JOSEPHS®
AN OPEN INNOVATION LABORATORY

A cooperation between the Fraunhofer Center for Applied Research on Supply Chain Services (SCS) and Friedrich-Alexander University Erlangen-Nürnberg.

Presented by: Aida Boukhris
INSTITUTE FOR INTEGRATED CIRCUITS

- Audio and Multimedia
- IC-Design and Design Automation
- Sensor Systems
- Positioning, Navigation, Localization
- Communications
- Energy Management
- Nondestructive Testing
- Medical Technology
- Supply Chains
- Safety and Security Technologies
THE CHAIR FOR INNOVATION & VALUE CREATION AT FAU

Friedrich-Alexander University of Erlangen-Nuremberg
Institute of Information Systems
1st Chair in the Field in Germany
since 2007: Prof. Kathrin Möslein

Corporate Innovation Management
Customer Integration in Innovation Processes

Value Generation in Digitized Economies
Service Systems Engineering
THE CONCEPT OF JOSEPHS®

The value from user innovation
CO-CREATION - WHY SHOULD COMPANIES CO-DESIGN WITH THEIR USERS AND CUSTOMERS?

To leverage the crowd's creativity to reach new solutions and maximize product-market fit.
IS CO-CREATION A SERIOUS PHENOMENON?

Percentage of user innovators in the total population (protected)

- UK: 6.1% (1.9%)
- Finnland: 5.4% (4.7%)
- USA: 5.2% (8.8%)
- JP: 3.7% (0.0%)

Estimated annual expenditures by UK user innovators: £ 3.2 billion

In comparison:
R & D expenditure on consumer products (UK): £ 2.2 billion

JOSEPHS®
The vision
PLACE: @ Center of Nuremberg
TOILETS & CLOAKROOM

BOOK & GIFT SHOP

COFFEE SHOP

MANUFACTORY

THINK TANK
Manufactory where companies can rent „islands“ during a particular theme for 3 months to evaluate assumptions about their products or services
Think Tank where experts and customers can share ideas and exchange on most recent innovation and technology topics
The Coffee shop and the Book & Gift shop
JOSEPHS®
AN OPEN INNOVATIONLAB

- 11 Themes between May 2014 and January 2017
- 62 Researchpartners
- Over 700 events
- 29,758 Co-creators and events visitors
JOSEPHS 2.0:
»never co-create alone!«
Who is a co-creator at JOSEPHS?

**Gender Mix**
- Male: 51
- Female: 49

**Age Mix**
- <10 years: 1%
- 11-20: 6%
- 21-30: 38%
- 31-40: 23%
- 41-50: 23%
- 51-60: 17%
- 61-80: 9%
- >80 years: 22%

**Duration of Stay**
- ≤5 Min.: 22%
- 5-10 Min.: 23%
- 11-20 Min.: 17%
- 21-40 Min.: 22%
- 41-60 Min.: 9%
- >60 Min.: 6%

Average duration: \( \bar{\text{Ø}}: \) 21 min
PRO

CONSUMER
»CUSTOMERS WANT MORE«
FROM DISCUSSIONS...
DISCUSSIONS AND EXPERIENCES BECOME DATA AND RESULTS
INNOVATION GRAND CHALLENGE: 
THE 20/20-PROBLEM

Challenge of the first 20%:
Do we get the right ideas from the right people?

»No matter, who you are, most of the smartest people always work for someone else.«
(Billy Joy, Mitgründer SUN-Microsystems)

Challenge of the last 20%:
Who tells us what is still missing (usability, design, function, additional service)?

»If you are not embarrassed by the first version of your product, you’ve launched too late.«
(Reid Hoffmann)

Quelle: Cooper (1990)
RESPONSES BRING MORE COMPANIES: 1 OF THE 62 COMMUNITY CO-DESIGN STORIES
WE TEST AT JOSEPHS® HOW IT WORKS: QUICKLY LEARNING FROM MISTAKES

BREAK WITH THE „DON‘T BREAK IT“- CONCEPT
EXAMPLE
MIFITTO TESTS A FOOTSCANNER FOR SHOPS

scanning & analysis for footwear

- shoe x-ray & infrared foot scan
- size recommendations
- product visualization
- quality control of shoes
- 3d data collection and analysis
- reverse engineering

Source: Fraunhofer IIS, mifitto
MIFITTO TESTS A FOOTSCANNER FOR SHOPS

Research questions (chosen):

• What are the differences between the app solution (home solution) and the solution for special stores?
• Which conversion rates are obtained by taking the mifitto card (in the JOSEPHS, in the sports check, online)?
• How do customer journeys look like?
• Who collects the surveying data? What are the reservations about privacy?
WHAT DO COMPANIES SAY?

THOMAS FICKERT, CEO UND FOUNDER OF DEXPERIO GROUP:
» Our solutions and products are intended to help the in-home trade to "resist the digital online trade. You have to see them live and try out on site to see how they work. In this respect, the JOSEPHS® is just the right presentation platform for us. Here, we can gain experience without great effort - both with potential customers from the trade as well as with consumers.«

THOMAS HARMES, MANAGER OF MIFITTO GMBH:
My expectations were exceeded. I am very pleased that the offer is so lively in the JOSEPHS®. We have already adapted some insights to the application directly!«

SABINE LINZ, ONLINE-JUWELER AMOONIC:
» The JOSEPHS® has brought us a lot of insights into how a jeweler of the future can look like, how we can design our online / offline offers and meet the individual jewelery wishes of our customers.«
HOW DOES IT FEEL LIKE IN JOSEPHS®?
WHAT COUNTS MOST IS INTERACTION
Questions, Remarks?
Don’t hesitate to call or write!

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