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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!

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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!

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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

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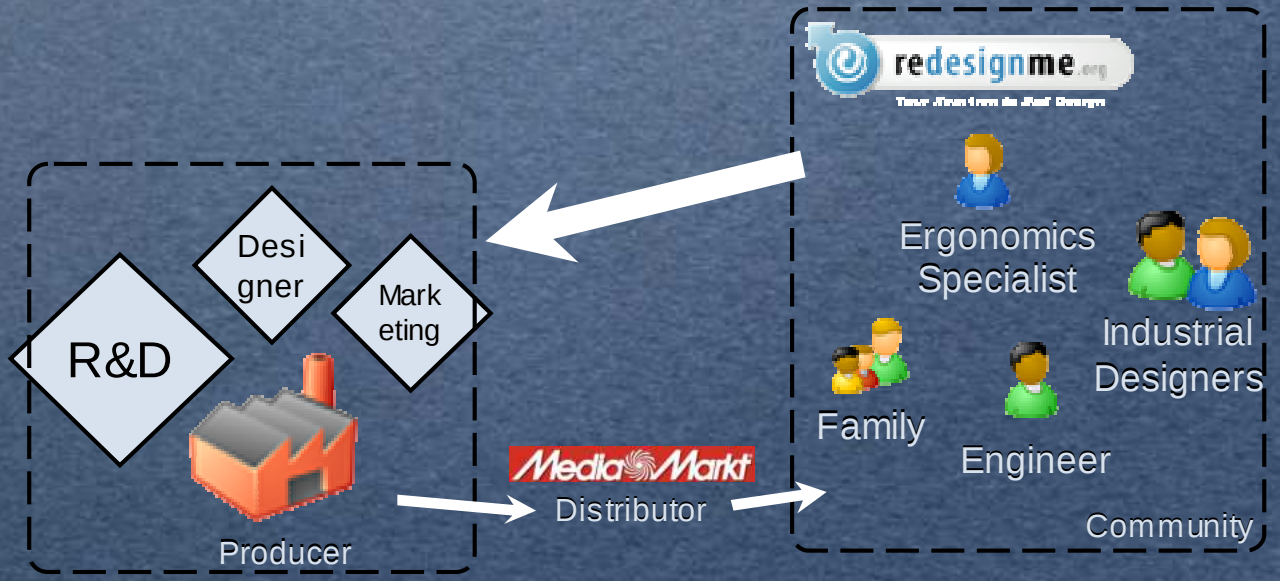
(High Tech Campus)

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

* With a direct feedback cycle



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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 involvment

- everyday products (mobile phones, etc..)

- personalised

- forum-like

- challenges

- co-branded sites

y are used to us, can access everything easily and still be on branded sites with

2) Dialogue

* barrier free commenting, proposing/sharing ideas

* feeling of transparancy moderation?

* different involvment, 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

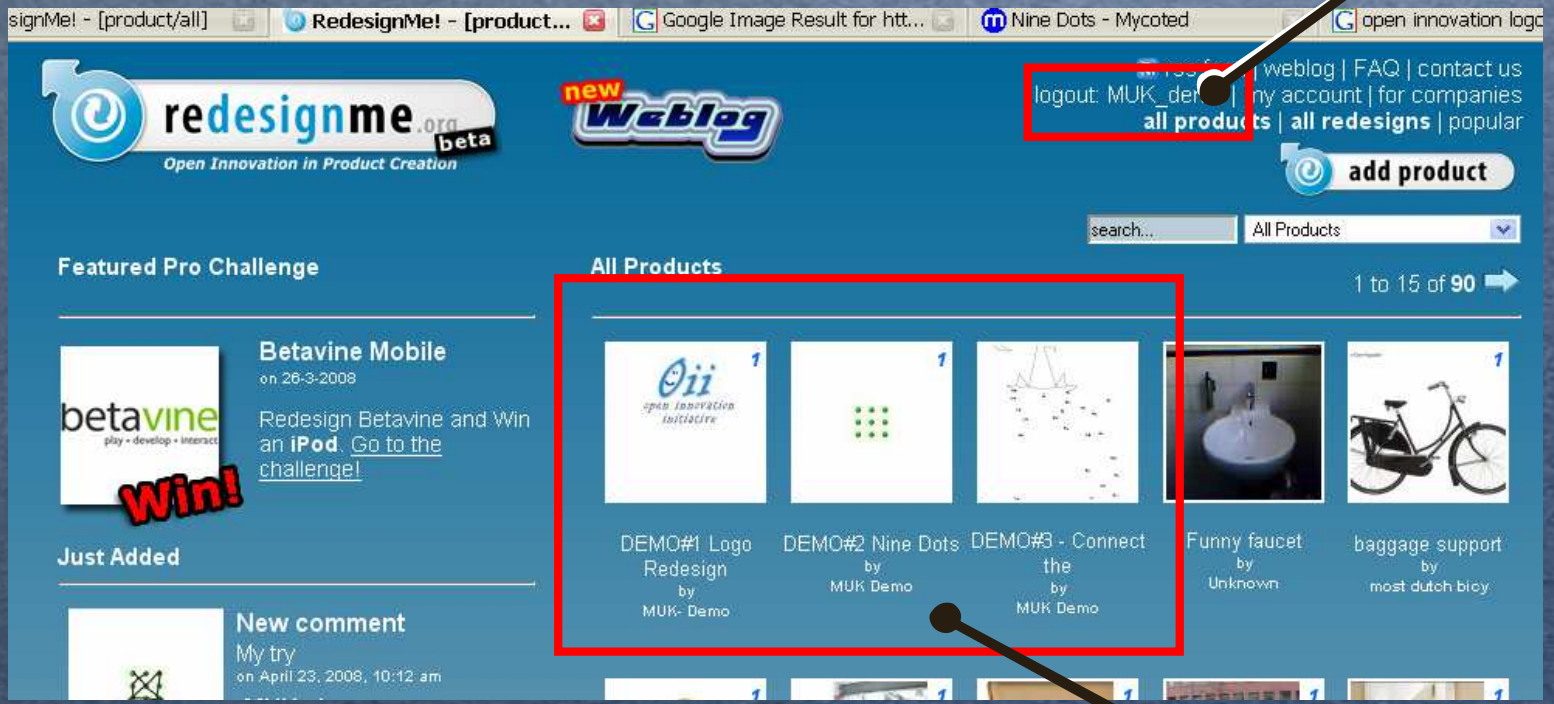
- problem areas, solutions, manager summaries

- sharing back: collaboration with companies needed

DEMO
Let‘s try it out!

Go to www.redesignme.org
(now, in the coffee break, at home, …)

Login



Demo Products

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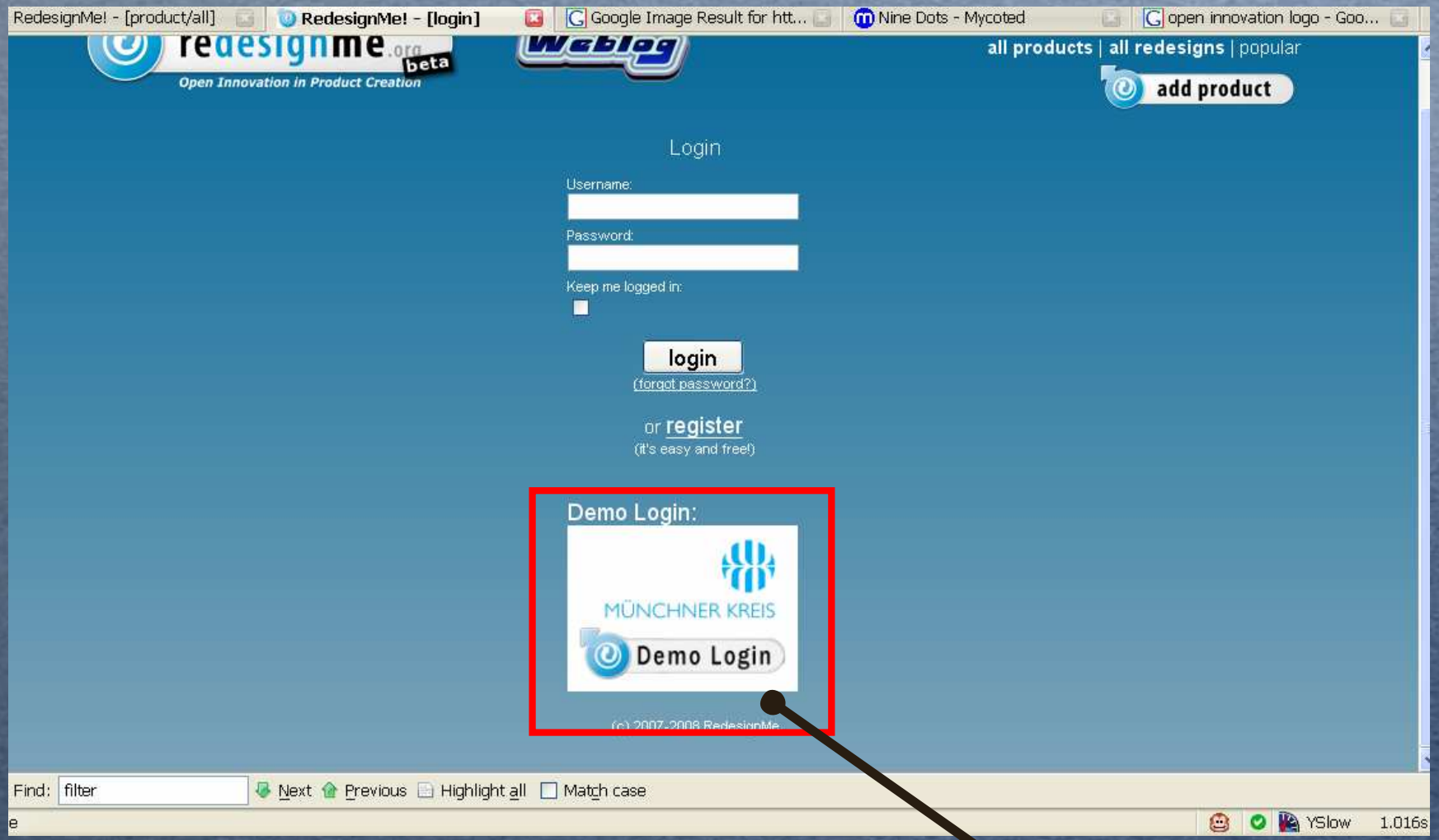

Login, click here!

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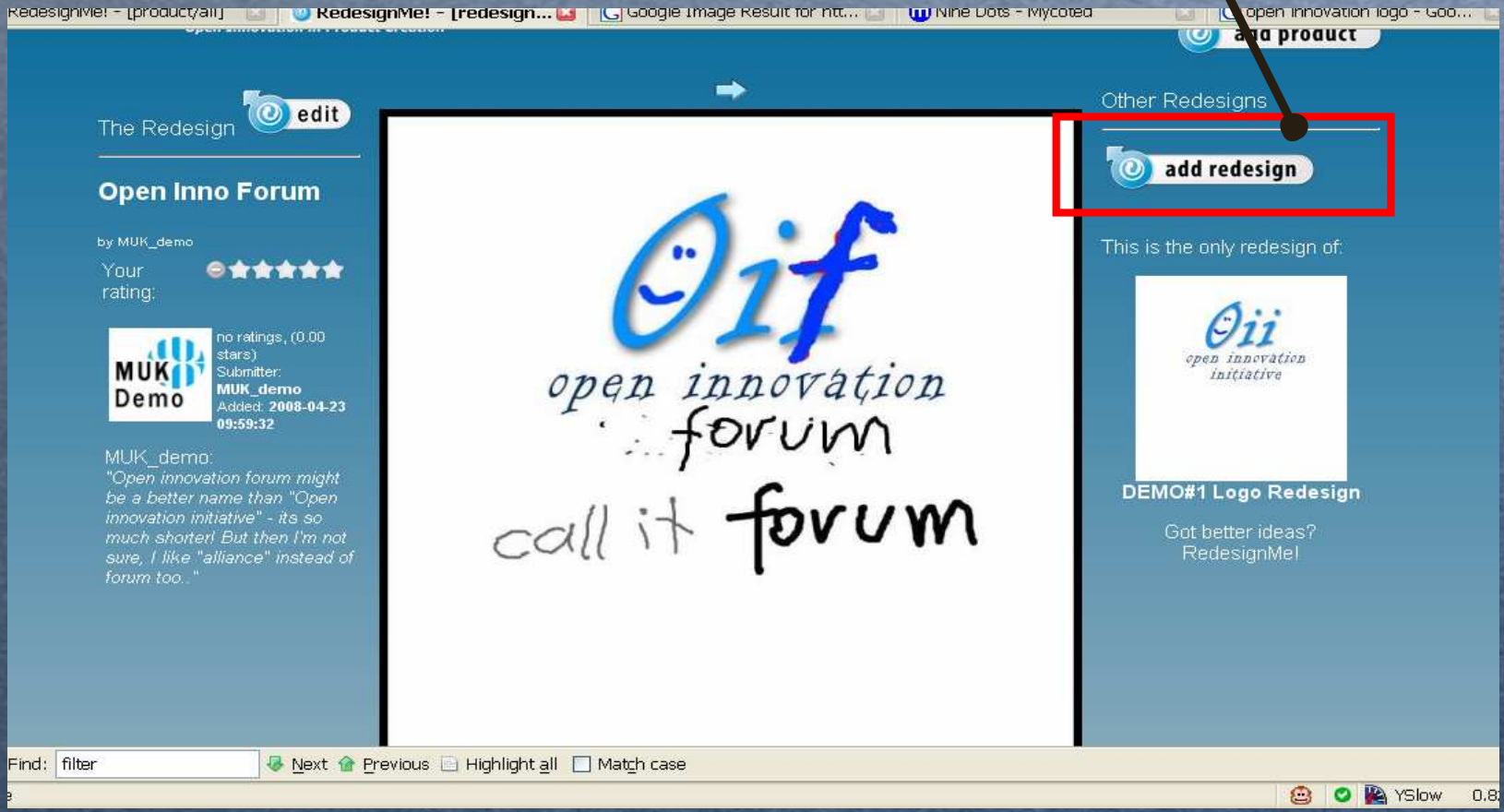
Browse to a demo product, then..

Add a redesign!



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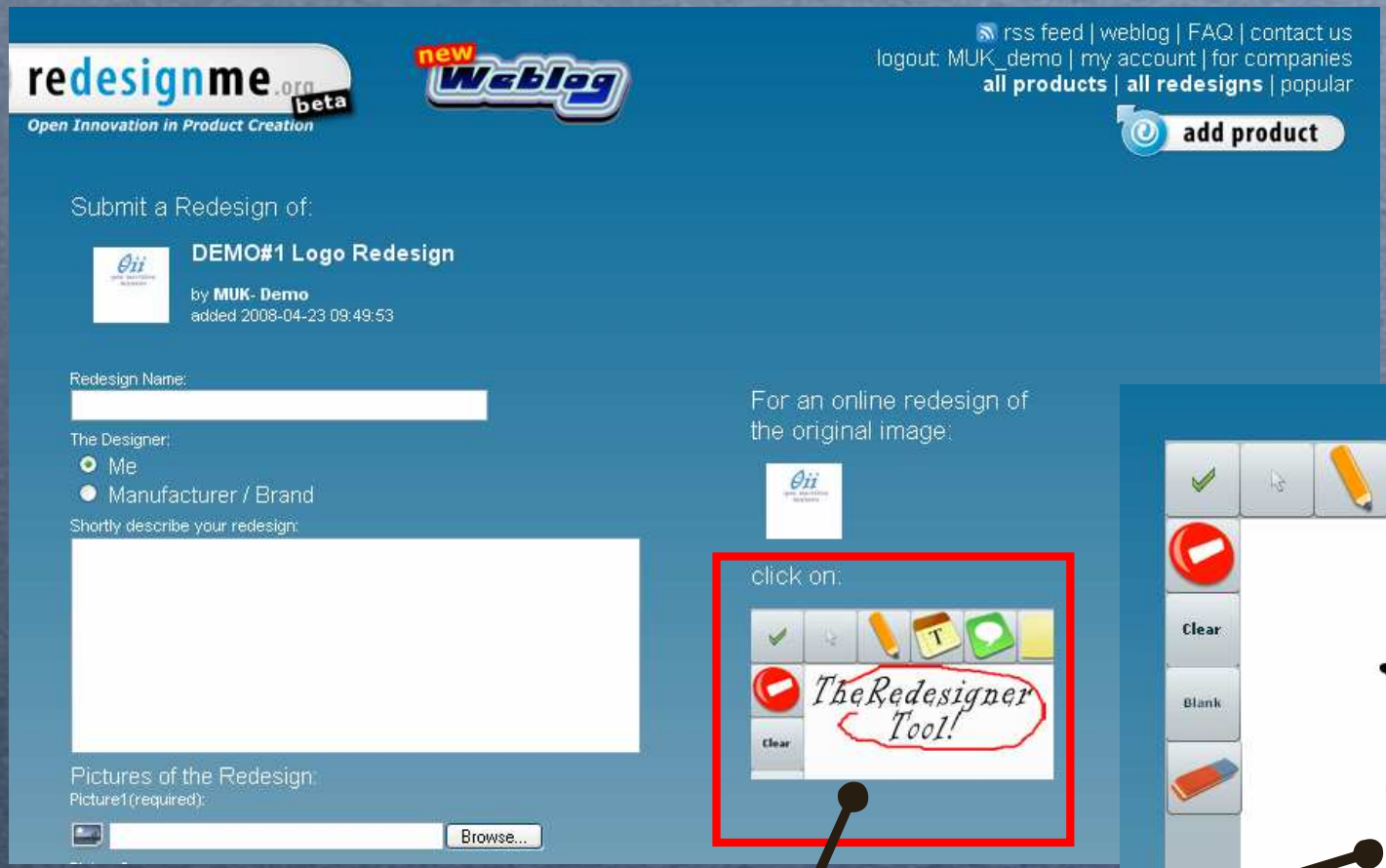
Use the online Redesigner tool! (its really easy!)



Redesigner Tool

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Part 2 - demo results:

* a real business case:
users innovate for the
vodafone betavine plattform

betavine
play • develop • interact
(www.betavine.net)

* one step further

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Have a delicious lunch!

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

You might need:

www.redesignme.org

clemens@redesignme.org

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Open Innovation in Product Creation

Part 2 - Results

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Open Innovation in Product Creation

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

betavine
play • develop • interact
(www.betavine.net)

- 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!

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Setting on RedesignMe

betavine info

screenshots

discussion

redesigns by users (with new thread)

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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. “

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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.*

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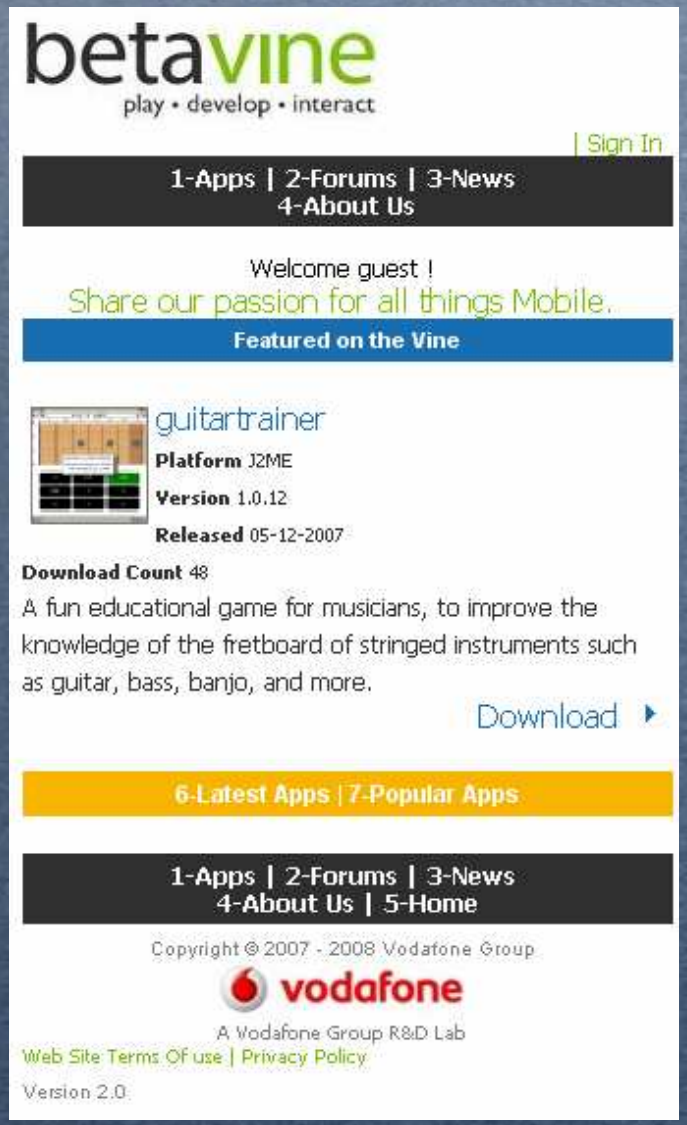
Results 3/3

Current mobile website



User redesign

What would you favour?

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betavine 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

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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

„ *Hey, great redesign !* „

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Thank you for your participation & attention!

We are interested in working with you!

www.redesignme.org

clemens@redesignme.org