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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Michael J. Smith,Richard John Koubek,Gavriel Salvendy,Don Harris

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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 **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 the Complete Product Lifecycle From idea generation competitive analysis and risk assessment to go to market strategy launch execution and end of life planning Unlock Modern Methodologies Get practical easy to understand summaries of Agile Lean Scrum Design Thinking and the Jobs to be Done JTBD framework Build an Unbeatable Value Proposition Learn to use the Value Proposition Canvas and craft offerings that stand out from the competition Execute Flawlessly Master prototyping quality assurance pricing strategies and building high performance product teams Navigate the Future Get up to speed on emerging trends including AI in product development sustainability and creating an organizational culture of innovation Learn from Giants Analyze revealing case studies of successes and failures from companies like Apple Tesla Google and Coca Cola This bulleted list transforms the book s table of contents into a powerful summary of benefits 4 It explicitly names the high value frameworks and companies analyzed within the text which serve as critical keywords and signals of quality and

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