

# IDEO Product Development Case Analysis

Xiaoru Du

School of Design and Art, Wuhan Textile University, Wuhan, 430073, China

**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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**G Psacharopoulos**



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**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

**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

**PRODUCT DEVELOPMENT Summarized** Devon Kade, Ready to Lead Projects That Inspire Innovate and Dominate the Market Unlock the A to Z Playbook for Creating Launching and Managing Market Winning Products In today s hyper competitive landscape the vast majority of new products fail The difference between a breakout success and a costly failure isn t luck it s a mastery of the product development process From navigating market uncertainty and avoiding feature creep to aligning teams and securing funding the path from idea to launch is fraught with challenges Are you equipped with the right strategies to turn your vision into a profitable reality PRODUCT DEVELOPMENT Summarized is your definitive comprehensive guide to mastering the art and science of creating products that customers love Distilling decades of expertise from industry leaders into one actionable volume this book is the cornerstone of the acclaimed Business Summit Collection designed for professionals who demand clarity and results Inside you will discover how to Master

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*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

**The Design of Things to Come** Jonathan M. Cagan,Craig M. Vogel,Peter Boatwright,2011-06-28 The iPod is a harbinger of a revolution in product design innovation that targets customer emotion self image and fantasy not just product function Read the hidden stories behind BodyMedia s SenseWear body monitor Herman Miller s Mirra Chair Swiffer s mops OXO s potato peelers Adidas intelligent shoes the new Ford F 150 pickup truck and many other winning innovations Meet the innovators learning how they inspire and motivate their people as they shepherd their visions through corporate bureaucracy to profitable reality The authors deconstruct the entire process of design innovation showing how it really works and how today s smartest companies are innovating more effectively than ever before

**Case Study Research in Art & Design** Marzuki Ibrahim,2015 *The Emerald Handbook of Challenge Based*

*Learning* Eliseo Vilalta-Perdomo, Jorge Membrillo-Hernández, Rosario Michel-Villarreal, Geeta Lakshmi, Maria Julia 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 human possibilities *Bringing New Technology to Market* Kathleen R. Allen, 2003 This book presents a comprehensive look at the issues related to the 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 **Usability Evaluation and Interface Design** Michael J. Smith, Richard John Koubek, Gavriel Salvendy, Don Harris, 2001-08-01 This three volume set provides the complete proceedings of the Ninth International Conference on Human Computer Interaction held August 2001 in New Orleans A total of 2 738 individuals from industry academia research institutes and governmental agencies from 37 countries submitted their work for presentation at the conference The papers address the latest research and application in the human aspects of design and use of computing systems Those accepted for presentation thoroughly cover the entire field of human computer interaction including the cognitive social ergonomic and health aspects of work with computers The papers also address major advances in knowledge and effective use of computers in a variety of diversified application areas including offices financial institutions manufacturing electronic publishing construction and health care **Managing Product and Service Development: Text and Cases** Stefan H. Thomke, 2007 With a balanced approach that covers product and service development readers receive a

broad and realistic idea of development issues in each major sector of our economy With its emphasis on the experimental and exploratory aspects of product and service development this book stresses the importance of maintaining a fresh and innovative perspective in design and development The case studies readings and exercises are integrated into three pedagogically consistent modules that are supported through an array of teaching tools This supplementary material module notes teaching notes plans and presentation material is available to all adopting instructors **BOOK JACKET**

**Design Thinking Research** Larry Leifer,Hasso Plattner,Christoph Meinel,2013-08-19 This book summarizes the results of Design Thinking Research carried out at Stanford University in Palo Alto California USA and Hasso Plattner Institute in Potsdam Germany The authors offer readers a closer look at Design Thinking with its processes of innovations and methods The contents of the articles range from how to design ideas methods and technologies via creativity experiments and wicked problem solutions to creative collaboration in the real world and the connectivity of designers and engineers But the topics go beyond this in their detailed exploration of design thinking and its use in IT systems engineering fields and even from a management perspective The authors show how these methods and strategies work in companies introduce new technologies and their functions and demonstrate how Design Thinking can influence as diverse a topic area as marriage Furthermore we see how special design thinking use functions in solving wicked problems in complex fields Thinking and creating innovations are basically and inherently human so is Design Thinking Due to this Design Thinking is not only a factual matter or a result of special courses nor of being gifted or trained it s a way of dealing with our environment and improving techniques technologies and life California Management Review ,1998 Power Transmission Design ,1995 Graphis ,1995

**Design & Applied Arts Index** ,1999 Business Periodicals Index ,2001 **Small Business** Joseph Daniel Ryan,Gail P. Hiduke,2003 This comprehensive step by step guide to small business enterprise helps readers identify opportunities their needs and the needs of their target customers Featuring sample plans from service and manufacturing businesses Small Business helps readers create a business plan that will set a promising course for their entrepreneurial endeavors Its 80 plus Action Steps take entrepreneurs through every phase of an upstart from the initial dream developing marketing strategies and finally how to implement the completed business plan In addition special features help entrepreneurs explore international opportunities find local resources use the Internet to identify small biz opportunities determine their business passions and find related opportunities **Personnel Management Abstracts** ,1997 *IDEO Product Development* Stefan Thomke,Ashok Nimgade,Harvard University. Harvard Business School,2000

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