

Creating IOT Product-Service-Systems

Join the conversation:



#admbe - @admteam



@admshareconnect



Agenda :

- 17.10** Introduction on Ideation methods by **Dries De Roeck & Tine Peeters** (Studio Dott.) & **Christophe Bonduelle** (AE)
- 17.40** IoT ideation & storybuilding session
- 20.10** Conclusions + closing remarks
- 20.30** Networking drink
- 21.30** End



Your coaches today

Tine Peeters & Dries De Roeck

Studio Dott

*We help clients to design
people-centric and innovative
solutions for their business
and societal challenges
www.studiodott.be*

Christophe Bonduelle

AE

*Architects for business & ICT –
Your partner in Digital
Transformation
www.ae.be*



Previously...

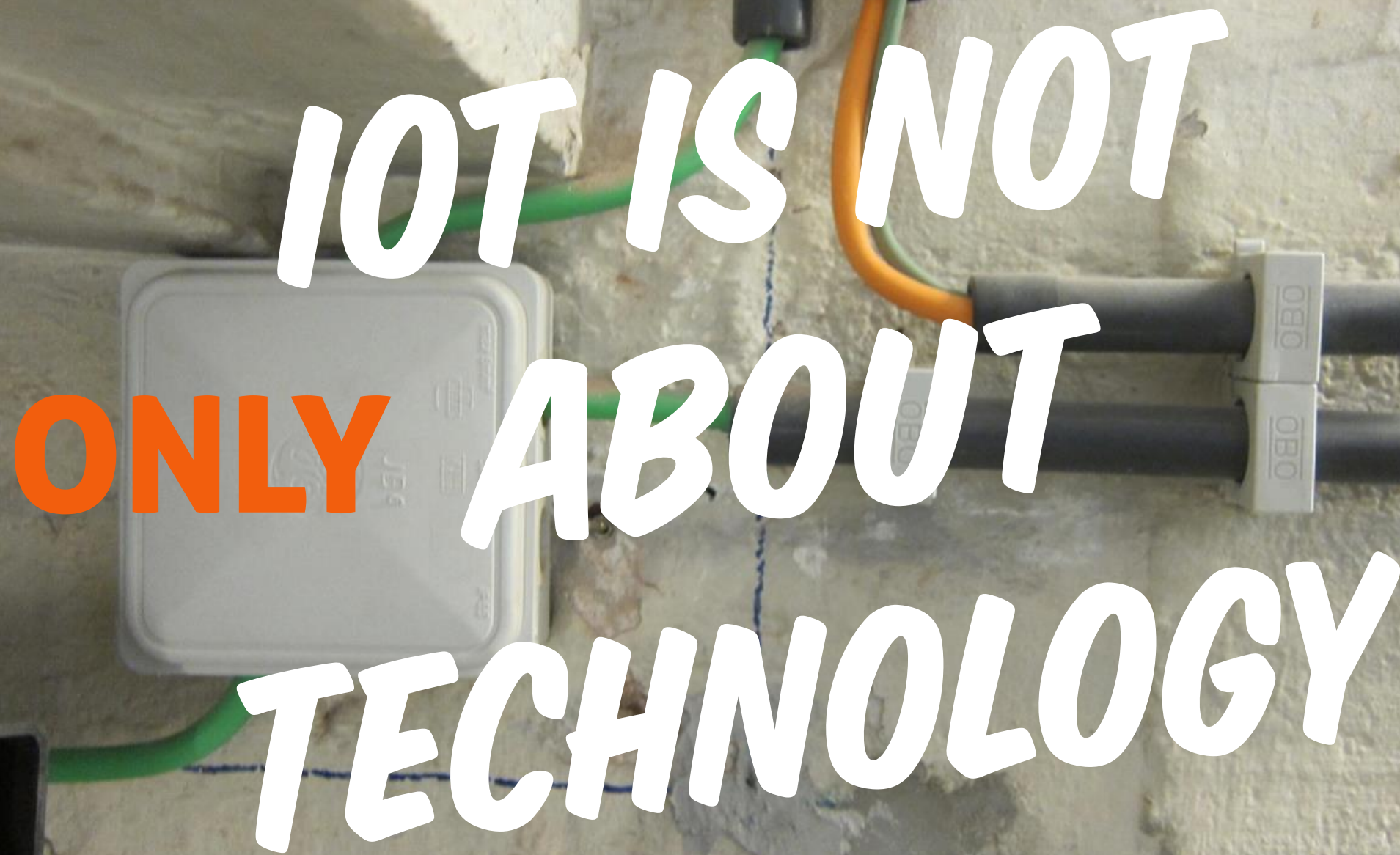
The business impact of IoT

- IoT is reality
- More data generated with sensors on all kind of devices
- Connectivity with processing power
- Real-time processing capabilities for insight and intelligence
 - New business models and use cases
 - How to define “Everything as a service”
 - How to make the products and services around me connected and smart
 - How does my company re-invent its value proposition



Now how do you start?





**IOT IS NOT
ONLY ABOUT
TECHNOLOGY**



**MORE THAN
A PRODUCT
WITH AN APP**



MORE THAN
'IF THIS THEN THAT'



**IOT IS ABOUT
SYSTEMS NOT
FEATURES**



Futurice IoT Service Kit
www.iotservicekit.com



Studio Dott IoT Ideation Cards
research.studiodott.be



Two challenges

Coffee machine

You're the manufacturer of a coffee machine. This machine is sold to residential people for home use & companies for office use. You are triggered by the opportunities of IoT, how can you use this to your advantage?

Insurance case

You're in charge of optimizing the user experience for an insurance company. When customers are, for instance, logging a car-accident how could the user experience be optimized using an IoT solution?

Formulate the challenge question

- Select a target audience and define the context
- Translate this into a problem definition

How can *target audience*

be
become
have
achieve
...

better / less / more /
happier / problem
free / easier
...

..... *goal*

17:00	Introduction
17:30	Challenge question
17:50	Context & story
18:30	Structure
18:50	Storyboard
19:15	Finish up & present
20:00	Outro & network drink

Construct the context & story

- Use a canvas and objects
- Explore the variables of your context
- Define the story behind your solution

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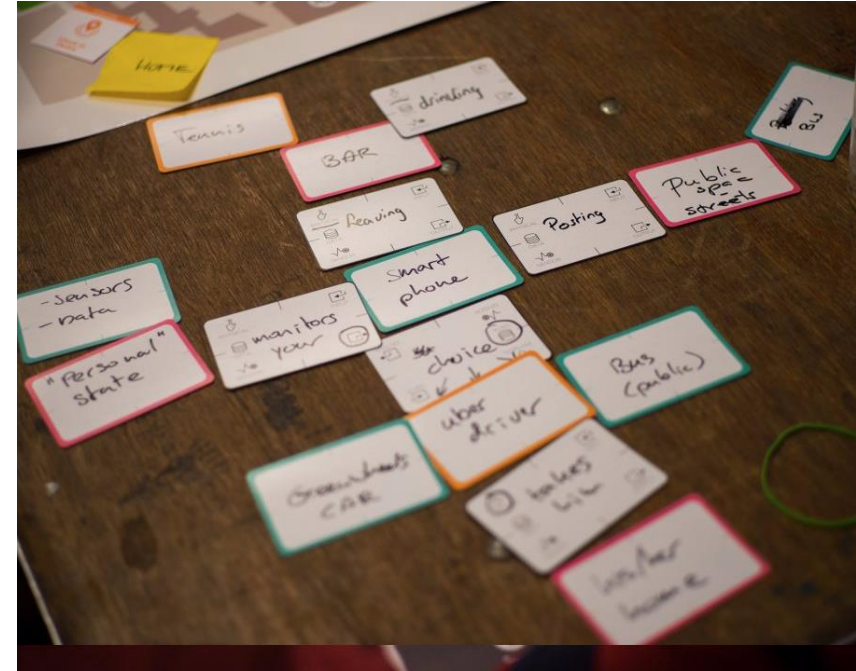


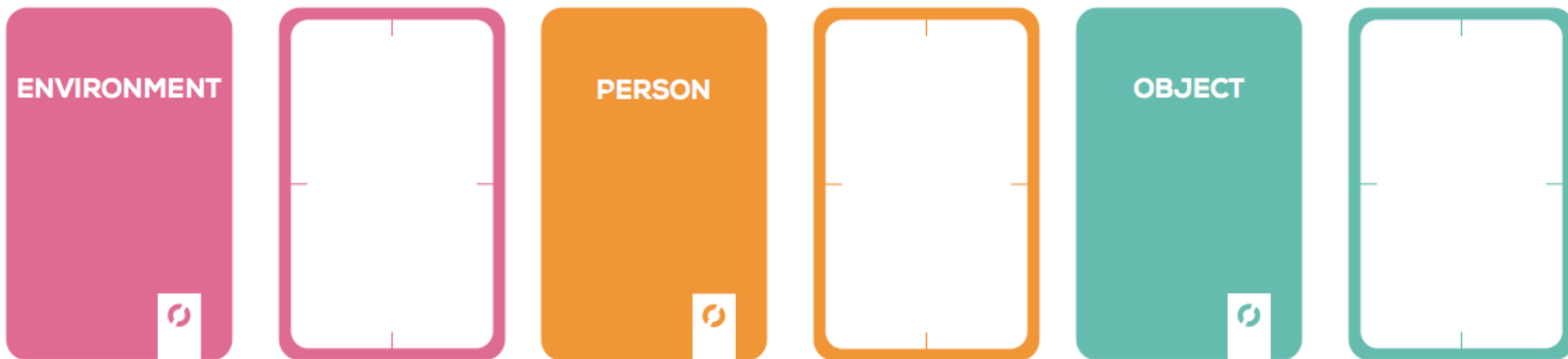


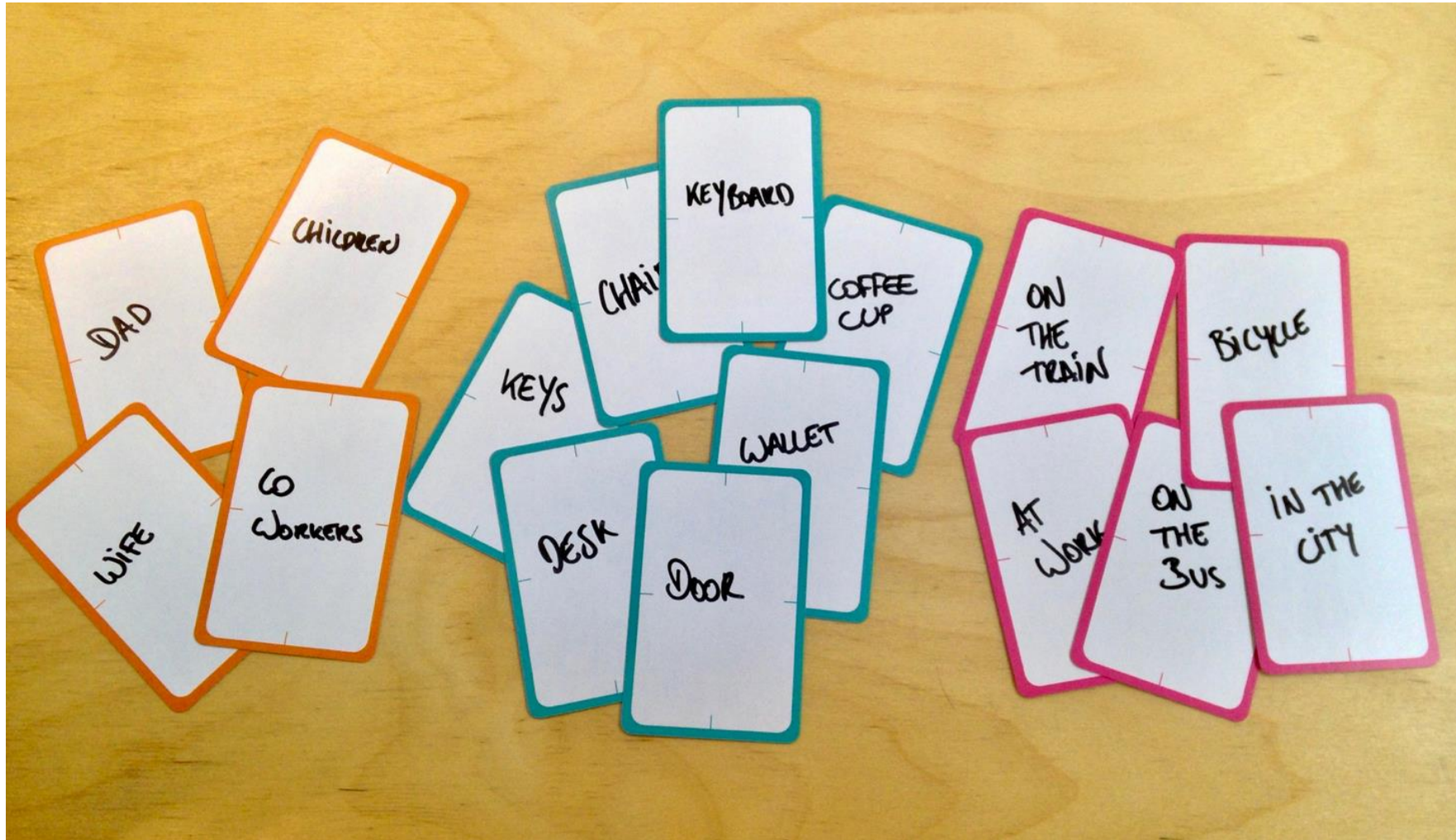
Structure your solution

- Use the cards (person, object, environment & interaction)
- Rearrange and iterate on previous steps

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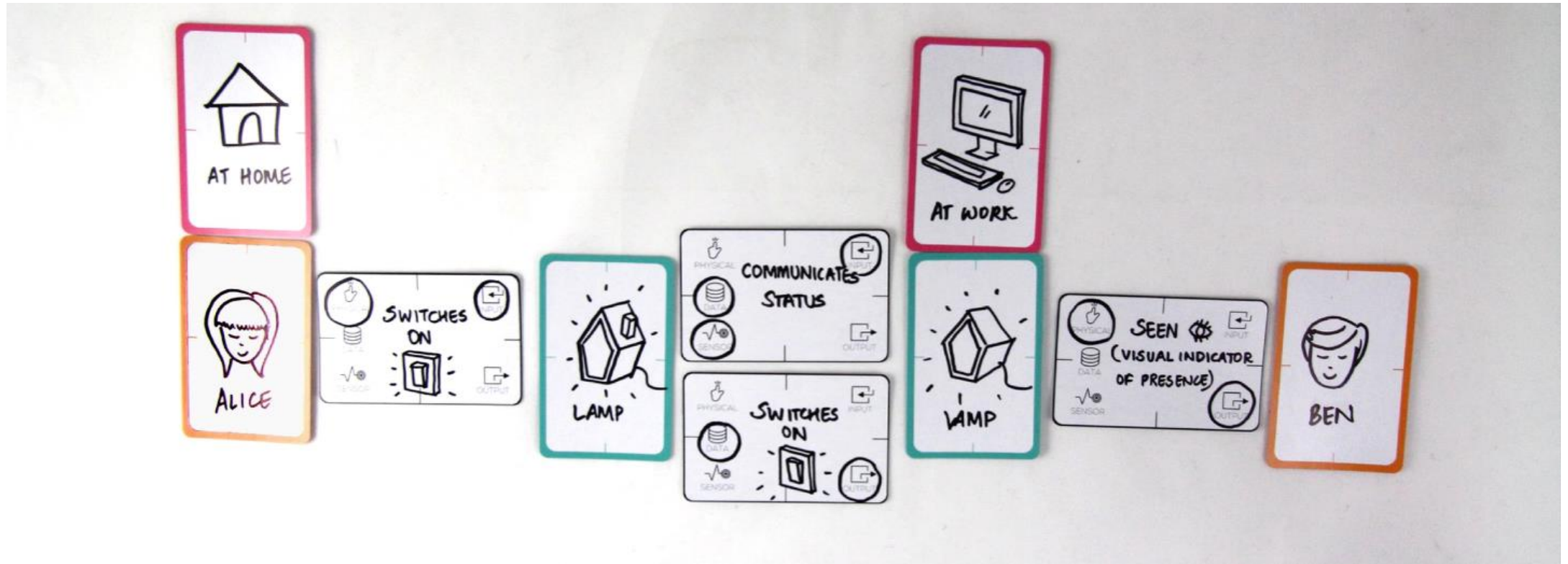






INTERACTION

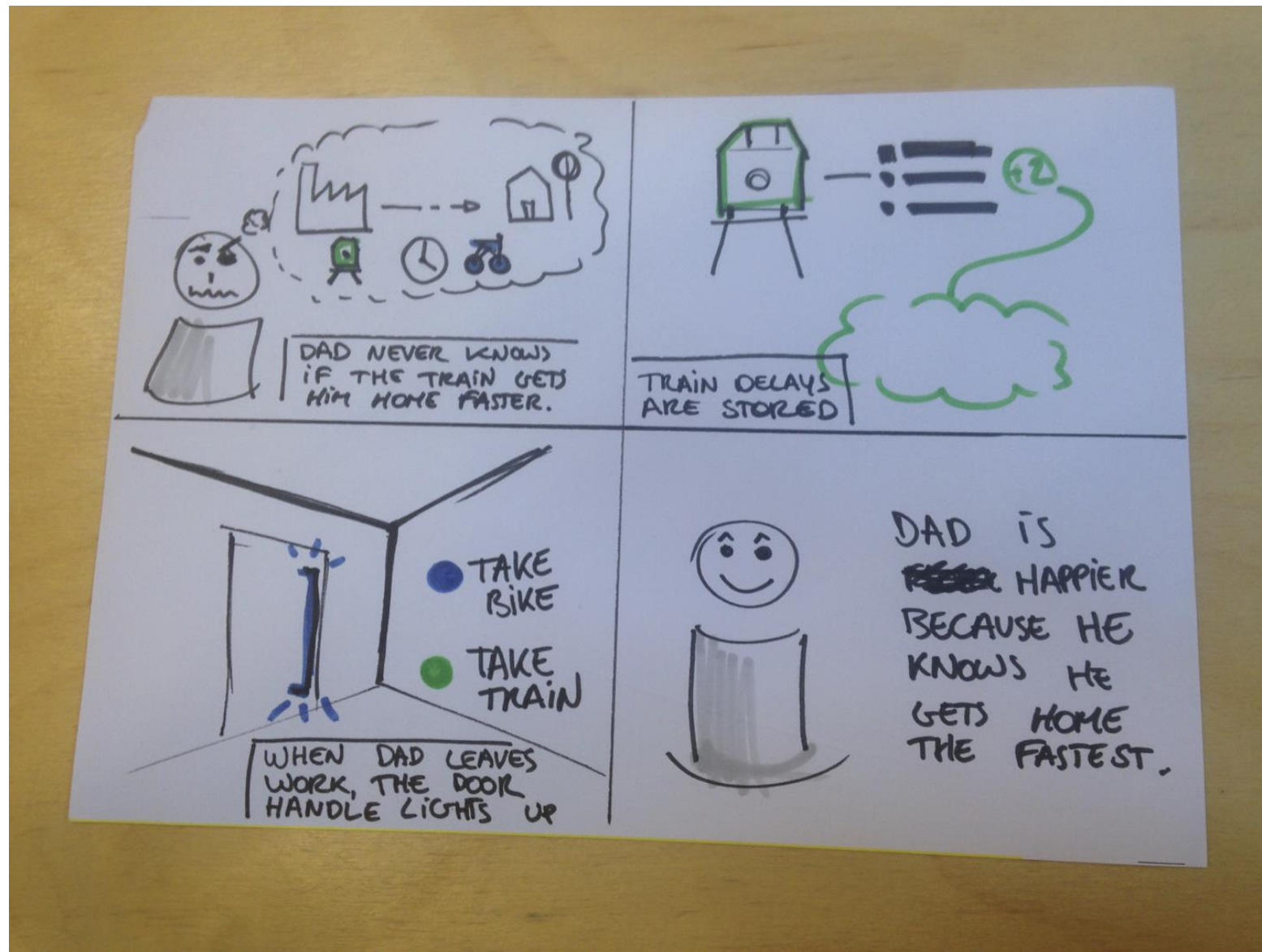




Prepare your storyboard

- Define what your solution looks like
 - Product components
 - Service components
- What does your solution do?
- What is the impact?
 - Social
 - Business
- How does it solve the initial challenge?

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IoT Ideation links

- **Studio Dott x Knowcards**

- research.studiodott.be
- know-cards.myshopify.com

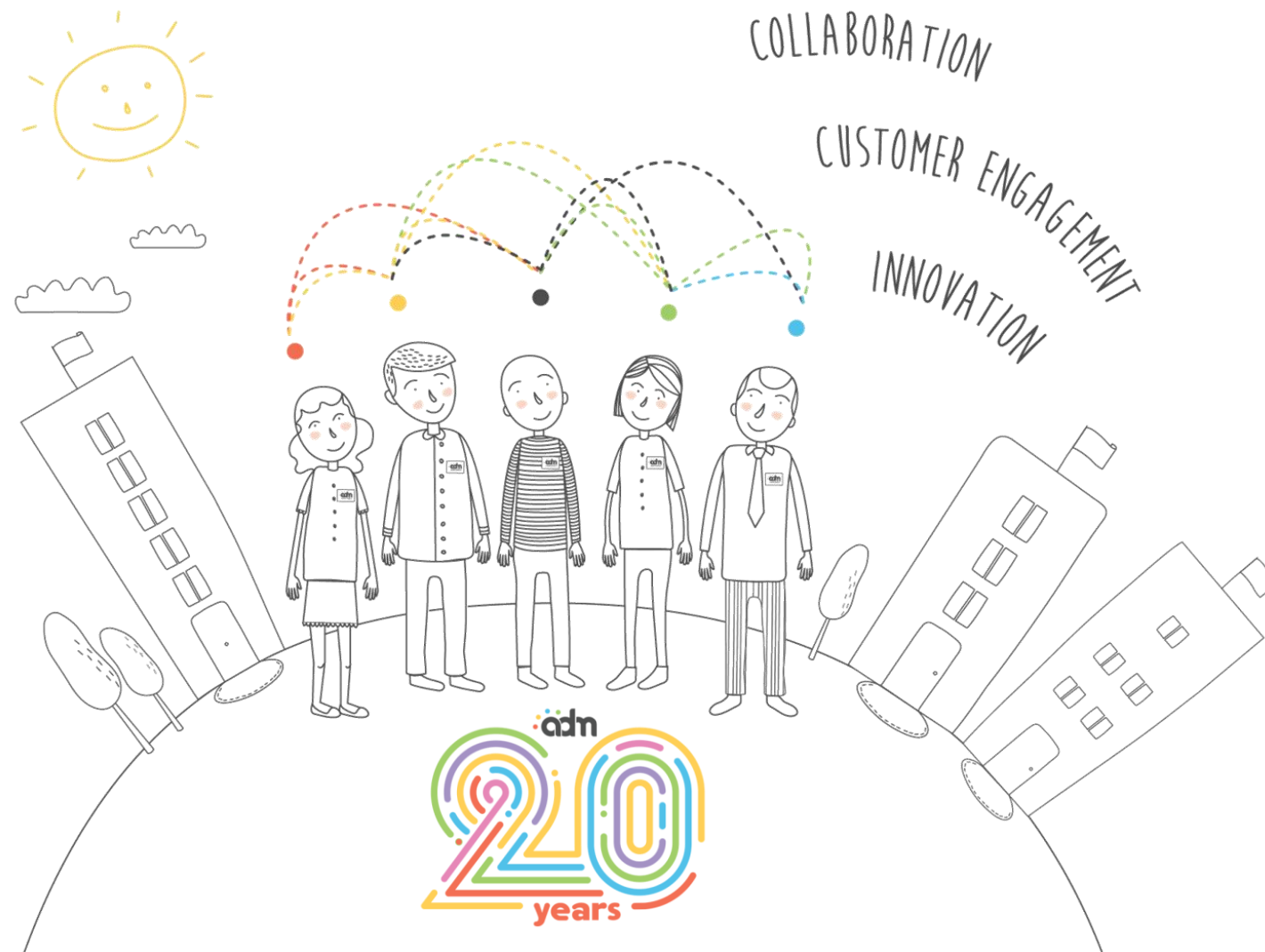
- **Futurice IoT Service Kit**

- iotservicekit.com

- **Tiles toolkit**

- tilestoolkit.io

Let's connect now!



Our contributing partners

Every ADM partner contributes to the evolution and growth of our organisation in their own unique way, strengthening our ability to 'Share & Connect'.

