



**redesignme**<sup>®</sup>

*Open Innovation in Product Creation*

“Crowdsourcing or how to encourage End-Users to improve your Product Design”

Clemens Gruenberger

24th April 2008, Münchner Kreis – Conference on Open Innovation

# Open Innovation with End-Users



\* USERS: discuss, create, share, gain experience, change the world (have impact!)



\* COMPANIES: dialogue directly with users, collect ideas, create & share results

Company payoff:

- \* Product development cycle: user-need orientated, more successful products
- \* Cost effective: less support & development costs, less „flops“
- \* Customer linkage, brand awareness, market sensitivity

Working crowdsourcing is an excellent competitive advantage!



# YOU WANT TO

get it working

## 1) Participation

build a community place,  
where this interaction can  
happen

## 2) Dialogue

stimulate a broad dialogue,  
people invest in you if they  
give their input

## 3) Collect, Create & Share

turn ideas into product  
improvements / new products,  
let people know!

# YOU SOLVE

the bottlenecks of open innovation

The problem funnel:



1) Participation

you dont have people to talk to  
traffic? interactive? social?

2) Dialogue

these people don't feel inspired to  
discuss / give input  
are they heard? continuity?

3) Collect, Create & Share

difficult to turn their input in qualitative  
information / ideas



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Open Innovation in Product Creation

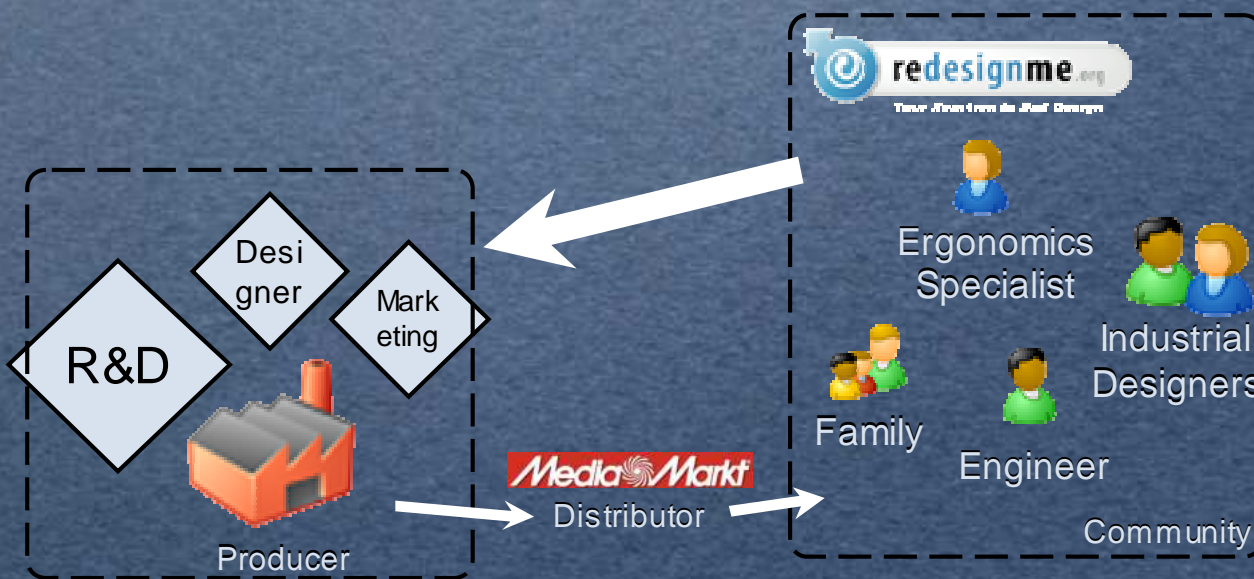
redesignme.org

(High Tech Campus)

- \* Where users can discuss & improve products
- \* Where companies start a dialogue



- \* With a direct feedback cycle



# 1) Participation

\* community building in an interactive medium

\* social phenomenon (wikipedia,..), so make it fun!

\* lower barriers, +incentives,

\* users invest in understanding, open innovation initiative needed

\* gradual involvement



- everyday products (mobile phones, etc..)

- personalised

- forum-like

- challenges

- co-branded sites

## 2) Dialogue

\* barrier free commenting,  
proposing/sharing ideas

\* feeling of transparency  
moderation?

\* different involvement, visitor,  
contributor / professional

\* company representation in  
discussion



- open forum

- tools, eg. RedesignerTool

- challenges (rewards given)

- user area to present oneself

- social space, having friends  
around

# 3) Collect, Create & Share



\* turn ideas into a manageable creative flow

\* professionals evaluate it

- what are trends?
- what is hype?
- what is usable, realistic?

\* share back with your community

- consultancy phase

- raw discussions / ideas analysed

- problem areas, solutions, manager summaries

- sharing back: collaboration with companies needed



# DEMO

## Let's try it out!

Go to [www.redesignme.org](http://www.redesignme.org)  
(now, in the coffee break, at home, ...)

Login

The screenshot shows the RedesignMe website interface. At the top, there is a navigation bar with the RedesignMe logo, a 'new Weblog' badge, and a search bar. A red box highlights the 'login' link in the top right corner. Below the navigation bar, there is a 'Featured Pro Challenge' section for 'Betavine Mobile' with a 'Win!' badge. To the right, there is an 'All Products' section with a grid of product redesigns. A red box highlights the first three items in the grid: 'DEMO#1 Logo Redesign by MUK-Demo', 'DEMO#2 Nine Dots by MUK Demo', and 'DEMO#3 - Connect the by MUK Demo'. A black arrow points from the 'Demo Products' text at the bottom right to the highlighted items in the grid.

RedesignMe! - [product/all]   RedesignMe! - [login]   Google Image Result for htt...   Nine Dots - Mycoted   open innovation logo - Goo...

**redesignme**.org beta   **Weblog**   all products | all redesigns | popular   **add product**

Open Innovation in Product Creation

### Login

Username:


Password:

Keep me logged in:

**login**  
[\(forgot password?\)](#)

or **register**  
(it's easy and free)

**Demo Login:**



MÜNCHNER KREIS

**Demo Login**

© 2007-2008 RedesignMe

Find:    [Next](#)   [Previous](#)   [Highlight all](#)    Match case

YSlow 1.016s

Login, click here!

Browse to a demo product, then..

Add a redesign!

The screenshot shows a web browser window displaying a RedesignMe page. The page title is "The Redesign" with an "edit" button. The main content is a redesign submission for "Open Inno Forum" by MUK\_demo. The submission includes a handwritten logo "Oif" and the text "open innovation forum" and "call it forum". A red box highlights the "add redesign" button in the "Other Redesigns" section. The page also shows a rating system, a submitter profile, and a section for "Other Redesigns" with a "DEMO#1 Logo Redesign" example.

RedesignMe! - [product/all] | RedesignMe! - [redesign... | Google Image Result for htt... | Nine Dots - Mycoted | open innovation logo - Goo...  
add product

The Redesign edit

### Open Inno Forum

by MUK\_demo  
Your rating:

no ratings, (0.00 stars)  
Submitter: **MUK\_demo**  
Added: 2008-04-23 09:59:32

MUK\_demo:  
"Open innovation forum might be a better name than "Open innovation initiative" - its so much shorter! But then I'm not sure, I like "alliance" instead of forum too.."

Other Redesigns

add redesign

This is the only redesign of:

**DEMO#1 Logo Redesign**

Got better ideas?  
RedesignMe!

Find: filter Next Previous  Highlight all  Match case

YSlow 0.8

# Use the online Redesigner tool! (its really easy!)

The screenshot shows the redesignme.org website. At the top left is the logo "redesignme .org beta" with the tagline "Open Innovation in Product Creation". To its right is a "new Weblog" logo. In the top right corner, there are links for "rss feed | weblog | FAQ | contact us", "logout: MUK\_demo | my account | for companies", and "all products | all redesigns | popular". Below these links is a button that says "add product".

The main content area is titled "Submit a Redesign of:". Below this, there is a logo for "Oii" and the text "DEMO#1 Logo Redesign" by "MUK- Demo" added on "2008-04-23 09:49:53".

There are several input fields: "Redesign Name:" with an empty text box, "The Designer:" with radio buttons for "Me" (selected) and "Manufacturer / Brand", and "Shortly describe your redesign:" with a large empty text area. At the bottom of this section, it says "Pictures of the Redesign:" and "Picture1 (required):" with a "Browse..." button.

In the center, there is a section titled "For an online redesign of the original image:" with a small "Oii" logo. Below this is a red-bordered box containing a smaller version of the "The Redesigner Tool" interface. A red circle highlights the text "The Redesigner Tool!" within this smaller interface. A black arrow points from the text "Redesigner Tool" at the bottom of the page to this red circle.

This screenshot shows the "The Redesigner Tool" interface. At the top is a toolbar with various icons: a green checkmark, a mouse cursor, an eraser, a text tool (T), a speech bubble, a yellow sticky note, and two blue arrows (undo and redo). On the right side of the toolbar, there is a "Brush size: 6" control.

Below the toolbar is a vertical sidebar with buttons for "Clear", "Blank", and a red eraser icon. The main workspace is white and contains a blue "Oii" logo with a smiley face. A black brushstroke is drawn over the "O" of the logo. Below the logo, the text "open innovation initiative" is written in a cursive font. A black arrow points from the text "Redesigner Tool" at the bottom of the page to the "Oii" logo.

Redesigner Tool

## Part 2 - demo results:

- \* a real business case:  
users innovate for the  
vodafone betavine platform



- \* one step further

Have a delicious lunch!

& thanks for listening  
(part 2 at 17:25h)

You might need:

[www.redesignme.org](http://www.redesignme.org)

[clemens@redesignme.org](mailto:clemens@redesignme.org)



# redesignme®

*Open Innovation in Product Creation*

## Part 2 - Results

“Crowdsourcing or how to encourage End-Users  
to improve your Product Design”

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# Real World Case

- Improve the betavine mobile website
- Engage the community to help develop ideas





# 1) The Product

The betavine.mobi website -  
a playground for mobile  
phone applications



- Users try and use applications
- Developers upload and present applications
- Services: Download & discussion forums, Ratings, Competitions, ...

# 2) R&D Questions

Design acceptance ?  
Usability ?  
Features ?

-----

= Happy Users ?

# 3) ASK!



# Setting on RedesignMe

betavine info

screenshots

discussion

redesignme beta  
Open Innovation in Product Creation

new Weblog

rss feed | weblog | FAQ | contact us  
login | register | for companies  
all products | all redesigns | popular

add product

### RedesignMe presents PRO Challenges

Get rewarded by Vodafone Group R&D for your feedback!

Case: Betavine Mobile

Goal: Redesign a technical mobile website into a consumer friendly website.

Win: Apple iPod NANO

add product

#### The Product

**PRO challenge**

The PRO Challenge initiated by Vodafone Group R&D. Help redesign their Betavine Mobile platform and earn one of 3 iPods Nano for the most creative redesign.

Submit your redesign in form of a well thought out comment, wishlist, sketch, webdesign, or prototype. Do this before April 21.

#### The Redesigns

add redesign

- by real
- Redesign of betavine by neta
- Simplified Home page by nasegile
- Personal Main Page by pedro

#### The Comments (9) - most recent on top

designer jenny wrote on April 17, 2008, 8:35 pm  
I really like the icons on the third image. funky & fresh. For the rest that page contains way to much text for a mobile application. I'm also not sure if people will really use the forum function from their mobile phone. Some my advise would be more and bigger icons, less text. Cheers!

designer maxim wrote on April 3, 2008, 7:09 pm  
Those are some great remarks Kamal. Thanks for that. Note to all: More comments are welcome.

redesigns by users (with new thread)

# Results 1/3

Sometimes funny:

*„ What's the use of the numbers in front of the menu items, is this a restaurant menu? “*

Sometimes simple:

*„ I think it is important to keep the mobile website as simple as possible. “*

Sometimes with constructive examples:

*„ I've included a brief design explanation within the design mockup. “*

# Results 2/3

Design acceptance ?

- \* Needs a clearer opening page*
- \* Color combination not that readable on white background*

Usability ?

- \* Choose one time my OS and never bother me with the question again.*
- \* Write user-friendly descriptions of the apps without too much protocol info.*

Features ?

- \* Ability to quickly comment on a just downloaded app*
  - \* "specially for you picked" apps*
- \* leave your wishes for "wannahave" apps.*

## Results 3/3

# Current mobile website


**betavine**  
play • develop • interact

[Sign In](#)

1-Apps | 2-Forums | 3-News  
4-About Us

Welcome guest !  
Share our passion for all things Mobile.

**Featured on the Vine**


 **guitartrainer**  
**Platform** J2ME  
**Version** 1.0.12  
**Released** 05-12-2007

**Download Count** 48  
A fun educational game for musicians, to improve the knowledge of the fretboard of stringed instruments such as guitar, bass, banjo, and more.

[Download](#) ▶

**6-Latest Apps | 7-Popular Apps**

1-Apps | 2-Forums | 3-News  
4-About Us | 5-Home

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Version 2.0

# User redesign

**betavine**  
play • develop • interact

[\sign in\](#)

1 – Apps :: 2 – Forums :: 3 – News  
4 – About Us :: 0 - Home

**Featured on the Vine**  
 **DrugArranger2**

**Platform:** Windows Mobile 5/6  
**Released:** 06/12/2007  
**Version:** 0.1  
**Downloaded:** 14 times  
DrugArranger2 is an application which allows you to easily maintain and control a drug schedule.

6 – Latest Apps :: 7 – Popular Apps

[Terms:: Privacy](#) 

# What would you favour?

# behavioral conclusion

- \* Your users can solve your problems (did you know you had them?)
- \* Good indicators of your biggest weaknesses
- \* You can improve along user needs

# RedesignMe.org offers:



- Use the user community
- Make more successful products !



- Place your products, make it a Challenge
- Co-brand it to look like your site !



- Or use it internally
- RedesignMe Extensible Platform (REP)
- A tool within the company

Consultancy/Coaching

## The Redesign



### second saddle

by MUK\_demo

Your rating: 



no ratings, (0.00 stars)  
Submitter:  
**MUK\_demo**  
Added: 2008-04-24 13:33:01

MUK\_demo:  
*"our redesign. MUK online!"*



## Other Redesigns



Our support  
by exp\_design

These are the Redesigns  
of:



„ Hey, great redesign ! „



Thank you for your participation &  
attention!

We are interested in working with you!

[www.redesignme.org](http://www.redesignme.org)

[clemens@redesignme.org](mailto:clemens@redesignme.org)