



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.

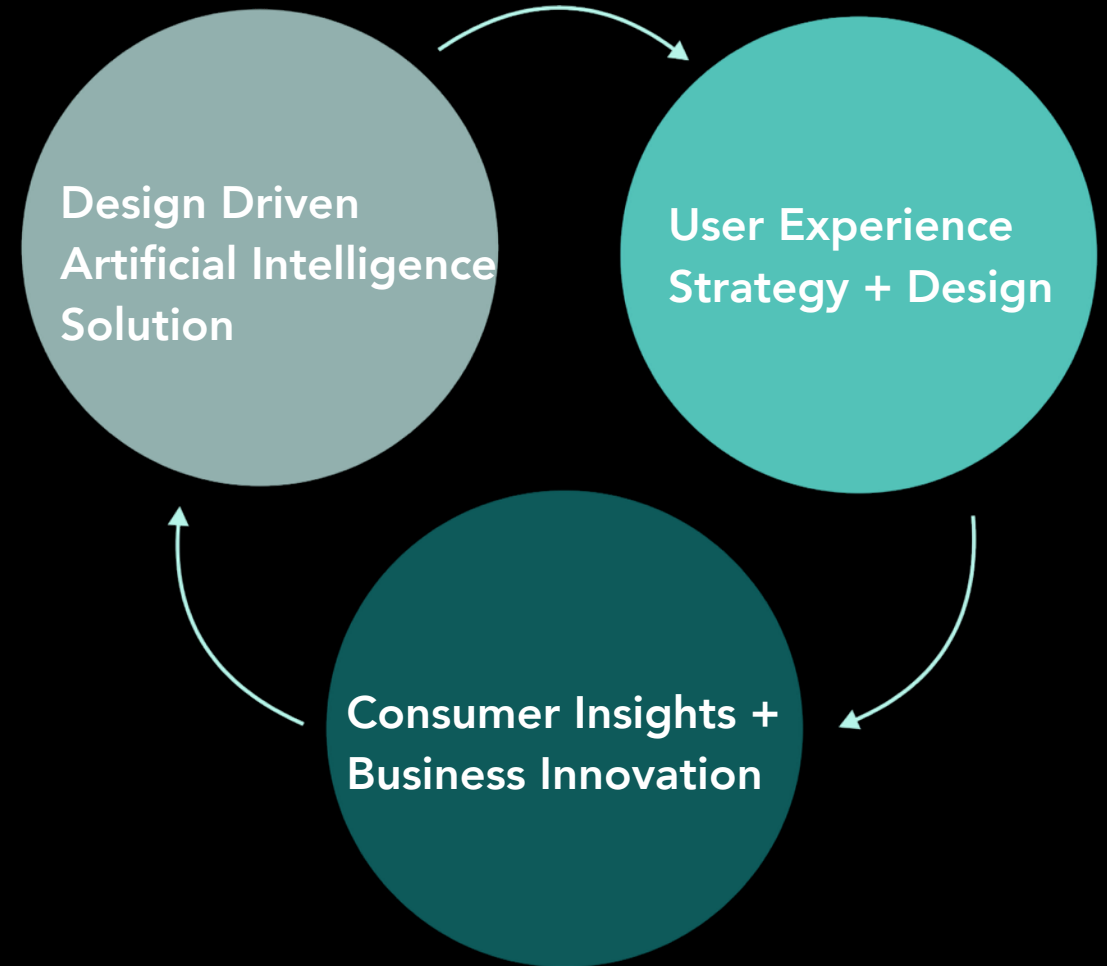
Currently we are deep into AI, Robotics, Voice Technology and the domain of Educational Tech.



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:



OUR WORKS

Pearson Education—AI Driven Innovation for Kids Education

Pearson

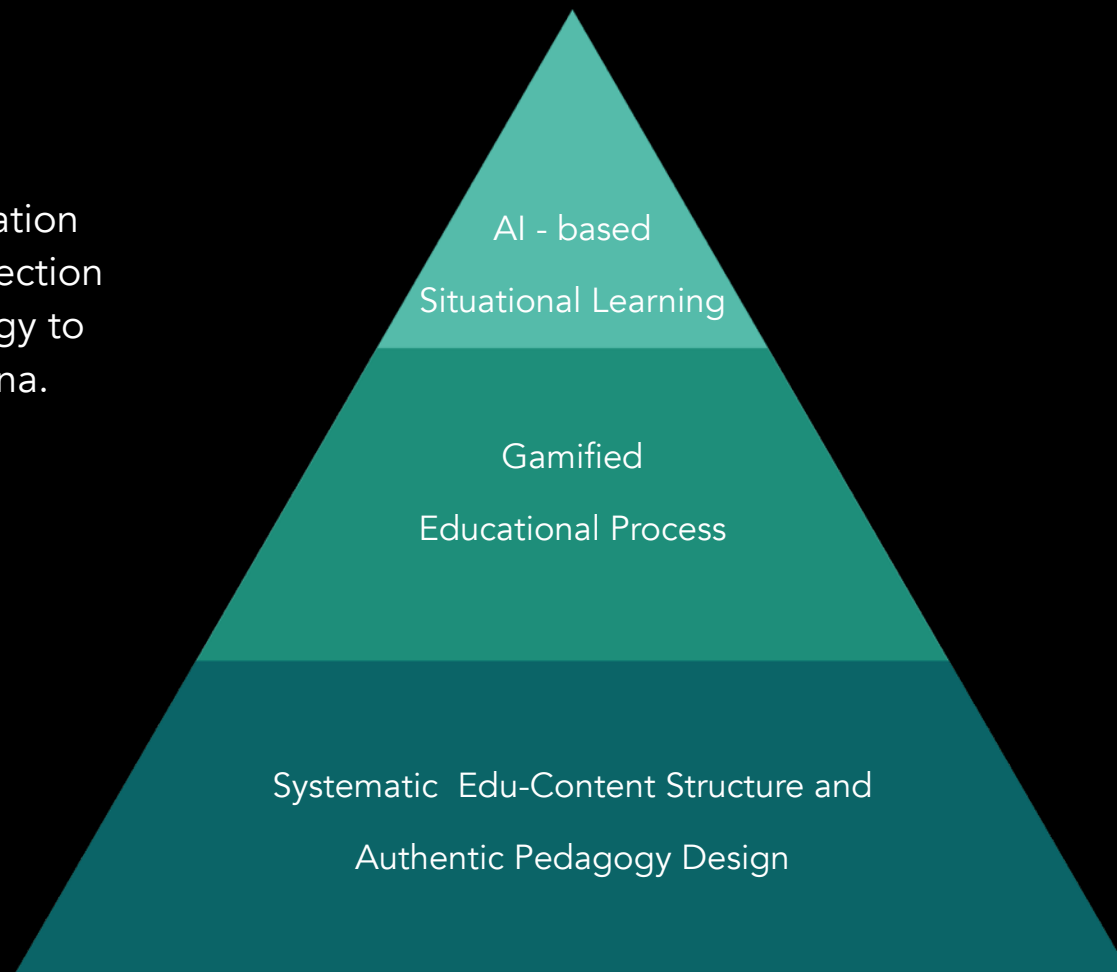
AI-Enabled learning experience for kids

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.



OUR WORKS

Congcong(聪聪) by Unisound — 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.

gotin 有了

Gotin

A new type of social conferencing platform

Background

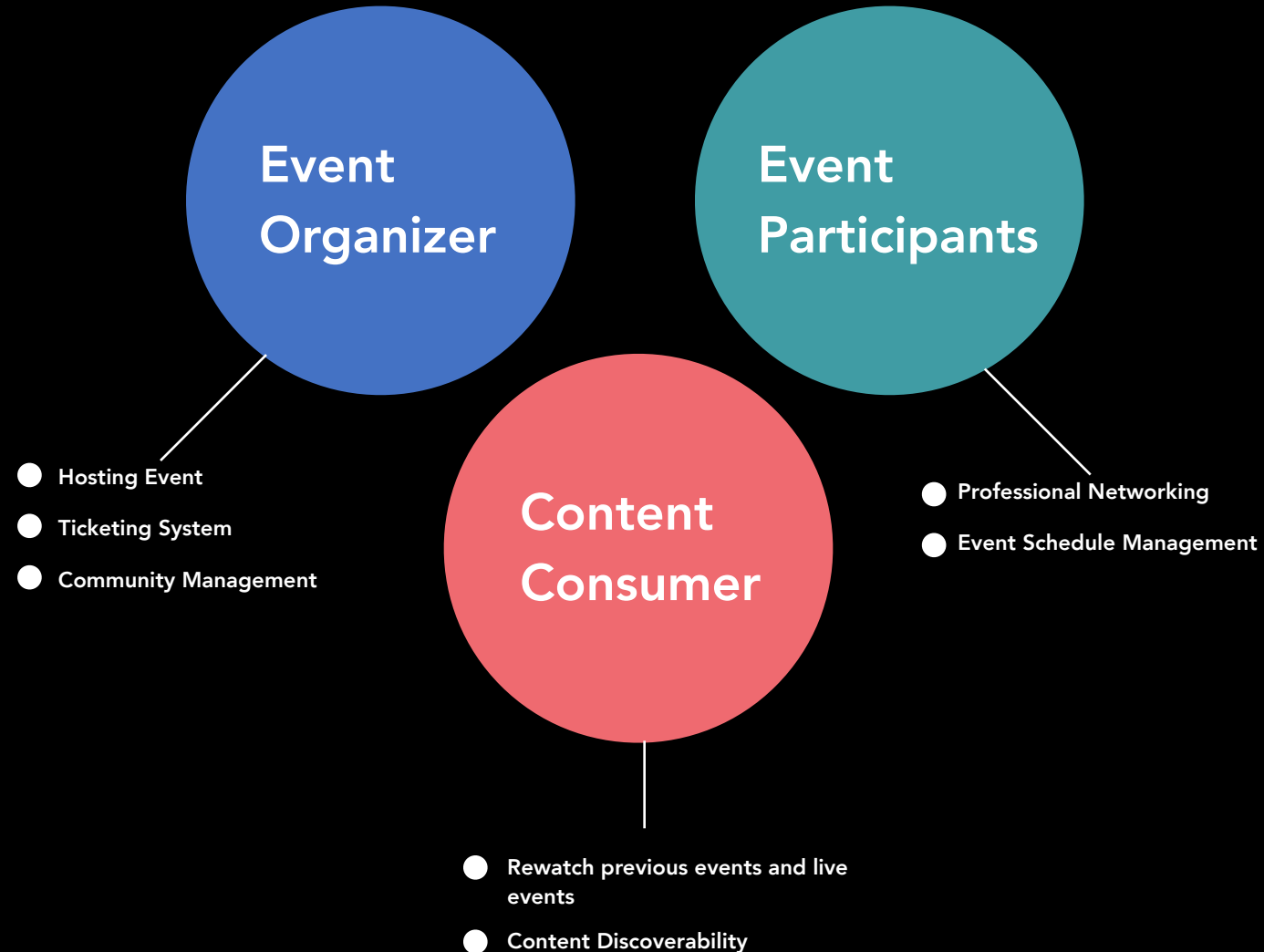
In spring 2020, we were approached by Gotin, a technology startup based in Beijing, to work together on a new product direction.

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 Customer Model



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.

The screenshot displays the Gotin web interface. At the top, the 'Gotin' logo is on the left, a search bar with the text 'Search Events, Session Holders' is in the center, and a '+ Create Events' button is on the right. Below the header, there are two tabs: 'Streaming Room' (which is active and underlined) and 'Overview'. The main content area shows a live event titled 'Entering a new era with AI' with a 'Live' badge. The event time is 'June 30 9:00 - 12:00 AM'. On the right side of the event title, there are three indicators: '5:12', 'Live Chat', and 'Social (50)'. The central part of the screen features a video feed of an audience on the left and a large profile card for 'Lynda Wang' on the right. The profile card includes a circular avatar, the name 'Lynda Wang', her title 'LinkedIn China Design Lead', an 'About Me' section with the text 'Hey there, I'm Lynda, doing design stuffs for Alibaba. Good to talk to you.', and a section 'I'm looking for...' with the text 'Business partners or potential clients.' Below this, there are two buttons: 'Exchange Namecard' and 'Book a Chat'. On the far right, there is a 'Recommended' section with a search bar and a list of six identical entries for 'Lynda Wang, LinkedIn Design Lead'. At the bottom of the interface, there is a control bar with icons for microphone, video, screen share, and three emojis (happy, thinking, and laughing), followed by two colored circles (purple and red). On the right side of the control bar, there is a camera icon and a button labeled 'Raise Your Hand'.

OUR WORKS

WUUK LAB— Smart urban doorbell for everyone



WUUK LAB

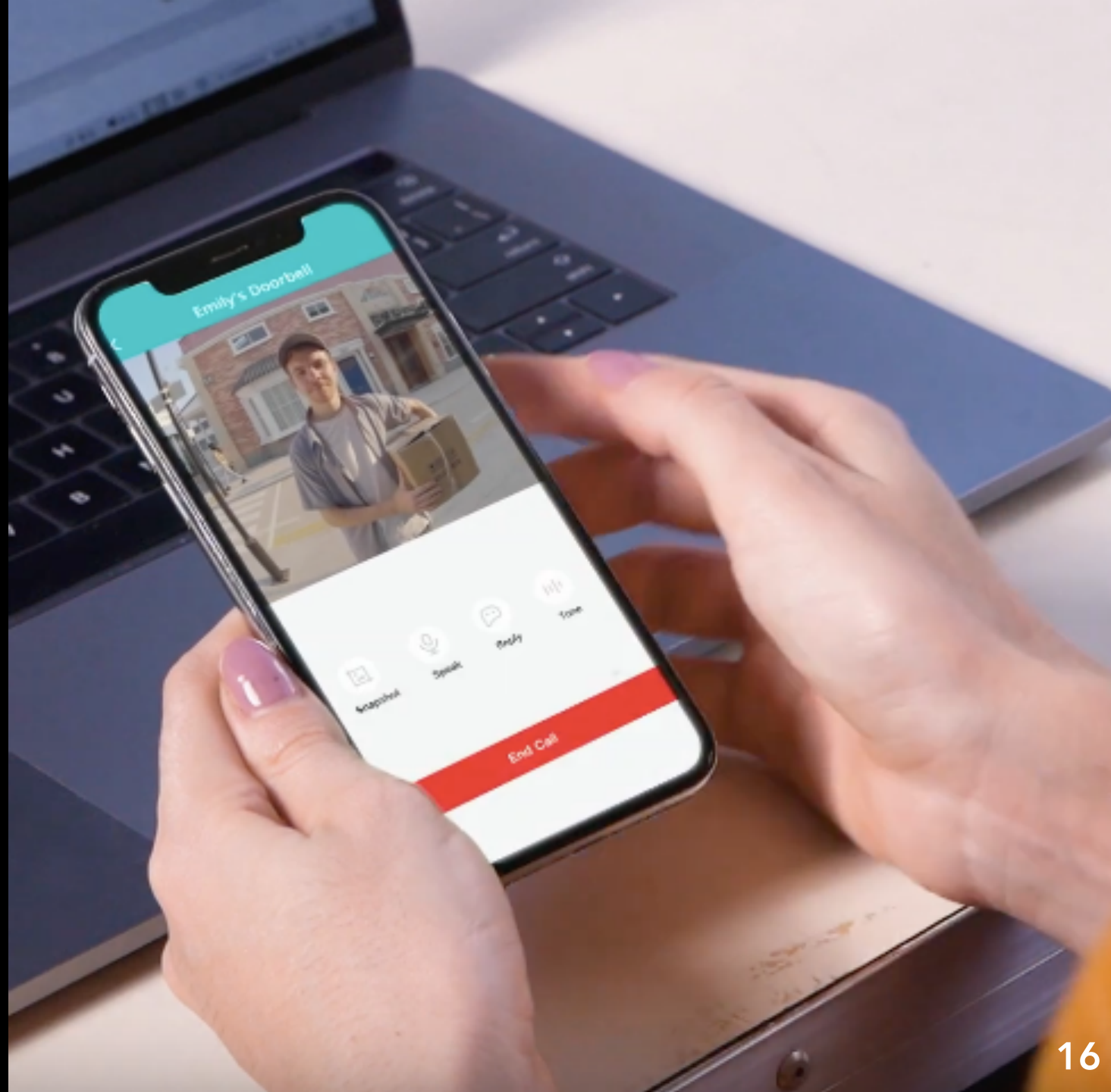
Smart urban doorbell for everyone

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*



WUUK LAB

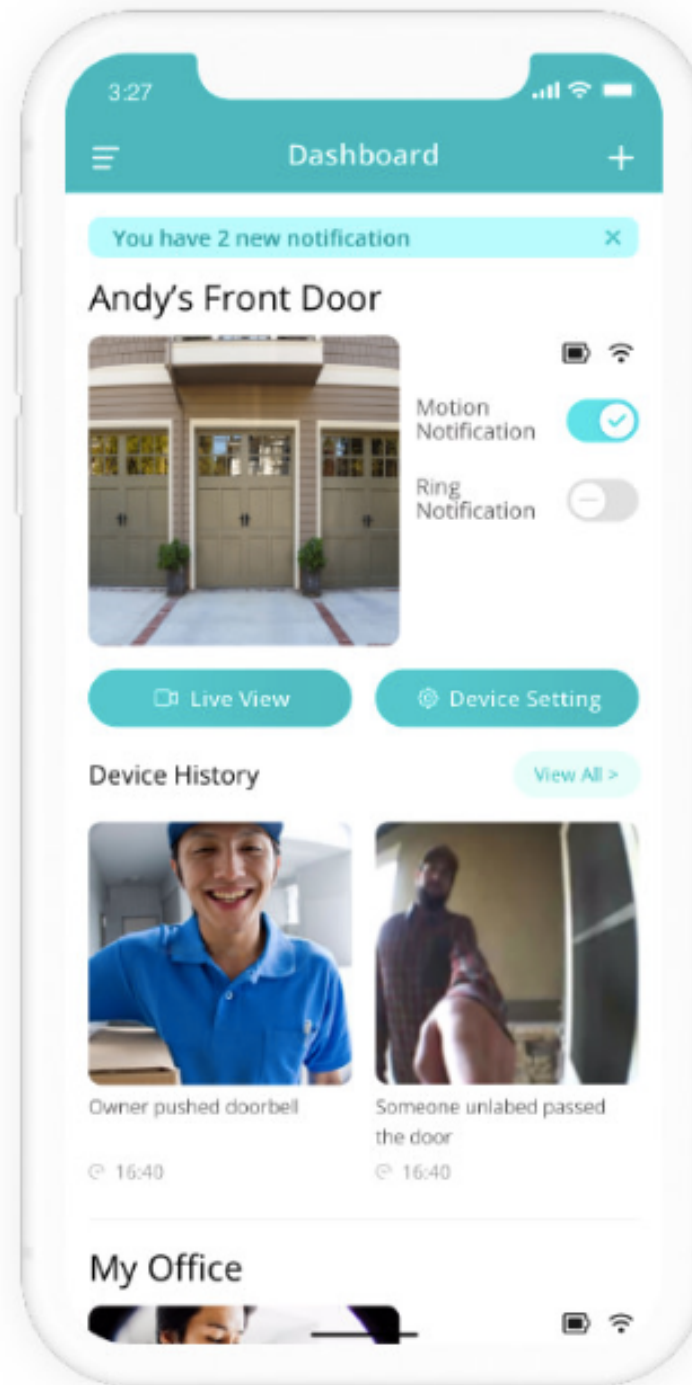
Smart urban doorbell for everyone

Outcome

WUUK Lab launched their INDIEGOGO 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.](#)



INDIEGOGO



INDEMAND

WUUK: The World's Most Advanced Smart Doorbell

SD storage | Easy install | Motion alerts |
980ft Wifi Range | Weatherproof



WUUK Labs

1 Campaign | San Francisco, United States

\$1,148,177 CAD by 7,736 backers

\$1,036,655 CAD by 6,996 backers on Jan 17, 2020

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-covid 19 world.

What we did

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

Conference Content

 **185**
speakers

 **68%**
Vice President or above

Including
 **85**
C-Level speakers

 **44**
hours of content

Exceptional Speakers Included:



Gopal Vittal,
MD & CEO India &
South Asia,
Bharti Airtel



Yang Jie,
Chairman,
China Mobile



Yoriko Goto,
Chair of the Board,
Deloitte Tohmatsu Group



Cristiano Amon,
President,
Qualcomm Inc



Ke Ruiwen,
Chairman and CEO,
China Telecom



Mats Granryd,
Director General,
GSMA



Guo Ping,
Rotating Chairman,
Huawei



Dr. Zexiang Li,
Chairman,
Xbot Park



Andrew Penn,
CEO,
Telstra



Pat Gelsinger,
CEO,
VMware

GSMA Thrive

Global digital event platform

Outcome

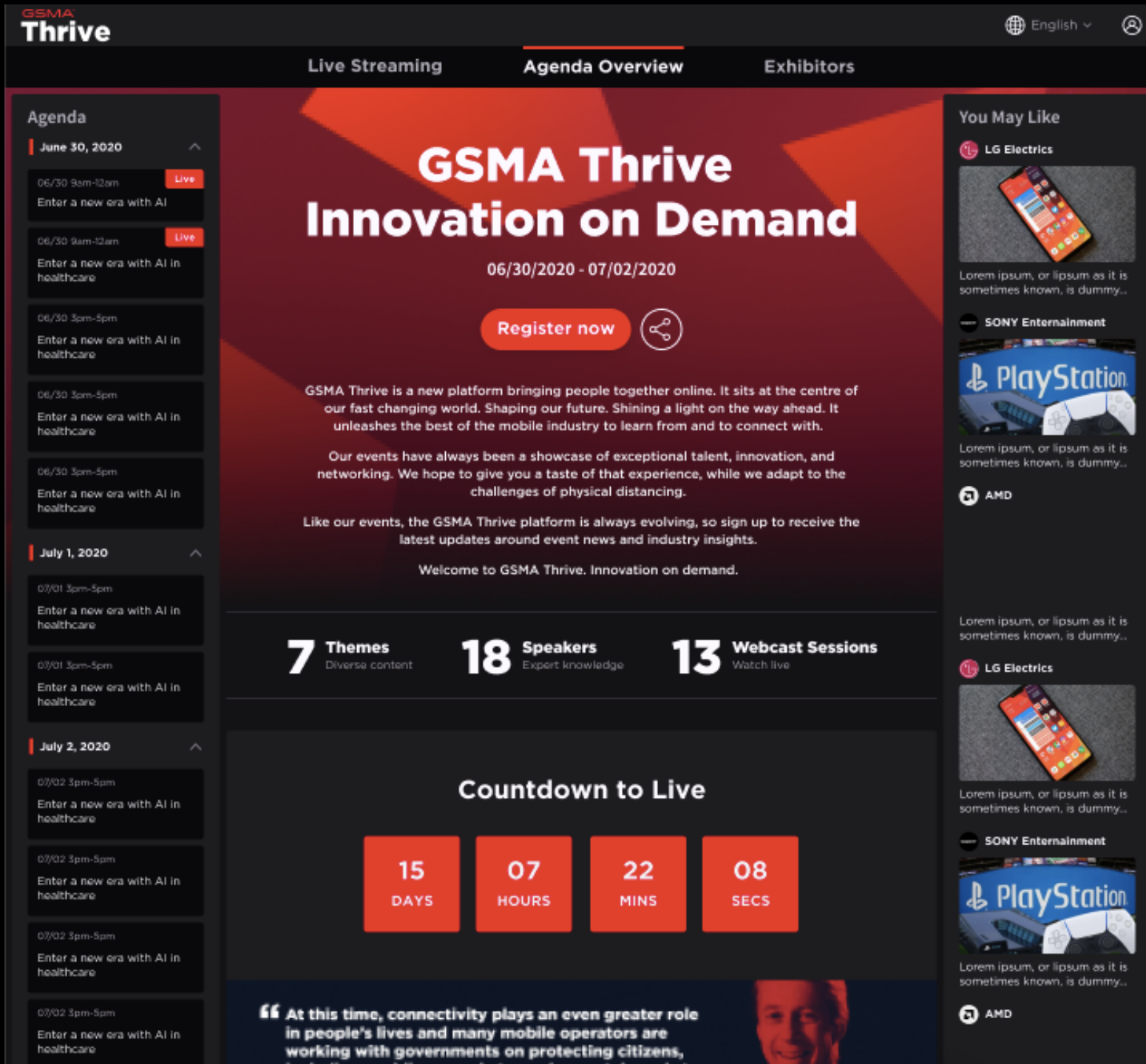
GSMA successfully launched GSMA thrive digital portal- a digital conference platform tailored for GSMA's and a hub for audience, speakers, organizations to connect with each other.

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.](#)



The screenshot displays the GSMA Thrive website, which is a digital event platform. The header features the GSMA Thrive logo and navigation links for Live Streaming, Agenda Overview, and Exhibitors. The main content area is dominated by a large banner with the title "GSMA Thrive Innovation on Demand" and the dates "06/30/2020 - 07/02/2020". A prominent "Register now" button is visible. Below the banner, there is a section titled "Countdown to Live" showing the time remaining in days, hours, minutes, and seconds. The left sidebar contains an "Agenda" section with a list of events for June 30, 2020, and July 1, 2020. The right sidebar features a "You May Like" section with recommendations for LG Electronics, Sony Entertainment, PlayStation, and AMD. The footer includes a quote about connectivity and a photo of a man.

GSMA Thrive

Live Streaming | **Agenda Overview** | Exhibitors

Agenda

June 30, 2020

- 06/30 9am-12am **Live**
Enter a new era with AI
- 06/30 9am-12am **Live**
Enter a new era with AI in healthcare
- 06/30 3pm-5pm
Enter a new era with AI in healthcare
- 06/30 3pm-5pm
Enter a new era with AI in healthcare
- 06/30 3pm-5pm
Enter a new era with AI in healthcare

July 1, 2020

- 07/01 3pm-5pm
Enter a new era with AI in healthcare
- 07/01 3pm-5pm
Enter a new era with AI in healthcare

July 2, 2020

- 07/02 3pm-5pm
Enter a new era with AI in healthcare
- 07/02 3pm-5pm
Enter a new era with AI in healthcare
- 07/02 3pm-5pm
Enter a new era with AI in healthcare
- 07/02 3pm-5pm
Enter a new era with AI in healthcare

GSMA Thrive Innovation on Demand

06/30/2020 - 07/02/2020

Register now

GSMA Thrive is a new platform bringing people together online. It sits at the centre of our fast changing world. Shaping our future. Shining a light on the way ahead. It unleashes the best of the mobile industry to learn from and to connect with.

Our events have always been a showcase of exceptional talent, innovation, and networking. We hope to give you a taste of that experience, while we adapt to the challenges of physical distancing.

Like our events, the GSMA Thrive platform is always evolving, so sign up to receive the latest updates around event news and industry insights.

Welcome to GSMA Thrive. Innovation on demand.

7 Themes
Diverse content

18 Speakers
Expert knowledge

13 Webcast Sessions
Watch live

Countdown to Live

- 15**
DAYS
- 07**
HOURS
- 22**
MINS
- 08**
SECS

You May Like

- LG Electronics**
Lorem ipsum, or lipsum as it is sometimes known, is dummy...
- SONY Entertainment**
PlayStation
Lorem ipsum, or lipsum as it is sometimes known, is dummy...
- AMD**
Lorem ipsum, or lipsum as it is sometimes known, is dummy...

At this time, connectivity plays an even greater role in people's lives and many mobile operators are working with governments on protecting citizens,

OUR WORKS

ESI Robotics— Next generation UX for robotic automation control

ESI Robotics

Next Generation Robotic UX

Background

In 2018 we 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*

FUTURE FACTORY REDEFINED



Compact
Structure

15
kg

High
Payload

± 0.05
mm

High
Precision



Impact
Prevention

1300
mm

Long
Reach



Hand
Guiding

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.](#)



CONTACT US

No business is an island, lets keep in touch.

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A large, stylized teal graphic composed of overlapping geometric shapes, including a diamond and a triangle, creating a 3D effect. The text "THANK YOU!" is centered over this graphic.

**THANK
YOU!**