

Creative research for product ecosystems

Hello, I'm Richard Whitehall, a Designer and Partner at Smart Design

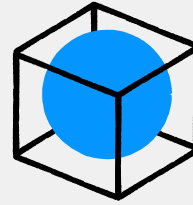
More books
in here



By helping everyday people
live better and work smarter,
we create new possibilities for
ambitious organizations



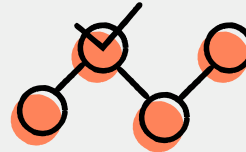
We design products, experiences and ecosystems



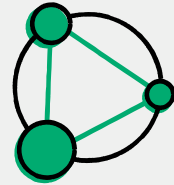
Physical products



Digital products



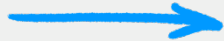
Experiences



Ecosystems

We help companies grow, by integrating products and services to create new revenue streams

The GX ecosystem has boosted Gatorade's brand perception as an innovator and generated a new ecommerce revenue streams.



Today's talk

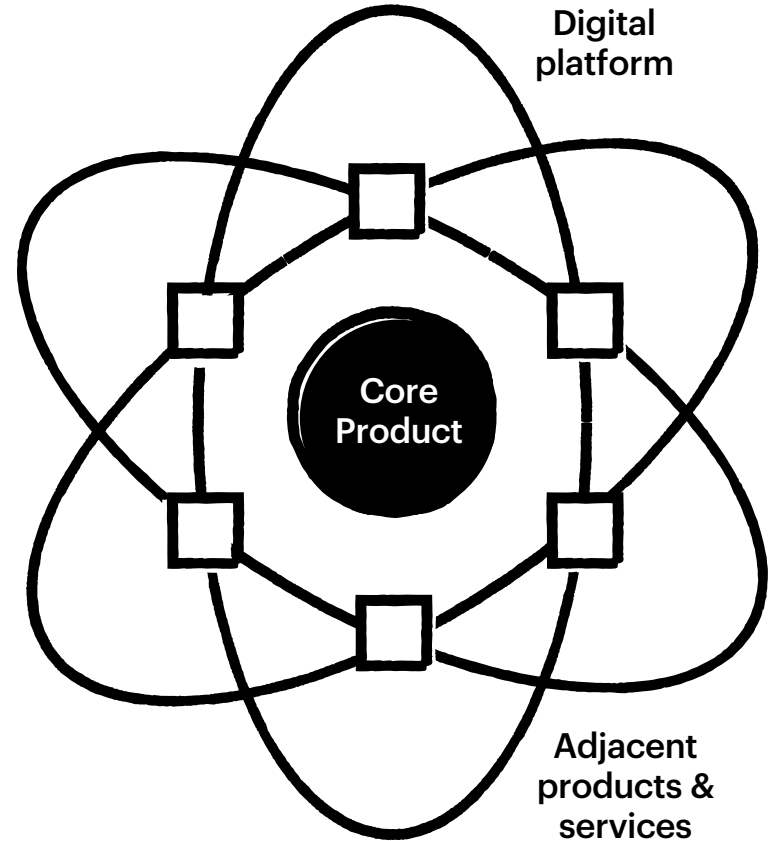
1. What is a product ecosystem?
2. The value and pitfalls
3. How to design one

1. What is a product ecosystem?

What is a product ecosystem?

A set of complementary products and services that customers use in tandem,

supported by a digital platform that brings the parts together and reduces friction

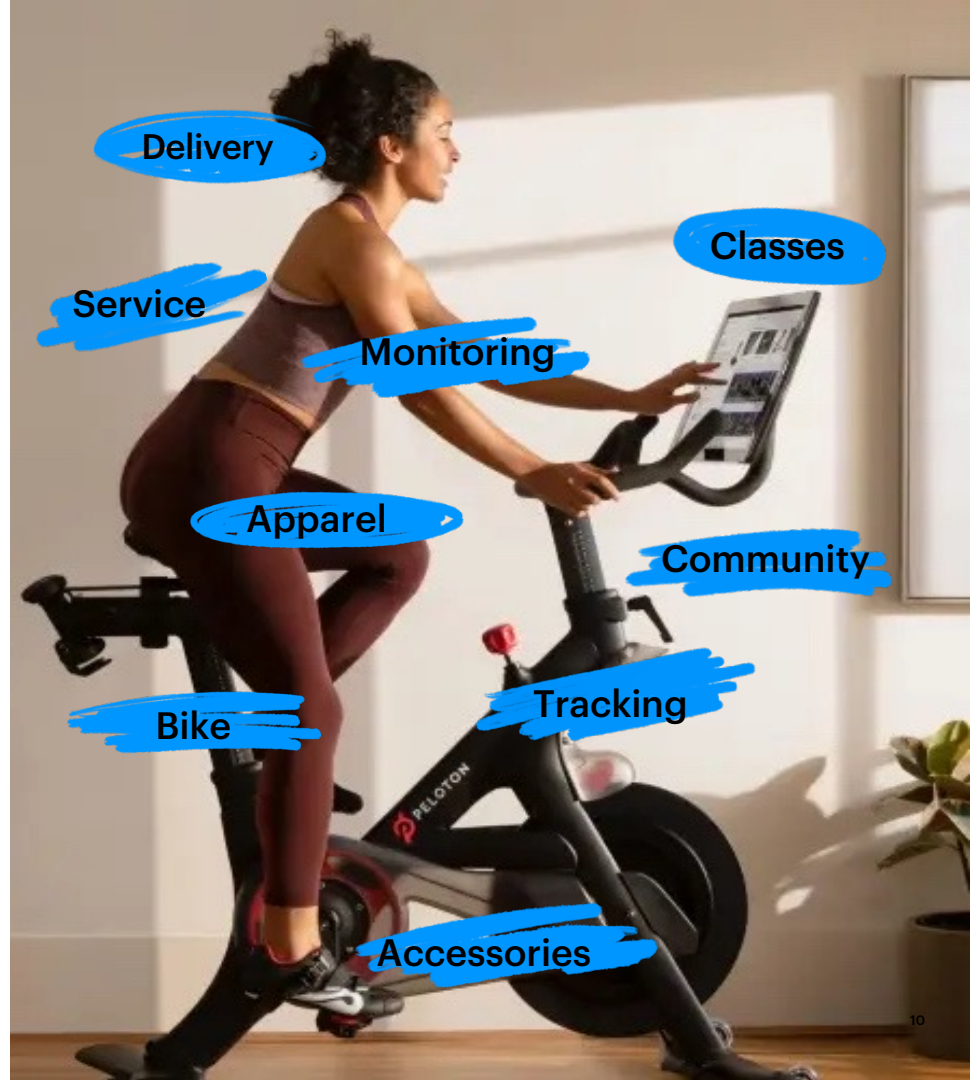


What is a product ecosystem?

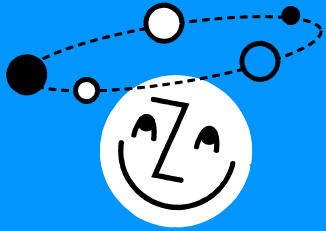
A set of complementary products and services that customers use in tandem,

supported by a digital platform that brings the parts together and reduces friction

Personalized
Context controlled by user
Evolves over time



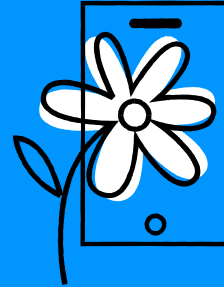
Why now?



People
have too many choices and
not enough time, and they
are at home

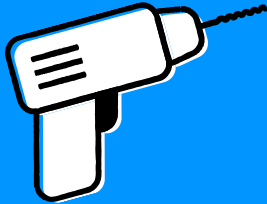


Businesses
want more direct, longer,
and deeper customer
relationships and are
seeking growth



Technology
is enabling rich
and integrated
consumer experiences.

Product mindset



**Products
& Services**

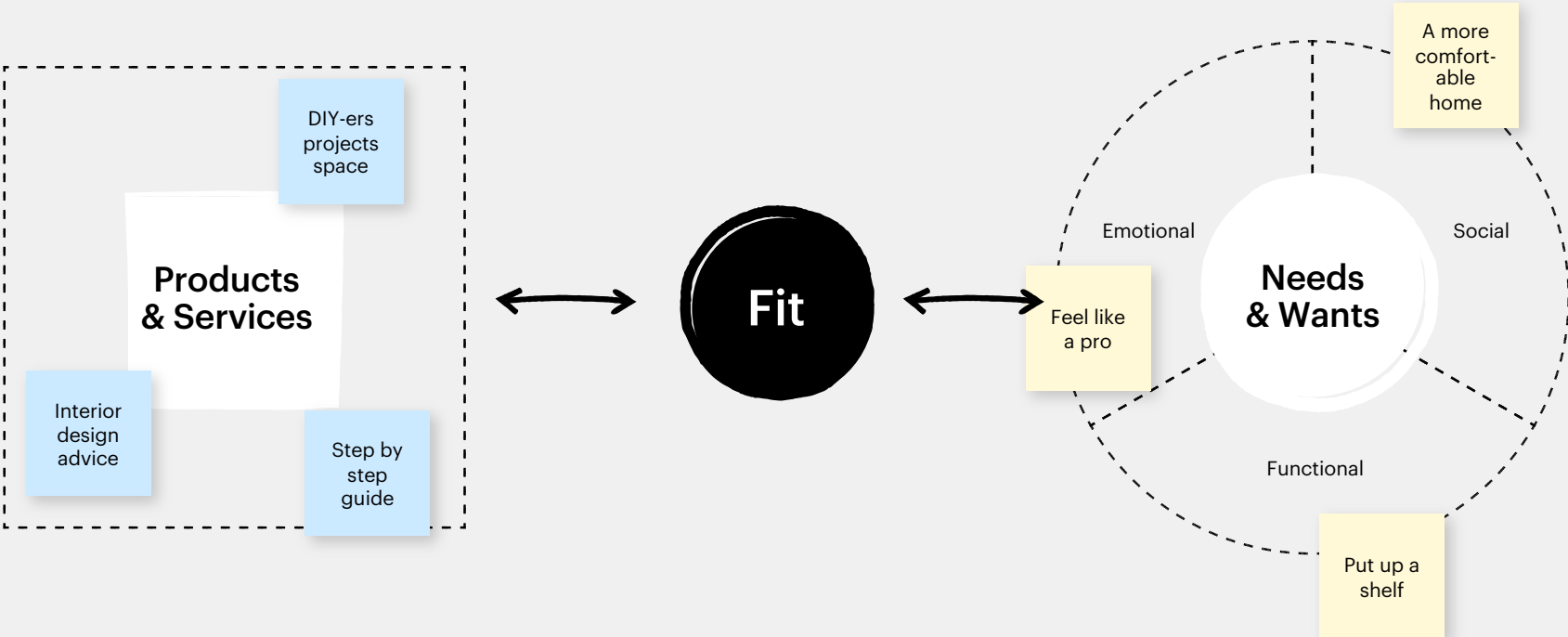
e.g. A drill



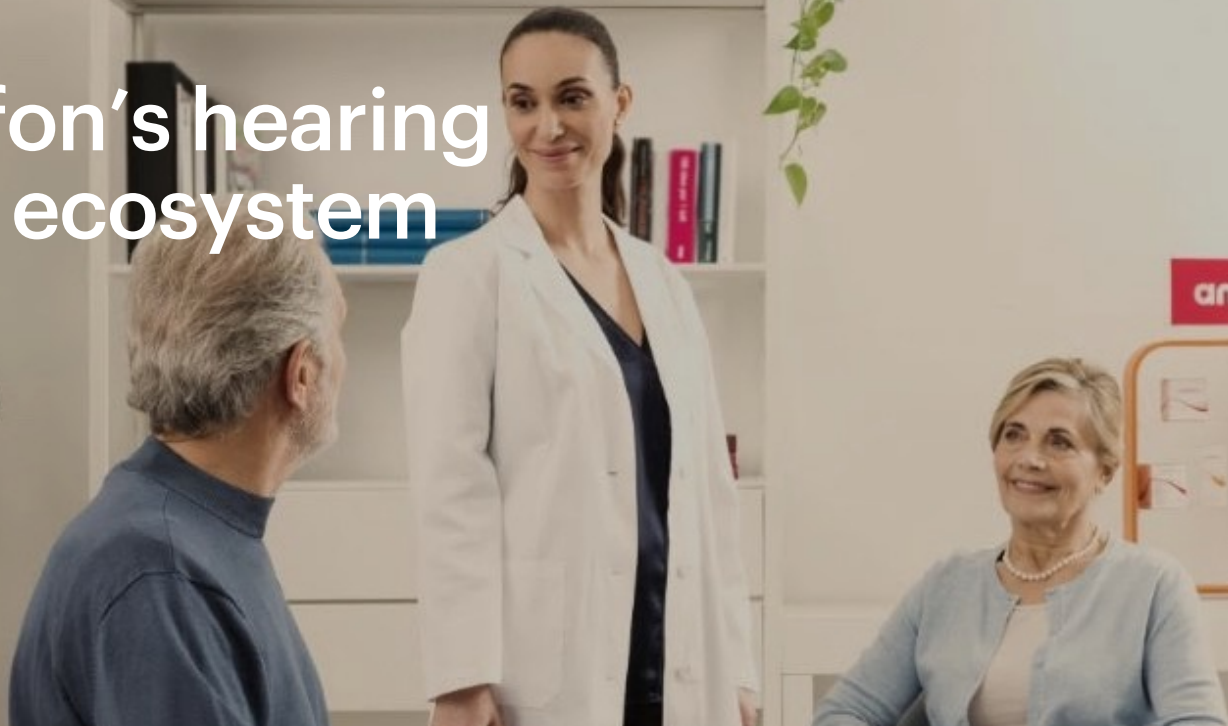
**Needs
& Wants**

e.g. Make a hole

Ecosystem mindset



Amplifon's hearing health ecosystem



15%

Of the adult population have some hearing loss, but only 37% adopt a hearing solution



7 years

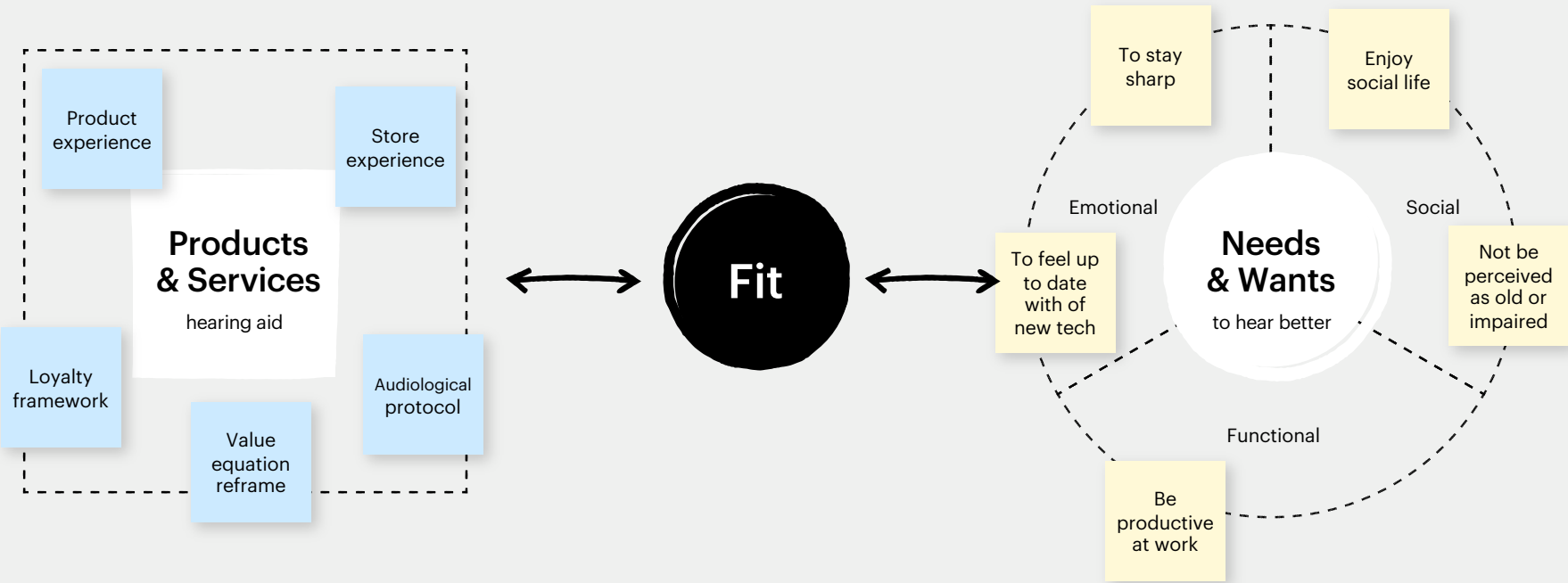
The average time it takes for a person to recognize they have a hearing issue and act on it



50%

Chance of developing dementia when hearing loss if left untreated

Hearing ecosystem



Ecosystem growth

The Amplifon ecosystem helps customers understand their hearing loss, find the right support products and services for their current situation and over time.

7hrs

per day average product usage

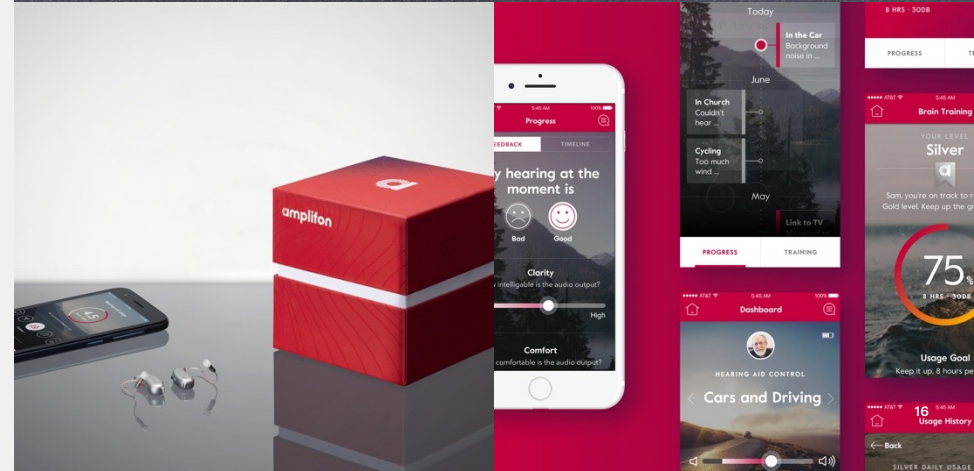
90%

of customers choose Amplifon products

82%

increase in stock price

Smart Design x Quirks Proprietary and Confidential



2. The value and pitfalls of product ecosystems

The value to business can be great

1.

More holistically serve your customers needs

2.

Make each product or service component more useful

3.

Drive brand loyalty over competitors

4.

Drive awareness and adoption across channels

5.

Gain insight on customers to support product development

6.

Improve collaboration across functional groups

But there are pitfalls to avoid

1. Looking in the mirror

Customer needs are seen only through the lens of the companies offering

Example

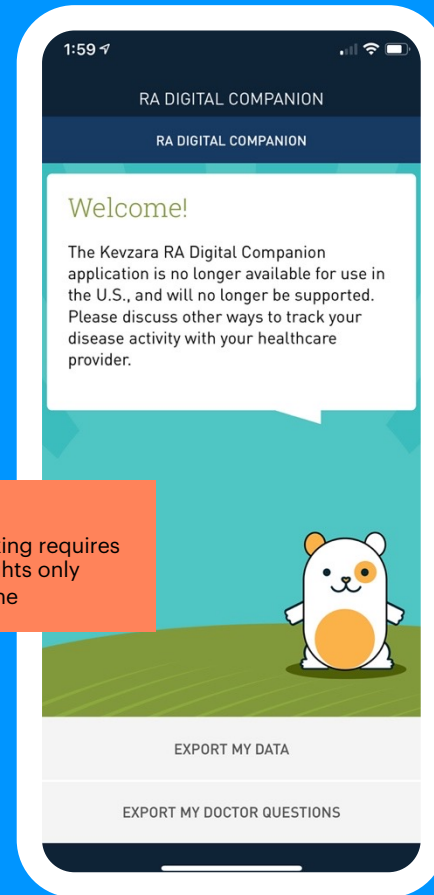
People with chronic conditions prefer to spend time with their friends rather than other patients



But there are pitfalls to avoid

2. Give is greater than the get

Users need to adopt a new product without any immediate value delivered



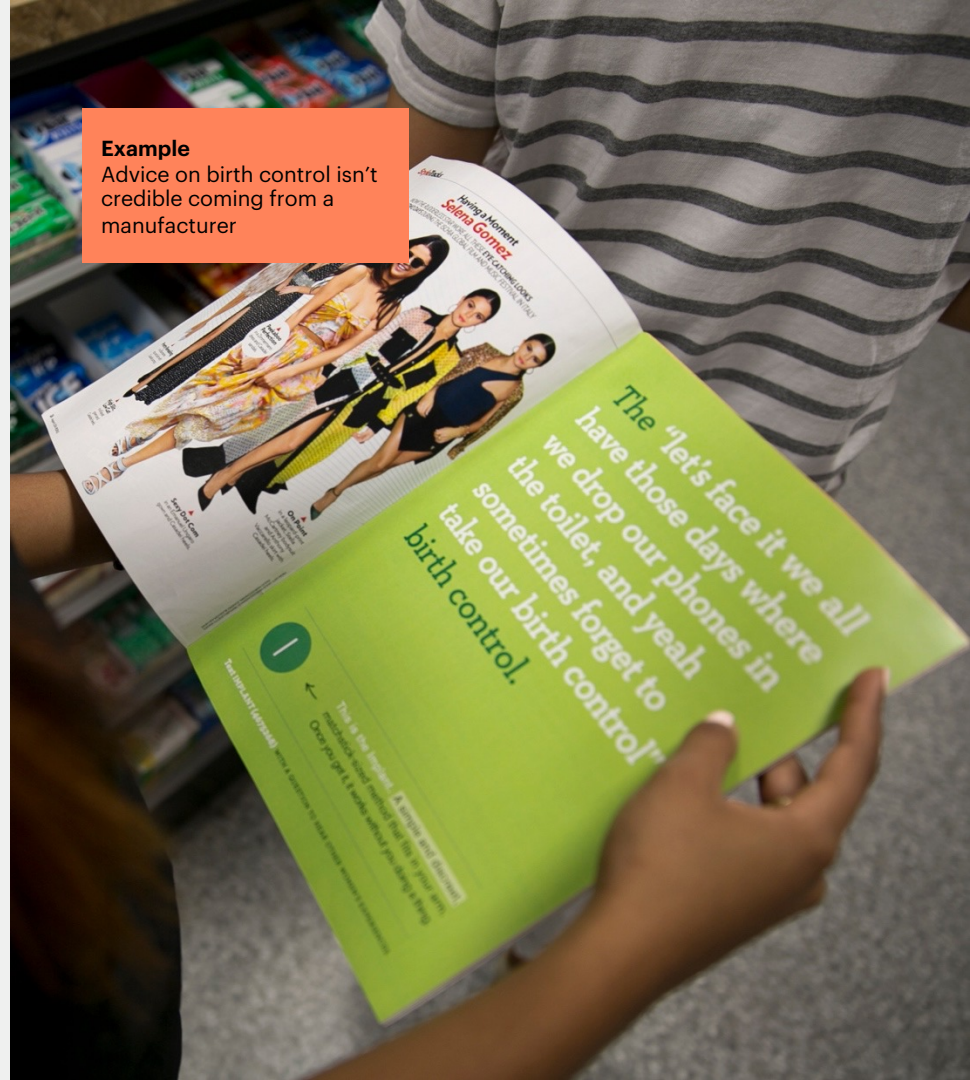
Example
Symptom tracking requires effort, but insights only appear over time

But there are pitfalls to avoid

3.

Brand credibility

Even through a need exists, not every company can credibly fulfil it



Example

Advice on birth control isn't credible coming from a manufacturer

But there are pitfalls to avoid

4.

Jack of all trades, master of none

Each ecosystem element needs to stand on its own



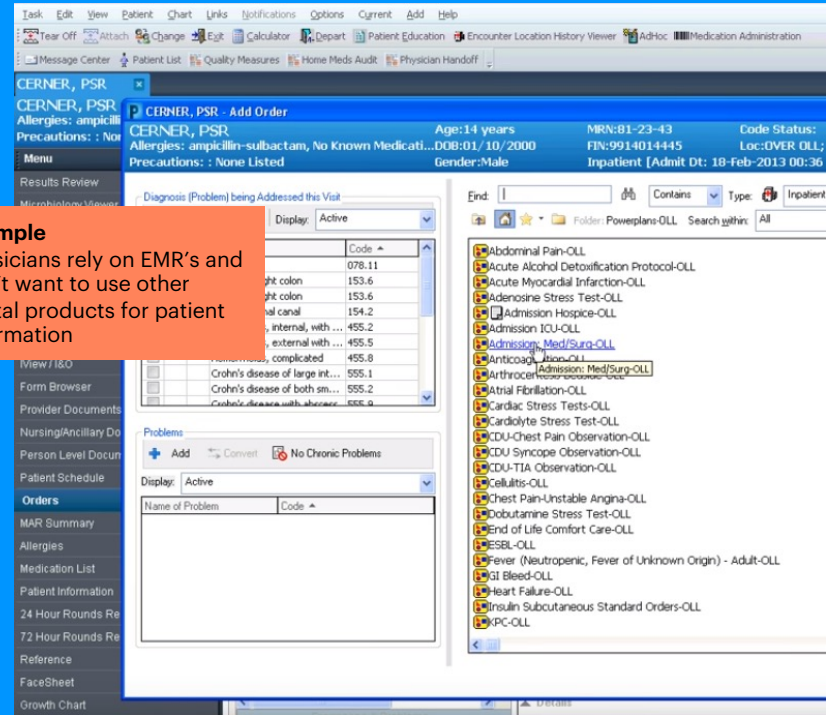
Example

Even without the benefits of the full Gx ecosystem a personalized bottle is cool!

But there are pitfalls to avoid

5. Playing well with others

Dependence on technology integration with existing systems



Example
Physicians rely on EMR's and don't want to use other digital products for patient information

But there are pitfalls to avoid

6.

Breaking the law

Regulatory hurdles are not considered early enough

Example

Even though Asthma diagnosis is challenging, well-intentioned tools from pharma companies may lead to bias

Allergic (non)- eosinophilic

Total IgE > 30 kU/L (serum) with or without eosinophils: > 2-3% (sputum), > 150-300 cells/ul (blood)

Allergic (non)- eosinophilic

Total IgE > 30-76 kU/L (serum) with or without eosinophils: > 2-3% (sputum), > 150-300 cells/ul (blood)

Non-allergic eosinophilic

Eosinophils: > 2-3% (sputum), > 150-300 cells/ul (blood) and total IgE < 30-76 kU/L (serum)

Mixed granulocytic

FeNO: > 50ppb and eosinophils: < 2% (sputum), < 150 cells/ul (blood) and neutrophils: > 61-76% (sputum)

Neutrophilic

neutrophils: > 61-76% (sputum)

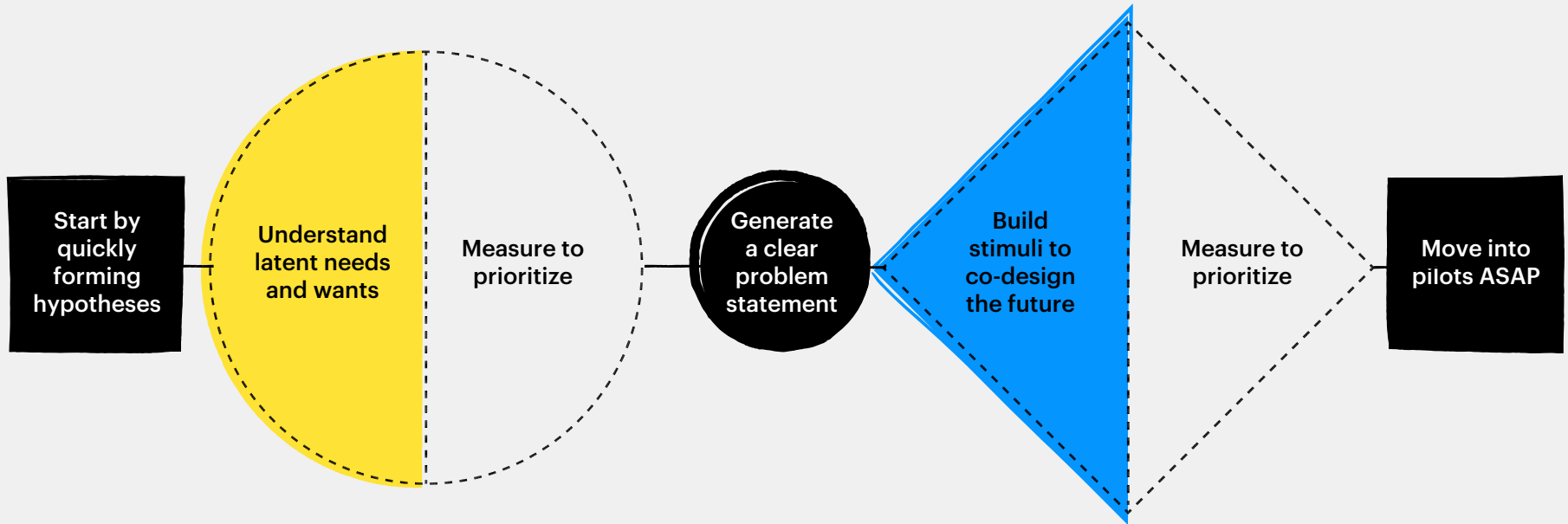
Paucigranulocytic

Eosinophils: > 2-3% (sputum), < 150 cells/ul (blood) and neutrophils: > 61-76% (sputum)



3. How to design a product ecosystem

Follow the design process



Extreme users



Urbanization
Migration



Ownership
Forever homeowners



Urbanization
Migration



Ownership
New homeowners



Work
New working models



Health
Wellness



Ownership
Co-living



Urbanization
Hyper urbanization



Aging
Multi-generation families



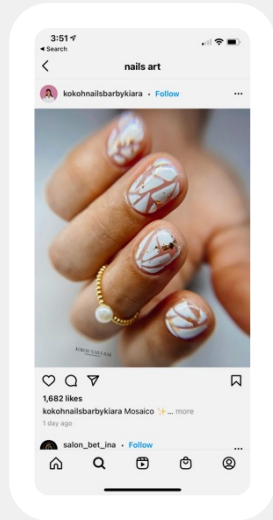
Aging
Independently
Multi-generation families



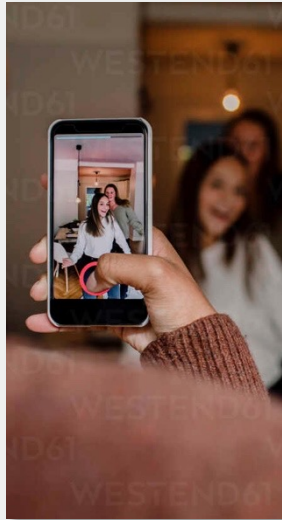
Urbanization
Urban density

Remote diaries and missions

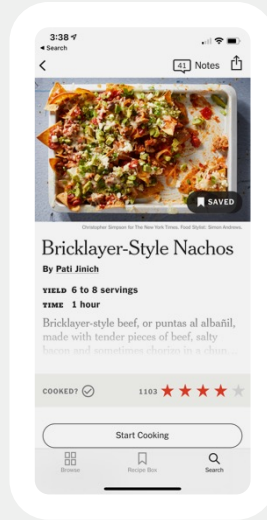
Self-documentation



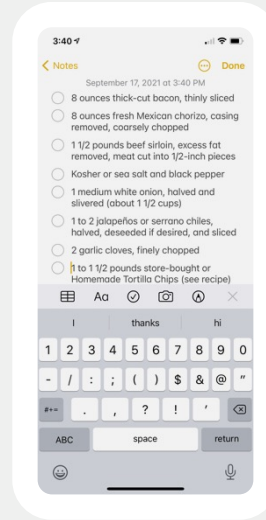
Roomie researcher



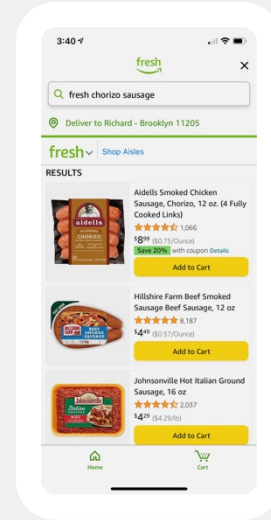
Missions



Searching for a recipe



Using notes



Making a purchase

Visual mapping

Good day/bad day

The image displays two overlapping 'Map Your Day' templates. The top template is for a 'Bad Day' and the bottom one is for a 'Good Day'. Both templates have a purple header with the text 'ROUTINES Map Your Day'. The 'Bad Day' template features a red sad face icon, while the 'Good Day' template features a green happy face icon. The 'Good Day' template is further divided into three time-based columns: 'MORNING' (with a sun icon), 'DAY' (with a sun icon), and 'NIGHT' (with a moon icon). A vertical grey bar on the left side of the 'Good Day' template is labeled 'MOMENTS' and contains the text 'Activities, Moods, People Involved, Locations'.

ROUTINES
Map Your Day

☹️ Bad Day

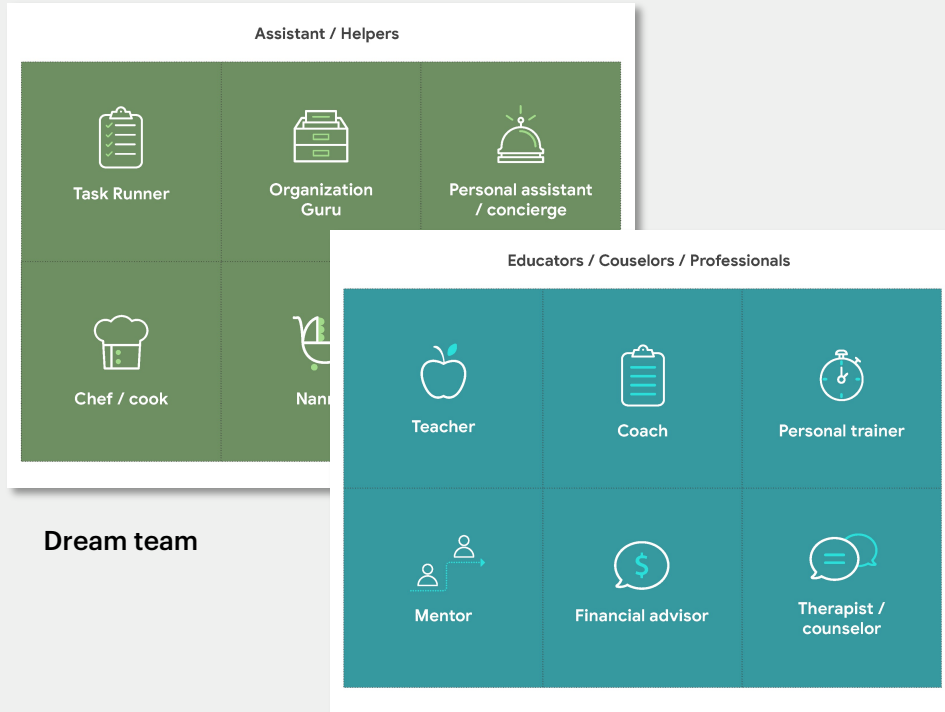
ROUTINES
Map Your Day

😊 Good Day

☀️ MORNING ☀️ DAY 🌙 NIGHT

MOMENTS
Activities, Moods, People Involved, Locations

Creative projections



Dream team

Love and break-up letters

Dear Seamless,

You have always been there for me when I needed dinner. However last night the Japanese food was 1 hour late and there was rubber band in the food. This was unacceptable. All of the reviews were stellar but the service and the quality were less than stellar. You lied to me. And that is unacceptable. You have shown me with your lips that this is not love. I want to break up!

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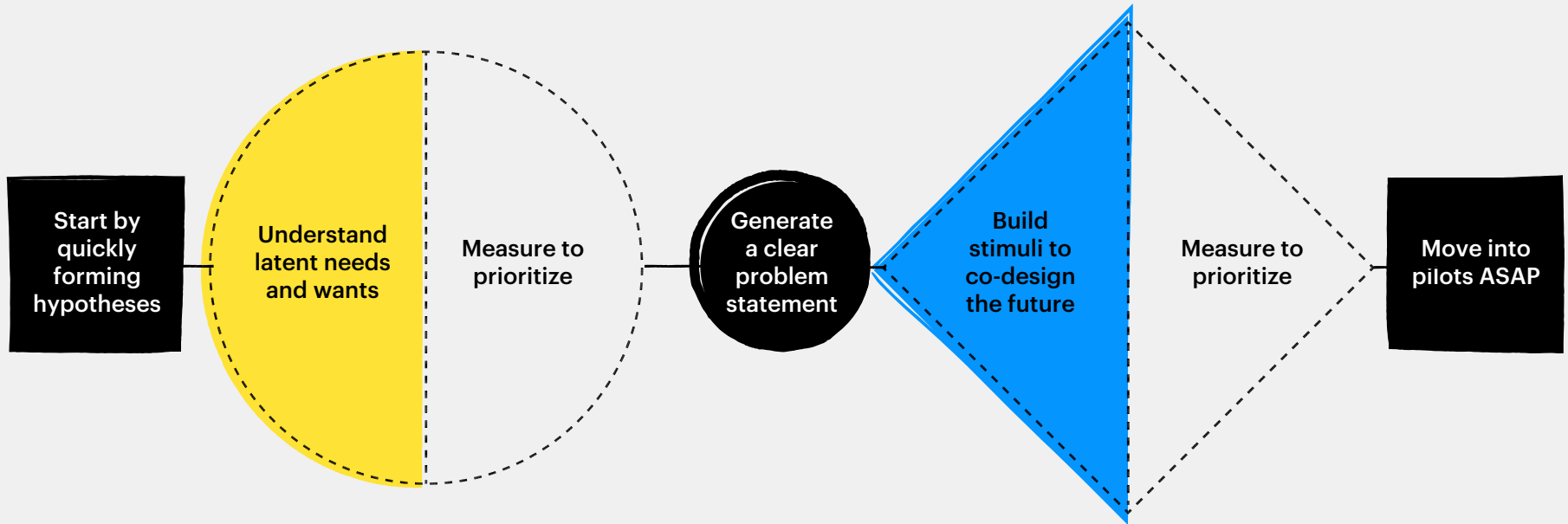
Goodbye.
Angela.

Visual mapping

Value perception map



Follow the design process



Co-design sessions



CONTEXT



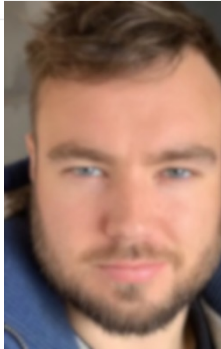
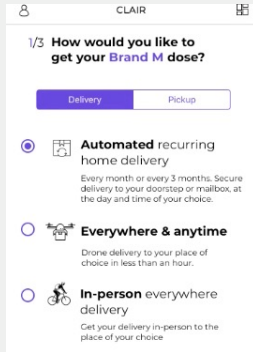
SCENARIO



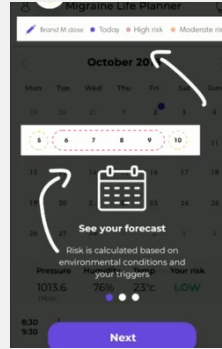
FLAV



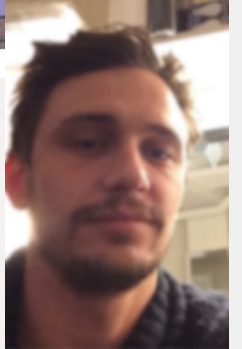
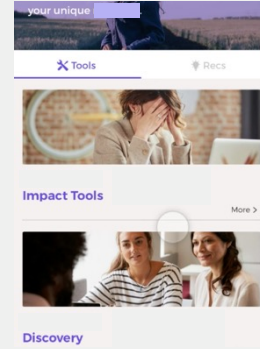
Longitudinal evaluation



Day 3
Ordering

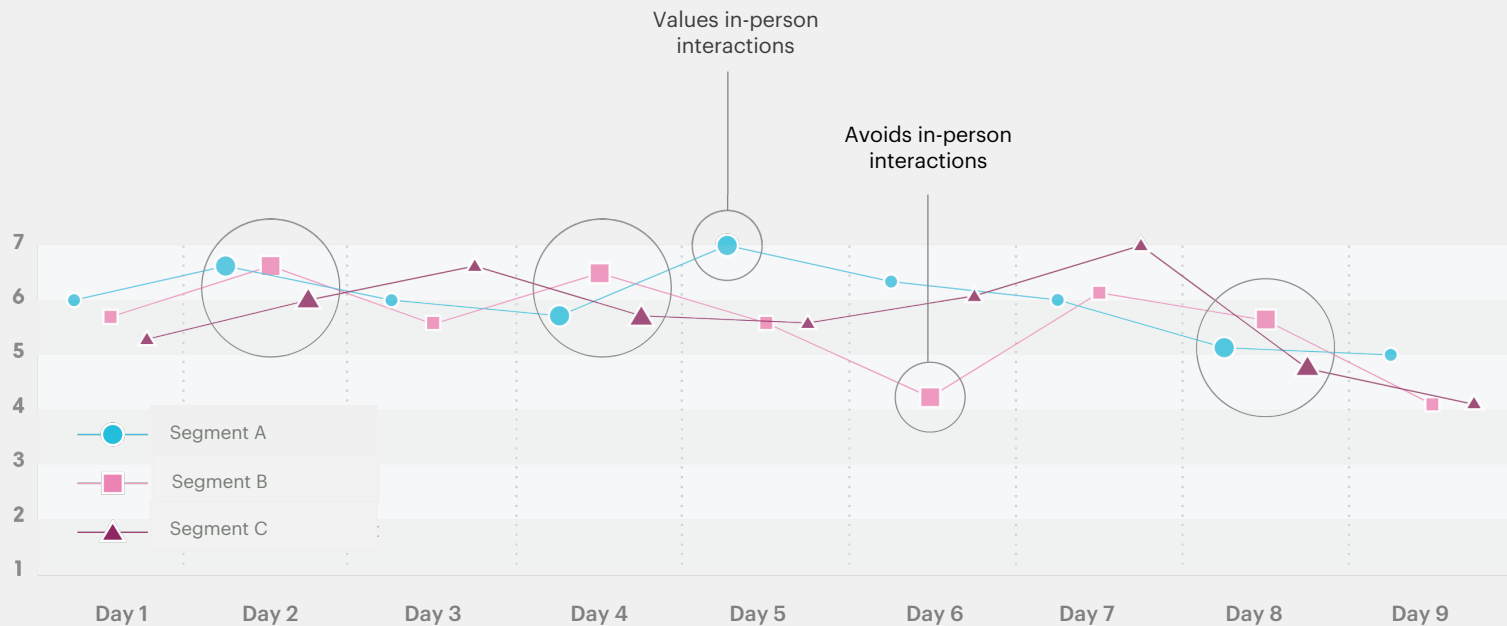


Day 4
Planning

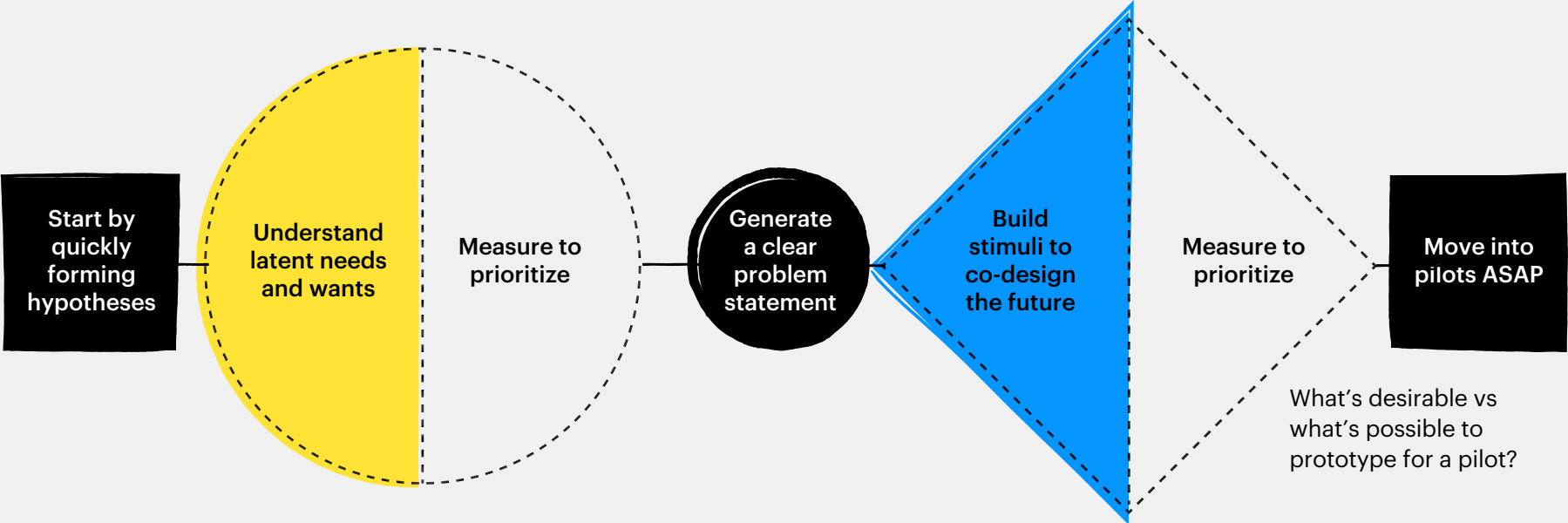


Day 5
Learning

Measuring relative value



Moving to pilot



Take-aways

1. **Product ecosystems can be highly valuable to customers and businesses, but there are some pitfalls to avoid**
2. **They are challenging because they have many elements, each customer has a different experience, and they unfurl over time**
3. **Creative research methods help break through the initial complexity of understanding needs and finding solutions**
4. **Measurement supports prioritization and helps make the case for investment in an MVP pilot**

Want to know more?

<https://smartdesignworldwide.com/research/>

Smart Design

Projects Capabilities Ideas About Contact

Scaling creative research methods

Using a blend of qualitative and data-driven methods to deeply understand people's behaviors and attitudes, we focus on actionable insights that apply at scale.

We're constantly experimenting with new creative research methods that enable us to scale research findings without losing the richness of insight.

With a toolkit of diverse methods from behavioral data analytics and online communities to in-person design ethnographies and co-creation, we build custom research plans that carefully

Let's design a Smarter world, together

Richard Whitehall

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