SD 5202

INNOVATIVE PRODUCT & SERVICE DEVELOPMENT

A VITALIZTING SOLUTION
for the Hong Kong working class
facing ambiguous strains

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ABSTRACT

Of the past two decades Hong Kong had experienced unprecedented phenomenon in economic volatilities, technical revolutions and social transformations.   These significant changes have intensified the cultivation of growing social unrest to the people of Hong Kong as they progress to sustaining the reputation of a global competitive city.   This investigative report is a focused analysis examining the middle working class of the Hong Kong people facing ambiguous anxieties and influencing stress factors that significantly impacts the mental and physical health of individual's well-being.

The report beings with the introduction on aspects of social political, technological and economic evidence that present the influential developments and its' value changes in relations to the conditions for the Hong Kong middle working class.   The section that follows will be the structural approach of critical analysis that identifies associating dynamics, discoveries of conceivable prospects and the conceptualizing solutions for product services propositions to revitalizing individuals of Hong Kong.   The report ends with relevant factors in the process of implementation to actualizing and highlighting feasible value exchange; as well as, the proceeding executions as guiding strategies for the innovative product and services development, designed for scalable opportunities and sustainable values.

INTRODUCTION

Without doubts Hong Kong holds a unique position to the rising development of China as they progress to becoming a force of global influential power.   Prior to the transfer of sovereignty in 1997; the people and the city of Hong Kong under British colonial governance had been through progressive transformations since the post-war era.   The re-organization of the Chinese Communist Party in the 1950's, cause hundreds of thousands of Chinese people fleeing into Hong Kong, many of whom are rich farmers and capitalist with valuable management experiences.   With the population disturbances the British government was determined to maintain Hong Kong as a capitalist outpost for valuable trade benefits with significant tides to China.

By 1960, the population density in Hong Kong grew as of the highest in the world; leading to urgent chain reactions by the Hong Kong government and series of events that established epic infrastructure policies, economic growth developments and structural stability programs. The transformation over the next thirty years with population growing by the millions and rapid industrialization; Hong Kong as a city, grew from a port of fishermen to an aggressive multiple flourishing progressive hubs for manufacturing[1], business trading[2], finance[3], architecture[4], film entertainment[5], transportations[6], telecommunications[7] and tourism[8]. Such exponential growth and abrupt changes in the economic structures and human intensive capitals; Hong Kong earned its' position as one of the most economically powerful and

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[1] In the 1950s as manufacturing-based economy: The manufacturing industry grew rapidly over the next decade until 1970 with the industry diversifying to different aspects and declined in 1980.

[2] Trading: Ranked the 9th largest trading entity in the world in 2012. The total value of visible trade amounted to $7,346.5 billion in 2012.

[3] Finance: Growing to overtake London and surpass New York in the new 2 years to become the world's biggest financial center.

[4] Architecture: The world's biggest skyline with a total of 7,681 skyscrapers.

[5] Film entertainment: Earned the name of Asia's Hollywood and the industries' per capita production, Hong Kong ranked first in Asia.

[6] Transportations: Highly developed transport network with 90% of the daily journeys are on public transport, ranking highest rate in the world.

[7] Telecommunications: Totally privately owned and faces no restriction on foreign investment. All services are open for competition.

[8] Tourism: One of three main sources of income for Hong Kong and a major pillar for the economy.

competitive cities in the world[9].   The glamor of global scale in the world stage of prosperity, the working classes of Hong Kong are the pillars of their own success and have always been reputable for their aptitude and efforts to the contribution of the affluent city that shaped individual growth, creating lives of possibilities and forming the opportunistic grounds filled with hope.

With the political re-structuring with the reform of China, leaded the era of Hong Kong economic driven outlook and freedom of open economy[10], the working class of Hong Kong had first-hand experiences of every signs of rapid expansion by the motherland, the shaping of the economic systems' coffers abundance financial reserves and continuous economic booms with foreign and domestic investment monies pouring into the city shifting various aspects of phenomena; hence deepening the vicious cycle of political, social, economic and technicality paradigm shifts domestically.

Furthermore, the sovereignty transfer of Hong Kong in 1997, with the privileged duality of the Hong Kong people living as one country two systems presented continuous prosperity opportunities with a unique position.   The growing hyperreality in Hong Kong is to become the ultimate connecting touch-point of east meets west and the international gateway to 1.3 billion people economy of China with unparalleled professional expertise servicing the bridge of globalization; hence the holistic and individualistic views of the future are opportunistic and affluence.

The instituted systems driven by global dynamics of restructuring, continually to recreate many aspects of simulations in Hong Kong; ironically, also harvesting greater domestic pressures in the political, societal, economic and educational spectrums for the people while maintaining

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[9]   Hong Kong ranked 4th in the top 10 Most Economically Powerful Cities in the world.

[10]   Open economy: Deng Xiaoping's Chinese economic reform allowing foreign investments and businesses into Country.

such competitive edges; creating forceful assimilations to the people and the workforce with new challenges and personal psychological experiences.

With the uprising of China as a power nation that calls for greater political transformation towards ethnic unity, Hong Kong is the hallmark of the world's freest vibrant society[11] and as a 24 hour global domain[12] for information exchange; yet with disruptive new waves of technological advancements filled with worldwide propagandas of humanity, domestic contradictions of parity in policies and tensions of local order and justices; the people of Hong Kong faces unprecedented dynamics of great emotional strains towards their future prosperity filled with contradictions and doubts.   Once pivoted on strong foundations of freedom and economic positivity now becoming ambiguous and disoriented towards the stability of the basic survival needs for personal spaces, living conditions, freedom of speech, safety of food supplies, job securities, education opportunities and personal relationships.

The prevailing clashes of needs within the turmoil of social, economic and technical phenomenon driven by capitalism, socialism, and consumerism has grown to be one of the most trying moments to the Hong Kong working population in recent decades.   The people of Hong Kong are under constant divergence; thus individuals embraced the habits of distresses and developing the mode of suppression placing growing stress level that infused anxieties with discrete context.

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[11] World's freest economy: Hong Kong has been ranked the world's freest economy for the 20th consecutive year since 1994.

[12] 24 hour global economy: Globalization connecting the worlds' economy 24 hours a day as the process of international integration

METHODS & ANALYSIS

In the course of innovating results for new product and service solutions, designers and decision makers that participate in the development process are required to make series of sound and informed judgments. The collection of valid and adequate information towards an identified issue at large requires both progressive and regressive methods of analysis to rationalizing clear beneficial values in opportunities with meaningful insights. This continuing process helps decision makers in organizations and other external bodies better understands and focuses on viable solutions with contributions that would be useful, usable and desirable for the needs of the targeted stakeholders. Persona insights are an initial support in the progression to SET Factor Framework [Figure 1] analysis that are with critical considerations of various dynamics; of which, are key identifiers as discoveries in the innovation process that leads to the revealing of the product opportunity gaps.

PERSONAS OVERVIEW
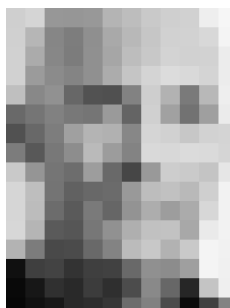
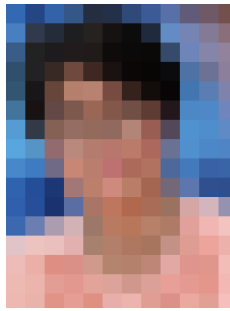**Anonymous
Australian Expat –
Business Executive
Age: 35**

"   Personally, having been living in Hong Kong for almost 4 years, despite my
compensation package gets increased at a decent rate year on year, I personally find
the living standard in Hong Kong is getting worse compared to what it was... i.e.:
housing cost is getting sheer ridiculous, city getting way over populated with people
from the mainland and tourist, pollution is just getting worse, not much of an art
scene here, expats aren't generally happy, and getting kids into a decent school is just
a nightmare, people aren't that nice anymore in general... but worse of all... HK is a
rather filthy city.   Not quite sure if I am the only one who has the same sentiment,
but it seems the news coverage indicates there are more speaking up the same "
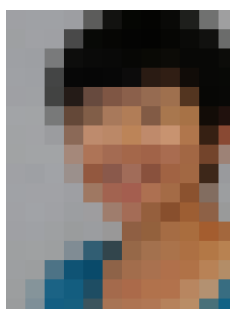
**Anonymous Hong
Kong Working
Mother of Two –
Retail Services
Industry
Age: 32**

"   I feel the pressure from other parents, many of Brandon's classmates have tutors
after school and are enrolled in a litany of activities such as swimming, piano and
violin and It's annoying for me, there's just so much stress … I feel pressure from my
husband also, he tells me I'm too laidback.   But there's a fine line between what we
force kids to do and what they enjoy.

It's ultracompetitive in Hong Kong school system that breeds this so-called
Chinese-style of parenting.   The competition starts at a young age in this city, with
many kindergartens requiring children to submit portfolios to prove their language
proficiency and to be interviewed for admission when they are only 2.   They (the
children) would be in a room with six to seven other kids with the parents sitting
behind them.   The teacher would ask them to point to an object in the picture or ask
what color it is.   Some kids didn't respond, or started crying and they would just
have to move on to the next kid.   The whole thing lasted for seven minutes.   I don't
know what criteria they base their admissions on, but it's hard to figure out a kid at
one and a half years old.   I heard some mothers had to start applying to a playgroup
when she was eight months pregnant because the waiting list was already around a
year.   Some parents will sent each other spreadsheets with a detailed timetable of
when schools are available for applications and how to apply.   Parents gets greatly
affected by the environment; whether you'd say it's influenced by Chinese parenting
or that they are determined high achievers, it's hard to say.   Perhaps it's a bit of both
that created this atmosphere that is so gloomy. "

Anonymous Business Investor / Owner – Communications Industry
Age: 64

"
Hong Kong is very sophisticated that blends the cultures of Asia and the west.   Its businesspeople are highly educated, very motivated and westernized.   A lot of them are educated in Western schools that are well-heeled, well-traveled and possess an international perspective, which makes the business climate in Hong Kong "wide open," with a free market; capitalizing world class infrastructures, low taxes, excellent rule of law, clean government, free flow information, freedom of speech, international lifestyle and limited government involvement.   This attracts many activities that are honest, quick and competitive; and are important criteria for companies to examine in their operations at the start.

Money making model is the main goal.   I think Hong Kong is probably the easiest place in the world to do business, with it simple processes, cost-effectiveness and the government understands the importance of businesses to the local economy. There are drawbacks, of course and there obstacles to overcome still.   The missing ingredients it seems still are: the supply of suitable talents, stability of government infrastructure and of course financial capitals and resources.   People often asked 'when are you going to make money?'   The government wants to know the business plan, how you're going to get revenue, when will you be profitable, will you employ local people.   All fair questions, but the problem is; No one predictably knows with certainty on making such and such amount of money precisely.   The reality for new startups doesn't really fit into Hong Kong's traditional business mindset, just yet.

Hong Kong isn't a cheap place to live or operate.   The problem often is the capital. There seems to be a large gap between risk appetites amongst investors in Hong Kong, most of them seem to be only interested in companies that are already making money and the quickest return, or they're all expecting the new Angry Bird the next day, or yesterday.   However, a sustainable business requires the time in the making and the testaments to confront the external factors that are perusing Hong Kong

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overall.

SET FACTORS ANALYSIS

[Figure 1 - SET Framework]

SOCIAL
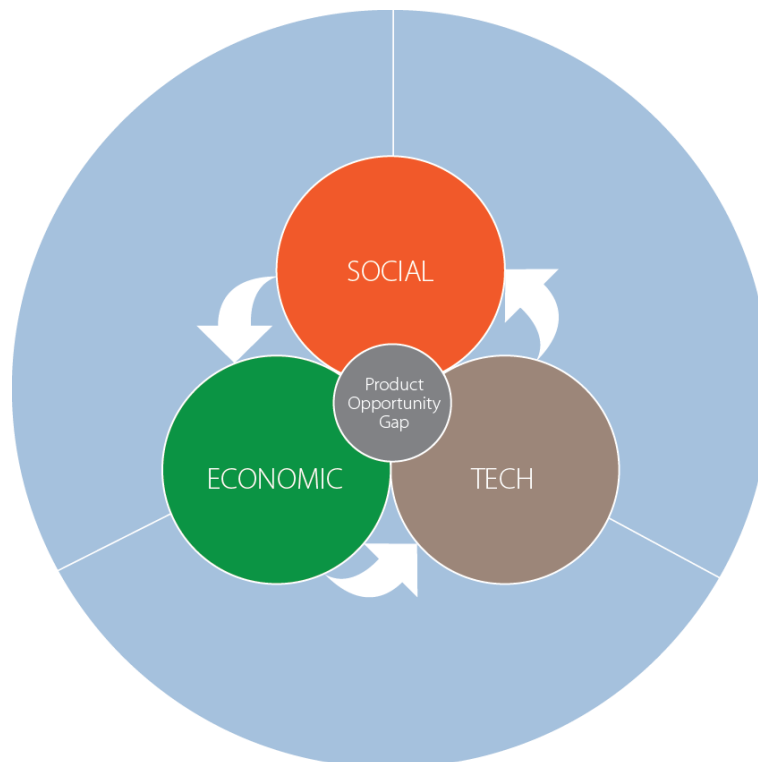
- Sleeping less while doing more with increased cyber activities and less human Interactions.
- Fast past changes in the world driven by consumerism and productivity demands with growing expectations.
- Adapting to multi-tasking lifestyle, with family, friends, career, relationships, and education matters.
- Anxiety with Health regarding food sources safety, dieting habits, lack of exercises, less quality rest, work life balance.
- Environmental Concerns about natural resources and accountability of short term financial gains.
- Education chaos and robotic teaching without rational development in creative learning in the new era.
- Impulsive acts of emotional and behavioral outrages due to lack of patience, suppression and equity.
- Increase agitations to adapt ambiguous changes suppressing subconscious reactions.
- Distance gap with Intimate relations, due to fatigue, lack of motives and quality time made available.
- Increased gap in understanding with disruptive emotions toward loved ones, leading

to diminishing of inner and outer peace.

- Female biological and generic symptoms pressuring sexual activities imbalance increasing intimate connection deficiency.

- Gender bias and discrimination in society and workplace, leading to female empowerment movements.

- Gender competitions caused by traditional perspectives of emotions verses ration in the experience economy.

- Rise on divorce rate and declining birth rates, leading to human separations of trust and self-developing isolations.

- Appointing education by region with limited available space and scarce facilities, increasing pressure for children's future.

- Demographic education systems with cultural differences, leading to nationality identity concerns.

- Parenting under fierce competitions, due to busy curriculums, strict course load, increased pressures to family.

- Lack of elderly care at home due to added cost, limited time and insufficient resources.

- Unpopular governing individuals and government policies triggering uncertainties causing declining loyalty and national unity.

- Increasing speculations of corruptions and injustice causing doubts in optimism.

- Ease of access to essential items with convenience that diminishes the values and appreciations for things in life; causing inflations and unfair high prices.

- Increased pressures and over capacity demand on space, food, commodities supplies and emotions expectancy, leading to abruption in living stability and social unity.

TECHNOLOGY

- Rapid information over-flow with ease of information access through digital mediums inflicting irrational emotions and judgments.

- Information dependent on new gadgets directing lives and perspective rationales.

- Transform communications encouraging more expression with ease, while diminishing direct human connections of sympathy and mannerism.

- Reduces empathy as humans with less human interactions through the 5 senses of connectivity.

- Self-focused with desired based on self-expressive needs through new channels, leading to active engagements time spent on devices.

- Rapid Technology advancements on size and scale capability, leading growing mobility and wearable tech centric living and individuality.

- Increased efficient communications and time responses, leading to doubts on accuracy and valid source of information.

- Mass information overflow, leading to constant organizing and managing that is inseparable in daily lives.

- Diminishing quality of time caused by multi-tasking demands, eliminating the self-journey for reflections and understanding.

- Increased competitive demands driving immediate performance edges, leading to greater emotional impacts.

- Increased intellectual gaps with justifications due to overloading confusion of data, knowledge, rations and wisdoms to comprehend.

- Deterioration in validity of information and diminishing trust, leading to doubts in communications.

- Increased accessibility to hyper reality of visuals, audios, and media coverage on social and political concerns.

- Increased ability of segmentations and independence, leading to greater activist and conformist group conflicts.

- Ease of propaganda techniques through new technologies, leading to ambiguous future and encourages individuals to be more self-reliant, self-sufficient and self-religious.

- Rapid globalization and connectivity, leading to increased streamlining of non-demographic responses for intensify changes.

- Ease of Collaborations advancements and multi-connectivity, leading to multi-level processing among individuals, groups, organizations, institutions and shaping new challenges for societal confusion.

- Tech advancements in social spectrum empowering cyber connectivity, leading further complications and impacting ethical issues of sex, marriage to both cross and same gender relationships.

- Greater controls and vulnerability in the freedom to express.

ECONOMIC

- The desires of over spending and excess Needs, leading to new perspectives of cost and worth, yet not knowing its true values and its meanings.
- Monetary status replacing social values, leading to increase economic power demands as the currencies for common human connection.
- Increasing in poverty gap and income distribution inequity, leading to community deterioration and greater isolation.
- The rise in emotion focused business models and paradigm shifts, leading to consumer vulnerability by ill engagement manipulation.
- Elimination on demographic barriers, leading to increased supply chain efficiency, rapid product life cycles, with increase pressures in manufacturing cost efficient capitalization, hence increase pressures and tension on resource capacity.
- Rapid economic drive for progress, leading to pressures for knowledge based capital and human capacity overload declining human productivity and quality.
- Increased service orientations impacting demands for labor intensive general soft skills at low wages without specialization.
- APAC collaborations creating domestic labor shortages and decreasing opportunity attractions to entre.
- Excessive demands for consumerism through tourism driving up local prices as inflation and supply shortages.
- Increased corruptions in policy makers and major government officials, leading to income distribution inequity and citizens outrage.
- Highest living cost for housing and real estate prices, leading to lower dispensable household income and decreases future security.
- Surging global investments in different segments, leading to disruptive changes that are vague with high risks.
- Encouragements and rapid increase in foreign and domestic visits in tourism, leaving environmental chaos and social disorder.
- Extended and long business hours, leading to work place hazards and increased health risk to labor force.
- Increased modernization and commercialization, demolishing historical and cultural heritage.

In the process of SET analysis, there are clear manifestation of social unrest, economic disturbances and technology strains influencing the society; hence increasing pressures leading to abrupt behaviors and emotional isolations with deterioration.   The following analysis [Figure 2]

funnels further to focus and identify issues elaborating the impact of the dynamics that are

straining the emotions of the Hong Kong people.

LIST REDUCTIONS

[Figure 2- SET Funneling]
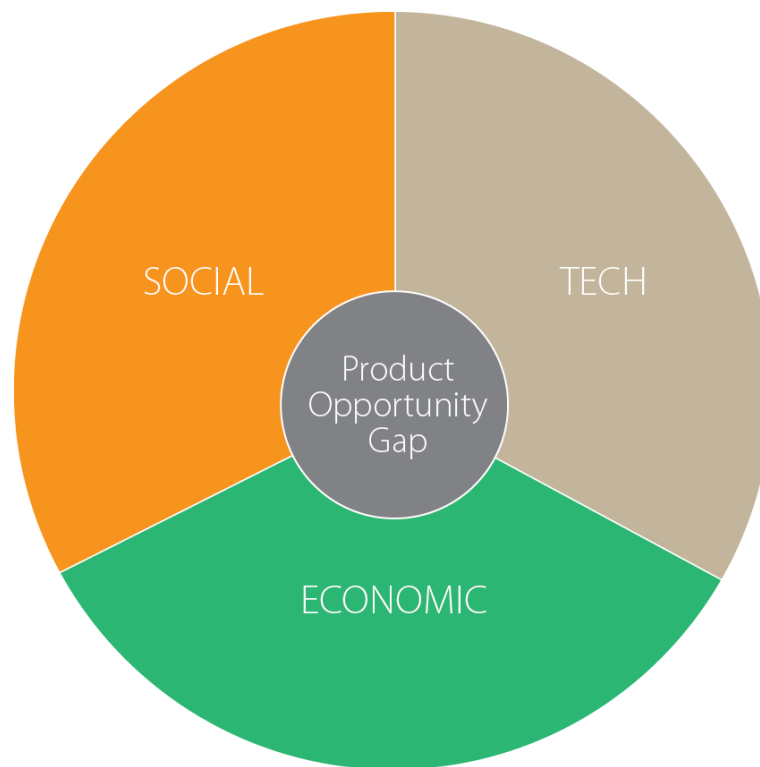
SOCIAL IMPACTS	• Multiple causes of stress and mood drivers affect daily life and health.
	• Declining human quality time in connections and intimacy.
	• Eliminated personal space and inner peace.
	• Information overload and pressures on fast actions and expectations.
	• Lack of in depth knowledge of specific causes for emotional swing.
	• Lack of self-acknowledgment and the emotional impact inflicted.
	• Lack of sympathy and empathy causing discriminations among others.
	• Lost sense of security in ethnicity and identity.
	• Growing doubts of self-worth and the values of life.

TECHNOLOGY IMPACTS	
	• Fast information transmissibility.
	• Mobile and wearable tech centric lifestyle.
	• Multi gadgets and personal digital devices.
	• Slavery on hand held mobile communications and technological tools.
	• Lack of reflections and personal daily experiences with valid information.
	• Tech as immediate performance edge indicators.
	• Intimate prototypes with diminishing values.
	• Eliminate frequencies of travels real journeys and life experiences.

ECONOMIC IMPACTS	
	• Diminishing productivity and hopes for initiatives.
	• Increasing cost in health remedies and labor hours.
	• Increased opportunity cost in family care and pressures on social care.
	• Impulsive consumptions and alternative purchases behaviors.
	• Burdens supply chain efficiencies disrupting normal business models.
	• Encourages opportunities for corruptions and trustworthiness.
	• Deteriorated quality of labor and human capitals.

The reduction process contextualized issues that are clear with the effects impacting the Hong Kong working class.   It indicated ambiguous stress brought upon in their daily lives due to multi-front complications as various forms of competitions and ethnic cleansing.   The corrupting environment and deteriorations in the living standards caused increasing concerns with demoralization and cynicism; triggering abrupt behaviors of social unrest.   With better understanding of the issues being addressed and clearer focusing approach for innovative solutions; the following mapping of product opportunities identifies the gaps for a clearer proceeding value solution [Figure 3], designed for the people that would deem desirable with useful and usable meanings.

PRODUCT OPPORTUNITIES MAPPING

INTANGIBLES - as

Service Opportunities

Development

- Emotional and peaceful comforting
- Sense of belonging as common place and space
- Social unity empowerment with identity
- Health related education & alternative informational remedies
- Empathic multilateral supports in harmony
- Personable digital hub with health check and calendar assistants
- Cross cultural humanized relations with contextual supports
- Positive energy & moral encouragements with optimism
- Instant responsive indication

TANGIBLES - as

Product Opportunities

Development

- Sensitive and closest to the body
- Color remedy and expression indicator
- Durable gadgetry that is personable
- Small & wearable yet fashionable with identity
- Transmitting communication device that is minimal, simple & enduring
- Interaction device as a gateway
- Extension of the self and the body (physically and psychologically)
- Personal and intimate attachment without irritations
- Enhance non-verbal explanations and understanding
- Exchanging device for unisex appropriations
- Application for human relations re-connecting
- Gadgetry add-on to existing and latest mobile technology

VOA - VITALIZE VALUES BY UX

[Figure 3 – Value Solution Touch-points mapping]
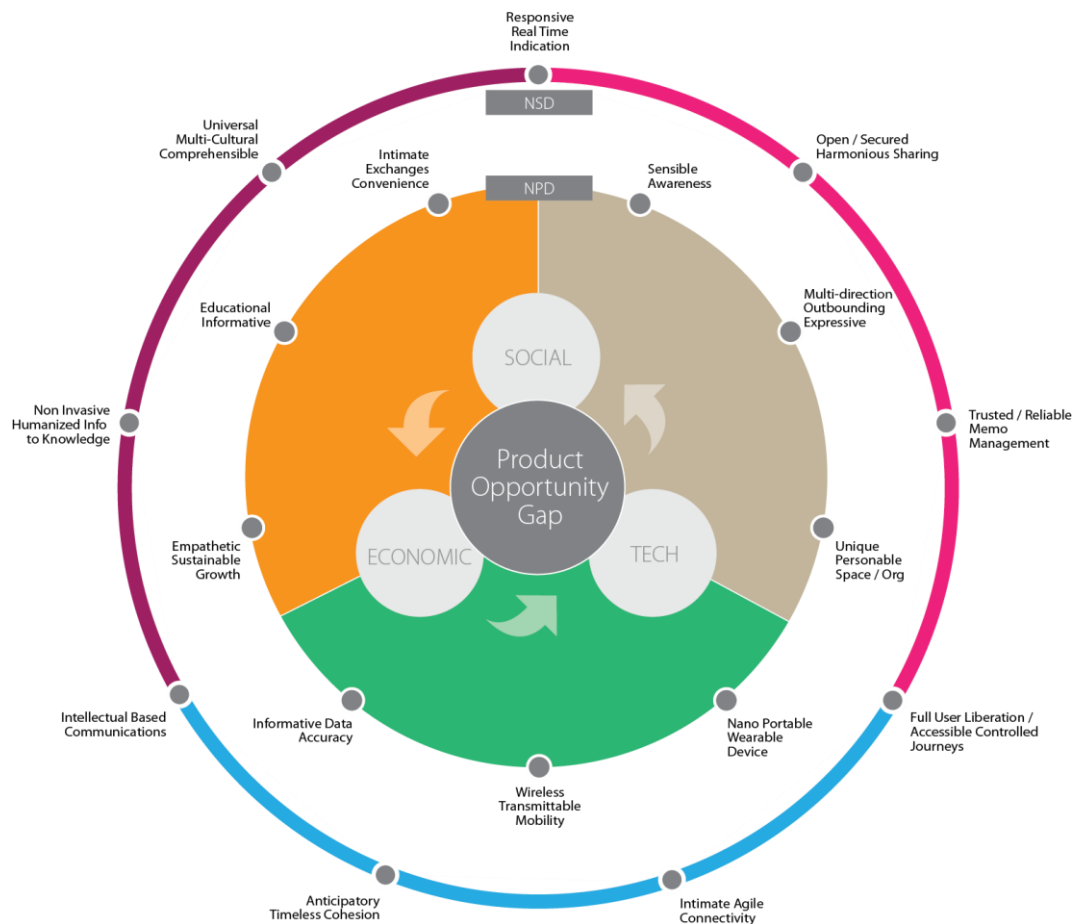
	NEW SERVICE - NSD Spectrum		NEW PRODUCT - NPD Spectrum
	• Responsive Real Time Indication		• Sensible Awareness
	• Open / Secured Harmonious Sharing		• Multi-direction Out bounding Expressive
	• Trusted / Reliable Memo Management		• Unique Personable Space / Organized Landscapes
	• Full User Accessible Controlled Journeys		• Nanotech Portable / Wearable Device
	• Intimate Agile Connectivity		• Wireless Transmittable Mobility
	• Anticipatory Timeless Cohesion		• Informative Data Accuracy
	• Intellectual Based Communications		• Empathetic & Sustainable Growth
	• Non Invasive Humanized Info to Knowledge		• Educational Informative
	• Universal Multi-Cultural Comprehensible		• Intimate Exchanges Convenience

PRODUCT OPPORTUNITY GAP

[Table1 –Objective based approach]

DESIGN for People:

Empower | Engage | Expose | Experience

Usable   Useful   Desirable

1 - New smartphone interactive App

2 - New smartphone extension Add-on device

3 - Pocket / bodily attach mobile device

4 - Wearable tech accessory as everyday product

5 - New multi-purpose product within context

6 - A nanotech functional strap

7 - Embeddable chip / card with nanotech

8 - New Gaming Portable Device

The analytical process with an objective based approach [EEEE] [Table 1] drives the core focuses towards the product and service solution with development values of Empowerment, Engagement, Exposures and Experiences that are user and design centric. Setting out to vitalizing the lives of the over stressed Hong Kong working class, the detail comprehension of customer engagements establishes a better foundation with stronger purposeful alignment in the proceeding analysis targeted for users, stakeholders and decision makers throughout the progressive solution development process.

VOA - WEIGHT MATRIX

[Figure 4 – POG Ideation]

1 - Mobile Phone Interactive App
2 - Mobile Phone Extension Add-on Device
3 - Pocket / or Bodily Attachment Device w/Mobility
4 - Wearable High Tech Accessory as an Everyday Product
5 - Everyday Alt Product via Objective Connotations
6 - A Nano Tech Functional Strap
7 - Embeddable Chip / Card with Mobility
8 - New Gaming Carry Device - via Tamagotchi Style

WEIGHTED MATRIX:

|	WT	#1	#2	#3	#4	#5	#6	#7	#8
CRITERIA									
1 - Sensitive and Closest to the Body	5	2	4	5	5	3	5	2	4
2 - Extension of the Self (New Body Part)	4	3	3	4	4	3	5	1	3
3 - Intimate yet Without Irritations	5	5	3	5	4	2	4	2	2
4 - Gateway to New Social Space	4	5	4	4	4	5	3	3	4
5 - Exchanging - Unisex Appropriate	4	2	3	3	4	5	5	5	5
6 - Simple & Mentally Enduring	5	4	5	4	5	2	3	3	4
ATTRIBUTES									
7 - Physically Durable and Personable	5	3	4	4	4	5	3	4	4
8 - Fashionable w/ Identity	5	1	4	4	5	4	2	3	4
9 - Color Ambience Engaging	5	2	5	3	5	4	2	3	3
10 - Helps Comm & Expressions	4	5	3	3	4	3	2	2	3
11- Deepens Human Re-Connection	4	4	2	5	3	3	3	1	3
12 - Capitalize Existing Mobile Gadgetry	4	5	5	4	5	5	5	4	4
Total		41	43	48	52	44	42	33	43

With the approach of weight matrix [Figure 4], the analysis effectively justifies core evaluating factors for the product and servicing solution development. By references to the defined opportunity gaps, the specifics of criteria and attributes are distinctly set out as anticipatory features that would cater the needs as user centric requirements; the servicing considerations are also indicated as an essential proposition towards a total solution development. The weight evaluation highlighted that an advanced wearable technology accessory as a daily product to be the most appropriate solution to pursue with favorable feasibility.

VOA - VALUE OPPORTUNITY CHART

[Figure 5 – VOC Indicators: Emotion]
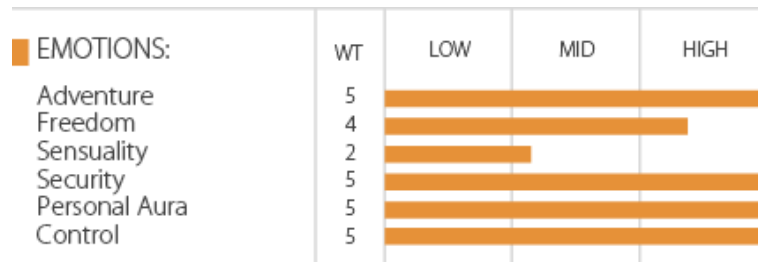
Descriptive Criteria in Context

ADVENTURE
- A Meaningful Landscape for discovery of others alike, the self and perhaps the unknown

FREEDOM
- A Sense of Relief Space for Self Directed Control and or when there is a Lack of it; a Safe Space to be Themselves

SENSUALITY
- A Sense of Inner Awareness / Appreciation of Self and / or with Others by Deeper Mental / or Physical Intimacy

SECURITY
- The Feelings of Trust, Clarity, Honorability and Solidity

PERSONAL AURA
- The Belief of Values, Resilience Enhancements, Personal Salience

CONTROL
- The Access to Individual or Collective Strength through Authenticity, and the ability to Energize the Operability

[Figure 6 – VOC Indicators: Ergonomics]

| ERGONOMICS:	WT	LOW	MID	HIGH
Simplicity / Ease of Use	5			
Safety	5			
Comfort	5			

	Descriptive Criteria in Context
SIMPLICITY	- Minimal Complexity and Complications, Fully Comprehensible without Ambiguity
SAFETY	- Non Physical and Emotional Pain with trusted Wellness before and after Engagements
COMFORT	- A Sense of Harmonious Ambiance and Radiance with the Internal and External Peace

[Figure 7 – VOC Indicators: Aesthetics]

AESTHETICS:	WT	LOW	MID	HIGH
Visual	5			
Auditory	4			
Tactile	4			

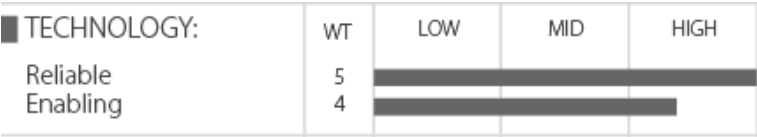|	Descriptive Criteria in Context
VISUAL	- The extensions of Character for Individuality & Fluent Adaptability
AUDITORY	- A Personal Channel of Collective Awareness and Individual Resonance
TACTILE	- A Sense of Nothingness and Lightness with Intimate Comfort

[Figure 8 – VOC Indicators: Identity]

IDENTITY:	WT	LOW	MID	HIGH
Point in Time	5			
Sense of Place	3			
Personality	4			
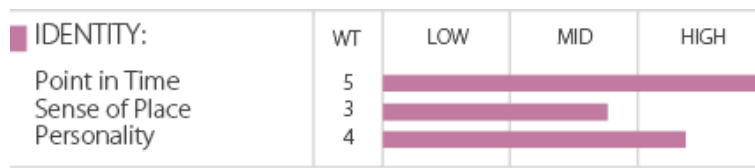
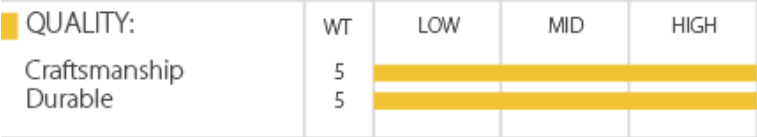|	Descriptive Criteria in Context
POINT IN TIME	- A Sense of Awareness and Anticipatory - Duration - Reflection through Clear Creative Logs
SENSE OF PLACE	- A Sense of Being and Existence with Interactive Responses
PERSONALITY	- The Reality of Unique User Contributions and Shaping Their Own Cohesive Experiences

[Figure 9 – VOC Indicators: Impact]

IMPACT:	WT	LOW	MID	HIGH
Social	4			
Creative UpCycling	3			

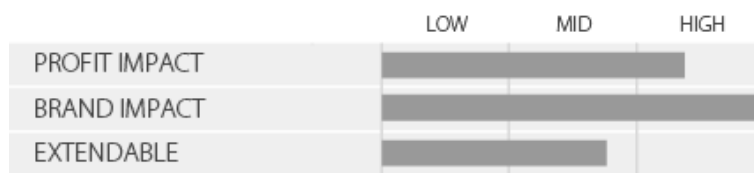|	Descriptive Criteria in Context
SOCIAL	- A Meaningful sense of Collective Resonance
CREATIVE UPCYCING	- Awareness of Creative Reuse and Social Contribution with Innovative Tools

[Figure 10 – VOC Indicators: Technology]

TECHNOLOGY:	WT	LOW	MID	HIGH
Reliable	5			
Enabling	4			

	Descriptive Criteria in Context
RELIABLE	- The Journey of Trust through Integrity and Value Added Development
ENABLING	- Feature Rich Impacts and Functional Contribution in the Digital Landscape

[Figure 11 – VOC Indicators: Quality]

QUALITY:	WT	LOW	MID	HIGH
Craftsmanship	5			
Durable	5			

	Descriptive Criteria in Context
CRAFTSMANSHIP	- A Sense of Quality Aesthetics and Enduring Humanized Interactions
DURABLE	- The Trust of Material Innovations and High Quality Texture Designs

[Figure 12 – VOC Indicators: Models Approach]

	LOW	MID	HIGH
PROFIT IMPACT			
BRAND IMPACT			
EXTENDABLE			

	Descriptive Criteria in Context
PROFIT IMPACT	- By objectively extending and exploring Value Exchanges Channels as recurring Revenue Opportunities. Implicit and explicit targets shall be adapted with agility by ease of configurations.
BRAND IMPACT	- Build traction and momentum through up-scaling lifestyles that provides harmonious peace of mind. Growing market and operations stakeholders' trust, credibility and loyalty base to enhance emotional brand salience and resonance with unique superior characteristics.
EXTENDABLE	- Tactical alliance and networks expansions. Growing Products Distribution Channels, Increase Demographic Services Operations and Dispensing Resources Logistics and Producers.

Through comprehensive analysis with the value opportunity charts as fulfillment indicators [Figure 5-12]; the set out features and the level of standards are precisely defined as important points for reference towards a product services solution to be developed.   The comprehensive break downs as holistic guideline and weight assigned covered an all rounded perspective specific to the user's benefits and value exchanges among the services to be fulfilled.   This serves well as essential assessments and transparent points of address with clear objectives for later stages in the critical creative process, operation resources allocations and business development provisions to be accommodated.

[Figure 12 – VOC Indicators: Models Approach]

PROPOSITION STATEMENT

The proposition to provide a vitalizing solution by means of innovation was deemed significant;

hence deriving the Product Proposition Statement for development is defined as follows:

"A High Value Personable Prognostic Health Device that

enhances Physical and Psychological Well Being."

The acknowledged comprehension to re-empower, re-engage and re-enhancing the

desirability for individuals with standards of vitalizing living in optimism directly relates to the

product services' usefulness that would fulfill user's complicated needs and to satisfy the ease

of use that is user centric without hassles if invasive changes to adapt.

PRODUCT & SERVICE SOLUTION DEVELOPMENT

STAKEHOLDER ANALYSIS

Prior to the process of conceptualization in perusing the proposition defined, it is vital to preemptively elaborate the perceptiveness of the proposing solution with a holistic and strategic mindset to create and distinguish a virtuous cycle of viable stream flows of shared value exchanges [Figure 13], and incubate tactical prospects that would help assimilate a self-rejuvenating ecosystem to venture scale of reach by the product and services solution. By conducting an extensive stakeholder analysis [Table 2] and comprehensively define key perspective values to all identified targeted interest parties, influential associations, impacting bodies and communion groups [Figure 14-15]; this would facilitate the surgical formulation of the foundations and establishes the appropriating activities in the strategic development process for implementations [Figure 16].

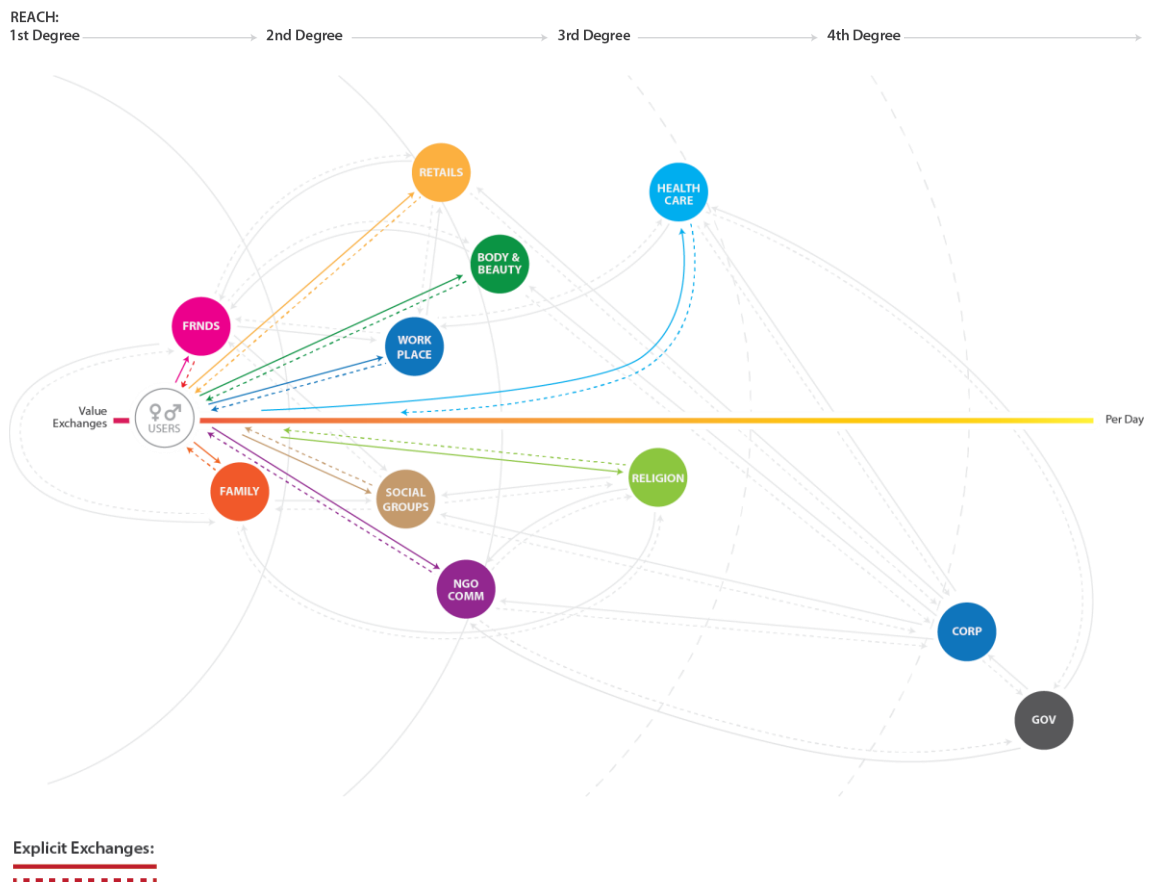[Figure 13 Stakeholders Analysis - Explicit User Value Flow]

Figure 13 indicates the holistic flow through the value network, where user and stakeholders are connected as an ecosystem of interest exchanges.   During the course of a day, the vitalizing solution as the value agent to their environment, sustains the reach span and occurrences of exchange significance, hence establishing direct explicit opportunities for imminent explorations and creative innovations.

[Table 2 - Key Prospective Values Matrix]

	Value Interest Exchanges
FRNDS	Sharing Emotions and Mutual Moments that Encourage Human Connectivity
FAMILY	Mutual Moment Understanding and Enhance Intimate Relationship

WORK PLACE — The Well-fare Support Culture and Human Performance Productivity Assessments

SOCIAL GROUPS — Information Support and Trusted Precautionary Knowledge & Awareness

RETAILS — Lifestyle Matching Prospects Transforming Servicing Delivery Channels and Spectrums

BODY & BEAUTY — Detox Escapes Personal Space with Personalized Custom Servicing Opportunities

NGO COMM — Enhances Service Response Features and Functional Activities Targeting Support Varieties

RELIGION — New Approach to Mind Body and Soul Enlightenment Enhancing Resource Allocations

HEALTH CARE — Less Drug Dependent and Enhance Human Record Exchanges and Alternative Remedies

CORP — Insights to Align Opportunity with Development and New Venture Solutions

GOV — Directive Social restructures and Endorsements of National Health Awareness Policies
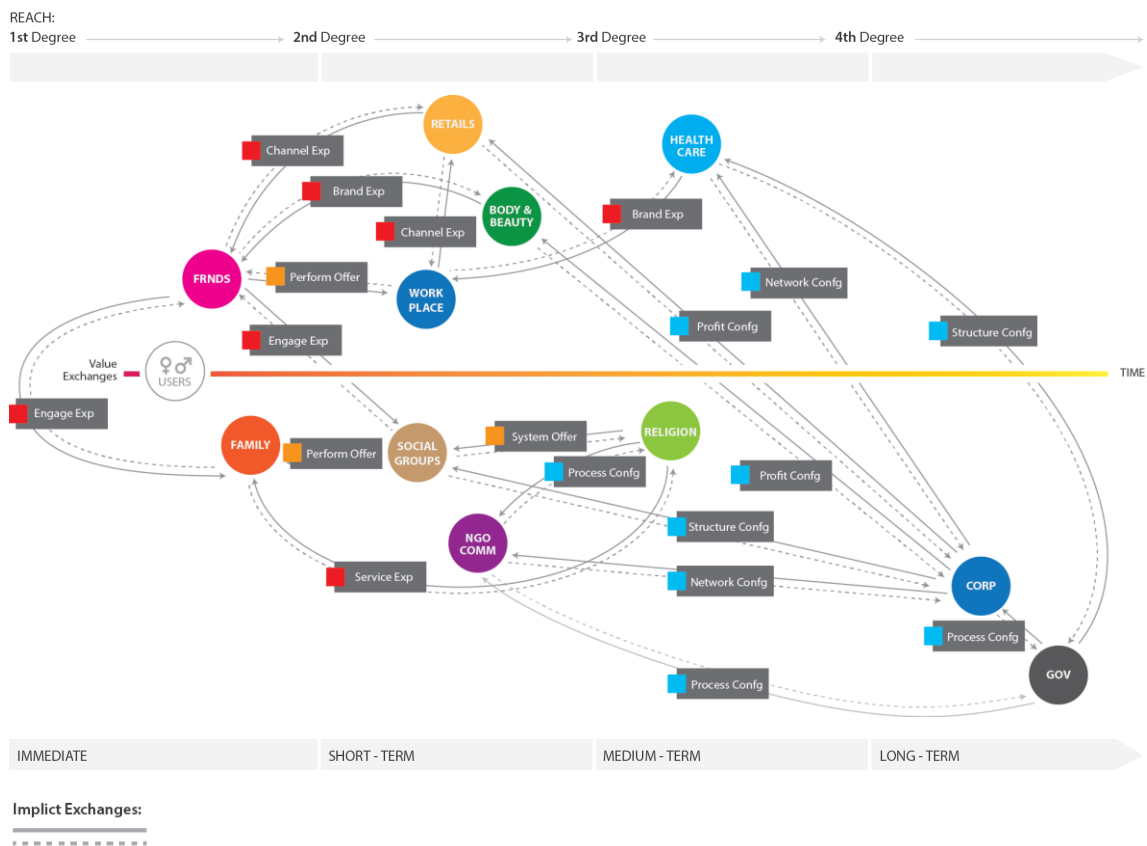
[Figure 14 Stakeholders Analysis – Weight Matrix]

[Figure 15 Stakeholders Analysis – Weight Matrix]

Stakeholders	Influence / Power	Impact	Interest
GOVERNMENT	**LOW** Evaluation of data yet not directly affecting and participating or be involved with the product and services	**HIGH** The evaluation impacts policies, strategic planning and the long term approaches of associating issues and service structuring	**HIGH** The evaluation impacts policies, strategic planning and the long term approaches of associating issues and service structuring
SHAREHOLDERS JOINT PARTNERS	**HIGH** Involved in the development process and may influence the planning of implementations	**HIGH** Driving thrust in development channels and process, partnerships can be both cost cutting and generating multi-income ventures	**HIGH** Business networks and contracts to production and resources; assets to related to promotional channels; and enhancment in quality lifestyles of multi stakeholders other beyond individual interests
FAMILY & FRIENDS	**HIGH** Key sources for data and analytic collections and responsible for dialogues, recommendations and evaluations	**HIGH** Data generation affects other stakeholders future planning and processes; co-creating information and leads about real life, impacting all users	**HIGH** Reliefs and Safe space for intimate sharing Resonance among users Data Logs for self interest and references, opposite emotions are great refelctions for learning and will effect all interest parties with a stand alone single product
NGOs	**LOW** Data references and evaluations for planning services; not directly involved and participating in the development of the product	**HIGH** Long-term impact to the servicing delivery to the shelter and health issues as a greater social issue	**HIGH** Collects significant data and information for analytics for approaching policy makers and advocacies for social addresses
SOCIAL GROUPS	**HIGH** Significant contact intimacy with emotion sharing without structures and regulations; free flow of speeches and freedom of expressions	**HIGH** Long-term impact on the perspective approach and the lifestyles issues	**HIGH** Connectivity interest to quick span networks with big data mining, and behavioral comprehension for greater exposures

In figure 14-15, by clear mapping of the stakeholders' position in the analysis, it reveals further details of the strategic implications projected within the innovation development process; and advances the preventative measures leveraging the external or internal and explicit or implicit effects to the total solution development accordingly.

[Figure 15 Stakeholders Analysis – Weight Matrix]

[Figure 16 Stakeholders Analysis – Value Flow Network Ecosystem]

BUSINESS CONFIGURATION	PRODUCT OFFERINGS	CUSTOMER EXPERIENCE
• Process Configurations • Value Profit Configurations • Structure Configurations • Network Configurations	• Performance Offerings • System Offerings	• Engagement Experience • Service Experience • Channel Experience • Brand Experience

As indicated in figure 16, the value flow network ecosystem is a volatile complex

interconnection of major relevant stakeholders.   The implicit value exchanges can be both

tangible or intangible, direct or indirect contributions to the healthiness of the product and

services solutions; hence the importance of critically analyzing and determining the holistic

outlook, to primitively identify and establishes opportunity footprints as listed in a detailed

overview of Business Configurations, Product Offerings and Customer Engagements; for

scalable sustainability by pragmatic strategies in supporting the later stages of

conceptualization and implementations.

PRODUCT & SERVICES CONCEPTUALIZATION

With the proposition to achieve "A High Value Personable Prognostic Health Device that enhances Physical and Psychological Well Being" and to satisfying the details distinct to stakeholder values; the product and services concepts are developed with deep analysis positioning the product [Figure 17] as high valued solution with the greatest impact for customers as the users and the total solution driven by significant values for extensive market opportunities [Figure 18].

[Figure 17 - Product Position Mapping]
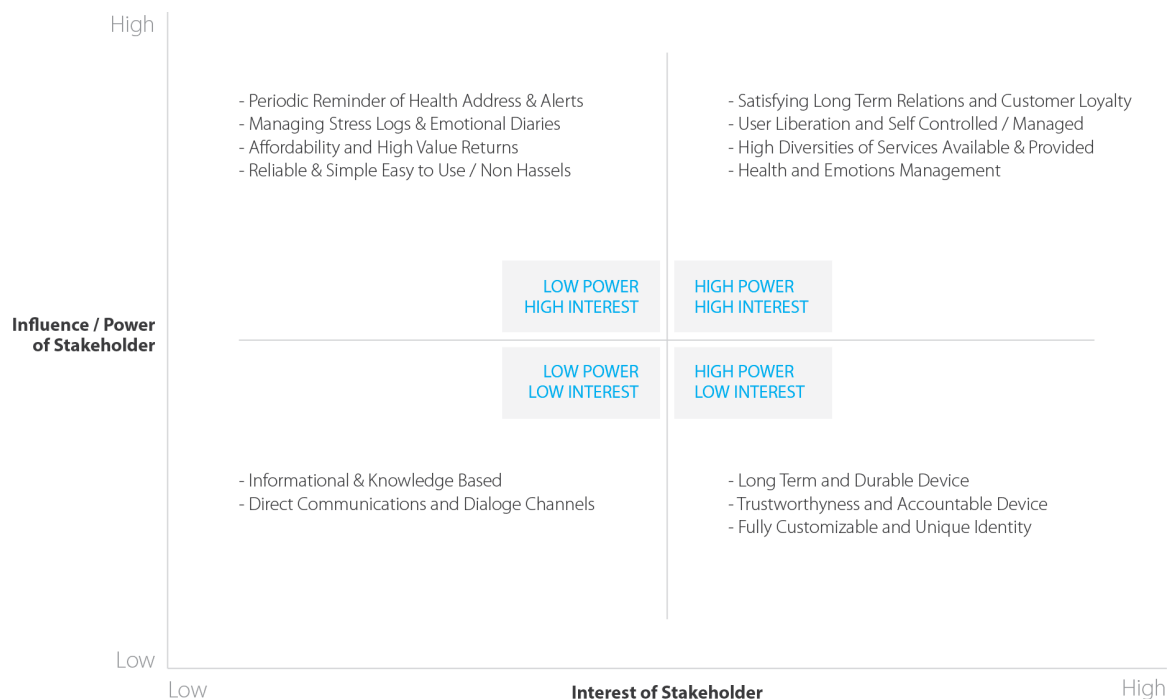
In figure 17, the product positioning map detailed the key feasible criterions with feature emphasis that would objectively direct the pragmatic approaches towards a product that would be desirable, useful and usable, fulfilling the interests of major stakeholders.   The guiding factors are significant to the design and development benchmarking for appropriations, evaluations and justifications of intrinsic values with quality.

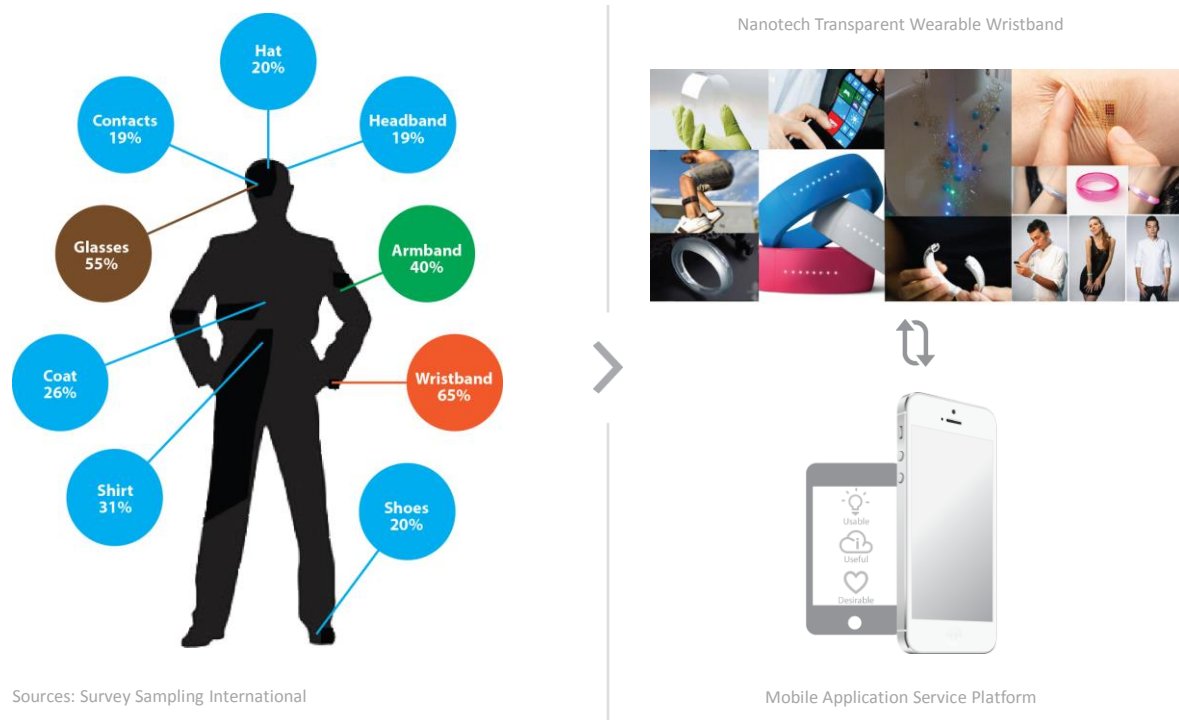[Figure 18 - Product and Services Position Mapping]
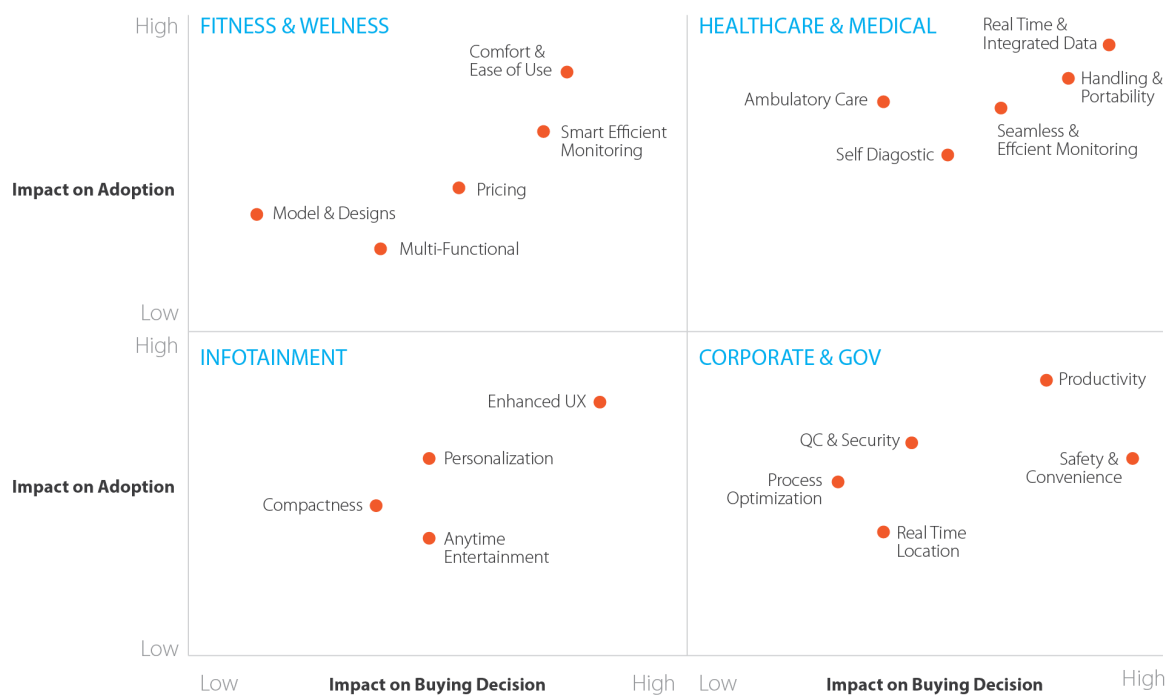
Sources: Transparency Market Research

In figure 18 with the product and services market positioning analysis based on secondary data, clarified relevant and significant drivers that are influential factors impacting decisions and prospective opportunities deemed beneficial.   The appropriate market segmentation, established a vibrant footprint for value creating opportunities to be capitalized and diluting risk-baring economies of scale by extending relevant market continuum.
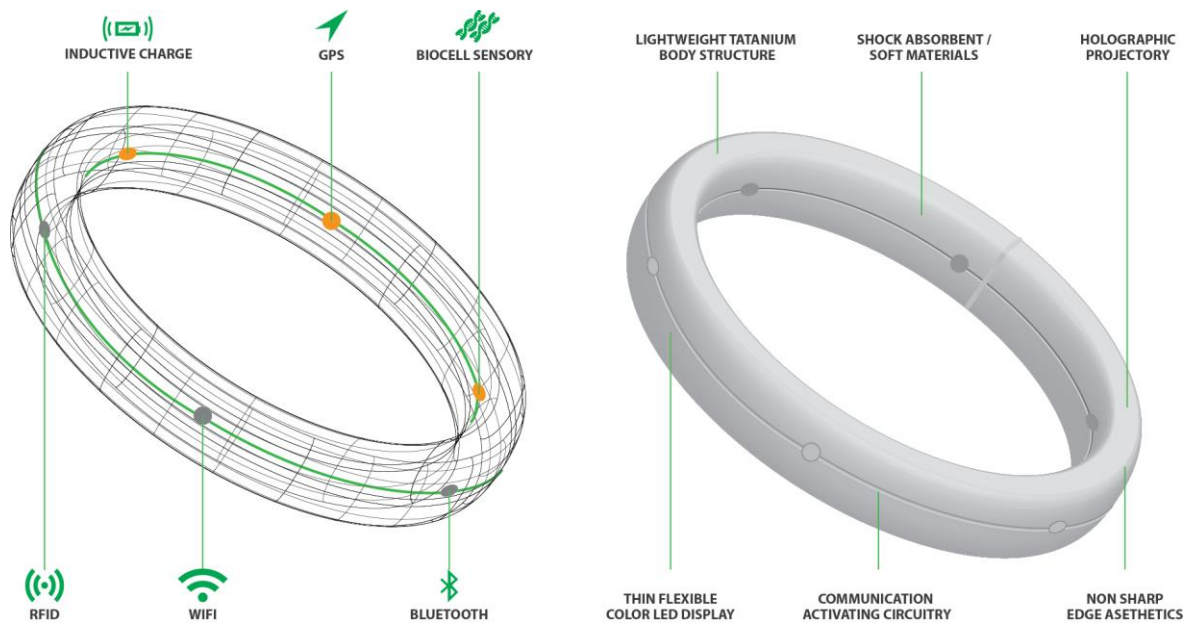
TOTAL SOLUTION

Through extensive research and critical analysis from the holistic perspective and deriving to the details that would be most appropriate; a total solution [Figure 19] of integrating hardware and software justified the complete product and service focused approach in vitalizing the over stressed working class of Hong Kong.   The solution would be a translucent color transforming, high technology and highly quality style wearable wristband as a dual communications device [Figure 20]; integrated with a user configurable and highly personable mobile application [Figure 21] providing a 24 hour response servicing platform with real time content oriented supports.   The communication exchange [Figure 22] in total collaboration indulges user and major stakeholders the opportunities for higher value interactions with greater significance connections; hence, positioned in the Hong Kong market as a sophisticated high quality device, with advanced technological solution product [Figure 23].

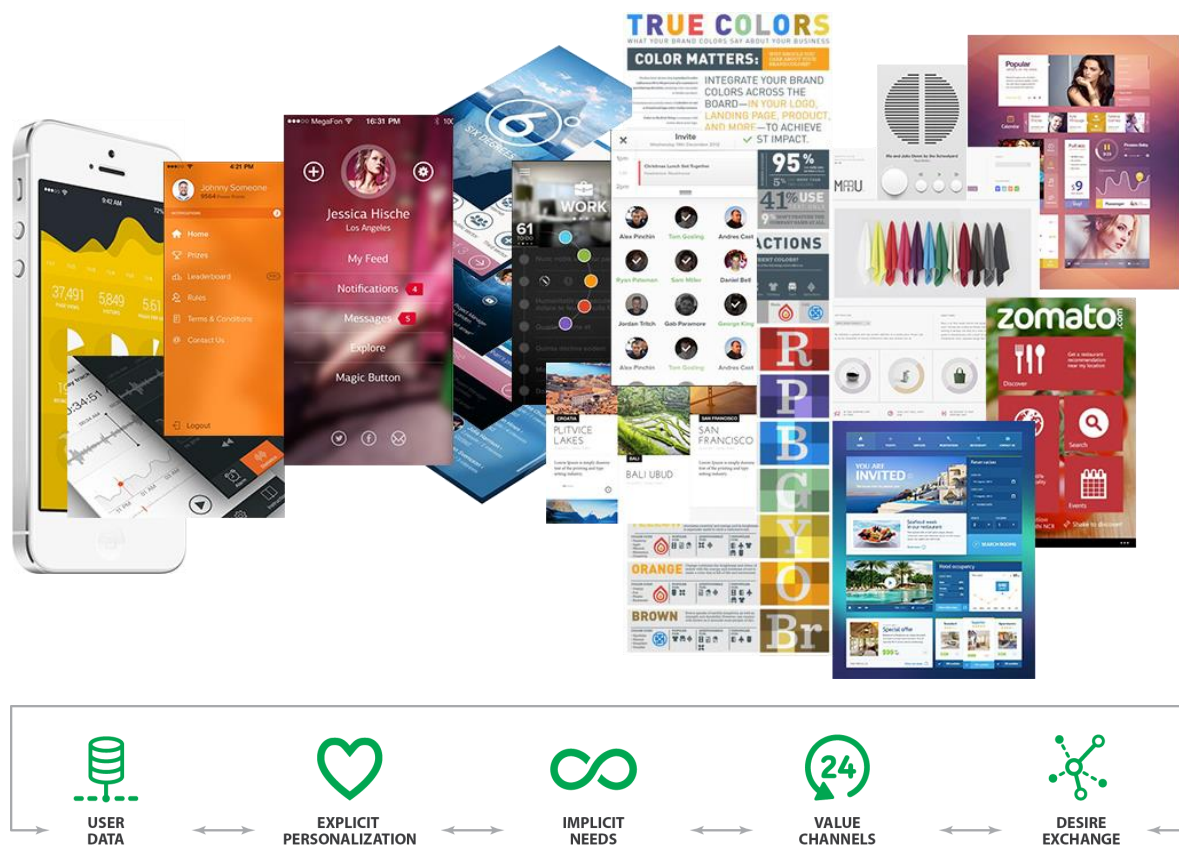[Figure 19 - Product Services Solution Ideation]

Nanotech Transparent Wearable Wristband

Sources: Survey Sampling International

Mobile Application Service Platform

[Figure 20 - Product Prototypes]

[Figure 21 – Mobile Application Prototypes]

The following detail specifies the core featured elements that are essential to the solution's operation and the technical specifications.

Wristband Specifications
Features: - A vitalizing device that interacts with your Body and Soul by technology sensors   - Tracks the intensity of suppressed emotions build up during the course of the day   - Collects emotional data through biotech sensory for analysis and manage as dialogues   - Flexible film sheet OLCD Displays presenting users emotional state through translucent transforming color displays   - Operates in real time as a standalone color therapeutic gadgetry keeping users alert of stress levels and emotional states   - Integrated multi communication technologies to always stay connected to mobile application and community base channels   - Designed with minimalism, matte surface with shapes and materials for comfort that are lightweight and aesthetic focused   - Fully chargeable without wires by inductive charging and solar sensors to reduce battery consumption   - Vibrating mechanisms allows users to stay discreet in advance with emotional changes   - Complete control of operating features through mobile application pairing technology without physical added mechanisms for handling   - Hologram projections allows user the expansion and enablement to limitless visualization and imaginations

Technical Specifications:

|	
Inductive Charging:	Wireless housing dock coupling mechanism with port receiving power by reradiating transceivers
GPS:	WGS-84 GPS Standard Coordinate Systems
Bluetooth:	Bluetooth 4.0 wireless technology
WIFI:	802.11ac Wi-Fi wireless networking
RFID:	Ultra High Frequency (UHF) 856 MHz to 960 MHz
Biocell Sensory:	Cell-based sensor with biotech detection of bio molecules, perspirations, body odor compounds

Application Platform Specifications

Features:

- The application is a simple yet sophisticate way to acknowledge and become fully aware of users' daily stress actives by measuring the emotional level, cross matching strained and fatigue level calculations.   By converting the sensory data received to a dialog of awareness, the application is designed as a constant health tracking agent revealing comprehensible information as a user journey or health sharing records.

- The continuous wireless communication between the wristband and the application allows users and onlookers to visualize the emotional levels in real time anywhere with transcending information to the wristband with ambient color displays.

- The application directs all received data through cloud technology to a platform servicing community connecting all users around the world for interconnecting exchanges and instant social communication services and suggested supports.

- The application navigation systems reveals settings, notification attributes, activity reports, profiles and fully liberates both the contents disclosures and the wristband functionalities and operability.

- The IOS application fully integrates the music play list available on the mobile phone, or suggests music channels listings that counteracts and sooths the emotional activities while synchronizing with the wristband color remedy.

- Through the GPS system user are fully aware of other users initially as anonymous in selected demographic regions with levels of emotions and matching information. This allows users to show and tracks empathy supports that are simple and direct while outreaching with strict privacies.

- The active application in connections with the servicing and social platform always track the available alternative suggestions and recommendations most suitable for user preference based on personal profile and regular emotional activity history logs.

Application Specifications:

User Data:	Technology centric with Intuitive design for conversion accuracy and user comprehensible intelligence
Personalization:	Full User access control and configurability with ease of use by interaction and UX design centric with clarity and save all information online
Social Channels:	Accessible to multichannel integrations and automations of multi social community touch points effortlessly
IOS Compatibility:	iOS 6.1 or later. Compatible with iPhone, iPad, and iPod touch. Optimized for iPhone 5
24hr Connectivity:	Real time synchronization enabling through Bluetooth and connected to latest updates with time stamp recordings for deployment to cloud space management through WIFI and users' Mobile Connections.
Alternative Exchanges:	Customize your exchange feed settings, display types and alert mechanisms straight with the app configuration setting by preferences

[Figure 22 – Product & Application System Framework]
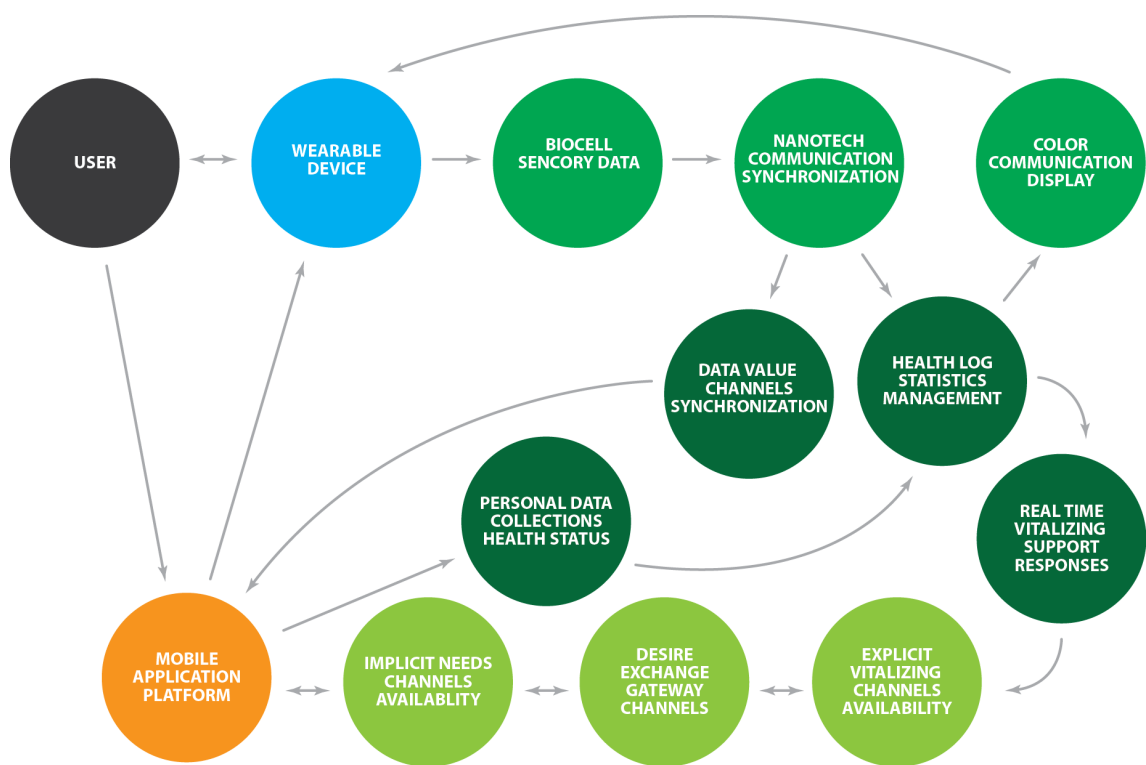
The total solution of the hardware wristband and software mobile application platform works within an enclosed and tightly regulated system of cybernetics [Figure 22].   Where four major stages of components are continuously processing data with information exchange flows that are clearly defined; each of the active processing touch points converts translating data into context for dialogues with prognostic values and appropriate distribution.

| 1 | Primary Interaction Source Factor: | The users, wearable wristband and the mobile application are the primary source for data transmission.   Each influencing the interactions intangibly by the constant connected monitoring of integrated nanotechnology.   The mobile application act as the user direct interfacing and legibility agent, as well as the technical bridge for data logistics.   Whereas the wearable wristband's primary function is a transferring agent of bio-information to the mobile application for readable display and a color changing indicator or vibrating agent for user discreet acknowledgement. |

| 2 | High Technology Feeds Transmitters: | The multiple nanotechnology integrations acts as constant data feed receiver and transmitter that contribute to the change distribution agents for: |

2   **High Technology Feeds Transmitters:**

The multiple nanotechnology integrations acts as constant data feed receiver and transmitter that contribute to the change distribution agents for:

1- Synchronizing the convertibility of data for mobile application's legibility reports and other dialogs usage

2- Converting bio-data for transmission to managing agents that administers the wristbands visual characteristics and contributes data feeds for dispatch responses.

3- Changes the visual status by matching color displays upon receiving command to transform.

3   **Change Distribution Agents:**

The technological change agents are at the core of the managing system; the abundance of data and conversions requires sophisticate coping capabilities to oversee and distribute complicated logistics in a timely responsive flow and continuously kept in synchronization with the mobile application software and the connecting status to the wristband hardware.   The dispatch of well managed information in collaboration with the mobile application platform provides prompting interactive services to external response channels for applicable actions based on users' personal preferences.

4   **Service Collaboration Channels:**

The direct servicing channels are the interaction gateways through the mobile application platform by cloud technologies.   The collaboration initiates users and major stakeholders in a co-creation community of exchange with significant dialogues.   The servicing platform with channels such as external social sharing, infotainments, visual-remedies, audio-video medias, NGO services, medical facilities, food and beverages recommendations, travel explorations and spiritual discoveries, etc.; are all readily available and are best matched by full user controlled data broadcast.

PRODUCT POSITIONING

[Figure 23 – High Style High Technology Solution Positioning]

RECOMMENATIONS & IMPLEMENTATION

INNOVATION INTENT

[Figure 24 - Adjacent Innovation: Customer Engagement Shift Focus Blocks]

The areas of innovation focuses are identified by the justifications of in-depth analysis, where

the intent through each areas is to indulge stakeholders that vitalizes users with the Customer

Experience Shift [Figure 24] and capitalizing the time to market by values of the sophisticate

quality wristband in combination with the application platform services; as the

recommendation of immediate and short-term traction gain together with thrust buildup for

mid and long term establishments.

The strategic process [Figure 25] orchestrates the connecting map specifying feasible objectives to

be implemented, while tactical executions [Figure 26] reveals the targets precisely for immediate

actions and highlights the articulating preparations for the mid and long-term reaches.

STRATEGIC PROCESS

[Figure 25 – Target Guidelines and Objective Standards]
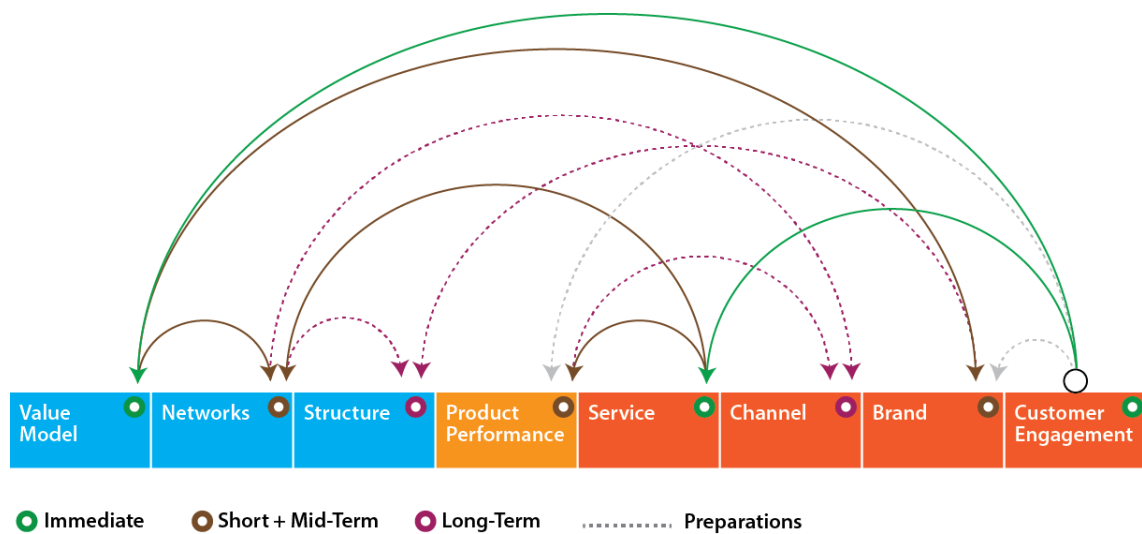
Indicated in figure 25, the strategic process for each innovation objectives areas are tightly

interrelated and initiated through customer engagements under the focus of experience shifts;

then transcending along business configurations and product offerings in a tactical positioning

composition.   A non-process timeline nor a hierarchy constraints implied in this connecting

map; the proactive guidance of assessing, addressing and accommodating of other dual

associating innovation blocks provides clear flexible combination of options available to be

executed and to manage element of surprises and diluting risk inflicted by ill circumstances. The strategic processing framework strengthens the holistic and objective coverage for tactical implementation with smooth detailed maneuverability.

In the spectrum of Experiences, the enforcing teams must capitalize as much and as precise as possible with the objective guidelines with the following details:

1	Liberating user and stakeholders the autonomy to ensure the engagements are proactively guiding the discoveries of new positive experiences that are continuously available.
2	Through cohesive servicing and product connectivity, the essence of community and belonging must be facilitated to ensure all stakeholders are a part of a harmonious contribution of the greater whole.
3	Develop technologies as a tool to automate and remove tedious burdens and repetitive tasks for stakeholders as a simplified journey with memorable experiences.
4	Through usability principles and simplification, the objective to eliminate complexities and deliver a specific experience that is extraordinarily with swiftness and responsive.
5	Design with dialogue objectives to humanizing all Interactions and interexchange to be like a likeable person: respectful, humble, cheerful, generous and helpful.
6	Open transparencies and communications to allow stakeholders see into the operations and channel responses to participate into the brand evolutions and offerings.
7	Advocate and emphasize the core value alignments of all participating stakeholders and drive the brand aura for a greater cause consistently in all aspects of the value creation initiatives.
8	Cross leveraging the brands for others through co-branding integrity to servicing brand extension and scales of reach.
9	Adapt the timely systematizing coordination of implicit exchanges and offerings that are appropriate for profile matching opportunities to the final user.
10	On-Demand and in real-time to provide meaningful exchange deliveries whenever or wherever

stakeholders desires without hostile limitations.

11	Scalability focus to enhance applications and human services to provide knowledgeable and intellectual expertise for stakeholders that lack the relevant channels of resources.
12	Personalization consultations availability that best matches stakeholders' profiling information to organize seamless calibrated facilitations without barriers.
13	Ensure holistic coverage of thoughtful management and organizing logistics for total experiences across all exchanged lifecycle.
14	Provide continuing communities support systems with communal resource for the product and servicing support, usage, and scalable additions.

In the spectrum of offerings, the necessary objective goals to target are detailed as follows:

| 1	Lead by design principles and user centric design methodologies; continuously enhance product and platform services' sensitively to be non-invasive, simple, intuitive and comfortable to engage; by strong empathy and compassion for end users and sympathizing considerations of stakeholders of direct contributions.
2	Focus decisive design efforts in depth and wide coverage with keen understanding; to assure the precise essential needs of the selected audience/end users by the product and servicing applications.
3	Quantify and mastering measurements on performance simplifications; raising the levels of achievements to eliminate ill valued details, features and interactions to eradicate complications towards minimalism and deepens sophistication.
4	Sustaining superior product quality and aesthetics with continuous reflections on development offerings for exceptional experience with high measures of excellence.

In the spectrum of configurations the specific achievements shall be precisely followed:

1	Venturing channels of push content-support servicing for free to direct stakeholders while cross promoting listeners, viewers and / or quick onlookers within the ecosystem.

| 2 | Assess risk diluting standards practices and avenues to share fixed standard cost and master the metrics of associations as achieves to capitalize opportunity gains as they become available. |

| 3 | Facilitate and strengthen the platform to multi-connect contributors and offer exchange services that best matches multiple channels for mass distributions relations.   The more value exchange exposure of virtuous economics initiated and contributed, the more self-sustaining the platform would be desirable. |

| 4 | Facilitate openly and sponsor mutual agreements to groups or individual stakeholders to contributing communal offerings in a vitalizing way for customized payments or barter partnering investments. |

| 5 | Creatively and growingly innovate basic service offerings for free or at cost, while charging for advanced or special featured services that offers the platform values to help extend reaches and scale. |

| 6 | Investigate and enhance development integrations of technological advancements with application services to increase effectiveness and efficiency in exchange deliveries. |

| 7 | Standardizing assets and systems processes of best practices for reusability with converting capacity to reduce redundant operating costs; and increase opportunities by modularity within frameworks of best agility benchmarks. |

| 8 | Up-scaling competency of resources, practices and expertise into elite collections that cross facilitates functions across all levels of organizations and stakeholder groups to increase efficiency and cost effective supplementing affordance. |

| 9 | Explicitly and welcomingly bond the share risks and revenue outlooks with mutual approving standards to equally improve viable advantages per capita. |

| 10 | Formulate systems processes for cohesion and collaborative affiliation with others to strengthen mutual beneficial exchanges and scalability. |

| 11 | Strict precise integrations of supply chain coordination with agile modulations to incorporate valuable information and/or processes across stakeholders' operating entity or diverse component parts to the value supply chain. |

IMPLEMENTATION TACTICS

[Figure 26 –Tactics Process for Immediate Implementation]
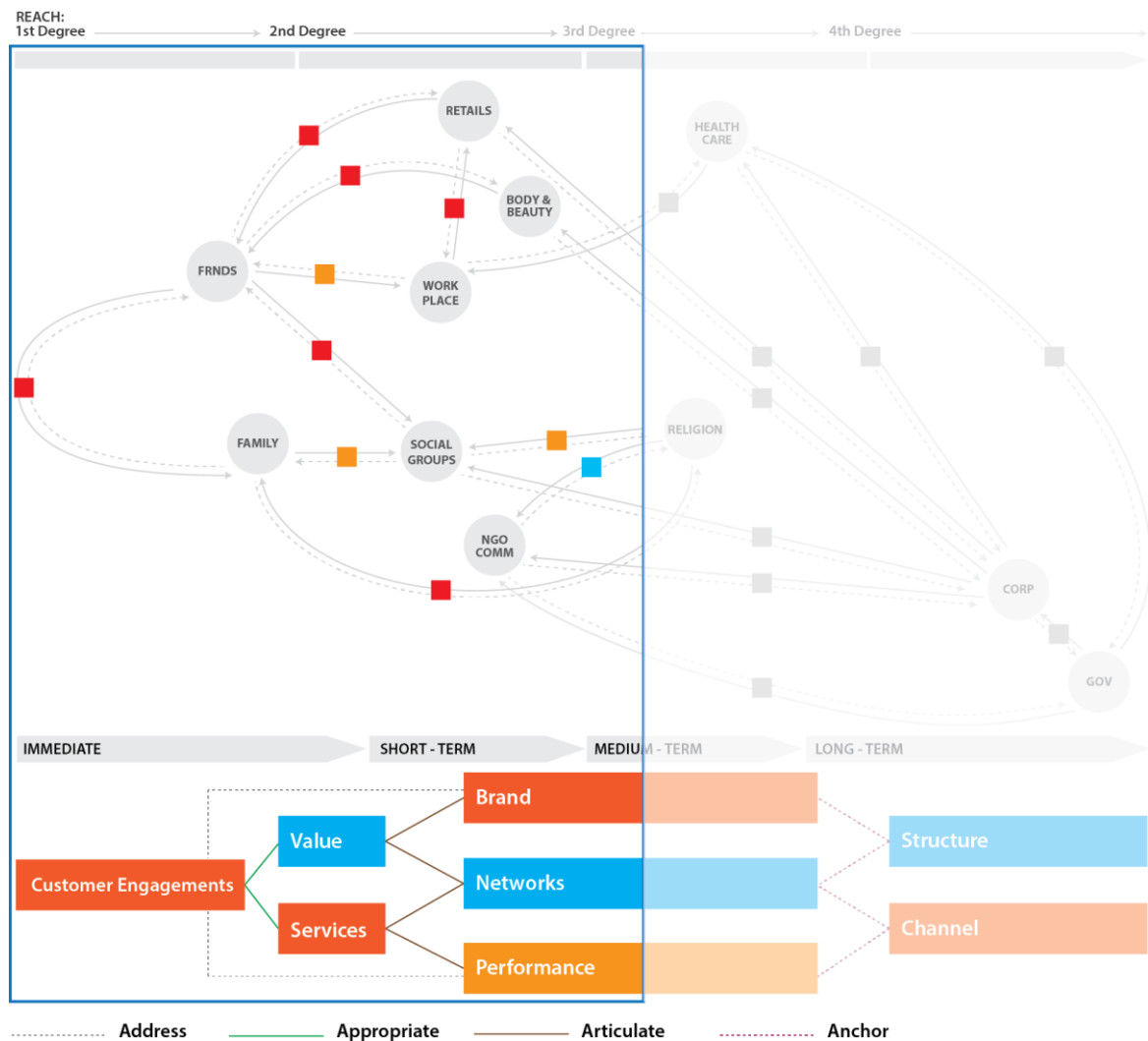
The strategic innovation objective as a total solution is to vitalize end users and inspire major

stakeholders within the structural ecosystem with intrinsic transformations of direct

consumers to explicit value producers; therefore each producer then becomes the core

implicit value contributors of sustainable empowerment and enrichments that extends the

spectrums of reach.

Suggested previously in the strategic process, figure 26 indicates the immediate and short term

tactical means for actions, while highlighting associated innovation factors as progressive

prognostic approaches to capitalize the medium and long term opportunities.

Executions to carry out for immediate and short term:

Innovation Focuses	Direct Actions / Explicit Particulars
Immediate: **Customer Engagement**	Ensuring the full liberation of stakeholders' interactions with the product and services; a user centric design lead principles throughout all user touch points must be enforced. Documentations with guiding principles based on usability facilitating a positive ease of use experience and preserving user friendliness for stakeholders' willingness to explore through discoveries. Both the product and the application services should behave earnestly, humble and with pleasant personality indicating respect that are humanized with goodwill at a very responsive way that deemed useful and desirable. As well, visual documents of design guidelines would be strictly applied and validated through escalation of quality assurance and accountability approval processes with distinct identification; this is to benefit the justification that builds craftsmanship, clarity, consistencies conceptual enhancements and aesthetics, which would impact stakeholders' intuitions and receptive cognition. In combination, exercise all possible options with technical specific regulations and development tools to automate all directive decisions; without requiring users to overthink throughout the simplest journey with essences of harmony. Also, technological self-regulating enforcement must be in place to sustain the highest connectivity rate through every built-in technical mechanism. As such, the measurability for engaging capacity would be founded on a robust establishment that is trustworthy, reliable, welcoming and appreciative with vitalizing significance for those contributing in the ecosystem. Immediate Appropriating:
	Value — As prognostic provisions, the value focuses are based on data enlightenment through intimate dialogues; where avenue channels for exchanges are to be positioned, populated and defined for maximizing values for high revenue capitalization.
	Services — The proactive arrangements for services concentrates on the intellectual arrangements to eliminate tedious

clutters and optimizing stakeholder independence though minimalism, simple mechanisms that are empowering and burden free.

Immediate Addressing:

■ Brand

The preparing formulation for brand must identify clear and vitalizing communications; which promises growing salience of identity, enhancements of imagery and advancing the marque aura that incubates consumer associating resonance.

■ Performance

The specifics for technical performance shall be approached with sensitivity of supreme features and cutting-edge technologies; with the simplest forms of originalities that are uncomplicated and minimalistic that eliminate inconveniencies.

Immediate:

Value

Enforcing sustainable holistic meanings of significance, the value channels shall be approached by all means of ventures and facilitations with creative assessments for greater scalability.   All avenues for virtuous deeds to stakeholders' growth shall be enforced by liable cross promotions and fostering partnerships of free mutual contents of quality implications and services.   A neutral worthy internal standards of greater craftsmanship and risk managing competence with aptitude levels indicators shall be openly in place and transparent to all stakeholders for assurance monitoring in diluting opportunity costs and forgone affordances through exchange transparency.

Educational facilitation of knowledge and intellectual development must be shared explicitly by means of collective cohesions with creative and critical thinking.   Cultivating and advocating expertise of agility in human and platform adaptability through appropriations of ethical novelties must be endured by perseverance with optimism.   The encouragements, sponsorships, collaborations and endorsements of unity shall be carried out by entrepreneurial proficiencies at all touch points; facilitated by an open innovation mediators and accessible open source methods to stimulate ventures for best practices through the use of cloud technologies and / or crowdsourcing tools.

Short-Term Appropriating:

🟧 Brand

The approaching actions for brand must be stabilized with strong connecting co-offers to major stakeholders; the values alignments shall be transparently and mutually harmonized with clear visions of it development in progression; reduce doubts and ambiguities of the abstractness by providing explanatory touch point details and its affects.

🟦 Networks

The preemptive establishments for networks focus on the openness with invitations for positive collaborators and adapt external input for collective value alignment conversions.   The public relationship build is an enduring process of loyalty and trust; as such, a none-bias tool shall be outlined with comprehensible matrix for simple and future selective evaluations.

Immediate:

Services

Enforcing focuses of user community devotions and valid support systems is at the heart of the actions for servicing; converging simple functional structures as empowering assets for stakeholders engagements.   The human capital and application platform services are to provide competent knowhow to eliminate deficiencies and neutralizing stakeholders' absence of viable resources to perform.   The pooling of resources can be monetary, data intelligence, field practitioners or other categories that indulge the thrusting contributions of better-quality context to the ecosystem with vitalization.   The core facilitation of personalization with corresponding sources shall be with precise accuracies without deviations.

The imposing essence of thoughtful logistics and management by synchronicity; the servicing of community loyalty and systems maximization shall calibrate a preferred structural process and encourages favorable engagements.

The implicit investments toward smarter lifecycles that would deem desirable and sustainable are the communal efforts of exploiting opportunities to creating greater values through superiority servicing.

Short-Term Articulating:

■ Networks

The forthcoming proceedings for networks shall be advocating leveraged assets with incremental partnering conversions; the revealing and available supplies for exchanges of valued resources shall be transparent through connecting platforms that are crowdsourcing ready.

■ Performance

The initiatives to undertake for performance shall concentrate on user-centric design lead principles with mastery of measurable indexes; the efforts to enhance all of product, service and human operating efficiencies are guided by usability driven principle standards applied into the design lead process and developments.   A simple, intuitive and non-invasive product service of superior quality shall be the implicated norm.

Short Term:

Brand

Imposing clear communication and cultivations that foster vitalizing essence is critical to the brand's resonance of identity, trustworthiness, aura of promises and virtues.   Both internal and external dynamics must be sustained cohesively and in balance with harmony of optimism and with hopes by truthful integrities.

Concise but in-depth guidelines must be enforced and precisely delivered to satisfy the identified needs to achieving the right brand identity for greater stakeholders' awareness.   Through bases of operations, participating activities, visuals and coherent textual communications, all associated functions of each product servicing encounters shall constructively and strongly be embedded into stakeholders' memory.   As well, guiding involvements of stakeholders' associations to expanding the brand's imagery is also vital by the efforts to stimulate product and services' extrinsic properties and attributes.

The coordination and cross leveraging stakeholders' best interest of brand imagery and personality dimensions shall involve the extending value of: sincerity, wholesome, cheerful, excitements, spirited, competence, intelligent, sophisticated, charming, ruggedness and resilience.   Together, with efforts to enhance brand performance; the stakeholders' experiences with the product and servicing needs to exceed normal expectations in product reliability, durability, serviceability and service effectiveness, efficiency and empathy; all of which shall

be centered to the stakeholders' best interest in mind.

Through experience exposures for judgment and feelings for greater affections that intensified mutual relationships; the implication shall be consistent to all aspects of exchanges in product, services and human capacity.

Medium / Long Anchoring:

▣ Structure	The articulating proceedings to solidifying structure shall be venturing, accessing and developing key technologies advancements; utilizing and stabilizing tools by ways of process automations in servicing to maximize the efficiency during collaborations. The advocacy of assets standardization with ease of reusable conversion accommodates and promotes cost effectiveness; with integration competence to up-scale across the ecosystem.

Short -Term:

Networks

Collaboration with strong cohesions of multi-intelligence enforces the sophistication of community and encourages contributing experiences for all stakeholders.   The focus of open innovations through systematic process standardizations for crowdsourcing unites mutual benefits that are righteous to the value supply chain.   Explicit management in content creations, knowledge sharing, channeling of specific discussions, facilitating expertise advices and preactive prognostics to trends and external dynamics are all considered as vital to the value exchanges and opportunity conversions within the tightly integrated network of human and technological capitals.

Strict and precise process guidelines for deployment and quality assured checklists are tool to be used for integration and communication.   Technological platforms that are experiential lead, focusing on KISS principles shall be applied to direct standards on precise system flow designs, value journeys and performance enhancements and agilities to appropriating functions. Facilitating to leverage valued advantages across all stakeholders build on quality expertise soundly facilitates the sustainable growth for desired services.

Medium / Long Anchoring:

▣ Structure	The articulating proceedings for consolidating structure shall be economy of scale focused; all

avenues to facilitate an ideal modulated integration as a system practice shall be attempted.   The continuous enhancements of feature addition to improve product servicing functions shall be applied. The concentrated efforts to enforce a competency hub through supreme infrastructure streaming functional support values shall be advocated and endorsed.

■ Channel

The schemes to engage for a desired channel innovation shall be the timeless and immediate responses through tools of services.   Strengthening the desire that encourages loyalty through on-demand experiences increases connecting relations of valued stakeholders. Enticing tools and ways of processing raises the level of intellectual exchanges through decisive knowledge and experiences to practical wisdoms that are beneficial to the collective whole.

Short -Term:

Performance

Sustaining quality product services through aesthetic means and mastering the positive performance impacts of human operations and functional measurements beyond the standard benchmarks shall be the efforts of executions.   Design lead focuses of process refinements with detail inspections beyond stakeholders' expectations shall be enforced to elevate stakeholders' cognitive acceptance towards the product services of superior proficiency.   The efforts by compassion, empathy and appropriations with sincerity for product intuitiveness and service platform simplicity shall continuously be portrayed concerning all stakeholders' desires to achieve with assertive results.

The extensive and sophisticate task oriented functions must be sensitively designed, rationally decided and precisely presented with humbleness to the core stakeholders' needs without jargons.   Confidence of superior quality by exceptional aesthetics with minimalism and intellectual responsive interactions through cutting-edge technology shall improve human conditioning and inspires direct affection to the quality product servicing, hence the enthusiasm for quick learnability, adaptability and the anticipation for scalability.

Medium / Long Anchoring:

■ Channel

The articulating efforts for securing channel innovation shall be focused on the availability and

quality of synchronicity of valid data and information. The best match functions of the service solution through mass data mining and conversion process for stakeholders' profiling needs are the implicit experiences that generate values as personalization. The accuracies of intelligence as predictive insights would expand virally and amplifies the scales of reach.

While honest innovation that carries the notion for sustainable growth, it is not developed though prejudiced and intolerant perceptions.   The immediate principle guidance for practical executions and carried out with precision supports each areas for bringing the product and servicing solutions to market on quantifiable occurrences to achieve with measurable resource allocations.   It also proactively anticipates and resolve uncertainty through evolving design solutions by critical thinking with decisive confidence without losing focuses of the consumers, consumer-as-producers [users] and implicit stakeholders at larger. While the needs to satisfy stakeholders in the business aspects, engineering standpoints and design significances; the multiple non linearity module approaches actively supports and exposes multi value economic streams for cash conversion that may become critical.

The notion is to never design and innovate in a vacuum.   The progressive consciousness to de-risking developments is essential by fully utilizing integrations of multiple elements through investing in fidelity.   The conveying principles and messages are to explore win-win decisions to proactively project and incubate the habits for tradecrafts that are practical and nurturing best practices for interdependence.   The ideal implementing successes are through the evolving efforts that move quickly, making the most of each interrelating encounters with maturing levels of forward thinking tactics to be taken; leading to the future worlds of issues that may not often be apparent at the present period.

CONCLUSION

The middle working classes of Hong Kong are at a crossroads, as it was clear that the whole city's historical progress was dependent upon the dynamics driven by the complexity of economic systems and influences; hence, the working class are coping with the strategic changes of multi systems that created rapid fundamental shifts in its education, societal and economic infrastructures with new hyperrealities and transformations in a new sense of life and well-being in a dramatic different form.

The deeper effects of the fundamental phenomenon with high stress adaptation to the economically driven society; the changes redefined the traditional value systems' and challenged its' ability to sustain. The impacts have become a cycle that drove the pivotal working class of Hong Kong into straining environments, deepening suppression and into despairs; the new reality of identity as individuals are only significant in the social system by definition of economic means; thus the emergence of the phenomenon with abrupt behaviors. The straining conditions dramatically affected the Hong Kong working classes' health with isolations or extreme manners, as a self-efficient way of coping and adapting in life.

Through the deep investigative analysis for a solution to vitalize the well-being of the Hong Kong middle working class; it was with clear evidence that the new spectrums of designs, engineering and businesses greatly generate new strategic partnerships and values of distinctive context into the developments process for exchange; from a problem solving initiative and strategically evolved to a multi-dynamic solution opportunity for innovations and shaped the actualization for new product and servicing.

The process development of a health conscious wearable device in combination with an

application platform solution revealed changes in a product and services that may already exist; but formed new frame of references that are with more comprehensive solutions deeper to the customers' needs and congregated an advanced meaningful ecosystem diversified with innovative ventures to self-sustain; the new opportunities would expand to the newfound reaches of stakeholders with expanding impacts to the innovation spectrum contributing to the evolving value supply chain.

Through the simple but highly sophisticated wristband designed with focuses of therapeutic colors, attentive monitoring and high technological communicating agent; users are effortlessly liberated by the senses of visual and pallesthesia with stimulating anticipations. The ingenious mobile application in parallel cohesively exposes freedom to the user through the senses of audio, visual, touch and cognitive connections with new independence of vitalizing optimism.   The impacting values generated new radical shifts for entries of implicit exchanges that are direct actions for interactions encompassing spectrum advancements in the new social conditions and the enhancements of the attractiveness of commercial contexts through innovative expansions; the shared creations deepening the interdependence between societal, economic and governmental progress that revitalizes the people of Hong Kong.

The new ideation envisioned into the future of sustainable growth as reciprocal development demands a holistic dynamic view with tactical pragmatic actions to demonstrate value concurrences.   It involves greater ideas and deeper understanding of constructive competitions and cooperative environments in which stakeholders are collaborated to further creating value as different yet vital roles, hence the advocacies for newly lifted future benchmarking through collective wisdoms, "greater cause" performance affiliations and platforms for engaging epic expeditions that would be truthful and creatively experiential to the new meaningful values.

Through the innovative product and services discoveries process of identification, comprehension, conceptualization and actualization; the development implicated actions and movements that transforms the perspectives approaches and shifting decisions makers in Design, Businesses and Engineering through a contextual collaboration of innovation.   The metaphors of new wisdoms would be to proactively attempting to resolve streaming present problems before they worsen.   Moreover, decision makers and stakeholders would be further required to stipulate resolutions of tomorrow's predictable opportunities before they become phenomenal problems.   Contributors of decisions with values not only needed to take vitalizing actions at large; but need to take virtuous influential movements of the collective selves based on future known events.   As proactive creatively is a form of agility as individual trait; but being the new form of preactiveness would be the development of both agility and anticipatory that becomes the essence of innovative opportunists.

The managing focus of optimistic innovation for true values in products and services would be with visions of mortality, missions of righteous use of technology and executions by greater means for humanity in harmonious systems and institutions that stimulates and inspires; the cultivation of preactiveness collectively, strategically, tactically, and activity with advocacies would be the core to vitalize a sustainable growth for Hong Kong's future.

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