

PARK

Guiding design leaders

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Design as driver for Innovation

coliquio Summit, Berlin, October 19th 2017

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Introduction

Outside there

Innovation Effectiveness

What can Design bring to the Table?

Case Studies

Agenda

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Frans Joziassse

Co-founder, General Director

PARK and Grow

PROFESSIONAL PROFILE

Design management professional with a strong client experience, who can deliver strategic thinking across all management levels in the business. Great skills in integrating design and innovation within corporate business, with good understanding of the design profession, process and teams.

One of the two founding partners of PARK, an international design management consultancy. He holds an MBA in design management from the University of Westminster (London) and lectures/teaches at several universities in Europe and the US and at the Conferences of the Design Management Institute on strategic design management issues.

Having graduated as an industrial design engineer from Delft University in 1986, he founded his own industrial design consultancy in Rotterdam, and subsequently he founded PARK in 1998. Joziassse has been cited for numerous awards for design excellence by the Gute Industrie Form in Hanover (Germany). He was a member of the Board of Industrial Designers in the Netherlands from 1992 till 1995, and was made a member of the University of Westminster's advisory panel and Quality Assessment Agency for the MBA in design management in 1999 and 2001.

In 2003, he developed the module 'strategic design management' for the MA design management at the INHOLLAND University (taken over by EURIB at the Erasmus University in 2005), in Rotterdam.

He has research interests in: organisational change, innovation within multinational organisations, creative networks, design and corporate strategy and local/global consumer behavior/trends.

CLIENT EXAMPLES

Airbus, AM, Amsterdam Schiphol, Audi, BMW, Booz&co, bugaboo, Burgbad, Grundfos, Holland Casino, Hyundai & KIA Motors, Johnson Controls, Lafarge, Mars, Mexx, Miele, Oficon, PANalytical, Reckitt Benckiser, Roca, Siemens, Siematic, Sony, Vaillant, VOX, WDR



FRANS JOZIASSSE

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website:	www.park.bz
address:	Ruhrstrasse 11 22761 Hamburg
nationality:	Dutch
date of birth:	26-03-1962
family status:	married, 3 children
leisure activities:	family, cooking, jazz music, history, sailing, skiing and gardening

BACKGROUND

1998 -	co-founder & director PARK
1997 - 1999	account director of NPK Industrial design Germany
1995 - 1998	senior consultant DesignNet
1987 - 1995	co-founder & director of EJOX design for industry
	designer at Dutch Railways
1986 - 1987	Industrial Designer at Istra Industrial Design

EDUCATION

1999	MBA Design Management (with Merit), University of Westminster, London, UK
1986	MSc.(Hons) Industrial Design Engineering University of Delft, NL



**We consult, coach & train on
maximizing the value of design in
organizations.**

Locations in Hamburg and Santa Monica

16 Consultants

7 Nationalities

20 Years in Business

PARK

Design Thinking

Design Vision & Strategy

Design Organisation & Structure

Design Process & Tools

Design Culture & Competencies

Services

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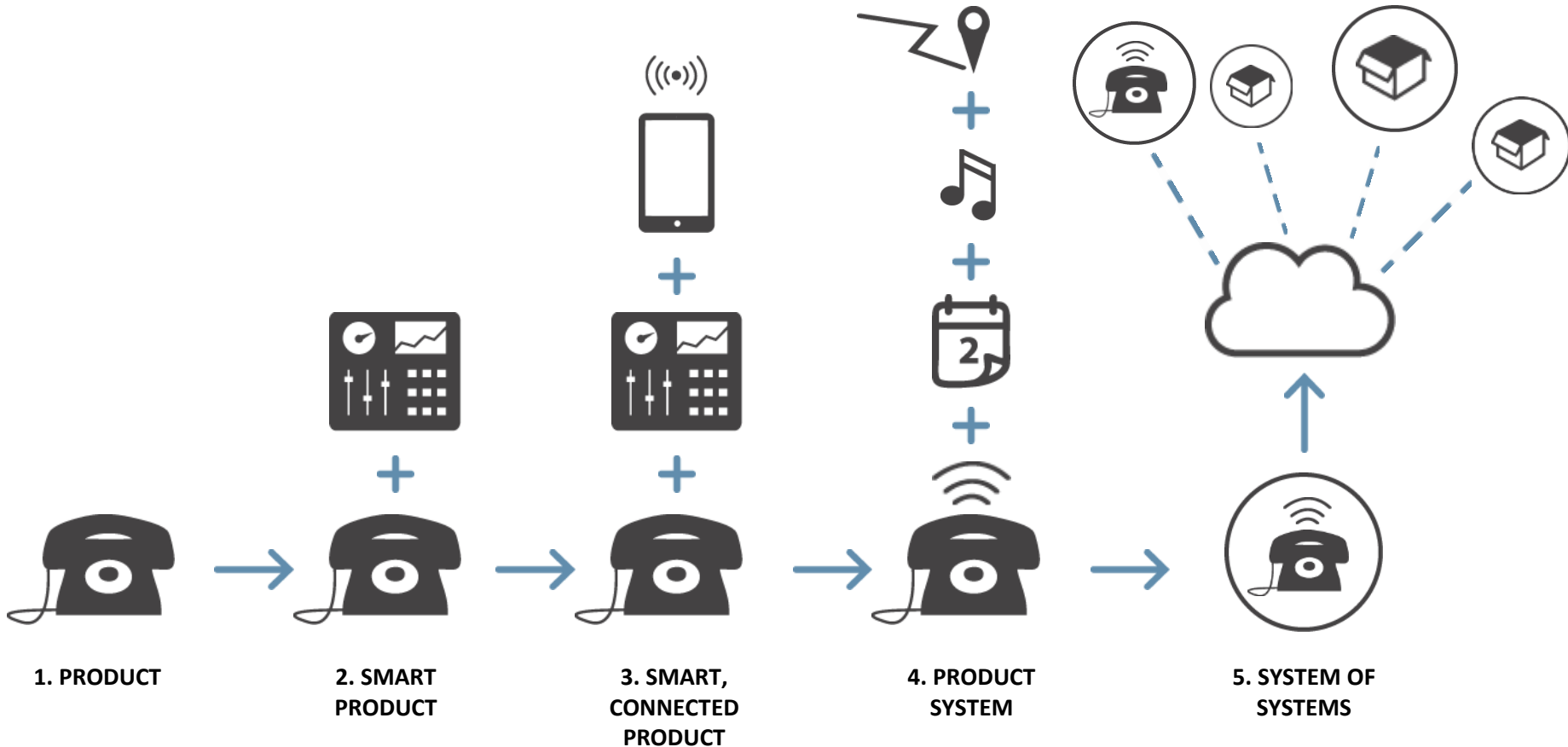
We have long term relationships with design / business / innovation leaders from leading global companies.

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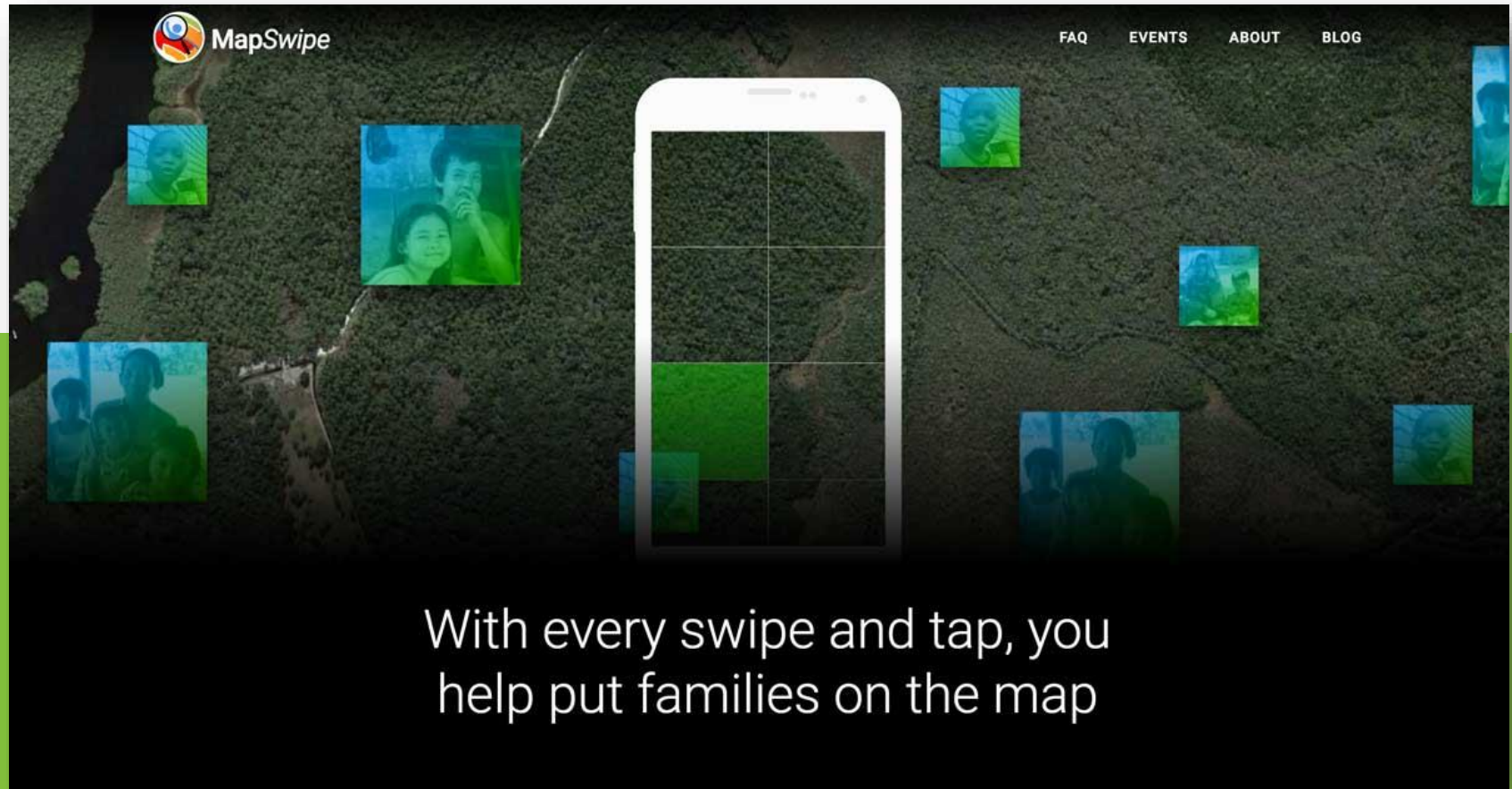
Outside there

Agenda

From Product to System of Systems



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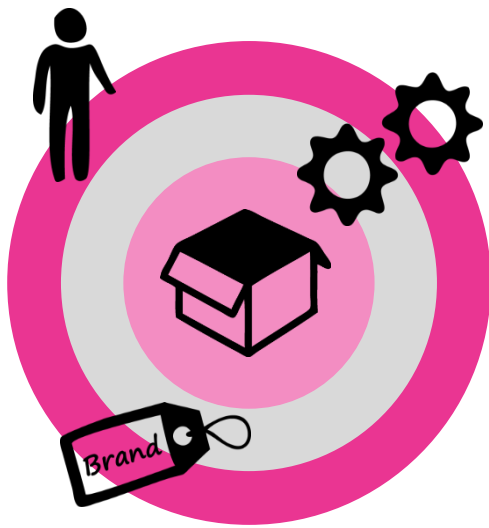
A promotional banner for MapSwipe. The background is a dark, textured map of a park area. In the center is a white smartphone displaying a grid overlay on the map. Several small, semi-transparent photos of people are scattered across the map. In the top left corner is the MapSwipe logo, and in the top right corner are navigation links: FAQ, EVENTS, ABOUT, and BLOG. The bottom of the banner features a white text message.

MapSwipe

FAQ EVENTS ABOUT BLOG

With every swipe and tap, you help put families on the map

From Product to User Experience



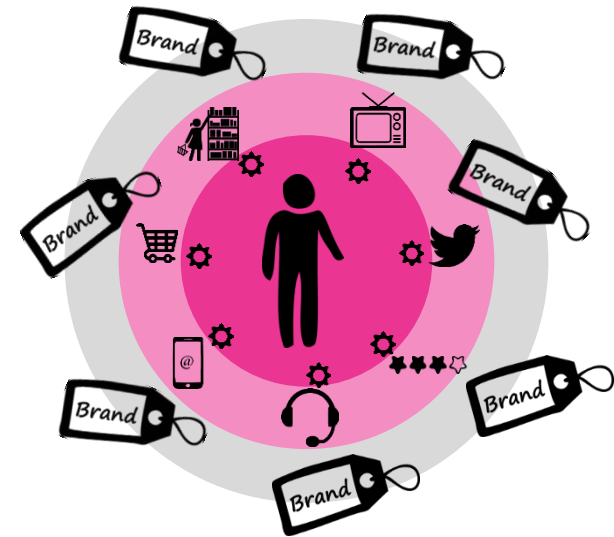
Product Experience

2000 - 2010



Brand Experience

2010 - 2015



User Experience

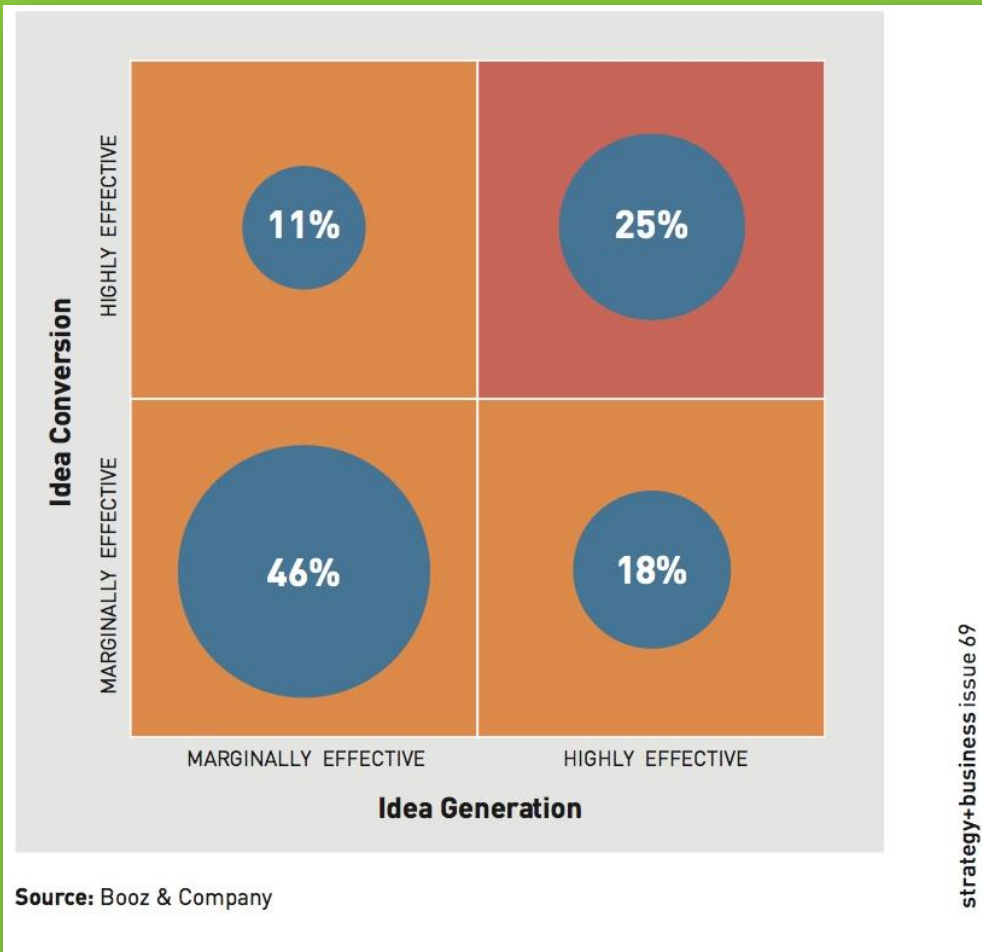
2015 - 2020

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Innovation Effectiveness

Agenda

Effectiveness of Innovation



Why so disappointing low?

Innovation Vision Lacking
Focus on Product Innovation
Inside-out Approach
Expert Teams
Risk Mitigation

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What can Design bring to the Table?

Agenda

What can Design bring to the table?

Innovation Vision Inspiration

Focus on holistic Innovation

Outside-in Approach

Multi-disciplinary Teams

Iteration and Prototyping

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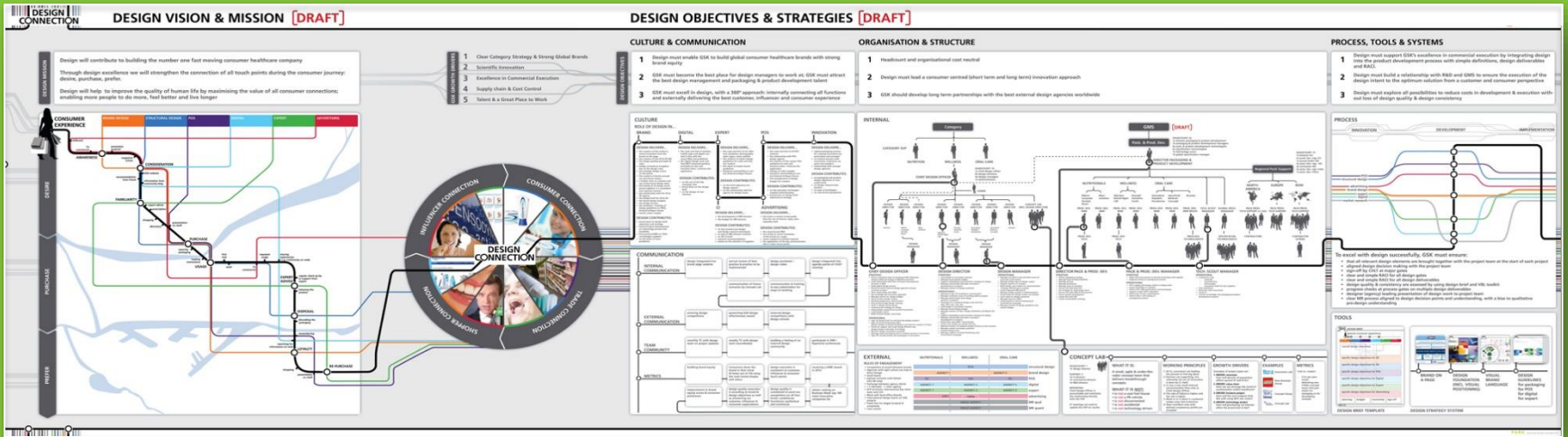
Innovation Vision Inspiration

Focus on holistic Innovation

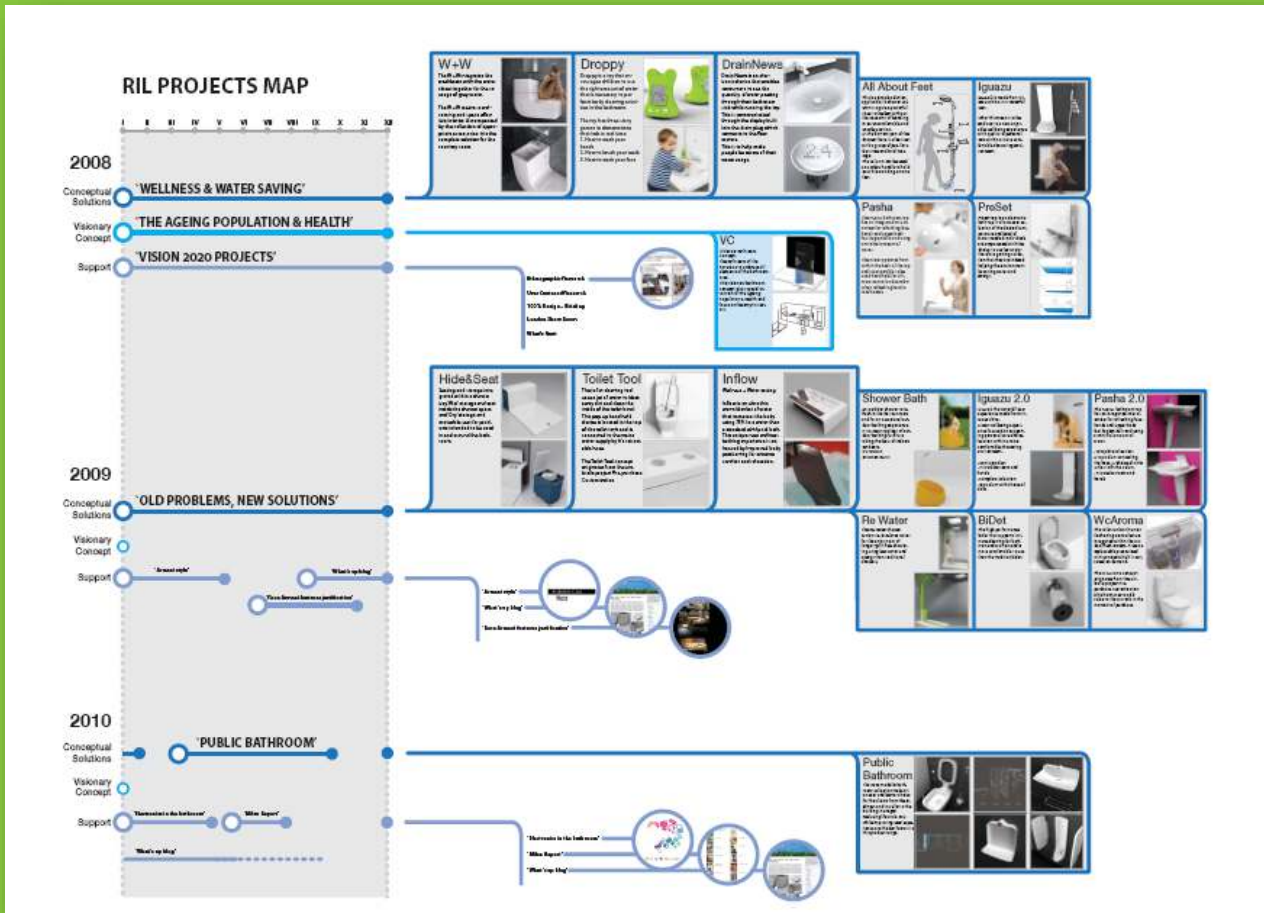
Outside-in Approach

Multi-disciplinary Teams

Patient Driven Design Vision 2020



Consumer Need based Innovation Roadmaps



What does Design bring to the table?

Innovation Vision + Objectives and Goals

Focus on holistic Innovation

Outside-in Approach

Multi-disciplinary Teams

Focus on holistic innovation

INNOVATION DEFINITIONS

INNOVATION BACKGROUND | **INNOVATION AT LEGO**

INNOVATION CATEGORIES

product	experience	business	process
<p>What products & services are we creating?</p> <p>product innovation</p> <p>service innovation</p>	<p>How do customers experience our products & services?</p> <p>message innovation</p> <p>interaction innovation</p>	<p>How do we manage our business & our people?</p> <p>model innovation</p> <p>business model innovation</p>	<p>How do we do things better, faster & cheaper?</p> <p>tech innovation</p> <p>working method innovation</p>

INNOVATION LEVELS

level 3	level 2	level 1
<p>Radical products & services that create new markets & redefine the way we live & work.</p>	<p>Reconfiguring & redefining existing products, services & processes to create new value.</p>	<p>Continuously adjusting & refining products, services & processes to improve performance & efficiency.</p>

INNOVATION PROFILE

INNOVATION CASES

INNOVATION PROFILE: Bionicle in historical perspective

INNOVATION PROFILE: Factory

What can Design bring to the table?

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Outside-in Approach

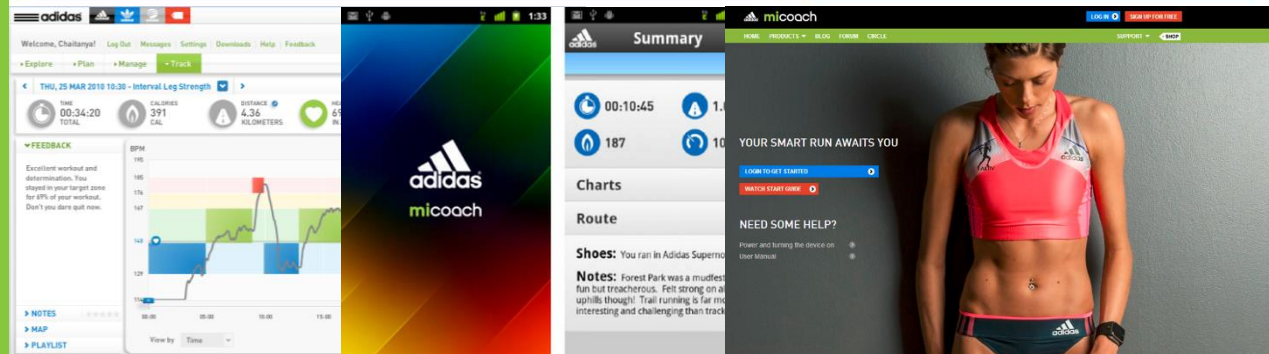
Multi-disciplinary Teams

Iteration and Prototyping

Focus on holistic innovation



Focus on holistic innovation



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Multi-disciplinary Teams

Roca Innovation Lab

The Roca Innovation Lab operates as a nursery of ideas and analysis of the materials and technology to be applied, constituting a centre of international reference in the field of research and innovation.

The attention to design and innovation in all Roca's product lines has been rewarded by the Design Management Europe Award which distinguishes the best design management in the large company category.

Facts & Figures

- 6-8 concept designers with international and different backgrounds and +5 years of experience
- Delivering 5 feasible concepts per year and 1 visionary concept every 2-3 years to inspire the business
- Set up in 2008
- Independent functioning but embedded within the Roca Design Center
- Focus on pre-defined strategic fields

Deliverables & Results

- Five visionary concepts / year that fill long-term innovation pipeline
- Visionary concepts have been successfully promoted at international exhibitions and design shows
- Exhibitions aim at PR and promotion of the organization
- More open-minded culture through the inclusion of external research partners

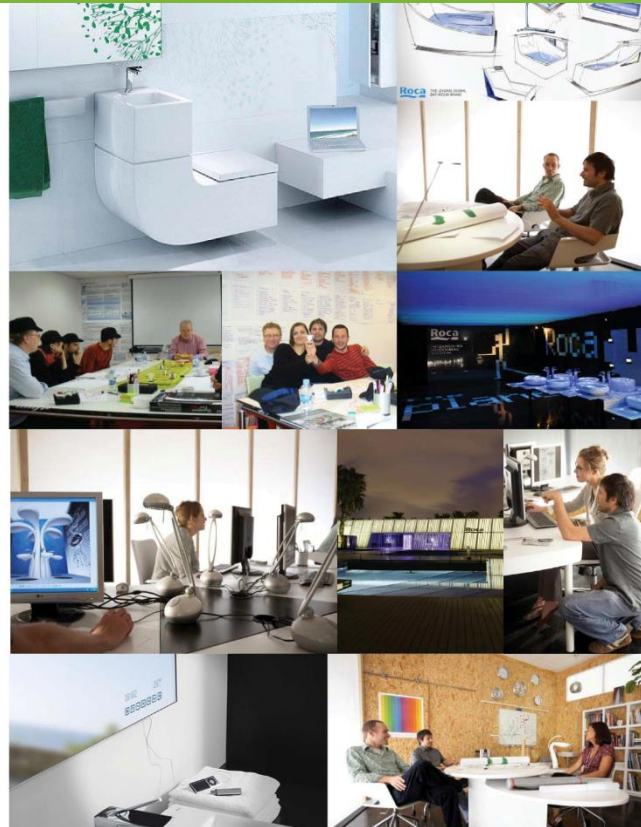
Key Take-Aways

Advantages

- Clear process, roles & responsibilities and deliverables
- Good mixture of short-term and long-term projects:
 - 80% of projects need to be in the market within 1-3 years
 - 20% of projects need to be in the market within 3-6 years
- Focus on specific themes (e.g. public toilet, sustainability)
- Development of best practice in explorative consumer research
- Smooth integration into Roca, with marketing functioning as a client
- Continuous process of 1 and 2 year cycles

Disadvantages

- May lack some core competencies in engineering and business thinking
- Difficulty in finding true front-end concept designers
- Challenging to present true visionary concepts without going into existing solutions



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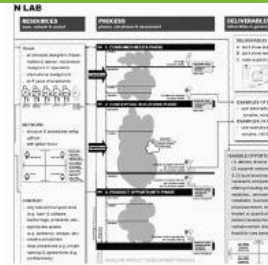
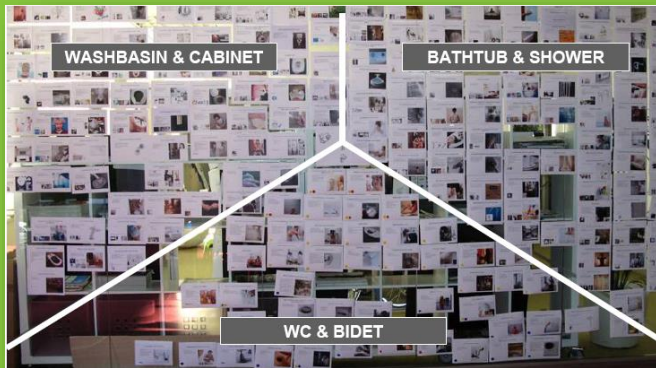
Multi-disciplinary Teams

Iteration and Prototyping

Iteration and Prototyping



Iteration and Prototyping



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Thank you!

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www.park.bz