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# EUROPEAN CONCEPT *Working Group*

Steering Committee meeting  
Brussels - 2<sup>nd</sup> 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**

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

**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			■	■	■	■