

KNOW-HOW BLOCK PRODUCT

DESIGN

ALKS

BUSINESS

Conference



Henryk Stawicki Change Pilots



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Creating value your clients really need. Using what already exists.

Change Pilots / Henryk Stawicki, Justyna Turek, Maciej Otrębski



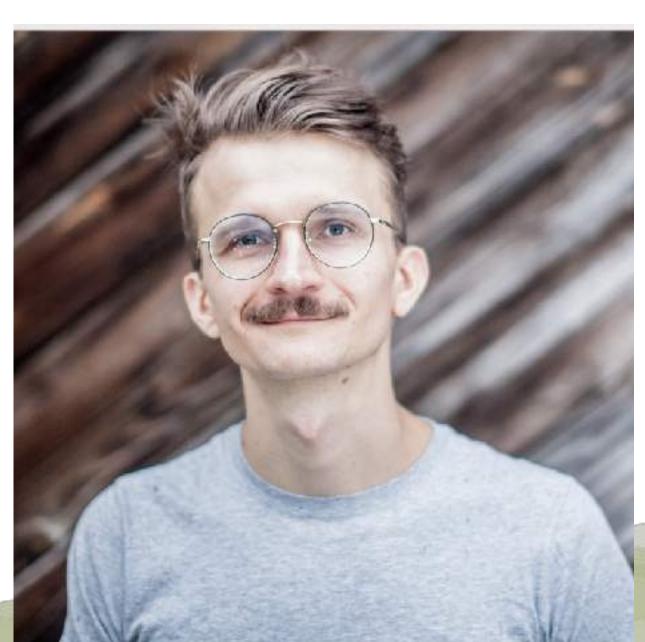
create value your clients really need







CHANGÈ PILOTS our perspective







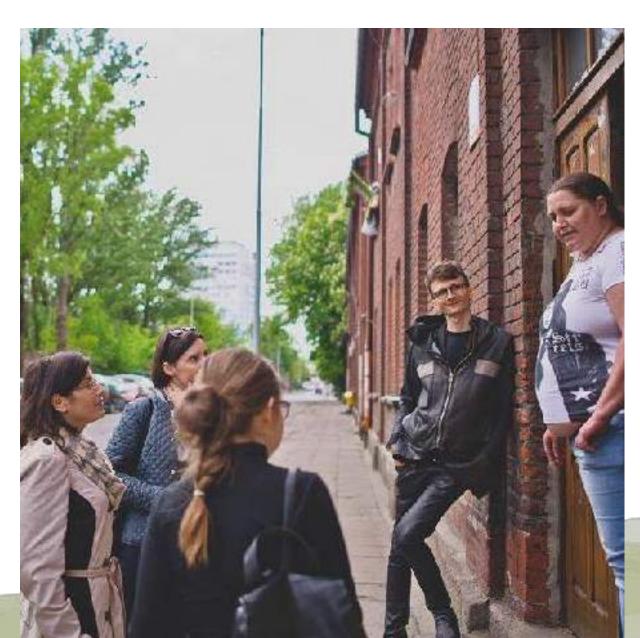
design strategy pilot

creative process pilot

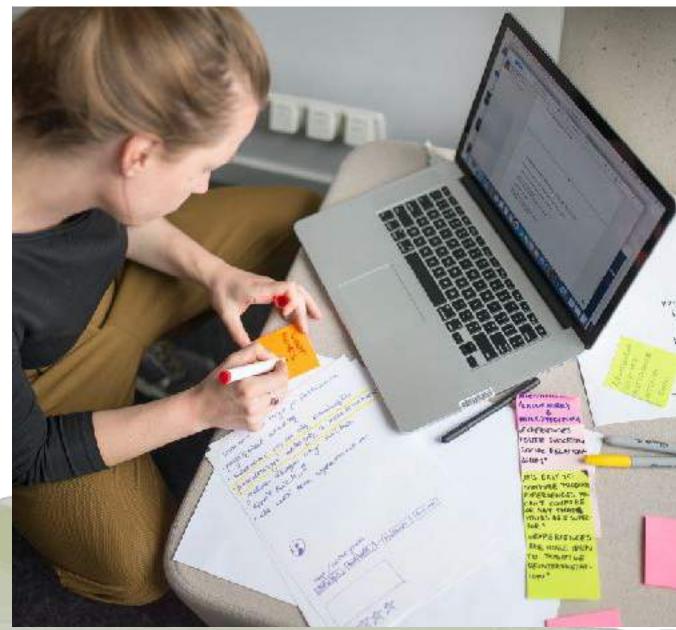
communication design pilot

CHANGÈPILOTS

we are consultants, strategists & designers







inspired by rapidly changing human needs & surroundings

CHANGÈPILOTS strategic design put us in a key role



when working on novel products, services & strategies







Navigating the process of change



'May you live in interesting times'

寧為太平犬,莫做亂離人

Curse

change

interesting times = constant change



change is the only constant

change

it's VUCA time

OLATILE - react quickly to constant changes that are unpredictable and out of your control.

UNCERTAIN - take action without certainty.

OMPLEX - dynamic environment. Cause and effect relationship is unclear.

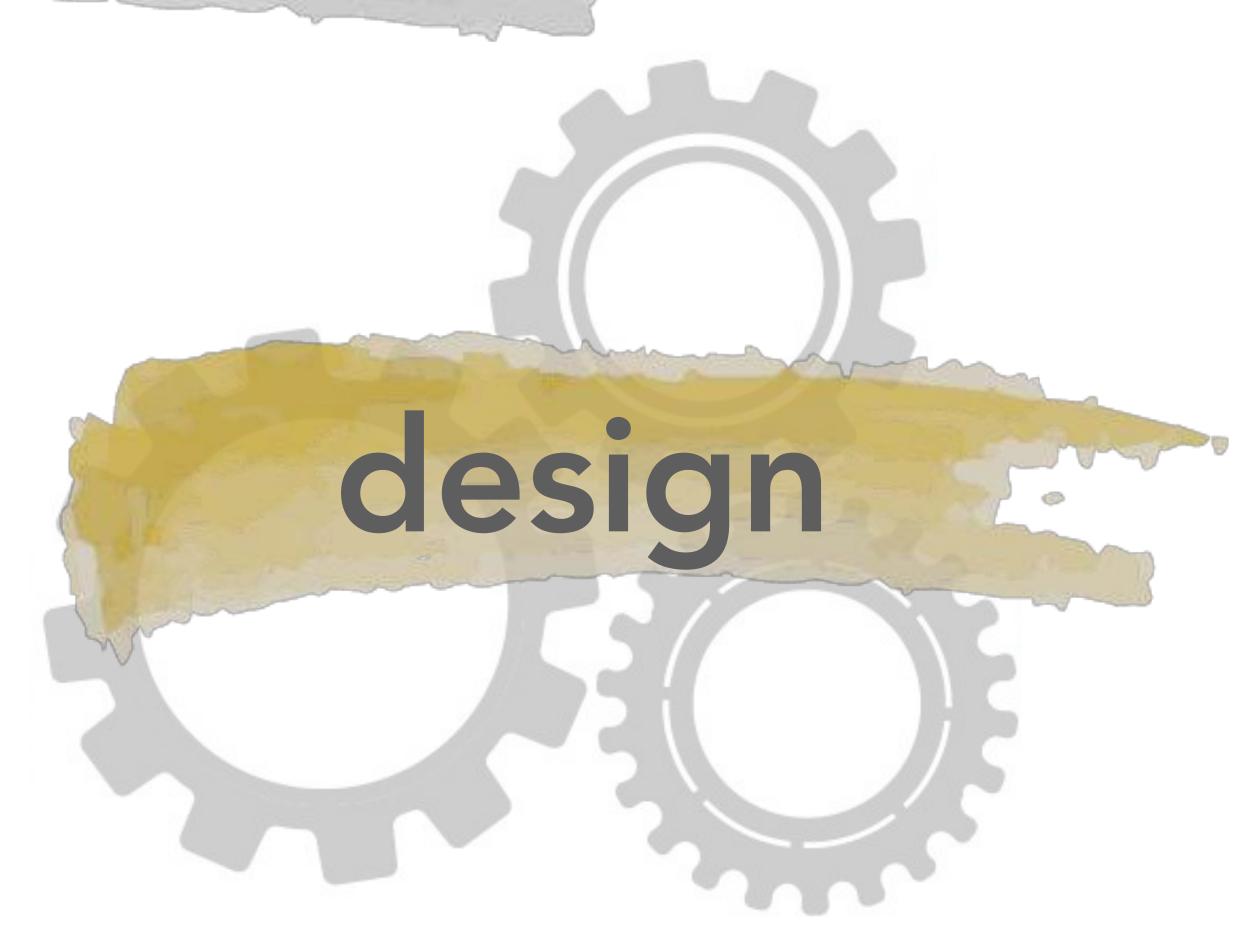
MBIGUOUS - unfamiliar environment, outside of your expertise.

change design as a response to change

Changes in consumers needs & expectations

Changes in technology design Changes in business models & strategy

change an opportunity for new, better solutions

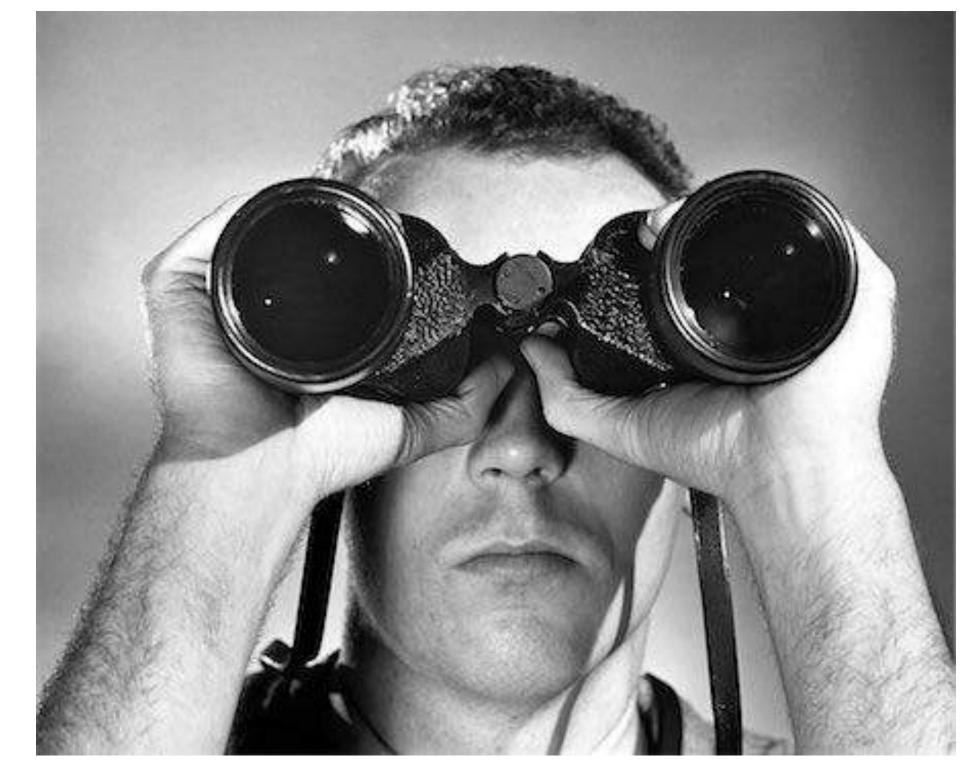




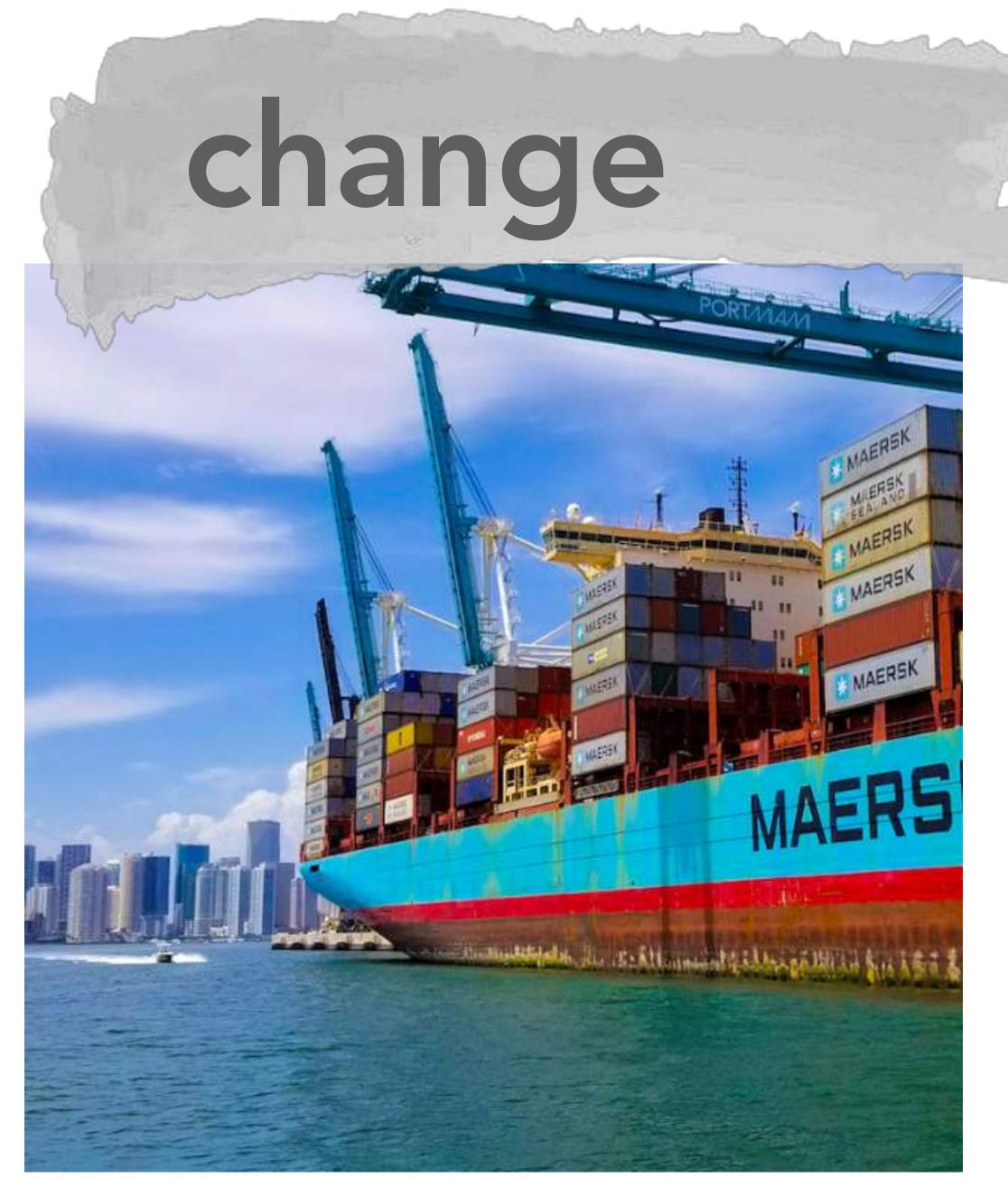
human creativity is the ultimate economic resource



creative entrepreneurs & entrepreneurial designers



are the change agents in the new economies





"Ultimately, this is not just about shipping; it's about how we manage steel as a resource globally" - Jacob Sterling, Maersk Line

case: Bad Steel vs.
Good Steel

Source: Ellen McArthur Foundation





Change:

- steel industry gets climate impact pressure and requirements.
- volatility in both steel and fuel prices.
- shipping industry needs a reliable supply of low-cost steel.



Source: Ellen McArthur Foundation







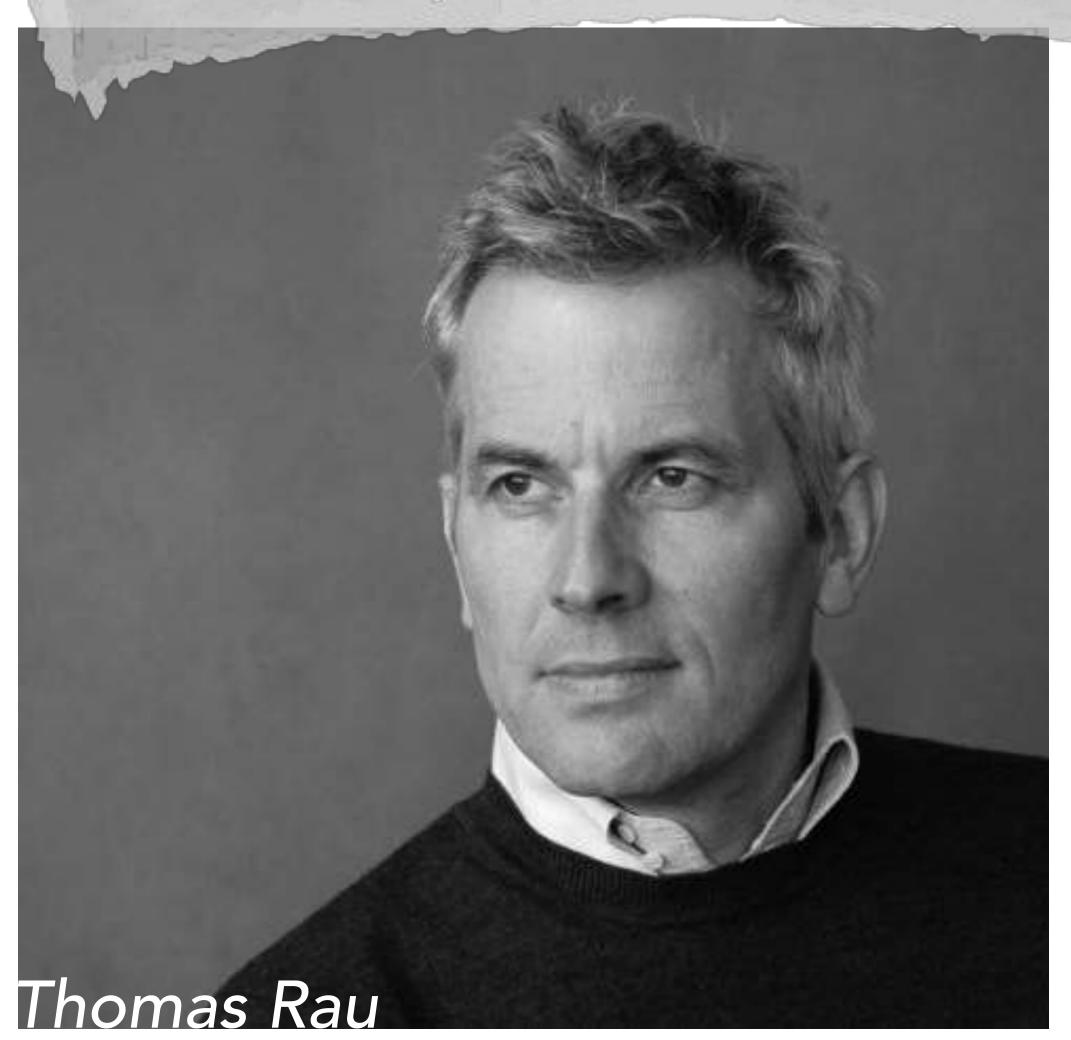
Solution:

- Maersk prepares ships for quality steel recycling in the design phase by developing Passports.
- Gains greater control over the materials they use,
- Ultimately make new ships from old.

using Product Passports to improve the recovery & reuse of shipping steel



change



"every building is a material depot"

"waste is material without an identity"



What design can do?



design thinking



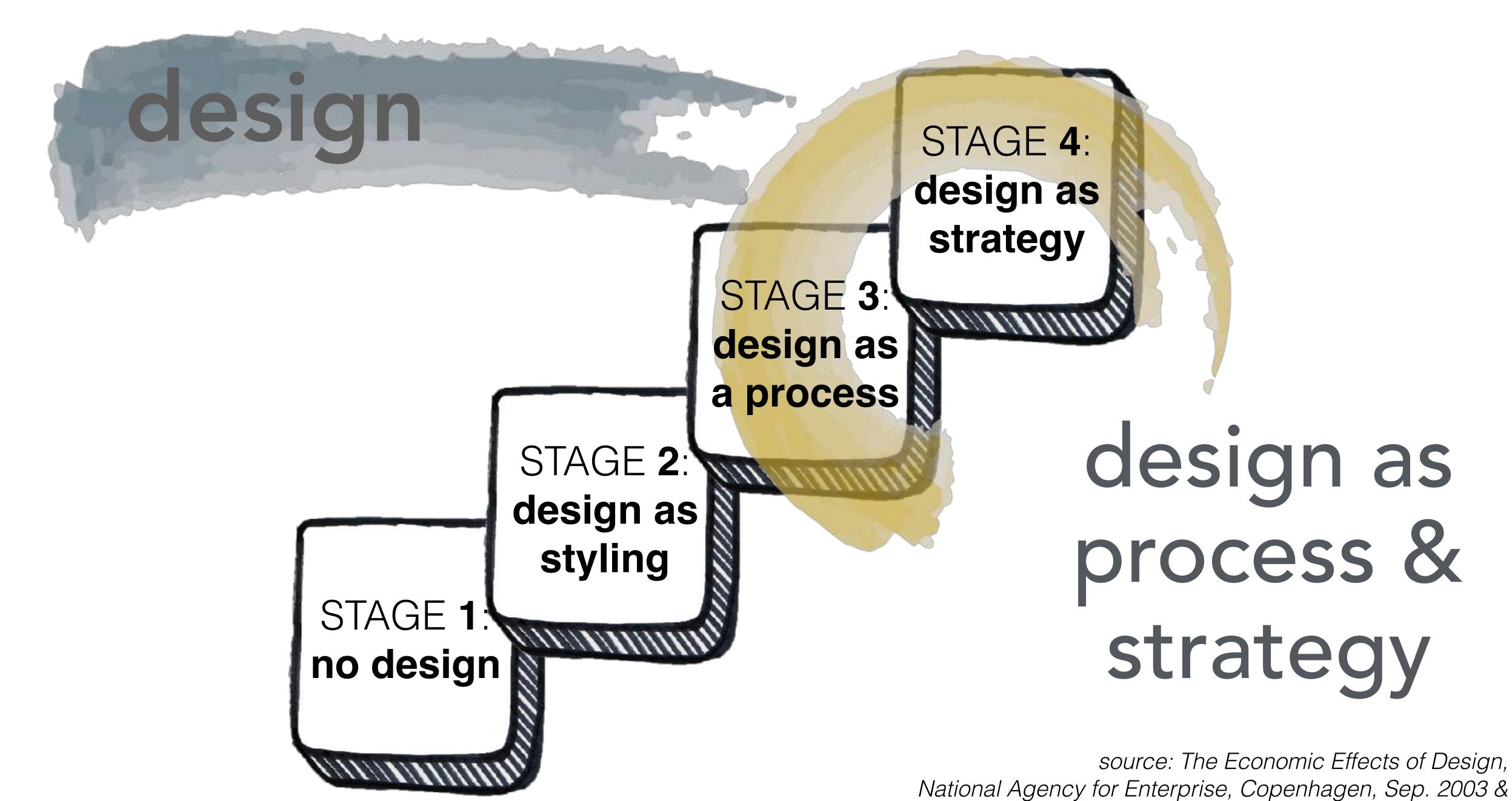


the same old results





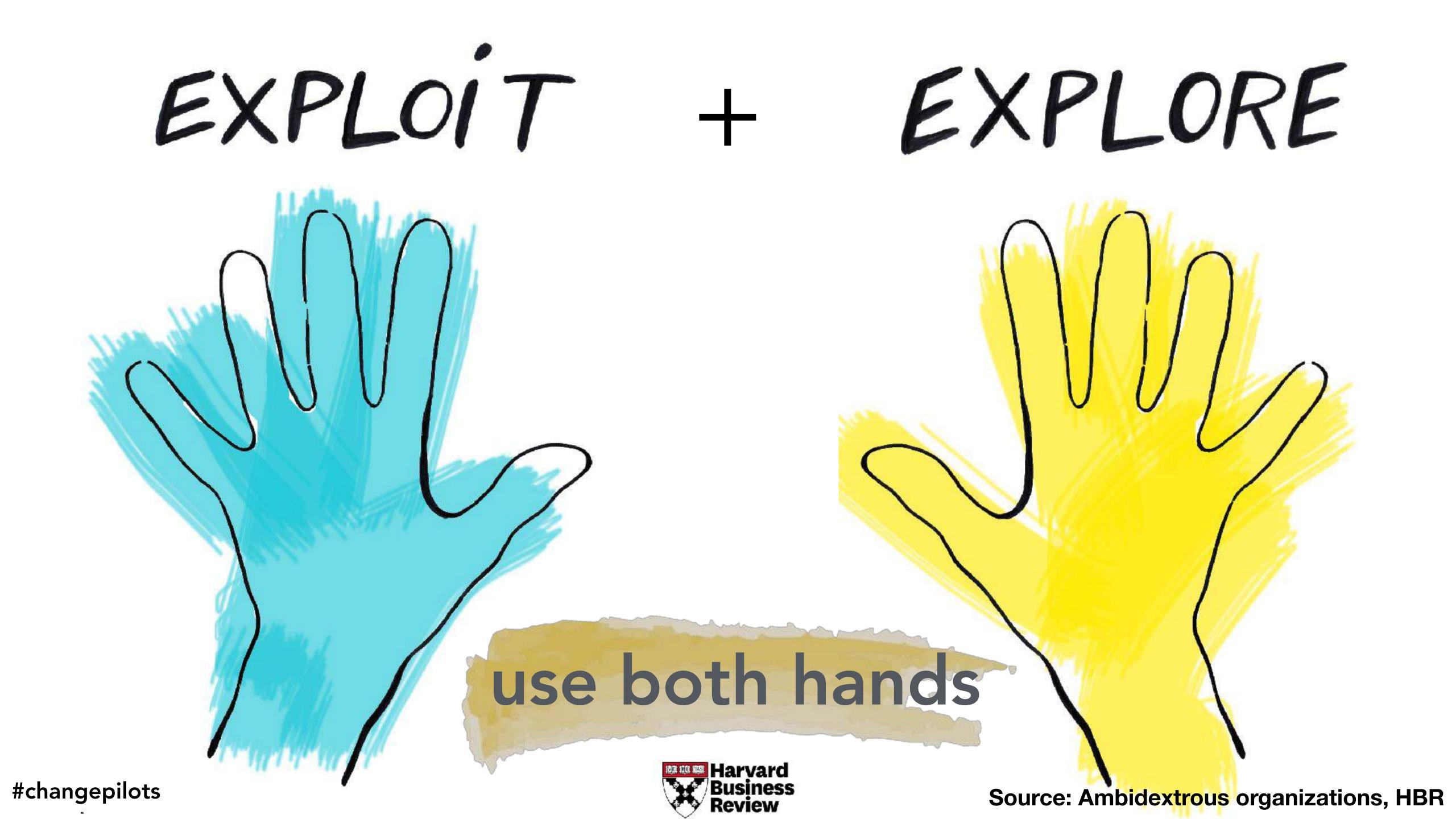
"design is a behavior not a department"



Design Creates Value, National Agency for Enterprise, Copenhagen, Sep. 2007.



working strategically with design is the most powerful for firms that can't compete on costs





How to design right product?



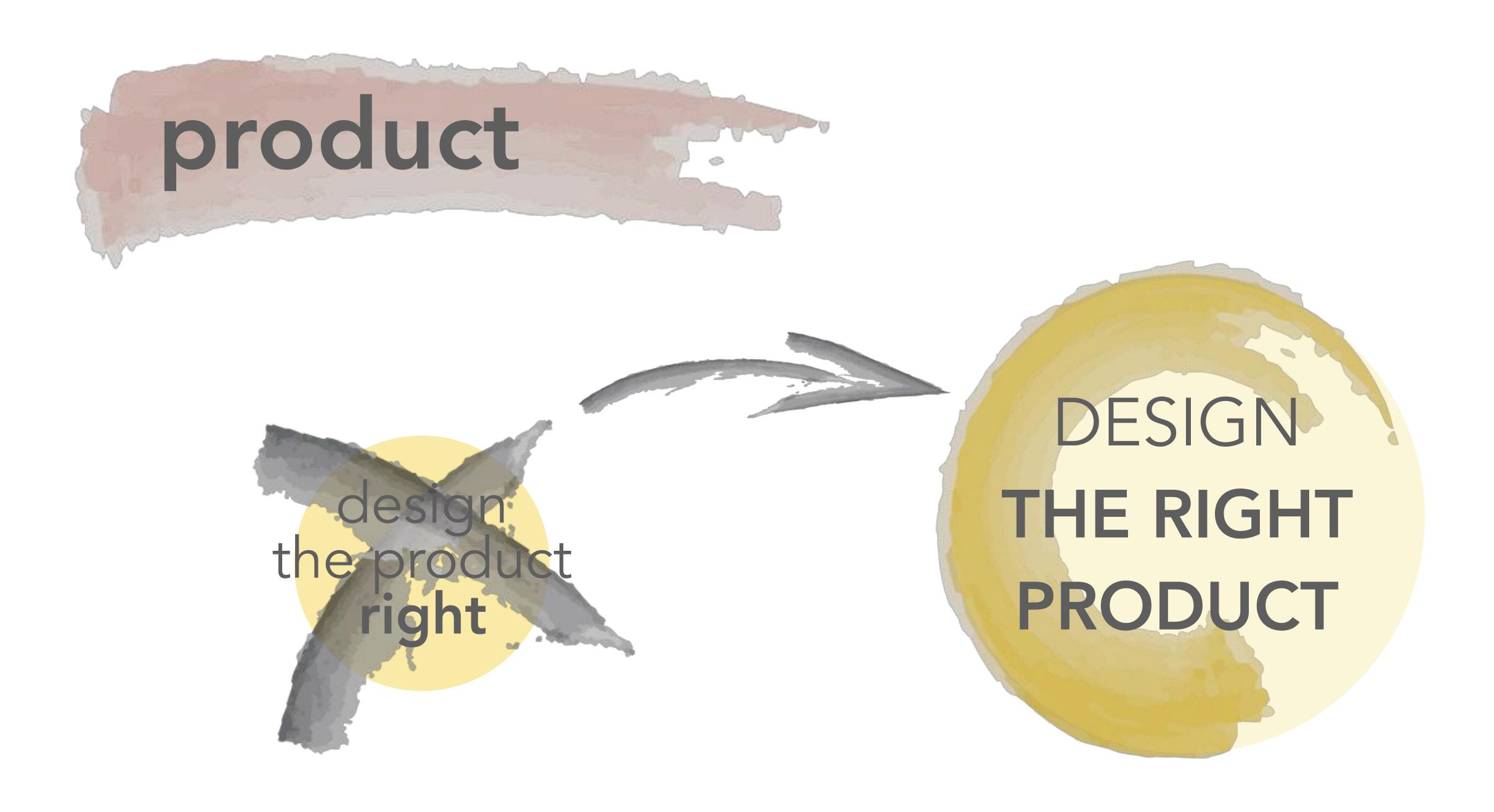
strategic design is a part of a organization's vision



designed product is a manifestation of that vision



product is a tangible touchpoint of design



product





product furniture

84 cm Y- Back VARIOUS CAMES OF REAL

tylko



case: produce only what is needed

#changepilots

product furniture

tylko



case: produce only what is needed

#changepilots

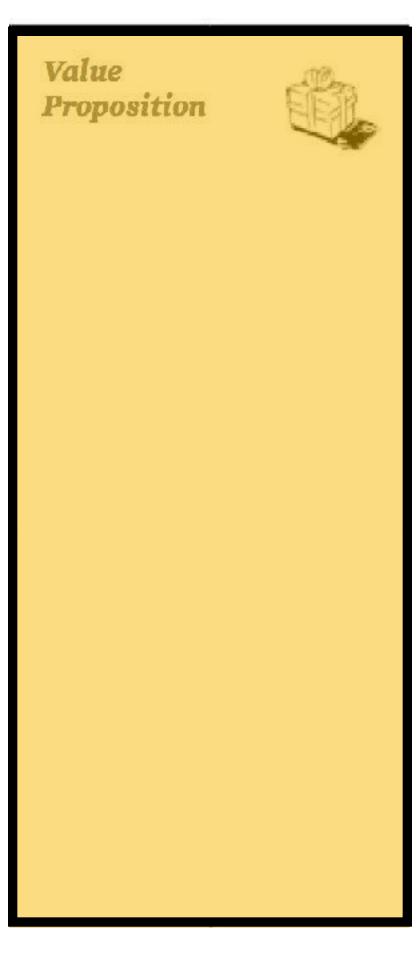


what do people really need?

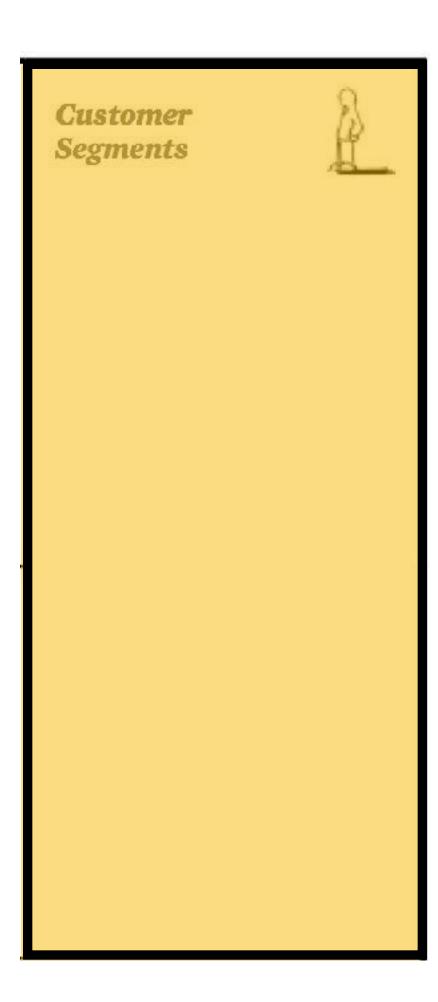


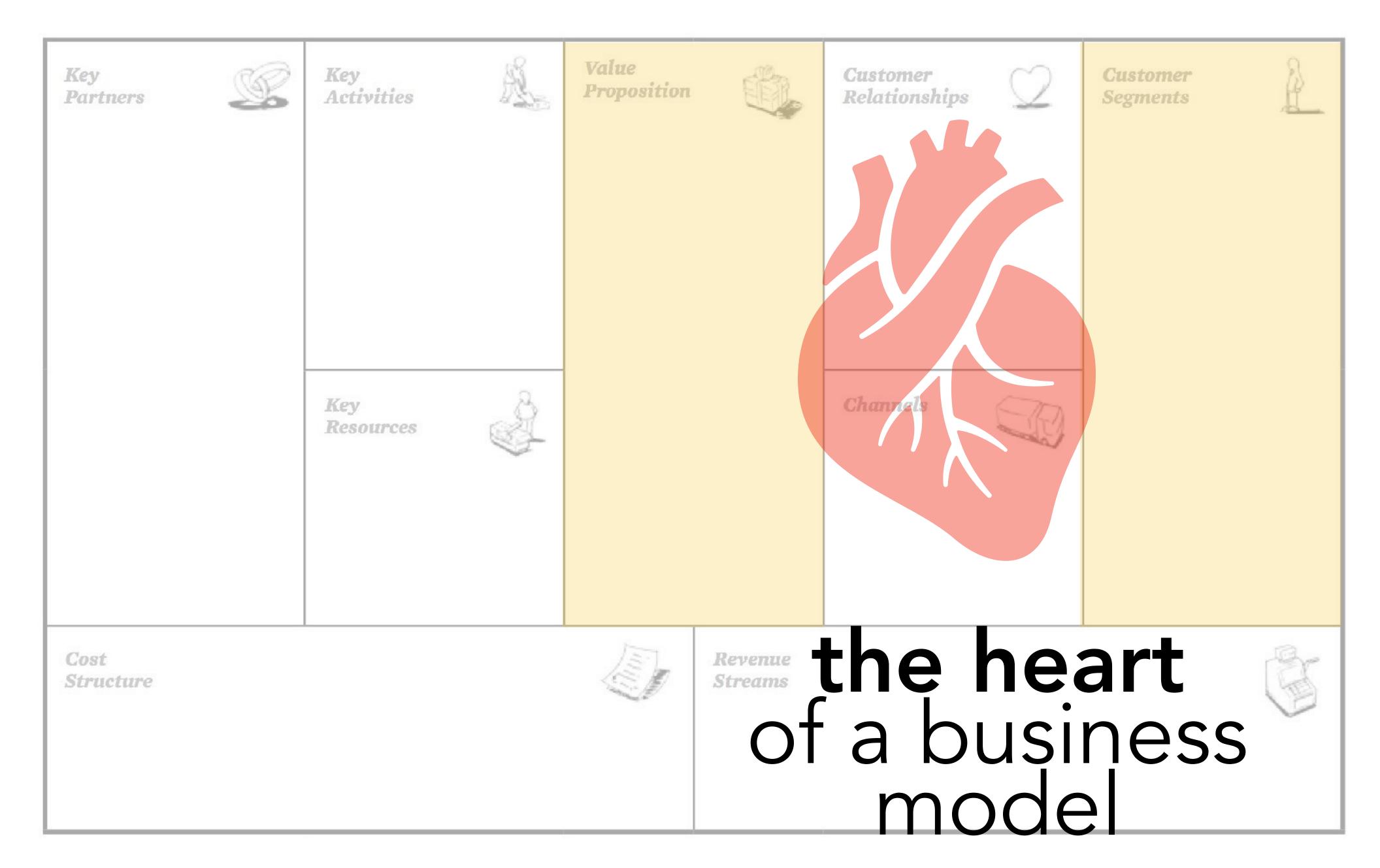
people don't need your product

product-market fit

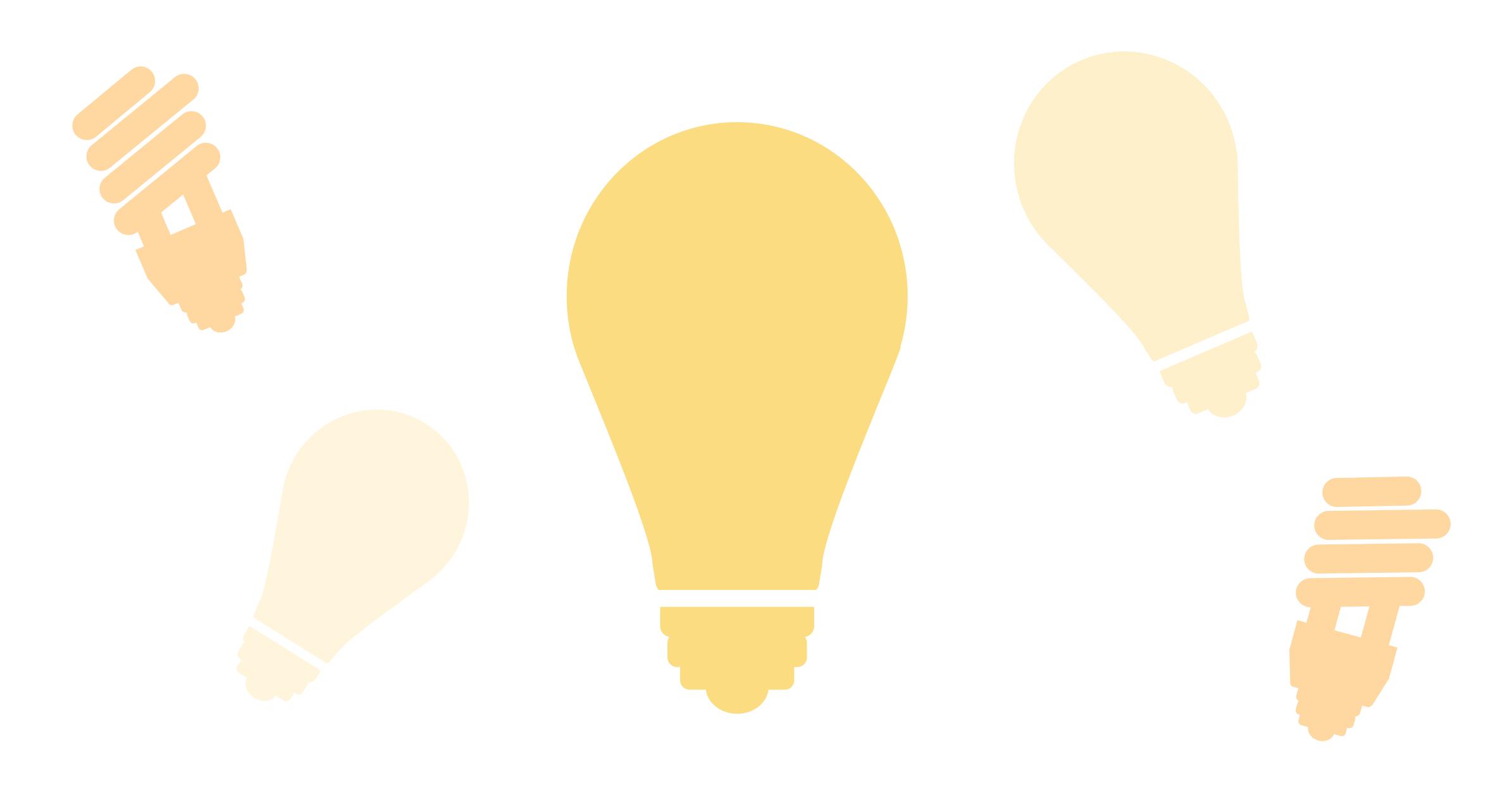


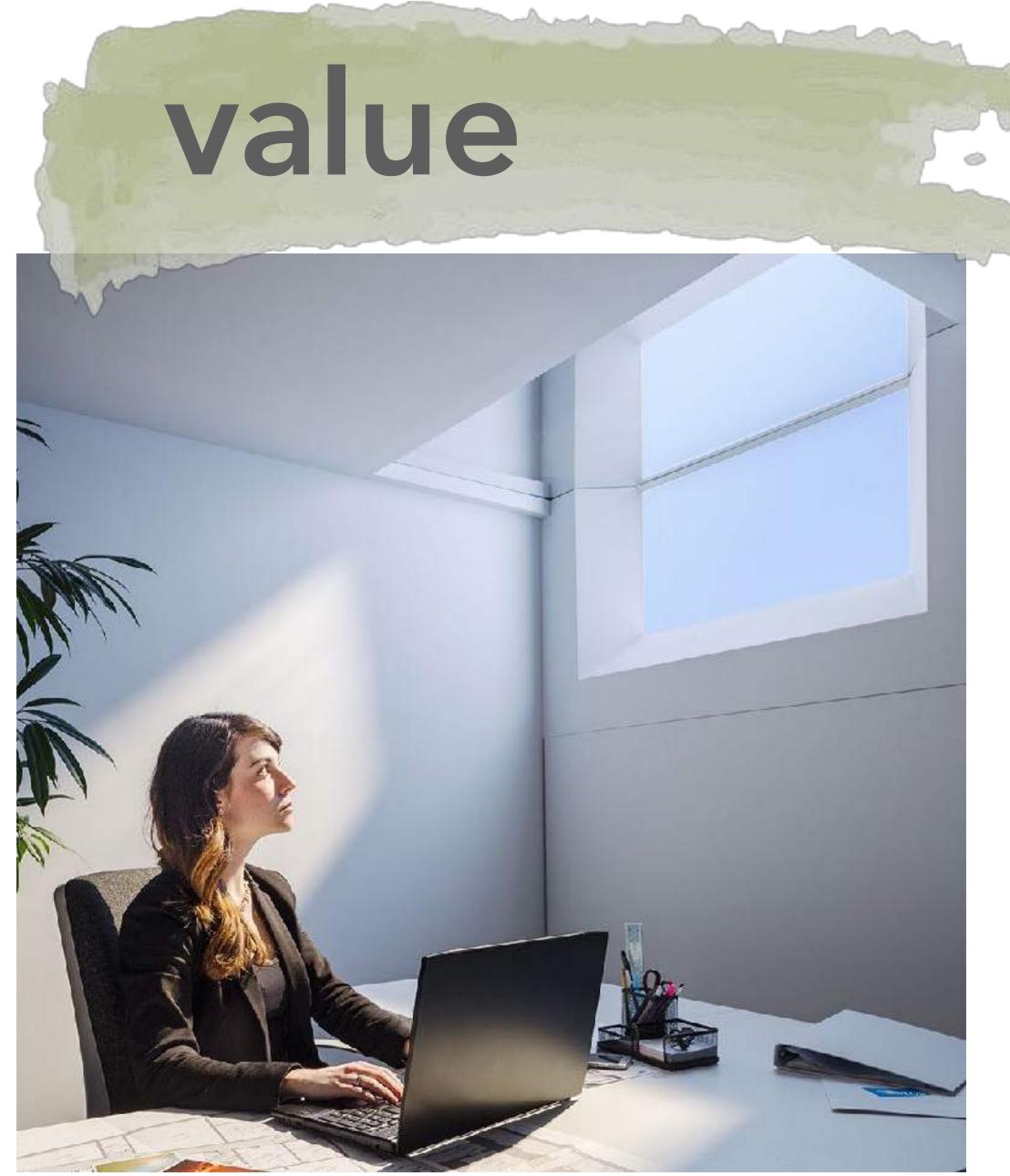






Source: Alexander Osterwalder, <u>businessmodelcanvas.com</u>



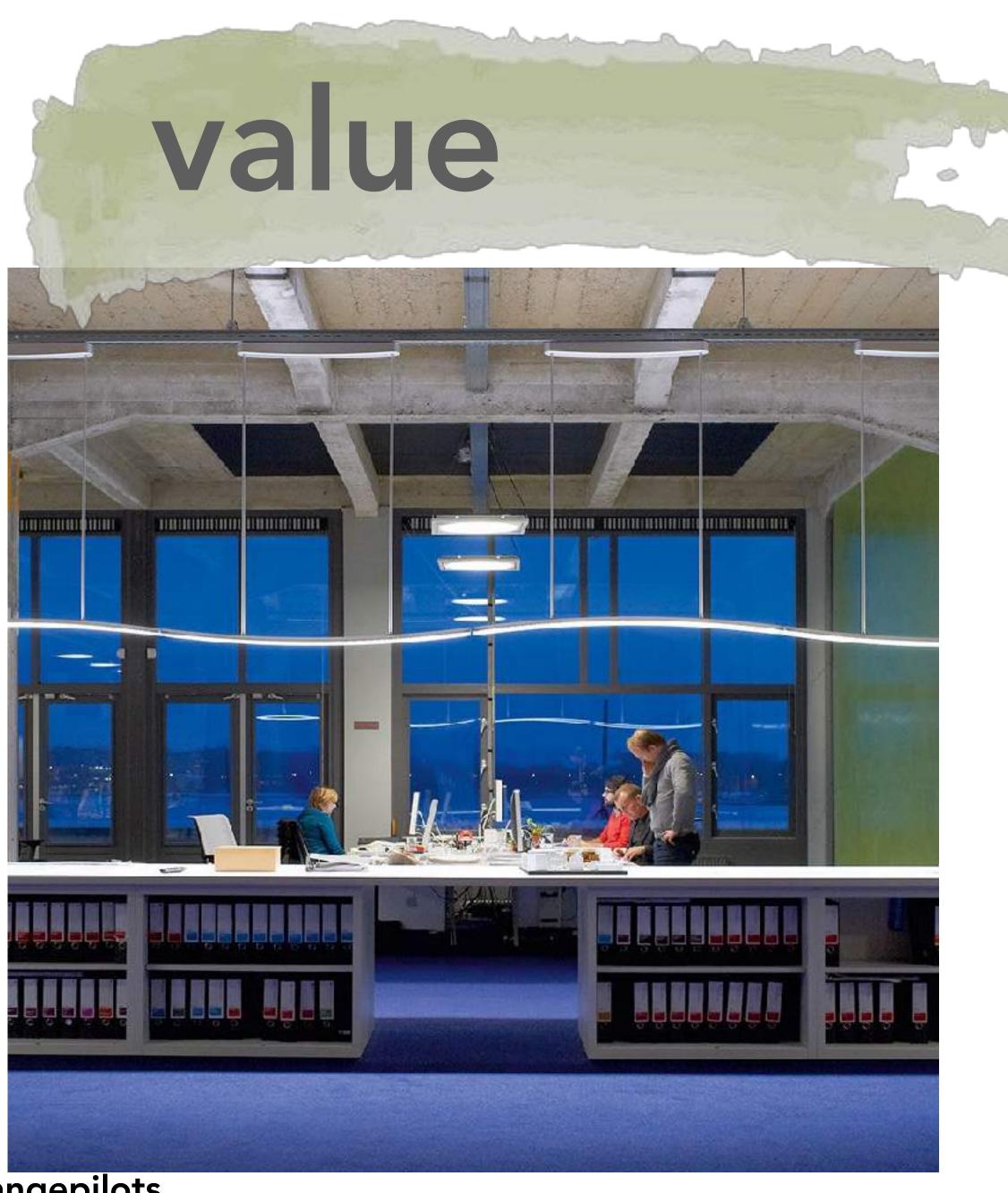




"reducing the anxiety one feels when closed in; underground or in windowless areas"



Source: coelux.com



PHILIPS Pay-per-Lux

"providing the exact amount of light for workspaces and rooms that employees need when using them for specific tasks no more, and no less"

case: service flip to Light-as-a-service

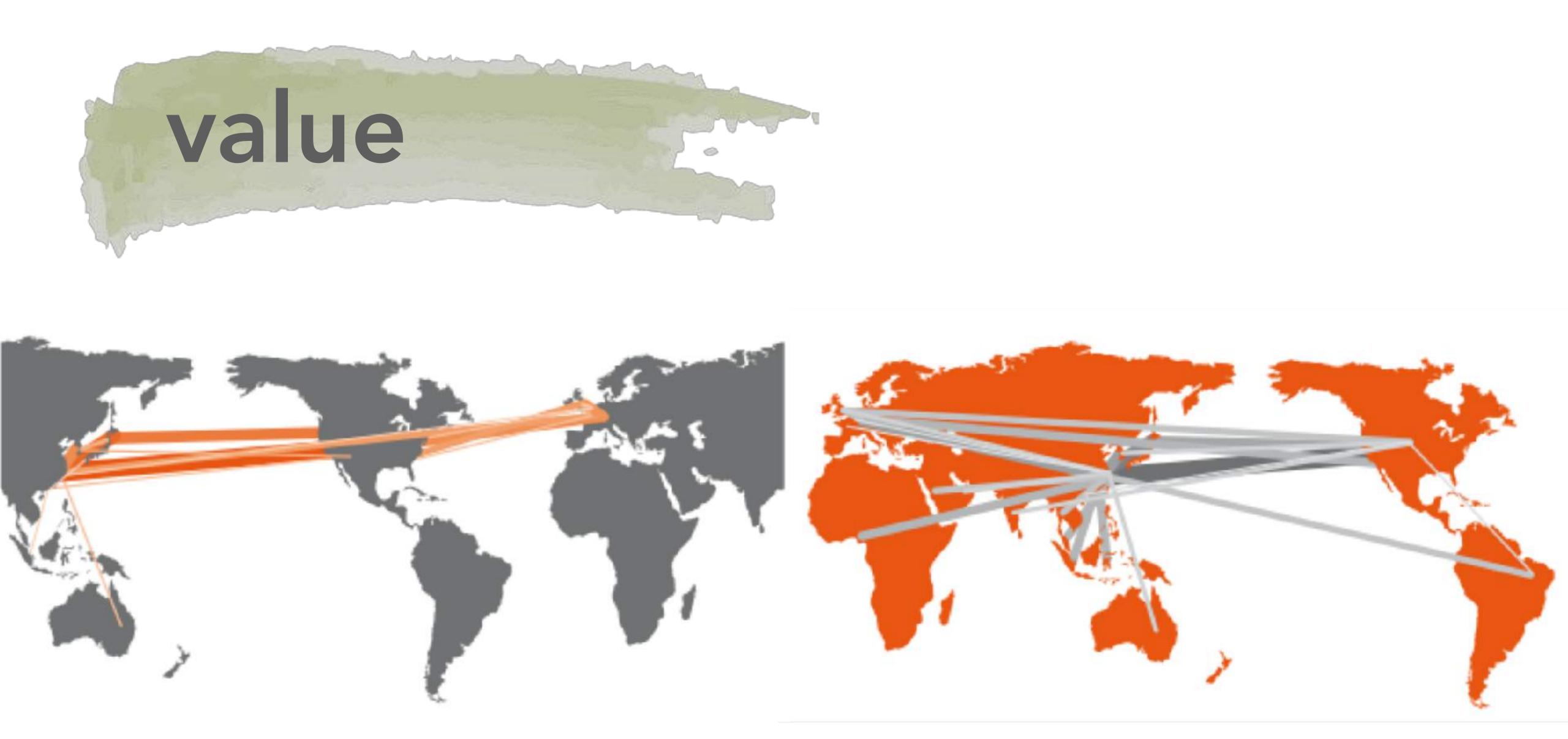
value



PHILIPS Pay-per-Lux

"providing the exact amount of light for workspaces and rooms that employees need when using them for specific tasks no more, and no less"

case: service flip to Light-as-a-service



top sea bilateral trade in 2010 (western centric)

top sea bilateral trade in 2030 (sino centric)

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Source: Global Marine Trends 2030 - Lloyd's Register



top sea bilateral trade in 2030 (sino-centric)

the rise of emerging countries, new consumer classes & resource demands



top sea bilateral trade in 2030 (sino-centric)





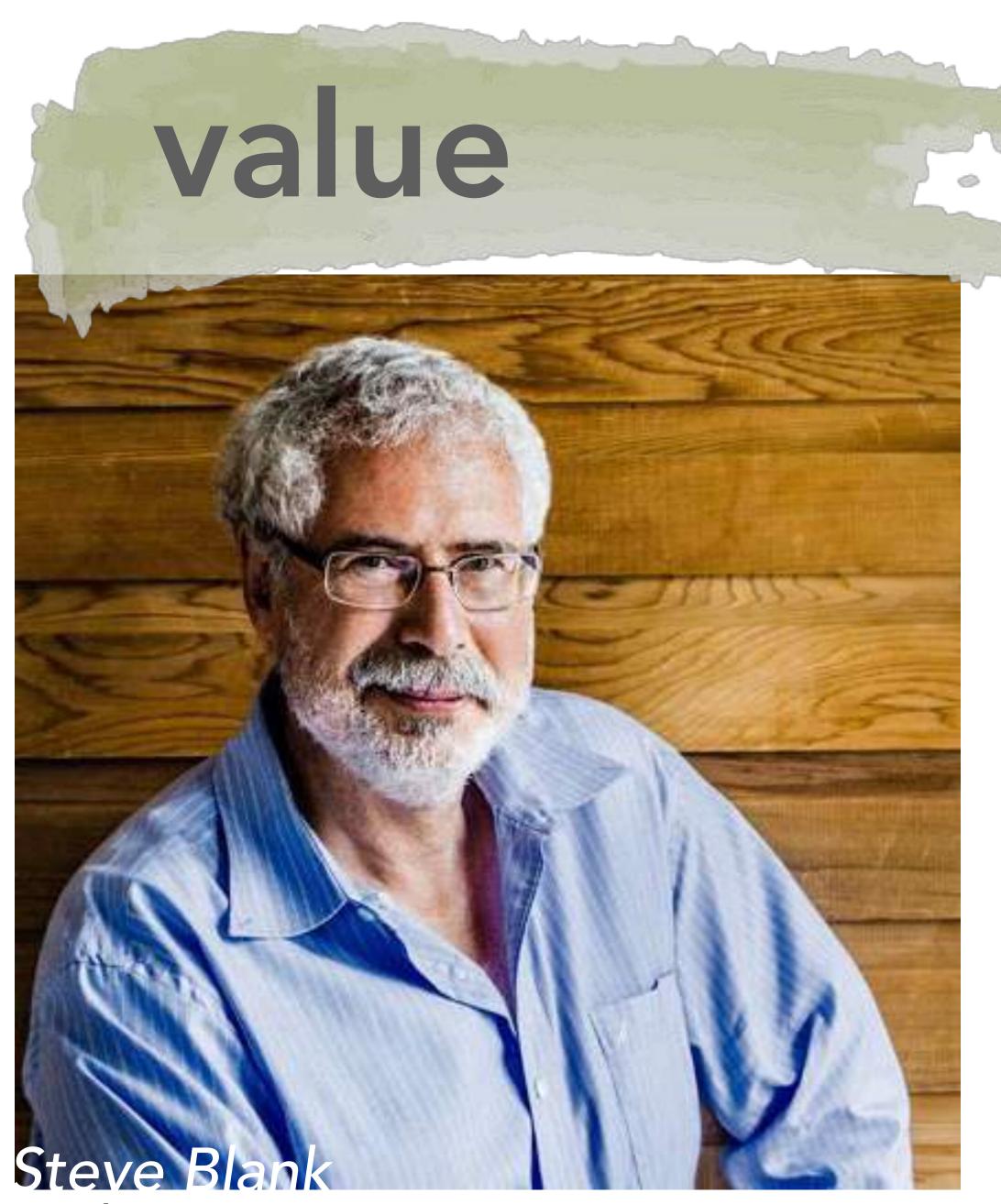
top sea bilateral trade in 2030 (sino-centric)

newtype of user needs new type of value expected

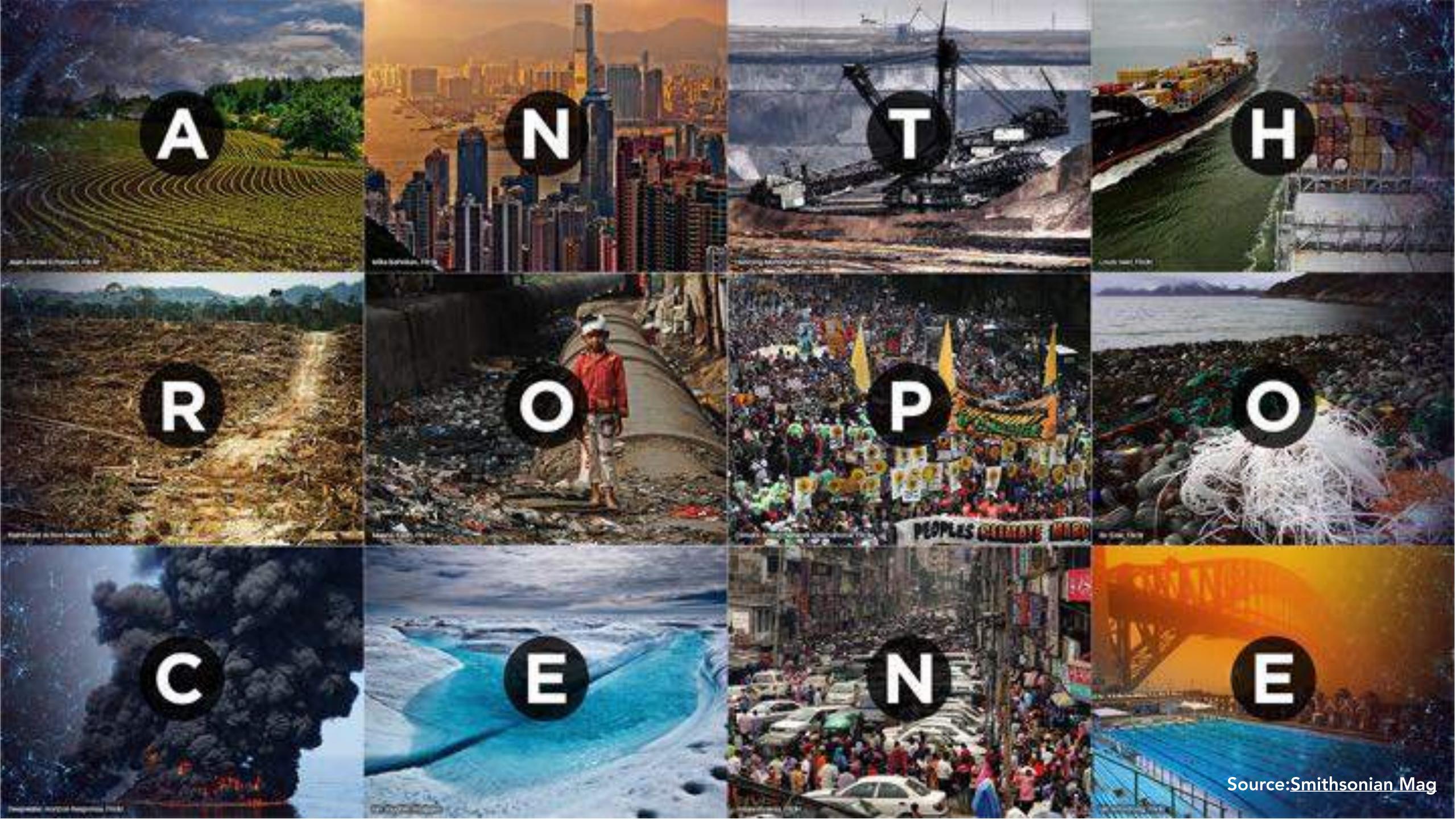




source innovation & experts in their needs. They are our investors.



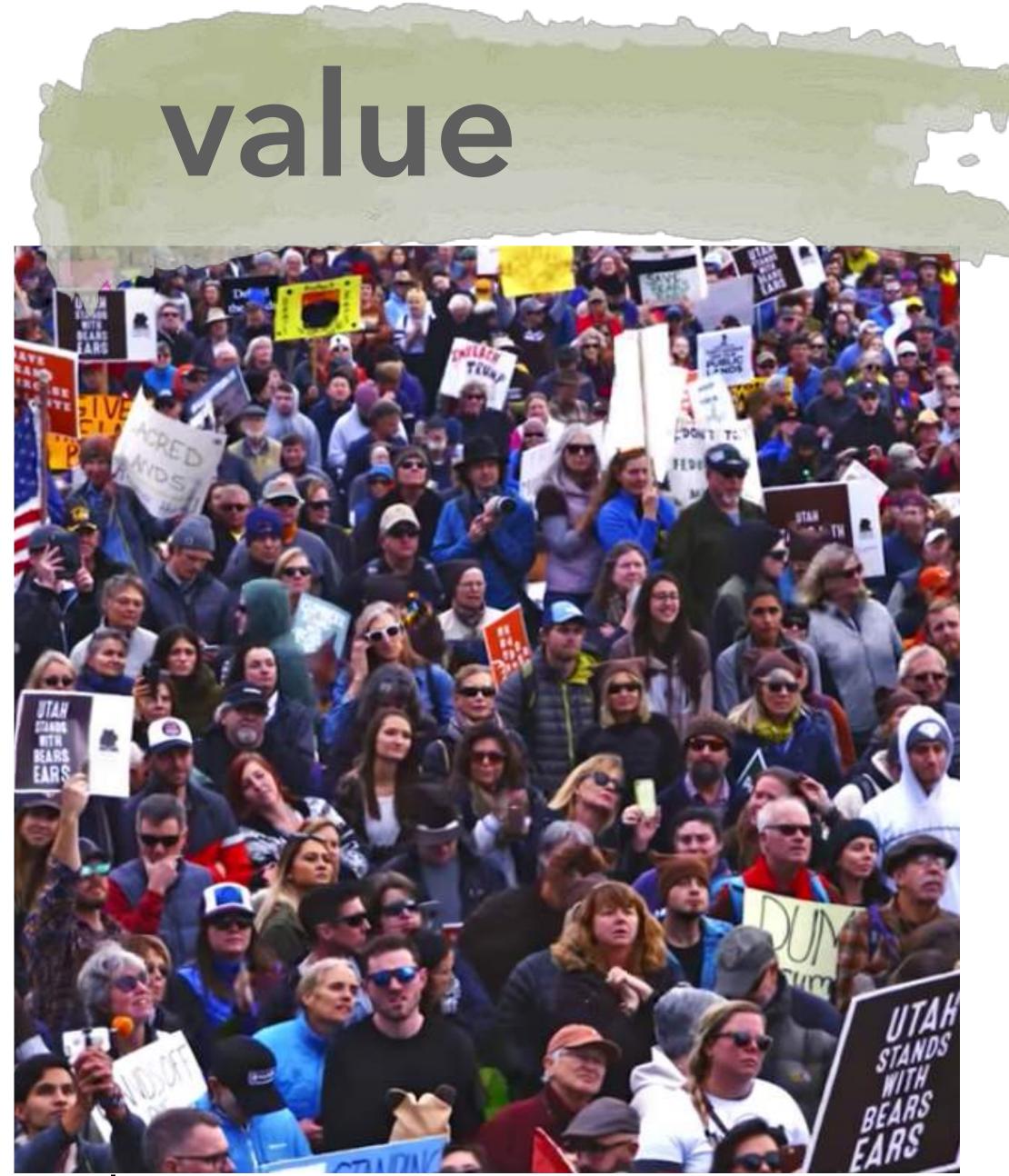
"You are not smarter than your customer"





what do anthropocene era people really need?







"We're in business to save our home planet" founder Yvon Chouinard

Patagonia Action Works

"leaders are followers"

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do we really need to design completely new things?





"An idea is just a new combination of old elements. Not new elements.
Just new combinations"





"What if we create less new things & instead smarter use what already. is available..?"

Source: Zacheta Art

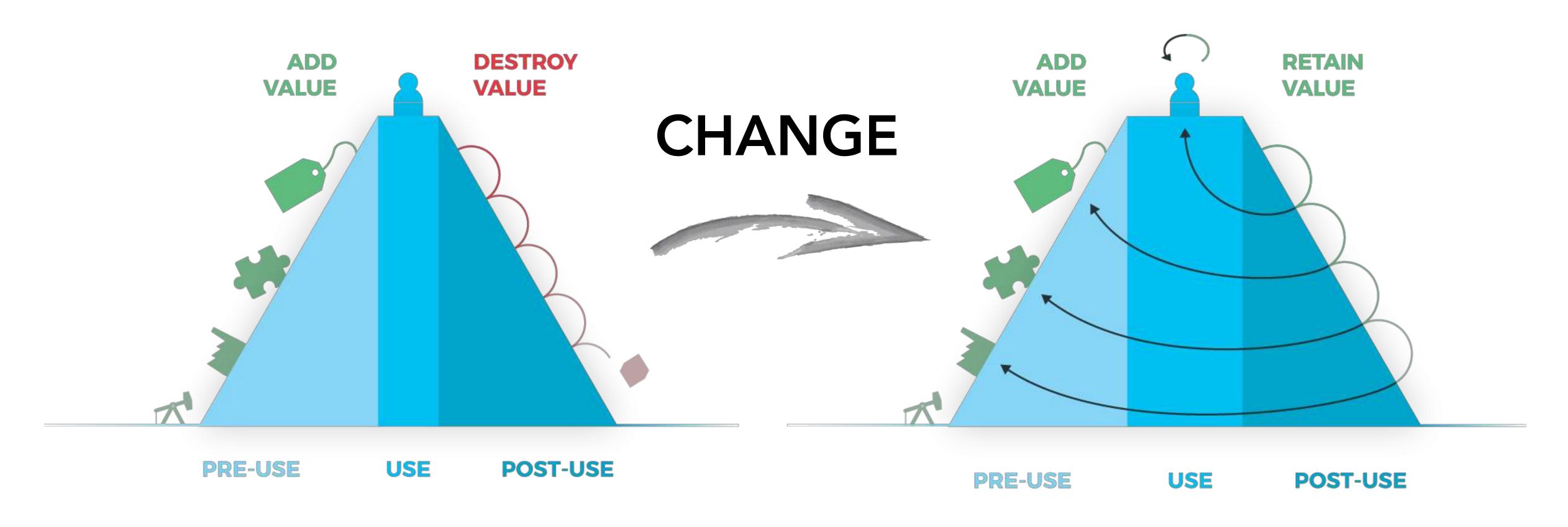


SURPLUS economy

creates new value propositions for people, their surroundings & for business



circular design as an opportunity for new solutions, deep change in how products are designed



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Source: <u>circularocean.com</u>



Change: Raw resources become more problematic & might be more expensive than reclaimed ones.

Plastic ocean pollution is a burning problem followed by new fast-paced legislations.

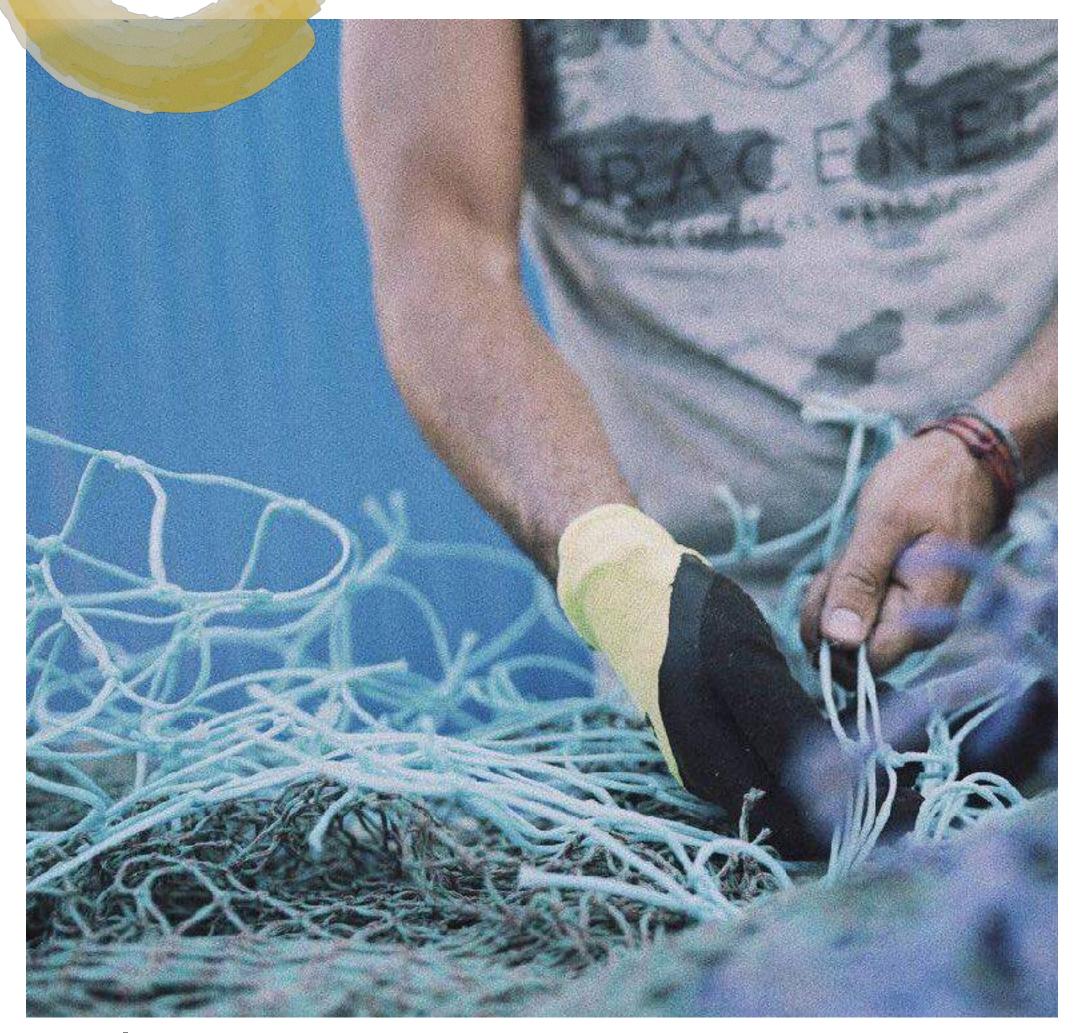
Plastic product manufacturers (such as fishing net manufactures) might become responsible for the post-consumer waste.



#changepilots

Source: nofir.no



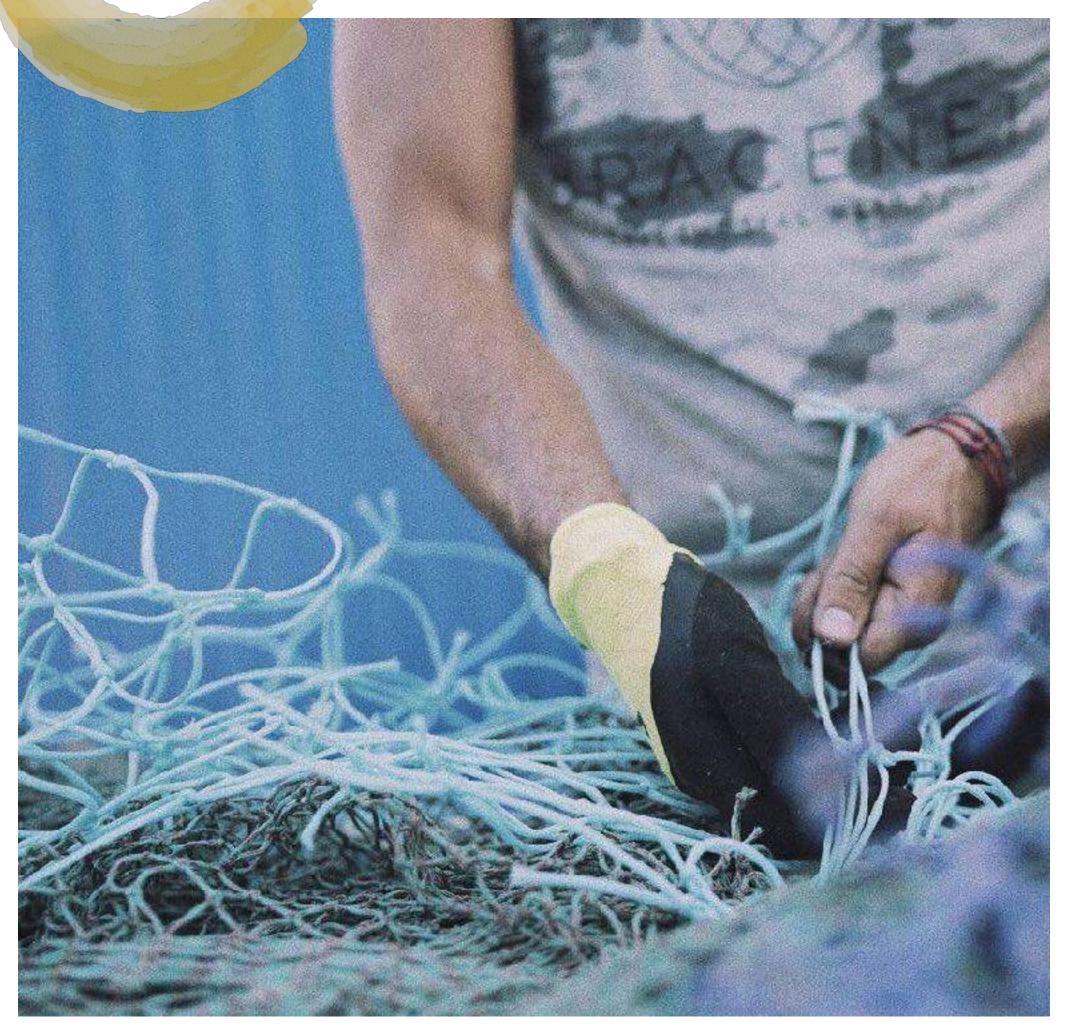


<u>Solution</u>: System for collecting discarded equipment & creating new, valuable products like clothes, furniture, carpets & others.

case: new material sources

#changepilots

Source: nofir.no



Change: Growing demand for high quality protein in the aquaculture sectors.

Feed is produced in a way that depends on finite resources & leads to environmental degradation.

Huge volume of organic waste, expensive to dispose, leads to harmful methane emissions.

case: saving our seas, one factory at a time







Solution: Nutrient-recycling capacity of the black soldier fly larvae. Organic waste converted into high quality protein for aquaculture in a very short time period.

case: saving our seas, one factory at a time



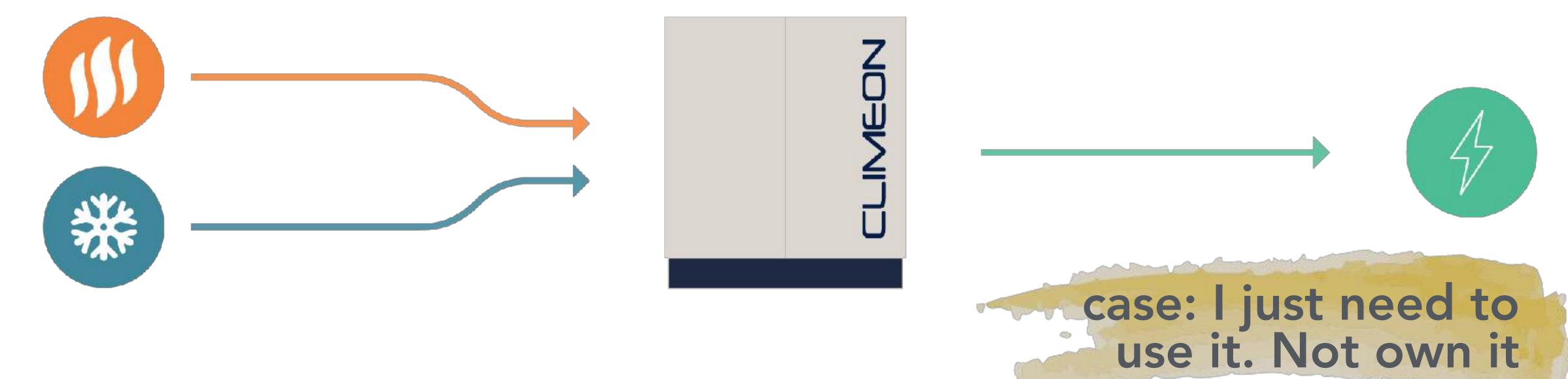
<u>Change</u>: Pressure for green shipping, high & unstable fuel prices. Also, up to 50%* of energy lost in combustion.

case: I just need to use it. Not own it





<u>Solution</u>: Energy-as-a-Service based on a plug-in product. Don't own or pay for the product. Only pay for the energy used.



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Source: <u>climeon.com</u>





"He/She who plants a coconut tree, plants food & drink, vessels & clothing, a home for himself & a heritage for his children"

-South Seas saying-

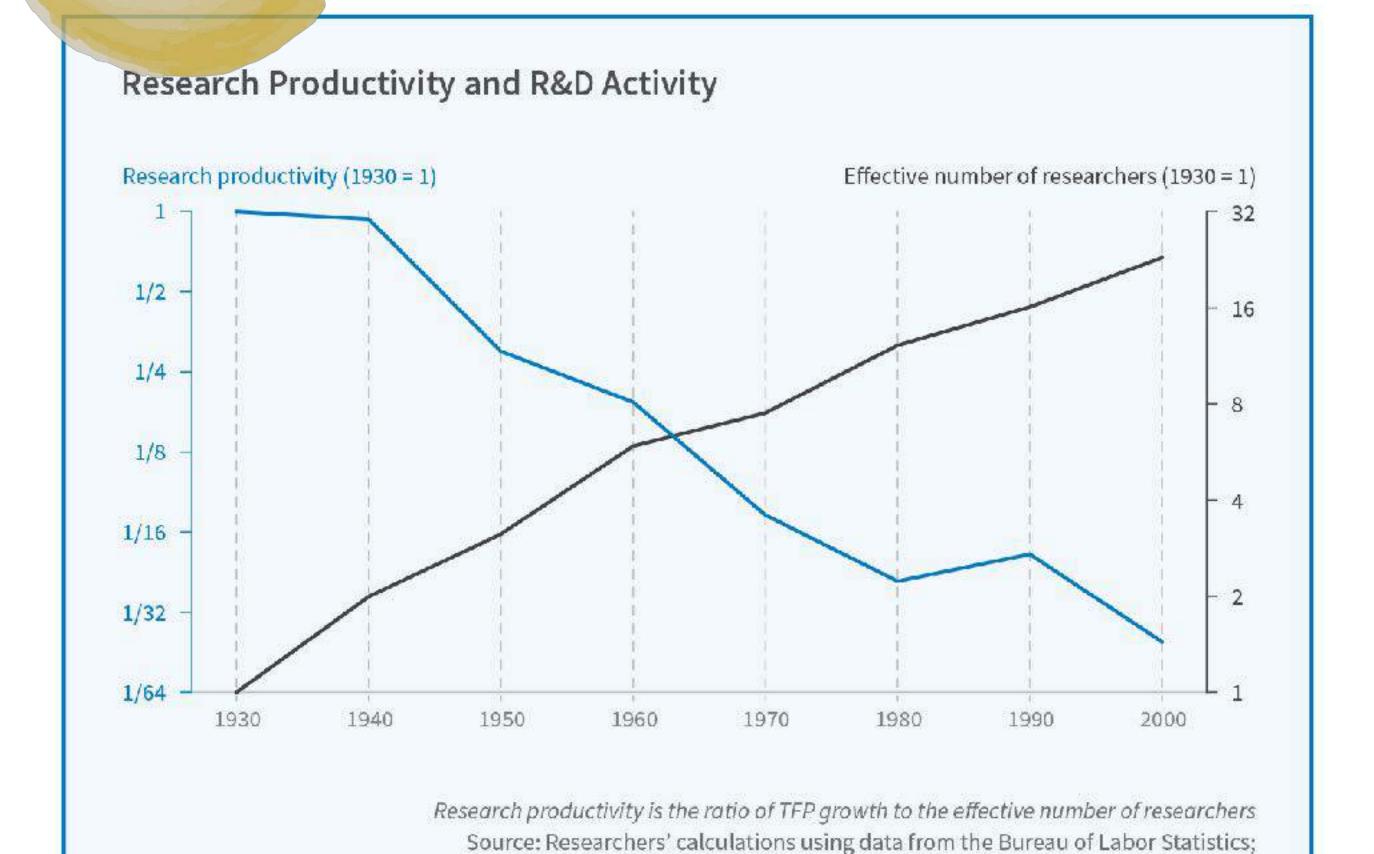
case: waste as value

#changepilots

Source: <u>cocopallet.com</u>

how to deliver value in business without making new products?





Robert Gordon, The Rise and Fall of American Growth: The US Standard of Living since the Civil War;

and the Bureau of Economic Analysis

Research productivity has been declining

Inspiration: Fernanda Torre

Source: Are Ideas Getting Harder to Find? (NBER Working Paper No. 23782), Nicholas Bloom, Charles I. Jones, John Van Reenen, and Michael Webb



products are vehicles for experience

(interaction, usability, emotions)

these can be designed using human-centered design methods





Experiences are less prone to disadvantageous comparisons.

Experiences are more open to positive reinterpretation

Inspiration: Fernanda Torre

Source: Van Boven, L. (2005). Experientialism, materialism, and the pursuit of happiness. Review of General Psychology, 9(2), 132-142.















Dish Size
Antenna Weight
Equipment Cost
Minimum Subscription Plan
Maximum Subscription Plan
Maximum Download
Maximum Upload
Voice Calls (to US)

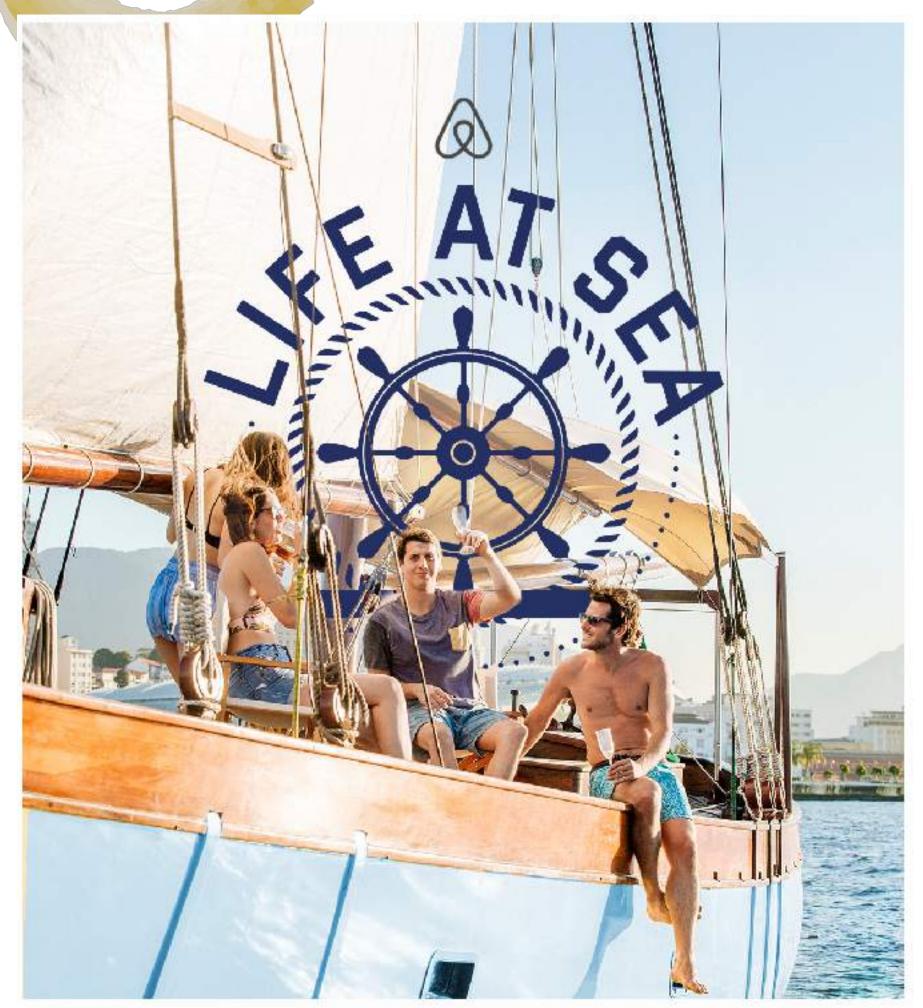
512 kbps \$0.07/minute North America, South America, Caribbean, Northern Atlantic, Europe, Africa, Coverage Mediterranean, Asia, Indian Ocean, Australia, Northern Pacific

KVH V11 KVH V7 60 cm 110 cm 58 lbs 240 lbs \$30,000 \$62,000 \$1,199/Month \$1,199/Month \$15,999/Month \$15,999/Month 4 mbps 3 mbps 1 mbps \$0.07/minute North America, South America, Caribbean, Europe, Africa, Mediterranean, Asia, Indian Ocean, Australia, Northern Pacific

80 cm Marine VSAT 1 M Marine VSAT 83 cm 103 cm 199 lbs 280 lbs \$27,000 \$37,000 \$199/Month \$199/Month \$9,992/Month \$9,992/Month 4 mbps 4 mpbs 1 mbps 1 mbps \$0.05/minute \$0.05/minute North America, North America, Caribbean, Northern Northern Atlantic, Caribbean, Northern Atlantic, Europe, Atlantic, Europe, Africa, Africa, Mediterranean Mediterranean

60 cm Fleet Xpress 1 M Fleet Xpress 65 cm 103 cm 125 lbs 282 lbs \$30,000 \$46,500 \$1,399/Month \$1,399/Month \$9,900/Month \$9,900/Month 4 mbps 4 mbps 2 mbps 2 mbps \$0.05/minute \$0.05/minute North America, North America, South America, South America, Caribbean, Caribbean, Northern Atlantic, Northern Atlantic, Europe, Africa, Europe, Africa, Mediterranean, Mediterranean, Asia, Indian Asia, Indian Ocean, Australia, Ocean, Australia, Northern Pacific Northern Pacific

Source: <u>satphonestore.com</u>



Adventures on the water

Spot pods of dolphins, cast out a fishing line, and cruise Venice's famous canals with locals.



LOS ANGELES

Whale-watch in the Pacific Spot whales, dolphins, and sea lions off California's coast



VENICE

Learn to row a gondola

Pick up expert techniques to
navigate Venice's famous canals

Stay on a houseboat

Sleep with views of the water out your window by booking one of these unique floating homes.

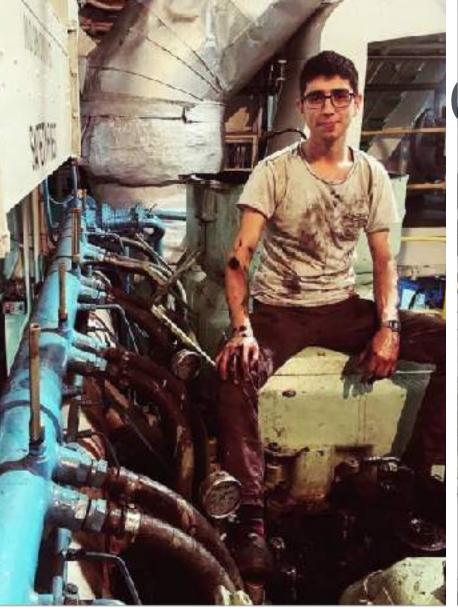




case: book experiences

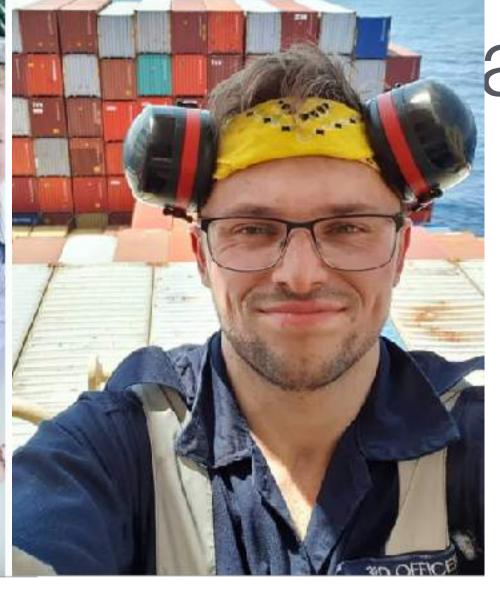
#changepilots

Source: airbnb.com







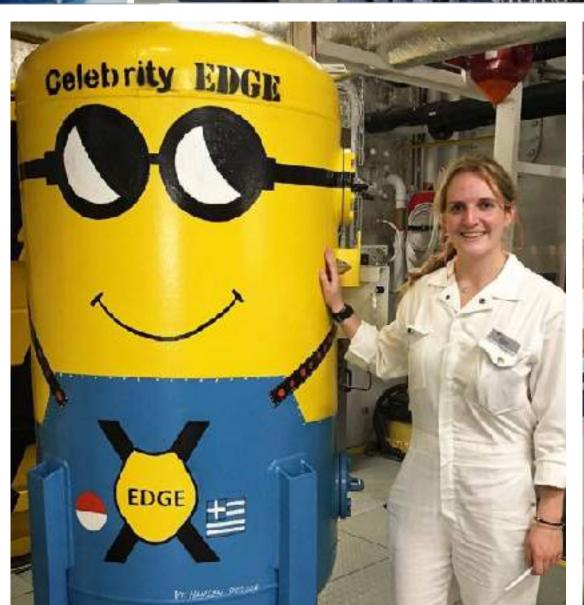














"I am human & nothing human is alien to me"



