



Innovation Boost with customer involvement

Voice Control, Internet of Things (IoT), 3D Printing, Artificial Intelligence (AI), Big Data, Wearables, Web Apps, Product/Service Transformation, Sharing Economy – where should we invest our development budgets and how do we create customer value by utilizing new technology and trends? These are questions that design-people’s Innovation Boost process can help you to clarify effectively.

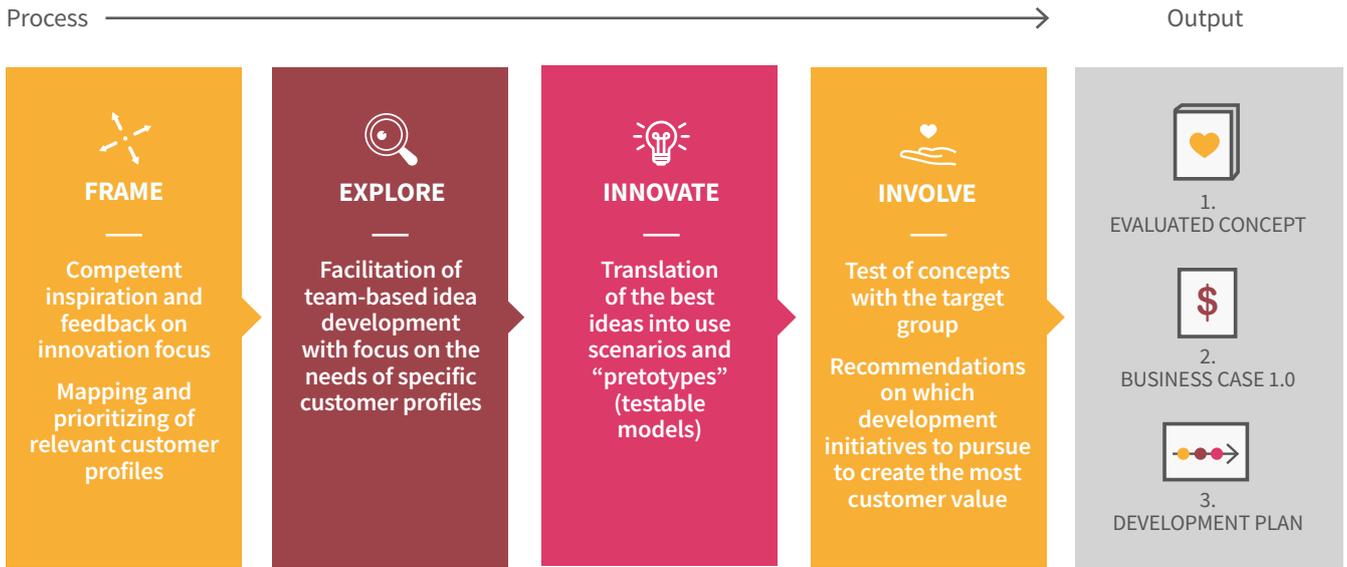
Innovation Boost brings design-people’s innovation team and your specialists together in an intensive 2-4 weeks process. With our knowledge about technology and trends from different industries, we help you to create a sharp innovation focus. Together we generate ideas and use scenarios that are quickly “pretotyped” / modelled, then evaluated with the target audience.

The process involves representatives from your sales, marketing and development teams who will feel that they are swiftly moving forward together. With a focus on customer value throughout the process, we kill flawed ideas before they occupy development resources.

What value does an Innovation Boost create?

Together with your team we create:

1. *Clarification on innovation focus, technology needs and prioritized customer profiles.*
2. *Focused innovation concepts and use scenarios, evaluated by your customers.*
3. *A plan and budget for further development as required to mature the preferred solution and then bring a winning product on the market.*



“From my experience in startups and large corporations, the initial phases of the innovation process are crucial. Having a focus on customer benefits & experience – and new technology – from day 1 is what qualifies the entire business case and development process. Within this field design-people are super experts.”

Jacob Lundholm
Global Product Manager

Why design-people?

Because we are passionate about our clients’ innovation and business. And because we work hands-on with design thinking and user involvement and move quickly. Our 20+ team has the specialists in user involvement, workshop facilitation, (digital) innovation and service design as well as product design. As required, we involve technology experts from our network.

To us it is all about transforming technological opportunities and trends into value-adding customer experiences and business. We are proud to work with Nilfisk, Danfoss, Kamstrup, LG, Hounö, Vifa, Microsoft – and a number of exciting start-ups.

Let’s create winning customer experiences – together.

Contact us if you want to know more about our Innovation Boost or if you want to discuss specific opportunities for collaboration. We offer custom processes built around the competencies and process modules that fit your needs here and now.



Klaus Schroeder
innovation director, partner / CEO
ks@design-people.com
+45 70 22 64 62