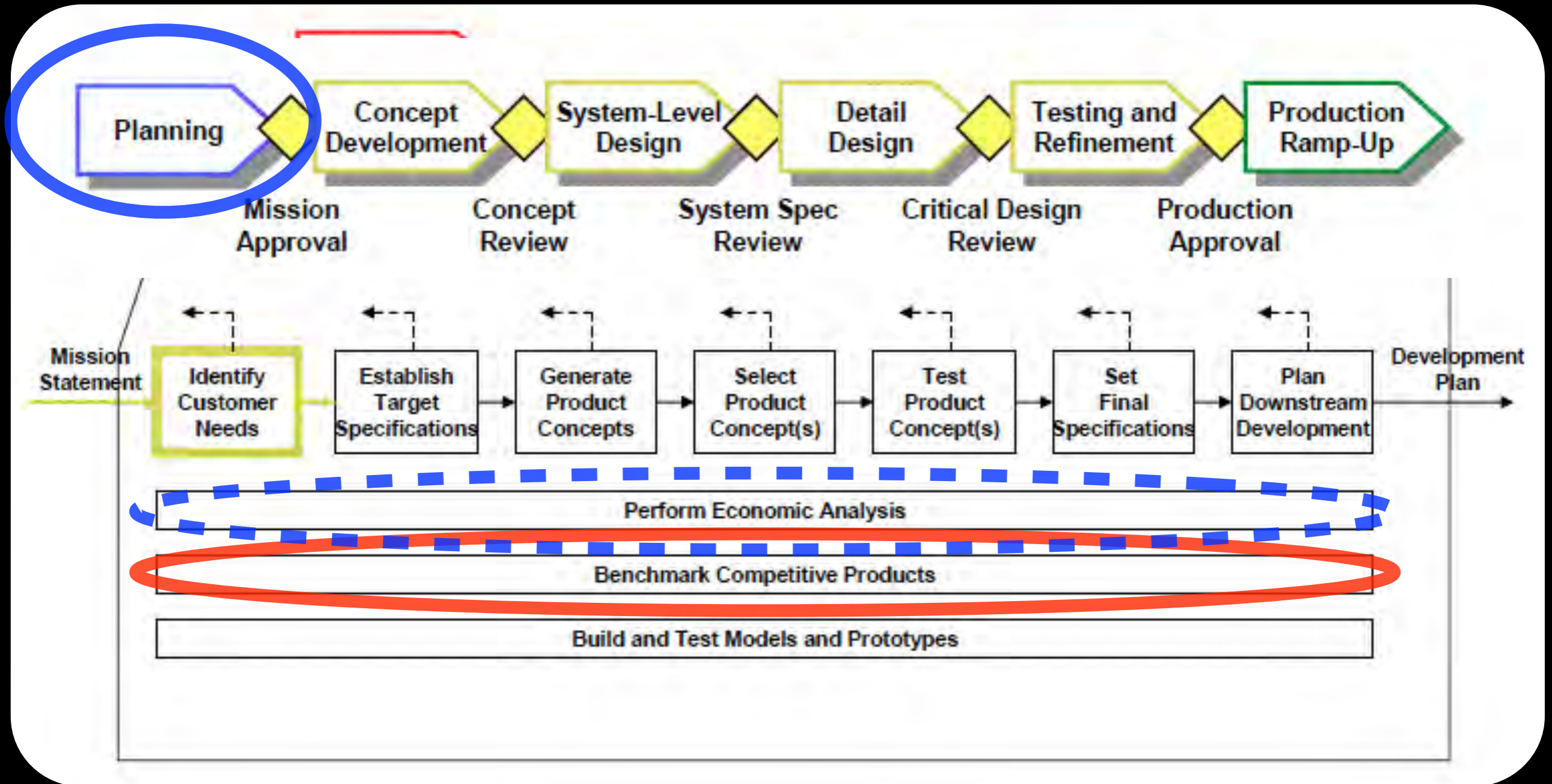


Introduction to  
**Product Design and Innovation**

November 19<sup>th</sup>, 2014

# Market Research & Benchmarking

# Marketing + Benchmarking



# External & Internal Search

- **External – Existing Concepts**
  - Benchmarking
  - Market research
  - Technology surveys
- **Internal – New Concepts**
  - Brainstorming individually & in teams

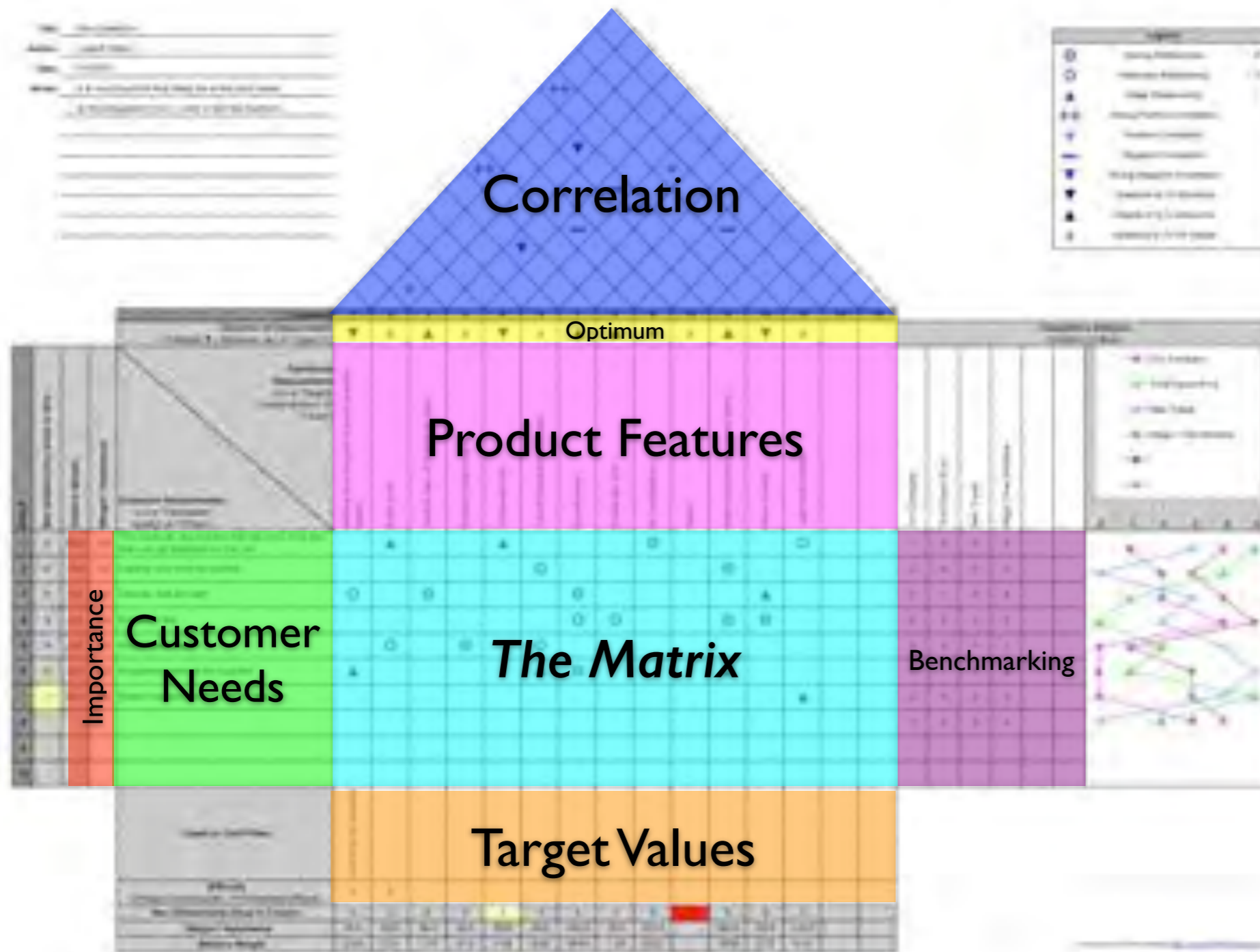
# Marketing

- Marketing vs. Sales Promotion
- Benchmarking
- Market segmentation
- Blue Ocean vs. Red Ocean
- Service Dominant Logic
- Value creation
- Voice of Customer (VoC)

# Market Segmentation

- Good for building personas
- Bad for estimating behavior
- Benchmarking = search for existing solutions
- Segmentation = search for shared needs

# House of Quality (HoQ)



- Needs–  
metrics  
comparison
  - Scale: 1, 3, 9
- Optimum:
  - ↑ or ↓
- Correlation:
  - + or –
- Benchmarking:
  - + or –

# Marketing

## Market certainty

Technological certainty

	High	Low
High	<b>Incremental Innovation</b> Product Development	<b>Technology Push</b> Market Development
Low	<b>Market Pull</b> Technology Development	<b>Radical Innovation</b> Visionary R&D



# Service Dominant Logic

- Characteristics of Service
  - Co-creation
  - Not storable
  - Simultaneous production & consumption
  - Always unique
- When & where is **value** generated?
- How to deliver value to the customer?
  - Product
  - Service
  - Product Service System

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# Product Service System

- How to deliver value to the customer?