

“Advanced strategies for tough times”

“Old strategies for tough customers”

Biography

Frans Joziassse

- ▶ Dutch
- ▶ living in Hamburg
- ▶ 41 years
- ▶ 2 kids

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- ▶ masters in Industrial Design engineering (Delft, 1986) and Business Administration (London, 1999)
- ▶ worked as industrial designer from 1986 till 1995
- ▶ worked as independent design management consultant from 1996 till today
- ▶ teaching & lecturing on design management in Europe, Asia & USA
- ▶ founding partner of PARK strategic



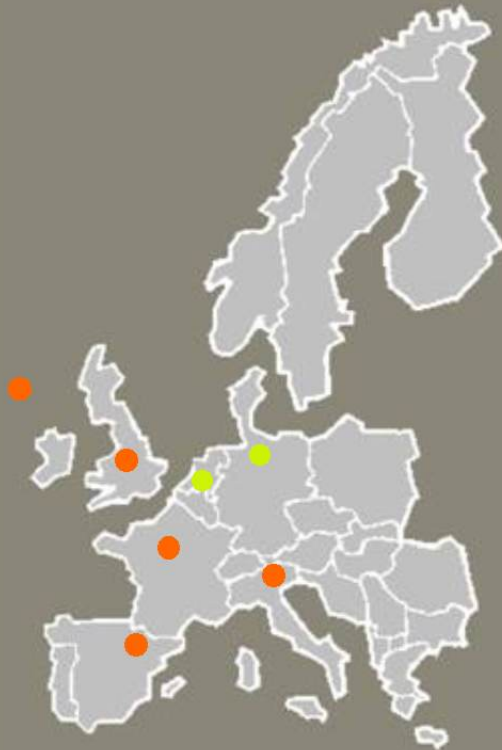
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people at PARK



founding partners:

- ▶ Frans Joziase (Germany)
- ▶ Tim Selders (The Netherlands)

affiliate partners:

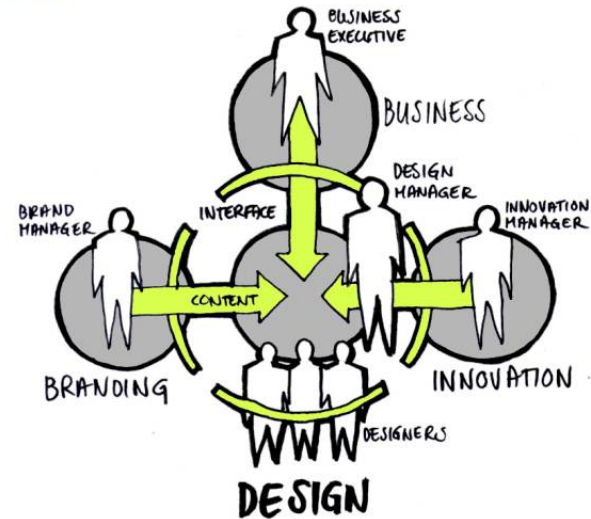
- ▶ James Woudhuysen (United Kingdom)
- ▶ Elina Kopola (United Kingdom)
- ▶ Jimena Martinez (Italy, France)
- ▶ Xenia Validas (Spain)
- ▶ Tom Lockwood (USA)
- ▶ Brian Gillespie (USA)

scope of PARK

clients of PARK:

- ▶ design managers
- ▶ business executives directing design managers
- ▶ brand or marketing managers dealing with designers
- ▶ innovation or product planners dealing with designers

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PARK helps clients

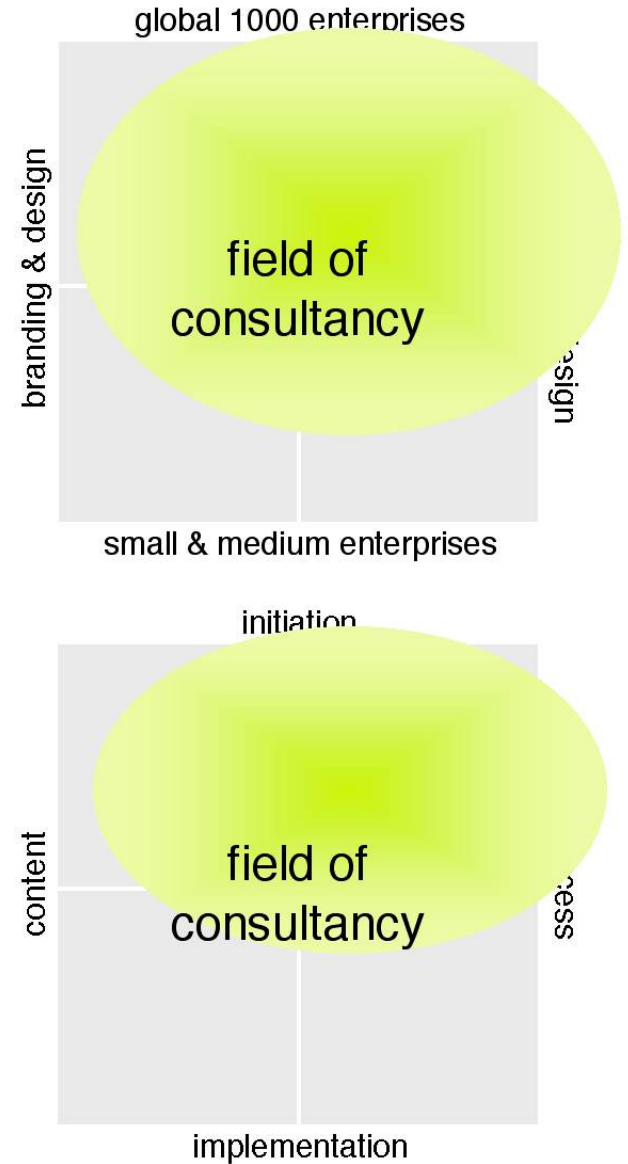
to get the best out of their designers
by upfront the design process generating

- ▶ the right content,
- ▶ the right structure &
- ▶ the right interface

to most effectively direct their internal
design group or external design partners.

scope of PARK

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services of PARK

PARK consults on:

- ▶ design research
- ▶ design organization
- ▶ design strategy

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design research:

- ▶ incorporating customer experience
- ▶ incorporating customer esthetical preferences
- ▶ incorporating trend research

design organization:

- ▶ aligning & improving design processes
- ▶ establishing design leadership for design managers
- ▶ improving design partner selection
- ▶ establishing design guidelines
- ▶ establishing knowledge base of design issues
- ▶ evangelizing design throughout company

design strategy:

- ▶ building design O.G.S.M.
- ▶ envisaging corporate strategy
- ▶ defining & syncing design strategy
- ▶ improving design briefing
- ▶ guiding innovation processes

clients of PARK

clients of PARK:

- ▶ act across all markets
- ▶ work with internal & external designers
- ▶ and value the impact of design on corporate performance

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SONY



SIEMENS

ERICSSON 



JOHNSON
CONTROLS



STORAGETEK



why
tough
times?

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- ▶ between 40,000 and 50,000 companies in Germany will end their activities in 2003
- ▶ most companies do not earn their money with new products
- ▶ most multinationals are owned by shareholders who do not know what the company does and who their customers are
- ▶ customers are getting very well informed and though critical
- ▶ etc.

day in a life
of myself

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NOVEMBER 19, 2003:

- ▶ Deutsche Bank
- ▶ Hapag LLOYD
- ▶ Deutsche Bahn
- ▶ UPS
- ▶ Coffee shop
- ▶ Deutsche Telekom
- ▶ Emergency call
- ▶ Hospital

customer touch point analysis

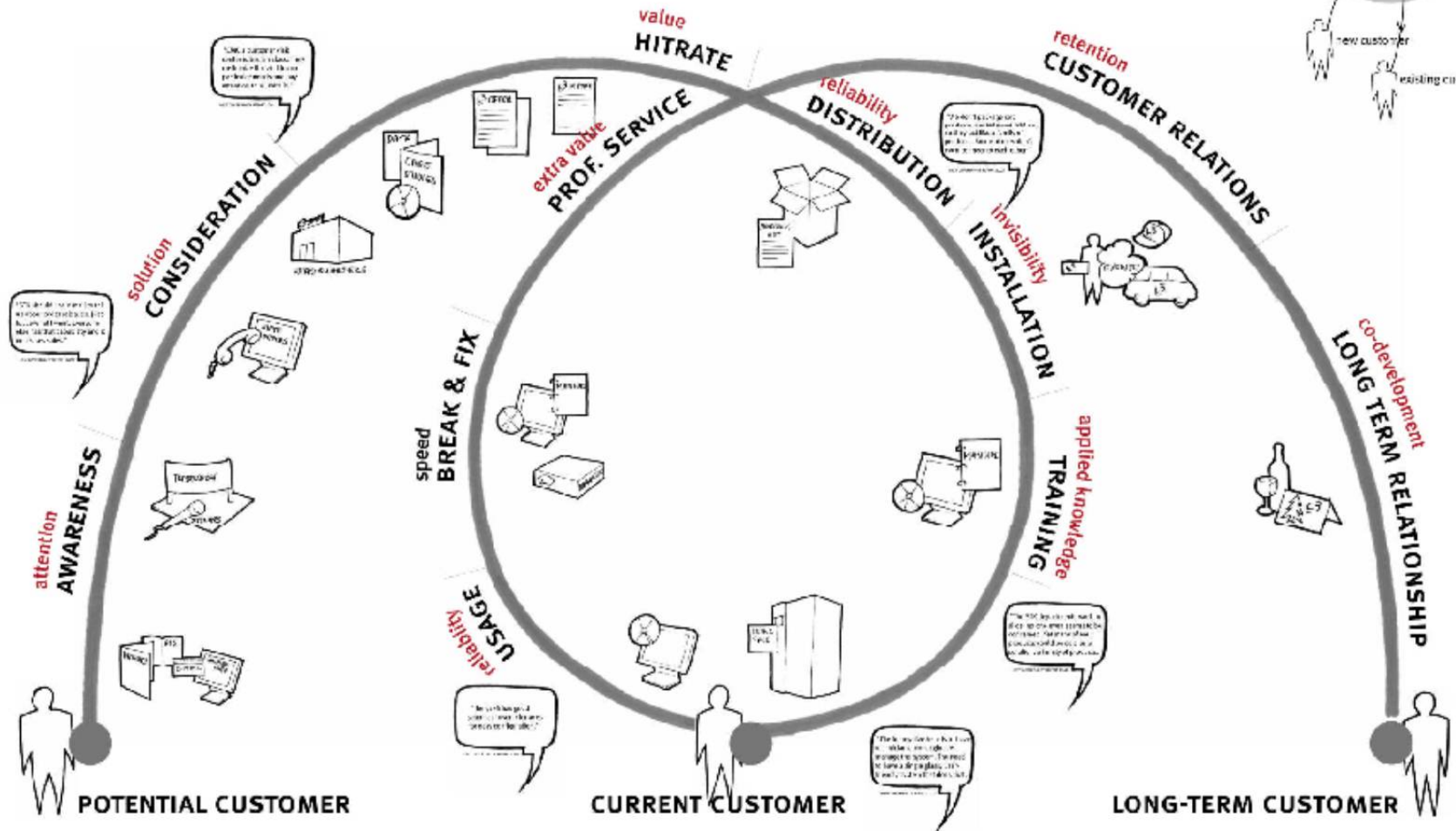
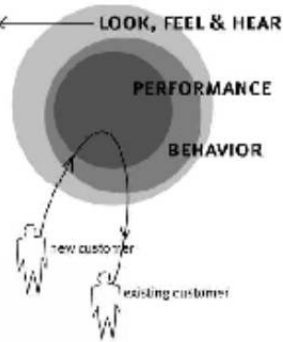
customer first

ANALYSIS OF LOOK, FEEL & HEAR: ←

← STRONG & CONSISTENT LOOK, FEEL & HEAR = HIGH PERCEPTION OF QUALITY ←

← LOOK, FEEL & HEAR

1. create insights by visualization
2. create commitment
3. select priorities & create solutions
4. develop processes to empower
5. accomplish change in behavior



design

management statements

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- ▶ design is not holy!
- ▶ the consumer is the source of all good design!

