Presented By:
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Define the problem @ Case Study of Philips Design

Translate it into a valid theory.

Triangulate with an expert.

Validate with other Industries.

Triangulate with an expert.

Communicate back to Philips Design.
How can **Design** be established as a leading functional discipline at a strategic level in a multinational industry to **drive a successful innovation**?
Mapping the Innovation process at the Strategic level at Philips Design.
Methods

**STEP 1**
Literature Review of Innovation design, business and innovation practices within Philips Design.

**STEP 2**
Mapping the Philips Design management view of Design and Innovation process against its evolutionary timescale.

**STEP 3**
**Bottom-Up Perspective**
In Formal Description by the practitioner of innovation practice in Philips Design.

**STEP 4**
**Top-Down Perspective**
Formal Description by the management of innovation process in Philips Design.

**STEP 5**
Comparative analysis of formal process description with informal practice description.

**STEP 6**
Refinement of generic map of process verses practice of innovation within Philips Design.

**STEP 7**
Validation of generic aspects of the map in terms of its capacity to promote reflection, understanding, ownership and refinement within Philips Design.

One on one interview. Delphi technique.

Delphi technique.
Hell of a Ride......
Problem Area

HORIZON 1
To defend core business.

HORIZON 2
Building emerging business.

HORIZON 3
Create viable option.

TOP BOTTOM
PUSH

PULL

0-2.5 Yrs.
Practitioners Perspective

? Disillusionment

10-30 Yrs.
Thinkers perspective

Gartner's Hype Cycle in Philips context (Derived from Philips Design)
Literature Review

- Business Strategy
- Organisational theory
- Organisational Culture
- Human Behaviour
- Strategy Maps
- Design Thinking
- Design Driven Innovation
- Innovation
- Brand
Aligning it to the Literature

The correlation of the research with literature in the field has led to it being based on the theory of ‘Design Driven Innovation’ by Roberto Verganti (2009)
The theory

‘Design Driven Innovation’ is a bridge between the core business development and emerging business development and helps in the formation of effective business models while maintaining the focus on Design principles, Resources and competencies of the company.
Design and Business

Gartner’s Hype Cycle in business context (Derived from Philips Design)
DESIGN THINKING & DESIGN RESEARCH

<table>
<thead>
<tr>
<th>BUSINESS MODEL DESIGN</th>
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<tbody>
<tr>
<td>Principles</td>
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<td>Criteria's</td>
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<td>Requirements</td>
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<th>PROCESS</th>
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<tr>
<td>Resources</td>
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<td>Knowledge (Past research, IP, Skills and practices)</td>
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<td>Competencies</td>
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<th>BRIDGE</th>
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<td>EMERGING BUSINESS</td>
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<td>- New strategies for Spin offs.</td>
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<td>- Other Innovation Types.</td>
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<td>- New ways of working.</td>
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<td>- Managing people.</td>
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<td>- Social innovation.</td>
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Validate it with Industry

Mercedes Benz, Airbus, P&G, Nokia, Dyson.

Feed it back into the system
Thank You

Questions and critiques are welcomed!