

FP7 Presentation:

Interface: Multi & Inter-Modal Transport
Mixed Passenger & Freight
Connecting Technology to User Communities
Dr Richard Barrett

“We understand today’s consumers focus less on products, on objects and more on lifestyle experiences.”

Andrea Ragnetti, CEO, Philips, CES Las Vegas, 2008

Lifestyle Aspirations Meaning

The distinct attitudes, habits or behaviours exhibited by an individual or group, influenced by what they want and desire

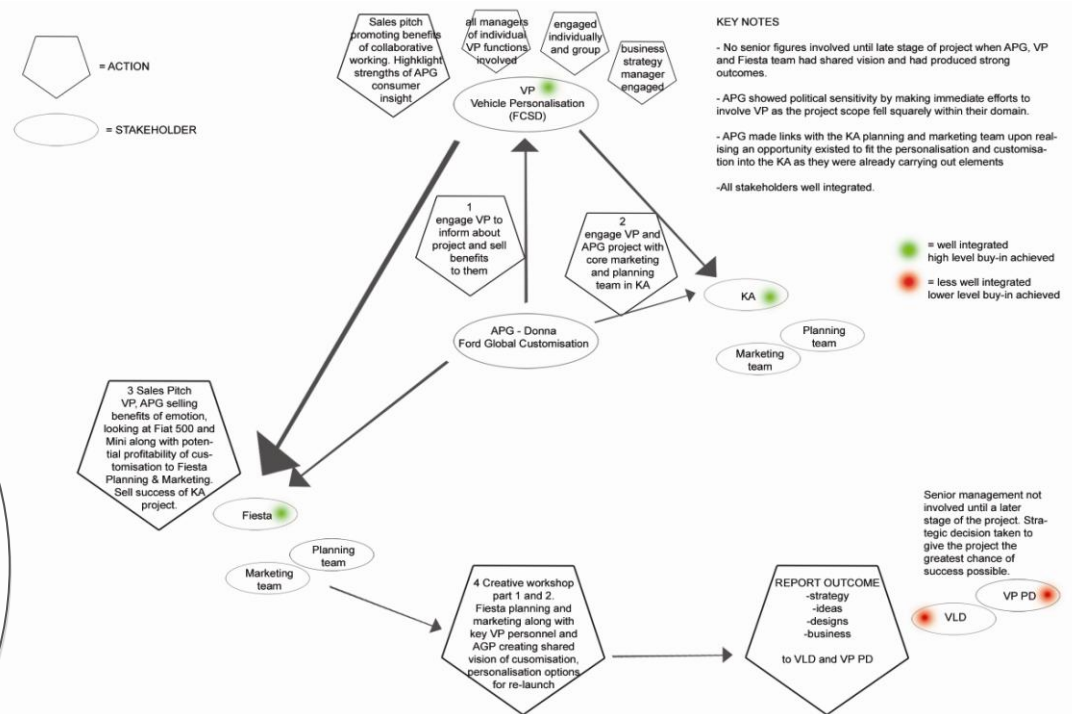
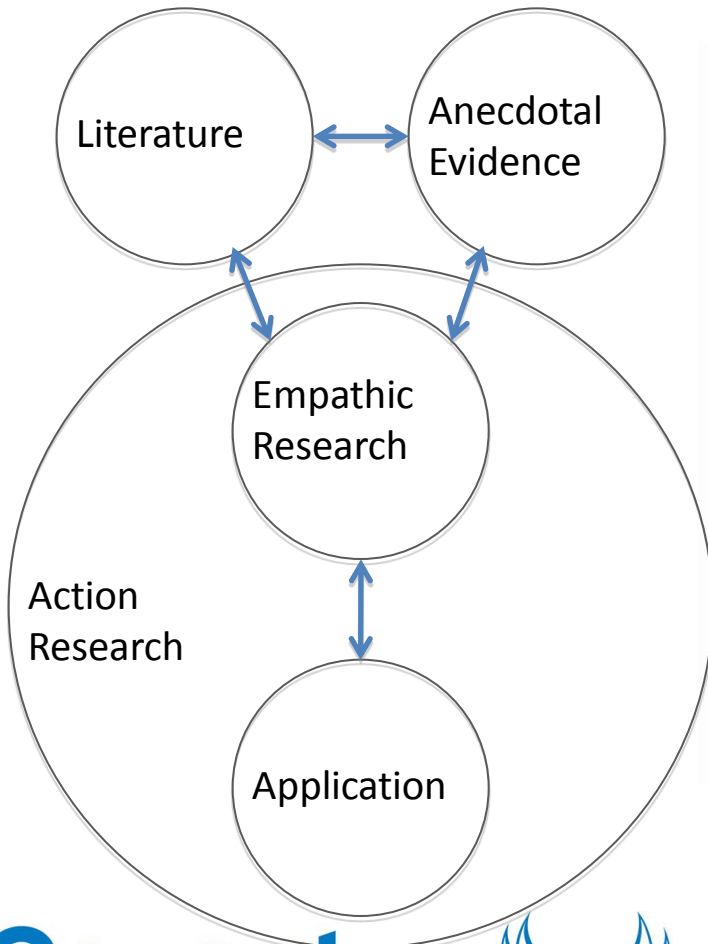
Lifestyle Aspirations Purpose

Understanding user attitudes and behaviour enables organisations to connect to what is ultimately important to consumers and can help them speak directly to their motivations versus functional needs

Connecting Customer Aspirations: What Factors?

- **consumer knowledge:**
what consumers know about
- **consumer experience:**
what direct or indirect contact consumers have had with the trend or trend issues
- **consumer attitudes:**
why consumers think in a particular way
- **consumer beliefs:**
what consumers will and wont accept and why
- **consumer motivations:**
reasons why consumers act or behave in a particular way
- **consumer desires:**
what consumers feel they want and why

Language Touch Points: Partner; Ford-Europe



Stage one stakeholder response map – (2009 Ford Global Customisation)

Identifying & mapping customer ‘stakeholders’

Why use this method?

- ▶ Enables us to identify key stakeholders that may have impact of design specification
- ▶ Enables existing knowledge and information gaps to be identified
- ▶ Allows prioritisation and key focus of research to be defined

Outcomes

- ▶ List of stakeholders and their priority for further research focus
- ▶ Key Research issues and objectives defined.
- ▶ Stakeholder matrix developed to plan research

Key Design Methods: Data Capture

Interview techniques

- ▶ Basic or **explicit** information
- ▶ descriptions of conscious behaviours
- ▶ performance data reported (or Benchmarking)
- ▶ opinions

Observational techniques

- ▶ observation at the users environment
- ▶ yields **tacit** insights
- ▶ real behaviour
- ▶ ‘unconscious’ ‘behaviours
- ▶ behaviour patterns
- ▶ the ‘real story’ not the ‘described’ story

Key Design Methods: Data Capture

Presentation Sheet 6- Robert Maslin

Scenario & Navigation key



Insights: Childs attention and communication is the priority



Child wants more attention-
Would back seat cause want for attention?
How distracted would the parent be?



Physical Control and comfort needed



Be grown up like mum



Tactile



With my Cousin in the front. I am sitting in the back with Billy. We have stopped at the lights. We hear a siren then a massive jolt from behind. Someone has just drove into us. I was worried about the baby. I thought the hit had frightened him but he seem to be OK. Luckily

Emergency

Body language needs to be seen

University of Hertfordshire and 

“Maps of relations are synthetic, descriptive representations of social relations in space. They are used after observation of people’s behaviour in existing spaces and engaged in existing practices as an inspiration for the design phase...”

These maps can also provide a simple description of the “power of attraction” - the “power” of a church in a piazza to “attract” conversation and personal encounters...”

Marco Suzani referring to ‘Maps of Relations’

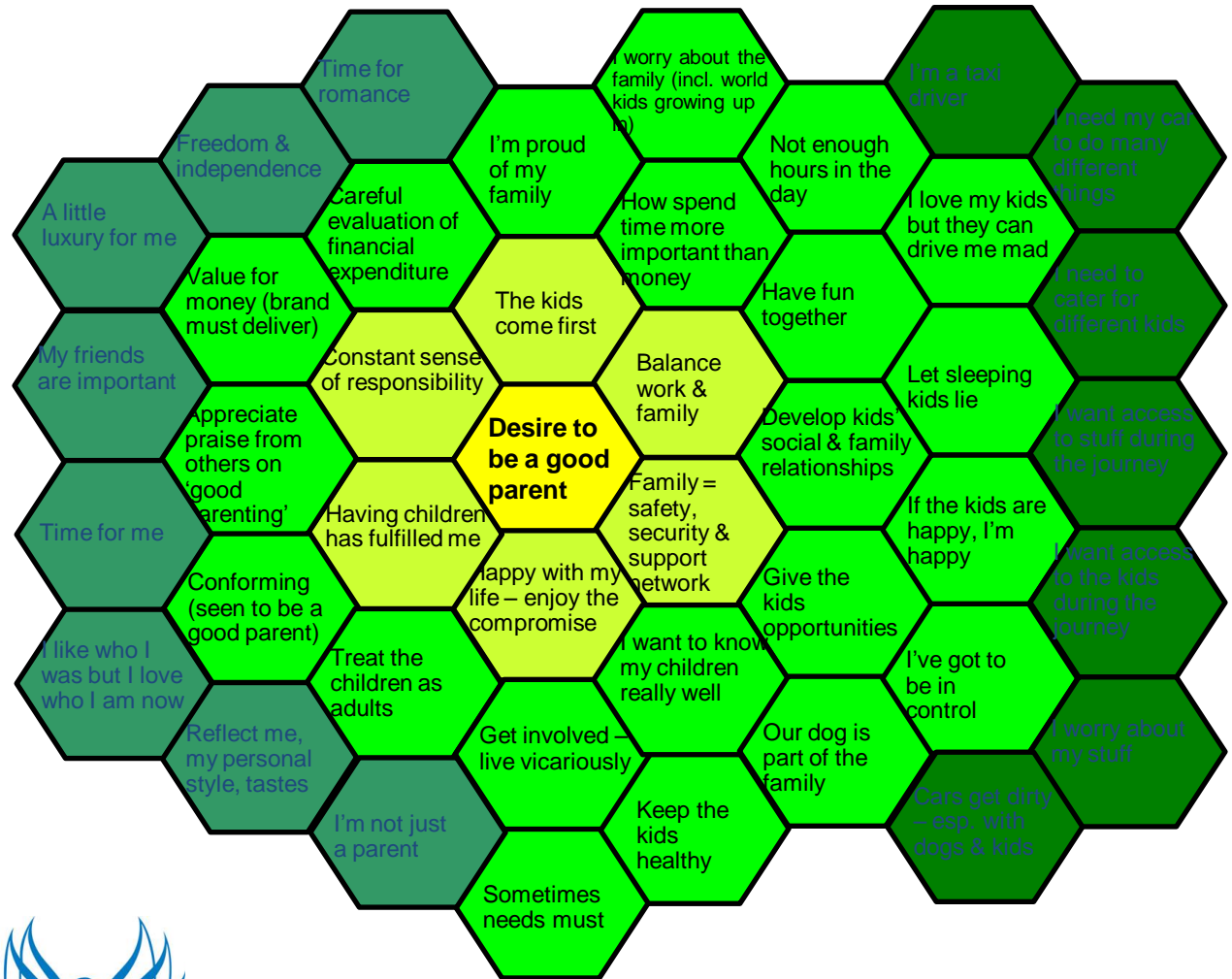
Design Methods - Scenario Building: Partners Asus & Cranfield



Responding to the Unarticulated Needs of Customers

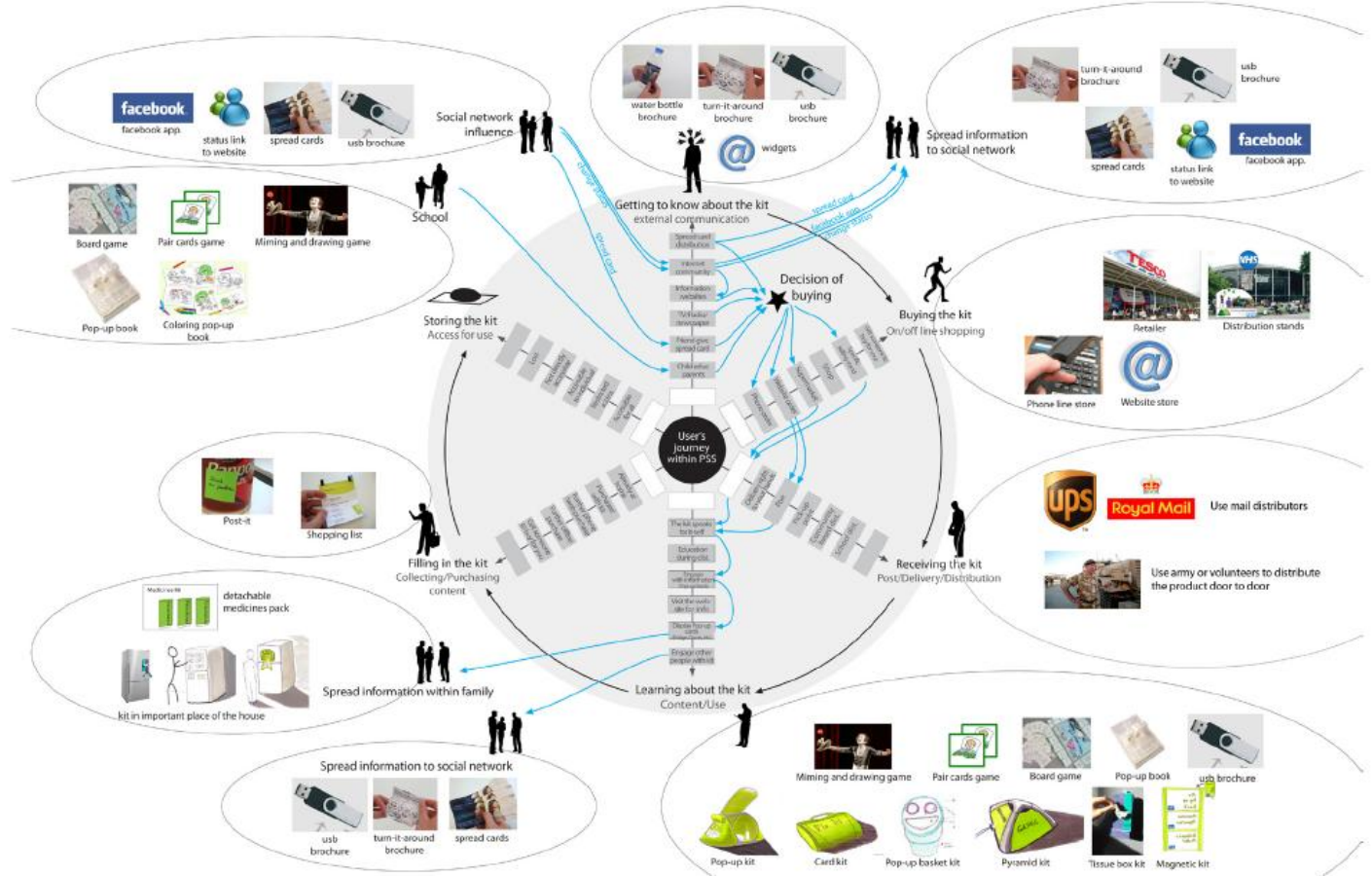
- Facilitate a shift from the tangible to intangible
- People as well as products
- What will be, NOT What already is, only better
- Shift from 'artefact-centred' to 'need-driven'

Key Design Methods: Data Mapping; Partner Ford-Europe

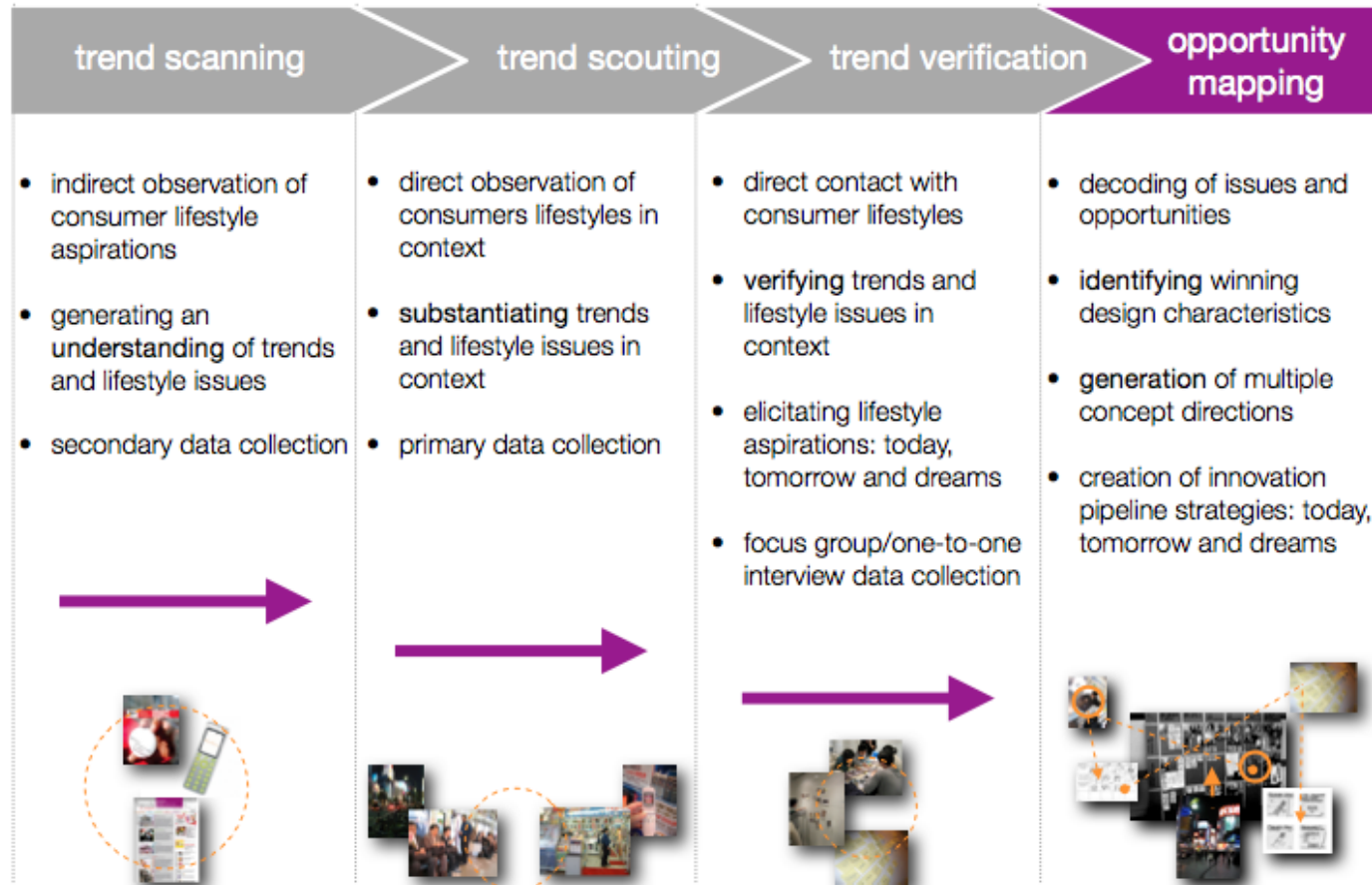


Key Design Methods: PSS; Partners NHS, DoH, Lloyds

Mapping of the concept around the PSS



Connecting Customers: Process Overview



Connecting Customer Lifestyle Aspirations: What?

- emotional and functional drivers
- points of difference - issues and values
- winning design elements - characteristics
- non-obvious connections - visual and material languages

These issues will be communicated through key words, images and or any other appropriate medium

Connecting Customer Lifestyle Aspirations: How?

- undertaking direct observation of consumers lifestyles in context
- substantiating trends and lifestyle issues by visiting users in context
- deploying primary data collection methods

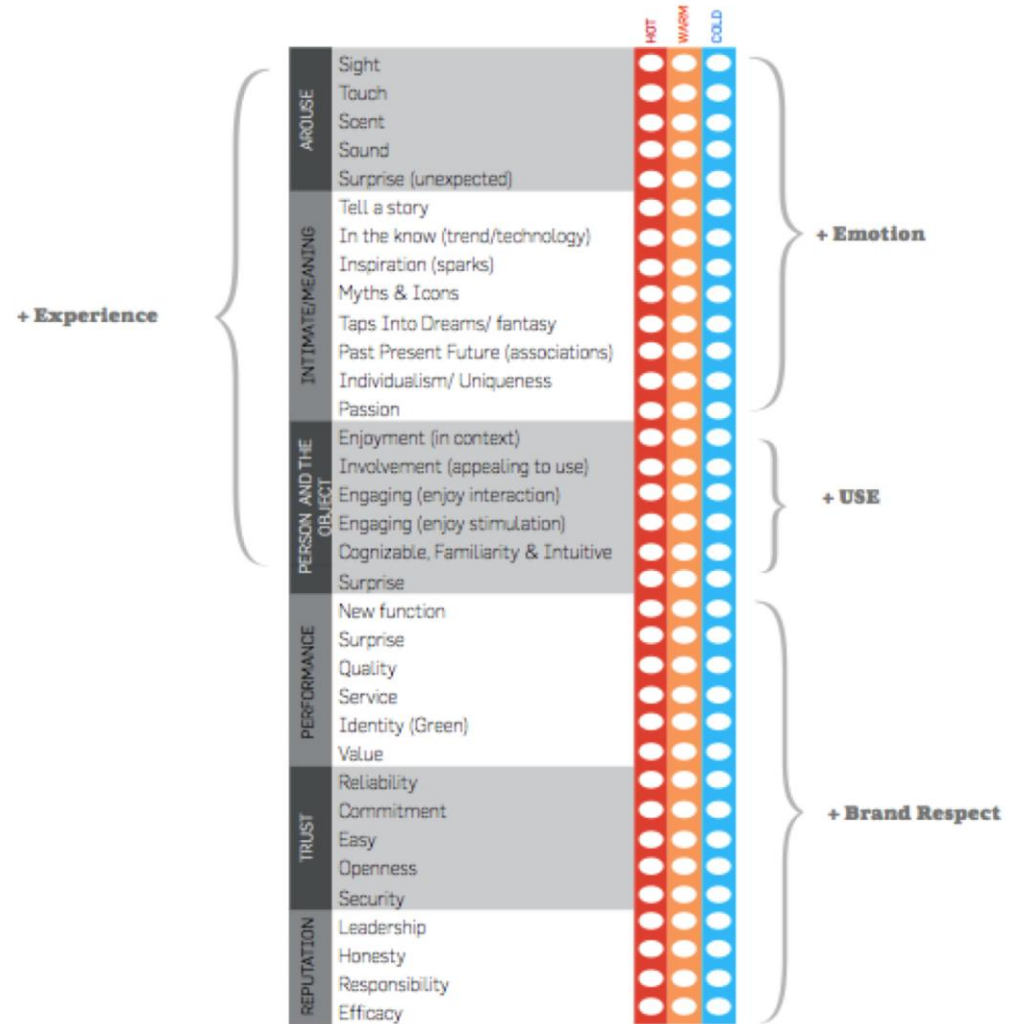
Connecting Customer Lifestyle Aspirations: How?

- undertaking direct contact with consumer lifestyles
- verifying trends and lifestyle issues
- eliciting lifestyle aspirations: today, tomorrow and dreams
- deploying focus group/one-to-one interview data collection methods

Listening to the 'voice of the customer' helps to understand the NOW but what about the FUTURE?

- Reactive to what we know - not dream of what can be
- What industry asks for and what's needed are often different
 - Industry is excellent at offering negative feedback
- People SEE products, use services but VALUE experiences

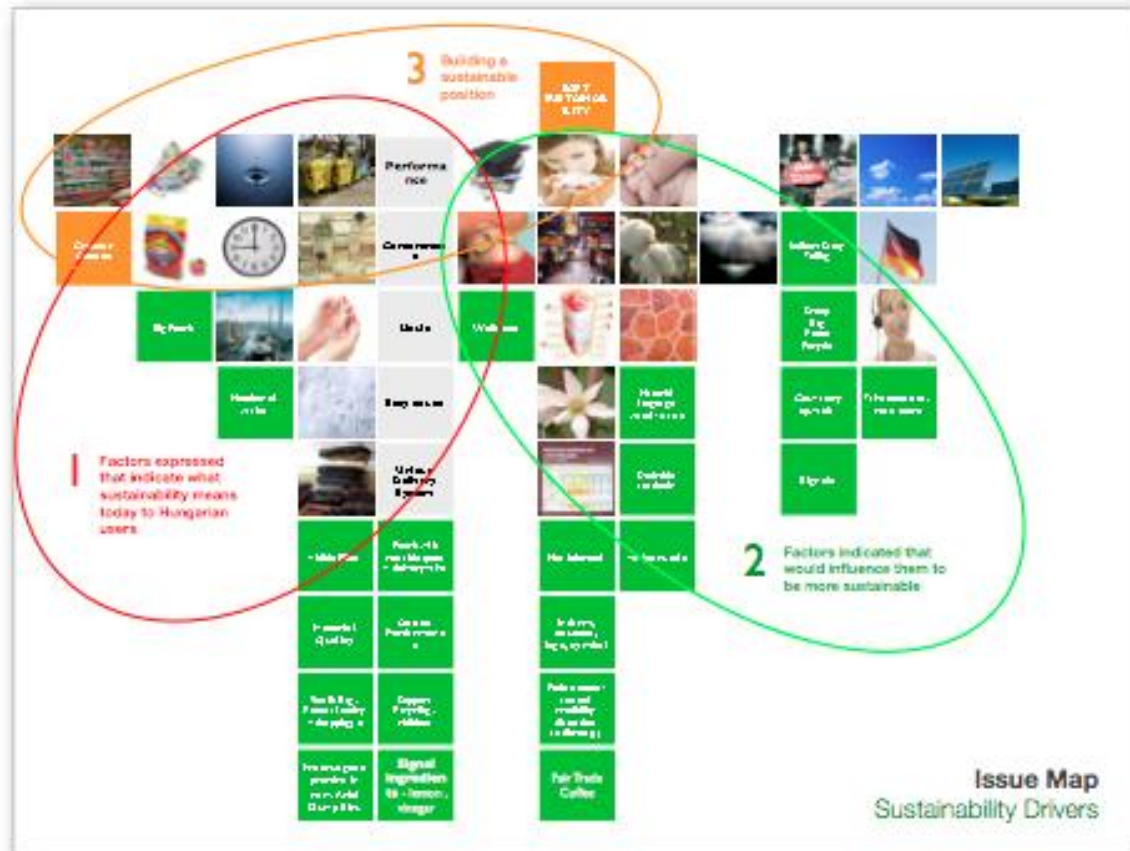
Quantifying Emotional Needs of Customers: Partner Ford-Europe



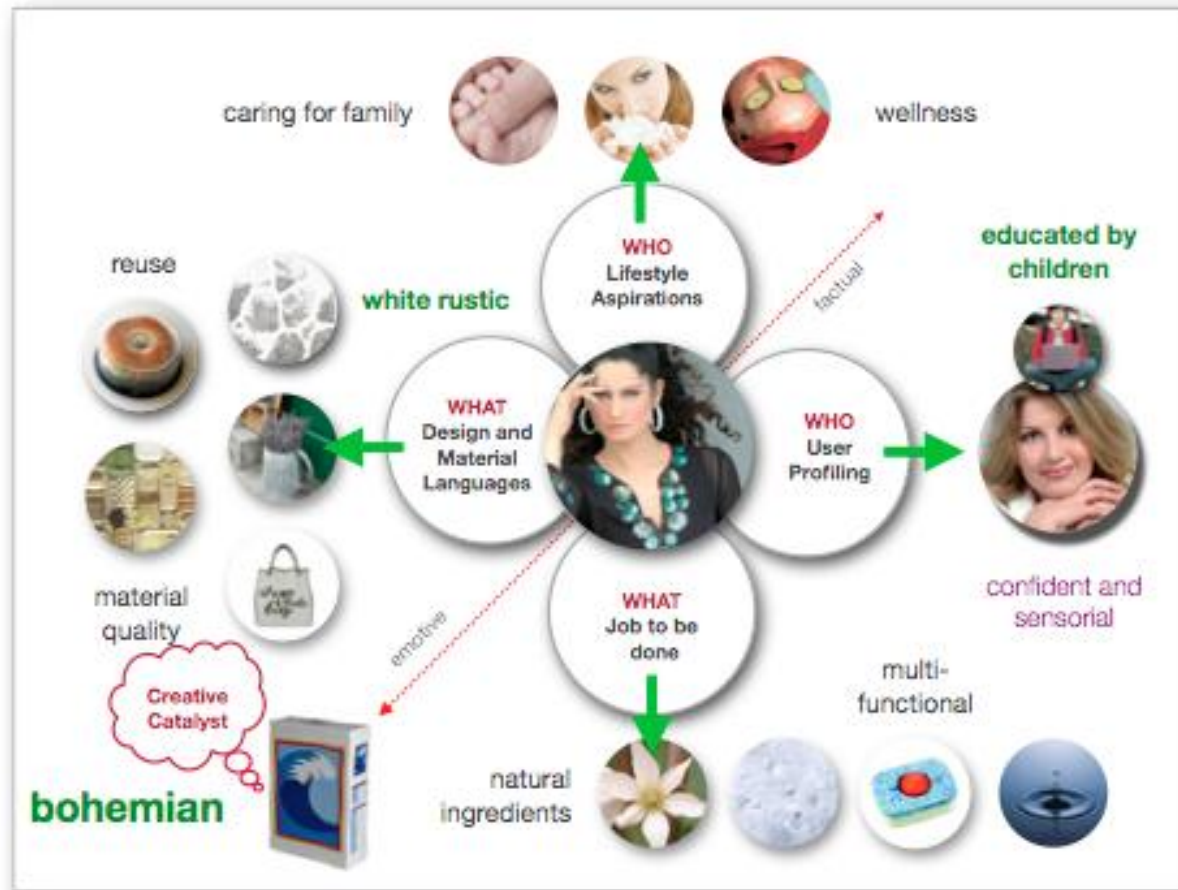
Lifestyle Aspirations Conclusions

- consumers now focus more on lifestyle experiences
- connects benefits to real motivations
- helps the innovation process to enter the consumers perspective and motivations
- capture and decode aspirations in a creative systematic way with a clear framework

Aspiration Overlap: Example



Aspiration Map: Example



Thank You/

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