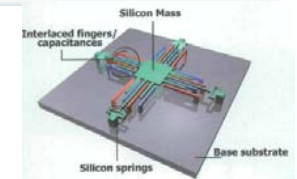
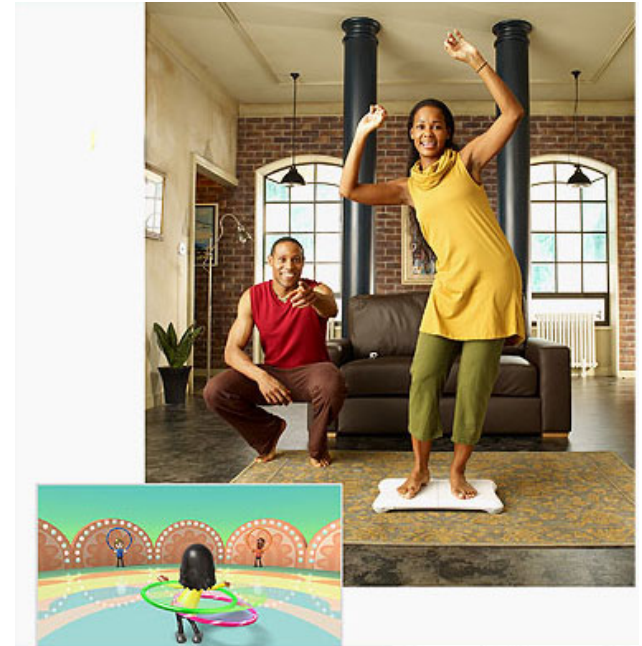




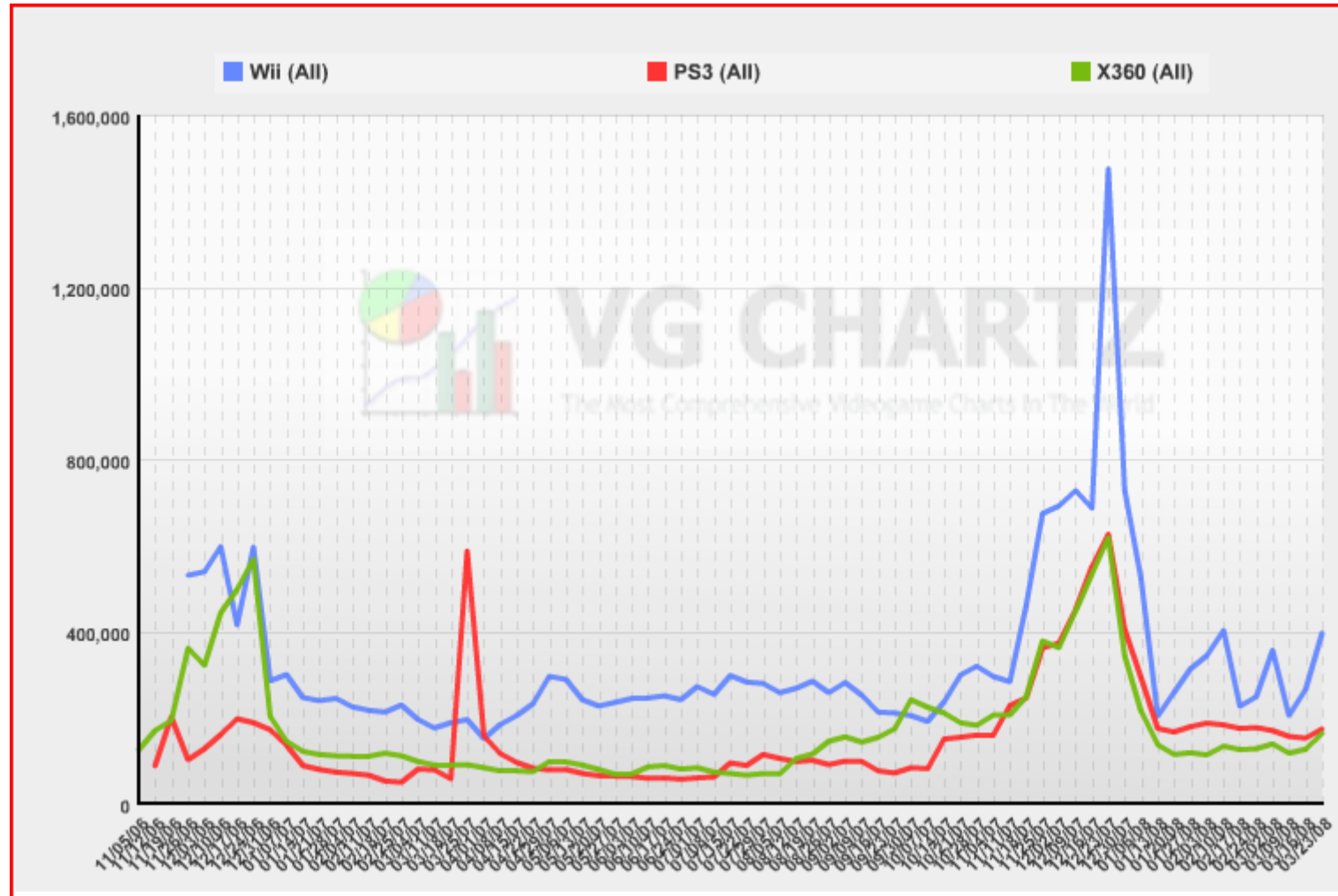
# I servizi a supporto dell'utilizzo del design

Roberto Verganti

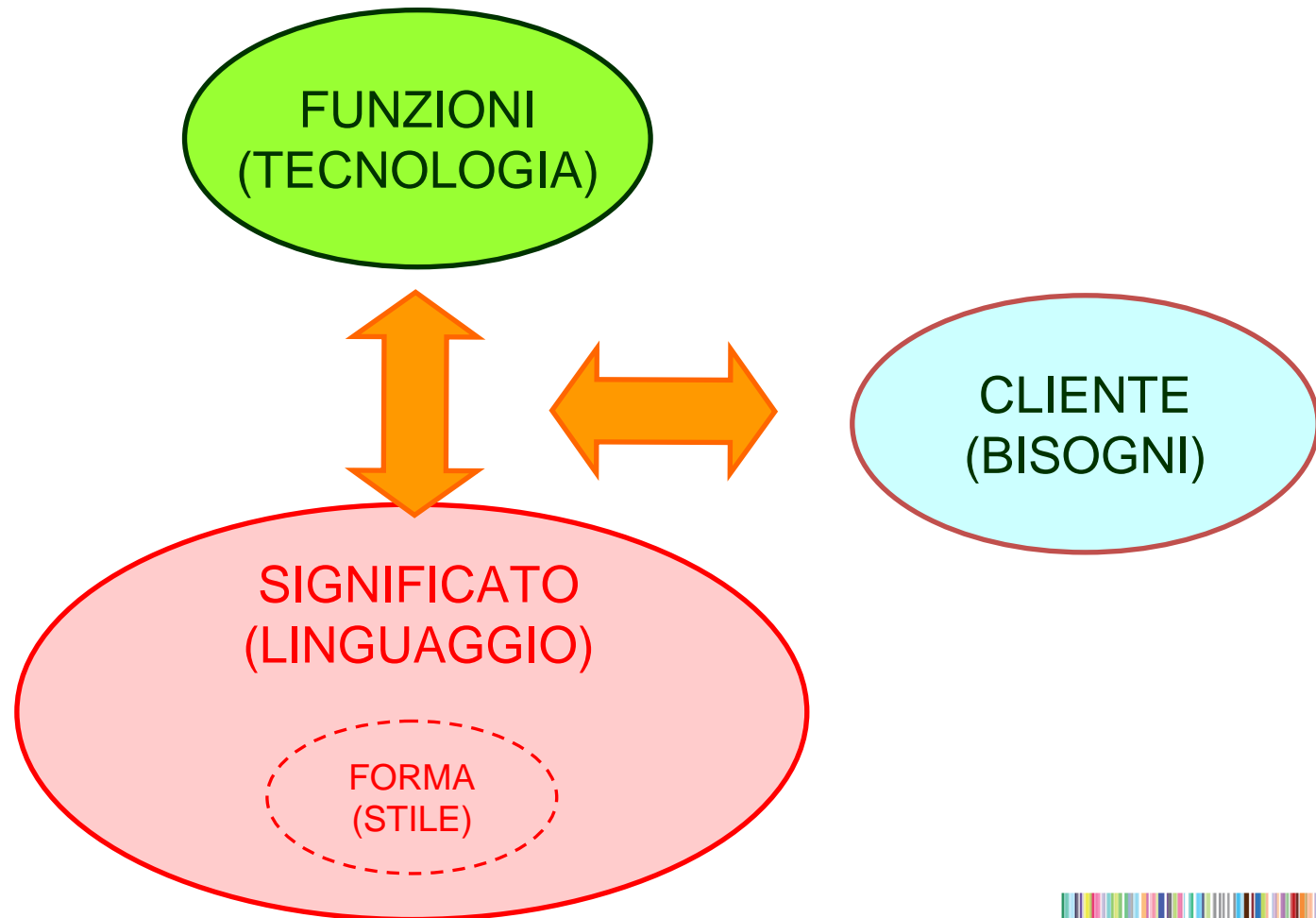
Docente di Gestione dell'innovazione. Politecnico di Milano  
Chairman. PROject Science



# Vendite mondiali di game console



# Le dimensioni dell'innovazione



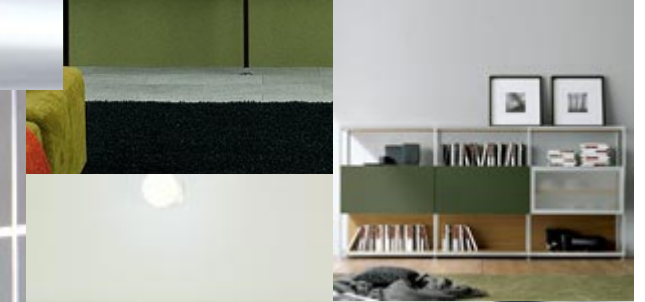
# Design

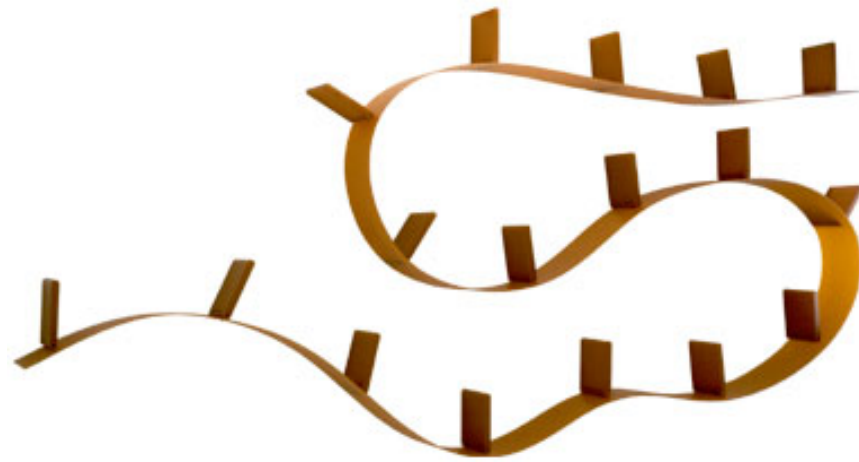
“L'etimologia di design risale al latino *de* + *signare* e significa fare qualcosa, distinguerlo con un segno, dargli significato, designarlo in relazione ad altre cose, possessori, utilizzatori o dei. Sulla base di questo significato originale, si può dire:

design è dare senso (alle cose).”

Krippendorff, Klaus, 1989







Bookworm  
design Ron Arad, 1994



# Ogni prodotto o servizio ha un significato

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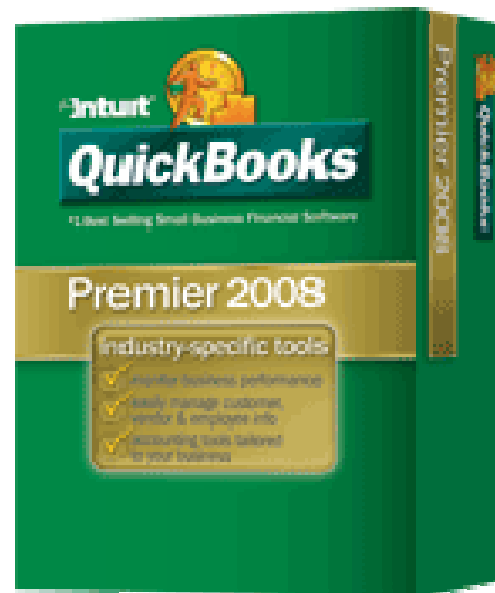
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# Anche il software ha significati

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# Milkofil by Filati Macclodio



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che non finisce mai.

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in cotone e fibra di latte.

PRE  
NATAL



# L'importanza del design oggi



## Harvard Business Review



## Harvard Business Review



## BusinessWeek

**DESIGN PRIMERS FOR BUSINESSPEOPLE** | The latest trend in design is books on design thinking



**Change By Design**  
 Tim Brown  
 Businesses can devise radical yet realistic ideas by first looking for patterns in customers' behavior.



**A Fine Line**  
 Hartmut Esslinger  
 Companies that focus on producing creative, attractive goods are more likely to profit. Just look at Apple.



**Design-Driven Innovation**  
 Roberto Verganti  
 Smart executives align with "interpreters" of technology and culture—industrial designers—to help sell inventions.



**The Design of Business**  
 Roger Martin  
 Corporations can boost productivity by asking managers first to observe problems then imagine solutions.

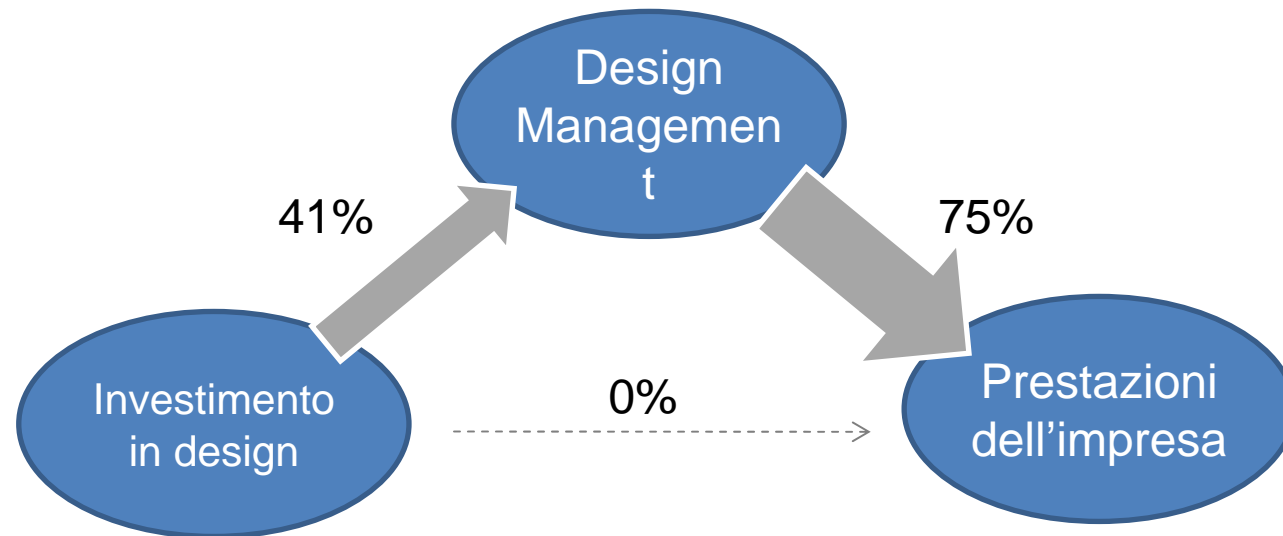
## THE WALL STREET JOURNAL



# Tagliare i costi, non i significati



# Investire bene nel design



Sample: 182 Italian and Spanish ceramic tiles manufacturers  
Source: Chiva and Alegre 2009



Ogni prodotto ha un significato.  
Se non lo innoviamo noi,  
lo farà sicuramente qualcun altro.

La vita dei follower, nei significati, è difficile

