



EUROPEAN CONCEPT *Working Group*

Steering Committee meeting
Brussels - 2nd October 2007



WHY TO PROMOTE THE CREATION OF A EUROPEAN WORKING GROUP ON PRODUCT DESIGN ?

1. **THE WEAKNESS OF ENTERPRISES, PARTICULARLY SMALL AND MEDIUM, TO CONCEIVE INNOVATIVE PRODUCTS TO COMPETE WITH THOSE OF EMERGING COUNTRIES**
2. **TO PROVIDE ENTERPRISES WITH A STRUCTURED METHODOLOGICAL APPROACH TO PRODUCT INNOVATION AS AN EVOLUTION TO THEIR CREATIVITY**
3. **HELP ENTERPRISES TO PARTICIPATE TO THE NEW COMPETITIVE SCENARIO:**
 - - from product to value proposition
 - - from market to specific identified segments



WHY TO PROMOTE THE CREATION OF A EUROPEAN WORKING GROUP ON PRODUCT DESIGN ?

4. **MAKE AVAILABLE THE OPPORTUNITIES OFFERED BY THE NEW CAPABILITIES, KNOWLEDGE, TECHNOLOGIES FOR PRODUCT INNOVATION.**
 - no more technologies versus application but ...
 - application versus technologies
5. **TO DEFINE INNOVATIVE METHODS FOR COLLABORATIVE DESIGN WITH THE GOAL OF CREATING INTEGRATED NETWORKS**

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graph TD; A[PREMISES] --> B[VALUE PROPOSITION]; A --> C[PRODUCT DESIGN APPROACH];
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PREMISES

**VALUE
PROPOSITION**

**PRODUCT
DESIGN
APPROACH**

VALUE PROPOSITION

TANGIBLE GOODS

A

**INNOVATIVE
TECHNOLOGICAL
SERVICES**

B

**INTANGIBLE VALUE
ADDED FEATURES**

C

**... but
can be
delivered
*separately***

PRODUCT DESIGN APPROACH

OLD APPROACH

FOCUSED ON:

- CHANGING AND MODIFYING SOME PRODUCT FEATURES BY USING CREATIVITY
- COMPETITORS MAINLY
- MARKET COLLECTIVE BEHAVIOURS / OBSERVATION EXCLUSIVELY

NEW APPROACH

FOCUSED ON:

1. USERS NEEDS (EXPLICIT, NON EXPLICIT, INDIRECTLY CONNECTED)
2. NEW TECHNOLOGIES AND INNOVATIVE SERVICES FOR IDENTIFYING NEW MODALITIES TO SATISFY USERS EXPECTATIONS
3. INDIVIDUAL BEHAVIOUR / OBSERVATION

HOW TO BUILD THE BRIDGE ?

A) INFORMATION

NEW ACQUISITION AND MANAGEMENT APPROACHES

- COGNITIVE versus BEHAVIOUR
- INDIVIDUAL versus TO COLLECTIVE

B) DESIGN METHODS

NEW APPROACHES FOR VALUE PROPOSITION DESIGN

- STRUCTURED METHODOLOGIES versus INTUITIVE AND CREATIVE
- INTEGRATED NETWORKED DESIGN versus INDIVIDUAL DESIGN

OUR 4 NEXT STEPS

- **STEP 1:**
 - MARKET SEGMENT NEEDS IDENTIFICATION
- **STEP 2:**
 - TECHNOLOG STATE OF THE ART
- **STEP 3:**
 - METHODOLOGIES FOR INNOVATIVE VALUE PROPOSITION DESIGN
- **STEP 4:**
 - ENABLERS MODEL DESCRIPTION

TIMETABLE

	2007	2008	2009	2010	2011	2012
MARKET SEGMENT NEEDS IDENTIFIC.						
TECHNOLOG STATE OF THE ART						
METHOD. FOR INNOV. VP DESIGN						
ENABLERS MODEL DESCRIPTION						
INTEGRATION						