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EUROPEAN CONCEPT *Presentation*





PRODUCT DESIGN APPROACH

OLD APPROACH

FOCUSED ON:

- CHANGING AND MODIFYING SOME PRODUCT FEATURES BY USING CREATIVITY
- COMPETITORS MAINLY
- MARKET COLLECTIVE BEHAVIOURS / OBSERVATION EXCLUSIVELY

NEW APPROACH

FOCUSED ON:

1. USERS NEEDS (EXPLICIT, NON EXPLICIT, INDIRECTLY CONNECTED)
2. NEW TECHNOLOGIES AND INNOVATIVE SERVICES FOR IDENTIFYING NEW MODALITIES TO SATISFY USERS EXPECTATIONS
3. INDIVIDUAL BEHAVIOUR / OBSERVATION

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EUROPEAN CONCEPT

PRODUCT DISASSEMBLING

TANGIBLE GOODS

A

INNOVATIVE
TECHNOLOGICAL
SERVICES

B

INTANGIBLE VALUE
ADDED FEATURES

C

ADD HIGH VALUE

A++

B++

C++

To be delivered
separately and/or in
new combinations

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EUROPEAN CONCEPT SHORT TERM PRODUCT STRATEGY

SUPPORT THE ACHIEVEMENTS OF MANUFACTURE MARKET ORIENTED GOALS BY FOCUSING ON THE PLACEMENT OF TODAY'S PRODUCTS (OR PART OF THEM) IN NEW MARKETS.

HOW:

- o BY DISASSEMBLING EXISTING PRODUCTS (A , B , C)
- o BY ADDING VALUE TO EACH COMPONENT (A++ , B++ , C++)
- o BY DELIVERING NEW INTEGRATIONS (A++) (B++ , C++) etc.

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NEW MARKETS

PRODUCTS

SEGMENTS

Existing	European Concept		Production Location		
	Disassembling	Add Value	Made in Europe	Made in emerging Countries	
Quality Products	A B C	A++ B++ C++	A++ B++ C++	0	High-End
Inadequate Products	A B C	A++	A++	0	Low-End
Inadequate Products	A B C	B++ C++	B++ C++	A	Low-End

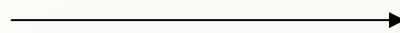
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EUROPEAN CONCEPT SHORT TERM OBJECTIVE

ADD VALUE TO THE DIFFERENT COMPONENTS (A , B , C) OF EXISTING PRODUCTS TO MAKE THEM FIT THE REQUIREMENTS OF USERS NEEDS IN NEW MARKETS

TODAY :

PRODUCTS LOSING
COMPETITIVENESS



EUROPEAN CONCEPT :

DISASSEMBLING AND
ADD VALUE

A ++++

B ++++

C ++++

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EUROPEAN CONCEPT FOCUS

TOTALLY DEDICATED ON DETECTING AND PRIORITIZING FINAL-USER NEEDS IN ORDER TO CREATE A :

UNIQUE SELLING PROPOSITION (USP)

(MANUFACTURE STRATEGIC RESEARCH AGENDA)

REQUIREMENTS

**USER
NEEDS**

ENABLING TECHNOLOGIES

PRODUCT
ARCHITECTURE

ENABLING
TECHNOLOGIES
INNOVATIVE
MATERIALS
NANOTECH, ICT,
MECHATRONICS

PROCESSES

USP

(A++ , B++ , C++)

TARGETS

**MARKET
SEGMENTS**

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EUROPEAN CONCEPT NEW PRODUCT STRATEGIES FOR EUROPEAN PRODUCTION SYSTEM

1. NEW REAL-TIME SYSTEMS OF NEEDS ACQUISITION

COGNITIVE vs. BEHAVIOUR

INDIVIDUAL vs. TO COLLECTIVE (macro topic of Networking)

2. NEW DESIGN METHODS

STRUCTURED METHODOLOGIES and/or* INTUITIVE AND CREATIVE
INTEGRATED NETWORKED DESIGN and/or* INDIVIDUAL DESIGN

* depending on the industrial sector

3. NEW INDUSTRIAL BUSINESS MODELS

INFORMATION MANAGEMENT APPROACHES

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EUROPEAN CONCEPT TASKS

1. MARKET SEGMENT NEEDS IDENTIFICATION
2. TECHNOLOGY ROADMAPPING (2010-2025)
 - GAPS IDENTIFICATIONS
3. HVA METHODOLOGIES FOR DESIGN OF NEW VALUE PROPOSITION
4. ENABLERS MODEL DESCRIPTION (COOPETION)
 - MANUFUTURE TRANSECTORAL ROADMAPS
5. INDUSTRIAL CASES: SMEs AND BIG ENTERPRISES

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ORGANIZATION



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