

INNOVATION THROUGH DESIGN

HP Design Strategy Frame*

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

* *HP design strategy frame*, in Steve Sato: «Beyond good: great innovations through design», Journal of Business Strategy, 2009, pp. 40-49

Design to simplify

- Design to **simplify**

Margins/Savings

Example

Redefine the perception of NIVEA products (iconic blue tin)



Design to differentiate

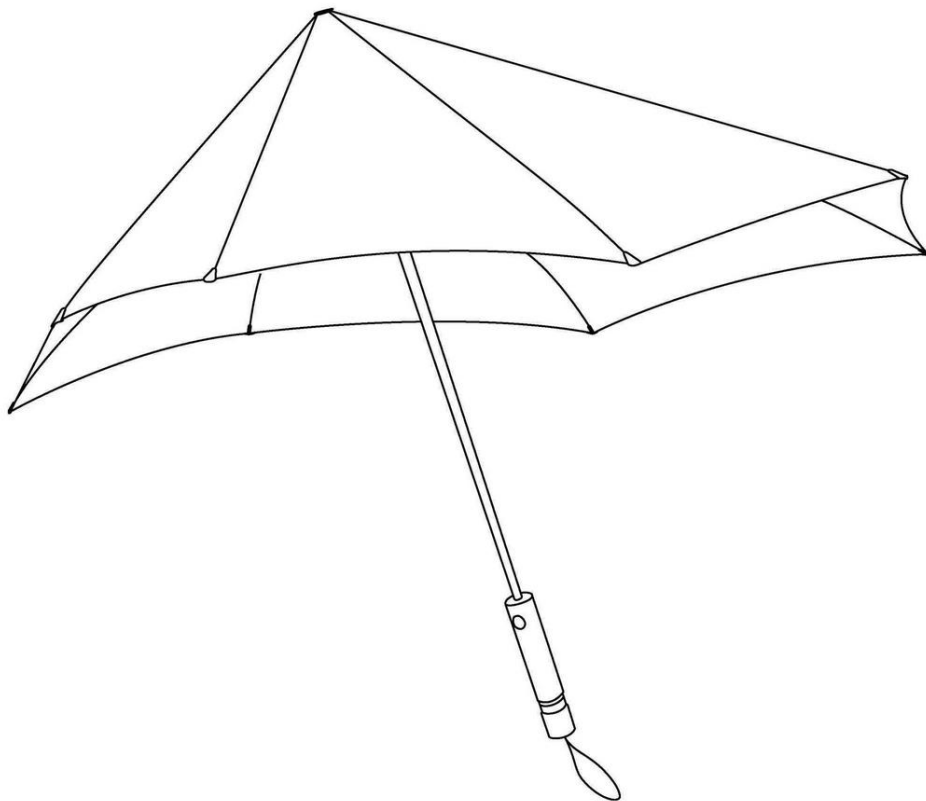
- Design to **differentiate**

Competitive edge/Revenues



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Example



Senz Technologies BV

Locarno class 03.03 Umbrellas

RCD 000579032-0001



Design to innovate

- Design to **innovate**

Market share

Design to innovate

■ Innovation:

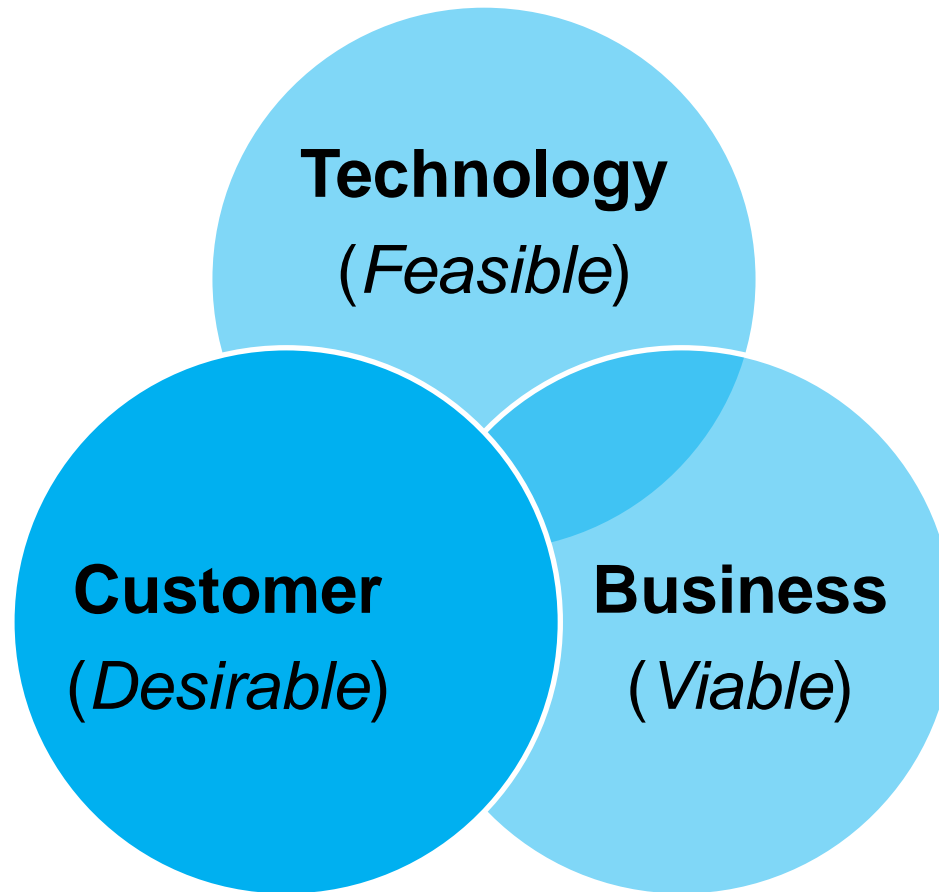
«*Commerce*. The action of introducing new product into the market»

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



Sources: Keeley and Owen – Quoted in Steve Sato: «*Beyond good: great innovations through design*», Journal of Business Strategy, 2009, pp. 40-49

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



dyson supersonic

The hair dryer re-thought.

- Helps prevent extreme heat damage to protect natural shine
- Fast drying
- Lightweight and balanced
- Smoothing nozzle

Lord + Taylor

Available in select stores and online at lordandtaylor.com



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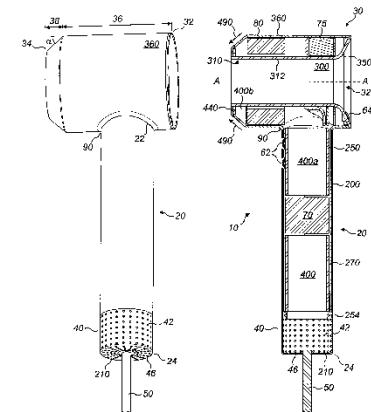


FIG. 1

FIG. 2

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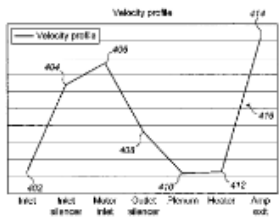


FIG. 22a

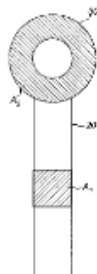


FIG. 22b

(54) Title: A HAIRDRYER

(57) Abstract: Disclosed is a hairdryer (10) comprising a primary fluid flow path (400) extending from a primary fluid (40) inlet 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 area of the primary fluid flow path may be greater around the heater than around the fan 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.

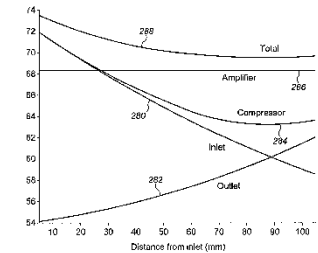
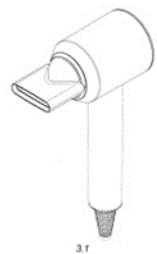


FIG. 10

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WO 2015/150720 A1



3.1



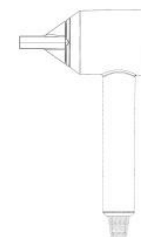
3.2



3.3



3.4



3.5

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:



Conclusion

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