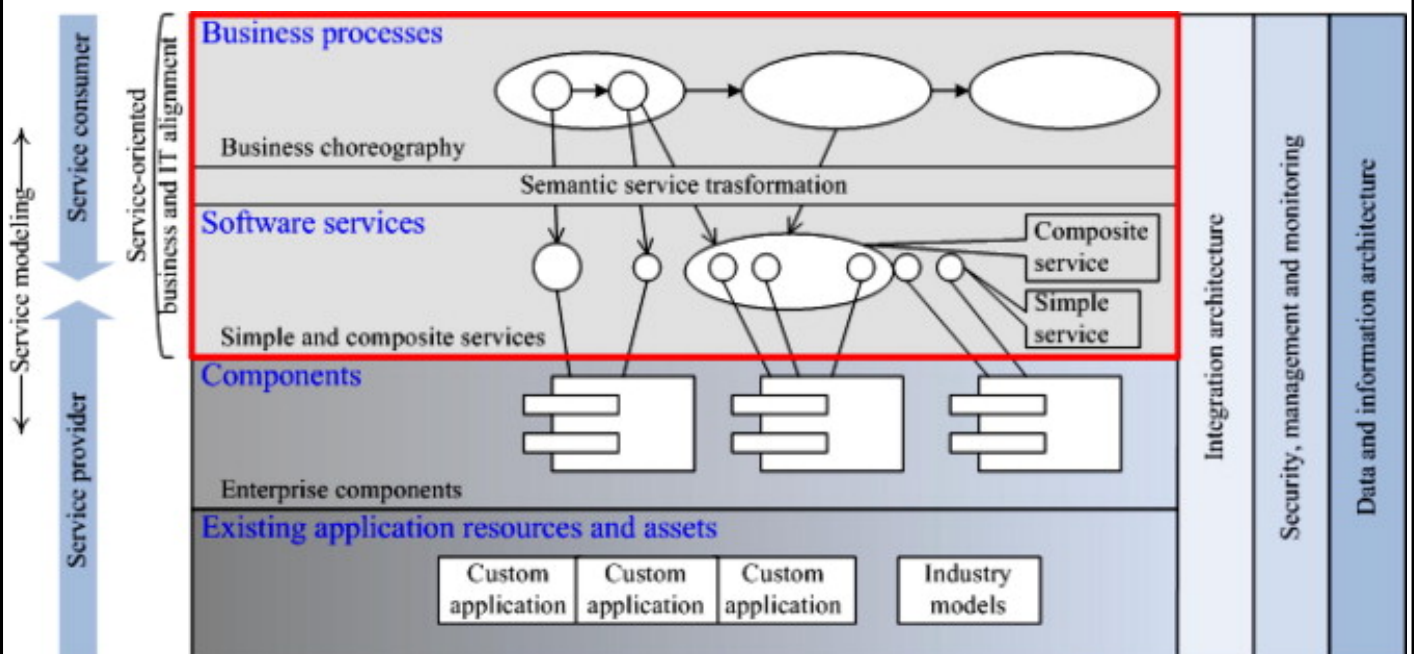
# Improved product performance with user centered design and insight-value-perception (iVP) model



<http://www.sciencedirect.com/science/article/pii/S0166497212000946>

Lauren M. Aquino Shluzas , Larry J. Leifer. 2014. **The insight-value-perception (iVP) model for user-centered design**. Technovation, 34 (11), pp. 649 - 662

# Service-oriented architecture framework for technologies and management



<http://www.sciencedirect.com/science/article/pii/S1567422308000288#>

Haluk Demirkan , Robert J. Kauffman , Jamshid A. Vayghan , Hans-Georg Fill , Dimitris Karagiannis , Paul P. Maglio. 2008. Service-oriented technology and management: Perspectives on research and practice for the coming decade. *Electronic Commerce Research and Applications*, 7 (4), pp. 356 - 376