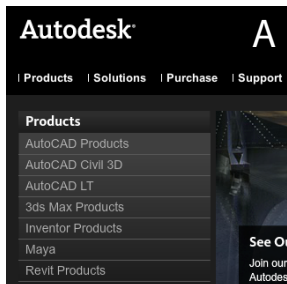
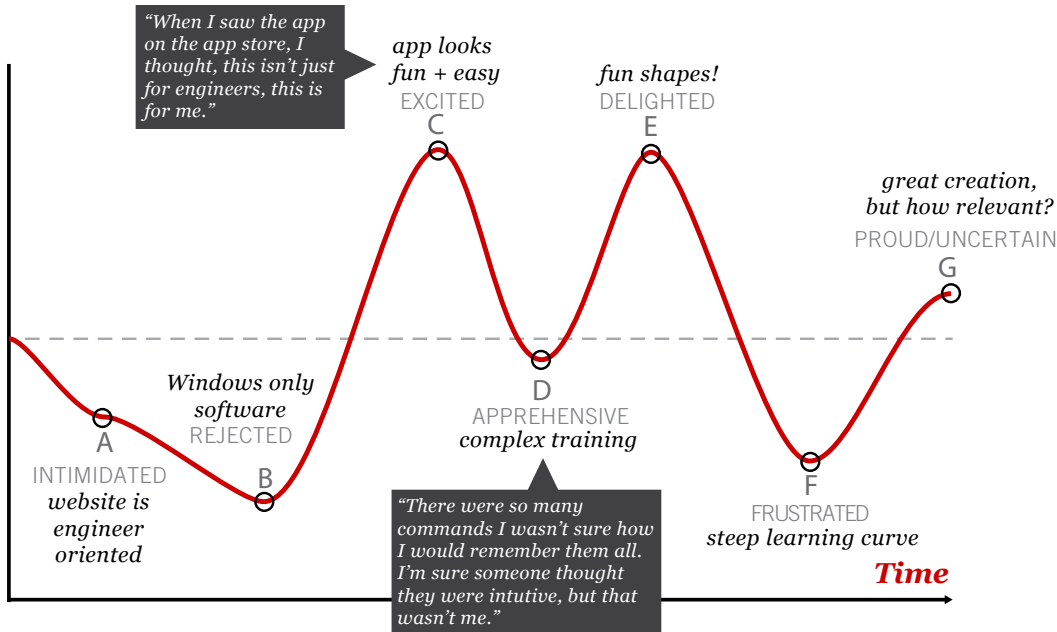


AUTODESK EXPERIENCE MAP



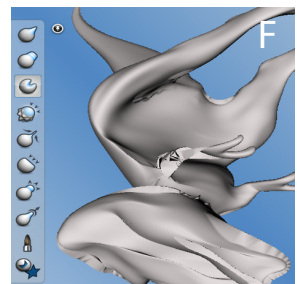
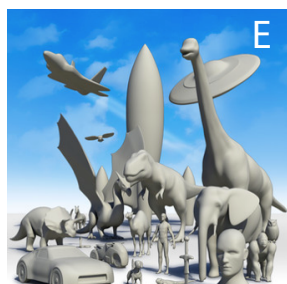
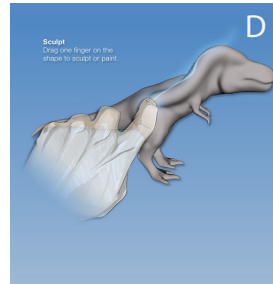
Release date March 20, 2012

Installation note: you do not need to uninstall

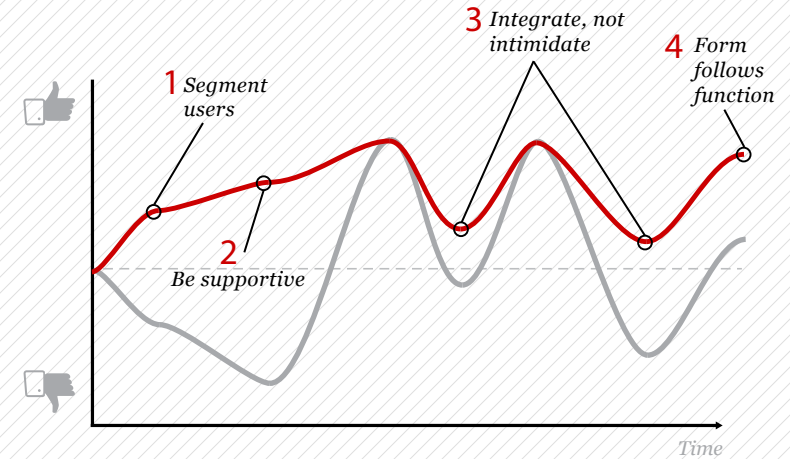
New in this release: My Corner login and o export preview, auto and manual dimensioni and sharing enhancements.

For a full description of what's included in Be

Download: Windows 32bit



Mktg 353 / Social Brands / Spring 2012
Brett Westervelt



INTERVENTION POINTS

1 SEGMENT USERS
Currently all users access the same list of products. If Autodesk truly wants to reach new users it must create easy access avenues for distinct user groups to find what they need. What if the splash page let you self-identify as creator vs. collaborator?

2 BE SUPPORTIVE
...of all platforms, that is! Collaboration software must be available on all platforms, because users do not self-segregate in the ways that engineers do.

3 INTEGRATE, NOT INTIMIDATE
By integrating the user's training session into his first model, it helps build confidence and reduces the number of commands to memorize.

4 FORM FOLLOWS FUNCTION
To attract makers and creative professionals, create functional printable templates such as cars, pencil holders & utensils.

