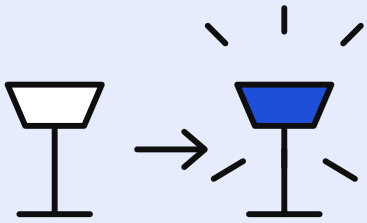
Specialty

Design-driven innovation

Uses design to create new products and services, often by changing what they mean to people and not just what they do.

In Spanish
Diseño para la innovación

Origin
Verganti (2009)



What problem it addresses

Innovation is usually sought in technology or by asking people what they want, and that leads to small improvements.

Principles

New meanings
Change why people use something.

Look outside
Learn from those who interpret culture: artists, researchers, other industries.

Propose, don't just ask
People rarely ask for something they can't imagine.

Applications in design

✓ Use it like this
Ask what your product means to people and what it could mean.

✗ Avoid
Confusing innovation with adding features.

Don't fall for it
Radical ideas need time and testing: don't discard them at the first survey.

Connections

Builds on

- Ten Types of Innovation

Uses these methods

- Design thinking
- Jobs to be done

Authors and works

2009	**Roberto Verganti**	Described design-driven innovation, which changes the meaning of products.

Sources

Original sources

- Verganti, R. (2009). Design-driven innovation: Changing the rules of competition by radically innovating what things mean. Harvard Business Press.

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