

# 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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**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

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**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

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