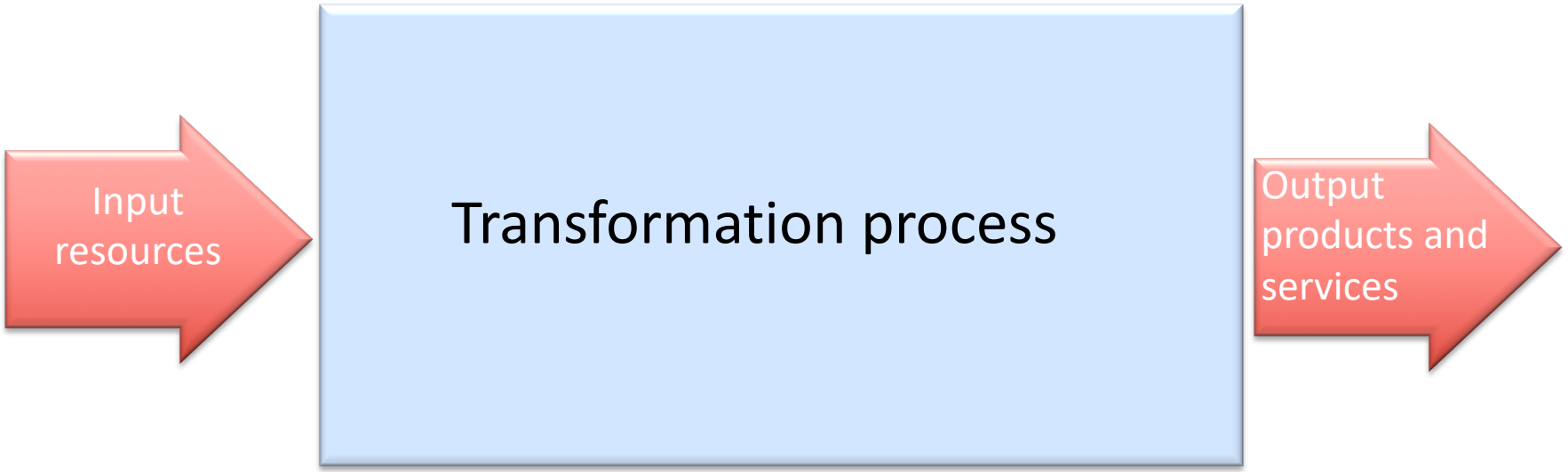
Why is design so important?

UK Design Council Survey…..

- Design helps businesses connect strongly with their customers
- 90% of businesses growing rapidly say design is significant to them, only 26% of static companies say the same.
- Design reduces costs by making processes more efficient. It can also reduce the time to market for new products and services.
- Almost 70 per cent of companies seeing design as integral have developed new products and services in the last three years, compared to only a third of businesses overall.
- Companies who were ‘effective users of design’ had financial performances 200% better than average.

Positioning Innovation and Design in NSD/NPD Process



Why is Design important?

- Aesthetics
- Usability (learnability)
- Functionality

How to design?

- Stage Gate Model

Different Design Approaches

- Technology push
- Open innovation
- Design driven

Innovation Types?

- 4Ps
- Radical vs. Incremental

Q1: The 4Ps of innovation that were introduced by Bessant and Tidd (2011) are:

A. Product, Process, Processing and Position
B. **Product, Process, Position and Paradigm**
C. Process, Paradigm, Project and Product
D. Project, Process, Product and Position

The 4Ps of innovation that were introduced by Bessant and Tidd (2011) are:

- **'Product innovation'** – changes in the things (products/services) which an organisation offers
- **'Process innovation'** – changes in the ways in which products and services are created or delivered
- **'Position innovation'** – changes in the context in which the products/services are framed and communicated
- **'Paradigm innovation'** – changes in the underlying mental models which shape what the organisation does

Q2: Which one of these was NOT a Paradigm Innovation?

A. IKEA
B. Facebook
C. <u>Lean used as a tool</u>
D. Rolls Royce Power by the Hour

More Paradigm Innovations

- **HPs Managed Print Services**
- **Cisco Solutions**
- **Philips lightning solutions (Pay per Lux)**

Q3: . What would you expect to be the operations performance issues of most concern in the ‘maturity’ stage of a product’s life-cycle.

A. cost, quality and ‘time to market’
B. <u>cost and productivity, together with dependable supply</u>
C. cost, speed and frequent introduction of new products
D. dependability of supply and flexibility of operations

Q4: Extending the ‘Time to Market’ of new products and services can effectively help reduce the costs of the development programme, as these costs are spread over a longer period.

A. True

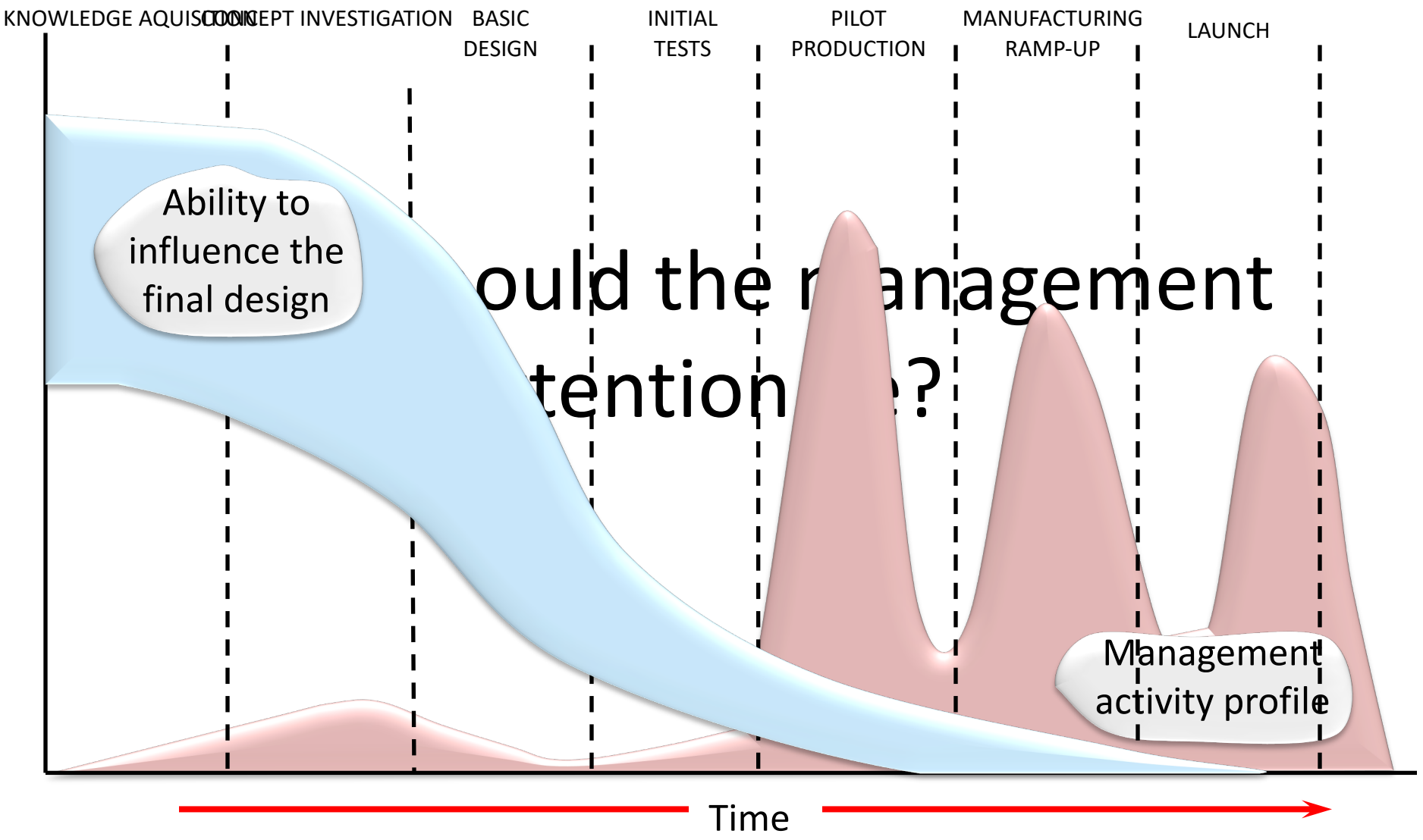
B. <u>False</u>

Q5: Delays in the ‘Time to Market’ significantly delays the financial breakeven point

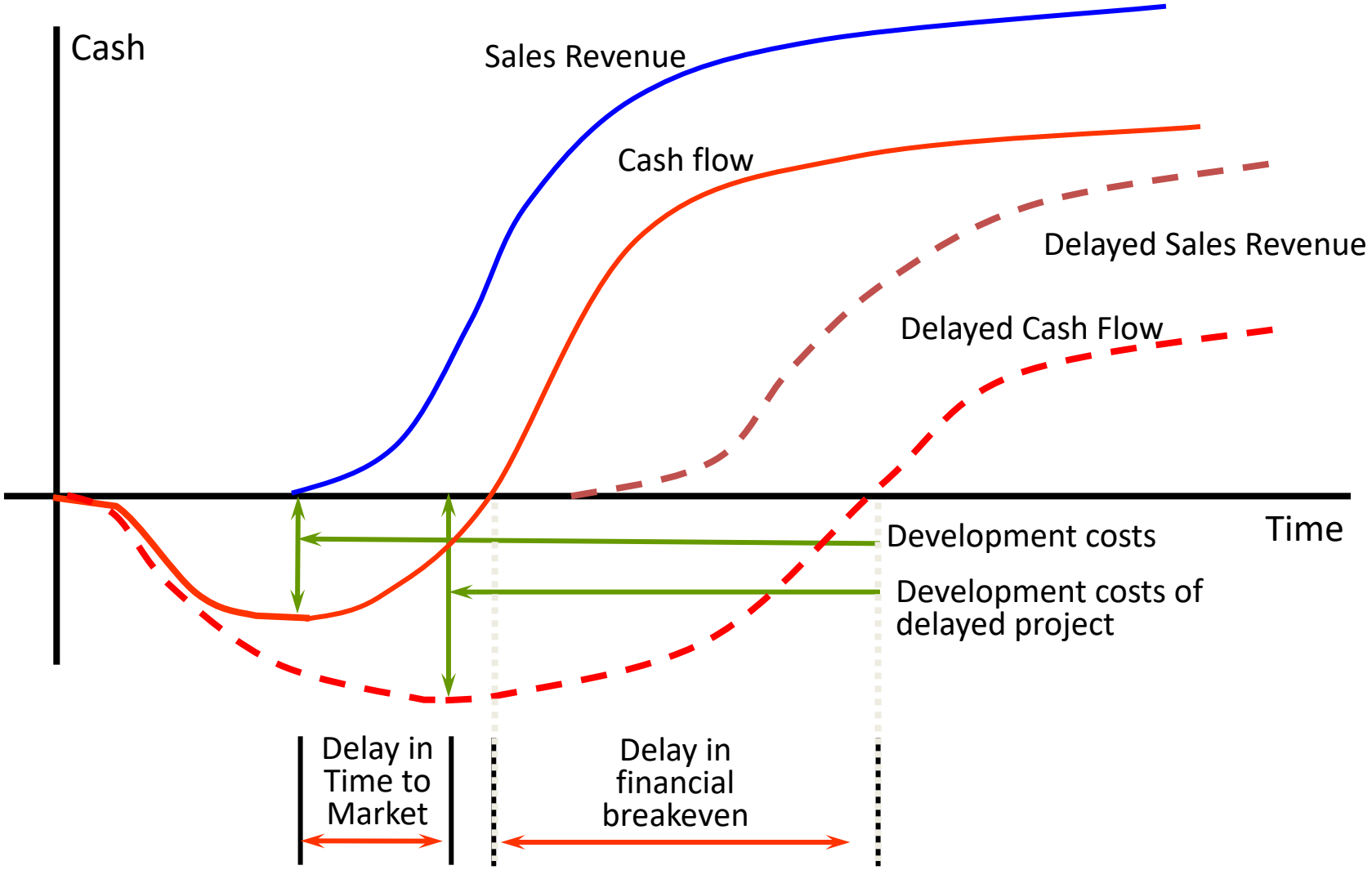
A. **True**
B. False

Q6: The scoping stage (or concept screening) that occurs during product and service design looks at the following three issues;

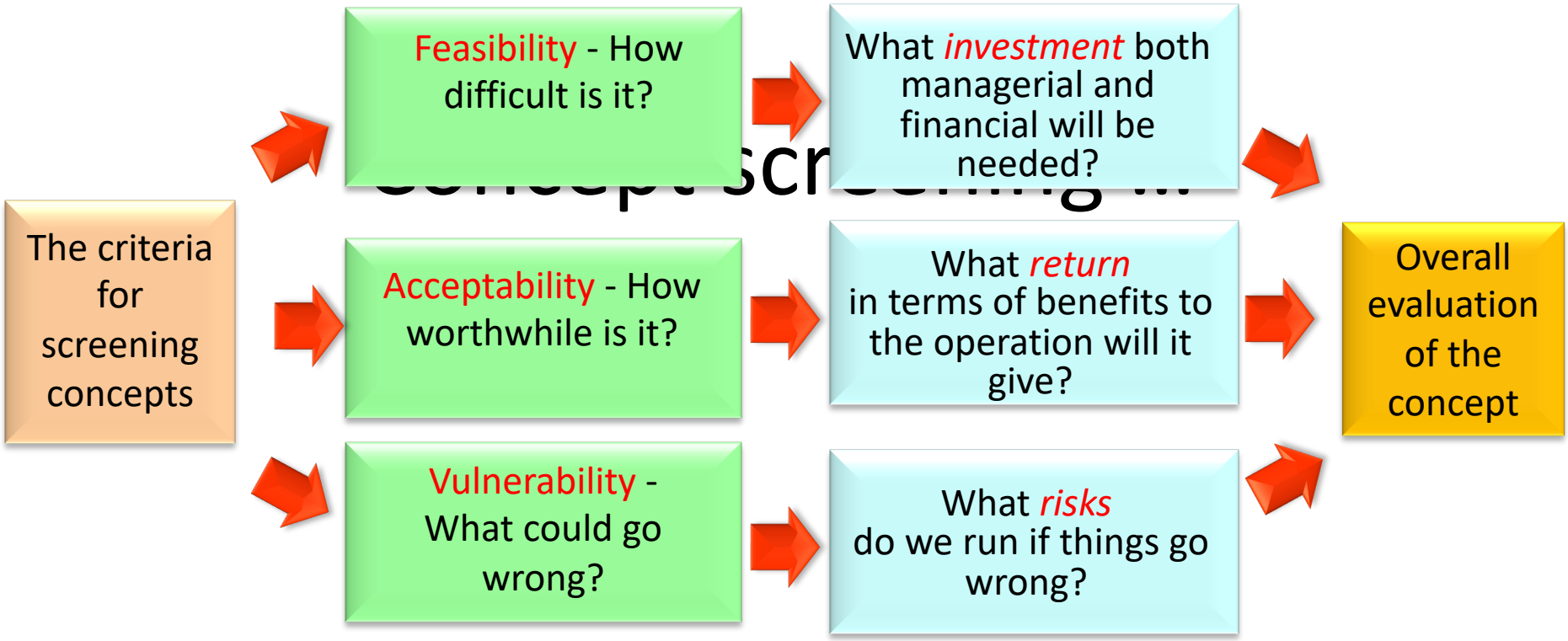
A. Feasibility, durability, quality
B. **Feasibility, acceptability, vulnerability**
C. Acceptability, viability, vulnerability
D. Vulnerability, viability, variation


KNOWLEDGE AQUISITION
CONCEPT INVESTIGATION
BASIC DESIGN
INITIAL TESTS
PILOT PRODUCTION
MANUFACTURING RAMP-UP
LAUNCH
Ability to influence the final design
ould the management
tention ?
Management activity profile
Time

Delays in the ‘Time to Market’ disproportionally delays the financial breakeven point



Broad categories of evaluation criteria for assessing concepts



Q7: _____ Stage is where design creates innovation

A. Growth
B. Maturity
C. <u>Introduction</u>
D. Decline

Q8: . The limitations of Stage Gate model does not potentially include:

A. It restricts creative design process
B. Too many or too little ownership of the process inside the organisation
C. <u>It is not a detailed or structured process</u>
D. It does not entirely accommodate for flexibility

Q9: Which one of these is not a radical product innovation?

A. iPhone
B. Nintendo Wii
C. Henry Ford's Model T
D. <u>iPhone 6</u>

Thank you