



**redesignme**<sup>®</sup>

*Open Innovation in Product Creation*

“Crowdsourcing or how to encourage End-Users to improve your Product Design”

Clemens Gruenberger

24th April 2008, Münchner Kreis – Conference on Open Innovation

# Open Innovation with End-Users



\* USERS: discuss, create, share, gain experience, change the world (have impact!)



\* COMPANIES: dialogue directly with users, collect ideas, create & share results

Company payoff:

- \* Product development cycle: user-need orientated, more successful products
- \* Cost effective: less support & development costs, less „flops“
- \* Customer linkage, brand awareness, market sensitivity

Working crowdsourcing is an excellent competitive advantage!



# YOU WANT TO

get it working

1) Participation

build a community place,  
where this interaction can  
happen

2) Dialogue

stimulate a broad dialogue,  
people invest in you if they  
give their input

3) Collect,  
Create & Share

turn ideas into product  
improvements / new products,  
let people know!

# YOU SOLVE

the bottlenecks of open innovation

The problem funnel:



1) Participation

you dont have people to talk to  
traffic? interactive? social?

2) Dialogue

these people don't feel inspired to  
discuss / give input  
are they heard? continuity?

3) Collect, Create & Share

difficult to turn their input in qualitative  
information / ideas



redesignme®

Open Innovation in Product Creation

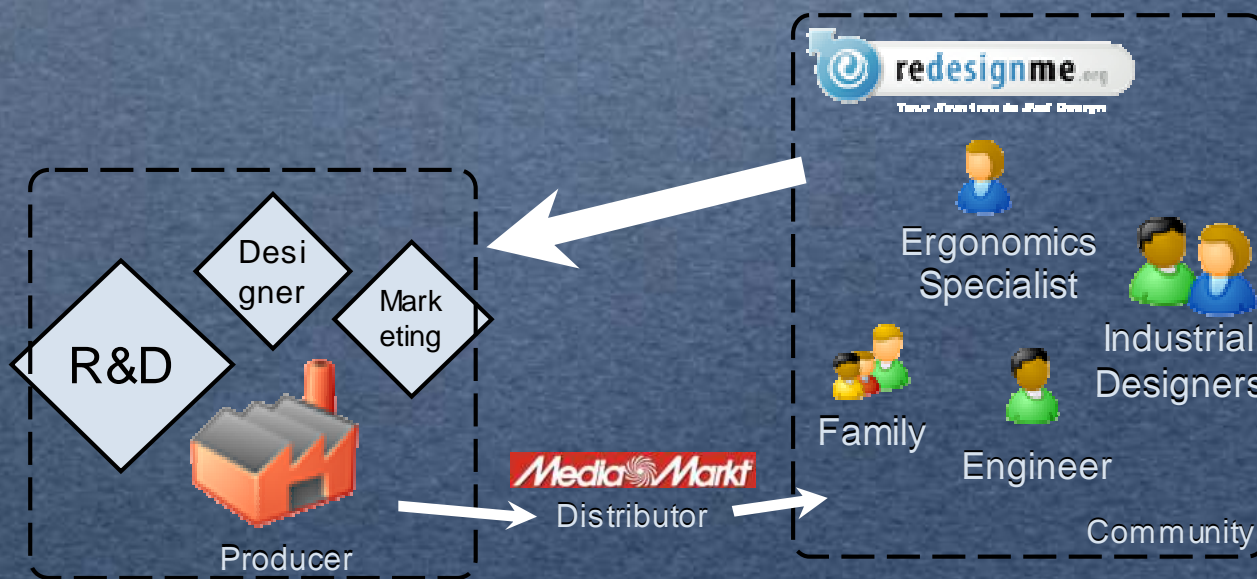
redesignme.org

(High Tech Campus)

- \* Where users can discuss & improve products
- \* Where companies start a dialogue



- \* With a direct feedback cycle



# 1) Participation

\* community building in an interactive medium



\* social phenomenon (wikipedia,..), so make it fun!

- everyday products (mobile phones, etc..)

\* lower barriers, +incentives,

- personalised

\* users invest in understanding, open innovation initiative needed

- forum-like

- challenges

\* gradual involvement

- co-branded sites

## 2) Dialogue

\* barrier free commenting,  
proposing/sharing ideas

\* feeling of transparency  
moderation?

\* different involvement, visitor,  
contributor / professional

\* company representation in  
discussion



- open forum

- tools, eg. RedesignerTool

- challenges (rewards given)

- user area to present oneself

- social space, having friends  
around

# 3) Collect, Create & Share



\* turn ideas into a manageable creative flow

\* professionals evaluate it

- what are trends?
- what is hype?
- what is usable, realistic?

\* share back with your community

- consultancy phase

- raw discussions / ideas analysed

- problem areas, solutions, manager summaries

- sharing back: collaboration with companies needed



# DEMO

## Let's try it out!

Go to [www.redesignme.org](http://www.redesignme.org)  
(now, in the coffee break, at home, ...)

Login

The screenshot shows the RedesignMe website interface. At the top, there is a navigation bar with the RedesignMe logo, a 'new Weblog' badge, and a search bar. A red box highlights the 'login' link in the top right corner. Below the navigation bar, there is a 'Featured Pro Challenge' section for 'Betavine Mobile' with a 'Win!' badge. To the right, there is an 'All Products' section with a grid of product redesigns. A red box highlights the first three items in the grid: 'DEMO#1 Logo Redesign by MUK-Demo', 'DEMO#2 Nine Dots by MUK Demo', and 'DEMO#3 - Connect the by MUK Demo'. A black arrow points from the 'Demo Products' text at the bottom right to the highlighted items in the grid.

RedesignMe! - [product/all]   RedesignMe! - [login]   Google Image Result for htt...   Nine Dots - Mycoted   open innovation logo - Goo...

**redesignme**.org beta   **Weblog**   all products | all redesigns | popular   **add product**

Open Innovation in Product Creation

### Login

Username:


Password:

Keep me logged in:

**login**  
[\(forgot password?\)](#)

or **register**  
(it's easy and free)

**Demo Login:**



MÜNCHNER KREIS

**Demo Login**

© 2007-2008 RedesignMe

Find:    [Next](#)   [Previous](#)   [Highlight all](#)    Match case

YSlow 1.016s

Login, click here!

Browse to a demo product, then..

Add a redesign!

The screenshot shows a web browser window displaying a RedesignMe page. The page has a blue header with the text 'add product'. Below the header, there's a section titled 'The Redesign' with an 'edit' button. The main content area features a redesign submission for 'Open Inno Forum' by 'MUK\_demo'. The submission includes a rating of five stars and a handwritten redesign: 'Oif open innovation forum call it forum'. To the right of the submission, there's a section titled 'Other Redesigns' with an 'add redesign' button highlighted by a red box. Below this, there's a section titled 'This is the only redesign of:' showing a redesign of the 'Oii open innovation initiative' logo, titled 'DEMO#1 Logo Redesign'. The footer of the browser window shows search filters and navigation buttons.

# Use the online Redesigner tool! (its really easy!)

The screenshot shows the redesignme.org website. At the top left is the logo "redesignme .org beta" with the tagline "Open Innovation in Product Creation". To its right is a "new Weblog" logo. Further right are navigation links: "rss feed | weblog | FAQ | contact us", "logout: MUK\_demo | my account | for companies", and "all products | all redesigns | popular". A blue button labeled "add product" is also visible. The main content area is titled "Submit a Redesign of:" and features a "DEMO#1 Logo Redesign" by "MUK- Demo" added on "2008-04-23 09:49:53". Below this are form fields for "Redesign Name:", "The Designer:" (with radio buttons for "Me" and "Manufacturer / Brand"), and "Shortly describe your redesign:". A "Pictures of the Redesign:" section includes a "Picture1 (required):" field with a "Browse..." button. A red box highlights a "click on:" section containing a toolbar with icons for selection, erasing, drawing, and text, and a "Clear" button. The text "The Redesigner Tool!" is written in a red, hand-drawn style over the toolbar.

This screenshot shows the online Redesigner tool interface. It features a toolbar at the top with icons for selection, drawing, and text, along with a "Brush size: 6" indicator. On the left side, there are buttons for "Clear", "Blank", and a brush icon. The main canvas displays the "Oii" logo in blue, with a black brushstroke over the letter 'i'. Below the logo, the text "open innovation initiative" is written in a blue, cursive font. A red box from the previous screenshot points to the toolbar, and a black arrow points from the text "Redesigner Tool" to the toolbar area.

Redesigner Tool

## Part 2 - demo results:

- \* a real business case:  
users innovate for the  
vodafone betavine platform



- \* one step further

Have a delicious lunch!

& thanks for listening  
(part 2 at 17:25h)

You might need:

[www.redesignme.org](http://www.redesignme.org)

[clemens@redesignme.org](mailto:clemens@redesignme.org)



**redesignme**<sup>®</sup>

*Open Innovation in Product Creation*

## Part 2 - Results

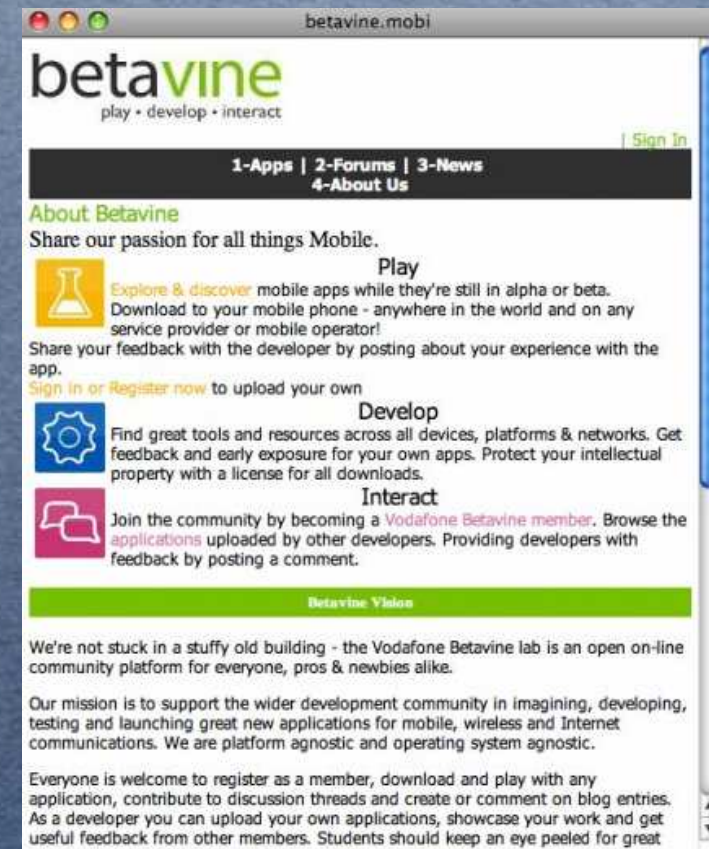
“Crowdsourcing or how to encourage End-Users  
to improve your Product Design”

Clemens Gruenberger

24th April 2008, Münchner Kreis – Conference on Open Innovation

# Real World Case

- Improve the betavine mobile website
- Engage the community to help develop ideas





# 1) The Product

The betavine.mobi website -  
a playground for mobile  
phone applications



- Users try and use applications
- Developers upload and present applications
- Services: Download & discussion forums, Ratings, Competitions, ...

# 2) R&D Questions

Design acceptance ?  
Usability ?  
Features ?

-----

= Happy Users ?

# 3) ASK!



# Setting on RedesignMe

betavine info

screenshots

discussion

redesignme beta  
Open Innovation in Product Creation

new Weblog

rss feed | weblog | FAQ | contact us  
login | register | for companies  
all products | all redesigns | popular

add product

### RedesignMe presents PRO Challenges

Get rewarded by Vodafone Group R&D for your feedback!

Case: Betavine Mobile

Goal: Redesign a technical mobile website into a consumer friendly website.

Win: Apple iPod NANO

add product

#### The Product

**PRO challenge**

The is a PRO Challenge initiated by Vodafone Group R&D. Help redesign their Betavine Mobile platform and earn one of 3 iPods Nano for the most creative redesign.

Submit your redesign in form of a well thought out comment, wishlist, sketch, webdesign, or prototype. Do this before April 21.

#### The Redesigns

add redesign

- by real
- by real
- Redesign of betavine by real
- Simplified Home page by hasegawa
- Personal Main Page by pedro

#### The Comments (9) - most recent on top

designer jenny wrote on April 17, 2008, 8:35 pm  
I really like the icons on the third image. funky & fresh. For the rest that page contains way to much text for a mobile application. I'm also not sure if people will really use the forum function from their mobile phone. Some my advise would be more and bigger icons, less text. Cheers!

designer maxim wrote on April 3, 2008, 7:09 pm  
Those are some great remarks Kamal. Thanks for that. Note to all: More comments are welcome.

redesigns by users (with new thread)

# Results 1/3

Sometimes funny:

*„ What's the use of the numbers in front of the menu items, is this a restaurant menu? “*

Sometimes simple:

*„ I think it is important to keep the mobile website as simple as possible. “*

Sometimes with constructive examples:

*„ I've included a brief design explanation within the design mockup. “*

# Results 2/3

Design acceptance ?

- \* Needs a clearer opening page*
- \* Color combination not that readable on white background*

Usability ?

- \* Choose one time my OS and never bother me with the question again.*
- \* Write user-friendly descriptions of the apps without too much protocol info.*

Features ?

- \* Ability to quickly comment on a just downloaded app*
  - \* "specially for you picked" apps*
- \* leave your wishes for "wannahave" apps.*

## Results 3/3

# Current mobile website

The screenshot shows the current mobile website for betavine. At the top is the logo 'betavine' with the tagline 'play • develop • interact' and a 'Sign In' link. Below this is a navigation bar with links for '1-Apps | 2-Forums | 3-News | 4-About Us'. A welcome message follows: 'Welcome guest! Share our passion for all things Mobile.' Below this is a section titled 'Featured on the Vine' which highlights the 'guitartrainer' app. The app details include: Platform: J2ME, Version: 1.0.12, Released: 05-12-2007, and a Download Count of 48. A description states it is a fun educational game for musicians. A 'Download' button is present. At the bottom of the featured section is a bar for '6-Latest Apps | 7-Popular Apps'. A second navigation bar at the very bottom includes links for '1-Apps | 2-Forums | 3-News | 4-About Us | 5-Home'. The footer contains copyright information for 2007-2008 Vodafone Group, the Vodafone logo, the text 'A Vodafone Group R&D Lab', links for 'Web Site Terms Of use | Privacy Policy', and 'Version 2.0'.

# User redesign

The screenshot shows a user redesign for the mobile website. It features the 'betavine' logo and tagline at the top, followed by a 'sign in' link. The navigation bar is more compact, listing '1 - Apps :: 2 - Forums :: 3 - News | 4 - About Us :: 0 - Home'. Below this is a 'Featured on the Vine' section for 'DrugArranger2', which includes a small app icon, the app name, and details: Platform: Windows Mobile 5/6, Released: 06/12/2007, Version: 0.1, and Downloaded: 14 times. A description explains that DrugArranger2 is an application for maintaining and controlling a drug schedule. At the bottom of the featured section is a bar for '6 - Latest Apps :: 7 - Popular Apps'. The footer includes links for 'Terms:: Privacy' and the Vodafone logo.

What would you favour?

# behavioral conclusion

- \* Your users can solve your problems (did you know you had them?)
- \* Good indicators of your biggest weaknesses
- \* You can improve along user needs

# RedesignMe.org offers:



- Use the user community
- Make more successful products !



- Place your products, make it a Challenge
- Co-brand it to look like your site !



- Or use it internally
- RedesignMe Extensible Platform (REP)
- A tool within the company

Consultancy/Coaching

## The Redesign



### second saddle

by MUK\_demo

Your rating: 



no ratings, (0.00 stars)  
Submitter:  
**MUK\_demo**  
Added: 2008-04-24 13:33:01

MUK\_demo:  
*"our redesign. MUK online!"*



## Other Redesigns



Our support  
by exp\_design

These are the Redesigns  
of:



„ Hey, great redesign ! „



Thank you for your participation &  
attention!

We are interested in working with you!

[www.redesignme.org](http://www.redesignme.org)

[clemens@redesignme.org](mailto:clemens@redesignme.org)