

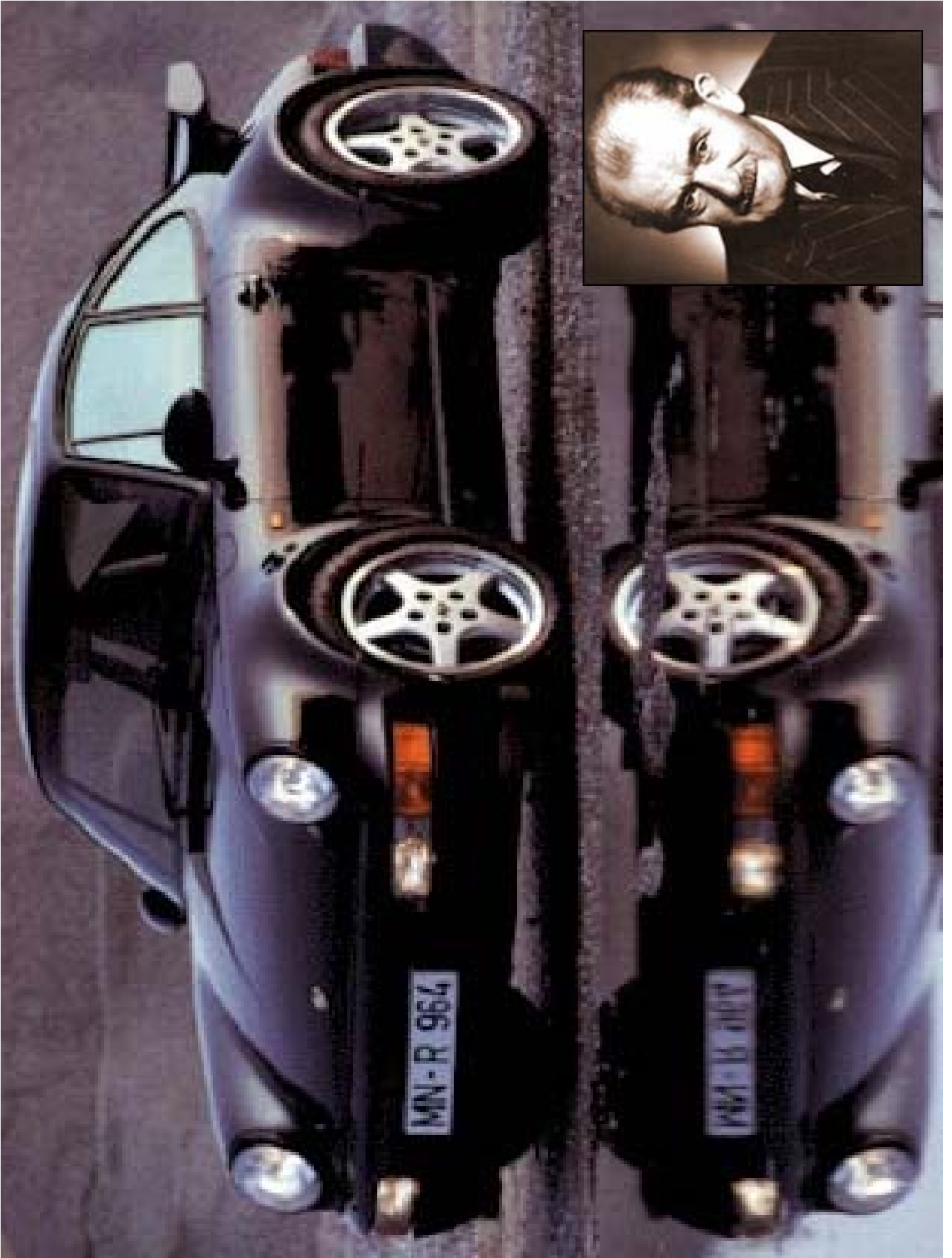
User Centred **Design** & Innovation in **Service** systems

Bruce Tether, Design London, Imperial College Business School & the UK Innovation Research Centre at Cambridge and Imperial
High Level Roundtable on Future of European Innovation Policy, Brussels, 8-9 June, 2009

Design is ...







Design is ...

*“... about making things better
for people”*

Richard Seymour

“Innovation starts with people, not with technology. If you forget this you risk delivering feature-rich rubbish into already overcrowded lives.”

Richard Seymour

Design is ...

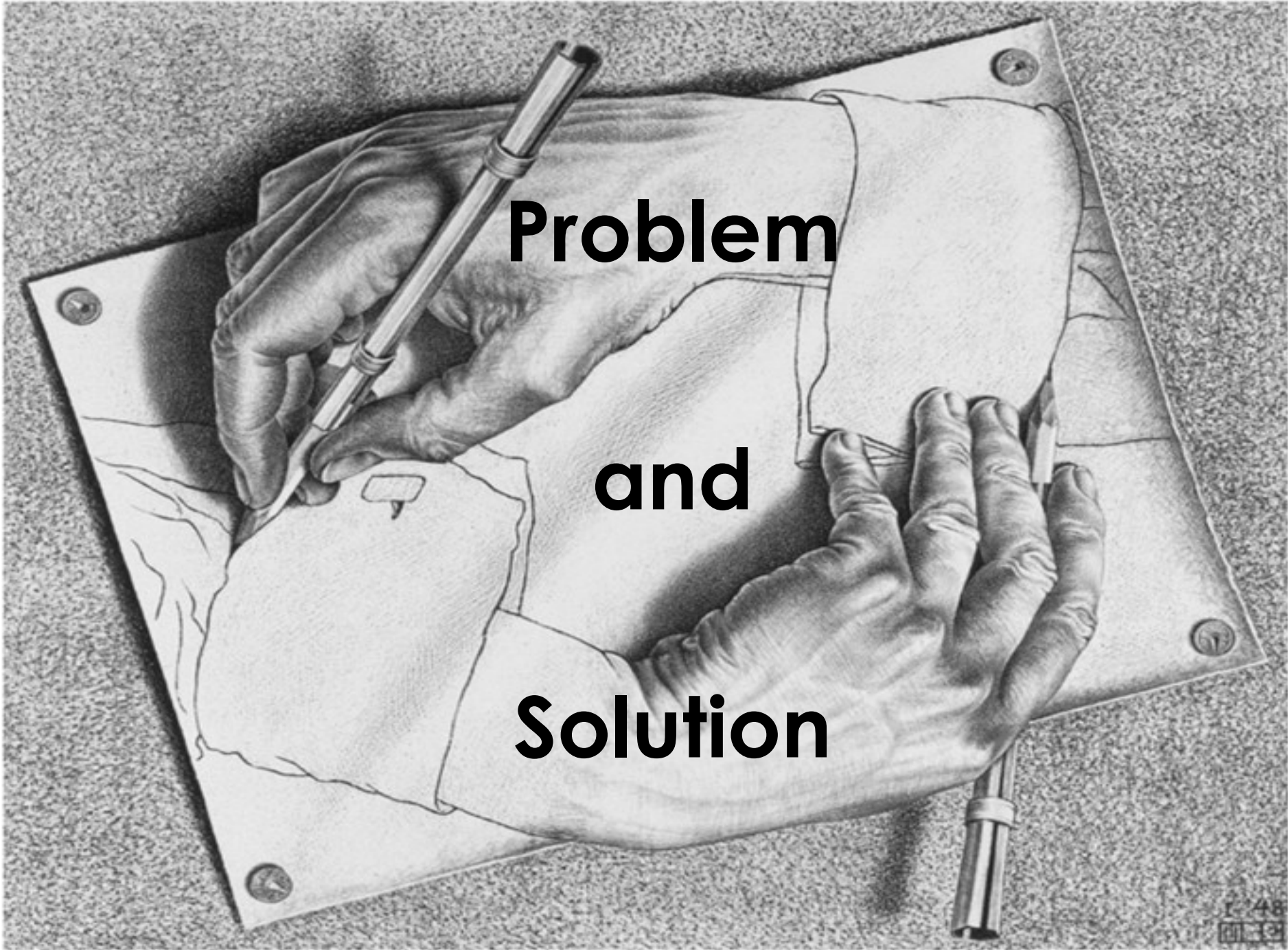
Holistic, Synthetic, Integrative

Generative and Optimistic

Abductive Thinking: what *might* be?

Visual

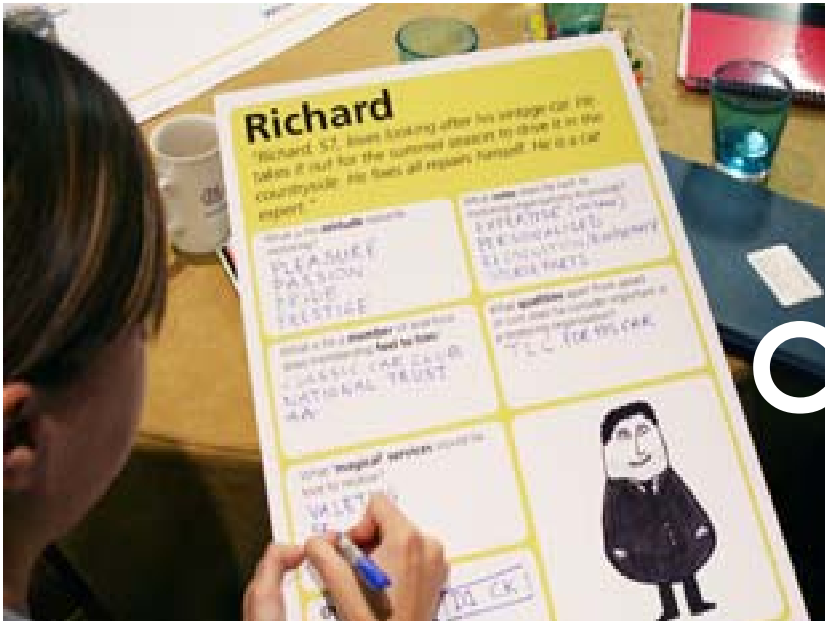
Iterative



Problem

and

Solution



Creative



and, increasingly,

Collaborative



Design and Innovation



**The real challenge today is not
designing better products, nor
designing better processes, but
designing entirely new business
models**

Gary Hamel

DAIMLER





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Service structures developed for each market sector

55% of civil engines now covered by TotalCare®

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Investing in **state-of-the-art overhaul facilities**

Design is ...



... attracting attention

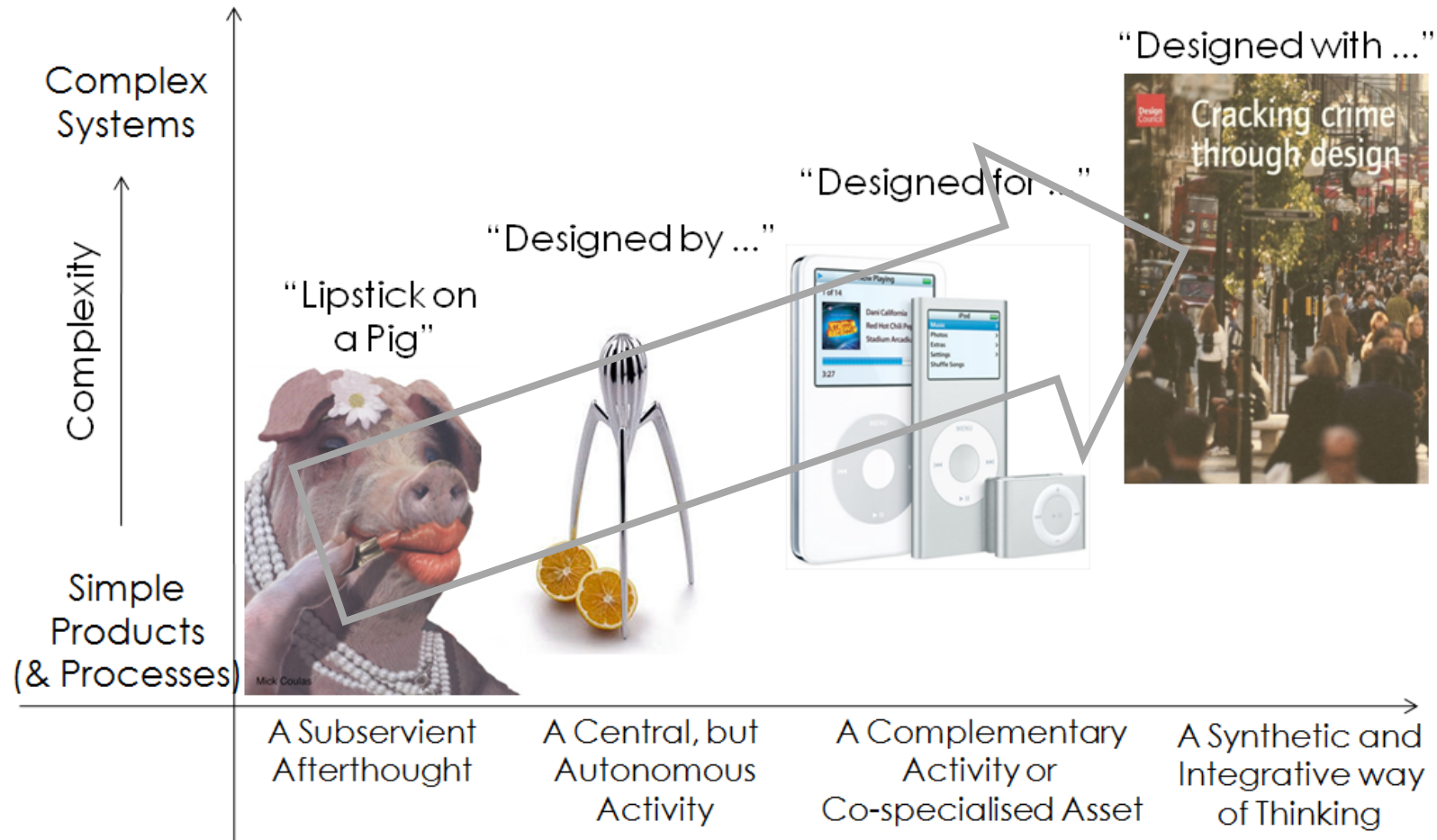
But design is ...

... poorly understood

... fragmented (with weak institutions)

... yet potentially powerful
(for competitiveness and wellbeing)

Design needs ...



... policy support

Design Policy ...

Education

- Creativity in schools (and life)
- Integration with business & engineering
- Informed (and active) consumers

Innovation and Competitiveness

- Enhance understanding of design
- Enhance the evidence base
- Develop capabilities (e.g., in service design)
- Sponsor demonstrator projects