

Design-novation

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innovative design - Google Search - Windows Internet Explorer

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 Larger than...
 Exactly...

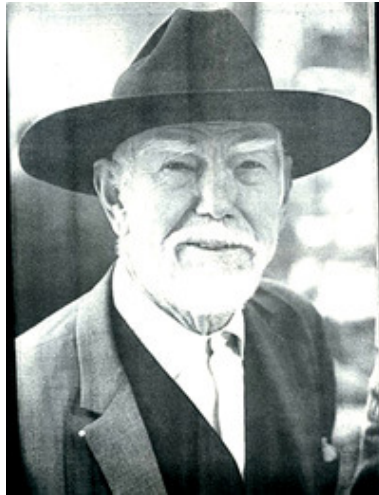
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Wedgwood

1700s: separation
between production
and design of pattern



Joseph Sinel (1889-1975)

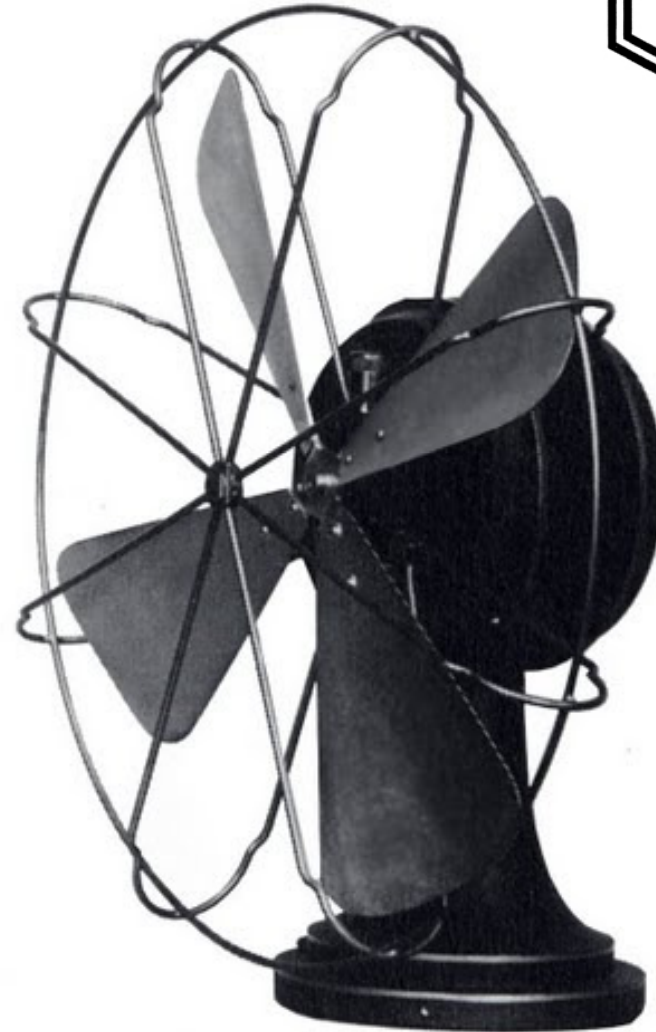
- Called himself an “industrial designer” in 1919/1920
- ID applied to “machine made consumer goods”



Peter Behrens (1868-1940)

- First well known “industrial designer”
- Worked for AEG in 1907
- Graphic artist turned architect

Peter Behrens ...



<http://picasaweb.google.com/ID100Y/TheVirtualPeterBehrensExhibition#5087122997360994834>

Wall street crash 1929

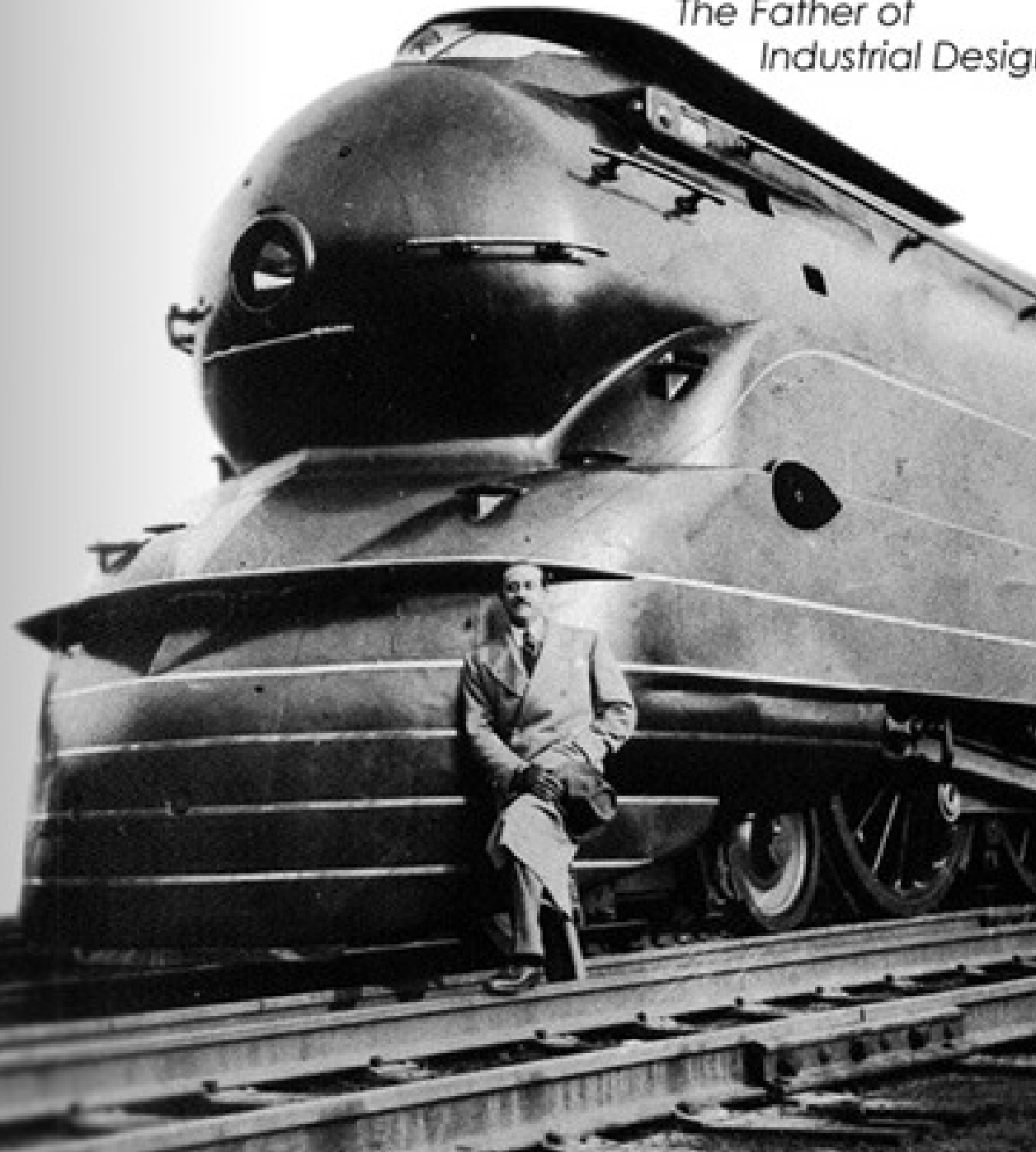


Artists employed to make products more desirable
Consumer society 30 years ahead of Europe

RAYMOND LOEWY

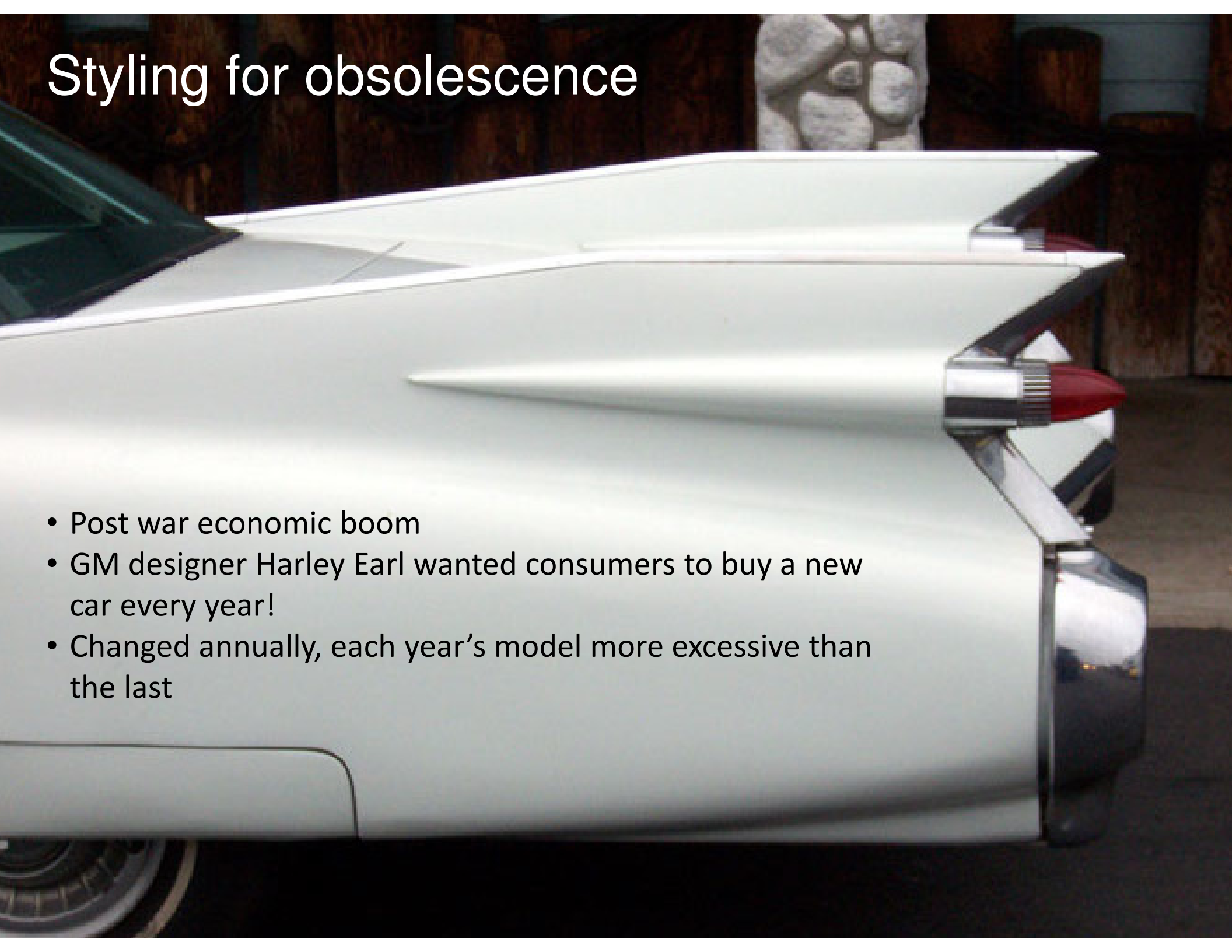
The Father of
Industrial Design

“Between two products equal in price, function, and quality, the better looking will outsell the other.”



Styling for obsolescence

- Post war economic boom
- GM designer Harley Earl wanted consumers to buy a new car every year!
- Changed annually, each year's model more excessive than the last







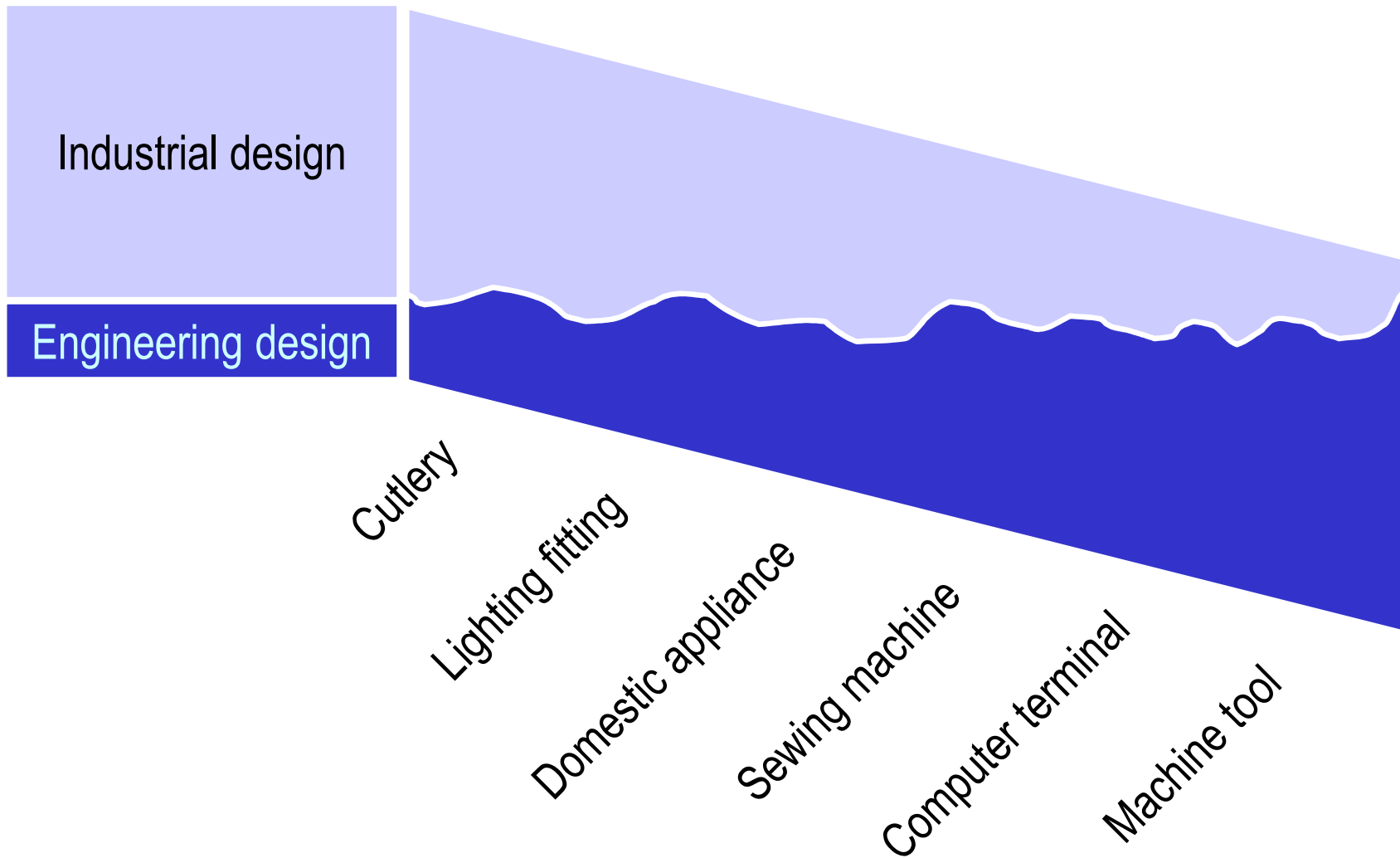
Starck: Victoria ghost chair 2005



Starck: Attila 2000



Starck: Louis ghost chair 2002



Walsh, Roy & Potter, *Winning by design*, 1992

*There are, however, some elements of design work which should be considered as R&D. These include **plans and drawings** aimed at defining procedures, technical specifications and operational features necessary to the conception, development and manufacturing of new products and processes*



Design is an integral part of the development and implementation of product innovations.

*However, design changes that do not involve a significant change in a **product's functional characteristics** or intended uses are not product innovations.*

However, they can be marketing innovations.

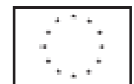
The Measurement of Scientific and Technological Activities

Oslo Manual

GUIDELINES FOR COLLECTING
AND INTERPRETING INNOVATION DATA

Third edition

A joint publication of OECD and Eurostat



ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT
STATISTICAL OFFICE OF THE EUROPEAN COMMUNITIES

*Marketing innovations include significant changes in product design that are part of a new marketing concept. **Product design changes here refer to changes in product form.***

All design activities for the development and implementation of product innovations and of process innovations should be included either in R&D or in other preparations for product and process innovations.

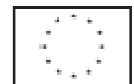
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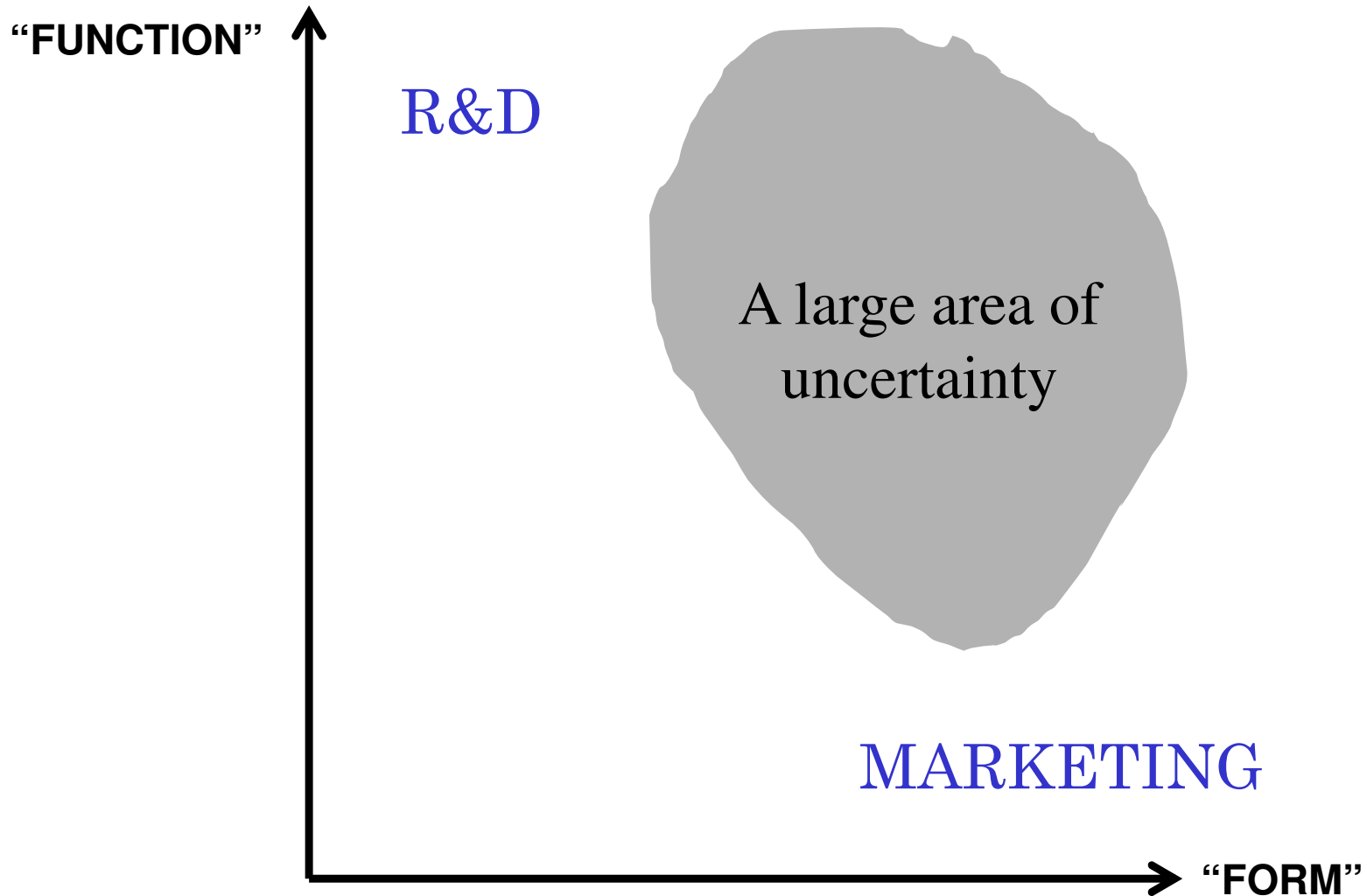
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Design according to Frascati & Oslo ...





Health
returns with
LUCOZADE

“She’ll soon be up and about again!”...

It’s a tragedy when mother’s ill—but her illness can be so much shorter if Lucozade is there to help. Lucozade contains Glucose to provide energy when it’s needed most, rallying the sick and speeding the convalescent. And how acceptable it is! The sparkling Lucozade flavour stimulates the appetite and makes it acceptable even in cases of extreme exhaustion. But don’t wait for illness, help to protect yourself and your family by keeping really fit. Have some Lucozade in your home—and ask for it wherever you go. *Used by Doctors and Nurses in Hospitals, Clinics and Schools.*

We receive letters like this every week

It’s a wise housewife who keeps some Lucozade in the house—and here’s a letter from one: “I had an operation ten weeks ago and for a month after I came out of hospital I felt like nothing on earth... Then one day my husband brought home a bottle of Lucozade and from the first bottle I felt better.”
Mrs. Gladys Summers, Forest Hill, London.



LUCOZADE
the sparkling glucose drink

REPLACES LOST ENERGY

LUCOZADE LTD., GREAT WEST ROAD, BRENTFORD, MIDDLESEX.

royals 1731/4/53

Lucozade

the sparkling **GLUCOSE** *drink*

replaces
lost
energy

Lucozade
is used by
**DOCTORS AND NURSES IN
CLINICS HOSPITALS
NURSING HOMES & SCHOOLS**

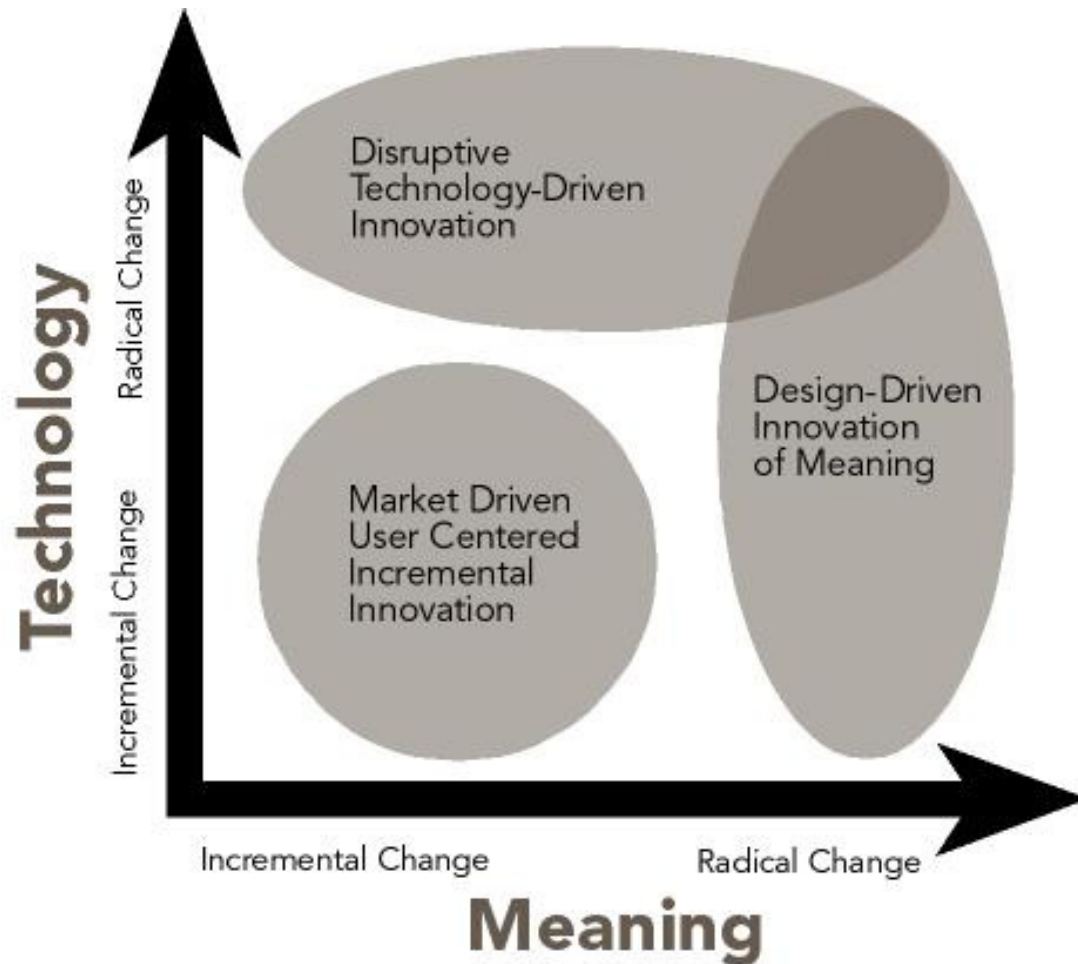
LUCOZADE LTD., GREAT WEST ROAD, BRENTFORD, MIDDLESEX

June 27, 1953

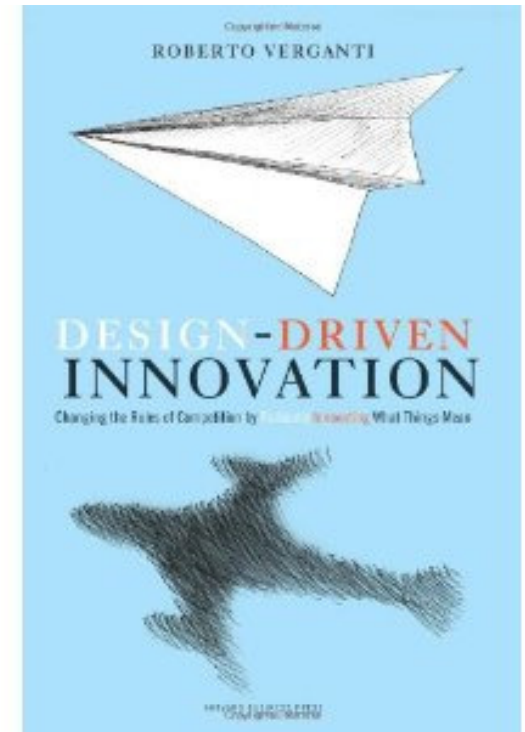


GIVING ENGLAND AN EDGE

Lucozade SPORT



Design Driven Innovation by Roberto Verganti



*“an innovation that is generated primarily through **symbolic** changes is one which communicates a different **social meaning** than it did previously. Its physical form remains predominately unchanged, but the **meaning assigned to that form is novel**”*

Hirschman, E.C. (1981) Symbolism and technology as sources for the generation of innovations. *Advances in Consumer Research*, 9, p.537-541.

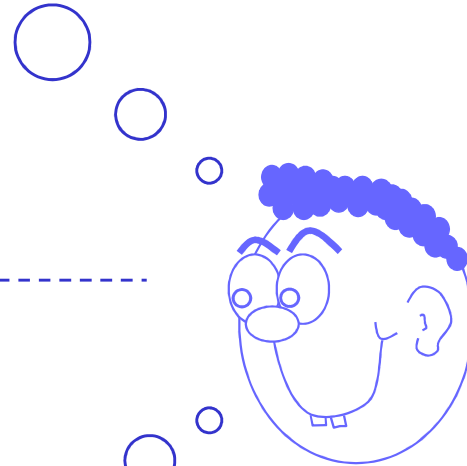
“an innovation that is generated primarily through symbolic changes is one which communicates a different social meaning than it did previously. Its physical form remains predominately unchanged, but the meaning assigned to that form is novel”





How does it make
me feel

----- *Experience* -----



How does it
work

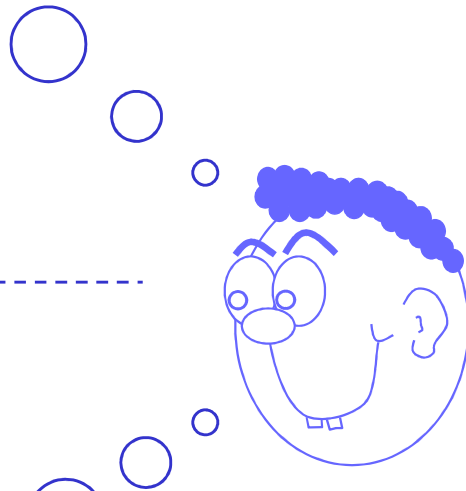


How does it make
me feel

Emotional utilities

Social utilities

----- *Experience* -----



How does it
work

Functional utilities



How does it make
me feel

Emotional utilities

Social utilities

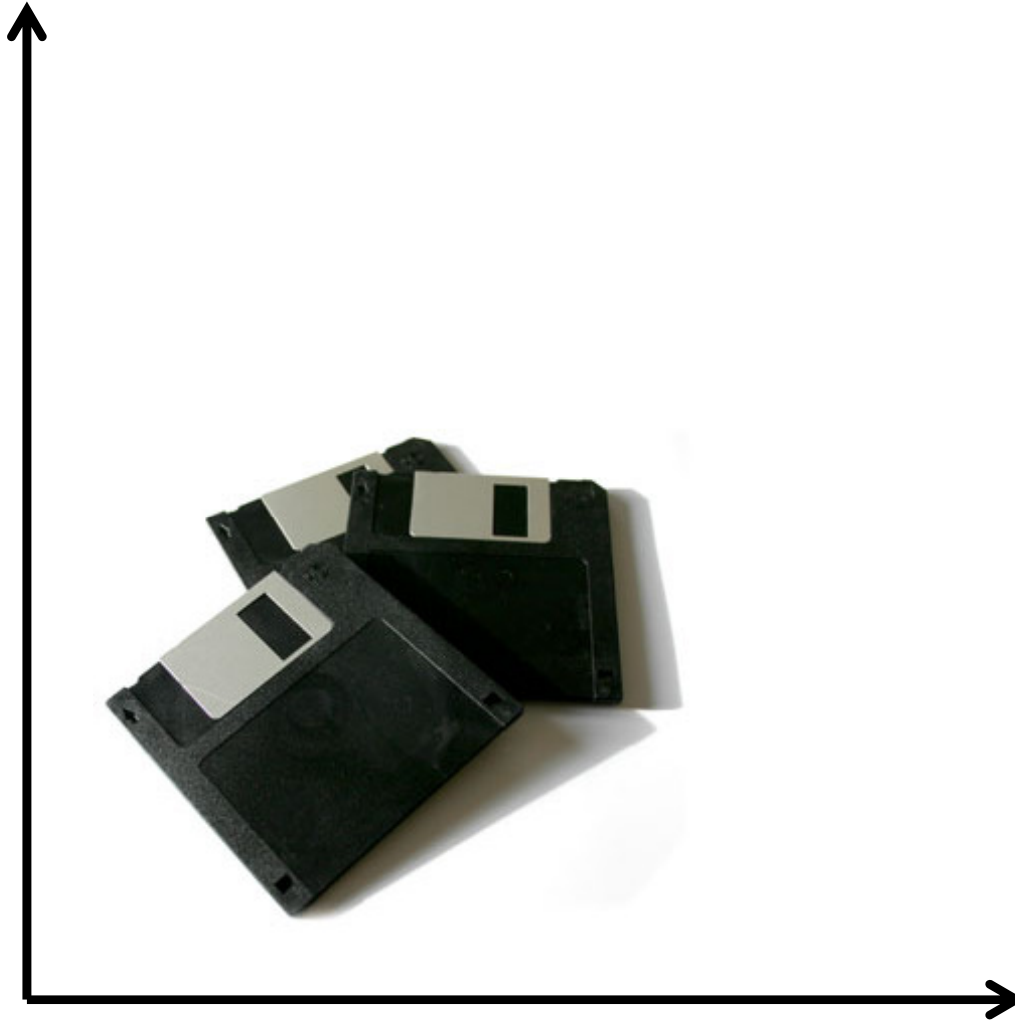
----- *Experience* -----



How does it
work

Functional utilities

Changes in
FUNCTIONAL
utilities



Changes in
SOCIAL and
EMOTIONAL
'utilities'

Changes in
FUNCTIONAL
utilities



Changes in
SOCIAL and
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'utilities'



Changes in
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Changes in
SOCIAL and
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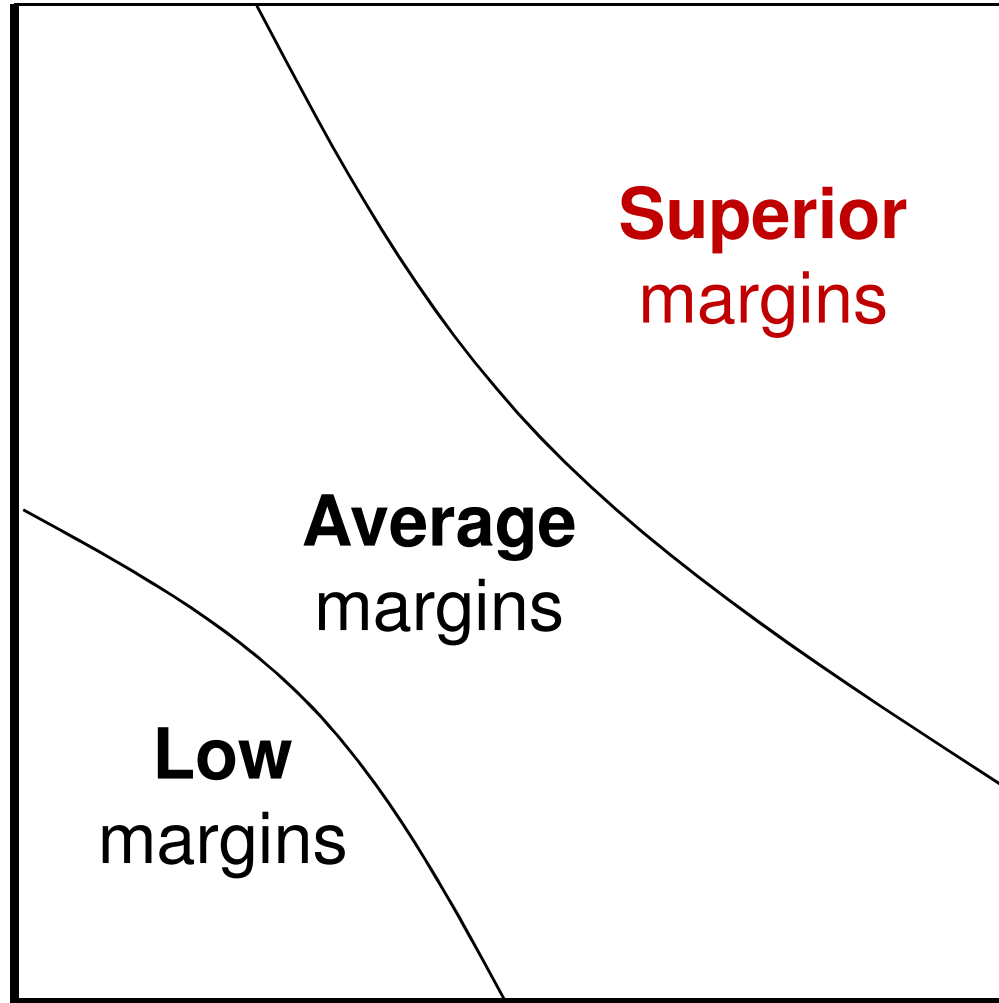
Changes in
SOCIAL and
EMOTIONAL
'utilities'

Changes in
FUNCTIONAL
utilities



Changes in
SOCIAL and
EMOTIONAL
'utilities'

Changes in
FUNCTIONAL
utilities



Superior
margins

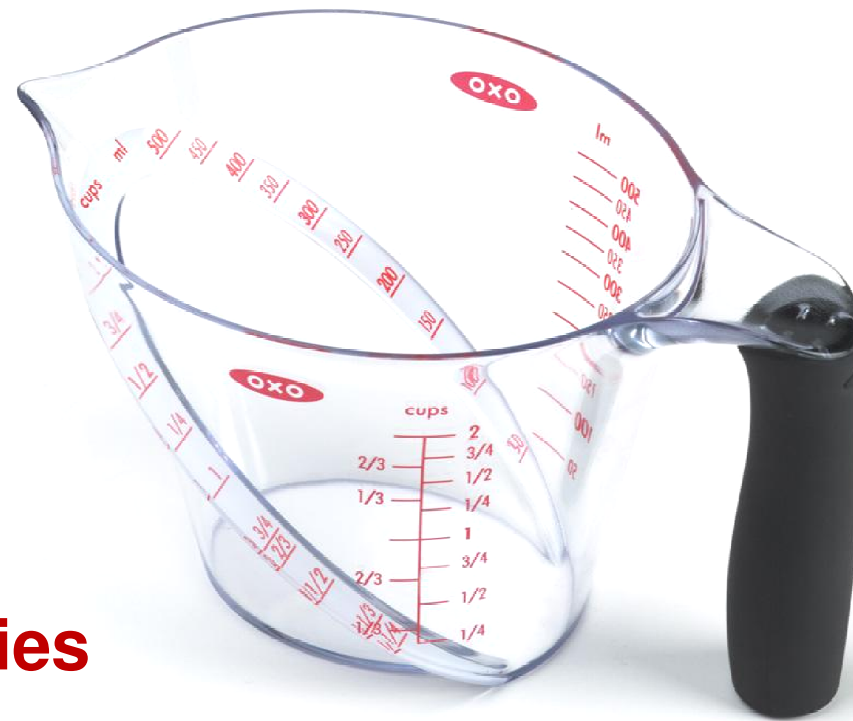
Average
margins

Low
margins

Changes in
SOCIAL and
EMOTIONAL
'utilities'

Emotional utilities

“How it makes me feel”



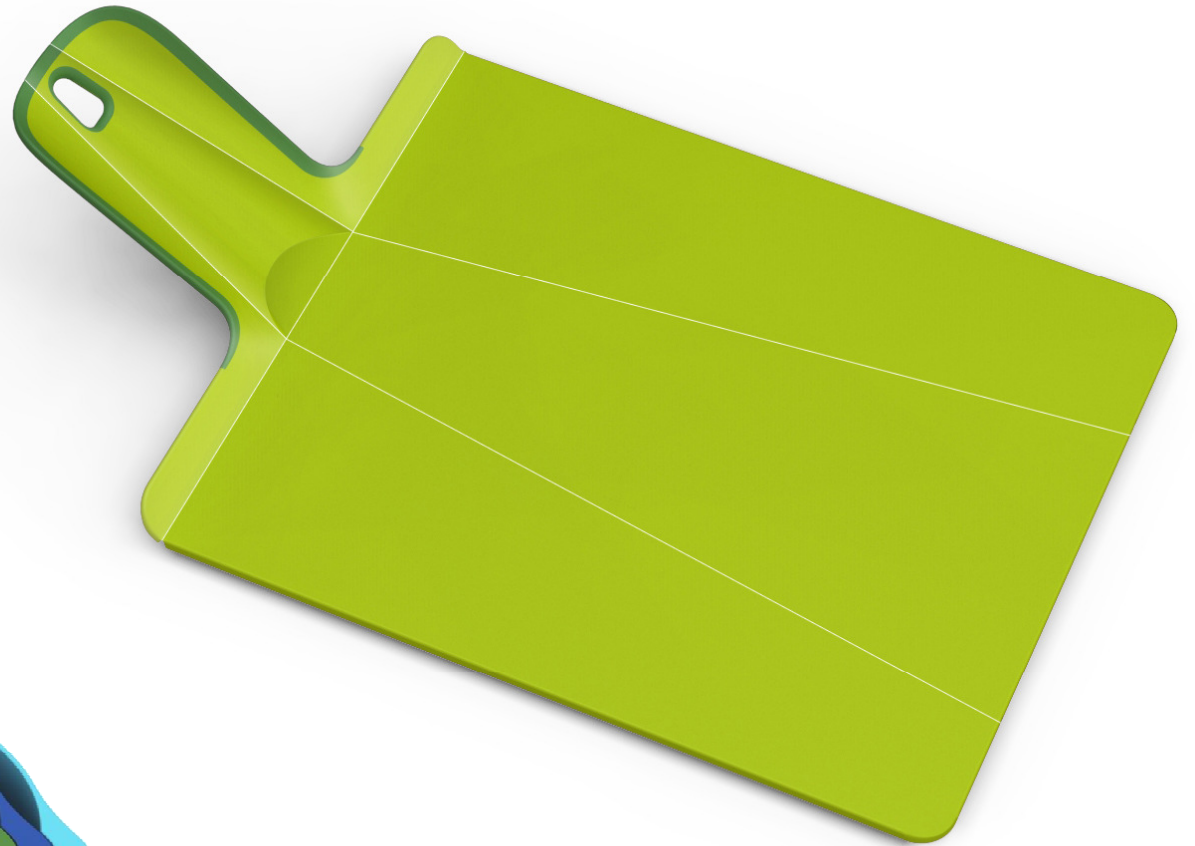
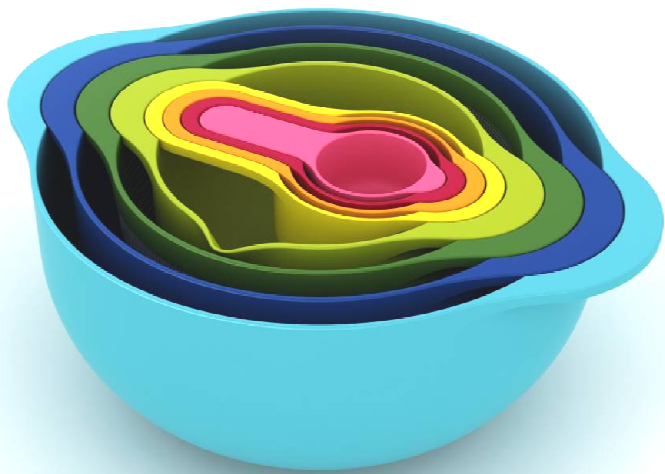
Functional utilities

“What it does”

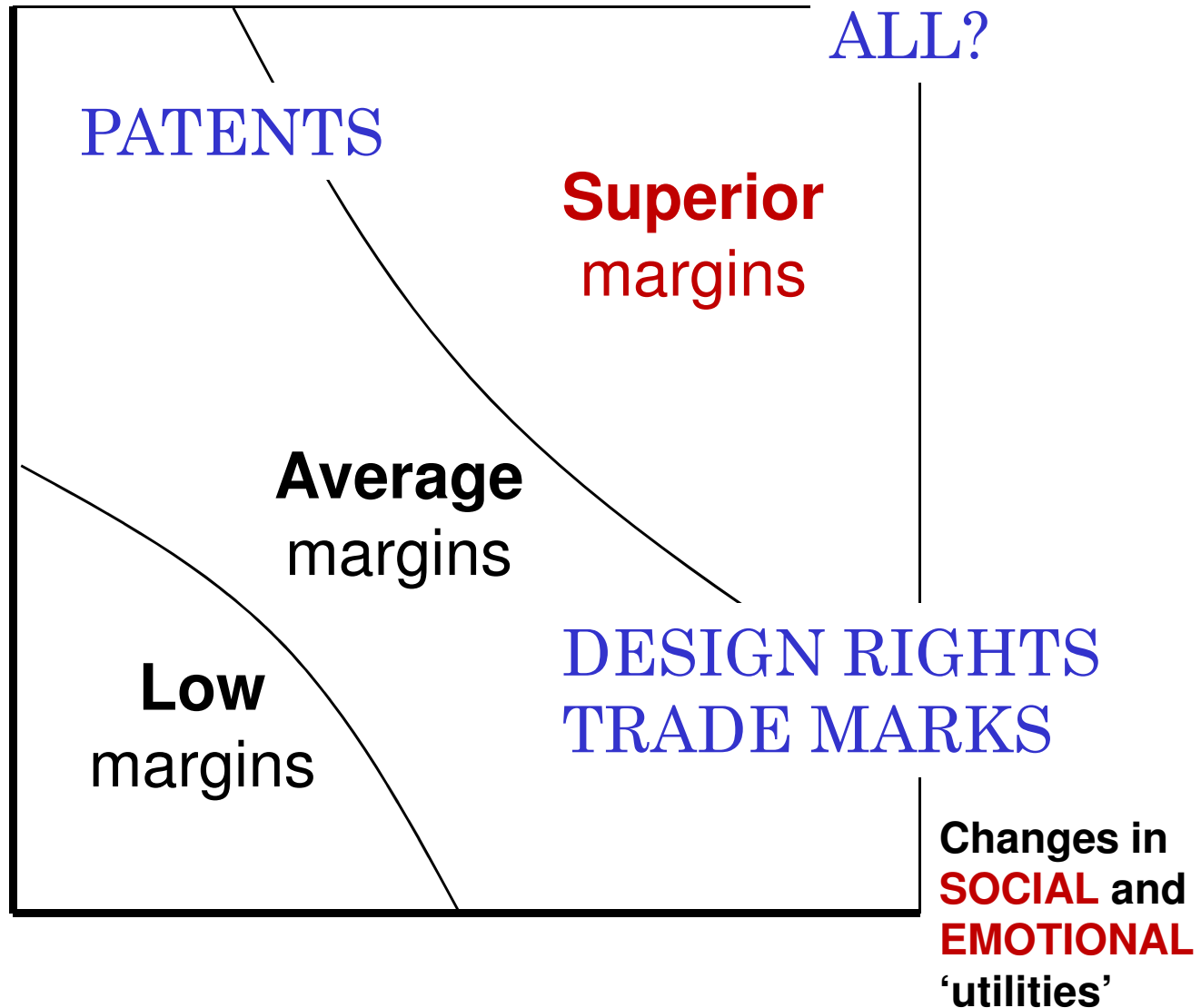
“What it says about itself”

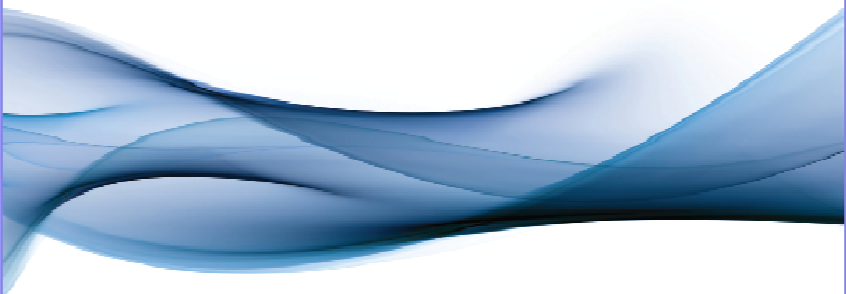
Social utilities

“How it makes me look to other people”



Changes in
FUNCTIONAL
utilities





**Design Economics, Chapter three:
design right case studies**

This is an independent report commissioned by the Intellectual Property Office
(IPO).

Dr James Moultrie, Finbarr Livesey

Intellectual Property Office is an operating name of the Patent Office

2011/7

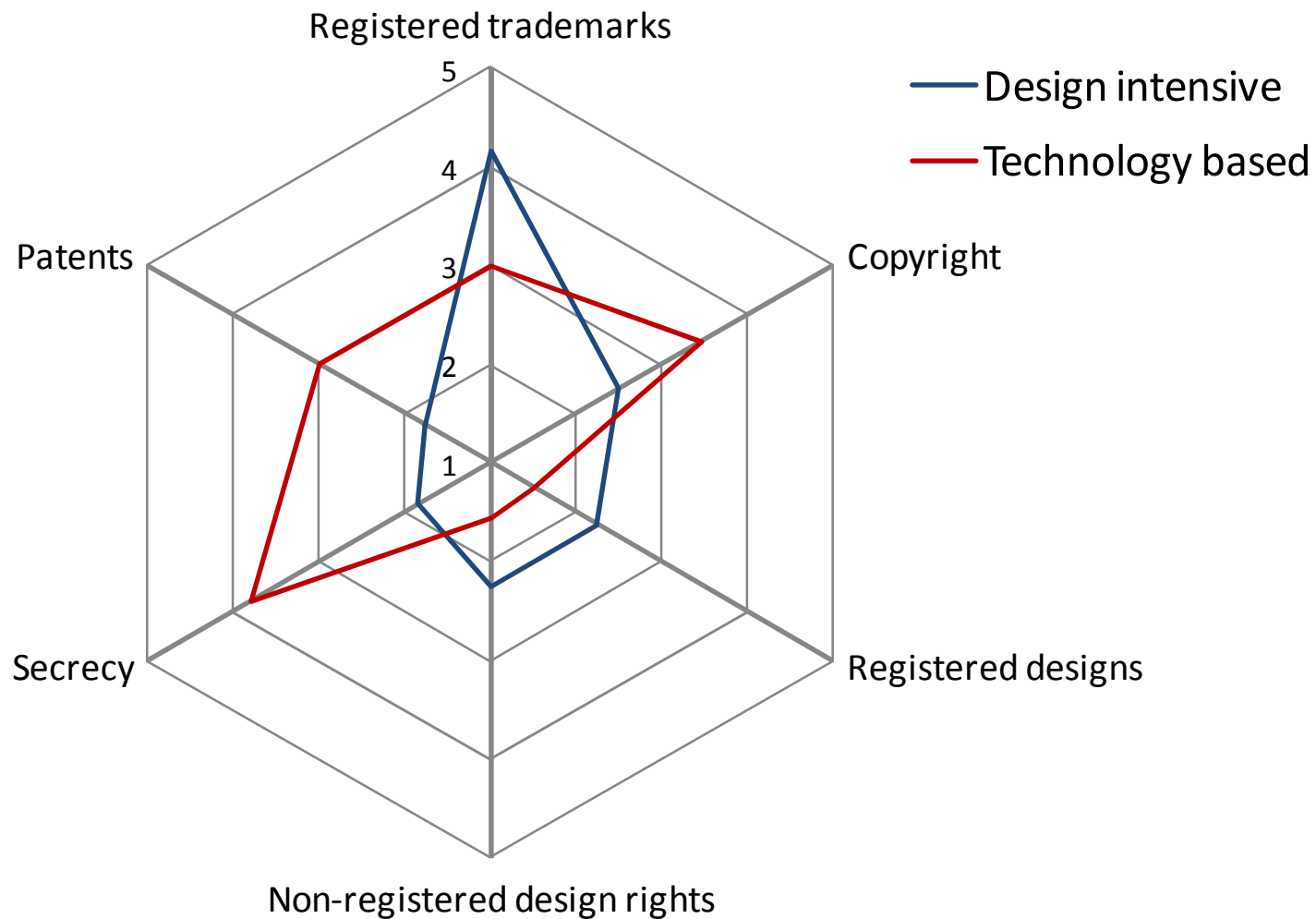
<http://www.ipo.gov.uk/ipresearch-designsreport3-201109.pdf>

	Registered	Unregistered
UK	<ul style="list-style-type: none"> • UK Registered designs 	<ul style="list-style-type: none"> • UK Design rights
Overseas	<ul style="list-style-type: none"> • Registered Community design • Hague Industrial Design 	<ul style="list-style-type: none"> • Unregistered community design

Sectors

- Design intensive firms (14)
 - Fashion: fast rate of design change
 - Furniture: slower rate of design change
 - Consumer goods (e.g. homewares, toys)
- New technology based firms (18)
 - New technology based firms
 - Medical devices
 - General technologies
- Design agencies (10)
- Target 30 firms, responses from 42

Patterns of use of intellectual property



Copying of designs ...

	Total number of firms	Number of firms who have had designs copied	Number of firms that took action	Number indicating the action was successful	Number of firms more likely to register a design as a result
Design intensive	14	11	7	4	4
Technology based	18	9	4	3	0
OVERALL	32	19	10	6	4

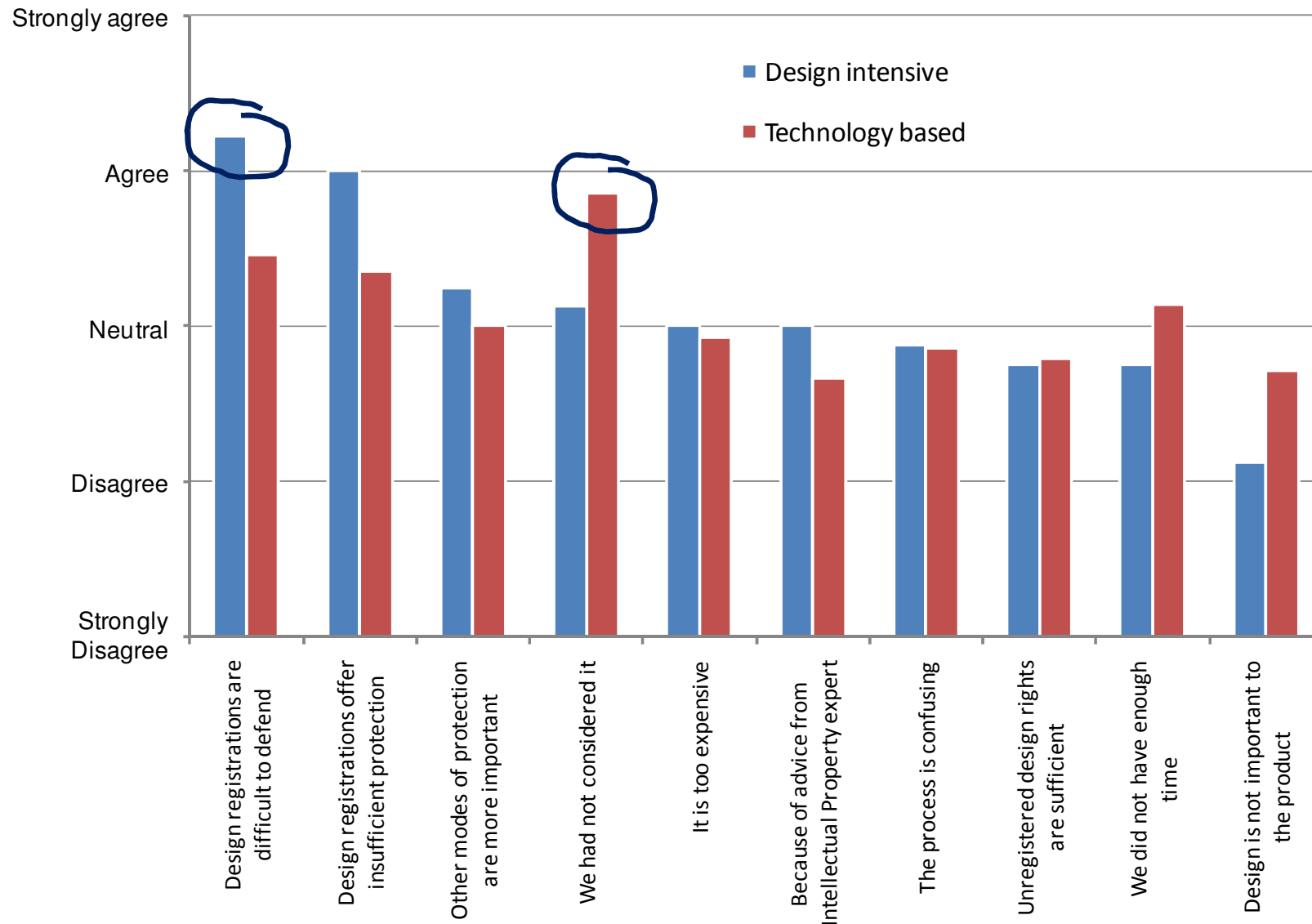
copying is about taking inspiration from someone else's work and then producing your own things

Activity in registering designs

	Number of firms	Own a UK Registered Design	Own a design registered in EU or internationally	Own a UK AND an internationally registered design	Do not own any design registrations
Design intensive	14	8	5	5	6
Technology based	18	2	2	1	15
TOTALS	32	13	7	6	21

Perception is now that designs do not give a broad scope of protection, so we will spend money on designs more cautiously

Reasons for not registering ...



Management of designs ...

		Managing Director	Technical Director	Marketing Director	Other	No-one
Design intensive	Design registrations	6	1	0	2	3
	Patents	5	1	0	2	4
	Trade marks	5	1	0	2	2
Technology based	Design registrations	4	2	1	2	9
	Patents	5	5	1	2	5
	Trade marks	4	2	6	1	4

Summary ...

- Innovating by design ... a combination of new functional, emotional and social utilities
- Design rights can help protect the social and emotional utilities

But

- Design rights not always viewed as a strong form of protection

Thank you

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