IDEO Product Development Case Analysis

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Abstract. IDEO is one of the successful product development companies, it established in 1991 and combined with 3 companies (David Kelley Design, ID Two and Matrix Product Design). As one of the world's leading design firms, IDEO won a large number of awards than other product development firms. This company has a rapidly development in last several years, owned over 660 employees in the various disciplines. IDEO help organizations in the public and private sectors to find new design approach to innovate and grow, its major well-know clients are include Apple Inc., AT&T, Coca-Cola, Microsoft, Steelcase, PNC Financial Services and Palm. The company utilize design thinking as their main design process approach and focus on investigate and satisfied consumers' needs.

Keywords: IDEO Product Development; Design Process Approach; Management.

1. Introduction

In the recent years, with the development of society, the high technology driven people's life and change the world. Ahuja 2011 explained that high technology innovation is one of the extremely important factors for the majority of the companies to acquire success in the competitive society. Even though high technology innovation changed the world and advanced the standard of human lifestyle, it is not enough for the development of society. The society needs a new innovation method to satisfied individuals' needs, design thinking is new approach to reach that and become more and more important for society (Brown, 2009) Thus, there are a large number of the design companies appeared to the global market, these firms are focus on design and develop products and make them to satisfied consumers' needs. IDEO is one of the successful product development companies, it established in 1978 and rename to IDEO in 1991. To be more specific, in 1978, David Kelley established the David Kelley Design, because he found that the most of technological companies are lacking product development departments. After 13 years, David Kelley Design combines with ID Two and Matrix Product Design formed new product development firm in 1991 and renamed IDEO. As one of the world's leading design firms, IDEO won a large number of awards than other product development firms. This company has a rapidly development in last several years, owned over 660 employees in the various disciplines, such as behavior science, electrical engineering and design research et al. (IDEO 2015). As a product development firm, IDEO help organizations in the public and private sectors to find new design approach to innovate and grow. Sutton et al. (1996) reported that IDEO as a successful design company, they helped at least 40 industries to innovate and over 3000 products to development. This essay will be analyzed its process, organization, management and culture, to explore the reason of its success.

2. Analysis of IDEO

IDEO provides design services for clients from various areas, it coverage medical, computer, retail, food and automotive industries. The Apple's first mouse, the Palm V PDA and Steelcase's Leap chair are all product by IDEO its major clients are include Apple Inc., AT&T, Coca-Cola, Microsoft, Steelcase, PNC Financial Services and Palm (IDEO, 2015). Nowadays, with the development the company, the IDEO are not only helps clients to develop the industrial products, they are involved in the various areas and accept the scope of the products. IDEO except help their clients to innovate and develop the industrial product, it also help client to design interactive experiences and build organization culture (IDEO, 2015). According to Rosenberg (1997) reported that IDEO's revenues reached 40-50 million dollars in 1996, and those revenues come from 90 percent in medical, consumer,

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Integrated Project Design Bárbara Rangel, Ana Sofia Guimarães, Jorge Moreira da Costa, João Pedro Poças Martins, 2023-06-30 Integrated Project Design Delivery is not new but in recent years it has been achieving the status of yet another acronym more connected to its contractual details than to the actual meaning of the profound change in how work is to be developed This book clarifies this situation by presenting several examples in academia research and practical design situations ranging from the use of old style expression media such as handmade drawings to comprehensive digitalisation processes The IPD model is shown as an effective way to tackle the ever increasing challenges of balancing productivity with the urgent demands for designs that embrace decarbonisation net zero buildings energy efficiency modularisation and disassembly including lessons learned from Industrial Design IPD is a mindset that clashes with the traditional academic model of placing architecture and engineering in different and frequently opposite fields Actual examples of course syllabuses that disrupt this approach are also presented showing how wide collaboration from the early stages of the design process can improve the sought after result providing future professionals with a hands on experience of its efficiency as a work methodology Design Thinking Karthi N, Vasanthaseelan S, Dr. S. Banumathi, Dr. Nagaraj Ashok, 2024-05-23 Design Thinking the innovative methodology that fosters creative problem solving and user centric solutions across various industries The core principles of empathy ideation prototyping and iteration empowering readers to rethink challenges and approach them with a human centered perspective With practical insights case studies and actionable techniques it serves as a comprehensive guide for professionals students and organizations seeking to drive innovation and achieve meaningful impact in an ever evolving world Designing Usable and Secure Software with IRIS and CAIRIS Shamal Faily, 2018-04-28 Everyone expects the products and services they use to be secure but building security in at the earliest stages of a system's design also means designing for use as well Software that is unusable to end users and unwieldy to developers and administrators may be insecure as errors and violations may expose exploitable vulnerabilities This book shows how practitioners and researchers can build both security and usability into the design of systems It introduces the IRIS framework and the open source CAIRIS platform that can guide the specification of secure and usable software It also illustrates how IRIS and CAIRIS can complement techniques from User Experience Security Engineering and Innovation Entrepreneurship in ways that allow security to be addressed at different stages of the software lifecycle without disruption Real world examples are provided of the techniques and processes illustrated in this book making this text a resource for practitioners researchers educators and students **Creating Breakthrough Products** Jonathan M. Cagan, Craig M. Vogel, 2012-09-04 For years Jonathan Cagan's and Craig M Vogel's Creating Breakthrough Products has offered an indispensable roadmap for uncovering new opportunities identifying what customers really value and building products and services that redefine markets or create entirely new markets Now the authors have thoroughly updated their classic book

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markets Then in Disrupt Think the Unthinkable to Spark Transformation in Your Business frog design s Luke Williams shows how to start generating and executing on a steady stream of disruptive strategies and unexpected solutions Williams combines the fluid creativity of disruptive thinking with the analytical rigor that s indispensable to business success The result a simple yet complete five stage process for imagining a powerful market disruption and transforming it into a reality that catches your entire industry by surprise Finally in the highly anticipated Second Edition of Creating Breakthrough Products Revealing the Secrets that Drive Global Innovation Jonathan Cagan and Craig Vogel offer an indispensable roadmap for uncovering new opportunities identifying what customers really value today and building products and services that transform markets This edition contains brand new chapters on service design and global innovation new insights and best practices and new case studies ranging from Navistar's latest long haul truck to P G's reinvention of Herbal Essence You know how crucial innovation has become this 4 book package will help you infuse it throughout your entire organization From world renowned business innovation experts Deepa Prahalad Ravi Sawhney Robert Brunner Stewart Emery Russ Hall Luke Williams Jonathan Cagan and Craig M Vogel The Definitive Guide to Effective Innovation (Collection) Tony Davila, Marc Epstein, Robert Shelton, Andy Bruce, David M. Birchall, Luke Williams, Jonathan M. Cagan, Craig M. Vogel, 2013-04-27 A brand new collection of state of the art guides to business innovation and transformation 4 authoritative books help you infuse innovation throughout everything your business does not just once but constantly This extraordinary collection shows how to make breakthrough high profit innovation happen again and again Start with the recently updated edition of Making Innovation Work a formal innovation process proven to help ordinary managers drive top and bottom line growth from innovation This guidebook draws on unsurpassed innovation consulting experience and the most thorough review of innovation research ever performed It shows what works what doesn t and how to use management tools and metrics to dramatically increase the payoff of innovation investments You ll learn to define the right strategy for effective innovation structure organizations management systems and incentives for innovation and much more Next Innovation Fast Track to Success helps you get six key things right about innovation planning pipeline process platform people and performance You ll learn how to deeply integrate innovation throughout team structure so you can move from buzzwords to achievement Then in Disrupt Think the Unthinkable to Spark Transformation in Your Business frog design s Luke Williams shows how to start generating and executing on a steady stream of disruptive strategies and unexpected solutions Williams combines the fluid creativity of disruptive thinking with the analytical rigor that s indispensable to business success The result a simple yet complete five stage process for imagining a powerful market disruption and transforming it into reality that can catch an entire industry by surprise Finally in the highly anticipated Second Edition of Creating Breakthrough Products Revealing the Secrets that Drive Global Innovation Jonathan Cagan and Craig Vogel offer an indispensable roadmap for uncovering new opportunities identifying what customers really value today and building products and services that

redefine or create entirely new markets This edition contains brand new chapters on service design and global innovation new insights and best practices and new case studies ranging from Navistar's latest long haul truck to P G s reinvention of Herbal Essence With even more visual maps and illustrations it s even more intuitive accessible and valuable From world renowned business innovation and transformation experts Tony Davila Marc Epstein Robert Shelton Andy Bruce David Birchall Luke Williams Jonathan Cagan and Craig Vogel The Fast Forward MBA in Project Management Eric Verzuh, 2021-01-20 The all inclusive guide to exceptional project management that is trusted by hundreds of thousands of readers now updated and revised The Fast Forward MBA in Project Management The Comprehensive Easy to Read Handbook for Beginners and Pros 6th Edition is a comprehensive guide to real world project management methods tools and techniques Practical easy to use and deeply thorough this book gives you the answers you need now You ll find cutting edge ideas and hard won wisdom of one of the field's leading experts delivered in short lively segments that address common management issues Brief descriptions of important concepts tips on real world applications and compact case studies illustrate the most sought after skills and pitfalls you should watch out for This sixth edition now includes A brand new chapter on project quality A new chapter on managing media entertainment and creative projects A new chapter on the project manager's 1 priority leadership A new chapter with the most current practices in Change Management Current PMP certification study tips Readers of The Fast Forward MBA in Project Management also receive access to new video resources available at the author's website The book teaches readers how to manage and deliver projects on time and on budget by applying the practical strategies and concrete solutions found within Whether the challenge is finding the right project sponsor clarifying project objectives or setting realistic schedules and budget projections The Fast Forward MBA in Project Management shows you what you need to know the best way to do it and what to watch out for along the way of Writing in Organizations Anne-Laure Fayard, Anca Metiu, 2013 This book demonstrates the power of writing in informal and formal organizations in the past and the present It shows how writing despite long lasting criticisms that can be traced back to Plato and in spite of its frequent definition as a mere recording medium is in fact a creative mode of communication that supports the expression of emotions the developing knowledge and the building of strong communities among faraway individuals The first part of the book illustrates how this has been true historically The focus on writing as a fundamental mode of communication the other being speech or the oral mode is still important in our technology infused world where writing seems to have been reduced to short cryptic text messages or tweets Precisely because of their heavy reliance on technology current practices are in need of a deeper understanding that focus on deep as opposed to surface features and unveil the four essential mechanisms objectification reflecting specifying and addressing that give writing its creative powers In the second part of the book we use contemporary case studies and interviews to illustrate how shifting our focus from the media to the mode of communication and focusing on the mechanisms of writing allows us to go beyond current debates

about the capabilities of various communication media and to understand better today s communicative practices This book is an attempt to unveil the powers of writing as well as to highlight the implications for organizations of the potential loss of these powers in today s world where writing based distributed collaborations interpersonal relationships and online communities are key sources of innovation and support for individuals and organizations **How to Become Innovative** Tony Davila, Marc Epstein, Robert Shelton, Jonathan M. Cagan, Craig M. Vogel, 2013-08-08 Making Innovation Work presents a formal innovation process proven to work at HP Microsoft and Toyota to help ordinary managers drive top and bottom line growth from innovation The authors have drawn on their unsurpassed innovation consulting experience as well as the most thorough review of innovation research ever performed They ll show what works what doesn t and how to use management tools to dramatically increase the payoff from innovation investments Learn how to define the right strategy for effective innovation how to structure an organization to innovate best how to implement management systems to assess ongoing innovation how to incentivize teams to deliver and much more This book offers the first authoritative guide to using metrics at every step of the innovation process from idea creation and selection through prototyping and commercialization This updated edition refreshes the examples used throughout the book and features a new introduction that gives currency to the principles covered throughout For years Creating Breakthrough Products has offered an indispensable roadmap for uncovering new opportunities identifying what customers really value and building products and services that redefine markets or create entirely new markets Now the authors have thoroughly updated their classic book adding brand new chapters on service design and global innovation plus new insights best practices and case studies from both U S and global companies Their new second edition presents Revolutionary Apple style and evolutionary Disney style approaches to innovation choosing between them and making either one work More coverage of Value Opportunity Analysis and ethnography New case studies ranging from Navistar's latest long haul truck to P G s reinvention of Herbal Essences plus updates to existing cases New coverage of the emerging environment of product service ecosystems Additional visual maps and illustrations that make the book more intuitive and accessible Readers will find new insights into identifying Product Opportunity Gaps that can lead to enormous success navigating the Fuzzy Front End of product development and leveraging contributions from diverse product teams while staying relentlessly focused on their customers values and lifestyles from Case Study Research in Art & Design Marzuki Ibrahim, 2015 strategy through execution **Encyclopedia of** Information Science and Technology, Third Edition Khosrow-Pour, D.B.A., Mehdi, 2014-07-31 This 10 volume compilation of authoritative research based articles contributed by thousands of researchers and experts from all over the world emphasized modern issues and the presentation of potential opportunities prospective solutions and future directions in the field of information science and technology Provided by publisher
The Emerald Handbook of Challenge Based Learning Eliseo Vilalta-Perdomo, Jorge Membrillo-Hernández, Rosario Michel-Villarreal, Geeta Lakshmi, Mariajulia

Martínez-Acosta, 2022-08-08 This is the first handbook offering an in depth exploration on how to conceive design implement monitor and develop Challenge Based Learning initiatives in Higher Education Institutions It presents contributions from international experts from theory to practice and provides insightful directions for future research on this topic

Design-inspired Innovation James M Utterback, Sten Ekman, Susan Walsh Sanderson, Bengt-arne Vedin, Roberto Verganti, Bruce Tether, Eduardo Alvarez, 2006-12-01 When an innovation is inspired by design it transcends technology and utility The design delights the user seamlessly integrating the physical object a service and its use into something whole A design inspired innovation is so simple that it becomes an extension of the user It creates meaning and a new language Design Inspired Innovation takes a unique look at the intersection between design and innovation and explores the novel ways in which designers are contributing to the development of products and services The book's scope is international with emphasis on design activities in Boston England Sweden and Milan Through a rich variety of cases and cultural prisms the book extends the traditional design viewpoint and stretches the context of industrial design to question and answer what design is really all about It gives readers tools for inspiration and shows how design can change language and even create Innovation Management Keith Goffin, Rick Mitchell, 2017-09-16 The new edition of this highly human possibilities successful textbook draws on the authors extensive industry experience and academic research to provide a concise and practical approach to developing and implementing strategies Offering a highly readable text alongside an effective mix of theory case studies and updated pedagogical features the book covers both strategic and managerial elements of innovation The tools described by the well respected and authoritative author team can be used to improve performance in both service and manufacturing companies and the text is an excellent practical resource for students and managers alike This textbook caters primarily for MBA and executive students of Innovation Management In addition it is an essential text for upper level undergraduate and postgraduate students of Innovation Management as well as for practitioners seeking to enhance their understanding of the subject New to this Edition Updated and expanded coverage throughout based on a review of over 250 key publications on innovation management 86 international case studies that illustrate both the theory and practice of managing innovation Video interviews on the companion website to accompany case studies from each chapter featuring high profile business managers from around the world Reflective questions for students at the end of each chapter with suggested answers on the companion website How Breakthroughs Happen Andrew Hargadon, 2003 Dispelling the myth that innovation is invention revolution this text argues that innovators past present have employed a strategy of technology brokering to source develop exploit new ideas It provides a clear set of recommendations for managing the innovation process in organizations **Strategic Leadership** Brian Leavy, Peter McKiernan, 2020-03-06 This is a concise thematic strategy text which will help students to see organizations from the perspective of the Chief Executive and to understand and debate the challenges opportunities and issues which constitute the role of the CEO **Customer Integration in**

Industrial Innovation Projects Patricia Sandmeier, 2008-08-02 Patricia Sandmeier demonstrates how a transfer of elements from Extreme Programming to the development practice of industrial products can improve customer integration activities in the product innovation process and the innovativeness of the resulting new products Bringing New <u>Technology to Market Kathleen R. Allen, 2003 This book presents a comprehensive look at the issues related to the</u> commercialization of intellectual property and contains three major themes that infuse all of the concepts presented value creation speed and entrepreneurship It enables readers to understand different business models and processes from mainstream types of businesses and teaches them how to successfully commercialize the intellectual property they develop The book focuses on management marketing product development and operations strategies that work in a high tech environment A four part organization covers The Foundations of Technology Commercialization Intellectual Property and Valuation Financial Strategies for Technology Start Ups and The Transition from R D to Operations For potential entrepreneurs and corporate venturers Entrepreneurship John R. Bessant, Joe Tidd, 2018-05-29 Successful entrepreneurship requires a specialized mix of innovation drive business acumen and communication an entrepreneur sees the potential and pitfalls in any idea and understands the product the market and the business climate well enough to make smart decisions for the venture This book is designed to go beyond the nuts and bolts of entrepreneurship and help students develop the critical foundation referred to as entrepreneurial thinking Organized to align with the typical flow of development the text allows students to develop their own ideas alongside each lesson Coverage of goals opportunities and resources includes detailed discussion of venture funding financial resources and the relationships needed to get an idea off of the ground subsequent chapters include clear guidance on keeping the momentum going through product development enterprise growth value creation and the evolution of the business model Based on the latest research and providing a truly global perspective this book gives students a comprehensive real world foundation in entrepreneurship today

The Top Books of the Year Ideo Product Development Case Study Analysis The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous captivating novels enthralling the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the fascinating narratives that have enthralled audiences this year. The Must-Read: Colleen Hoovers "It Ends with Us" This heartfelt tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover skillfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. Ideo Product Development Case Study Analysis: Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids captivating storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic: Delia Owens "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens weaves a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of engaging stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a guiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a brilliant and suspenseful novel that will keep you wondering until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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