# FUTUREFORM

Design & Innovation for Emerging Tech

# ABOUT FUTUREFORM

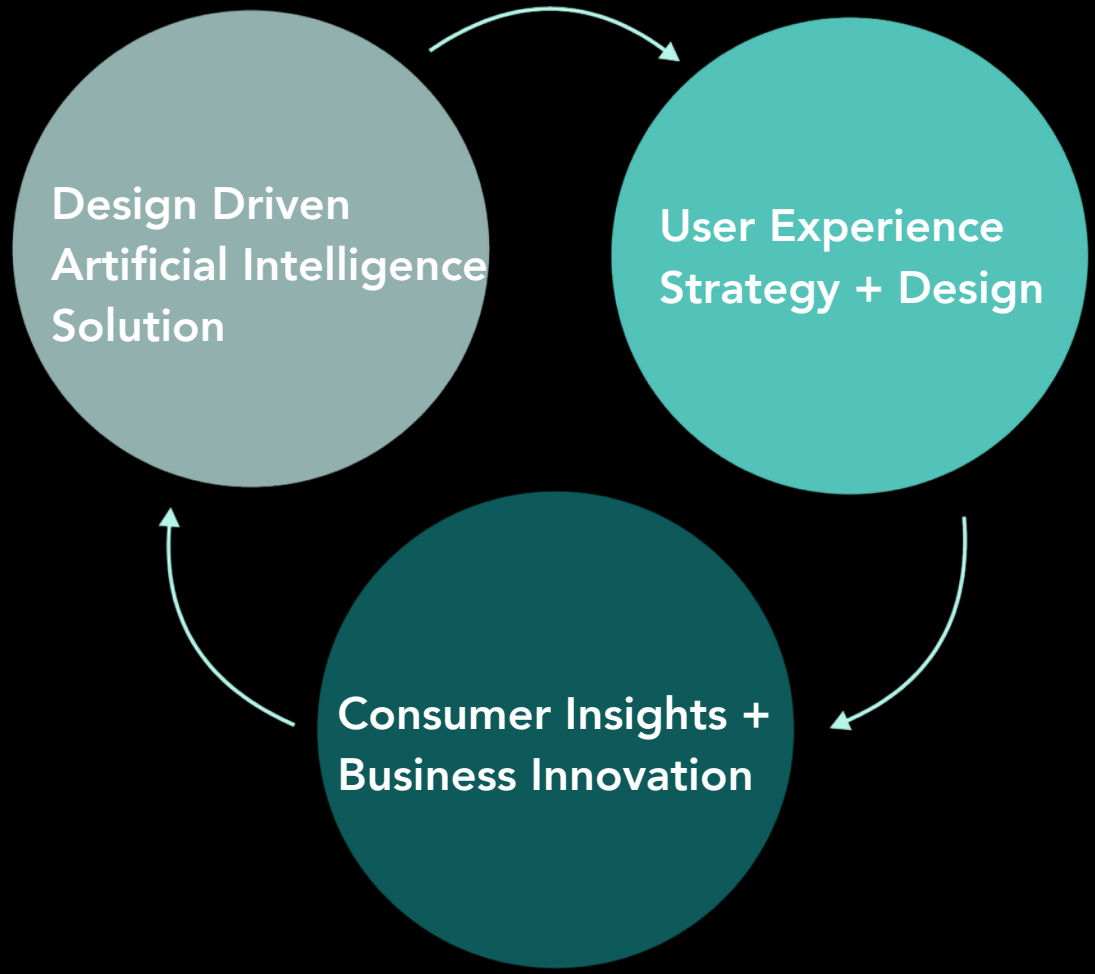
Futureform is a design and innovation studio with a focus on emerging technology. We research, strategize, design and build great products and services for a range of clients from late stage start ups to fortune 500 companies in North America and Asia.

Currently we are deep into AI, Robotics, Voice Technology and the domain of Educational Tech.

# OUR FOCUS

We are technologists at heart, and we dig deep into the domain of emerging technologies, and our work focus heavily on unleashing true potential of new technologies using design.

Since Inception, we have explored the domain of Artificial Intelligence, Machine Learning, Robotics and Educational Tech. We believe design will make the technology more relevant and create real value.



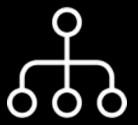
# OUR SERVICES

## Emerging Technology

- Kid-Centred Educational Tech
- Artificial Intelligence / Robotics
- Voice User Interface

## Research & Strategy

- Technology Research
- User Research / Design Research
- Product Design Strategy



## Product & Service Design

- GUI Design
- Complex Software System Design
- Usability Engineering

# CLIENTS
# & MEDIA COVERAGE

We have teamed with companies and organizations on a global scale, from Fortune 500 firms such as Pearson , to Toronto based Robotic pioneer firm ESI robotic and leading Chinese Artificial Intelligence Company Unisound.

Our insights on AI, Design and Emerging Tech has been featured by news media such as Bloomberg Businessweek and South China Morning Post, along with Tsing Hua University.

## TRUSTED BY:

PEARSON

GSMA™

WUUK

云知声 Unisound

South China Morning Post

Bloomberg Businessweek 彭博商業周刊/中文版

# OUR WORKS

Pearson

## Pearson Education — AI Driven Innovation for Kids Education

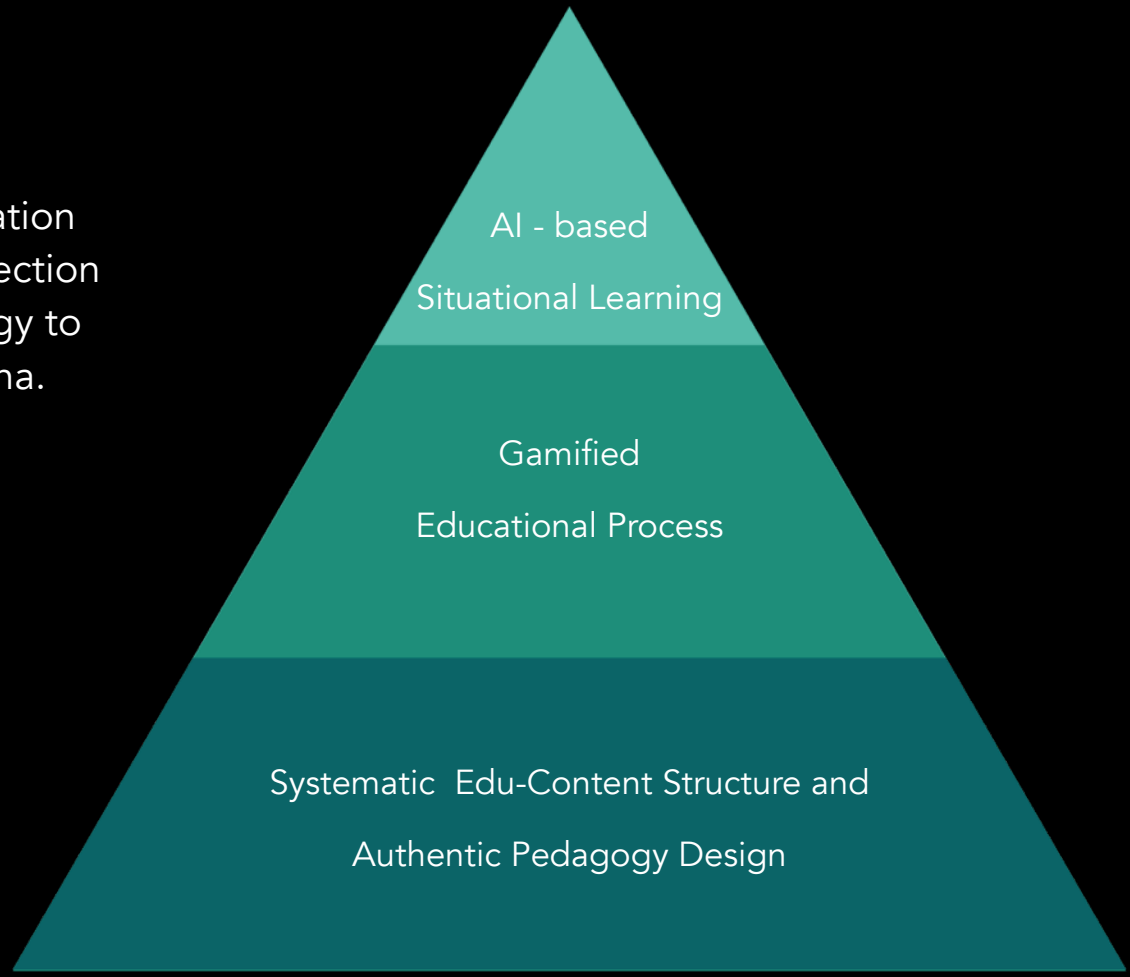
# Pearson
# AI-Enabled learning experience for kids

## Background

In summer 2018, we partnered with Pearson Education, a leading education service provide in the world to explore together an exciting product direction that has not yet been clearly defined: Leveraging the latest AI technology to enhance the English learning experience for kids of 3-6 years old in China.

## What we did

- *Product Strategy and Definition*
- *Customer Research (Mixed Method, Parents+Kids Across China)*
- *Pedagogy Research with domain knowledge experts*
- *Game System Design*
- *Kids-Centred UX + UI Design ( 3 -6 years old)*
- *AI Technology Dev Facilitation ( with Microsoft Research Asia )*



# Pearson
# AI-Enabled learning for kids

## Outcome

With the involvement of both educators from Pearson and AI Technologist from Microsoft Research, its true that this is not a normal type of collaboration - the product is new, the market has its unknowns, and it requires us to  proceed with a whole new way to look at technologies.

As a result, we contributed throughout the product ideation and the design and prototyping process, and facilitated the pedagogy design process in a multi-disciplinary collaboration environment.

***The product is currently under development and will be shipped to the market.***

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# OUR WORKS

Congcong(聪聪) by Unisound ー Educational robot for kids

# Congcong by Unisound
# AI-driven education robot for kids

## Background

In 2018 we had the opportunity to team up with Unisound, a Beijing-based industry leader in the domain of AI and voice technology, and worked together to co-define a new type of kid-centred robot from scratch, with a target of 3-7 years old kids in China.

## What we did

- *Product Strategy and Definition*
- *Customer Research ( Parents+Kids Across China)*
- *Voice Interaction Design*
- *GUI Design*
- *Feature Definition*
- *Kids-Centred Product Design*

# Congcong by Unisound
# AI-driven education robot for kids

## Outcome

Our collaboration with Unisound allow the AI company to successfully define the key product direction and core competitive features for Congcong robot.

Unisound team successfully shipped the product in 2019, and saw a growing demand from the market from customers.

***Click here to learn more about this project.***

# OUR WORKS

Gotin — A new type of social conferencing platform.

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# Gotin

## A new type of social conferencing platform

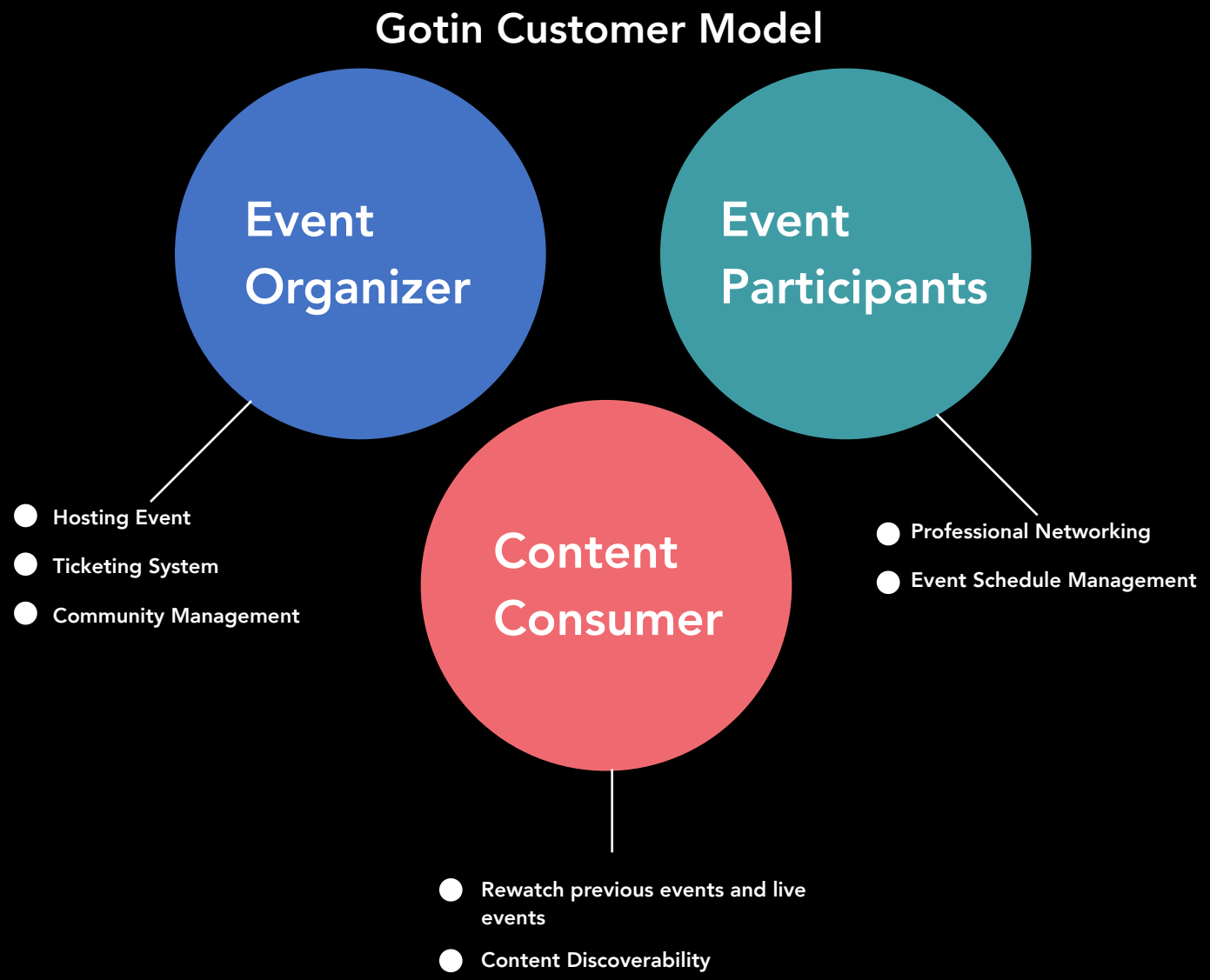
### Background

In spring 2020, we were approached by Gotin, a technology startup based in Beijing, to work together on a new product direction.

Inspired by the newly emerged demand of virtual event and conferences amid the pandemic, Gotin is a platform that integrates event hosts, event participants and content consumers by enabling them with a well-tailored online event experience across the entire user journey.

### What we did

- *Product Strategy and Definition*
- *Customer Research*
- *Feature Definition*
- *UX design*



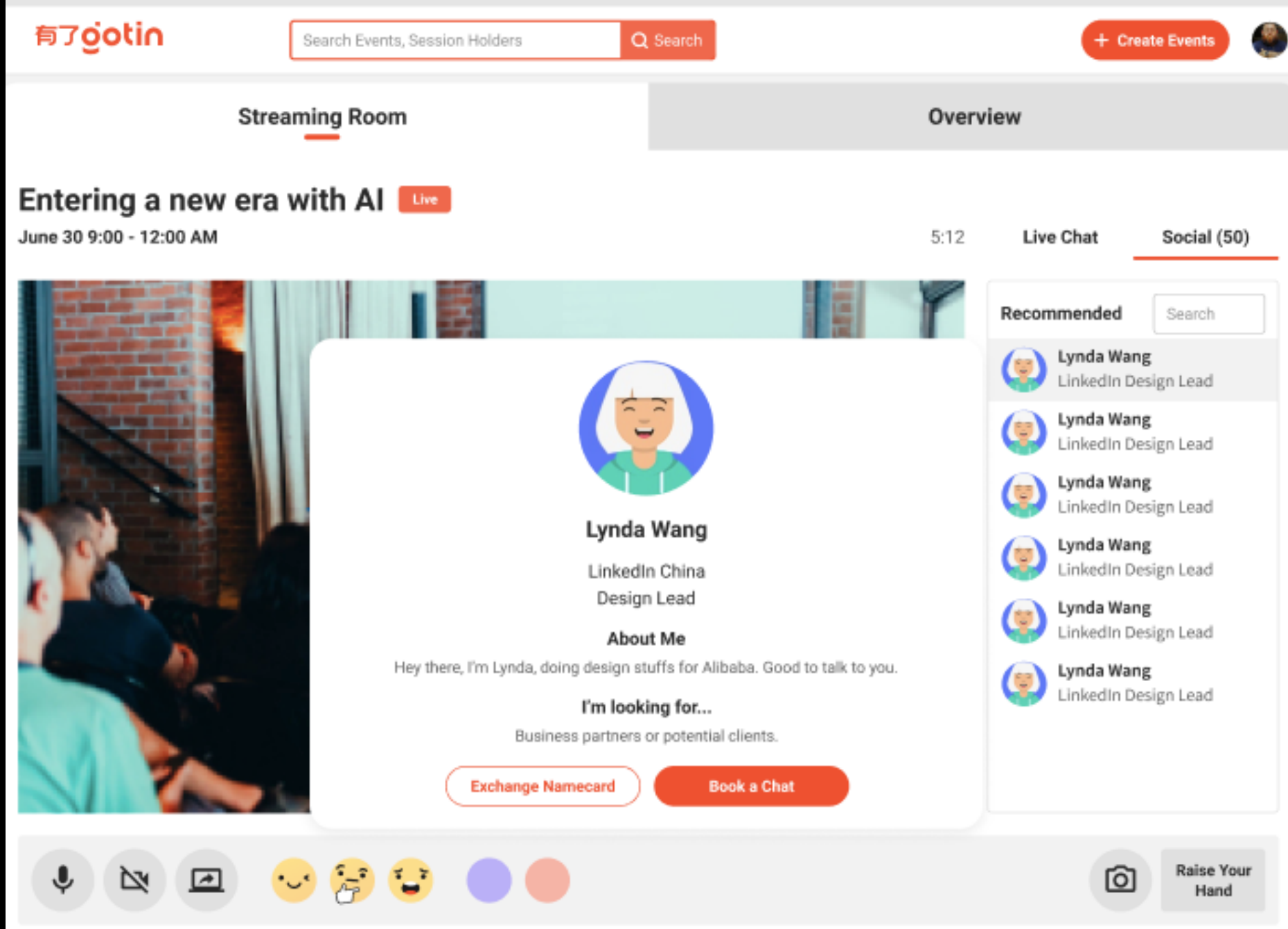
# Gotin

## A new type of social conferencing platform

### Outcome

We worked with Gotin team and provided our expertise in product strategy, product design as well as user research, which enabled Gotin team to define the product clearly under market uncertainty.

***The product is currently under development and will be shipped to the market.***

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# OUR WORKS

WUUK LAB— Smart urban doorbell for everyone

# WUUK LAB

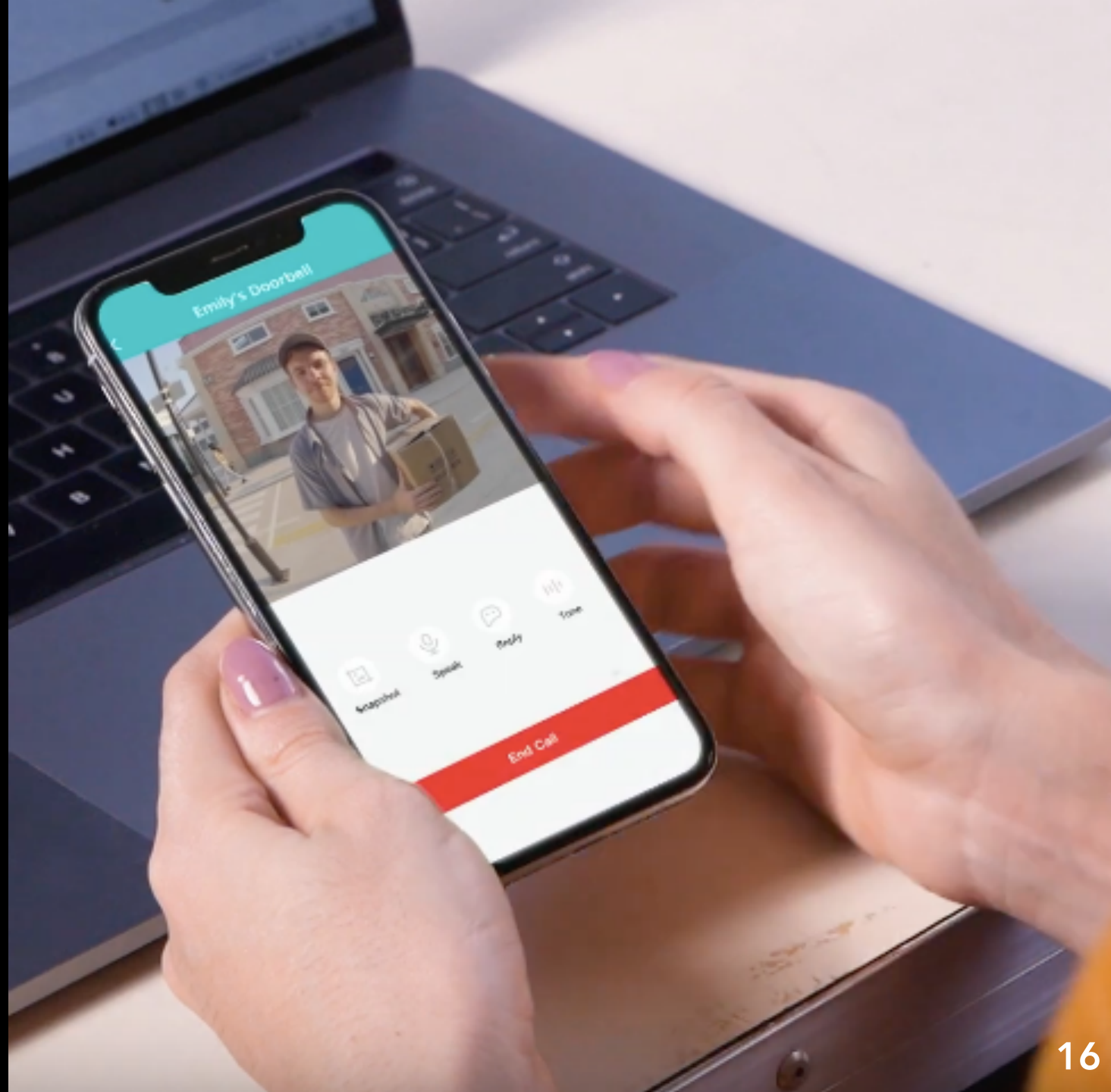
## Smart urban doorbell for everyone

### Background

WUUK LAB is a San-Francisco based IOT Startup that focus on creating smart device experience for people. The team approached us in mid 2019 to help them with product strategy, UX/UI design and branding design of the IOT product.

### What we did

- *Product Strategy and Definition*
- *Customer Research*
- *UX Design*
- *UI Design*
- *Branding Definition*

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# WUUK LAB

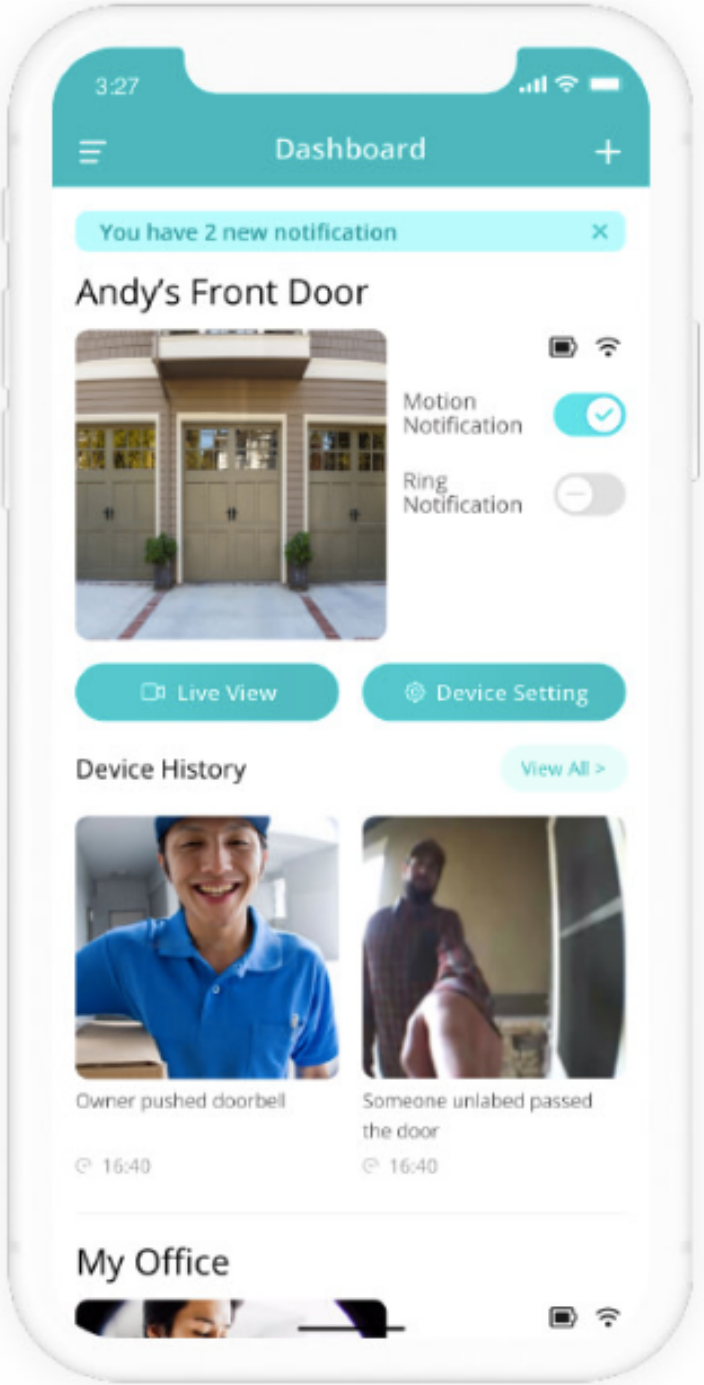
## Smart urban doorbell for everyone

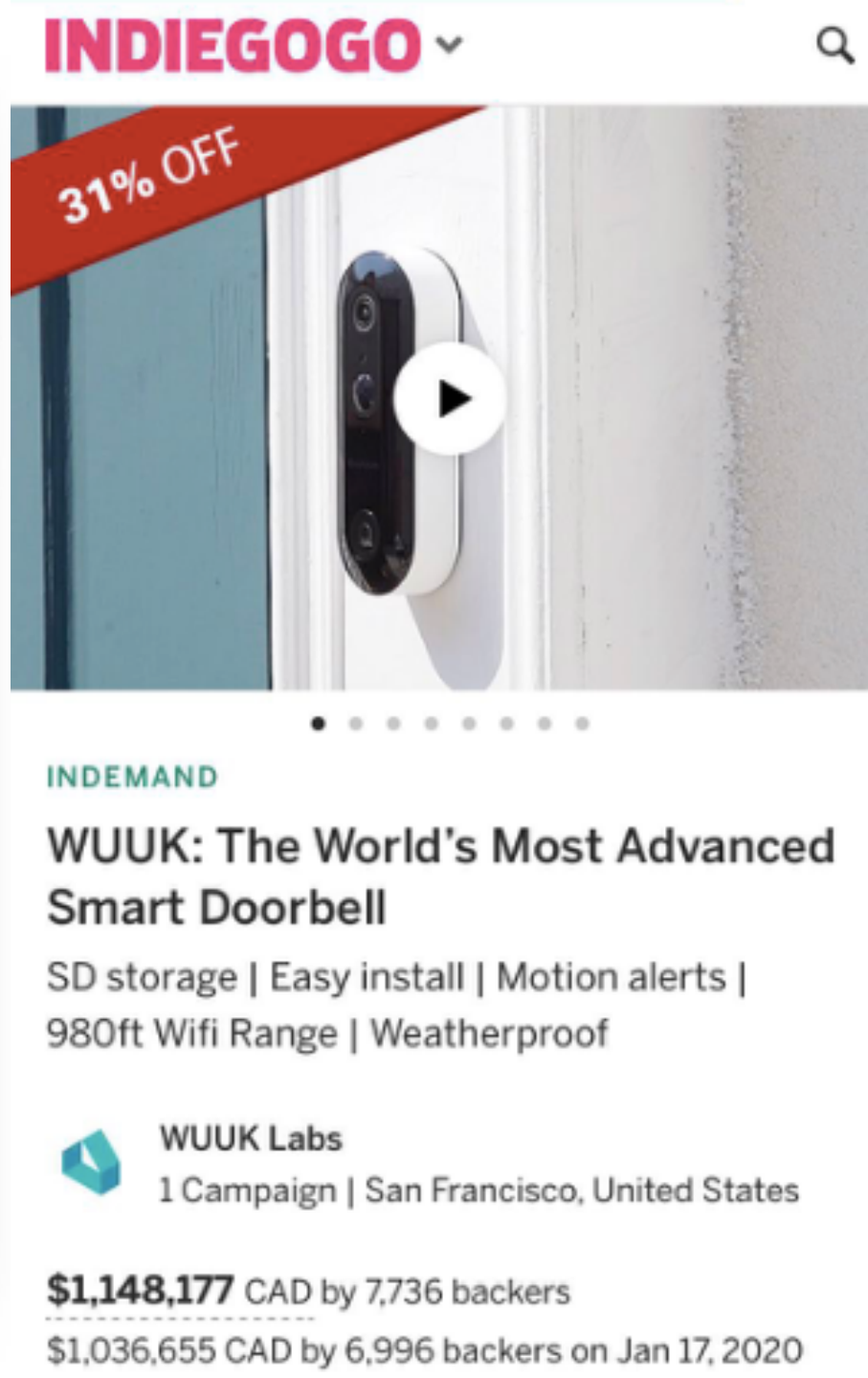
### Outcome

WUUK Lab launched their INGIEGOGO campaign and became one of the most popular IOT projects in 2020. The project funded over 1 million USD by 7736 backers worldwide.

All core feature we proposed have been included into the to-be-shipped products.

*Click here to learn more about this project.*

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# OUR WORKS

GSMA Thrive— Global conference platform for post-covid world.

# GSMA Thrive

## Global digital event platform

### Background

GSMA is the global leader in Telecommunication Technology Conferences and Industry Forecasting.

In spring 2020, the Covid-19 pandemic forced all conferences by GSMA to go virtual, and we worked with GSMA team( alongside with technology provider Gotin ) and defined a new type of online conference experience for a post-civid 19 world.

### What we did

- *Product Strategy and Definition*
- *Customer Research*
- *Feature Definition*
- *UX design*

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# GSMA Thrive

## Global digital event platform

### Outcome

GSMA successfully launched GSMA thrive digital portal- a digital conference platform tailored for GSMA's and a hub for audience, speakers, organizations to connect
with each other.

Over 12,000 registrations from 153 countries and territories over 3 days were recorded.

85 C-Level speakers out of total 185 speakers, providing 44 hours of content.

Attendees from 250 companies shared over 2,300 virtual business cards.

*Click here to learn more.*

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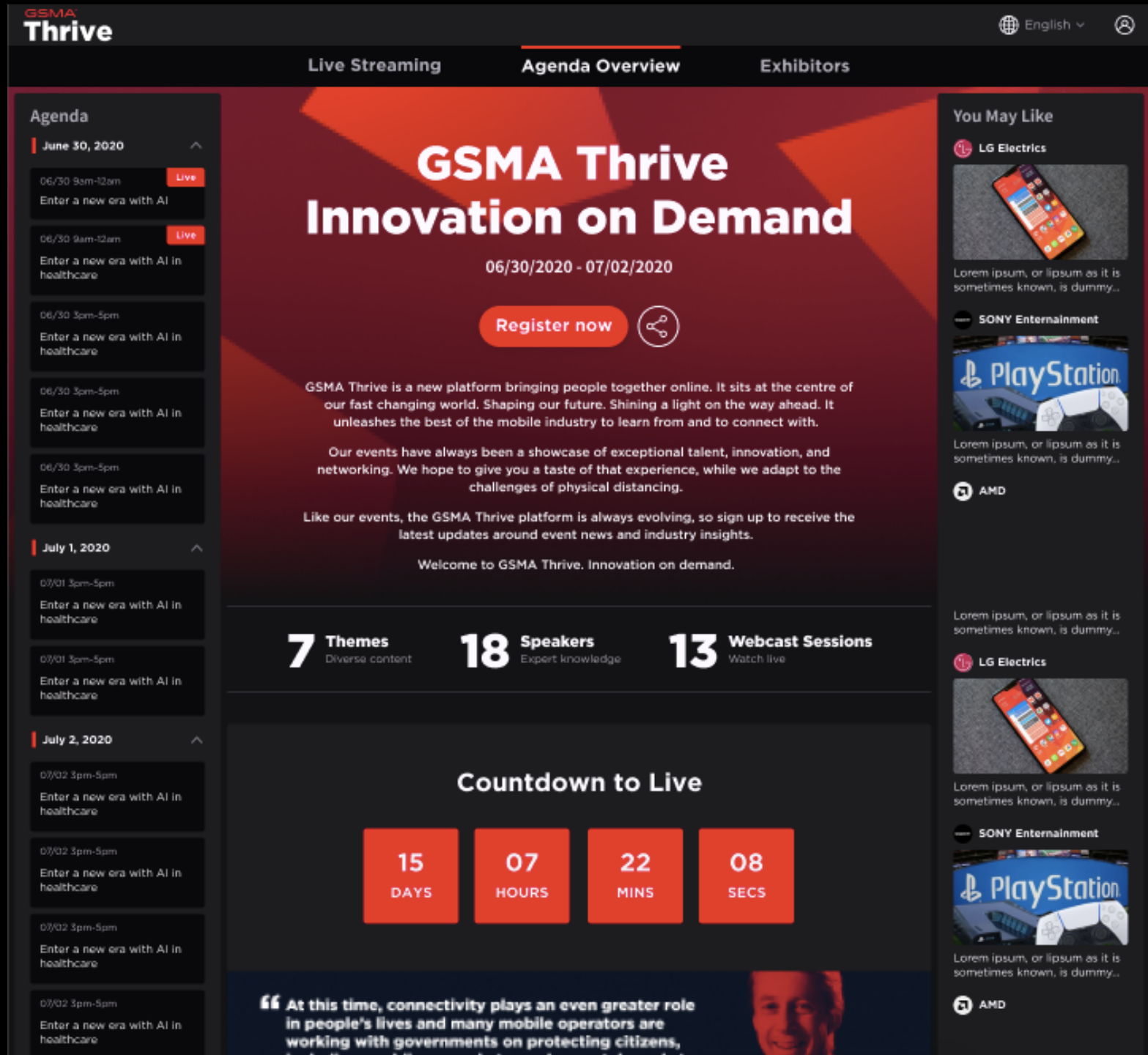

# OUR WORKS

ESI Robotics— Next generation UX for robotic automation control

# ESI Robotics
# Next Generation Robotic UX

## Background

In 2018 we had the teamed up with Engineering Service Inc, a Toronto-based global leader in the domain of industrial robotic innovation, and explored together on the human-robot-interaction best practices for ESI's brand new Collaborative Robot (COBOT) Product.

## What we did

- *Product Strategy and Definition*
- *Customer Research*
- *Feature Definition*
- *GUI Design*

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# ESI Robotics
# Next Generation Robotic UX

## Outcome

The work we did helped defined the newly emerged area of AI design and robotic design and added great value to our client's product experience and customer user experience.

*Click here to learn more about this project.*

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# CONTACT US

**No business is an island, lets keep in touch.**

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# THANK YOU!