

Northumbria Research Link

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Presented By:

Mersha Aftab

School of Design, Northumbria University, Newcastle Upon Tyne.

Under the Supervision of:

Prof. Robert Young, Elizabeth McLarthy.



Introduction



Strategy and methods

Research Question

Mapping

Challenges

Problem Area

Literature

Validation



Define the problem @ Case Study of
Philips Design

Translate it into a valid theory.

Triangulate with an expert.

Validate with other Industries.

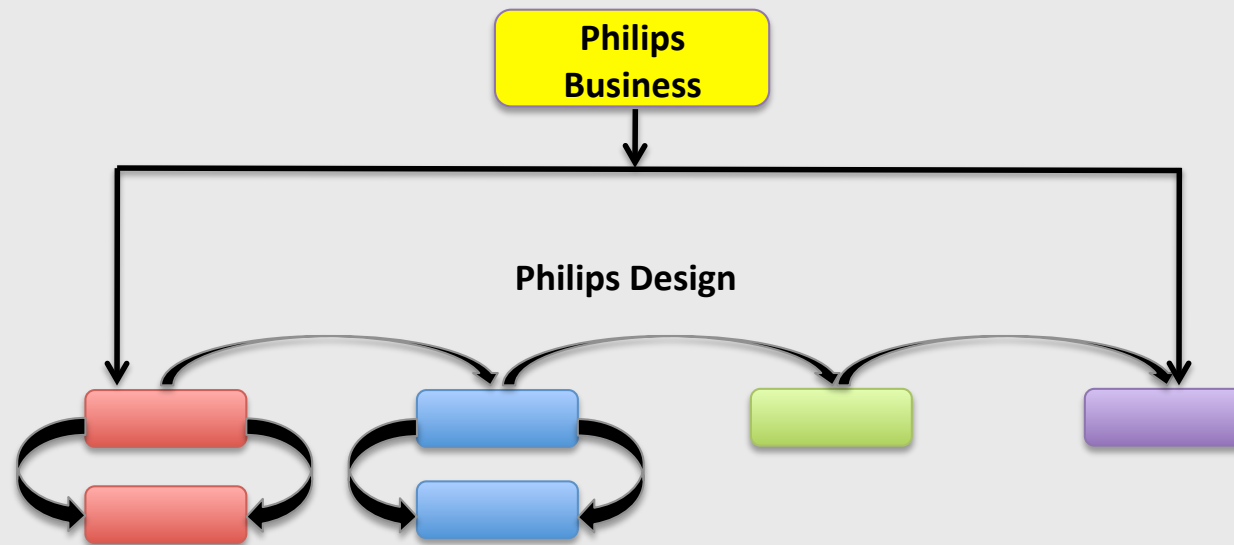
Triangulate with an expert.

Communicate back to Philips Design.

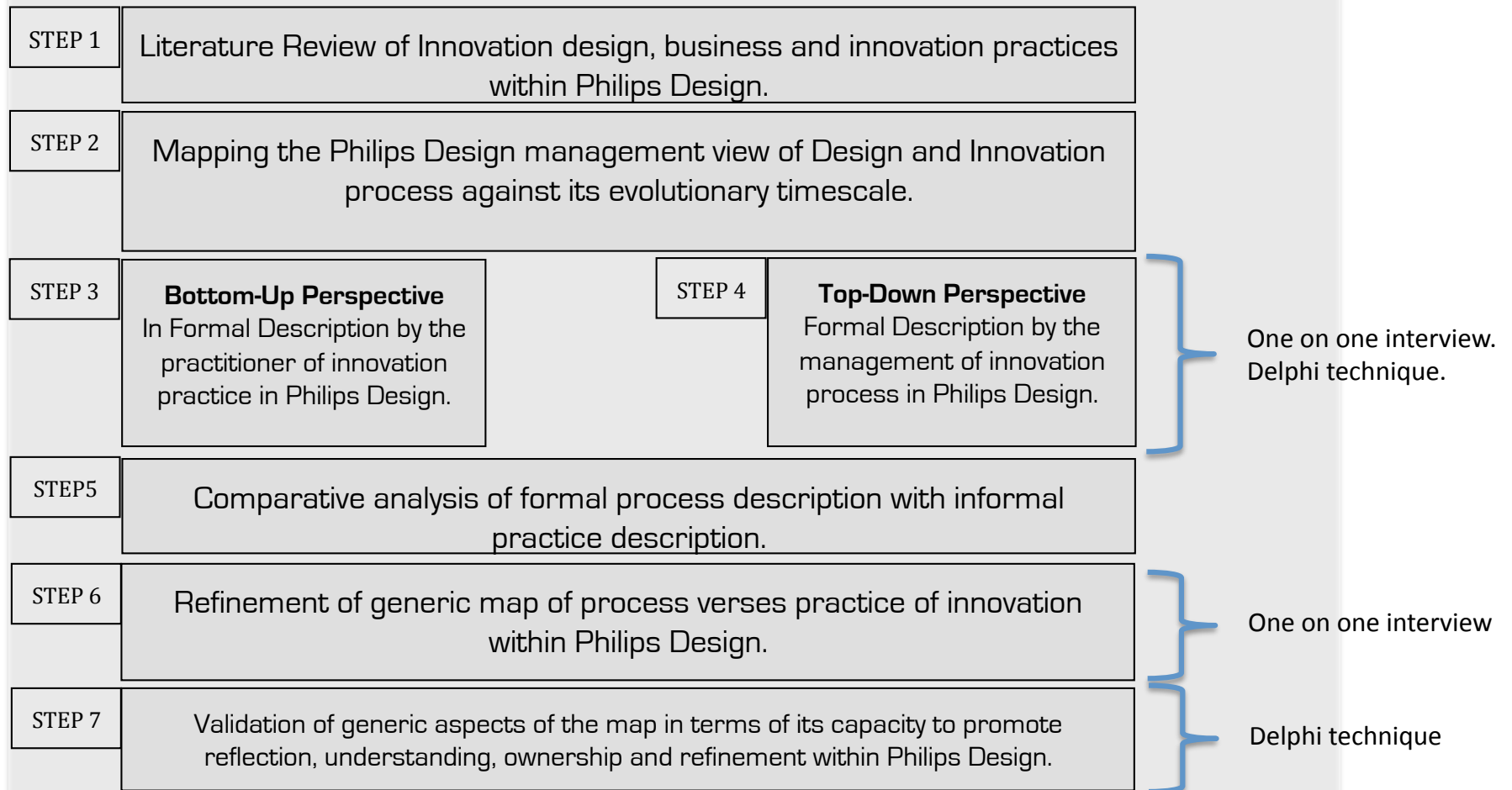
Research Question

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



Challenges

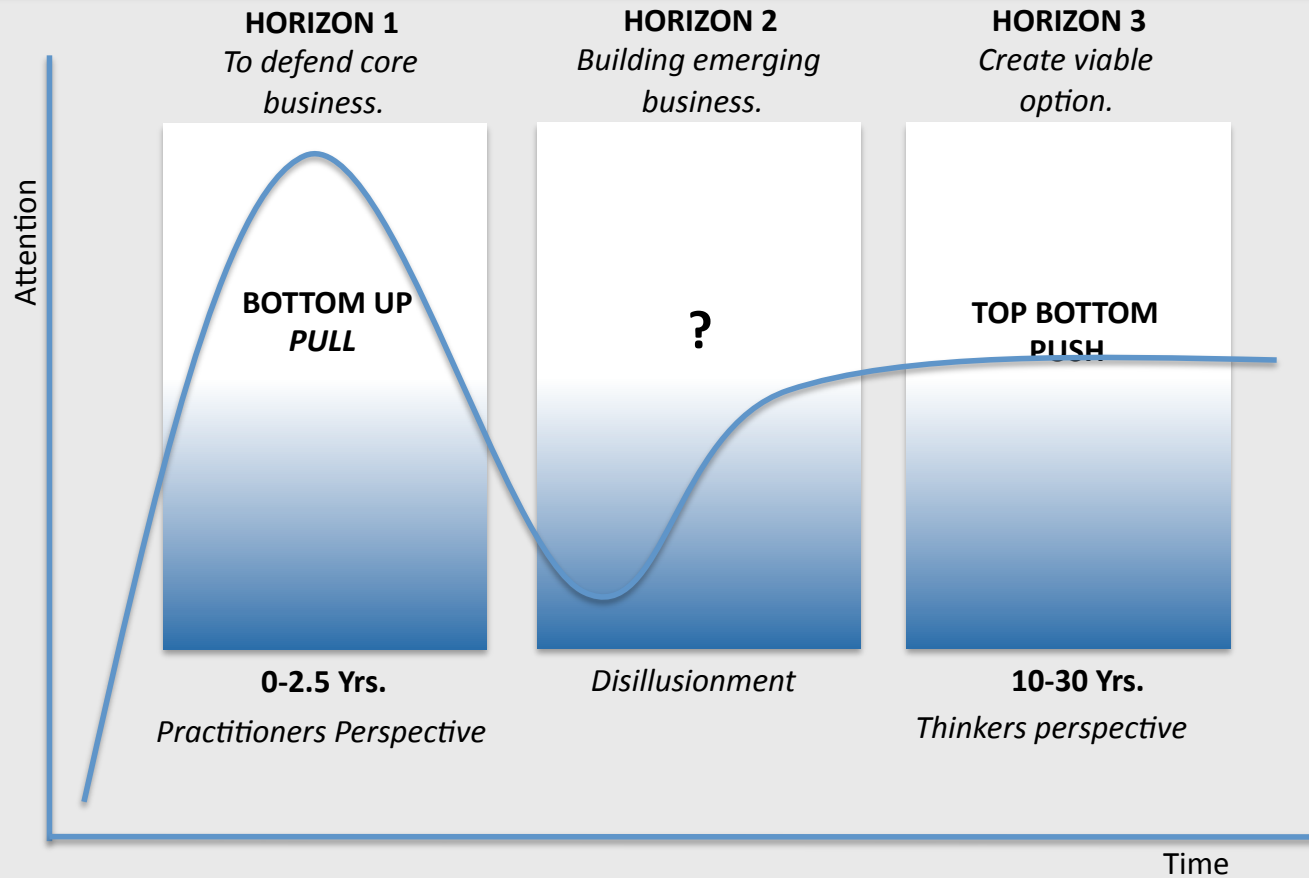


Experience



Hell of a Ride.....

Problem Area



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

Most Relevant Literature



Aligning it to the Literature

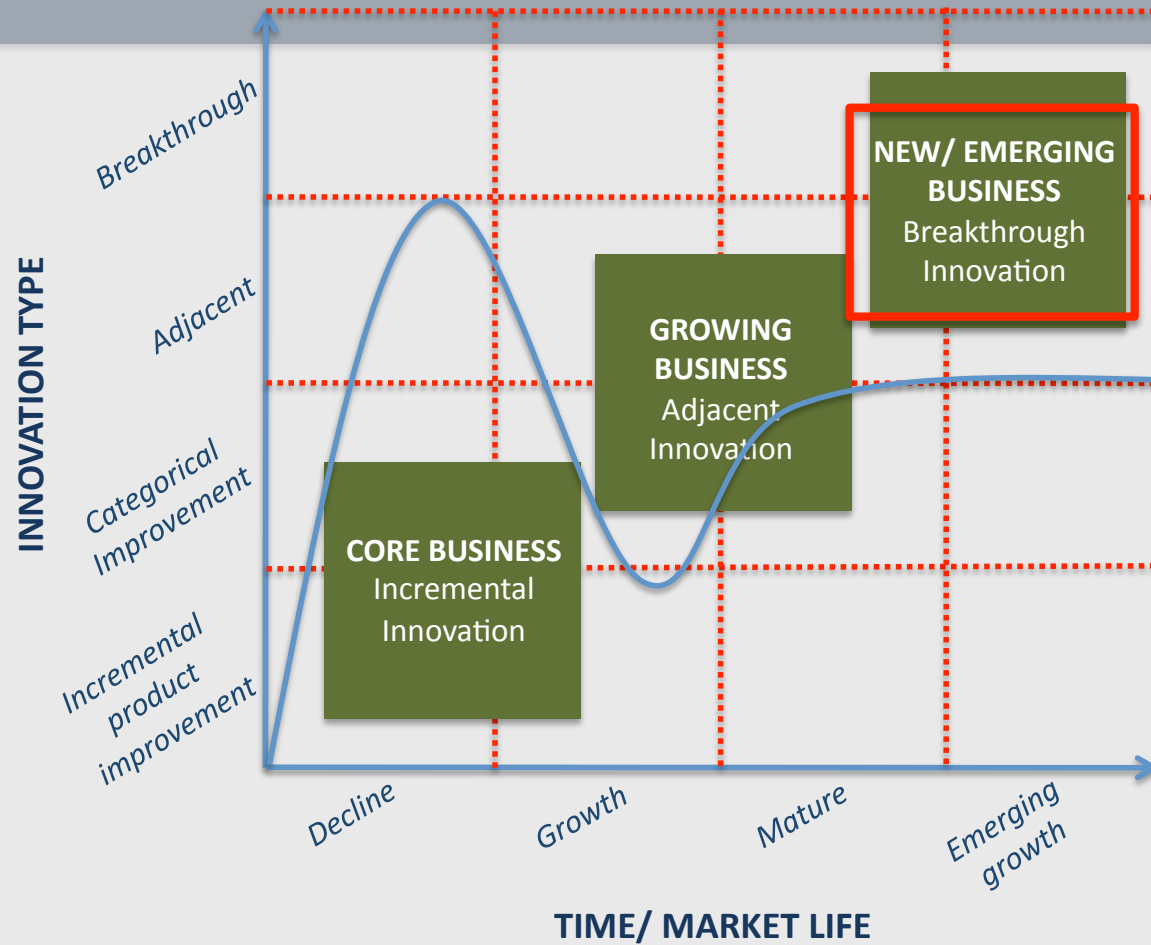
The correlation of the research with literature in the field has led to it being based on the theory of **'Design Driven Innovation'** by **Roberto Verganti (2009)**



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)

Outcome

DESIGN THINKING
&
DESIGN RESEARCH

Strategy

BUSINESS MODEL
DESIGN

Principles

Criteria's

Requirements

PROCESS

Resources

Knowledge
(Past research, IP,
Skills and practices)

Competencies

CORE BUSINESS

BRIDGE

EMERGING
BUSINESS

Ensures

BRIDGE:

- New strategies for Spin offs.
- Other Innovation Types.
- New ways of working.
- Managing people.
- Social innovation.



Validate it with Industry

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

Feed it back into the system

Thank You



Questions and critiques are welcomed!