INNOVATION THROUGH DESIGN
HP Design Strategy Frame*

- Design to **simplify**
- Design to **differentiate**
- Design to **innovate**

Design to simplify

Margins/Savings
Example

Redefine the perception of NIVEA products (iconic blue tin)

https://fuseproject.com/work/nivea/nivea/?focus=strategy
Design to differentiate

- Design to **differentiate**

  Competitive edge/Revenues
Example

Senz Technologies BV
Locarno class 03.03 Umbrellas
RCD 000579032-0001
Design to innovate

Market share
Design to innovate

Innovation:

«Commerce. The action of introducing new product into the market»

Oxford English Dictionary
Design to innovate

- In today’s world, innovations are not only based on inventions (“technological innovation”)

- Consumers do not only want to buy efficient products ➔ they also want to get attractive and appealing products

- Design “look & feel” ➔ a key element for any enterprise to establish a competitive advantage
Design to innovate

Technology (Feasible)

Customer (Desirable)

Business (Viable)

Example

«How we made the Dyson vacuum cleaner»
The Guardian – 2016
https://www.theguardian.com/culture/2016/may/24/interview-james-dyson-vacuum-cleaner
Example
Title: A HAIRDRYER

Abstract: Disclosed is a hairdryer (10) comprising a primary fluid flow path (400) extending from a primary fluid inlet (40) to a primary fluid outlet (440), a fan (70) unit for drawing primary fluid into the primary fluid flow path, a heater (80) for heating primary fluid in the primary fluid flow path wherein primary fluid flowing through the heater has a lower velocity than primary fluid flowing through the fan unit. The heater may be downstream of the fan unit. The cross sectional area of the primary fluid flow path may vary along the primary fluid flow path. The cross-sectional sizes of the primary fluid flow path may be greater around the fan unit than around the heater unit. The hairdryer may comprise a handle and the primary fluid inlet is in the handle (20). The hairdryer (10) may comprise a body (30) and the primary fluid outlet is in the body and the primary fluid flow path extends within the handle from the primary fluid inlet to the body.
The Design Ladder

The Design Ladder was developed by the Danish Design Centre in 2001 as a communicative model for illustrating the variation in companies' use of design.

The Design Ladder is based on the hypothesis that there is a positive link between higher earnings, placing a greater emphasis on design methods in the early stages of development and giving design a more strategic position in the company's overall business strategy.

The Design Ladder consists of four steps:

STEP 1
NON-DESIGN
Design is not applied systematically

STEP 2
DESIGN AS FORM-GIVING
Design is used as finish, form-giving or styling in new products/services

STEP 3
DESIGN AS PROCESS
Design is an integrated element in development processes

STEP 4
DESIGN AS STRATEGY
Design is a key strategic element in our business model
Conclusion

- Importance of design
- Design can make a difference
- Design/innovation