product platforms: an industrial design perspective

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questions to be addressed, *include …*

*what are the strategic and
operative functions of design to business ?*

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operative functions of design to business ?*

what are design-focused platforms ?

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operative functions of design to business ?*

*what are design-focused platforms ?
... how do they compliment technology
and brand-focused platforms ?*

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operative functions of design to business ?*

*what are design-focused platforms ?
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and brand-focused platforms ?*

*what criteria can you use to assess
if a design-focused platform, is a platform ?*

*what are the strategic and
operative functions of design to business ?*

*what are design-focused platforms ?
... how do they compliment technology
and brand-focused platforms ?*

*what criteria can you use to assess
if a design-focused platform, is a platform,
and has the potential to be
strategically significant for a business ?*

some conditioning …

strong brands! … *imply* …
integrated communications! … *require* …
integrated marketing! … *necessitate* …

integrated design!
design management capability!

Why?

Why?

… the 4, 5 or 6P's of the 'marketing mix'

Why?

… the 4, 5 or 6P's of the 'marketing mix' are theory *… without design!*

… a few general questions, for you ?

what makes a **computer** *an …   …*

*what makes a computer **an** … …*

what makes a **toy** ...   ...

what makes a *toy* ... ... *toy like* ?

what makes a **tool** ...   ...

what makes a tool … … tool like ?

*what makes a **tool*** ... [ ] ...

what makes a *tool* ...   ... *toy like* ?

what makes a **toy** ... ...

what makes a **toy** ... ... *tool like ?*

what makes an … 🍎 …

what makes an ... *... serious ?*

G5

G4

G5

Video Chat with Mike

... yet friendly

what makes an ... ...

what makes an … *… friendly ?*

... *yet* **serious**

design

"de)sign"

design

"de)sign"

*consumers typically interpret a **set of signifiers** as literal, metaphorical or allegorical*

Steve Jobs, CEO & Co-founder, Apple Computer, Inc.

" *In most people's vocabularies,
design means veneer* i.e surface or skin …
*but to me, nothing could be further
from the meaning of design.*"

Steve Jobs, Apple Computer, Inc.

" *design is the fundamental* soul
of a human made creation *i.e. artifact,*
that ends up expressing itself in successive
outer layers of a product or service."

Steve Jobs, Apple Computer, Inc.
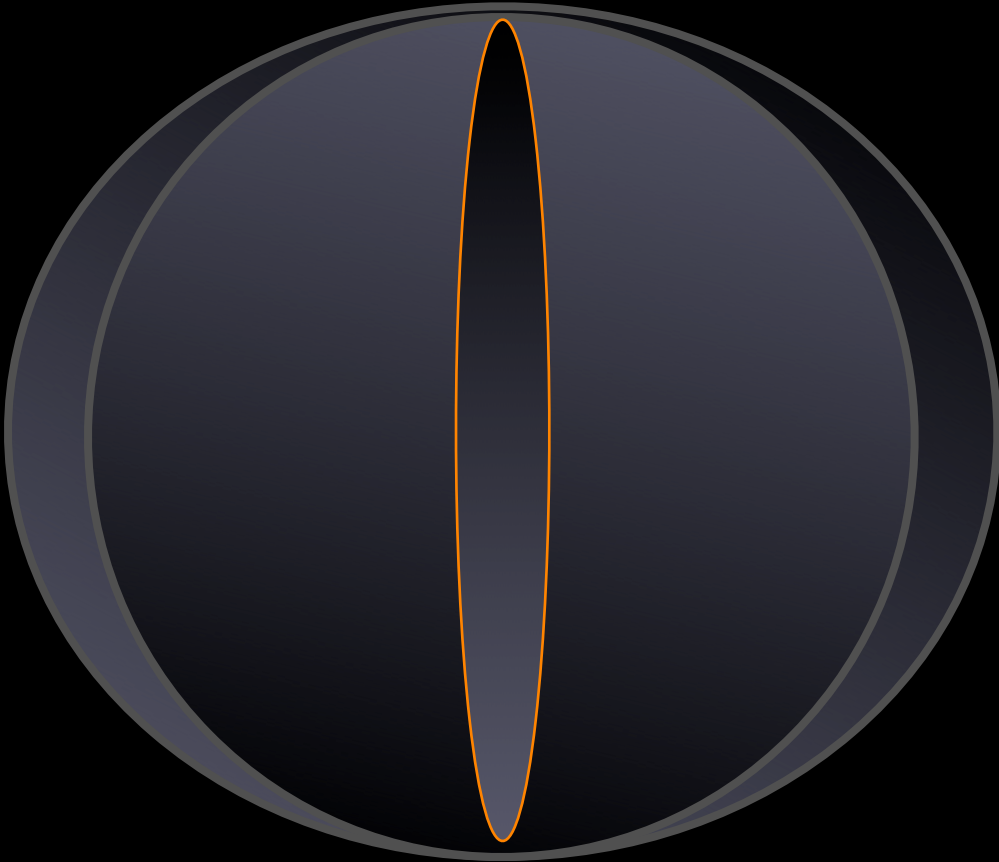
surface & skin]— [substance] —[soul [spirit]
style 1D-2D   3D   4D service & system
                4D

the corporate function of design to business involve ...

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designing the form and 'experiential' quality of artifacts *i.e. hardware, software, services and systems*

the corporate function of design to business involve …

designing the form and 'experiential' quality of artifacts i.e. hardware, software, services and systems … over time !

this includes ...

this includes ...

optimising differentiation according to strategic objectives

this includes …

optimising differentiation according to strategic objectives

making the product and brand position visible, understandable and desirable

this includes …

optimising differentiation according to strategic objectives

making the product and brand position visible, understandable and desirable

assuring the cultural, aesthetic, semantic, sensorial, & usability quality of artefacts

... a few seriously serious questions ?

what makes ...

what makes a **banana** *…*

what makes a banana a ...

... seriously?

what makes *a ballpoint* ...

what makes a ballpoint, a

bic has sold more than **one hundred billion** *ballpoint pens*

what makes a 'writing instrument' a ...

*... at least **250 times more expensive** than a BIC*

what makes a measuring tape …

what makes a **scissors**

what makes a scissors a **FISKARS**®

what makes ...

... "*deadly*"
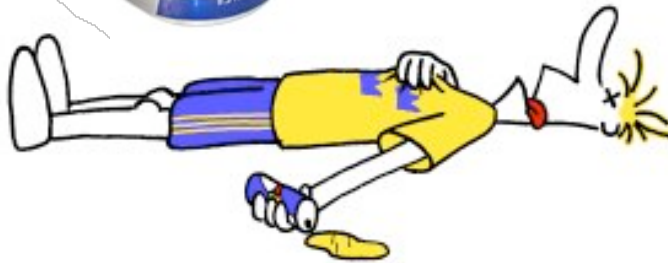
what makes ...

IKEA® IKEA Global

go to local IKEA website

Australia	Kuwait
Austria	
Belgium	Malaysia
Canada	Netherlands
China	Norway
Czech Republic	Poland
→ Denmark	Portugal
Finland	Russia
France	Saudi Arabia
	Singapore

... `global able´

what makes ...

what makes an internet search …

... *a* Google™

"platforms"

`design´ platforms

‘*technology*’ *platforms*

`brand´ platforms

'*platforms*' ?

'platforms' …

the collection of assets, components, processes, knowledge & relationships that are shared by a set of artefacts

Robertson and Ulrich (1998, 20)

'technology-focused platforms' ...

'*technology-focused* platforms' …

*enable companies to efficiently utilize and re-utilize
a set of product and/or process technologies*

'technology-focused platforms' ...

*enable companies to **efficiently** utilize and **re-utilize** a set of product and/or process **technologies***

'*technology-focused* platforms' ...

enable companies to e̲fficiently *utilize and* re-utilize
a set of product and/or process technologies

are essentially about ...
product development, manufacturing
and logistics efficiencies *i.e.*
they typically view the world
from the inside—out

Audi A4

Audi A4

Audi A4

Audi A4

'*design-focused* platforms' …

'design-focused platforms' ...

enable companies to e̲ffectively utilize,
and re-utilize a set of distinguishing features,
characteristics, attributes or elements *(i.e. perceptual triggers/locks)*

'design-focused platforms' ...

enable companies to <u>e</u>*ffectively utilize,*
and re-utilize a set of distinguishing features,
characteristics, attributes or elements (i.e. **perceptual**
triggers/*locks*)

'*design-focused* platforms' …

… *assure the 'affective interface'* i.e. transfer
or signification *of meaning, value
and relation between products,
product segments, successive product
generations, and their users*

'*design-focused* platforms' …

are essentially about
consumer and marketing effectiveness
and affectiveness *via 'complimentary*
consistencies'

'design-focused platforms' …

*are essentially about
consumer and marketing effectiveness
and affectiveness via 'complimentary
consistencies'*

view the world from the 'outside—in'

'design—technology platforms'

… individual products and services are inextricably linked with and to brands, and vice-versa.

I	0D	point	**purpose**
II	1D	line	**philosophy**
III	2D	plane	**position**
IV	3D	volume	**product**

McGrory (2007)

positioning ...

I   0D point

experiential positioning
providing sensory and cognitive stimulus **...**

II   1D line

symbolic positioning
self image, social identification & meaning, affective fulfilment **...**

III 2D plane

functional positioning
solving problems, provide functional & utility benefits **...**

IV   3D volume

ref., Trout & Reis, 1981, 1969

4D

4D

the temporal dimension

4D

the spatial and temporal dimension

spiritual, cultural, conceptual & contextual dimensions

heritage/legacy/myth/—philosophy—/mission/vision

present actions
are guided by our interpretation of the past,
as well as our anticipation of,
and aspiration for the future

4D

heritage/legacy/myth/—philosophy—/mission/vision

conceptual scheme
story/script
systemic programme

4D

heritage/legacy/myth/—philosophy—/mission/vision

conceptual scheme
story/script
systemic programme

...
platform
brand / design—technology

4D

heritage/legacy/myth/—philosophy—/mission/vision

conceptual scheme
story/script
systemic programme
...
platform
brand / design—technology

successful platforms depend on a profound understanding of the message, belief and benefit system on which product/brand identity is created and sustained

strategic significance

design platforms *must* …

… simultaneously supply or help supply …

1.1

... simultaneously supply or help supply ...

1.1

*significant and 'perceivable customer benefits'
which are distinctive, desirable and maintainable ...*

… simultaneously supply or help supply …

1.1

*significant and 'perceivable customer benefits'
which are* distinctive*, desirable and maintainable …*

… simultaneously supply or help supply …

1.1

significant and 'perceivable customer benefits'
which are distinctive, desirable and maintainable …

… simultaneously supply or help supply …

1.1

*significant and 'perceivable customer benefits'
which are distinctive, desirable and* *sustainable* *…*

… simultaneously supply or help supply …

1.1

significant and 'perceivable customer benefits' which are distinctive, desirable and sustainable …

1.2

… simultaneously supply or help supply …

1.1
significant and 'perceivable customer benefits' which are distinctive, desirable and sustainable …

1.2
benefits which apply across a variety of product/service applications, product/service generations, markets and businesses …

… simultaneously supply or help supply …

1.1

*significant and 'perceivable customer benefits'
which are distinctive, desirable and sustainable …*

1.2

*benefits which apply across a variety of
product/service applications, product/service
generations, markets and businesses …*

1.3

… simultaneously supply or help supply …

1.1

*significant and 'perceivable customer benefits'
which are distinctive, desirable and sustainable …*

1.2

*benefits which apply across a variety of
product/service applications, product/service
generations, markets and businesses …*

1.3

**benefits which prove difficult or impossible
for competitors to copy**

design related IP incorporate …
Trade Mark™ / *Copyright©* / *Registered Design®*

technology related IP involve …
/ *Patents* / *… only*

definition of "design" (Article 3(a) CDR). ref., 'examination guidelines community design (draft Jan. '03) page 7, section 5.1)

"design" ... the appearance of the whole or a part of a product resulting from the features of, in particular, the lines, contours, colours, shape, texture, and/or materials of the product itself and/or ornamentation.