Design-Inspired Innovation

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Networks and Brokering

A Dynamic Network
Suppliers

Design Community

Designer

User

Traditional industries

Design Firm

Design Dept.

Ethnography

Market

User
Innovation as the Generation and Integration of Knowledge

- Technology
- Needs
- Language

Integration Cycle
Propeller Design’s Saddle
for both rider
and horse
Topological Change
Model Longevity

A. Survival of personal stereos in U.S. market

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* Still on market in last period of study
Combine Elegant Interfaces, Software and Services for User Delight
Portable Digital Music Players

March 98

Oct. 98

Nov. 99

June 01

Oct. 01
Portable Players Emulate iPod in Features and Design

Sansa e200
iPod
Microsoft Zune
Write Scenarios
Quickly Build Prototypes
Form Factor
Engineering Brain Strom
Test Prototypes and Systems
No-Moving-Parts Dispensing System (international patent submitted)
Engineering
Intellectual Property (international patent submitted)

- Cartridge Swap System

- Business Model: Rent in Kiosk Return by Mail Process

- No Moving Parts Dispensing System
Fully Operational Pilots / Boomerang Movies
Yahoo! = > 9 different main menus? 23% of searches

Public Since 1998 (Google was not even incorporated then)
Google = > 1 search box, 1 main menu 54% of searches

Public Since 2005
Move Beyond the Initial Concept or Brief

Artemide's vision towards the generation of new quality models.
Enable Users to Experiment
Engage Users

Esperia (1996)  
Ernesto Gismondi

Carlotta de Bevilacqua

“...I thought of this lamp as an object that could speak using only of the color of light. An object that could speak through its natural materials and a minimal form”

“...Color in life is everything. However, it should be subtle. Hence I have designed the machine to be as compact, simple and minimal as possible”
Move Beyond the Initial Concept or Brief
Broker Ideas across Platforms
Innovation as the Generation and Integration of Knowledge

TECHNOLOGY

INTEGRATION

NEEDS

LANGUAGE
Time Invention of the Year
Added Material
VISUALIZE!

Multi sport wheelchairs at an exhibition in Athens 2005
Developed and designed by engineering/design students,
Mälardalen University
Work closely with Users - Here Jenny Lundblad, one of the world’s best female athletes in wheelchair racing

“Sport has given me the joy of life back again.”

“I am stronger now in many ways and more independent in my daily life thanks to my sport.”

“The wheels are my legs and therefore the design is extremely important for me.”

(Interviewed by Sten Ekman in October 2003 at The Munktell Sports Arena, Eskilstuna, Sweden)
Use New Materials
titanium chairs and wheels of carbon fiber

Source: www.newhalls.com
Create a Platform and Product Family

“G-Force” 1983

“Dyson DC01” 1993

“DC02” 1995

“DC06” 2005?