“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 don't 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.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!

* lower barriers, +incentives,

* users invest in understanding, open innovation initiative needed

*gradual involvement

- everyday products (mobile phones, etc..)

- personalised

- forum-like

- challenges

- 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
(now, in the coffee break, at home, ...)
Login
Demo Products
Login, click here!
Browse to a demo product, then..

Add a redesign!
Use the online Redesigner tool! (it's really easy!)
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

clemens@redesignme.org
Part 2 - Results

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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?

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3) ASK!

= Happy Users?
Setting on RedesignMe

- betavine info
- screenshots
- discussion

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.
Current mobile website

User redesign

What would you favour?
betavine 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
„Hey, great redesign!„
Thank you for your participation & attention!

We are interested in working with you!

www.redesignme.org

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