

IDEO Product Development Case Analysis

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Abstract. IDEO is one of the successful product development companies, it established in 1991 and combined with 3 companies (David Kelley Design, ID Two and Matrix Product Design). As one of the world's leading design firms, IDEO won a large number of awards than other product development firms. This company has a rapidly development in last several years, owned over 660 employees in the various disciplines. IDEO help organizations in the public and private sectors to find new design approach to innovate and grow, its major well-know clients are include Apple Inc., AT&T, Coca-Cola, Microsoft, Steelcase, PNC Financial Services and Palm. The company utilize design thinking as their main design process approach and focus on investigate and satisfied consumers' needs.

Keywords: IDEO Product Development; Design Process Approach; Management.

1. Introduction

In the recent years, with the development of society, the high technology driven people's life and change the world. Ahuja 2011 explained that high technology innovation is one of the extremely important factors for the majority of the companies to acquire success in the competitive society. Even though high technology innovation changed the world and advanced the standard of human lifestyle, it is not enough for the development of society. The society needs a new innovation method to satisfied individuals' needs, design thinking is new approach to reach that and become more and more important for society (Brown, 2009) Thus, there are a large number of the design companies appeared to the global market, these firms are focus on design and develop products and make them to satisfied consumers' needs. IDEO is one of the successful product development companies, it established in 1978 and rename to IDEO in 1991. To be more specific, in 1978, David Kelley established the David Kelley Design, because he found that the most of technological companies are lacking product development departments. After 13 years, David Kelley Design combines with ID Two and Matrix Product Design formed new product development firm in 1991 and renamed IDEO. As one of the world's leading design firms, IDEO won a large number of awards than other product development firms. This company has a rapidly development in last several years, owned over 660 employees in the various disciplines, such as behavior science, electrical engineering and design research et al. (IDEO 2015). As a product development firm, IDEO help organizations in the public and private sectors to find new design approach to innovate and grow. Sutton et al. (1996) reported that IDEO as a successful design company, they helped at least 40 industries to innovate and over 3000 products to development. This essay will be analyzed its process, organization, management and culture, to explore the reason of its success.

2. Analysis of IDEO

IDEO provides design services for clients from various areas, it coverage medical, computer, retail, food and automotive industries. The Apple's first mouse, the Palm V PDA and Steelcase's Leap chair are all product by IDEO its major clients are include Apple Inc., AT&T, Coca-Cola, Microsoft, Steelcase, PNC Financial Services and Palm (IDEO, 2015). Nowadays, with the development the company, the IDEO are not only helps clients to develop the industrial products, they are involved in the various areas and accept the scope of the products. IDEO except help their clients to innovate and develop the industrial product, it also help client to design interactive experiences and build organization culture (IDEO, 2015). According to Rosenberg (1997) reported that IDEO's revenues reached 40-50 million dollars in 1996, and those revenues come from 90 percent in medical, consumer,

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Table of Contents Ideo Product Development Case Study Analysis

1. Understanding the eBook Ideo Product Development Case Study Analysis
 - The Rise of Digital Reading Ideo Product Development Case Study Analysis
 - Advantages of eBooks Over Traditional Books
2. Identifying Ideo Product Development Case Study Analysis
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Ideo Product Development Case Study Analysis
 - User-Friendly Interface
4. Exploring eBook Recommendations from Ideo Product Development Case Study Analysis
 - Personalized Recommendations
 - Ideo Product Development Case Study Analysis User Reviews and Ratings
 - Ideo Product Development Case Study Analysis and Bestseller Lists
5. Accessing Ideo Product Development Case Study Analysis Free and Paid eBooks
 - Ideo Product Development Case Study Analysis Public Domain eBooks
 - Ideo Product Development Case Study Analysis eBook Subscription Services
 - Ideo Product Development Case Study Analysis Budget-Friendly Options
6. Navigating Ideo Product Development Case Study Analysis eBook Formats

- ePub, PDF, MOBI, and More
 - Ideo Product Development Case Study Analysis Compatibility with Devices
 - Ideo Product Development Case Study Analysis Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Ideo Product Development Case Study Analysis
 - Highlighting and Note-Taking Ideo Product Development Case Study Analysis
 - Interactive Elements Ideo Product Development Case Study Analysis
 8. Staying Engaged with Ideo Product Development Case Study Analysis
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Ideo Product Development Case Study Analysis
 9. Balancing eBooks and Physical Books Ideo Product Development Case Study Analysis
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Ideo Product Development Case Study Analysis
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Ideo Product Development Case Study Analysis
 - Setting Reading Goals Ideo Product Development Case Study Analysis
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Ideo Product Development Case Study Analysis
 - Fact-Checking eBook Content of Ideo Product Development Case Study Analysis
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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