



Work-in-progress

Studiebesök ProWOOD – 6 april 2016

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New team

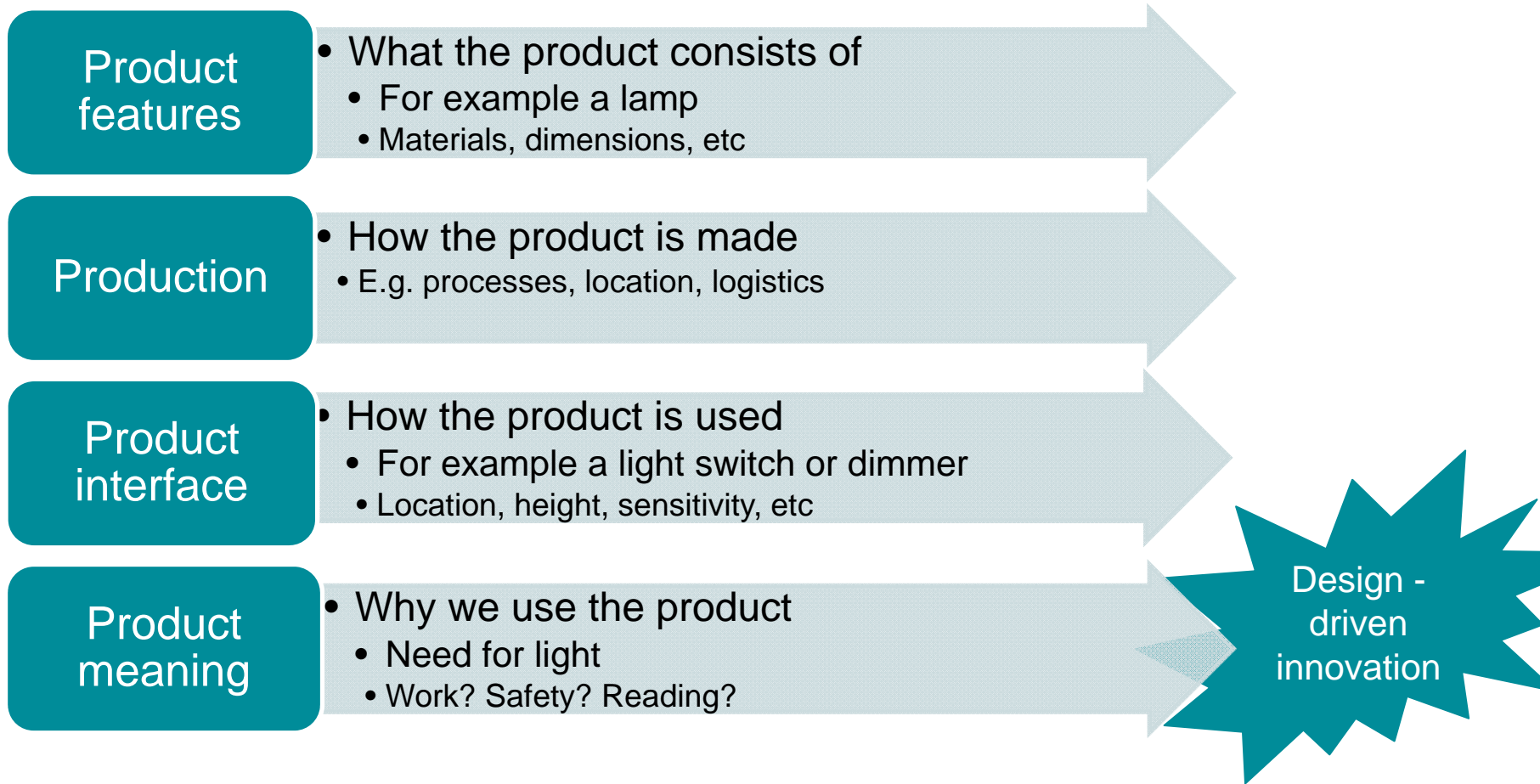
Per Hilletoft, JU – Huvudhandledare

Lars Eriksson, JU – Biträdande handledare

Magnus Thordmark, Swerea IVF – Närmaste chef

Elis Carlström, Swerea IVF – Företagsmentor

Design-driven innovation



On-going work

- Systematic literature review
 - Conference paper written in collaboration with Per Hilletoft and Lars Eriksson
 - (Hopefully) presented at the 20th DMI: Academic Design Management Conference, July 2016
- Case study
 - Conference paper written in collaboration with Per Hilletoft and David Eriksson
 - Will be presented at 23rd EurOMA Conference, June 2016

Systematic literature review

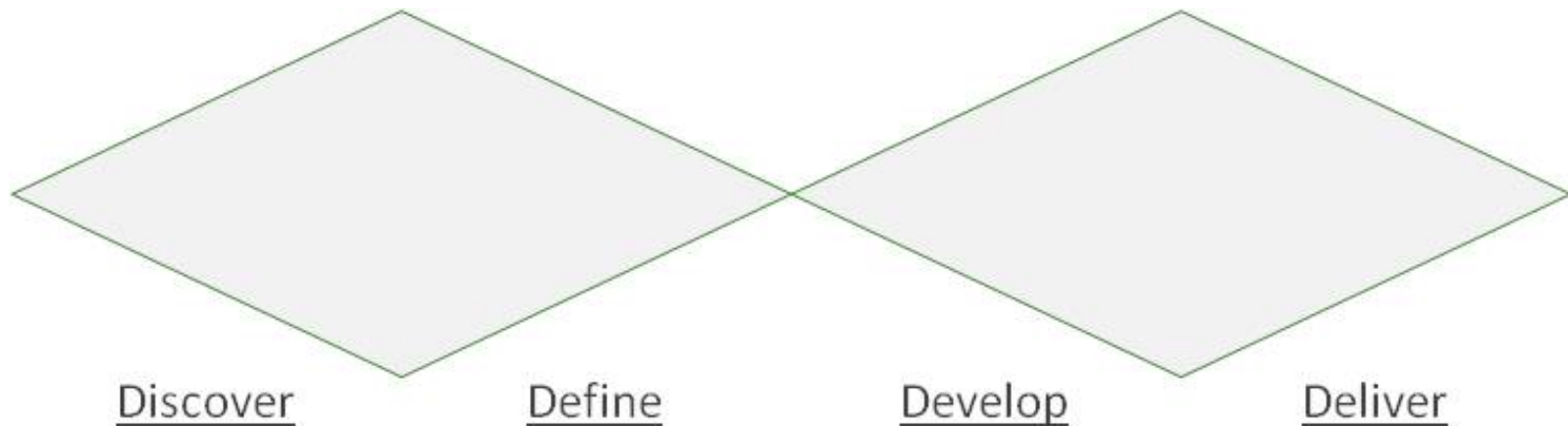
- Aims to take a systematic look at published research to provide a comprehensive understanding on the contribution of design-driven innovation to value creation.
 - *RQ1*: Where in the value creation process does design-driven innovation contribute?
 - *RQ2*: How does design-driven innovation influence value creation processes?
- Method
 - Material collection
 - Descriptive analysis
 - Category selection
 - Material evaluation

Case study at FurnitureCO

- The aim of this research is to identify the enablers and barriers
 - *RQ1:* From the perspective of design-driven innovation, what are the enablers and barriers in product development processes at a Swedish wood furniture wholesaler to create new customer value?
 - *RQ2:* In which phases of the product development process are these enablers and barriers identified?
- Literature review
- Case study conducted at Swedish wood furniture wholesaler between 2009 and 2016

On-going work

- Representation of product development process
- Identification of enablers and barriers in different phases



'Double Diamond' design process model, based on Design Council (2007)

Planned activities

- Writing!
- Additional case studies
- Collaboration with companies to implement design-driven innovation

Thanks 😊



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för att skapa industrinytta.
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