« Construction Equipment in an Agile World »

How does Product Design add value in the Construction Industry

CECE CONGRESS 2014

Antwerp, Belgium

Agenda

Emotional brand aspect :

- Definition of the customer experience

- Expression of the experience

A user centric way of approaching any problem

- Define product design

- Design process

- A practical case

Understanding who we are and our customer´s aspirations

Adrien Brody

Jesse James

Usage vs. story telling (designing an experience)

Usage

Adrien Brody

Jesse James

The design has to convey the promises made by the product

Adrien Brody Ducati

Jesse James West Coast Chopper

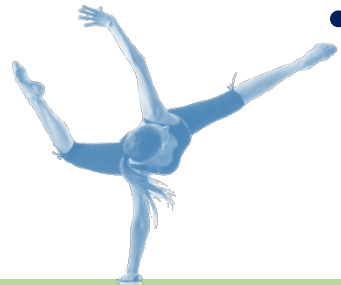# Our users need to recognise themselves in all of our products...

...as well as any touch points

The story is translated the same way along all touch points (advertizing, product, website, retail store, Apps, future visions, services...

We need to convey the same message over time.

"I have to change to stay the same" Willem de Kooning

For our design to express the brand we must:

- Understand who we are and know our customers
- Learn what is important to them/how they want to be preceived
- Translate it into a product or a service
- Make sure that all touch points are consistent
- Keep changing to stay the same

Product design is not only about expressing a brand…

Art: Bird in Space Brancusi

…but also solving an issue in a human -centric way

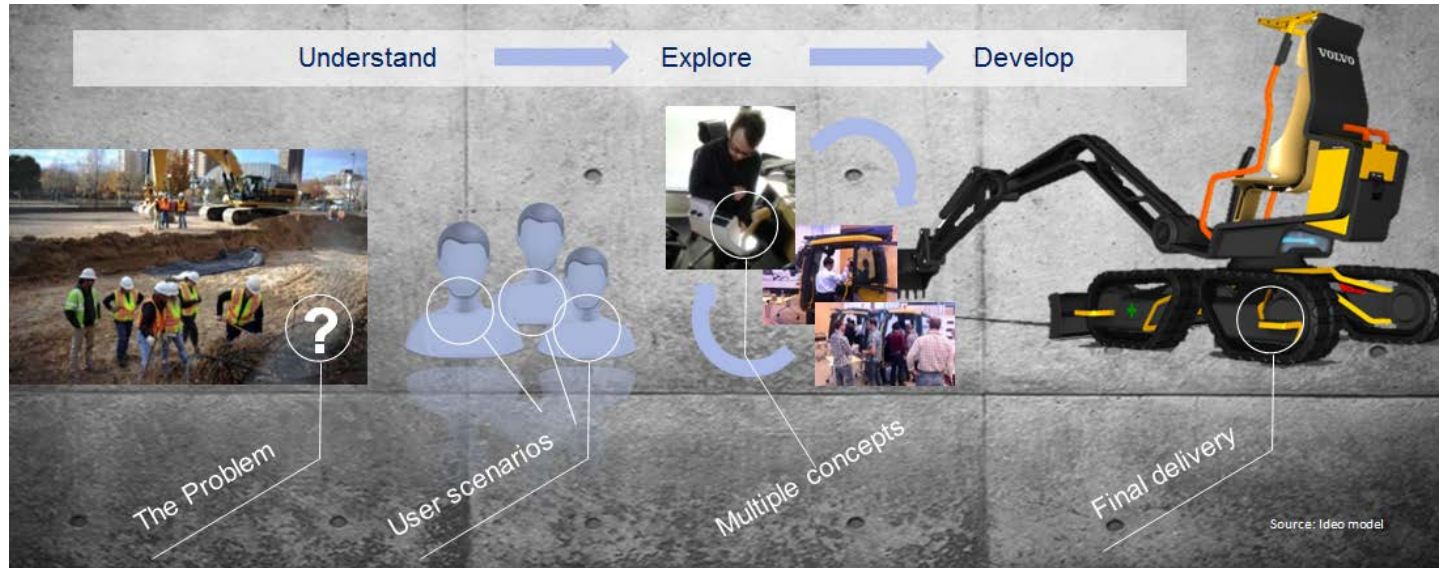# ...it needs to recognize the humanistic aspect too!

Art: Bird in Space Brancusi

Design: Tizio Lamp Richard Sapper

Product Design is the most apporpriate group to tackle the challenge

Designers are experts at problem solving in a user centric manner

Understand → Explore → Develop

The Problem

User scenarios

Multiple concepts

Final delivery

Source: Ideo model

Understanding the issues from every point of view

Users
- It's a two man job
- It's not comfortable at times
- Some operations are not challenging
- It's dangerous

Worksite manager
- The plan does not match the reality
- How do we maximize the tool utilisation
- It's dangerous

Service mechanics

Insurance

Logistics …

Create and Explore concepts

Creating personas to tackle the different challenges
Looking at new technology and processes that could help us
Building moke ups and act the job

Develop our hardware and software design

Conclusion

- Have a machine that adresses the important issues for our users
- Have a consistant line up
- We also adress processes
- We address other touch points

Product design is delivering full value

COMMITTEE FOR EUROPEAN
CONSTRUCTION EQUIPMENT