



## Preface

### Special Issue on Innovation Design

A handwritten signature in black ink, appearing to read 'N. Otani', written in a cursive style.

**Nobuo Otani**  
Corporate Senior Vice President

In regard to Fujitsu's design activity, the April 2009 issue of this journal featured our research and ICT development activities based on Human-Centered Design (HCD). At that time we focused on ICT products such as personal computers, cell phones and software products, and introduced some examples of design developments based on these HCDs along with design processes and design methods.

In subsequent years, smartphones and tablet computers have come to the forefront of ICT products with the rapid advancement of services such as SNS. Additionally, as we enter the era of cloud computing, which offers computing capability as a service, and the beginning of service businesses utilizing big data in the cloud, the environments surrounding ICT are changing rapidly. Furthermore, having gone through the experience of the Great East Japan Earthquake, people are increasingly aware of the need to construct a safe and secure society, and countermeasures for new security risks and complex social issues of a global scale are expected to arise.

In view of these environmental changes, Fujitsu would like to offer advantages as a vertically integrated ICT vendor that can provide everything related to ICT—from personal products to infrastructure systems, services and solutions—all together. Besides, Fujitsu has customers from a wide variety of industries. We believe that we can offer our customers and their customers every solution utilizing ICT in order to deal with their complex issues jointly. Under these circumstances, our designing department has extended our design objects from *products* to *services* and *experiences* and taken a new approach in an effort to integrate the design activity of Social-Centric Design (SCD) into the existing HCD-based design activity.

This special issue mainly introduces Fujitsu's latest design activities such as innovations in the product development process, examples of solutions to problems in upstream business processes and creation of visions, and our approach to the social innovation. Fujitsu hopes to create a prosperous future with our customers with the brand promise of "shaping tomorrow with you." We will do so while increasing our strength including our design activity more than ever, so that we can solve the increasingly complex issues of customers and society.