


Enhancing the Design Process through Open Innovation



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Overview

0. Who am I?
1. What are Design and Design Thinking?
2. Inviting Open Innovation to Design
 - Co-creation / Co-Design
4. Case Study: Chez Panisse
5. Future Research Directions

A little bit about me

- Born in Korea
- Studied Psychology, Management Science and Design
- Worked as a channel manager at Cisco and an innovation manager at Diamler-Benz
- A Volunteer teacher at S.Africa
- A passionate traveler – Visited more than 100 cities



DESIGN?





DESIGN?

- History (1548)
 - “Designare” = “De” + “Signare”
Out Mark
- Modern use
 - Verb: Develop a plan for an object, product, service, process, system, etc.
 - Noun: A plan to be implemented as in a form of sketch, drawing, model, proposal, etc.
 - Areas of Design : Industrial Design, Fashion Design, Product Design, Service Design, Business Model Design...



Design is

- Process of innovation
- Way of finding a problem
- Way of framing a problem to solve
- Way of solving a problem





Design

Thinking

Thinking like a designer who can transform the way you develop products, services, and processes – and even strategy.

Tim Brown, IDEO



Design Thinking

- “Design thinking is a creative problem solving process by building up ideas, unlike critical or analytical thinking” (David Kelly, IDEO Founder)
- Prototyping culture – Learning by doing
- Fail early, Succeed later
- No judgment in the early stage
- Human-centered approach
- Working with ambiguity
- Looking at extreme users

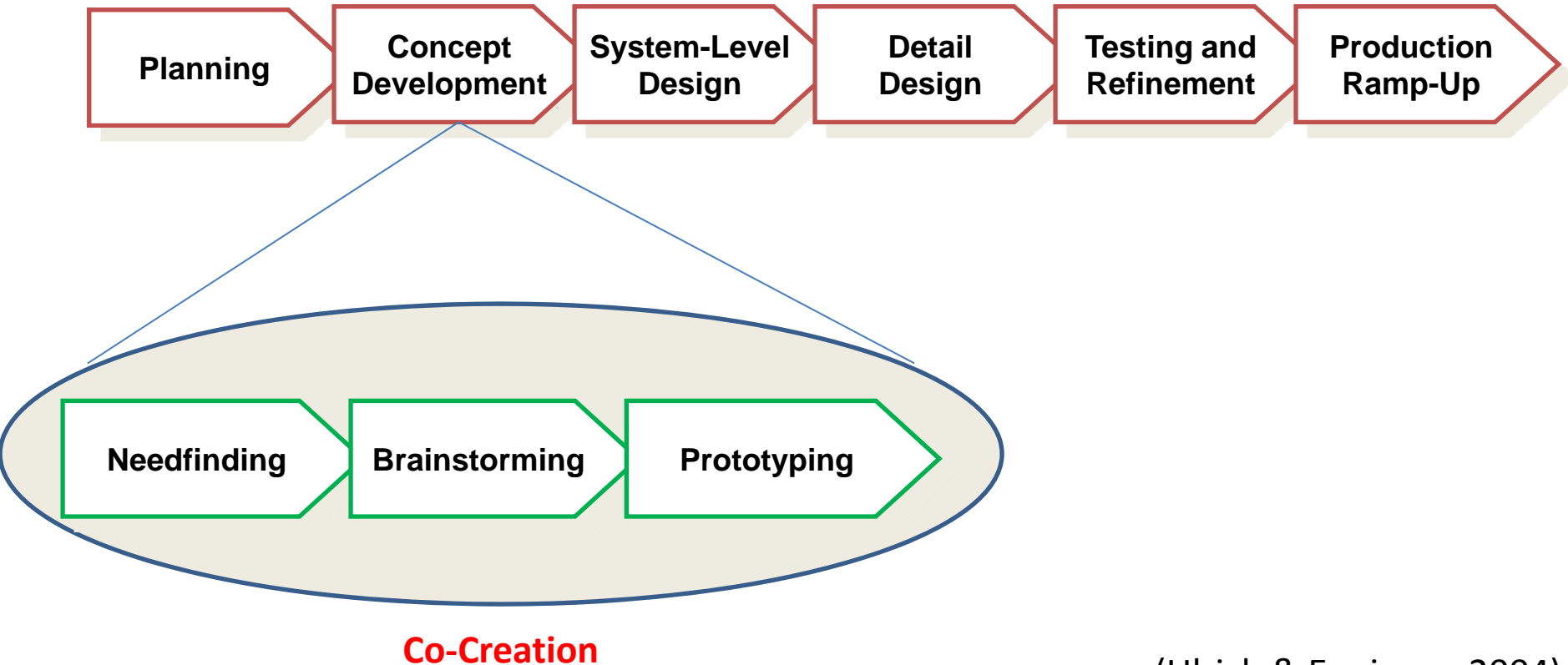
OPEN INNOVATION

+

DESIGN

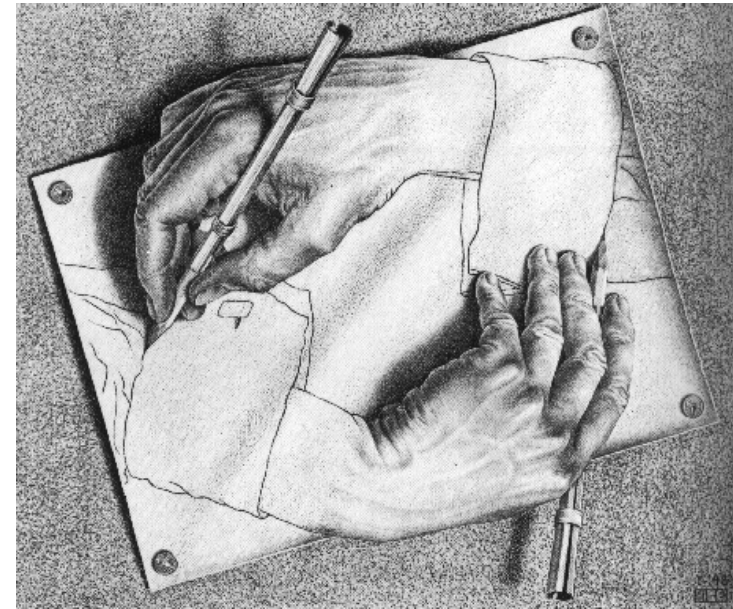
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Generic Process of New Product/Service Design



(Ulrich & Eppinger, 2004)

Co-Creation / Co-Design in the Conceptual Design



Delicious Innovation: The Chez Panisse Case

Co-creation interview project





“People buy fast food every day without giving it much thought...”

They rarely consider where this food came from, how it was made, what it is doing to the community around them.

They just grab their tray off the counter, find a table, take a seat, unwrap the paper, and dig in ...”

From Fast Food Nation (Schlosser,2001)

Slow Food Movement in the US

- Counter-Cuisine in California
 - The New Left Spirit : Free speech movement in the 1960-70
 - Health and nature were central to the California culture

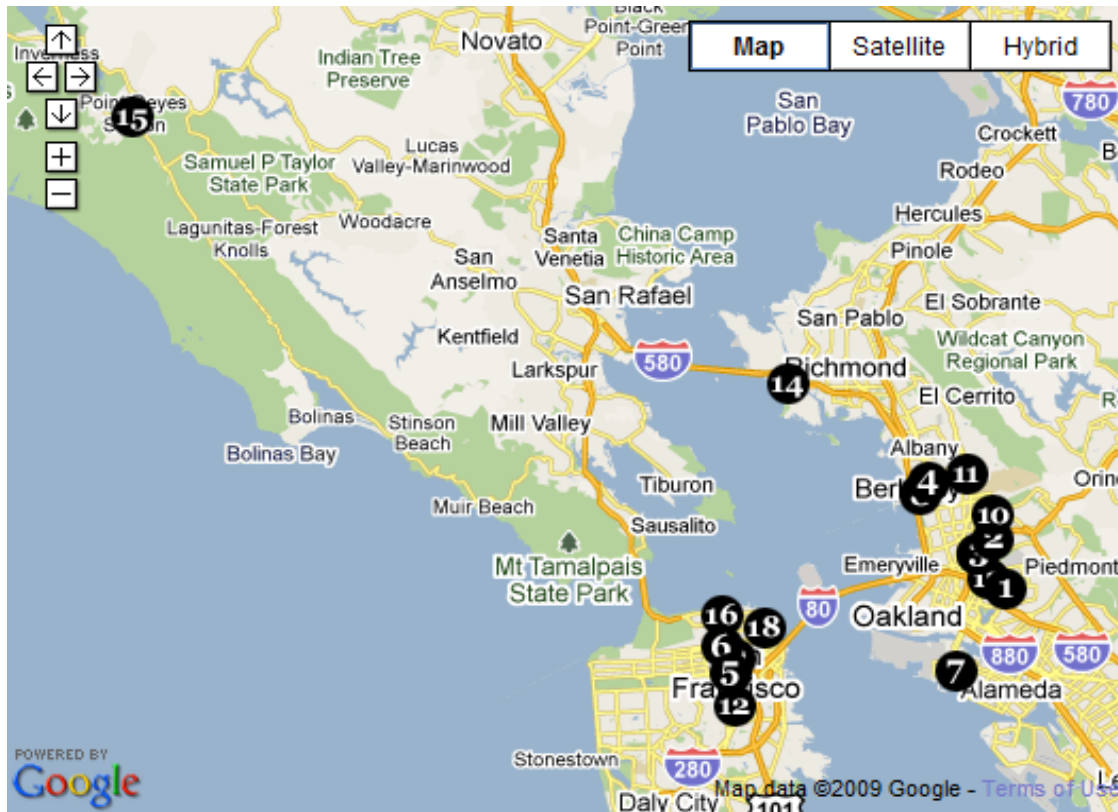


Chez Panisse Background (1/3)

- Started in Berkeley, California, 1971 by Alice Waters and her friends.
- Listed as one of the top 50 restaurants in the world
- The food concept is *eco-gastronomy*; a hands-on understanding of where food comes from, how it has produced, and the traditions and rituals of eating it.

Chez Panisse Background (2/3)

- The birthplace of California cuisine



1. Camino
2. Oliveto
3. Pizzaiolo
4. Acme Bread Co.
5. Zuni Café
6. Quince
7. Acquacotta
8. Eccolo
9. Ici Ice cream
10. Cesar
11. Foreign Cinema
12. Bakesale Betty
13. Hidden City Café
14. Cow Girl Creamery
15. Greens
16. Jojo

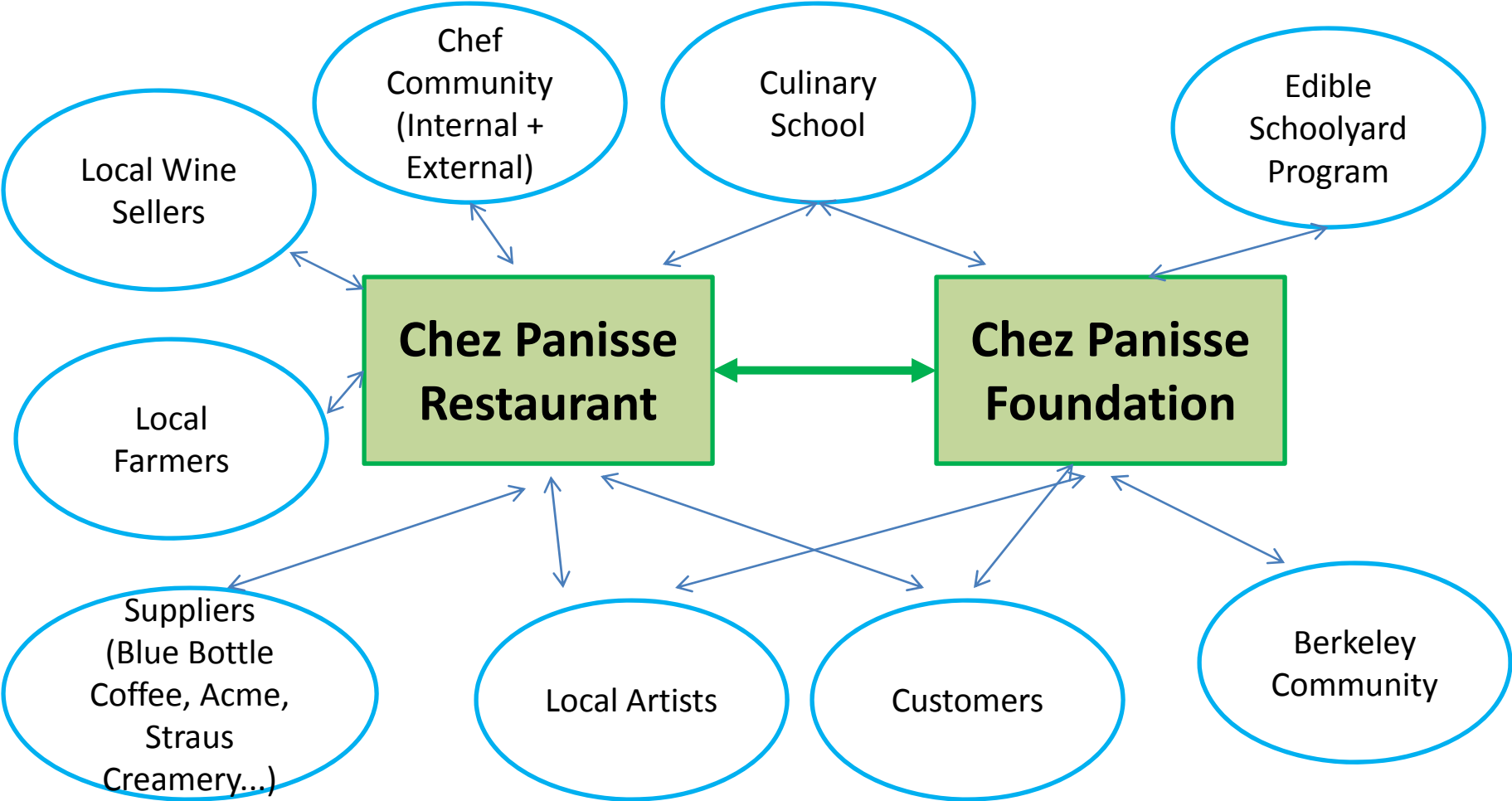
Chez Panisse Family Tree

Chez Panisse Background (3/3)

- Chez Panisse Foundation (since 1996)
 - Knowledge sharing with local communities
 - The edible schoolyard project
 - “No lunch left behind” initiative
- The White House Garden



Sustainable Growth: Partnership



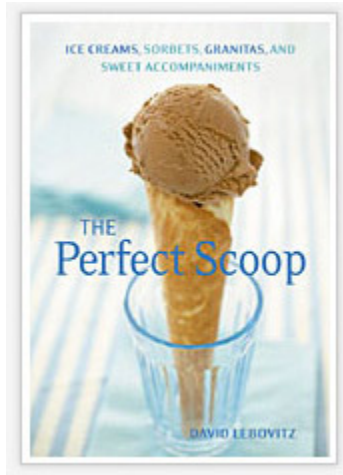


Co-Creation in the Conceptual Design



Needfinding

- Collaborating with local farmers and winery: Creating menu based on produces of local farmers and wine sellers
- Free time to be creative
 - Main Chefs: 6 month paid-vacation to teach in France and travel any part of the world
 - Café Chefs: Work 3 days a week and spend 2 days freely on grocery shopping and family, 4 month internship in Rome per year
 - Waiters: Have many opportunities for working in local community projects
- Listening to what customers want:



David Lebovitz,
the former Pâtissier of Chez Panisse

“The first time I 'got' caviar was at Chez Panisse and it was gift our favorite customer, Jean. ...



She often brought us lavish gifts and once she arrived with a huge tin of Iranian caviar.”

http://www.davidlebovitz.com/archives/2008/02/chez_petrossian.html

Co-Creation in the Conceptual Design



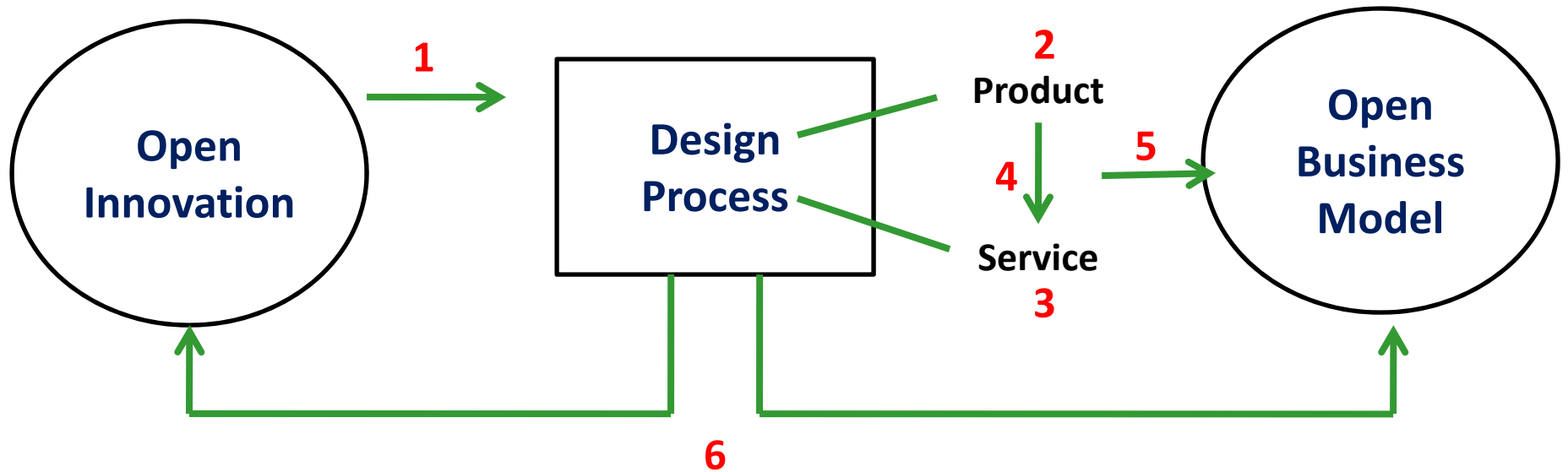
- Alumni super chefs networking
 - Although they left Chez Panisse, they do a lot of cooking exchanges with Chez Panisse. Sometimes they come to the restaurant and exchange ideas as guest chefs.
- Working with local artists
 - As they host many events, they brainstorm the menu concept with local artists including painters, clothing artists, musicians, etc.

Co-Creation in the Conceptual Design



- Cook for each other
 - When chefs have free time, café chefs and main chefs cook for each other to try new menus

Future Research Directions



**QUESTIONS?
COMMENTS?**

