

DESIGN_2_BUSINESS

Konferenz in der IHK zu Rostock

21 - 23 | 01 | 2019

BEGRÜSSUNG / WELCOMING WORDS

Claus Ruhe-Madsen,

Präsident der IHK zu Rostock

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10 FORCES OF DESIGN INNOVATION

Design basiertes arbeiten als Unternehmen
Strategie & Wettbewerbsvorteil

htw

Hochschule für Technik
und Wirtschaft Berlin

Alejandro Lecuna

 **Takeoff**
.com

DESIGN_2_BUSINESS



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THEORETICAL FRAMEWORK

**INCREMENTAL
INNOVATIONS**



GOLD

LOOKS GOOD

IS GOOD

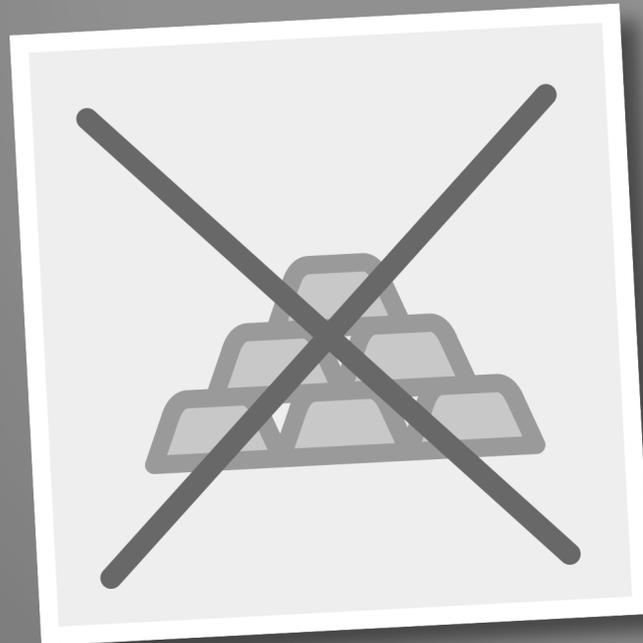


FALSE RUBBISH

LOOKS BAD

**LEAP
INNOVATIONS**

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FALSE GOLD

IS BAD



RUBBISH

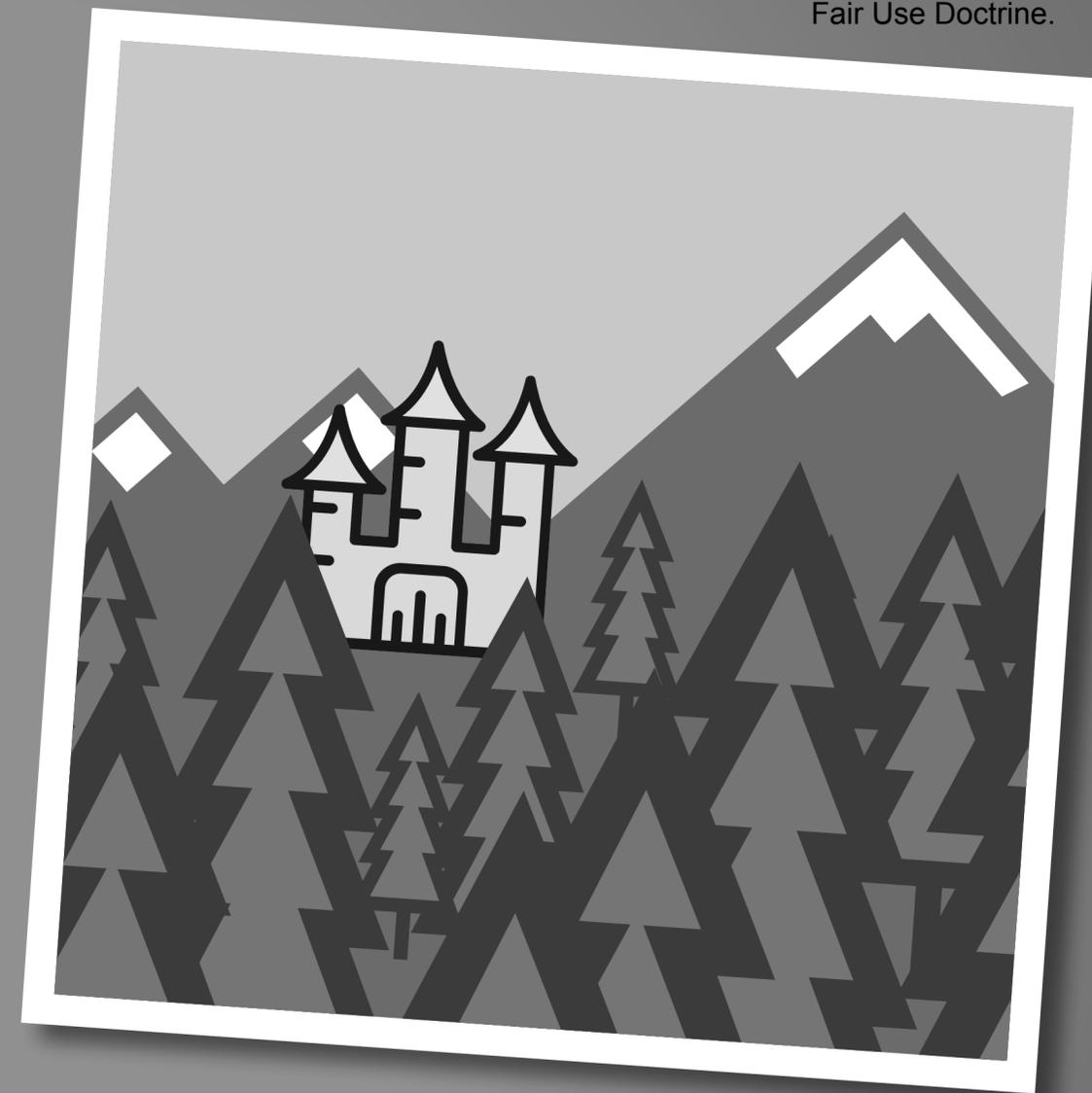
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WOLPERTINGER



BAVARIAN FOREST

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WOLPERTINGER

JA!



BAVARIAN MAN

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WOLPERTINGER



DR. WEIGEL

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"FUZZY"

UNFAMILIAR

ENTANGLED



ILLOGICAL

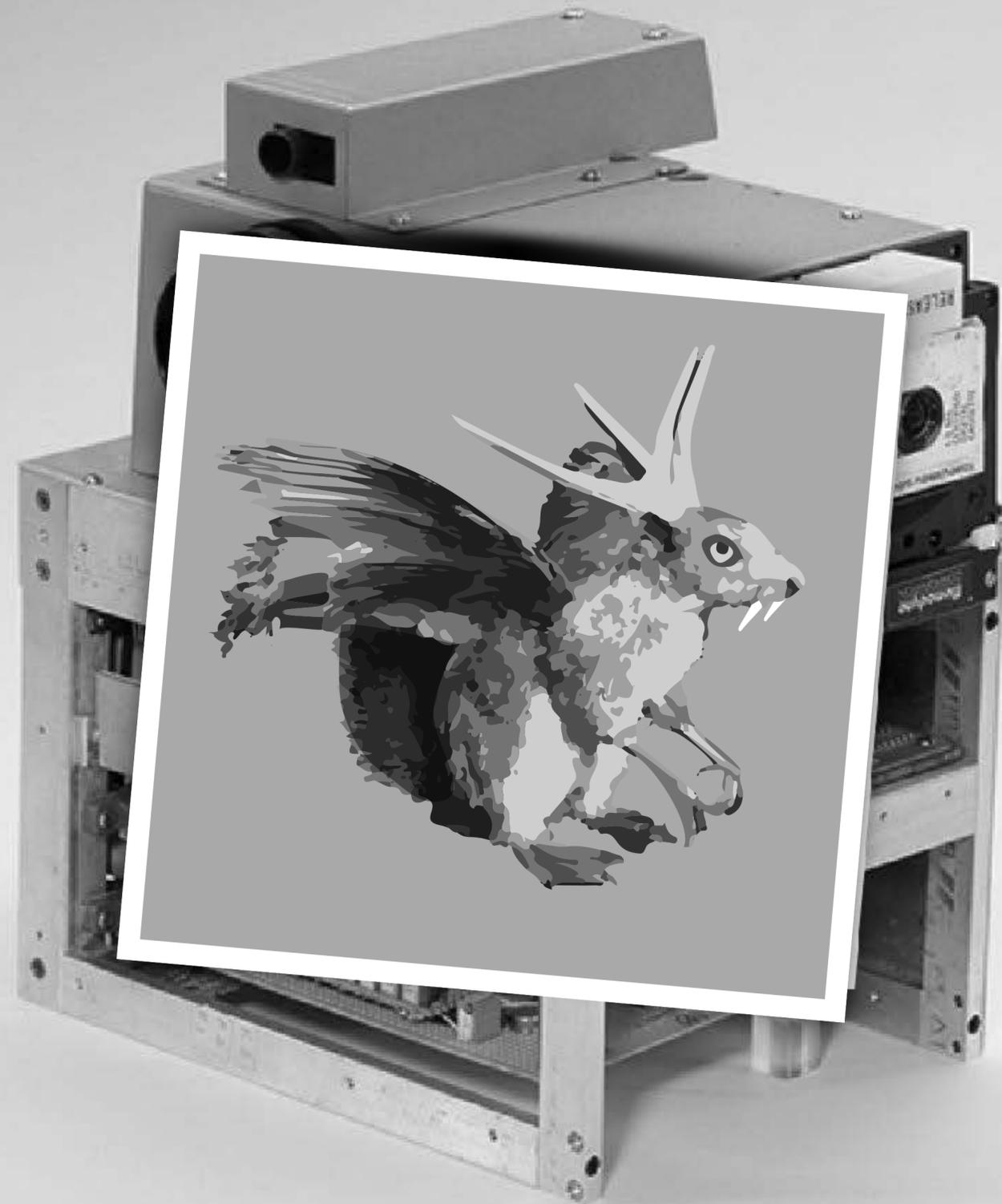
**RAISES
QUESTIONS**

INCOMPLETE

HIGH RISK

UGLY

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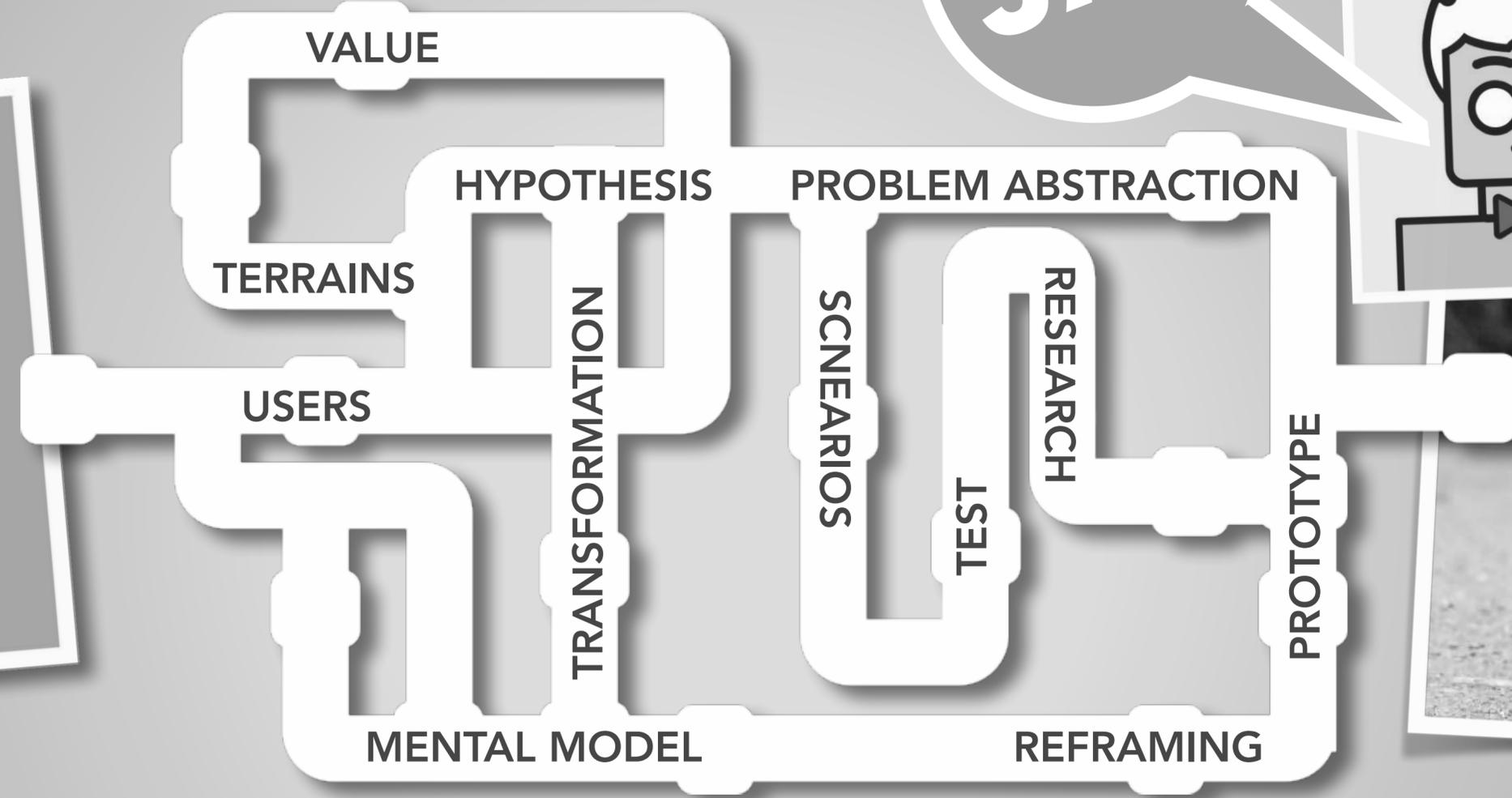
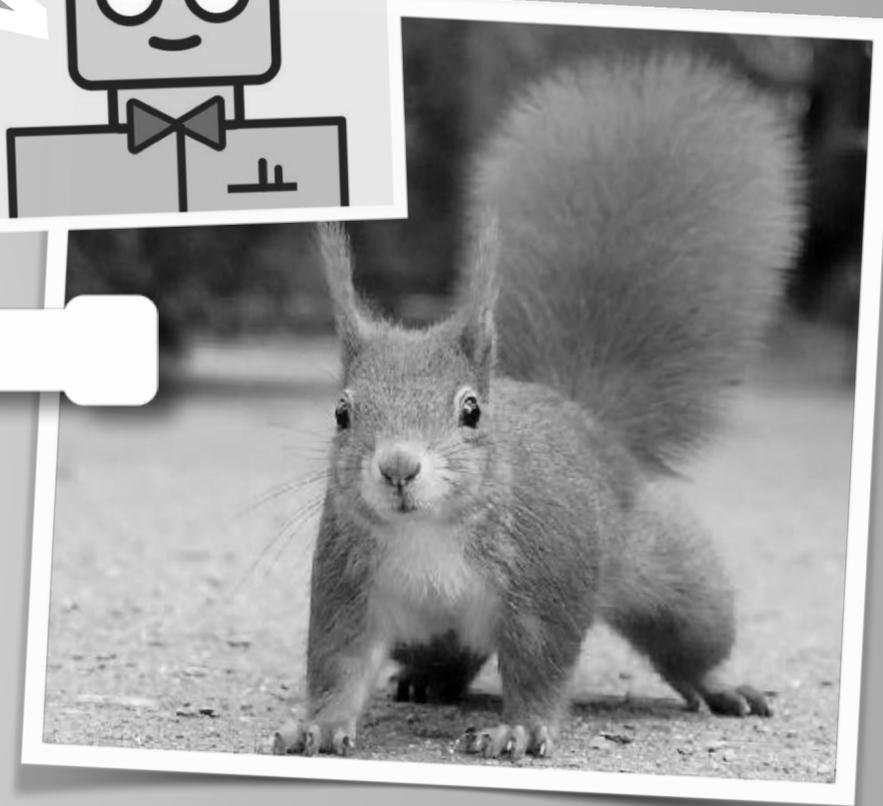
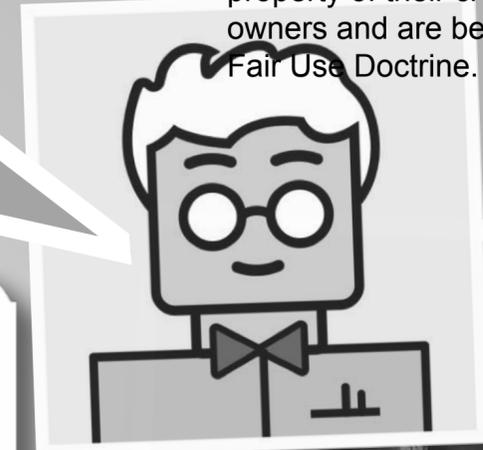
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PLAYBACK TAPE TRANSPORT

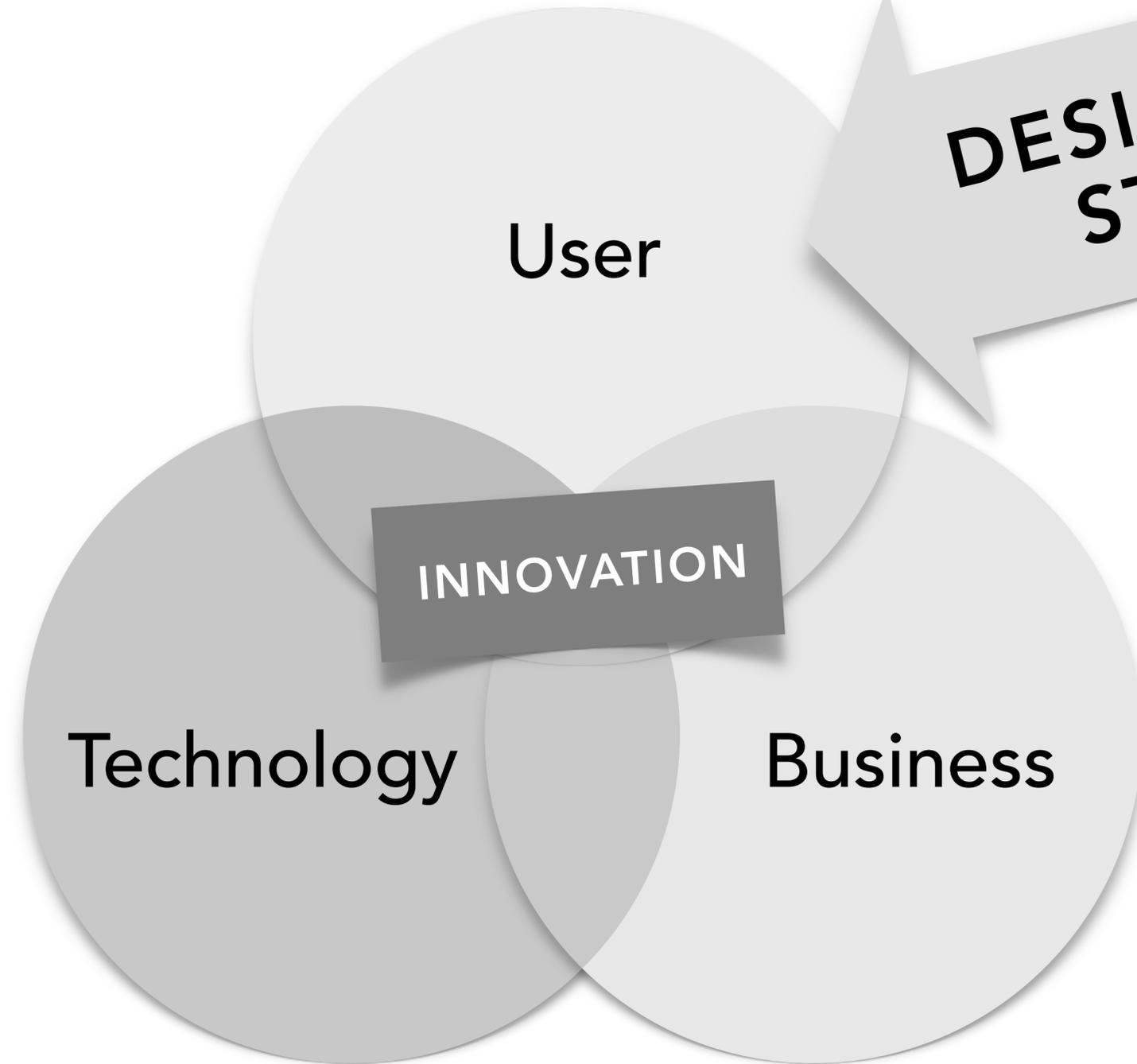
**In a world powered by innovation
by newcomers, risk aversion might
unconsciously push established
companies to take the most significant
risk of all risks: to become irrelevant.**

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**TRANSFORM AN "UGLY IDEA"
INTO A "CLEAR INNOVATION CONCEPT"**

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**DESIGN THINKING
STARTS HERE**

3 Lenses of innovation

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EMBRACE
INFANT WARMER

Social Innovation

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Price ~ \$20,000

INITIAL CHALLENGE

Design a cheaper and easier-to-maintain incubator for clinics in developing countries.

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USER

A Nepali mother,
living in a rural village,



NEED

needs to keep her
premature baby
warm and safe.



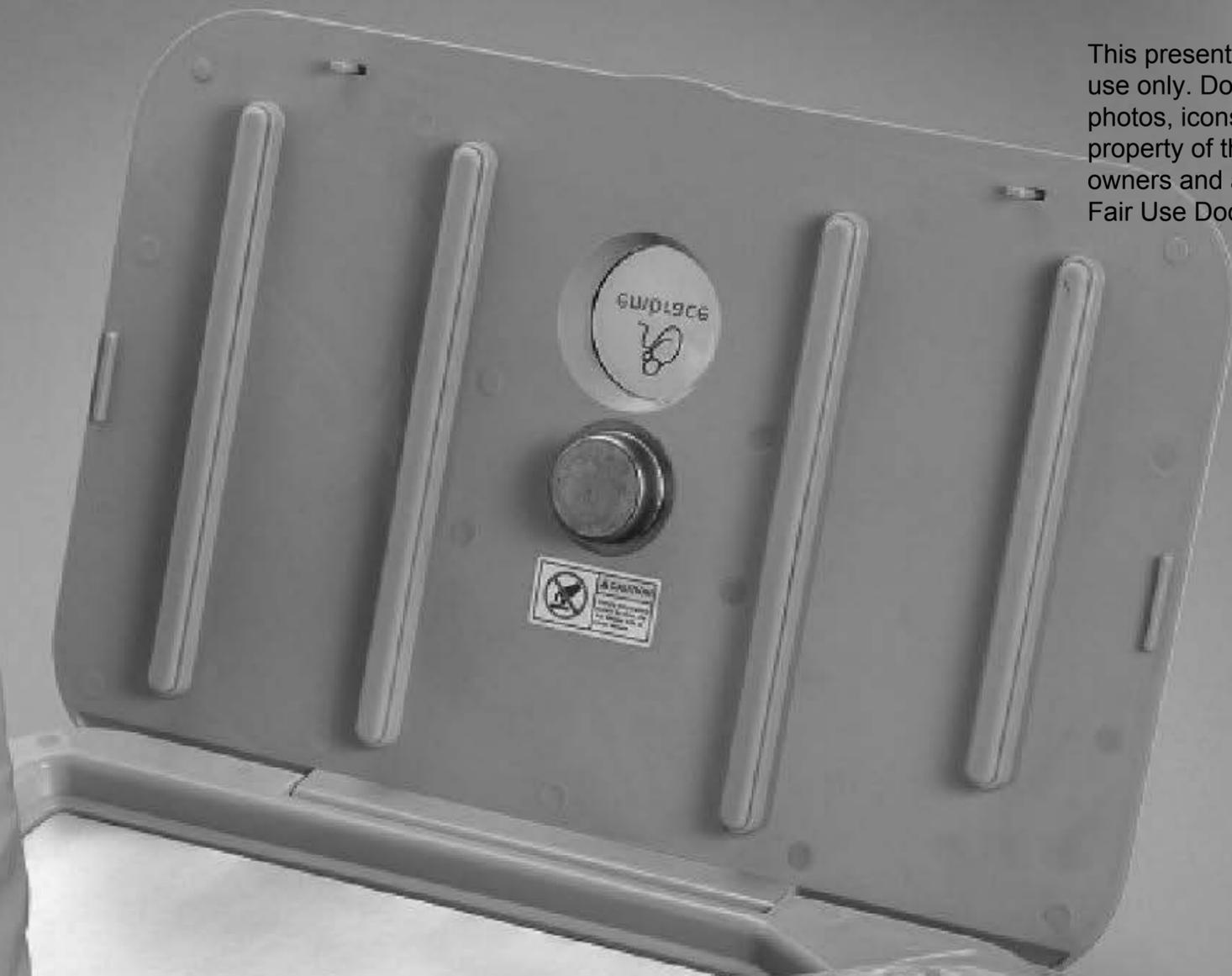
INSIGHT

Interestingly, to most
mothers, putting her
babies in an incubator
feels like giving them
away.

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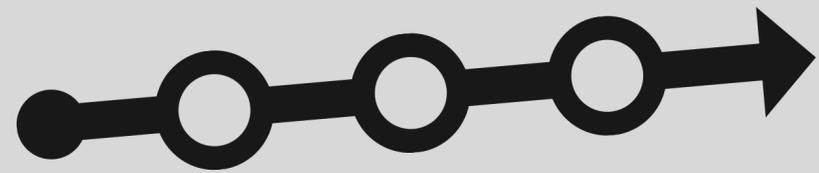
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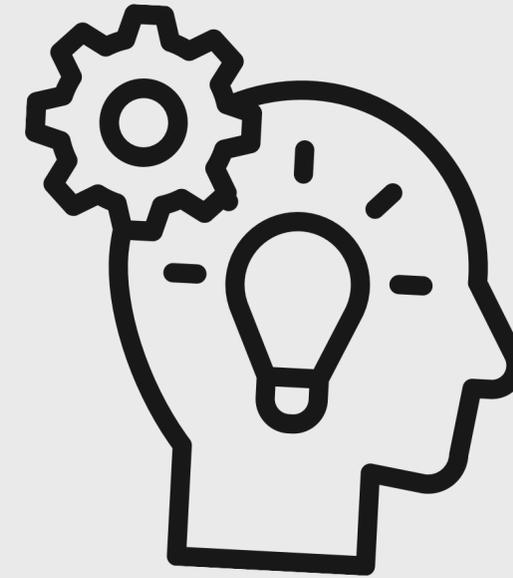


Price \$25

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DT PROCESS



**10 DESIGN
INNOVATION
FORCES**

DT PROCESS

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UNDERSTAND

CREATE

FUZZY
PROBLEM

**INNOVATION
CONCEPT**

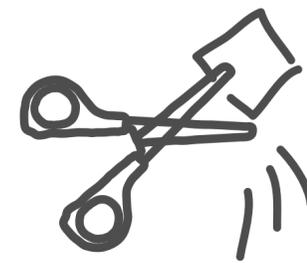
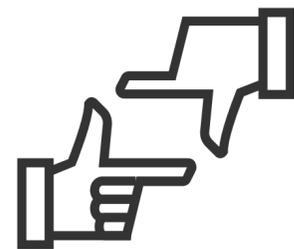
RESEARCH

SYNTHESIS

IDEATE

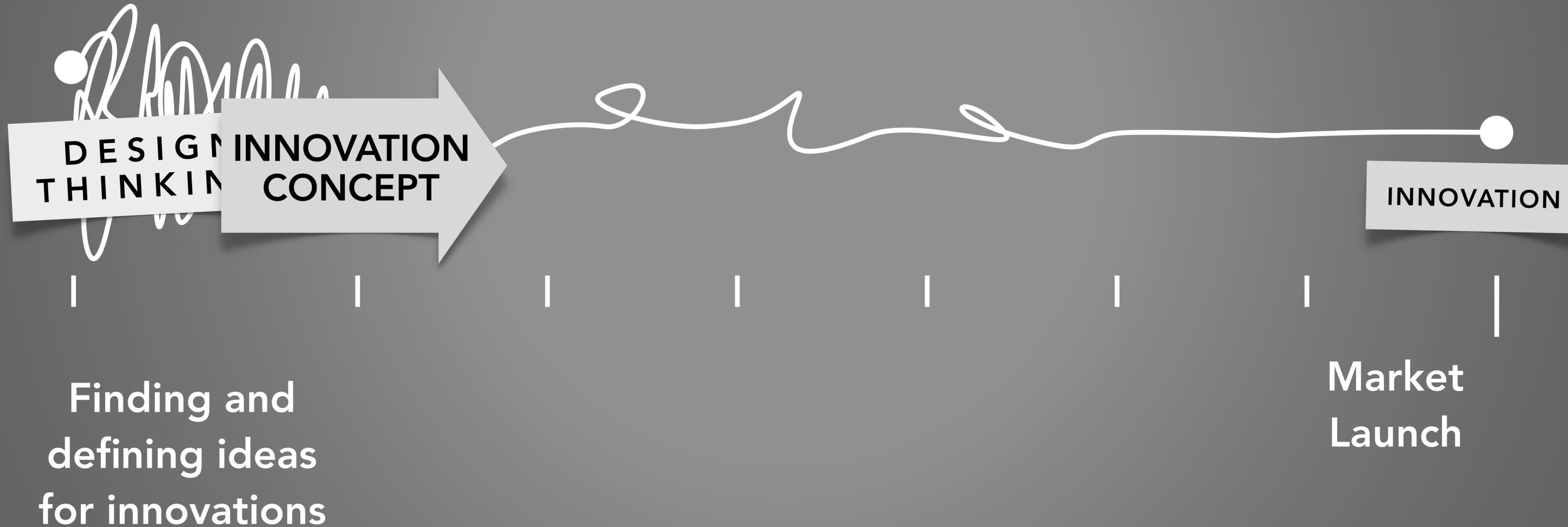
PROTOTYPE

TEST



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New Product Development

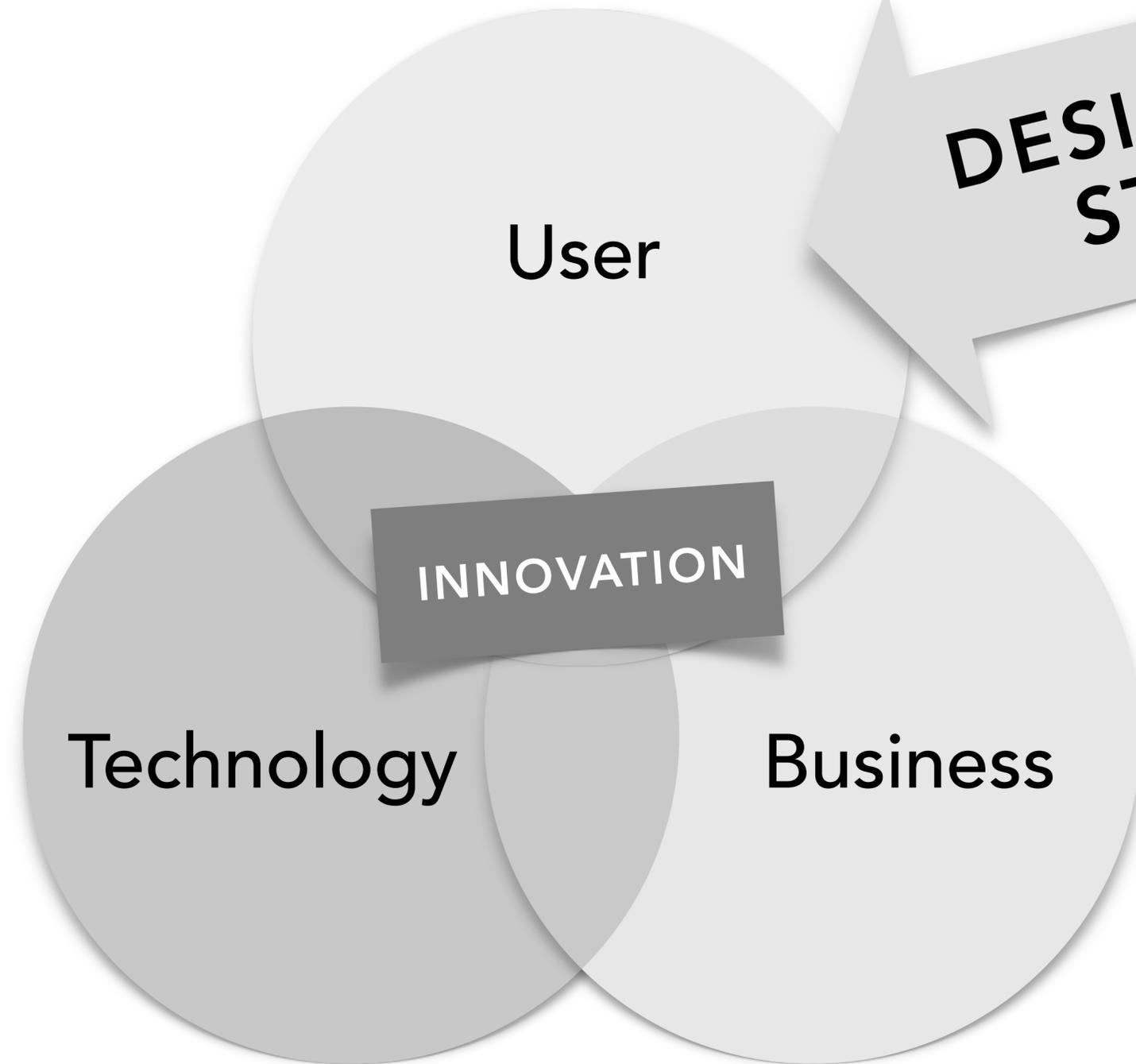


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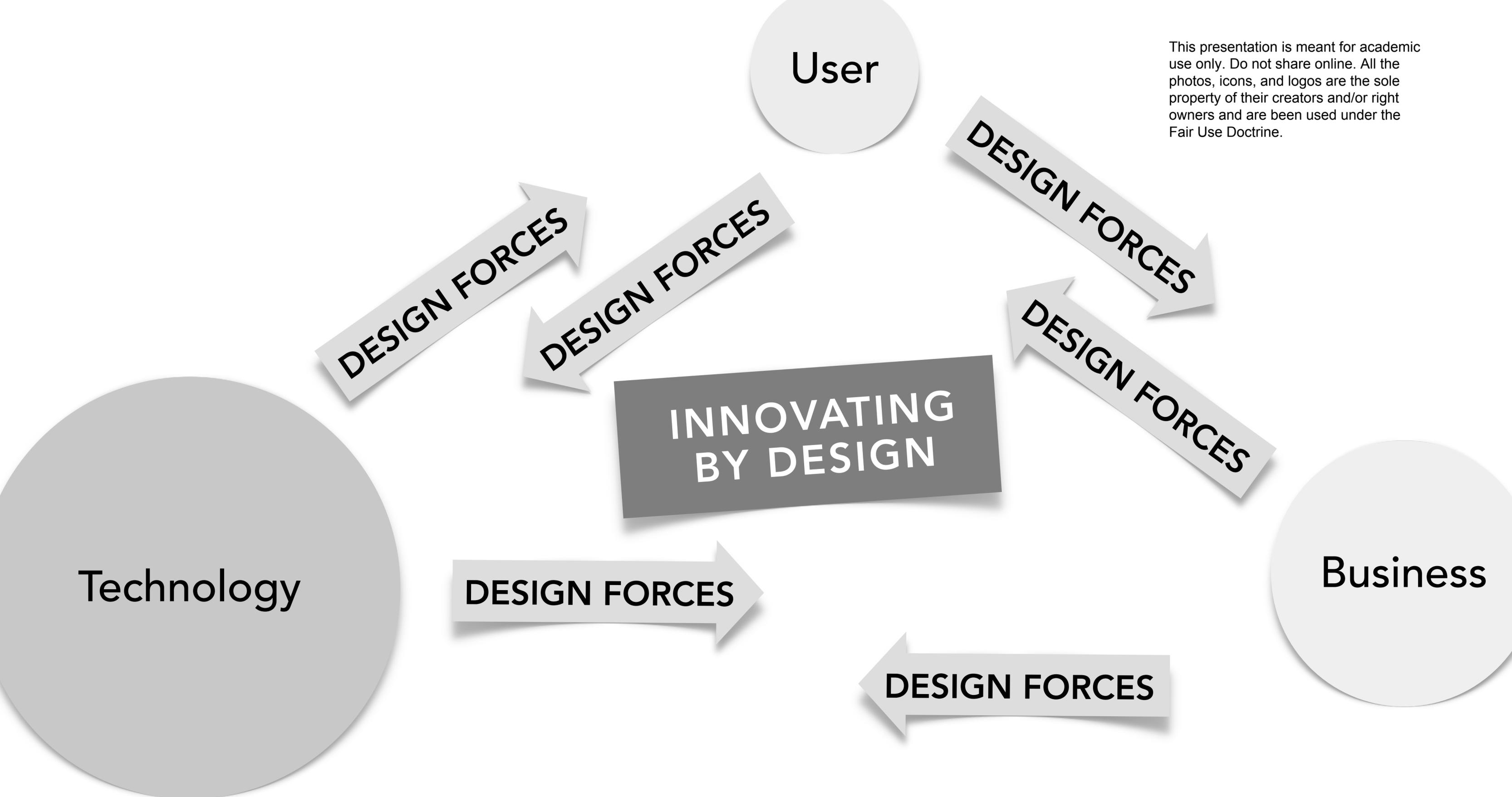
10 DESIGN INNOVATION FORCES

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**DESIGN THINKING
STARTS HERE**

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User

DESIGN FORCES

DESIGN FORCES

DESIGN FORCES

DESIGN FORCES

INNOVATING
BY DESIGN

Technology

DESIGN FORCES

DESIGN FORCES

Business

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10 DISCOVERING

A black and white photograph of a man standing in a field of tall grass. He is wearing a light-colored, long-sleeved button-down shirt and dark trousers. He is holding binoculars to his eyes with his right hand and a folder or clipboard under his left arm. The background is a vast field of tall grass under a clear sky.

DISCOVERING

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Interviews



Observation



Immersion

Discover the user's point of view.

DISCOVERING

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DISCOVERING



User

Technology

Business

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DISCOVERING

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Nintendo

PROJECT REVOLUTION

**How to get new people
into playing video games?**

DISCOVERING

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**NEEDS
WISHES
WANTS**



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**NEEDS
WISHES
WANTS**



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**NEEDS
WISHES
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**NEEDS
WISHES
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**NEEDS
WISHES
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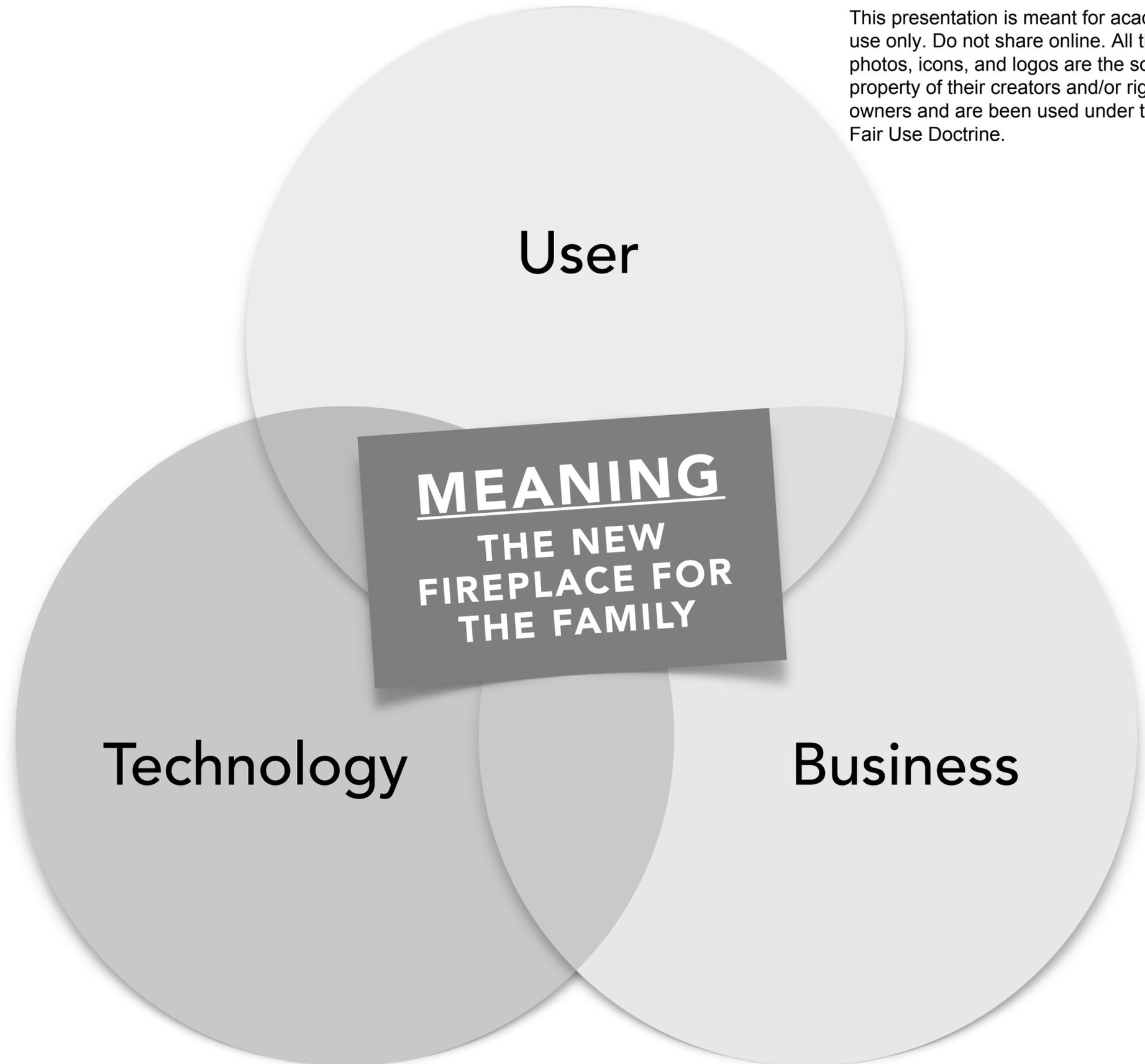
Wii



DISCOVERING



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9

REFRAMING

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Hippo water roller



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Hippo water roller

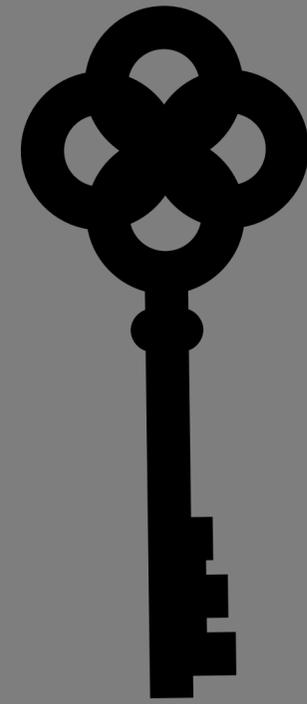
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8

GUESSTIMATING

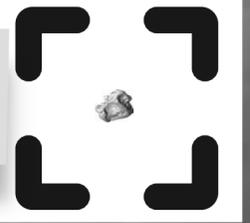
GUESSTIMATING

To see a world in a grain of sand



AXIOM

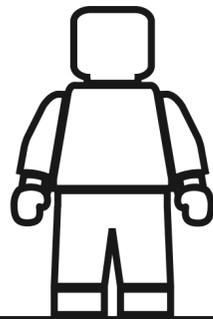
INFER MEANING



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GUESSTIMATING

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AXIOMS

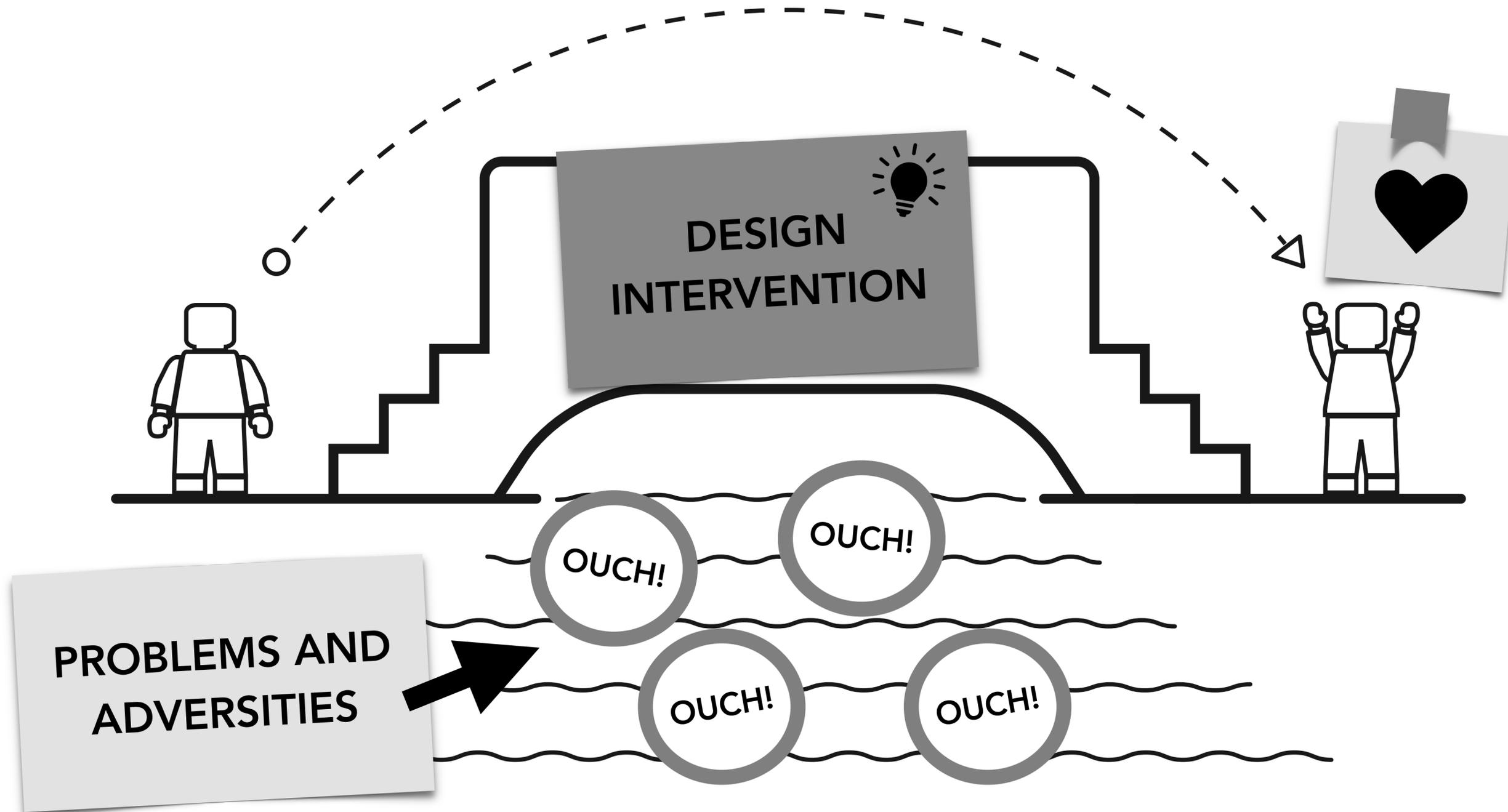


NEEDS
WISHES
WANTS



GUESSTIMATING

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GUESSTIMATING

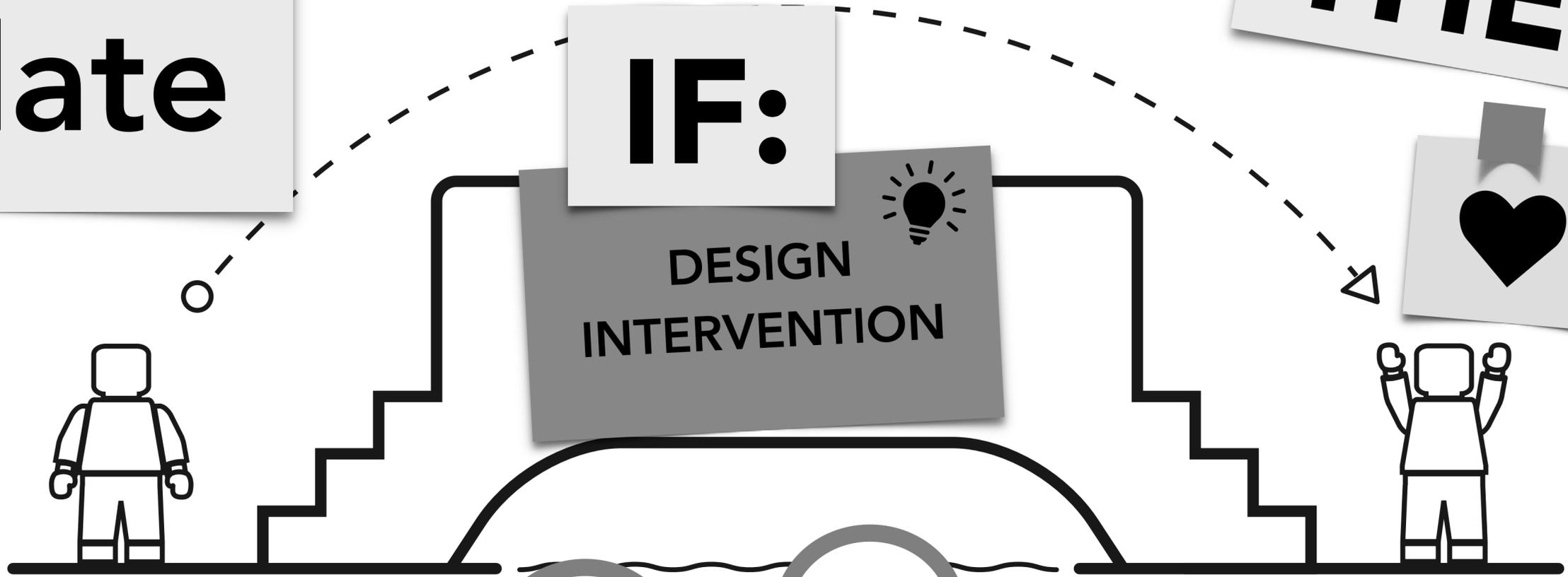
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Validate

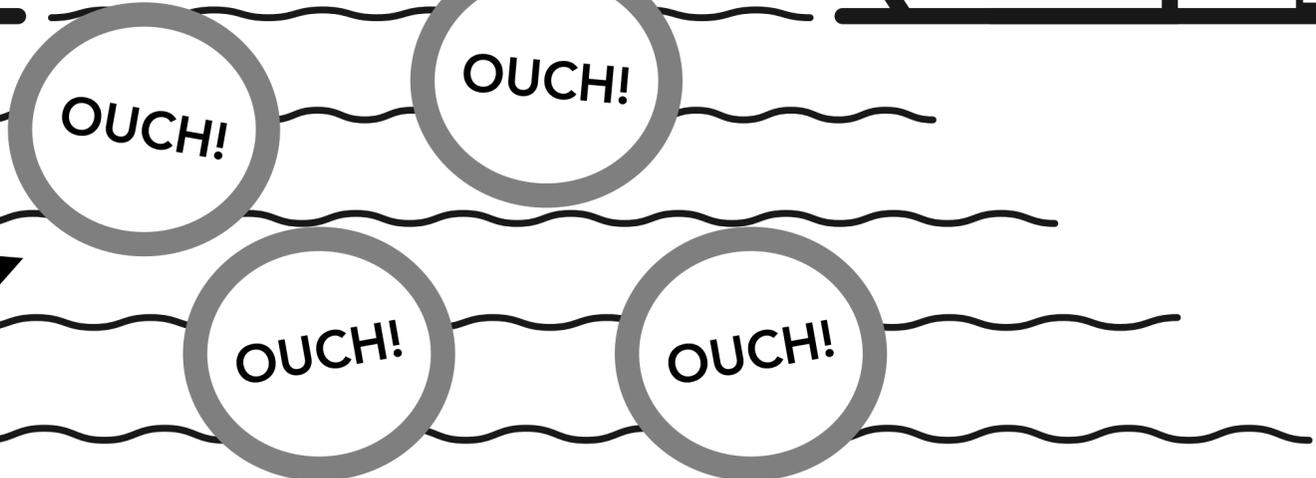
THEN:

IF:

DESIGN INTERVENTION



PROBLEMS AND ADVERSITIES



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6

SEARCHING FOR AMBIGUITY

SEARCHING FOR AMBIGUITY

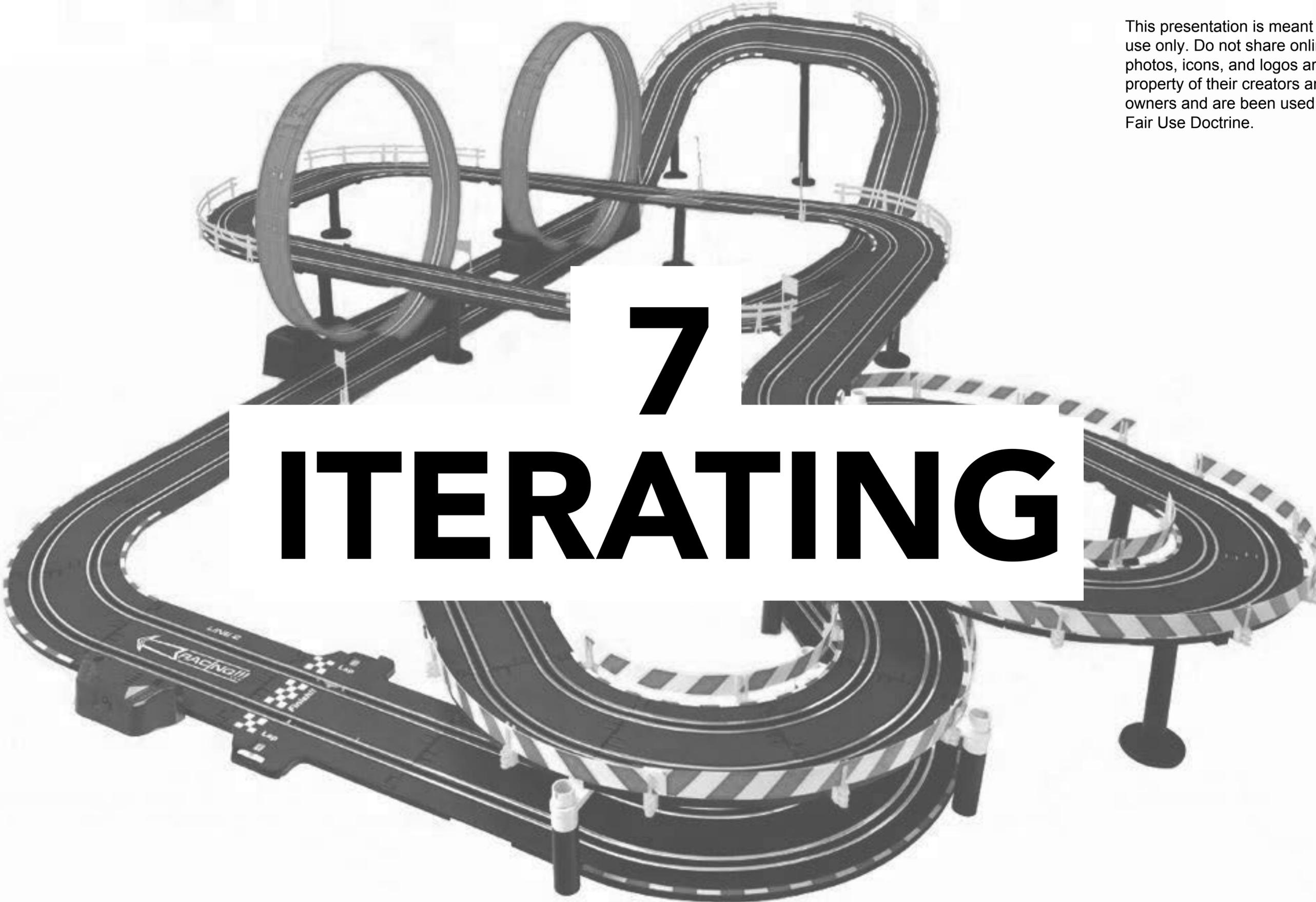
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AirBnB

**Enables you to be a local,
the “undiscovered Tourist”.**

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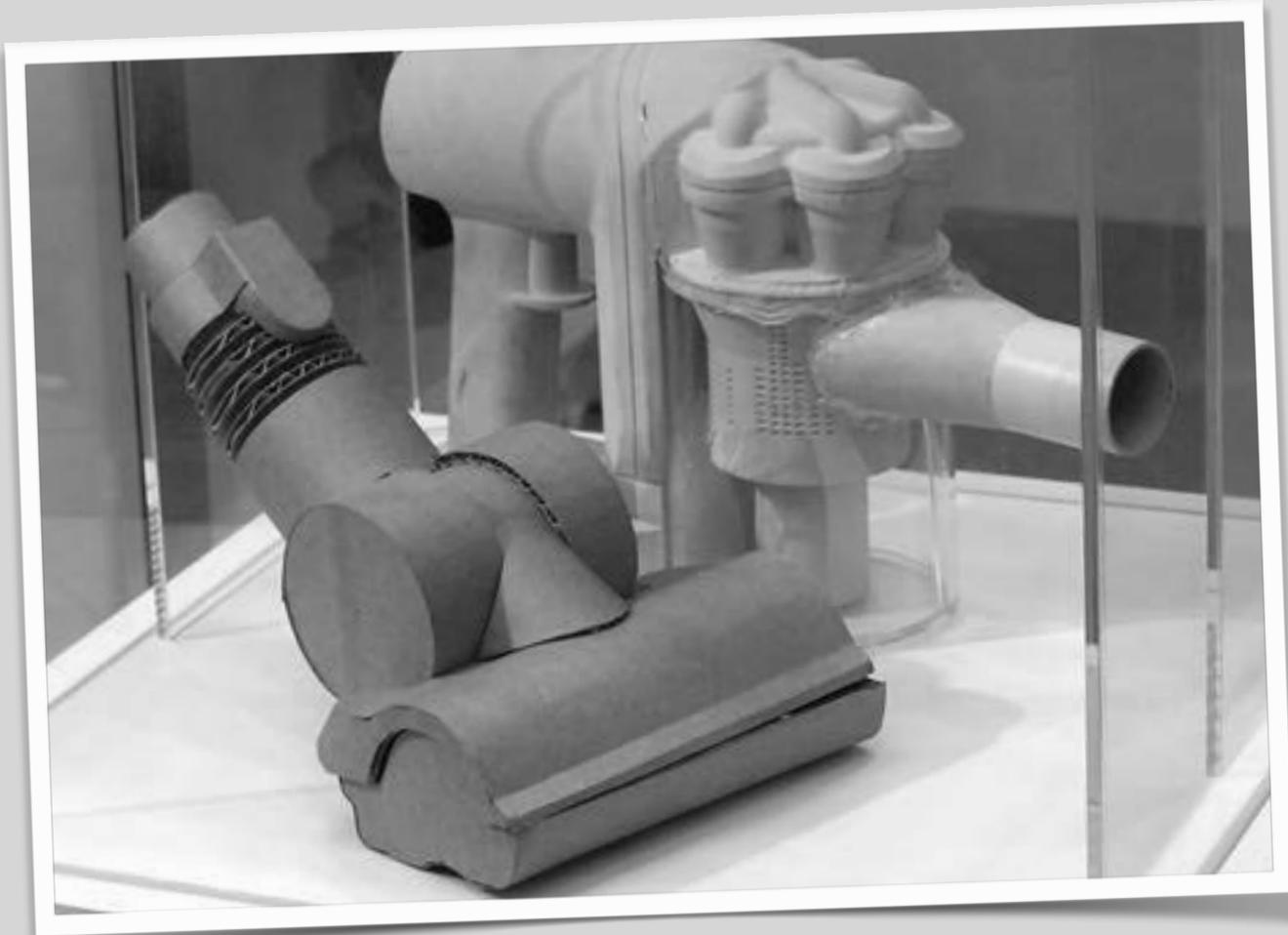


7

ITERATING

ITERATING

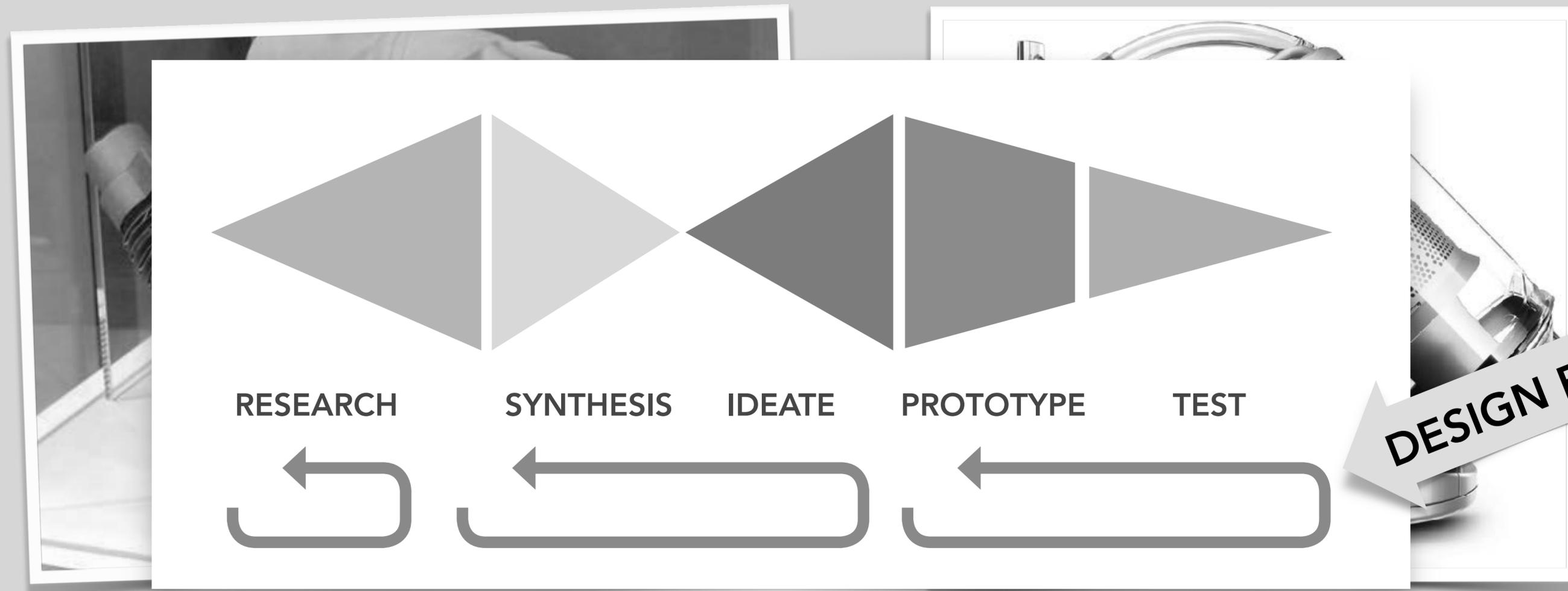
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5127

ITERATING

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5127

ITERATING



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&



We will call it: AirBed & Breakfast

ITERATING

AirBnB

1st Iteration.

Bed and Breakfast service in their own apartment.

AFTER
ONE
WEEK!

The screenshot shows the homepage of AirBed & Breakfast (AB&B) in 2007. The main header features the logo "AirBed & Breakfast" with the tagline "idsa connecting '07". A navigation menu on the left includes links for "AB&B STORY", "FAQ", "VACANCIES", "LIST YOUR AIRBED", "CONFERENCE GUIDE", "FIRST TIME TO SF?", "PRESS", and "ADVERTISE". A central "NEWS" section contains a post titled "AB&B will be blogging live from the conference floor!" with a large photograph of a rooftop terrace in San Francisco. Below the photo is the text "IDSA attendees, welcome to San Francisco." To the right, there are sections for "FEATURED SPONSORS" (critbuns) and "FEATURED EVENT" (A launch party of sustainable proportions). The footer includes a "Hotels in Scene (SF)" section, a "Save Bed and Breakfast" section, and a "powered by Google" logo. A copyright notice at the bottom reads "Copyright © 2007 Avery Jane Studios, LLC".

Two design
way to
year's IDSA conference

AirBed & Breakfast

idsa connecting '07

AB&B STORY
FAQ
VACANCIES
LIST YOUR AIRBED
CONFERENCE GUIDE
FIRST TIME TO SF?
PRESS
ADVERTISE

NEWS AB&B will be blogging live from the conference floor!

IDSA attendees, welcome to San Francisco.

critbuns
SUPPORTING IDSA CONFERENCE ATTENDEES WHERE OTHERS CAN'T.
View our content here

FEATURED EVENT
A launch party of sustainable proportions.
www.ecolocal.net

Hotels in Scene (SF)
Book your hotel in San Francisco, great availability and great rates!

Save Bed and Breakfast
Low rates on Bed and Breakfast Company. Beds and Save.

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ITERATING

AirBnB

2nd Iteration.

Housing for conferences.

Cash payment is not working. People want to book places beyond conferences.



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ITERATING

AirBnB

3rd Iteration.

Rent Private rooms during and after conventions.

Catch the attention of the media and incubators.

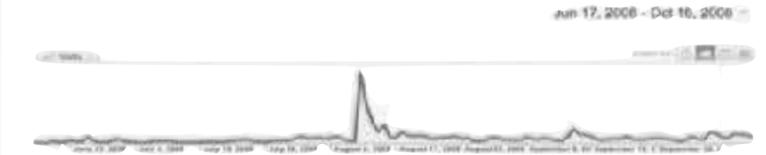
Site traffic goes up, but drops down right after conventions.

Meet and listen to your users.



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Site traffic



ITERATING

AirBnB

6th Iteration.

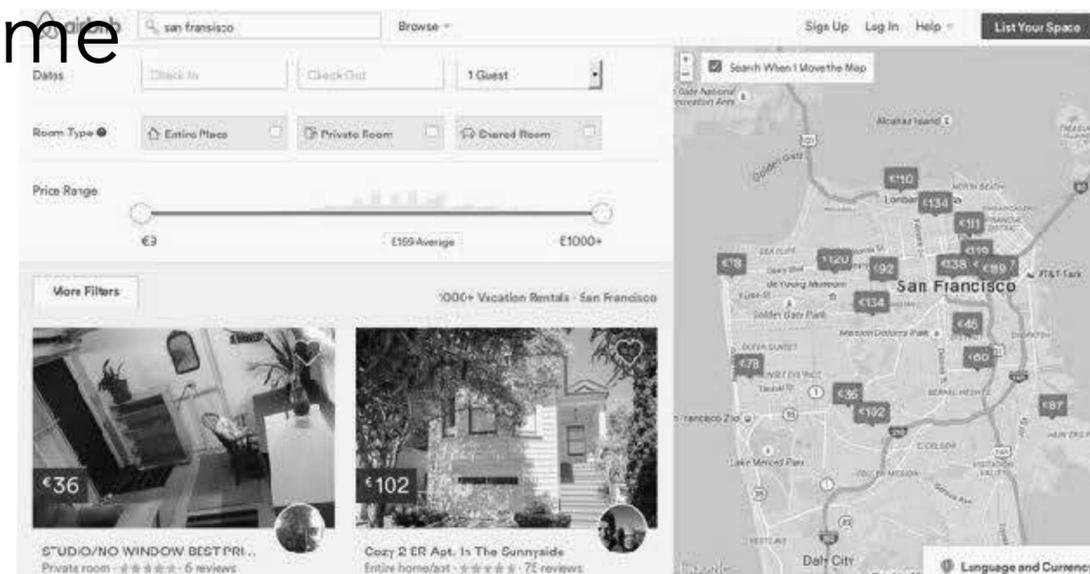
“It is about meeting real people and discovering secret places”

Rent unique places.

Wish lists are awesome



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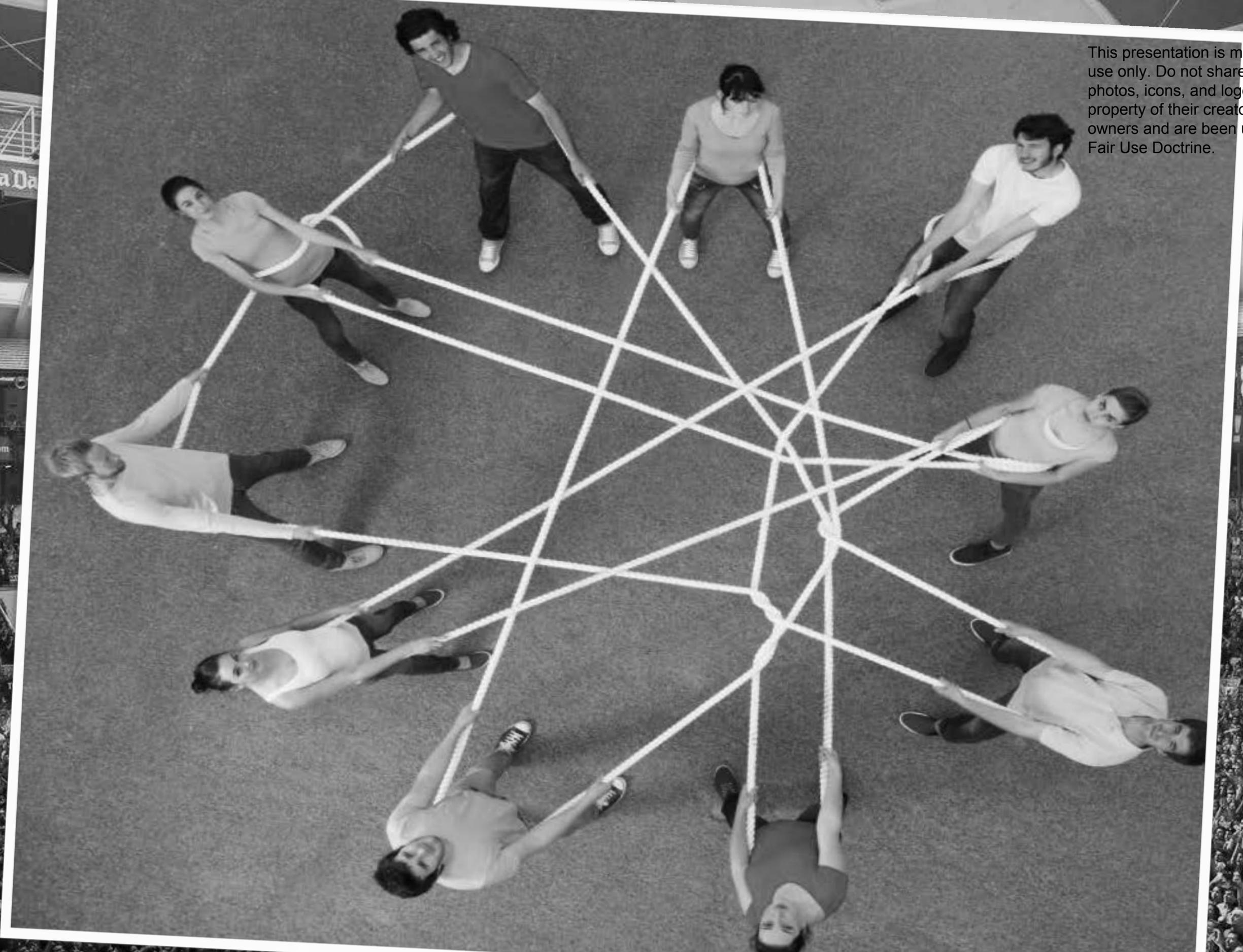


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5

COLLABORATE





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4

SHOWING

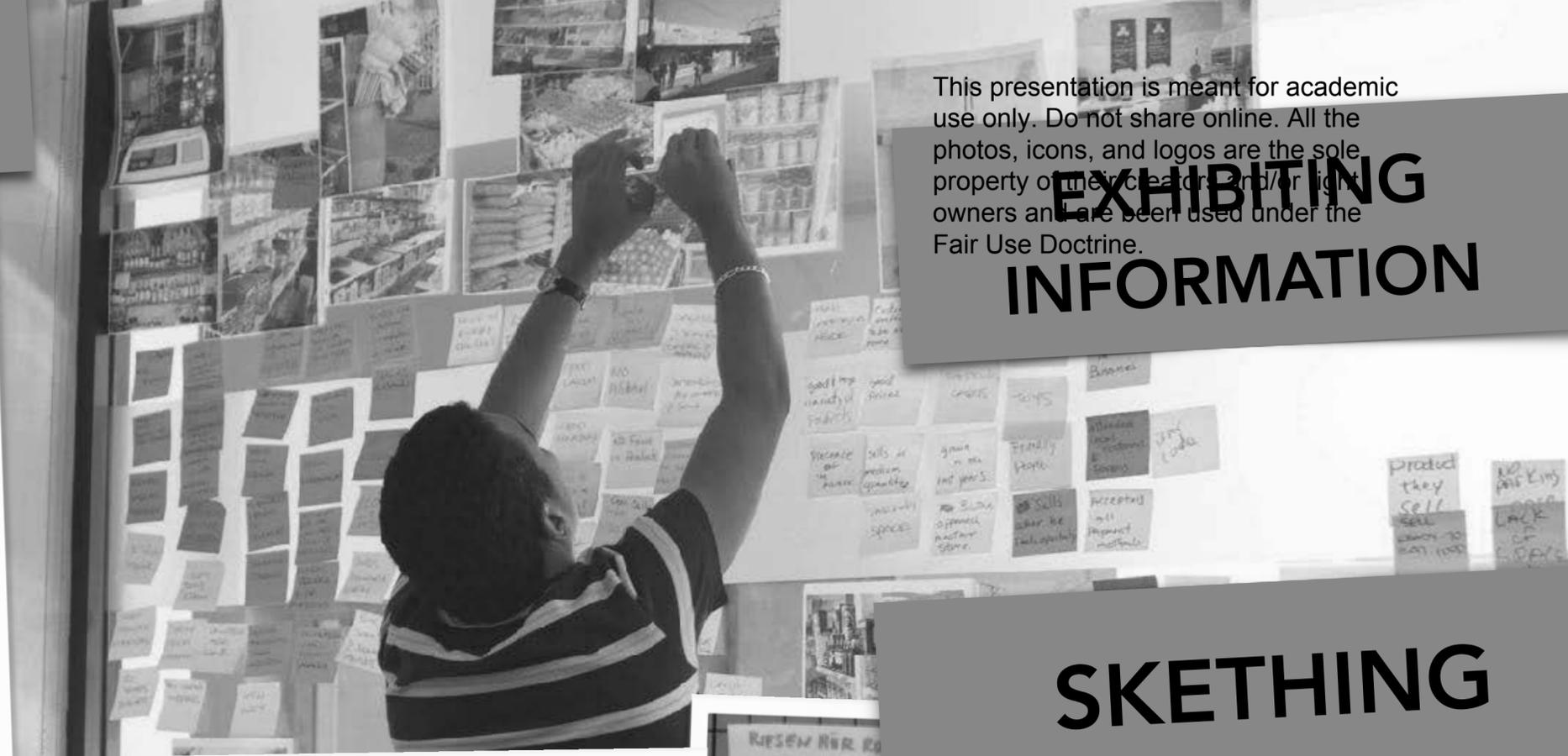


PROTOTYPING

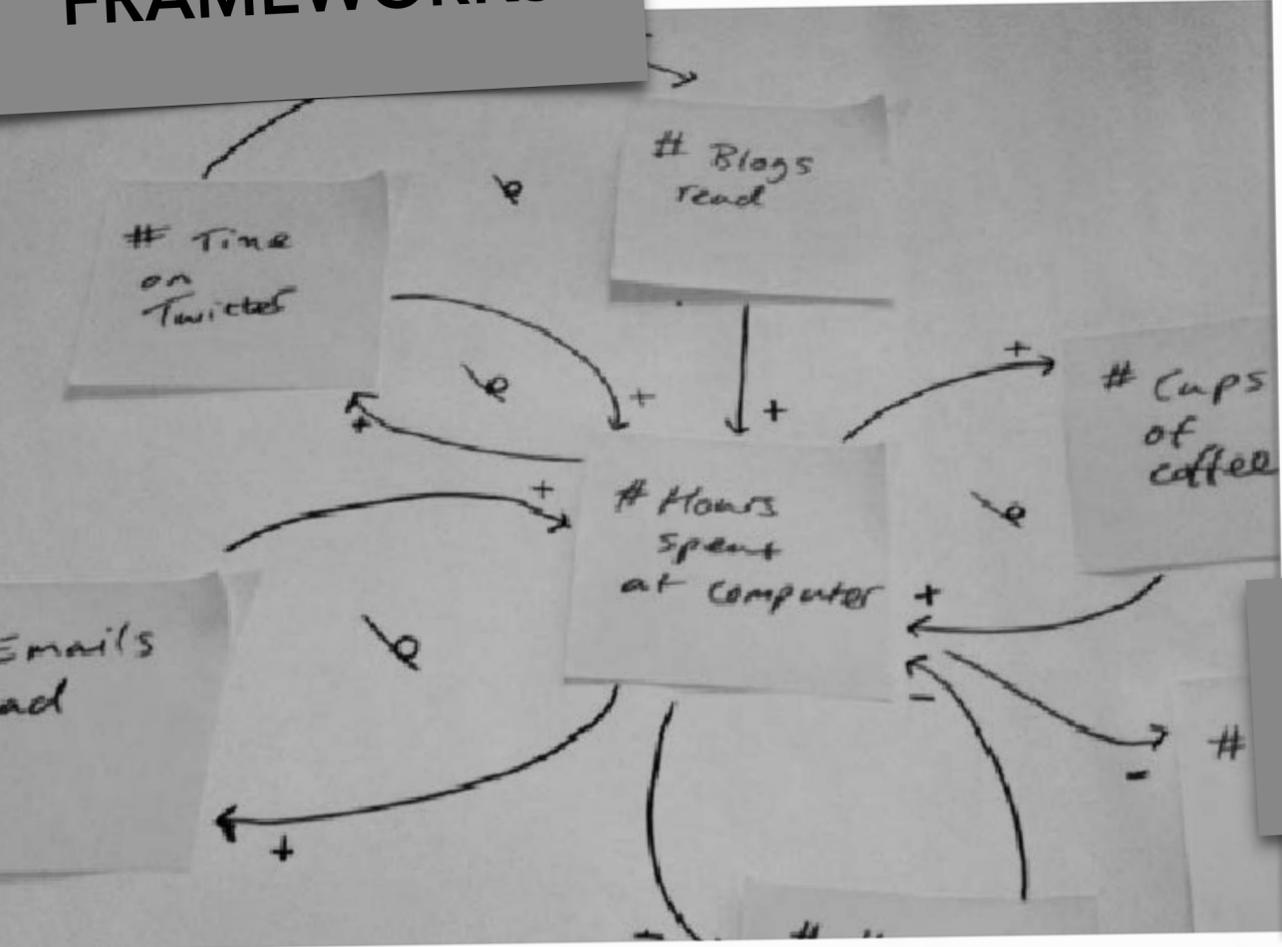


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EXHIBITING INFORMATION



FRAMEWORKS



SKETCHING



STORYTELLING



on the near
side of
the
years
been us

3

ORIGINALITY

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Extreme sports photography

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Nick Woodman

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HERO CAMERA

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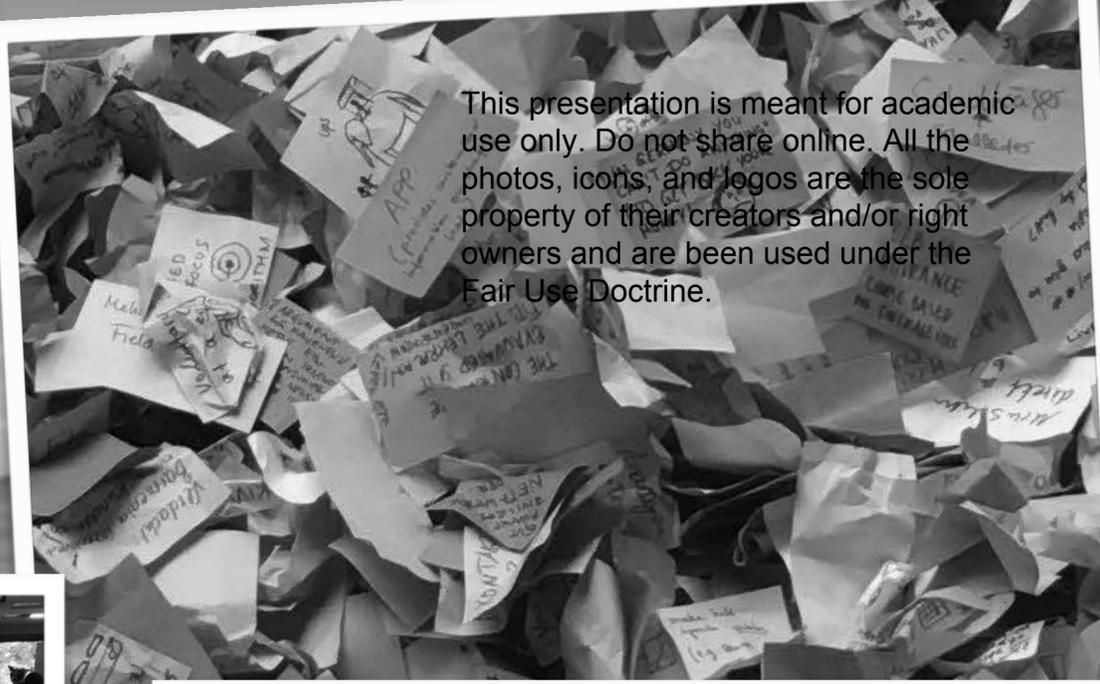
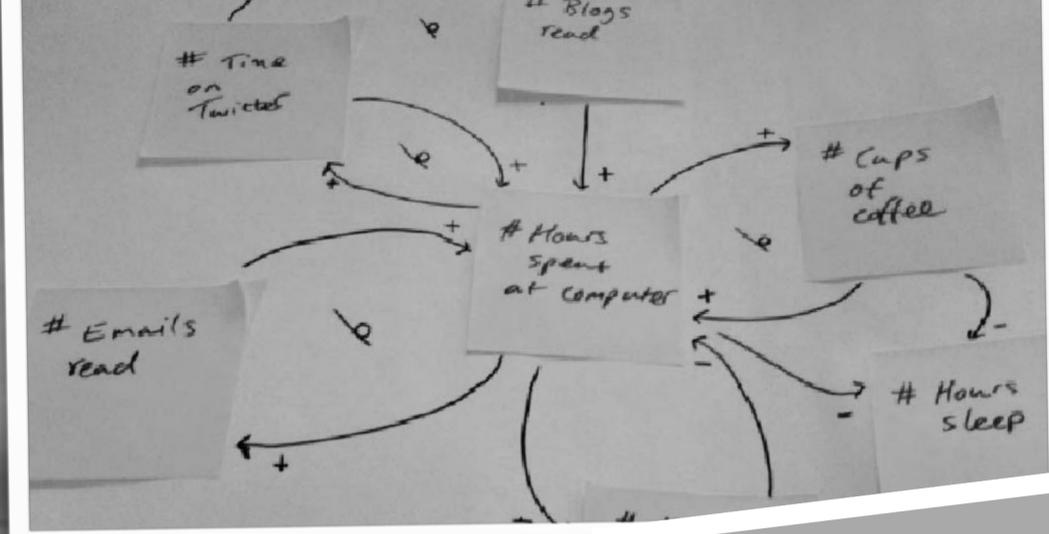
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2. MOTION

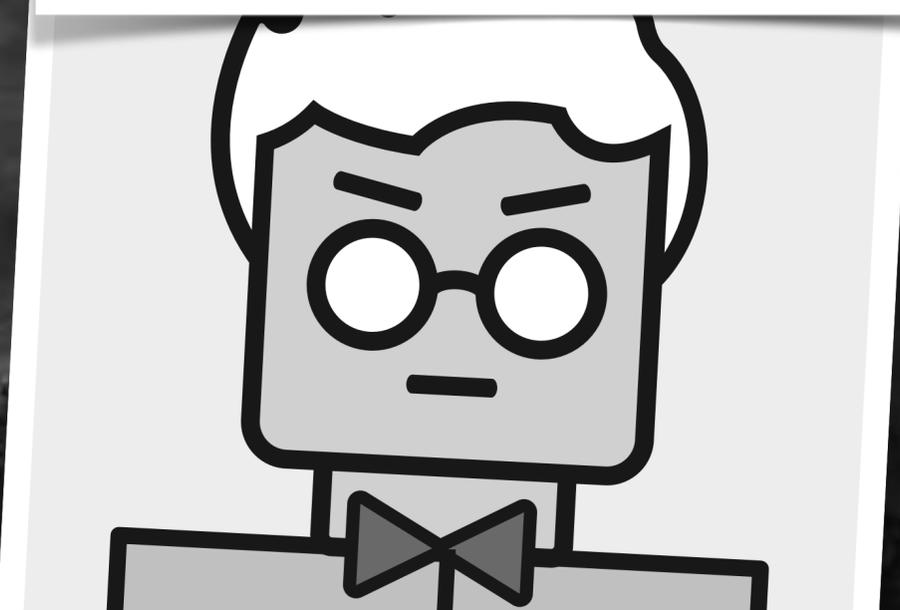


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1 CRITICAL REFLECTION



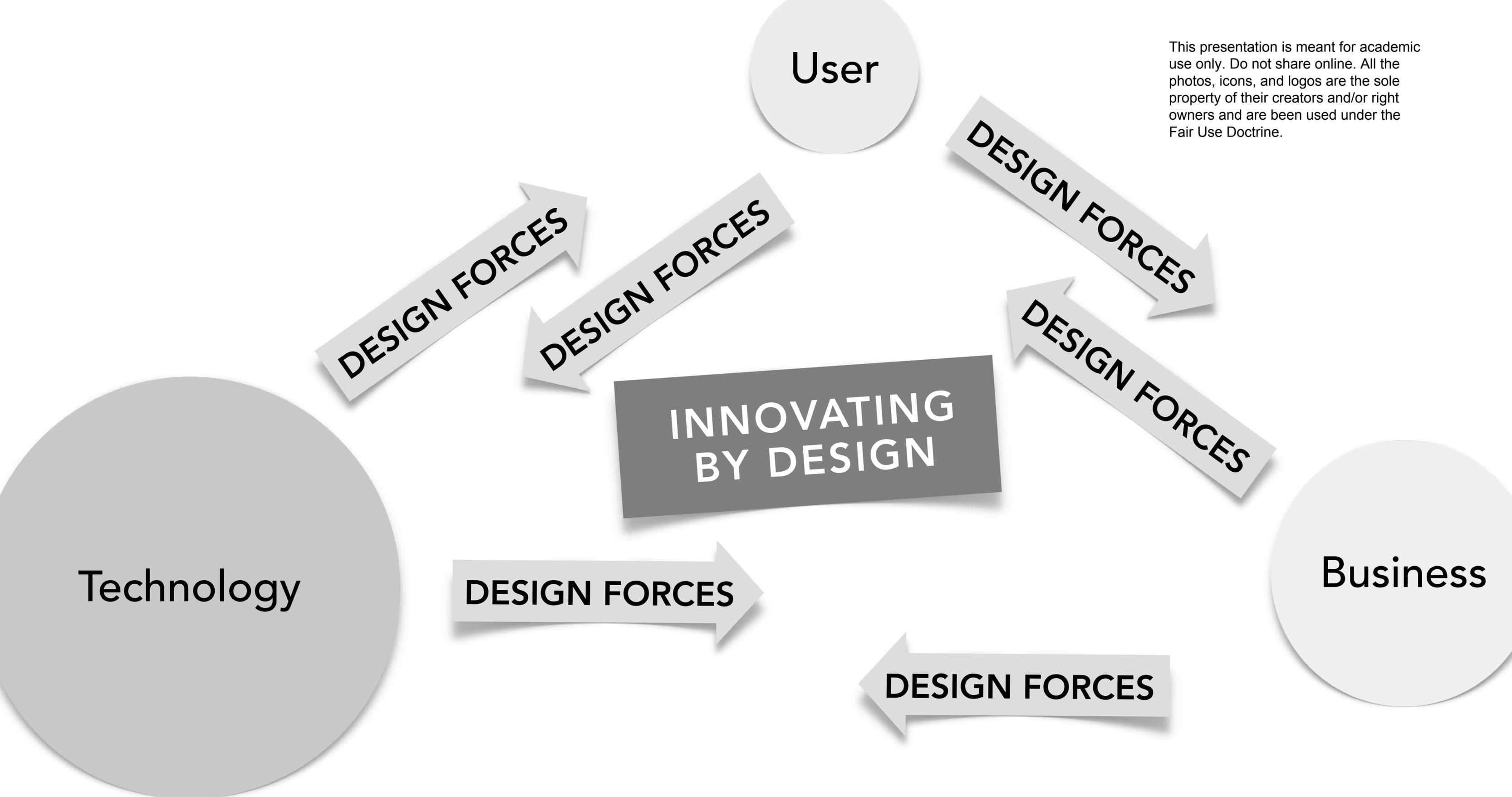
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User

DESIGN FORCES

DESIGN FORCES

DESIGN FORCES

DESIGN FORCES

INNOVATING
BY DESIGN

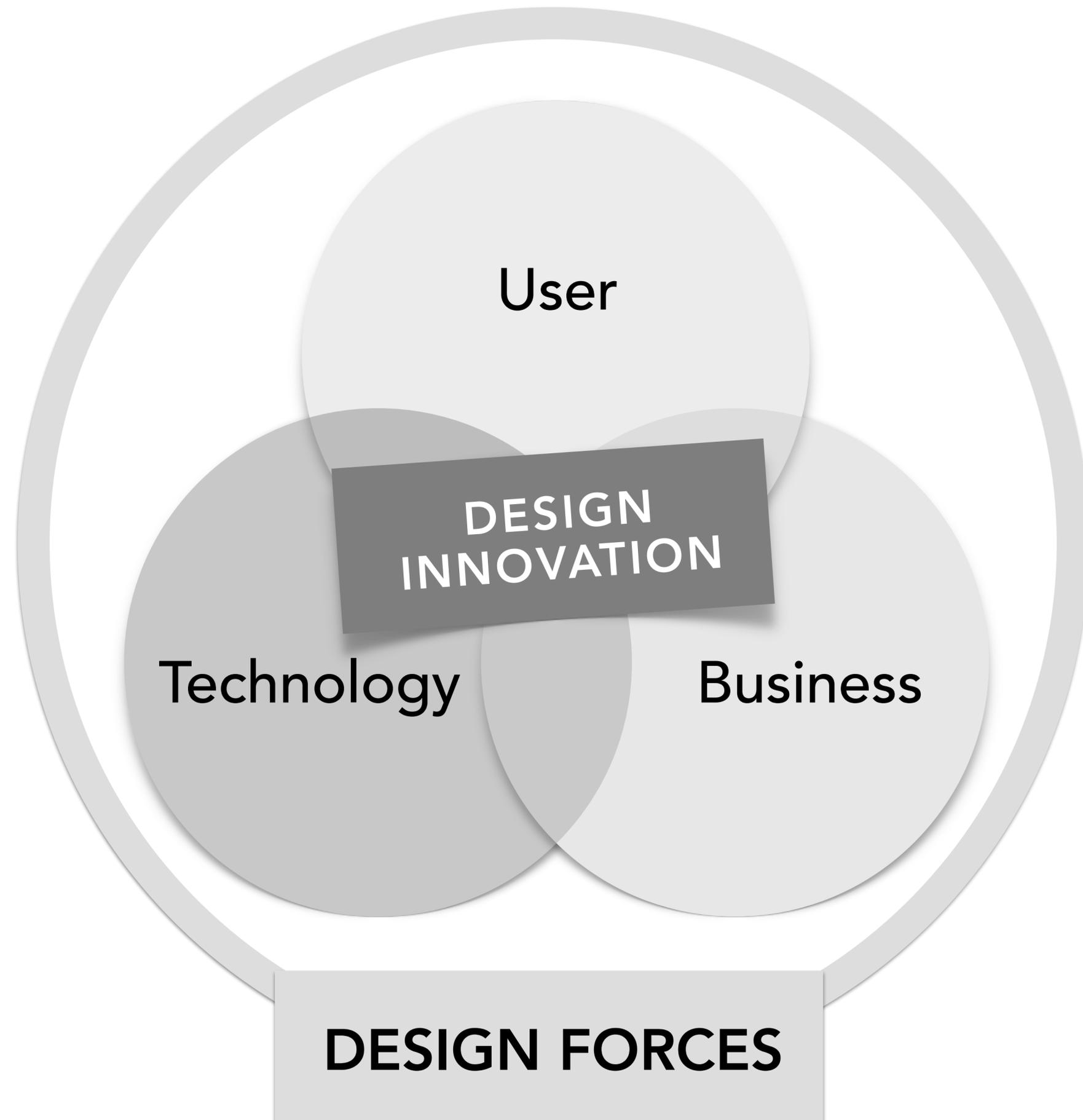
Technology

DESIGN FORCES

DESIGN FORCES

Business

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User

DESIGN
INNOVATION

Technology

Business

DESIGN FORCES

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New Product Development



DESIGN

Finding and
defining ideas
for innovations

Market
Launch

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DAIMLER
LAB1886

BCG  DIGITAL
VENTURES

GoPro


Nintendo

BMW Startup

GARAGE

dyson


airbnb

SAP[®]


pepsi

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Let's take a break!

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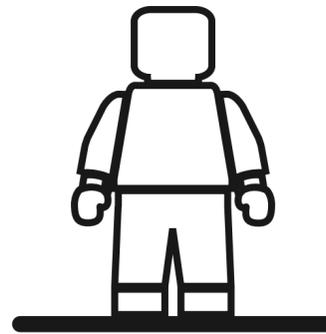
Thanks!

Linked in

Alejandro Lecuna

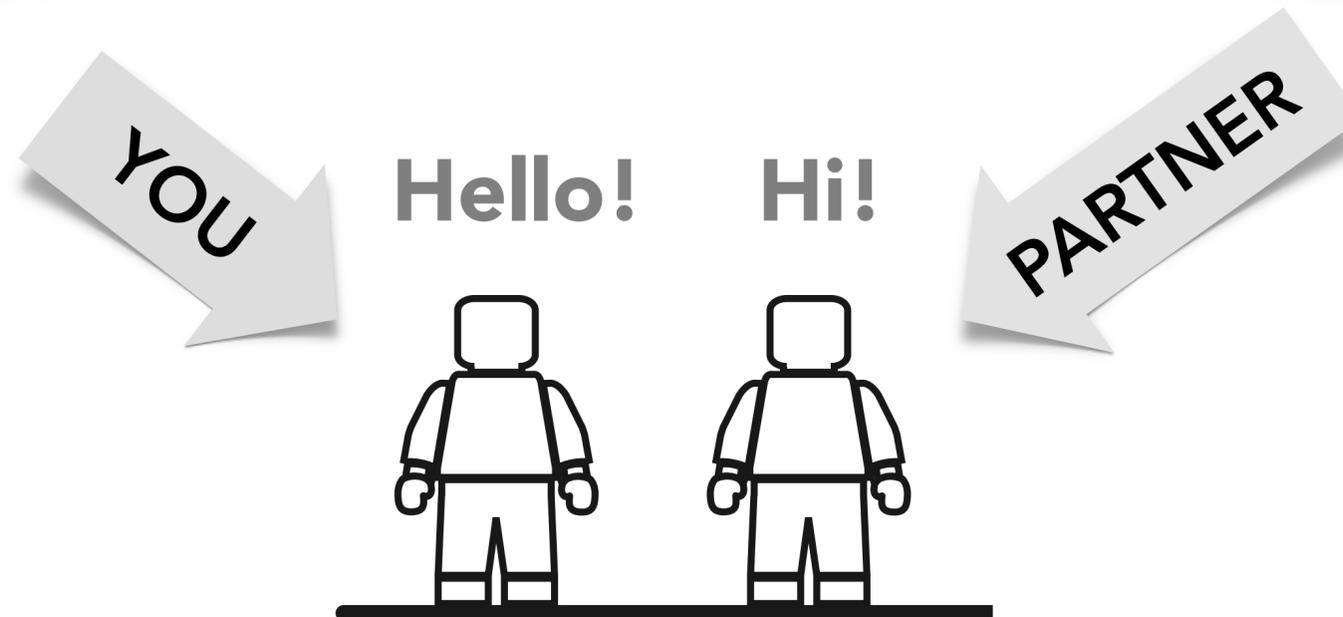
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PRACTICE



TURN TO YOUR NEIGHBOUR AND SAY: HELLO!

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YOU

PARTNER

**2+2
Min**

LET'S HAVE AN IZIPIZI CONVERSATION

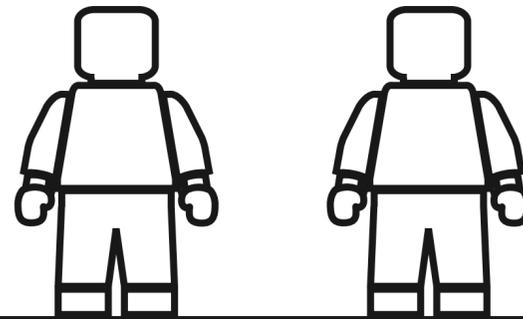
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YOU

Hello!

Hi!

PARTNER



What's your name?

Where do yo come from?

Why are you here?

What do you think of the last presentation? ;)

YOU

PARTNER

2+2
Min

LET'S HAVE AN IZIPIZI CONVERSATION

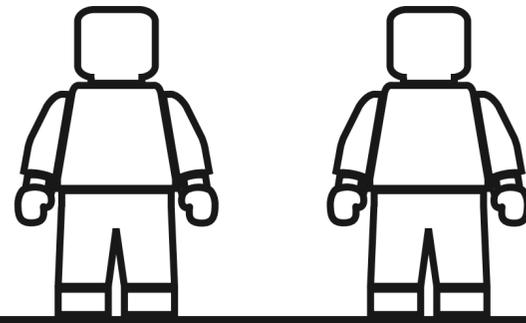
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YOU

Hello!

Hi!

PARTNER



DO NOT ASK OR
RESPOND TO
WHAT DO YOU DO

**What's your name?
Where do yo come from?
Why are you here?**

DO NOT ASK OR
RESPOND TO
WHAT DO YOU DO

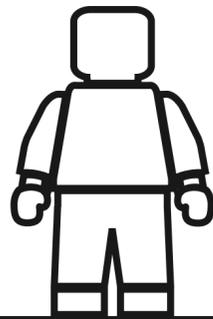
What do you think of the last presentation? ;)

**2
Min**

DO THIS: ASK YOURSELF

What are the things I want,
I need, I wish, or I wonder about
lately?

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**NEEDS
WISHES
WANTS**



**2
Min**

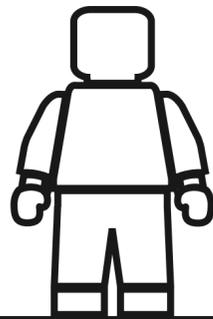
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**NEEDS
WISHES
WANTS**



WRITE THEM DOWN

Minimum: 3 things

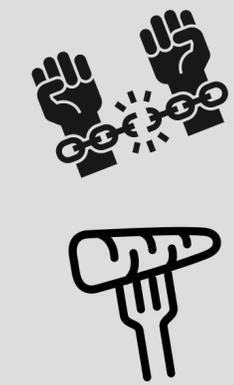
YOU

PARTNER

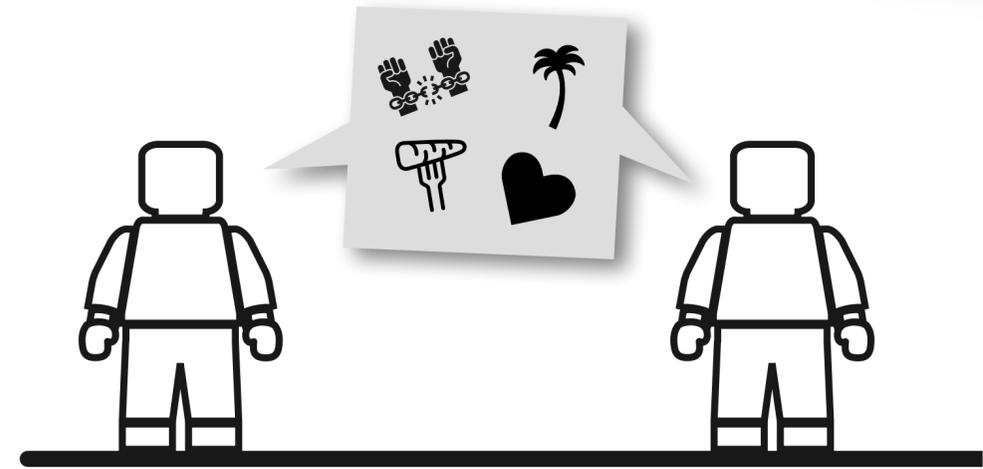
2+2
Min

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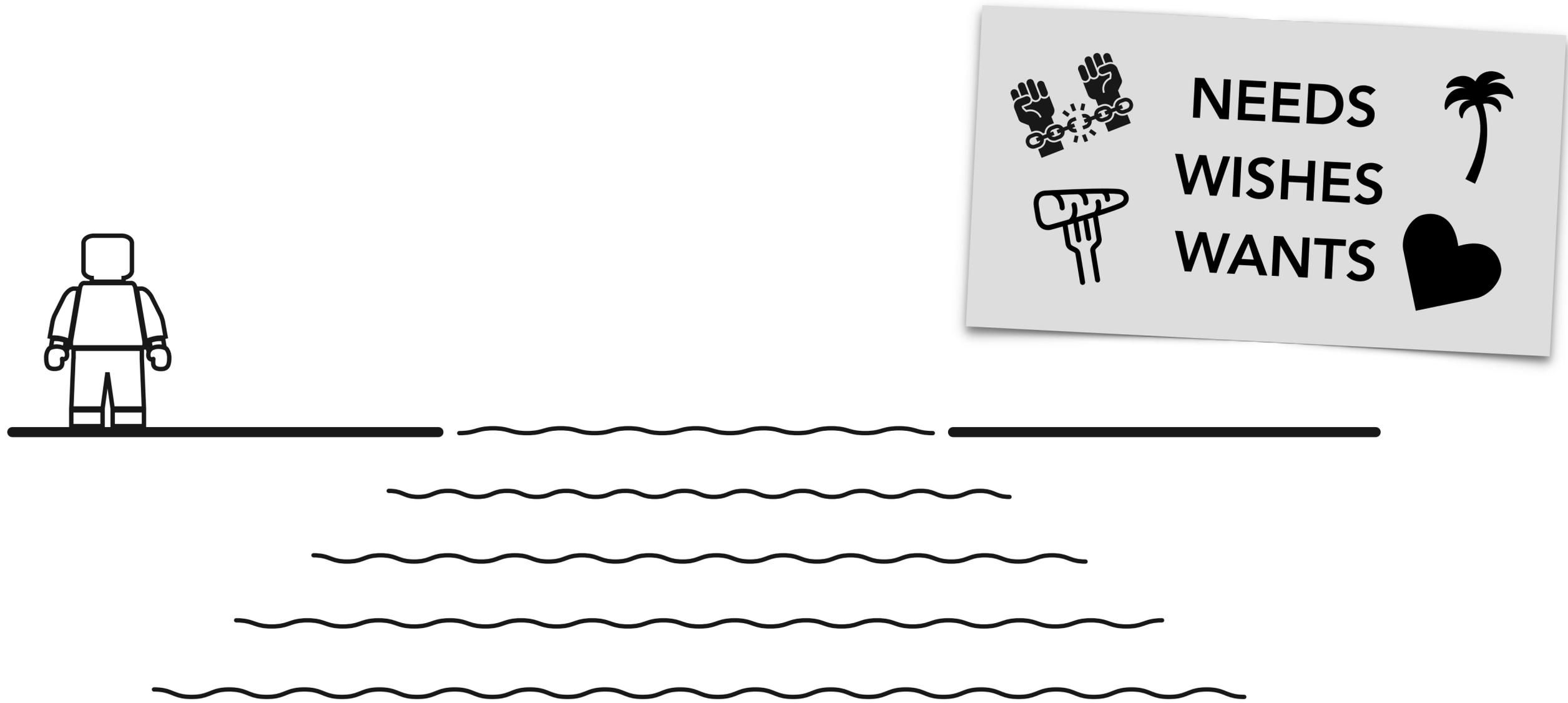
LET'S SHARE



NEEDS
WISHES
WANTS



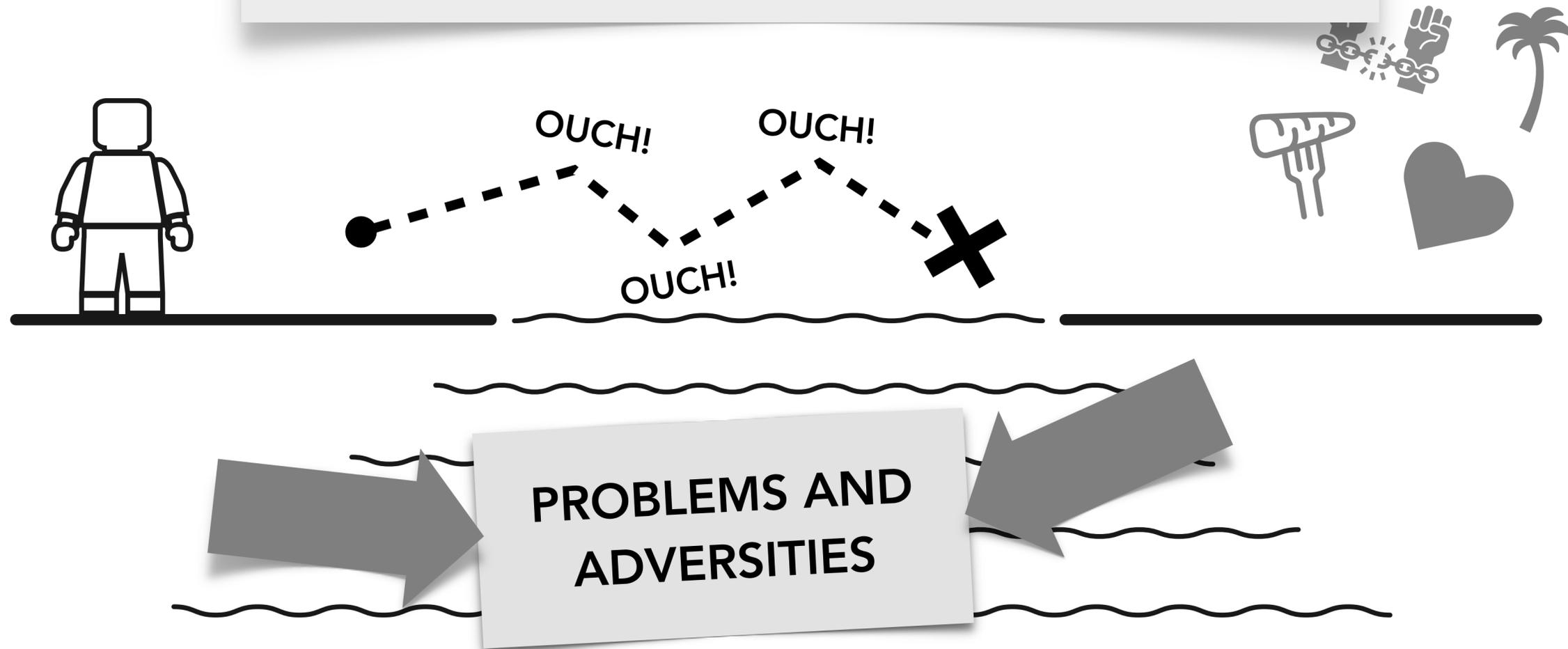
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DO THIS: ASK YOURSELF

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What problems and adversities
am I facing when trying to
Reach my needs, wishes or wants?



YOU

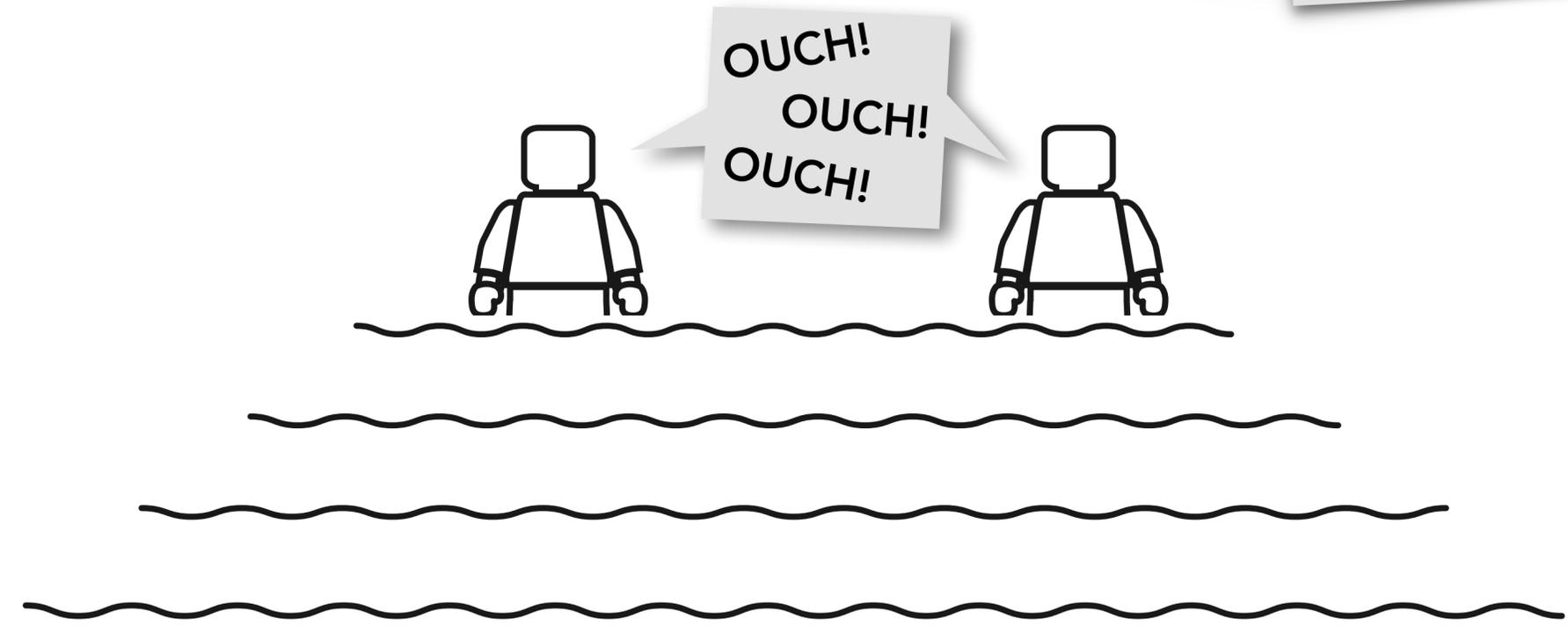
PARTNER

2+2
Min

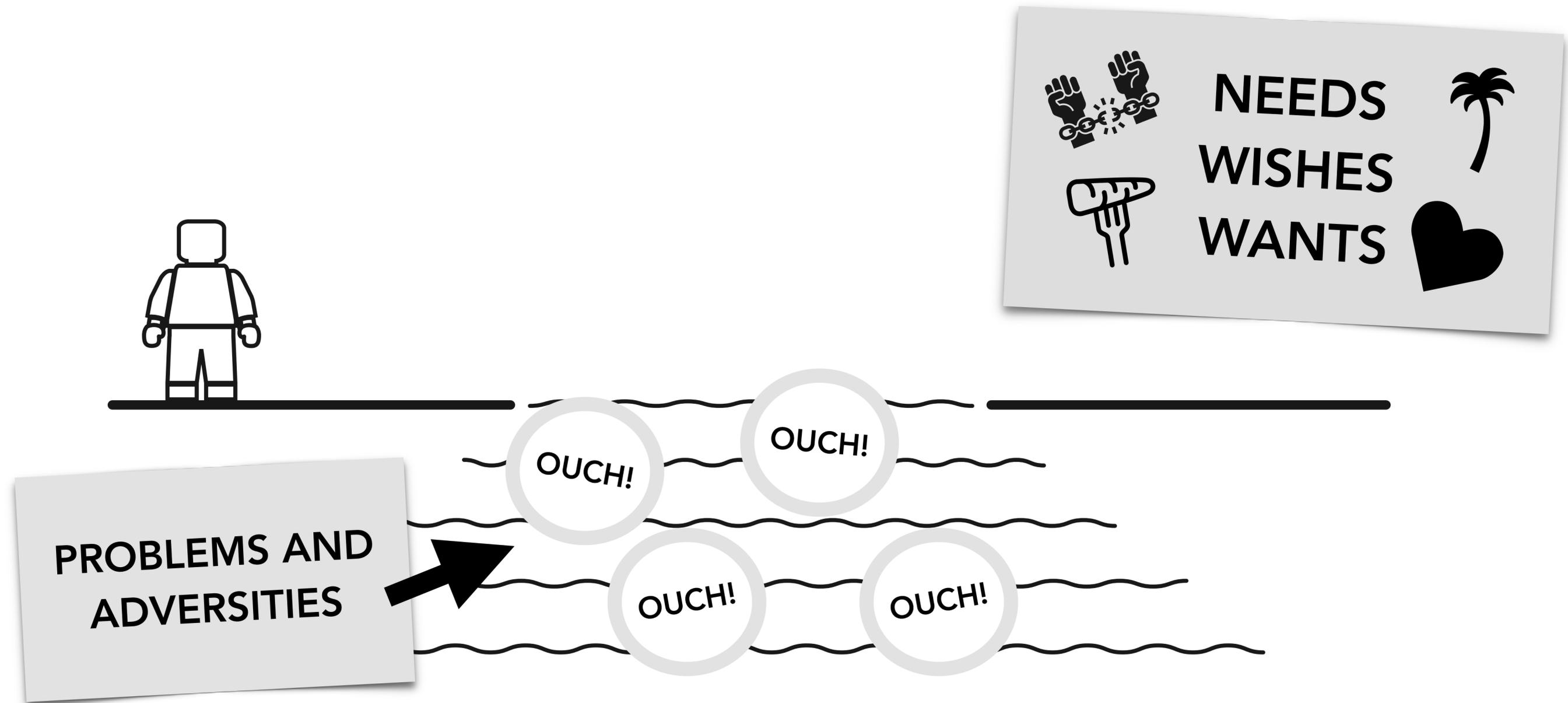
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LET'S SHARE

PROBLEMS AND
ADVERSITIES

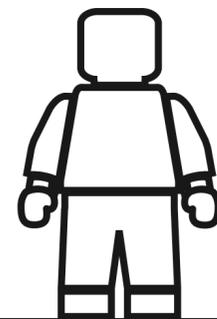


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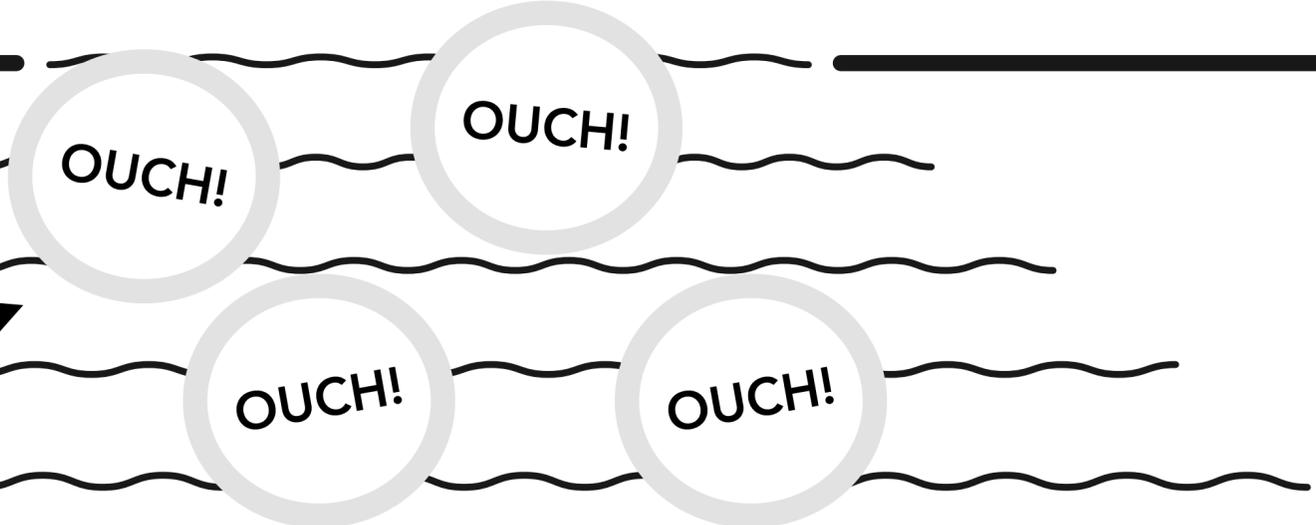
DO THIS: MAKE ONE ORIGINAL BRIDGE FOR YOUR PARTNER

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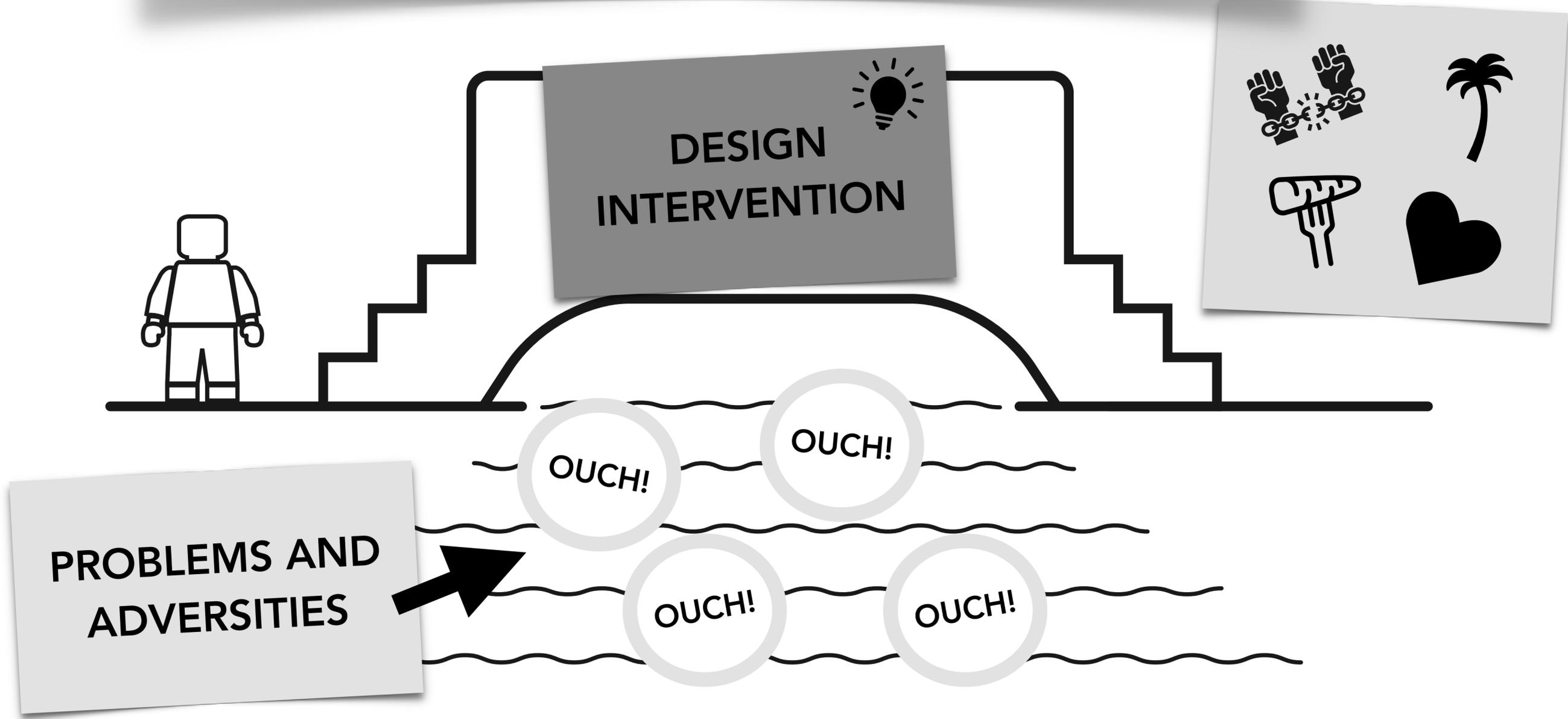
 **NEEDS** 
 **WISHES**
WANTS 

**PROBLEMS AND
ADVERSITIES** 



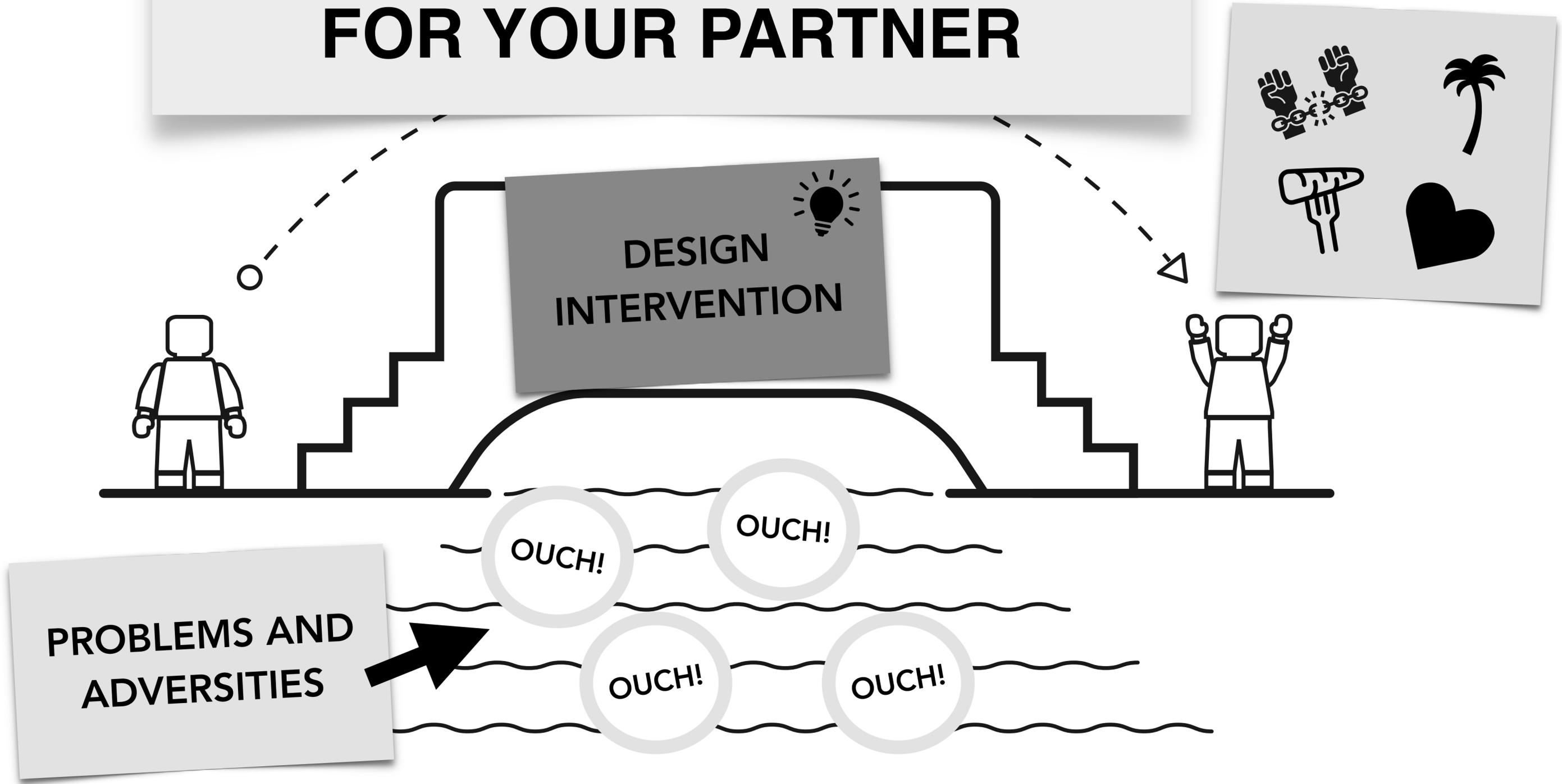
DO THIS: MAKE ONE ORIGINAL BRIDGE FOR YOUR PARTNER

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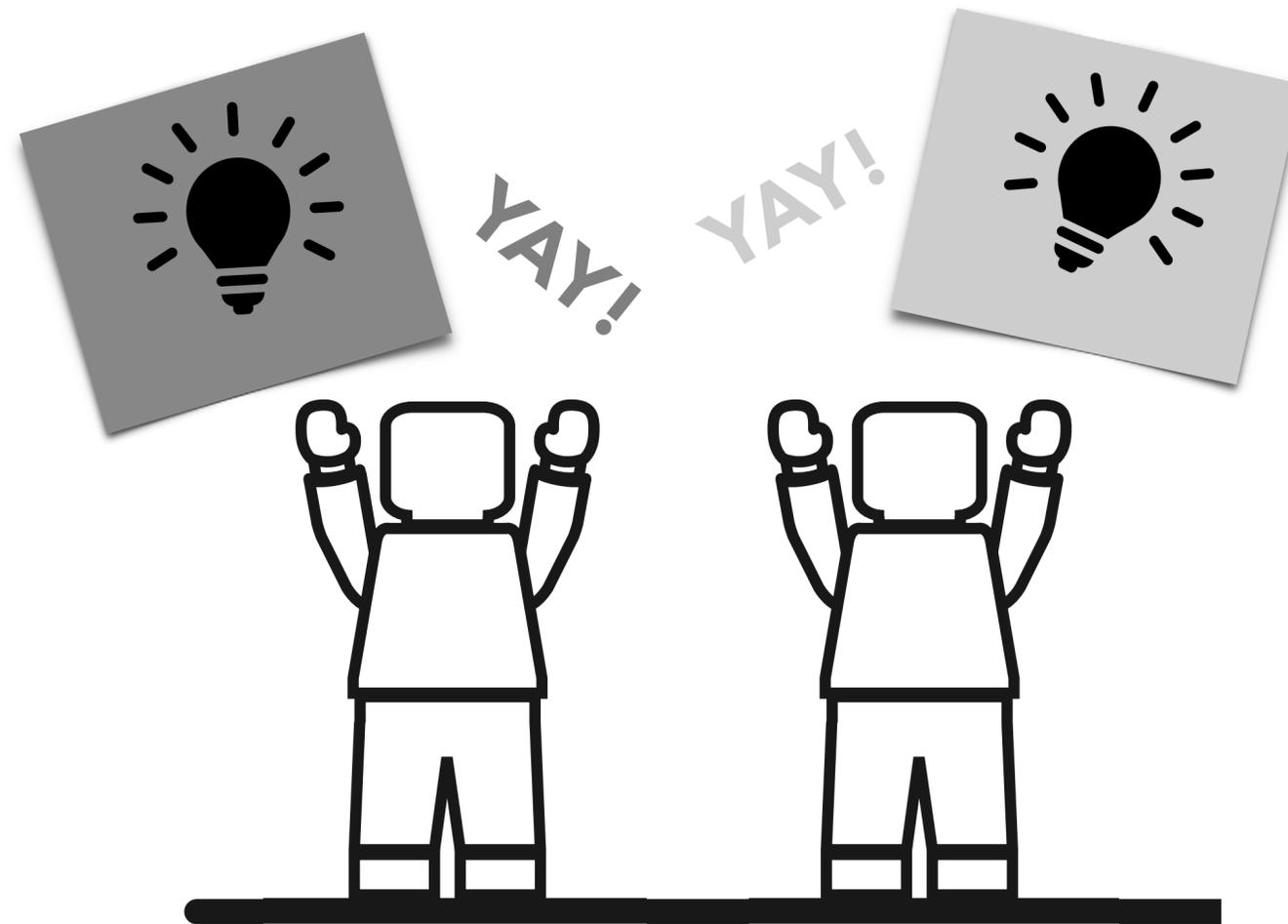
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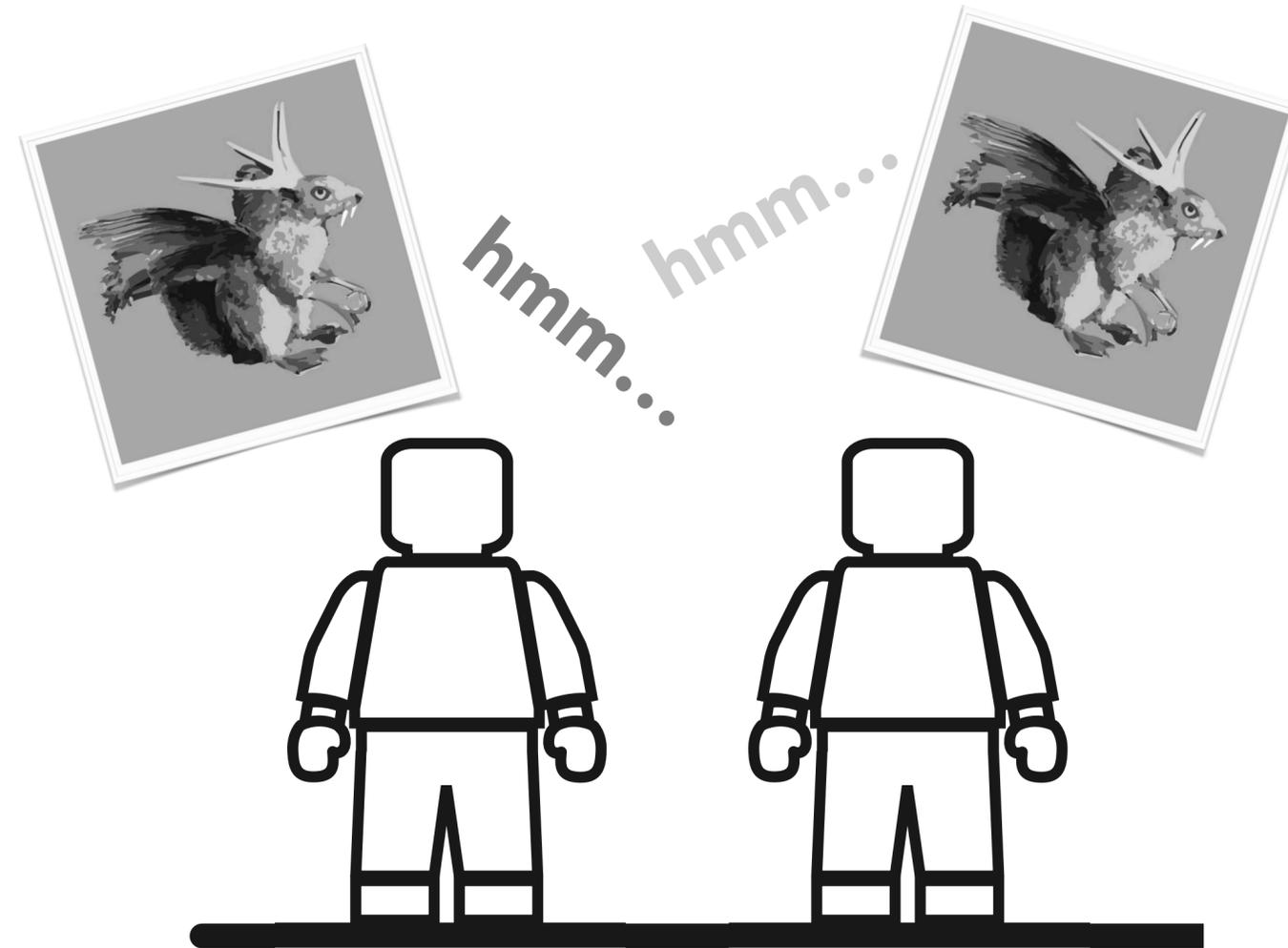


GIVE THE IDEA (BRIDGE) TO YOUR PARTNER IT'S A GIFT!

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Thanks!

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