

product platforms: an industrial design perspective

Professor Peter McGrory TaiK
University of Art and Design Helsinki TaiK
Helsinki University of Technology TKK

Matti Perttula TKK. Juhana Arkio TaiK. Sebastian Buddas TKK. Pia Hannukainen TKK/MIT.

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?

*... 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 toy ...



... toy like ?

what makes a tool ...



... tool like ?

what makes a tool ...



... toy like ?

what makes a toy ...



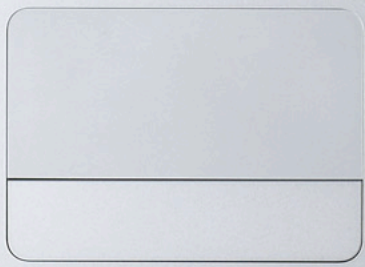
... tool like ?

what makes an ...  ... serious ?



esc F1 F2 F3 F4 F5 num lock F6 F7 F8 F9 F10 F11 F12

esc	F1	F2	F3	F4	F5	num lock	F6	F7	F8	F9	F10	F11	F12	
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fn	ctrl	option	⌘	⌘			⌘	⌘	enter	⌘	⌘	page ▲		
												page ▼	end	

















... yet friendly



what makes an ...  ... friendly ?



... yet serious

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]—
style 1D-2D



[substance]
3D

—[soul]
4D

[spirit]
service & system
4D

*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 ...

*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 a banana a ...





... *seriously?*

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 a









what makes ...



... "deadly"



what makes ...



®

IKEA Global



go to local IKEA website

Australia

Austria

Belgium

Canada

China

Czech Republic

→ Denmark

Finland

France

Kuwait

Malaysia

Netherlands

Norway

Poland

Portugal

Russia

Saudi Arabia

Singapore

... *'global able'*

what makes an internet search ...

... a Google™

Google™

“platforms”

'design' platforms

'technology' platforms

'brand' platforms

'platforms' ...

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

Robertson and Ulrich (1998)

'technology-focused platforms' ...

*enable companies to efficiently 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*







'design-focused platforms' ...

*enable companies to effectively 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'*

view the world from the 'outside—in'





PORSCHE

'design—technology platforms'

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

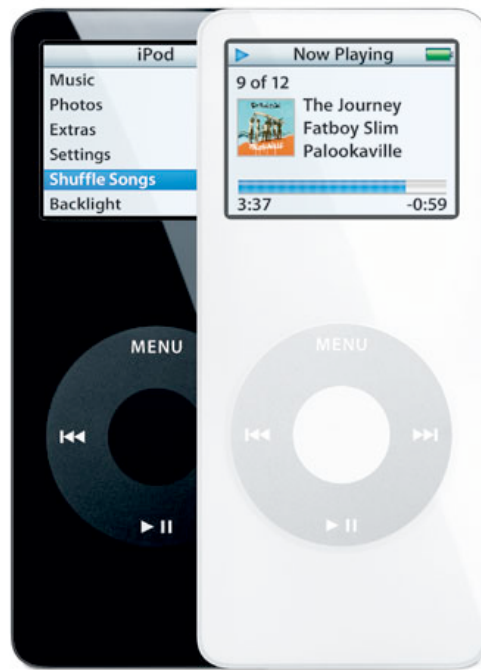
'design platforms' the four Dimensions

1D

colour
material
texture
finish



1D



2D

shape

pattern

graphic

contour/silhouette





Apple iPod click-wheel

3D

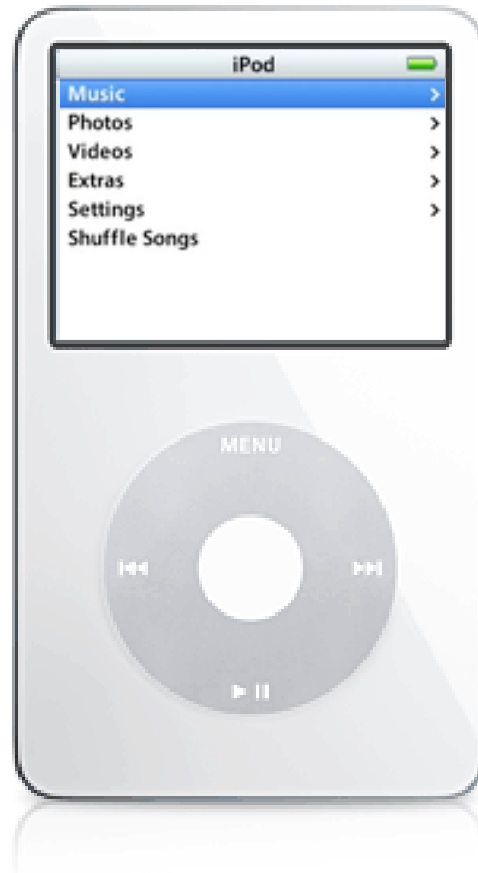
form

function

feature

feel and fit





Apple iPod click-wheel

4D

the temporal dimension

*spiritual, cultural, conceptual & contextual
dimensions*

mission/vision/—philosophy—/heritage/myth

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









4D

mission/vision/—philosophy—/heritage/myth

conceptual scheme

story/script

systemic programme

...

platform

brand / design—technology

4D

mission/vision/—philosophy—/heritage/myth

conceptual scheme

story/script

systemic programme

...

platform

brand / design—technology

4D



comfortable & cool

“californian surfer” (effortlessly easy)



Now Playing

6 of 15



Feel Good, Inc.
Gorillaz
Demon Days

3:41

- iPod
- Music >
- Photos >
- Extras >
- Settings >
- Shuffle Songs
- Backlight

MENU

MENU







Play
Browse

Extras

Settings

Backlight

Low Playinn



iTunes

Search Music Store

Account: Sign In

- Source
- Library
 - Podcasts
 - Videos
 - Party Shuffle
 - Radio
 - Music Store**
 - Purchased
 - Shared Music
 - 90's Music
 - My Top Rated
 - Recently Added
 - Recently Played
 - Top 25 Most Played



Inside the Music Store

Choose Genre

Browse
Power Search

Podcasts
Audiobooks
iMix
Billboard Charts
Radio Charts
Just Added

Music Videos
Movie Trailers

New Releases See All

Home Rock Alternative Pop Hip-Hop/Rap R&B/Soul

Catching Tales Jamie Cullum	Those Were the Days Dolly Parton	One Down, One Up - ... John Coltrane	Hypnotize - Single System of a Down
Wallace & Gromit: T... Julian Nott	Hope and Desire Susan Tedeschi	Solo Acoustic, Vol. 1 Jackson Browne	The Antidote Morcheeba

- Today's Top Songs**
1. Gold Digger (Featuri...
Kanye West
 2. My Humps
Black Eyed Peas
 3. Photograph
Nickelback
 4. Run It! (Remix featu...
Chris Brown
 5. Sugar, We're Goin D...
Fall Out Boy
 6. Boyfriend
Ashlee Simpson
 7. Because of You
Kelly Clarkson
 8. Wake Me Up When S...
Green Day
 9. Pretty Vegas
INXS
 10. Beverly Hills
Weezer
- Top 100 Songs

Account

Allowance
Gift Certificates
iTunes Music Cards
Redeem
Support



Navigation icons: Home, Repeat, Shuffle, Play/Pause, Stop

Mac OS X Dock icons: Finder, System Preferences, Mail, Safari, iChat, iTunes, iPhoto, iMovie, iCal, iPod, iTV, iSync, iShare, iWeb, iWork, iLife, iPhoto, iMovie, iCal, iPod, iTV, iSync, iShare, iWeb, iWork, iLife



Choose Store

Choose Genre

Browse Music
Power Search

Audiobooks
Disney
iMix **NEW**
Billboard Charts
Radio Charts

Music Videos
Movie Trailers

Allowance
Gift Certificates
Prepaid Cards
Redeem
Support

iTunes Essentials

Alternative Now - November '04
Tin Pan Alley
Scores from the Silver Screen, ...
Shortwave
Bossa Nova
Piano Jazz
Entre Nous
New Rock - October '04
Duets
New Pop - October '04
New Wave, Vol. 2
The Voice - October '04

See All

Celebrity Playlists

Kanye West
The Donnas
Vanessa Carlton
Joss Stone
Juanes

New Releases ○○○○ [See All](#)

Unfinished Business Jay-Z & R. Kelly	Music from The O... The O.C.	Blake Shelton's Ba... Blake Shelton	It Always Will Be Willie Nelson

Exclusives ○○○○ [See All](#)

Singles Travis	Restless - Single Alison Krauss & Unio...	iTunes Originals -... LL Cool J	Edge of a Broken H... Bon Jovi

See the Trailer
Get the Exclusive
Remixes

THE INCREDIBLES
Walt Disney

JOHN LEGEND

Free Download
Single of the Week

trick or treat

Kanye West
Celebrity Playlist

iPod Photo

Your music and 25,000 photos in your pocket.
Mac + PC

BON JOVI
Exclusive Pre-Release Track

Pre-Releases ○○○○ [See All](#)

How We Do - Single 50 Cent & The Game	The Wanderer - Single Marc Broussard	Get Back - Single Ludacris	Girls - Single Cam'ron

Just Added ○○○○ [See All](#)

The Best of Everclear Everclear	Keep Right KRS-One	Sittin' In With Light... Lightnin' Hopkins	Give Me Convenie... Dead Kennedys

Today's Top Songs

- Vertigo (Single Version) U2
- Over and Over Nelly & Tim McGraw
- Just Lose It Eminem
- Lose My Breath Destiny's Child
- My Boo (Bonus Track) Usher & Alicia Keys
- Drop It Like It's Hot Snoop Dogg & Pharrell Will...
- What You Waiting For Gwen Stefani
- Let's Go Trick Daddy
- Welcome to My Life Simple Plan
- Breakaway Kelly Clarkson

[Top 100 Songs](#)

Today's Top Albums

- Team America - World ... Team America
- Music from The O.C. ... The O.C.
- Futures Jimmy Eat World
- Still Not Gettin' Any Simple Plan
- The Incredibles - The R... Michael Giacchino
- Unfinished Business Jay-Z & R. Kelly
- American Idiot Green Day
- From a Basement On t... Elliott Smith
- Garden State (Soundtr... Garden State

Choose an iPod.



iPod your car.







ProCare

Membership number

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G A U S B A R



*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

*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 ...

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.**

internet: <http://oami.eu.int/>

