



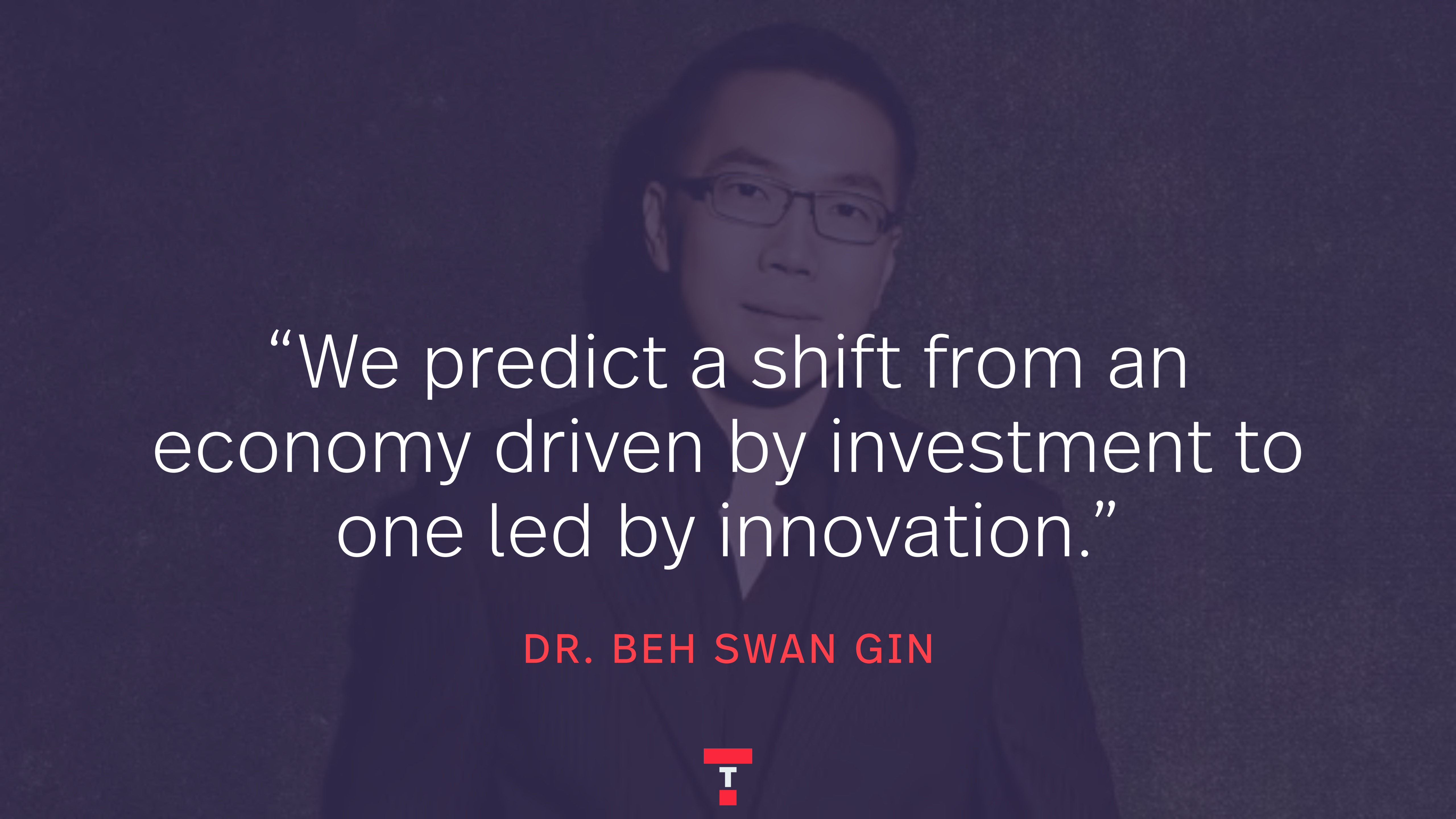
Design-driven brand innovation

Edo van Dijk – Edenspiekermann
TomorrowToday, 9 March 2017





DR. BEH SWAN GIN



“We predict a shift from an economy driven by investment to one led by innovation.”

DR. BEH SWAN GIN



Brand



Brand

The promise

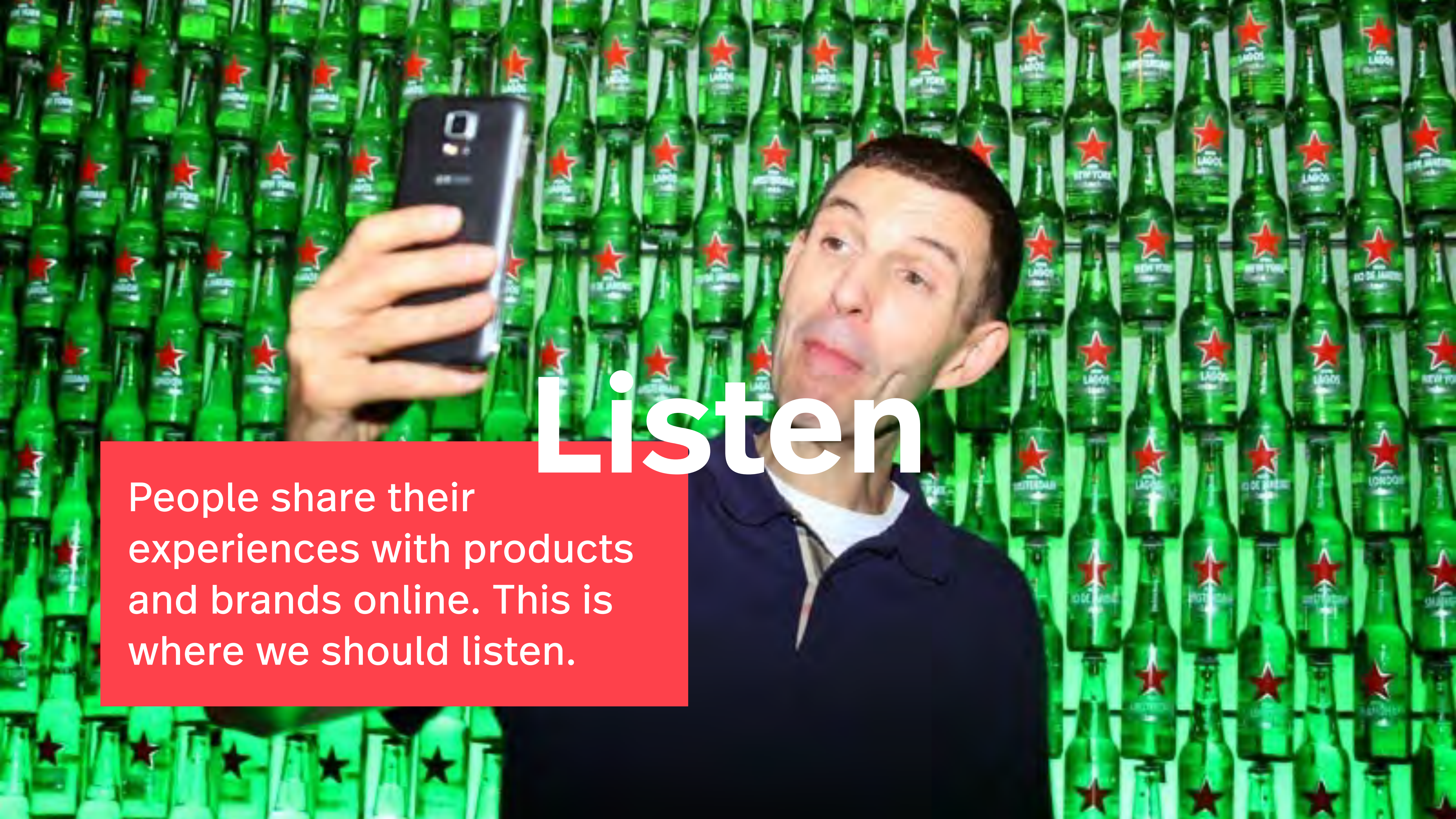
People

Products

Services

The delivery





Listen

People share their experiences with products and brands online. This is where we should listen.

Please select an option.

Withdraw

\$ 200 Fast Cash

Focus

User interactions define brand preference. This is where we should focus our attention.

Change PIN

Day-to-Day Savings -
Family Savings
available now
\$ 75,000.00

.49



A woman with dark hair, wearing a maroon top and a grey cardigan, is sitting at a desk in an office. She is looking at a laptop screen with a thoughtful expression, her hand resting on her forehead. The background features a brick wall and a window with a view of the outdoors.

Solve

Malfunctioning touch points
harm brand reputation.
These we must solve.



Brand loyalty is the result of user interactions. This is what we should measure.

Measure

Open 85.6%

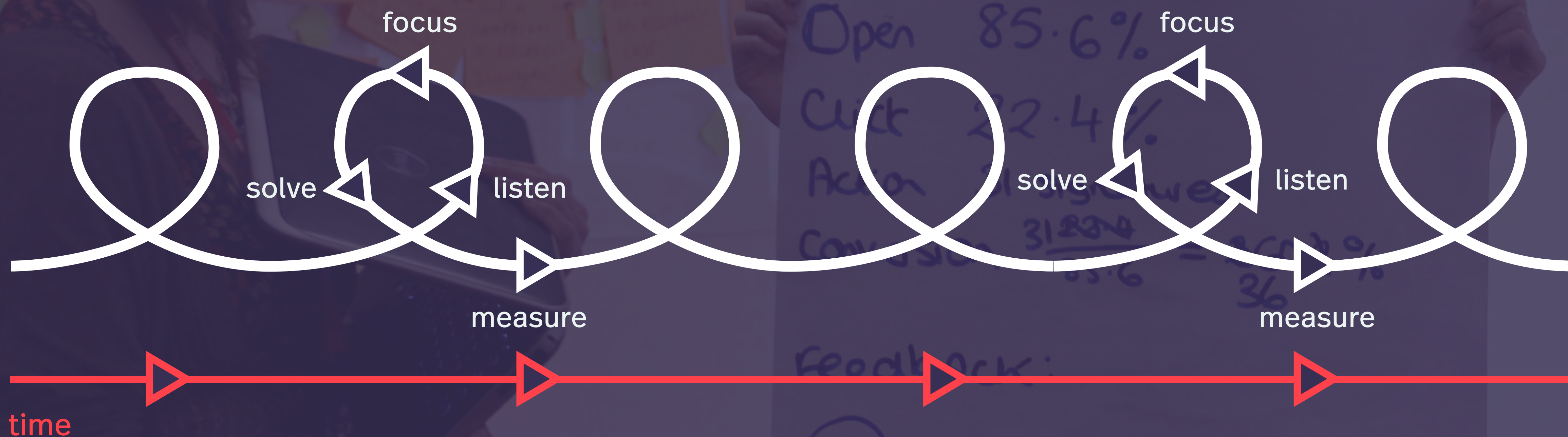
Click 22.4%

Conversion $\frac{3.824}{85.6} = 4.47\%$

Feedback:

- (+) - bold text
- Strong clear call
- Instantly understandable

Multiple touchpoint interactions define the customer experience



your brand value improves over time



Feedback:

- Strong clear call
- Instantly understandable



“80% of companies believe they provide superior services.”



“80% of companies believe they provide superior services. Only 8% of customers agree.”

Seven Things You Need to Know About Marketing in the 21st Century,
World Business, James Allen and Rob Markey,
Bain & Company, 2006



Customer expectations

maintain
existing relations

opportunities
for new relations

damage relations

relation killers

desired

undesired

expected

unexpected



Exceed customer expectations

maintain
existing relations

opportunities
for new relations

damage relations

relation killers

desired

undesired

expected

unexpected



Design was previously referred to as being

a noun

a result

about aesthetics

a luxury addition

about products

an individual's expression



Design was previously referred to as being

a noun

a result

about aesthetics

a luxury addition

about products

an individual's expression

Design in current thinking is considered to be

a verb

a process

about aesthetics, interaction, functionality,
usability, construction and meaning

essential to the value of things

about processes, products, services
and experiences

a collective effort to solve problems



How to outsmart
competition using design?





A man and a woman are laughing joyfully outdoors. The woman is leaning over the man's shoulder, and her hair is blowing in the wind. They are both wearing light-colored t-shirts. The background is a bright, open field with tall grass.

Human-centred design

It's not about
technology but
about **people**

It's not about
efficiency but
about **speed**

It's not about
process but
about **result**



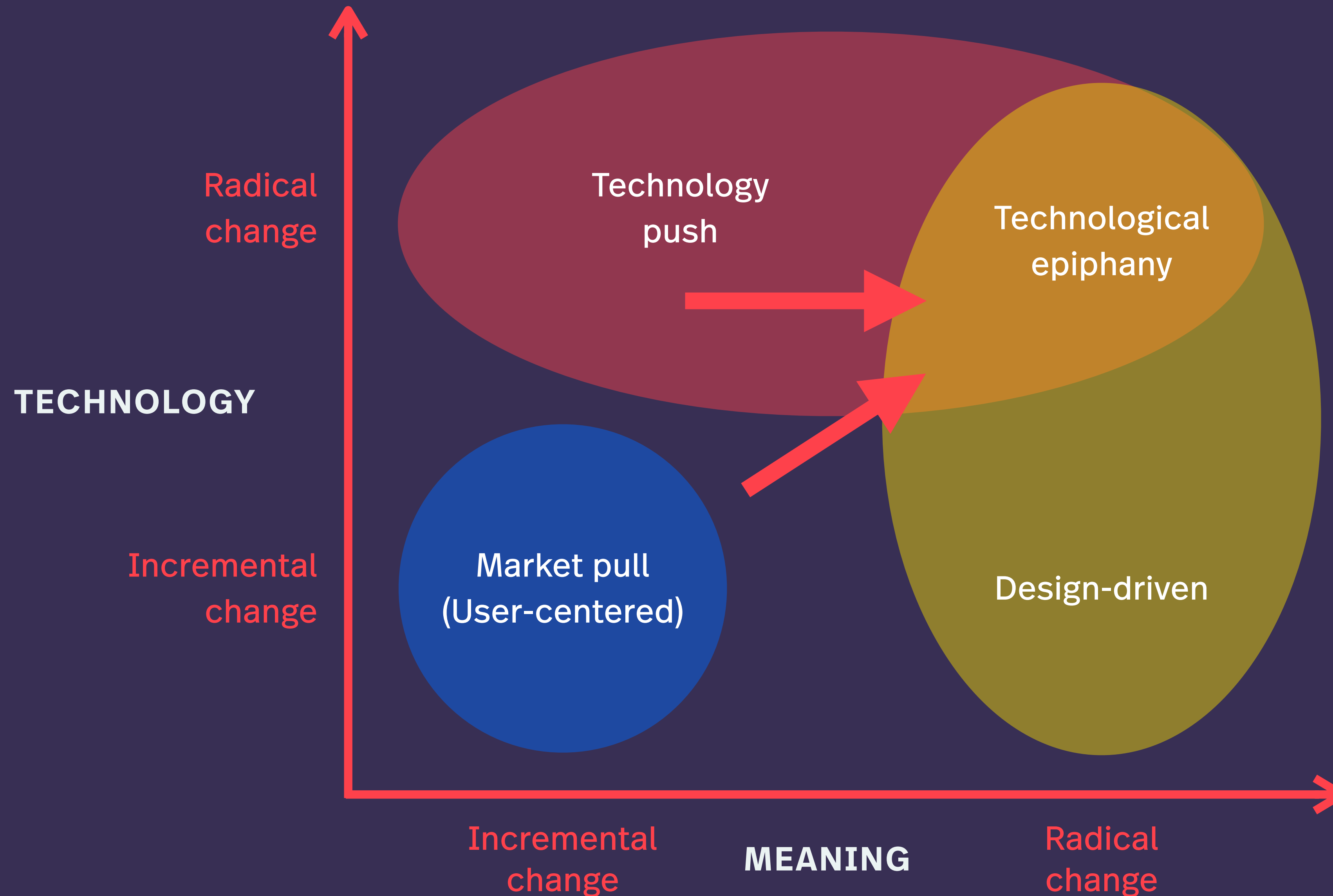
A man and a woman are shown from the chest up, laughing and embracing each other. The woman is on the right, with her arms around the man's shoulders. The man is on the left, looking towards the woman. They are both smiling broadly. The background is a soft-focus field of tall grass under a bright sky. The entire image has a semi-transparent dark overlay.

“People do not buy products.
They buy meanings.”

ROBERTO VERGANTI



The interplay between technology-push and design-driven innovation



Inter-disciplinary

Evidence based

Co-creative

Holistic

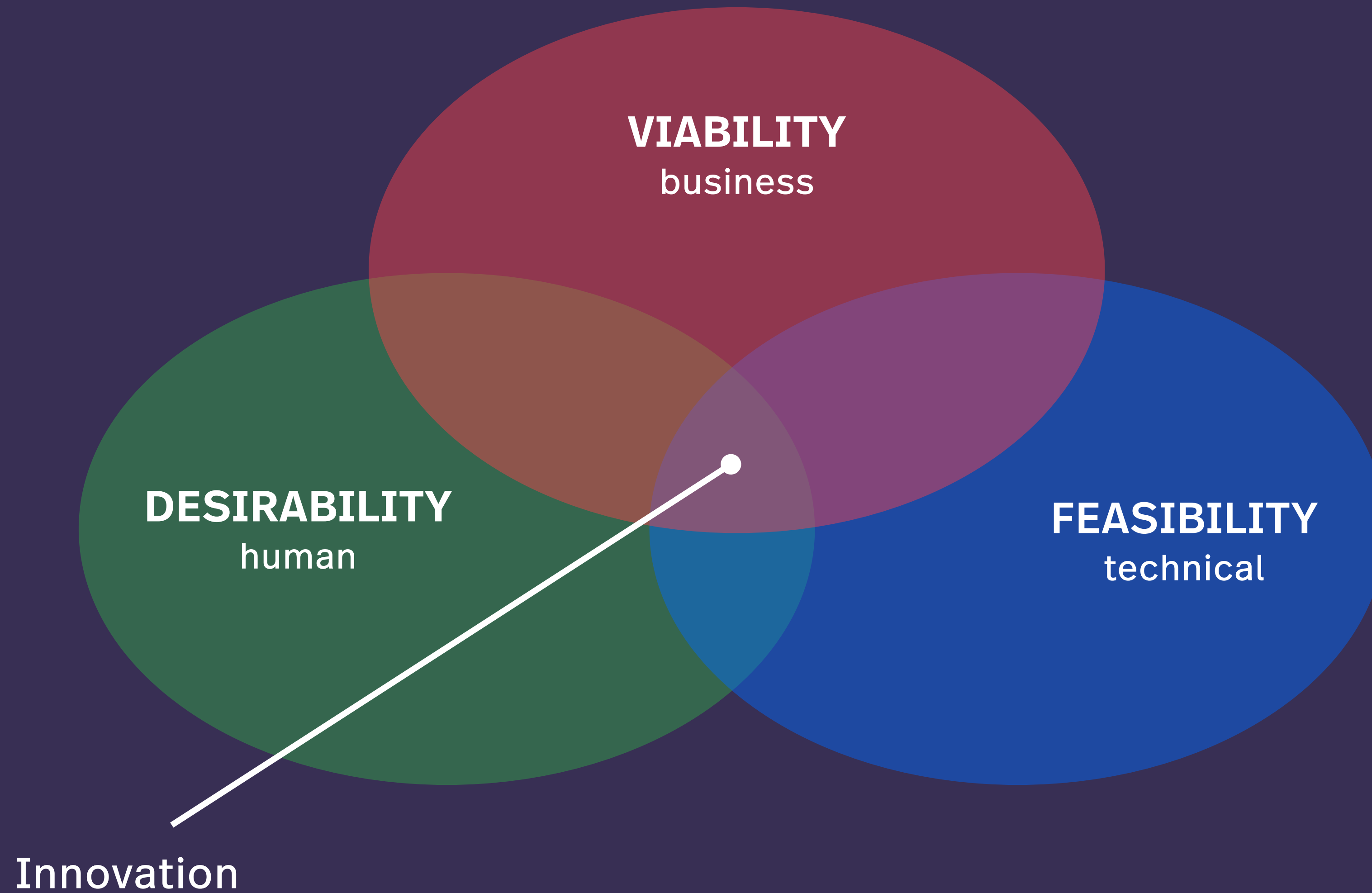
Radical



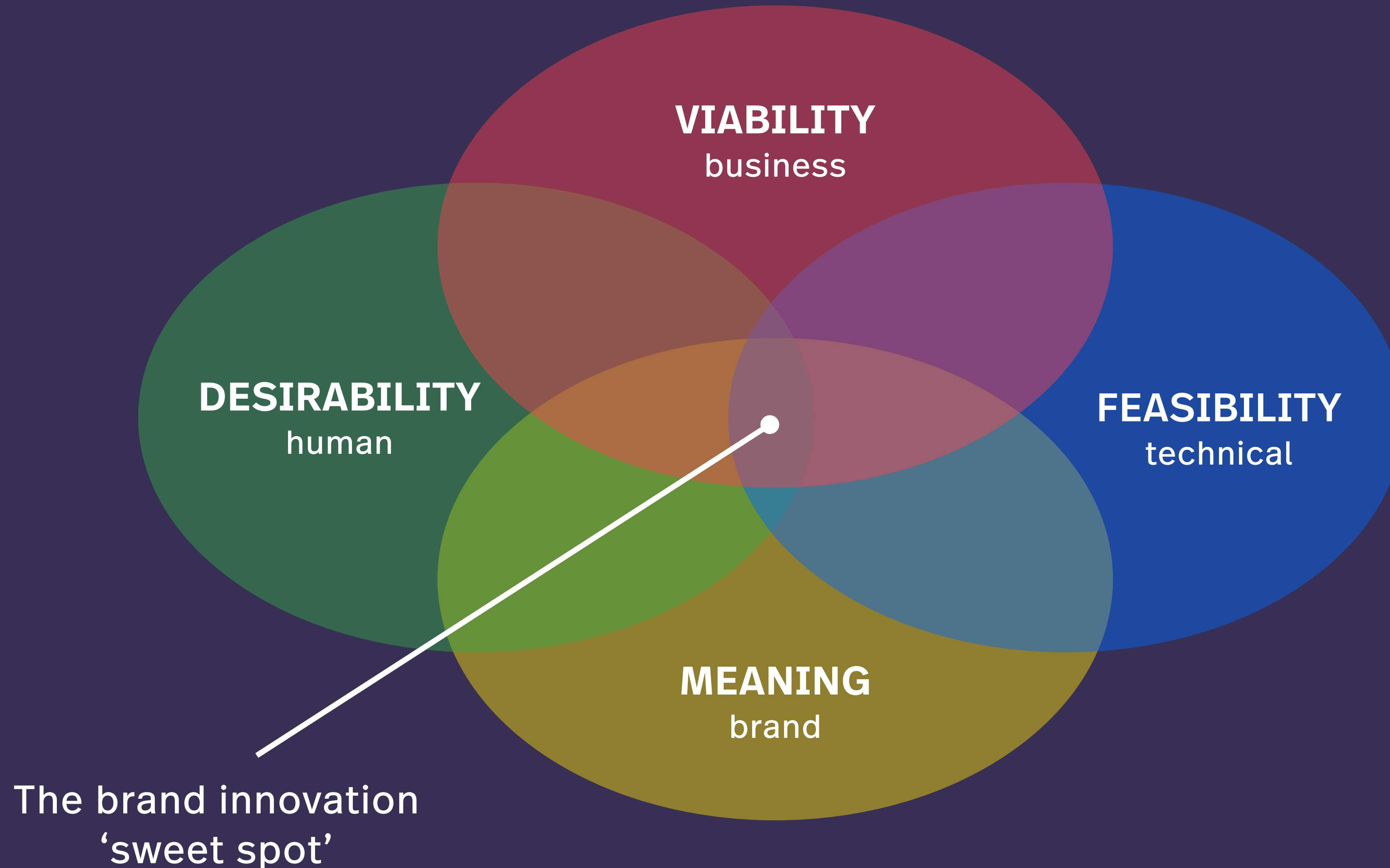
Design-driven



The 3 lenses of human-centred design



Human-centred design innovation + Brand = Brand innovation



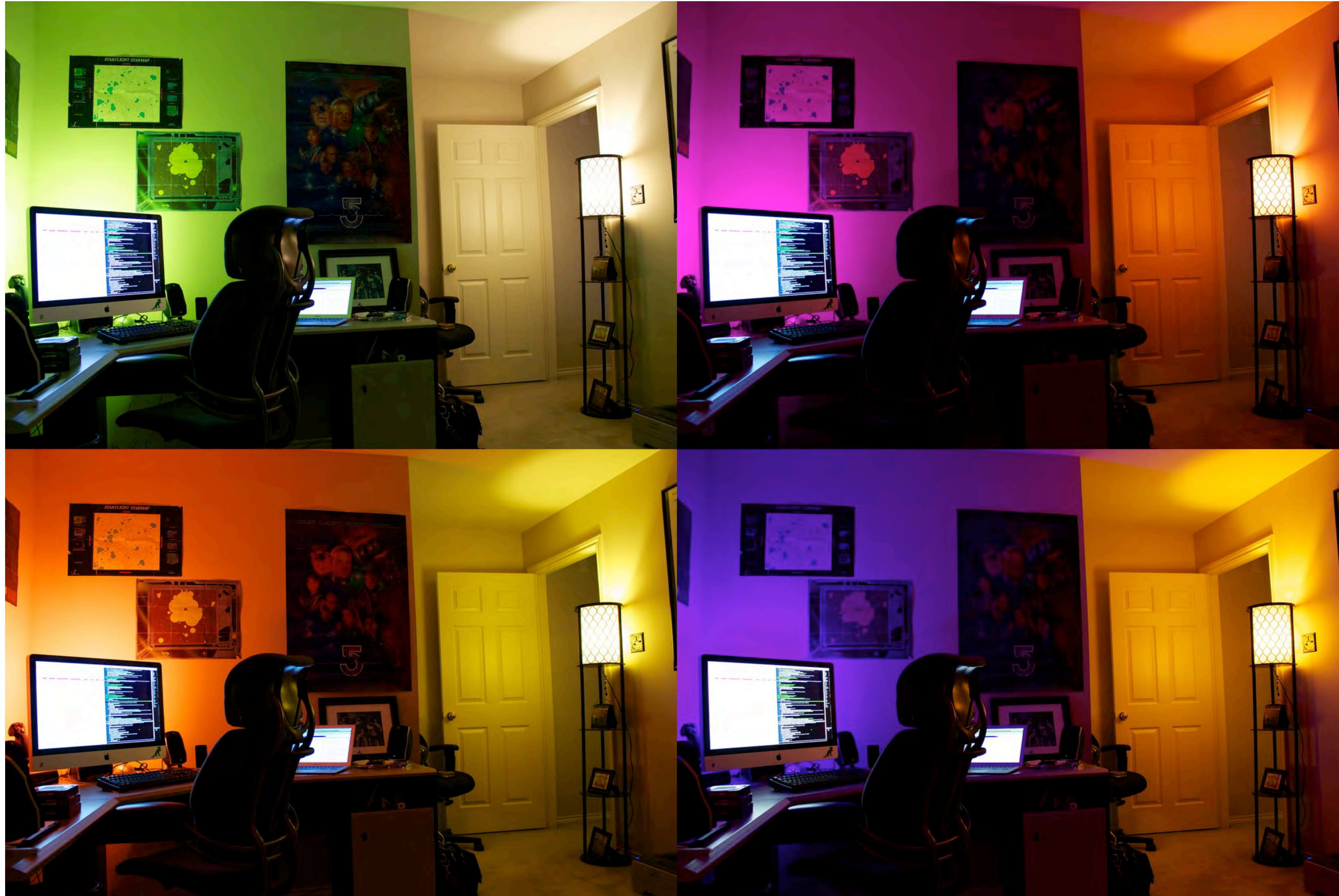
Based on IDEO's 3 lenses model



swatch[®] 



 smart[®]



hue | PERSONAL WIRELESS LIGHTING





amazonkindle

Building great experiences is
everyone's responsibility
but nobody's job



Make insights tangible,
don't write reports.

THAT IS DESIGN-DRIVEN



Don't talk about the future.
Make it tangible.

THAT IS DESIGN-DRIVEN



Design with customers.
Don't think for them.

THAT IS DESIGN-DRIVEN



Experiment.
Fail early, fail fast, fail often.

THAT IS DESIGN-DRIVEN



On average,
design-alert businesses
develop 25 new products a year
through design.

The Value Of Design Factfinder
www.designcouncil.org.uk



For every £100
a design-alert business spends
on design, turnover increases
by £225.

The Value Of Design Factfinder
www.designcouncil.org.uk



Thirst for more?



Marc Stickdorn, Jakob Schneider
John Wiley & Sons



Tim Brown
Harper Collins



Roberto Verganti
Harvard Business Press



Eric Roscam Abbing
AVA Publishing





Thank you 谢谢
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