

Big Thinkers with Lars Erik Holmquist, Principal Research Scientist, Yahoo! Labs

Oct 3rd, Wednesday,

3:00pm-4:30pm

ICSR Auditorium, IIT Madras



Grounded Innovation: Strategies for Creating Digital Products

Grounded Innovation is an approach that aims to balance the two axes of inquiry - understanding how the world works; and invention - coming up with something new. To do this successfully, we must both apply systematic methods, and understand the material of computation. In this talk, Lars Holmquist will discuss some important components in the process of innovation, and how we can use practical strategies to enhance the chance of coming up with meaningful products. He will also work through a number of practical examples, both from his own research and from major companies, to show how five qualities of digital products - information processing, interaction, networking, sensing and proactivity - which can be used as a resource in innovation.

This talk is based on his book *Grounded Innovation: Strategies for Creating Digital Products* published by Morgan Kaufman in May 2012. For more information, log on to:
<http://www.groundedinnovation.net>

Lars Erik Holmquist leads the Mobile Innovations group at Yahoo! Labs in Santa Clara, CA. Previously, he was a Professor in Media Technology at Södertörn University and manager of the Interaction Design and Innovation lab at the Swedish Institute of Computer Science. He was a co-founder and research leader at the Mobile Life Centre, a joint research venture between academia and industry hosted at Stockholm University, with major partners including Ericsson, Microsoft, Nokia, Telin. He has developed many pioneering interfaces and applications in the areas of ubiquitous computing and mobile services including location-based devices, handheld games, mobile media sharing, visualization techniques, entertainment robotics, tangible interfaces and ambient displays.