

CREATING SERVICES THAT DISRUPT

Darryl Feldman

WHO AM I?

18+ years of experience specialising in product strategy and development
7 years of product leadership experience working client side
9 years creative direction experience working for consultancies and agencies
15 years of experience in building and leading teams
6+ years of entrepreneurial experience in start-ups

A former designer and active educator in the design field.

Strengths in developing consumer facing products, end-to-end services and hardware / software ecosystems.

Experience in helping companies transform themselves and disrupt using digital technologies and great design.

WORKING IS NOT WORK: DARRYLFELDMAN.COM

WHAT I WILL TALK ABOUT TODAY?

DISRUPTION

SERVICE DESIGN

A PERSONAL CASE STUDY

disruption

AN OVERUSED
INDUSTRY
BUZZWORD BUT
MORE RELEVANT
TODAY THEN EVER

THE TERM DISRUPTIVE INNOVATION COMES FROM THE 1997 BOOK 'THE INNOVATORS
DILEMMA' BY CLAYTON CHRISTENSEN

DISORDER
INTERRUPT
DISLOCATE
BREAK

TRADITIONAL
MEANING OF WORD
- NEGATIVE.

disruption

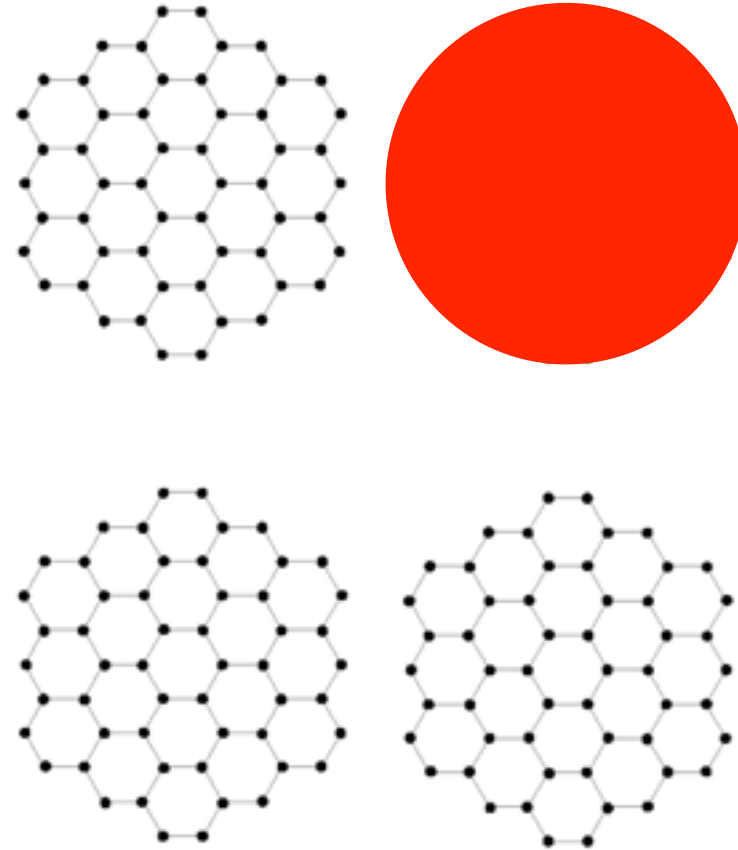
RETHINK
CHALLENGE
INNOVATE
GROW

DIGITAL
MEANING OF WORD
- POSITIVE.

disruption

DISRUPTION IN 2014 MEANS

JOINING
THE DOTS
TOGETHER



IN WAYS
UNTHINKABLE
5 YEARS AGO

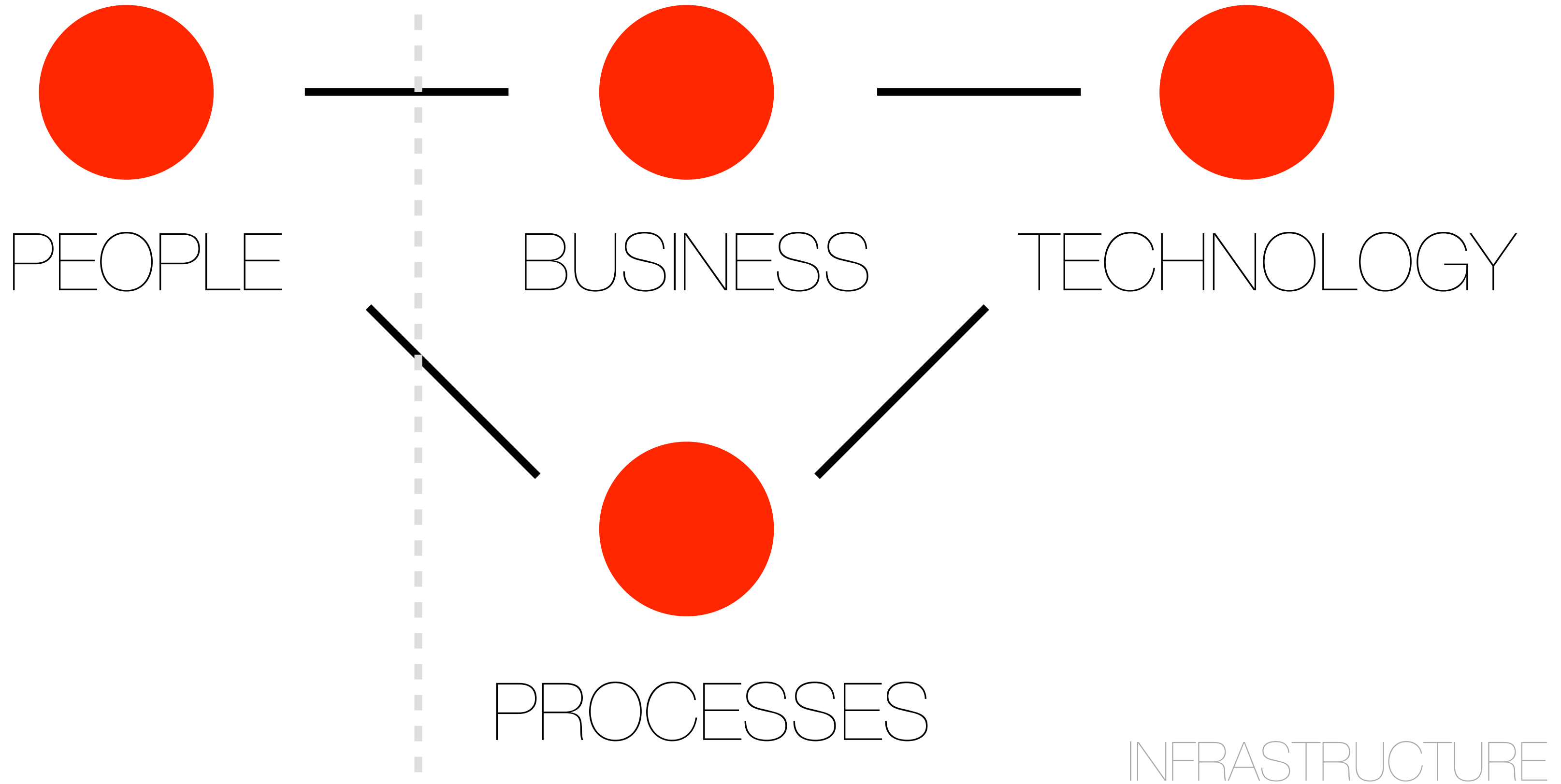


TVF 1

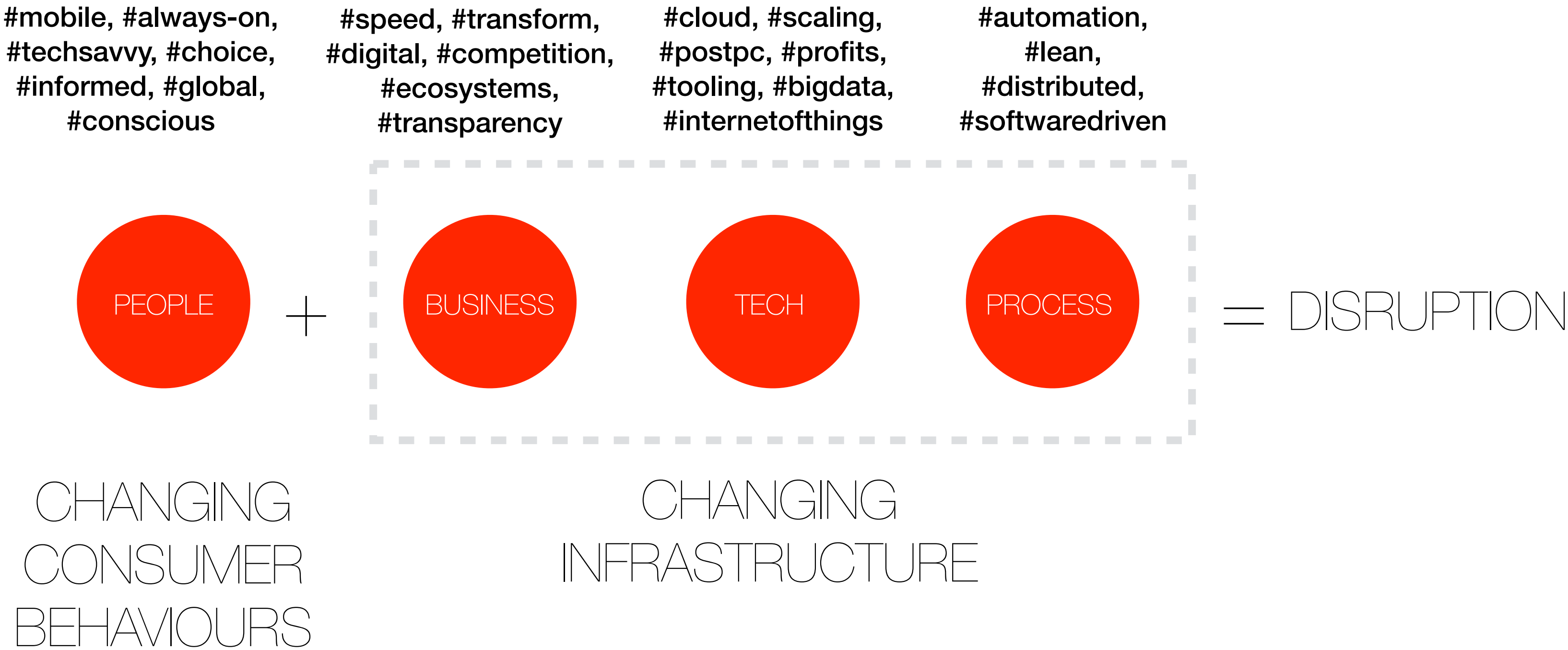
“NORMAL SERVICE WILL NOT BE
RESUMED AS SOON AS POSSIBLE”

TV FÜSTUMUM

THE DOTS (AS ALWAYS)



THE DIGITAL WORLD WE ARE IN RIGHT NOW CAN ENABLE DISRUPTIVE MAGIC MORE THAN EVER BEFORE.



BUSINESS ~~AS~~ UNUSUAL

WE NEED TO GET OUT OUR COMFORT ZONE
TO RIDE THE NEXT WAVE....



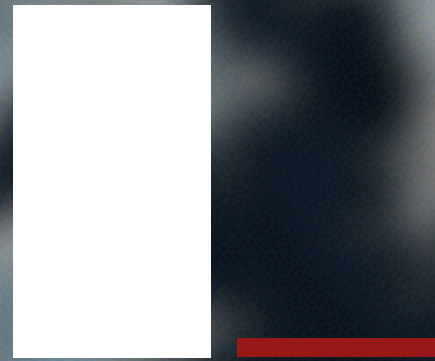


AND THE NEXT WAVE IS MORE LIKE A
FUCKING TSUNAMI...

THE NEXT WAVE: SPLASH FACTORS



90% OF THE WORLDS DATA CREATED IN THE LAST 2 YEARS [E.G. 5.7K TWEETS PER SECOND]



WE EACH RECEIVE BETWEEN 3000 - 25000 DIGITAL MESSAGES A DAY - ONLY ~250 WILL SINK IN



77% OF US DUAL SCREEN WHILE WATCHING TV



GLOBALLY MEDIA CONSUMPTION IS HIGHER ON PHONE THAN PC OR TV

THE NEXT WAVE: SPLASH FACTORS

INNOVATION POWER RAMPS UP TO DISRUPT

YESTERDAY:



\$\$\$\$\$\$
\$\$\$\$\$\$



X10 POTENTIAL
INNOVATORS



1/10TH COST
TO INNOVATE



100X INNOVATION
POWER

TODAY:



\$



THAT MEANS YOUR CUSTOMERS
(ESTABLISHED BRANDS) ARE FACING AT
LEAST 100X THE COMPETITIVE THREAT.

THAT MEANS YOU ARE TOO.

ALSO TRADITIONAL
MARKETING
APPROACHES TO
BUILD BRANDS
ARE DEAD AND
NOT IN TOUCH
WITH MODERN
ATTITUDES.

Banksy on Advertising

“ People are taking the piss out of you everyday. They butt into your life, take a cheap shot at you and then disappear. They leer at you from tall buildings and make you feel small. They make flippant comments from buses that imply you’re not sexy enough and that all the fun is happening somewhere else. They are on TV making your girlfriend feel inadequate. They have access to the most sophisticated technology the world has ever seen and they bully you with it. They are The Advertisers and they are laughing at you.

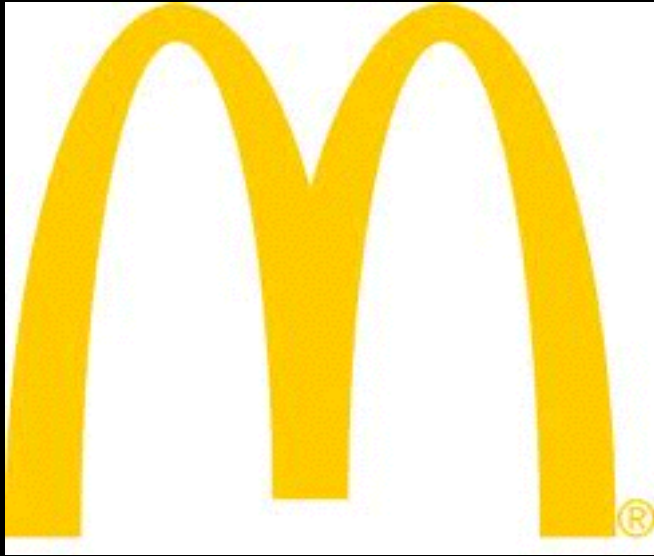
You, however, are forbidden to touch them. Trademarks, intellectual property rights and copyright law mean advertisers can say what they like wherever they like with total impunity.

Fuck that. Any advert in a public space that gives you no choice whether you see it or not is yours. It’s yours to take, re-arrange and re-use. You can do whatever you like with it. Asking for permission is like asking to keep a rock someone just threw at your head.

You owe the companies nothing. Less than nothing, you especially don’t owe them any courtesy. They owe you. They have re-arranged the world to put themselves in front of you. They never asked for your permission, don’t even start asking for theirs. ”

banksy

SO WHO ARE THE NEXT WAVE OF INNOVATORS?



SO WHO ARE THE NEXT WAVE OF INNOVATORS?



SO WHO ARE THE NEXT WAVE OF INNOVATORS?

9.1 MIO DOWNLOADS



THOMAS SUAREZ
12 YEAR OLD APP
DEVELOPER

10.3 MIO FUNDING RAISED



PEBBLE
KICKSTARTER
CAMPAIGN

3.5 MIO YOUTUBE SUBS



DANEBOE
CREATOR OF YOUTUBE
HIT ANNOYING ORANGE



TODAYS MEDIA HEADLINES (FROM TWITTER :)



The leaked New York Times innovation report is one of the key documents of this media age

It's an astonishing look inside the cultural change still needed in the shift to digital — even in one of the world's greatest newsrooms. Read it.

What Is Disruption?

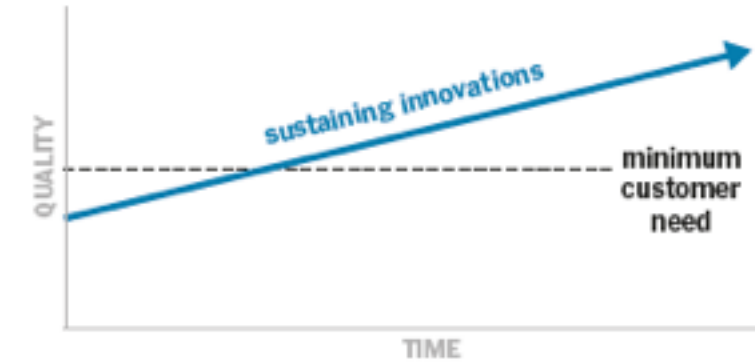
Disruption is a predictable pattern across many industries in which fledgling companies use new technology to offer cheaper and inferior alternatives to products sold by established players (think Toyota taking on Detroit decades ago). Today, a pack of news startups are hoping to “disrupt” our industry

by attacking the strongest incumbent — The New York Times. How does disruption work? Should we be defending our position, or disrupting ourselves? And can't we just dismiss the BuzzFeed's of the world, with their listicles and cat videos?

Here's a quick primer on the disruption cycle:

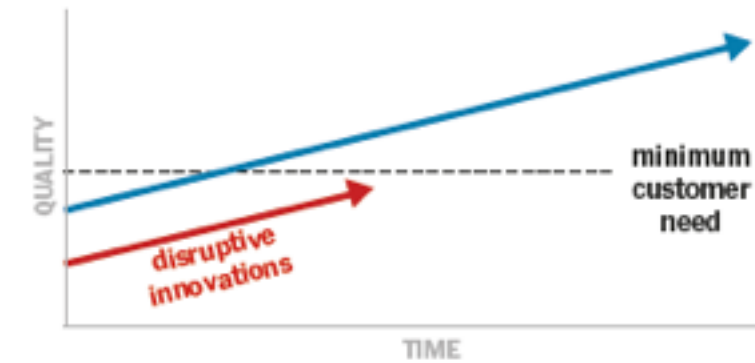
1. Incumbents treat innovation as a series of incremental improvements. They focus on improving the quality of their premium products to sustain their current business model.

For **The Times**, a sustaining innovation might be “Snowfall.”



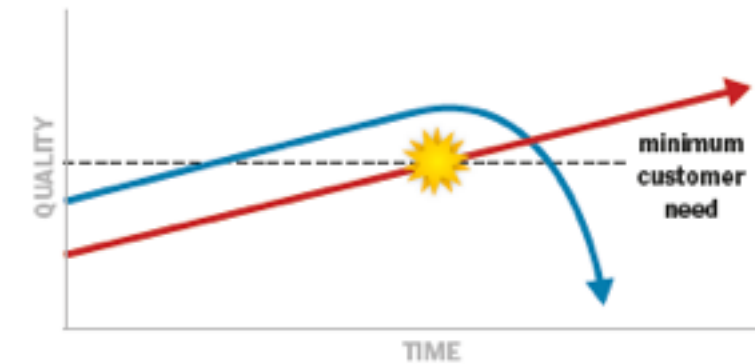
2. Disruptors introduce new products that, at first, do not seem like a threat. Their products are cheaper, with poor quality — to begin with.

For **BuzzFeed**, a disruptive innovation might be **social media distribution**.



3. Over time, **disruptors** improve their product, usually by adapting a new technology. The **flash-point** comes when their products become “good enough” for most customers.

They are now poised to grow by taking market share from **incumbents**.



HALLMARKS OF DISRUPTIVE INNOVATORS

- Introduced by an “outsider”
- Less expensive than existing products
- Targeting underserved or new markets
- Initially inferior to existing products
- Advanced by an enabling technology



HOW TO SURVIVE



ADOPT A DISRUPTOR'S MINDSET...

ANYTHING IS POSSIBLE ATTITUDE

SEE PAST THE PROBLEM AND TO THE SOLUTION THAT DIGITAL CAN HELP YOU DELIVER -
CREATE YOUR OWN PERSONAL REALITY DISTORTION FIELD

APPROACH YOUR PROJECTS LIKE A STARTUP

USE CONSTRAINTS TO DRIVE CREATIVITY - WHAT IS THE MINIMUM VIABLE SERVICE?

OBSESS ABOUT YOUR CUSTOMERS

CREATE EMPATHY, GET CLOSE AND LISTEN TO WHAT YOUR CUSTOMERS DEMAND, THE
ONLY WAY TO GUARANTEE LOYALTY

EXPLOIT DIGITAL PLATFORMS

LEVERAGE FREE TOOLS AND DISTRIBUTION NETWORKS TO REACH AN AUDIENCE FAST



THINK BEYOND WEBSITES, APPS, PRODUCTS, CAMPAIGNS
THESE CAN BE EASY TO THROW AWAY AFTER USE...DESIGN
END TO END SERVICES THAT FIT WELL INTO PEOPLES LIVES
AND CREATE LONG-TERM SUSTAINABLE VALUE.

PRODUCT DESIGN TENDS TO
FOCUS ON A STANDALONE
TOUCHPOINT, FUNCTIONS AND
USER INTERFACE

SERVICE DESIGN IS A MORE
HOLISTIC APPROACH TO IDENTIFY
END TO END CUSTOMER
JOURNEYS, PROCESSES, AND
ADOPTION DYNAMICS



VS



SERVICE DESIGN IS A THING TEAMS CAN DO RAPIDLY AND CAN BE PART OF AN AGILE WAY OF WORKING.

IT CAN BE USED TO IMPROVE A SERVICE BUT ALSO IS GOOD TO FRAME NEW AND DISRUPTIVE ONES.

IT HELPS DESIGNERS THINK OF THE BIG PICTURE BEFORE JUMPING INTO DETAILS.

IT APPLIES DESIGN THINKING TO PROCESS, SYSTEMS AND PEOPLE

MORE ON SERVICE DESIGN: [THISISSERVICEDESIGNTHINKING.COM](https://thisisservice.designthinking.com)

FIXER.

MY OWN PERSONAL DISRUPTION STORY

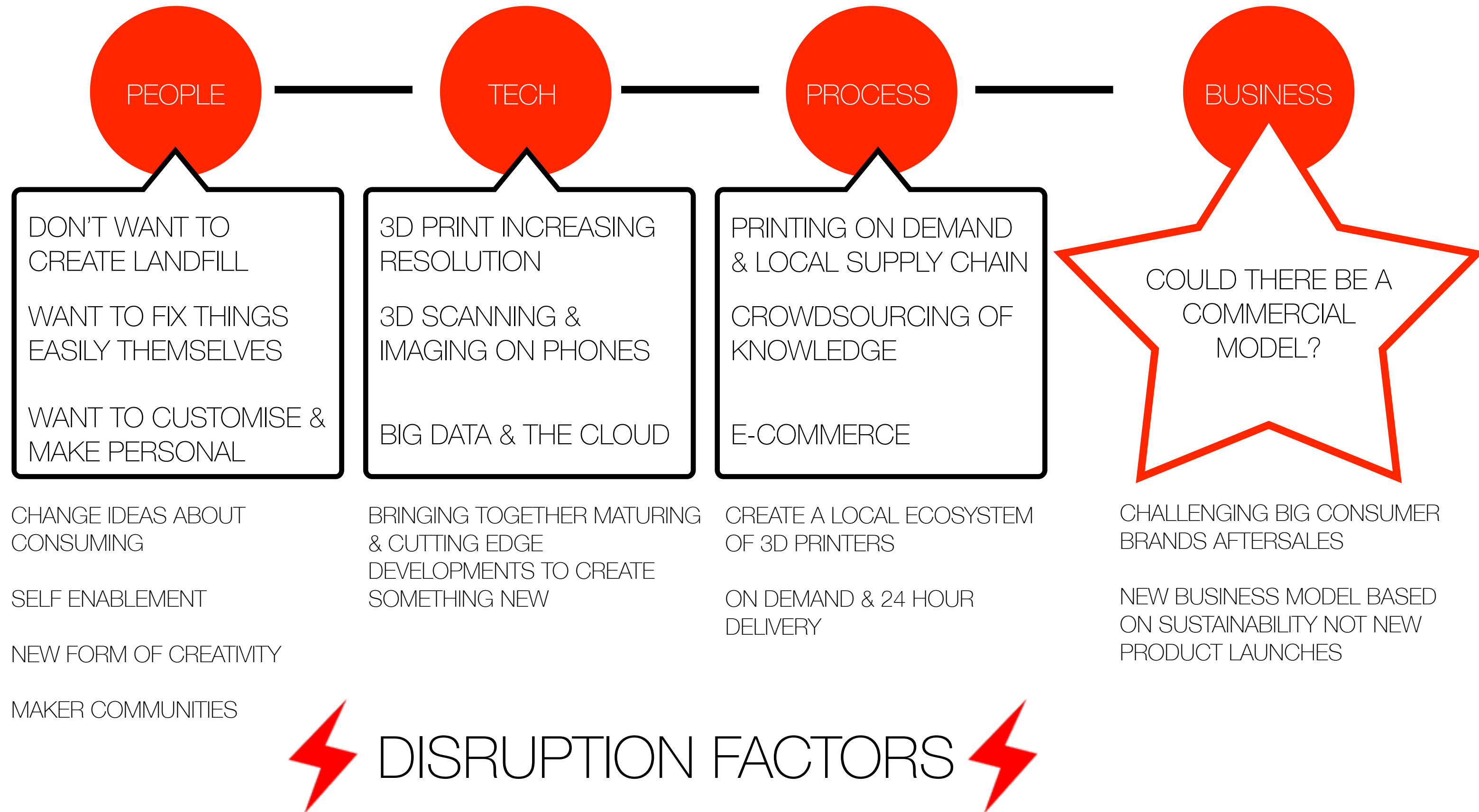


3D PRINTING - A COOL AND NEW
DISRUPTIVE TECHNOLOGY BUT WITHOUT A
REAL USE FOR THE MAINSTREAM?



IT STARTED WITH A BROKEN FRIDGE BOX.

FIXER: HOW I JOINED THE DOTS



FIXER: CREATIVE INSPIRATION



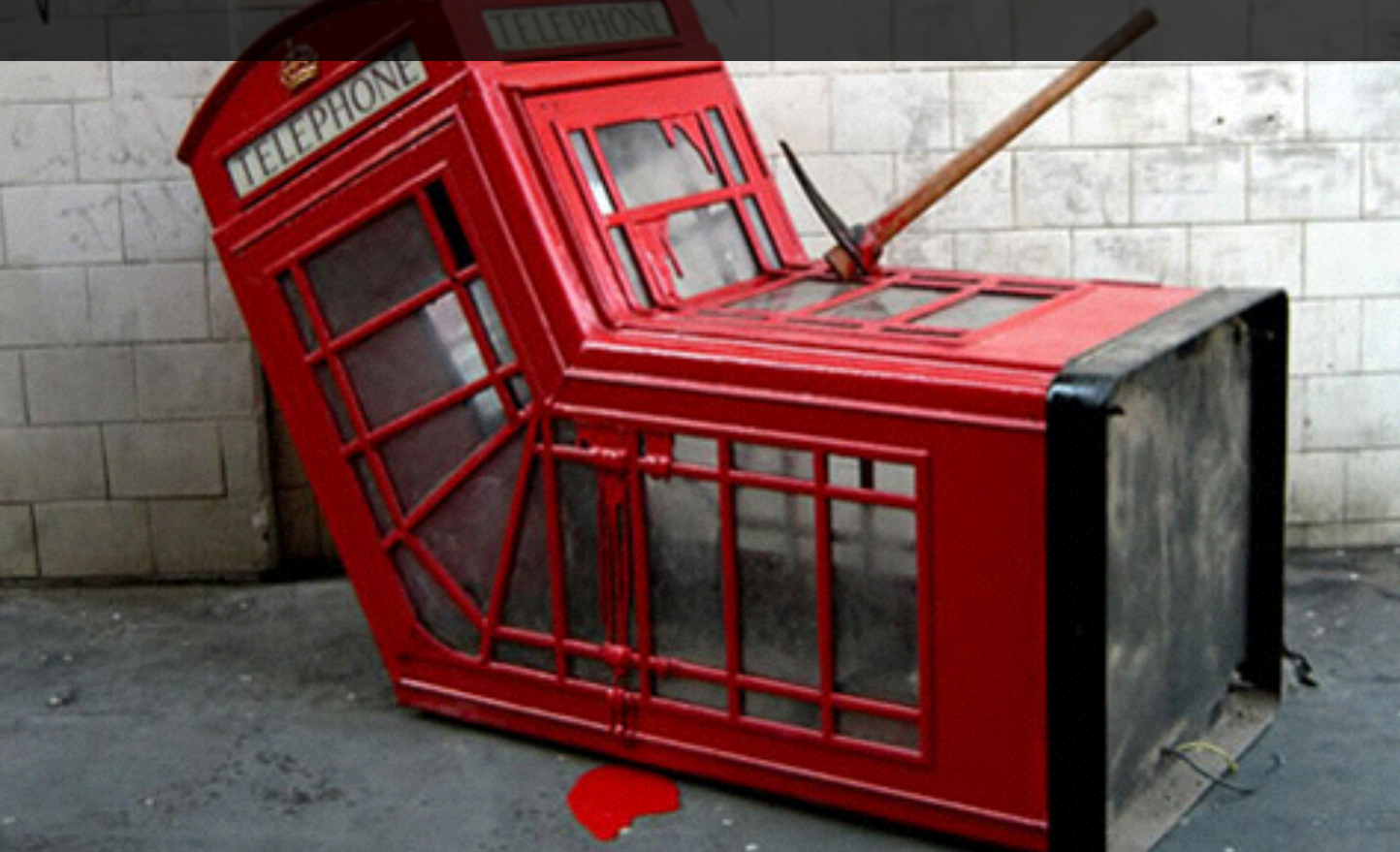
HACKING THE PHYSICAL WORLD...



FIXER: CREATIVE INSPIRATION



...TO CREATE OBJECTS OF FUN AND BEAUTY

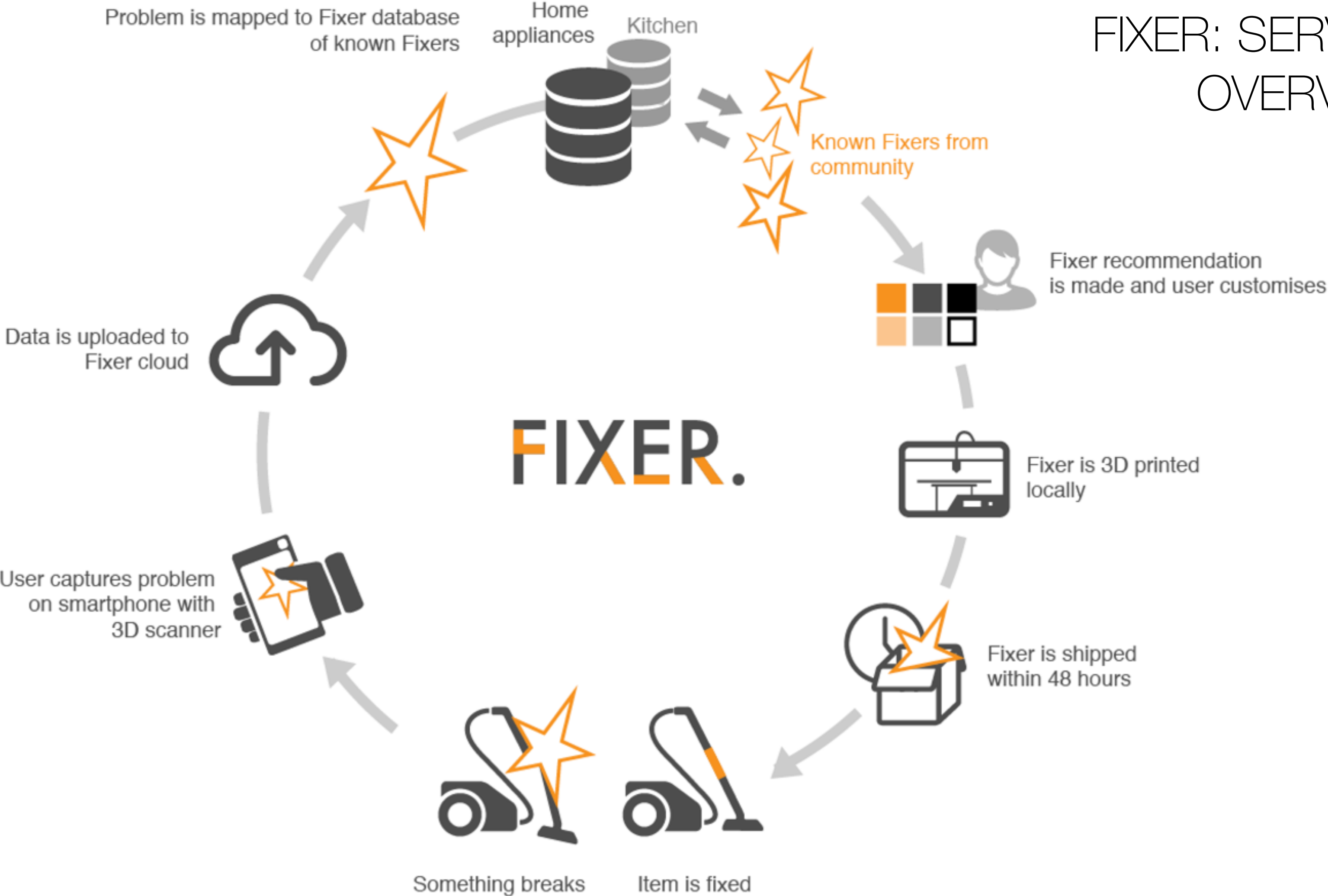


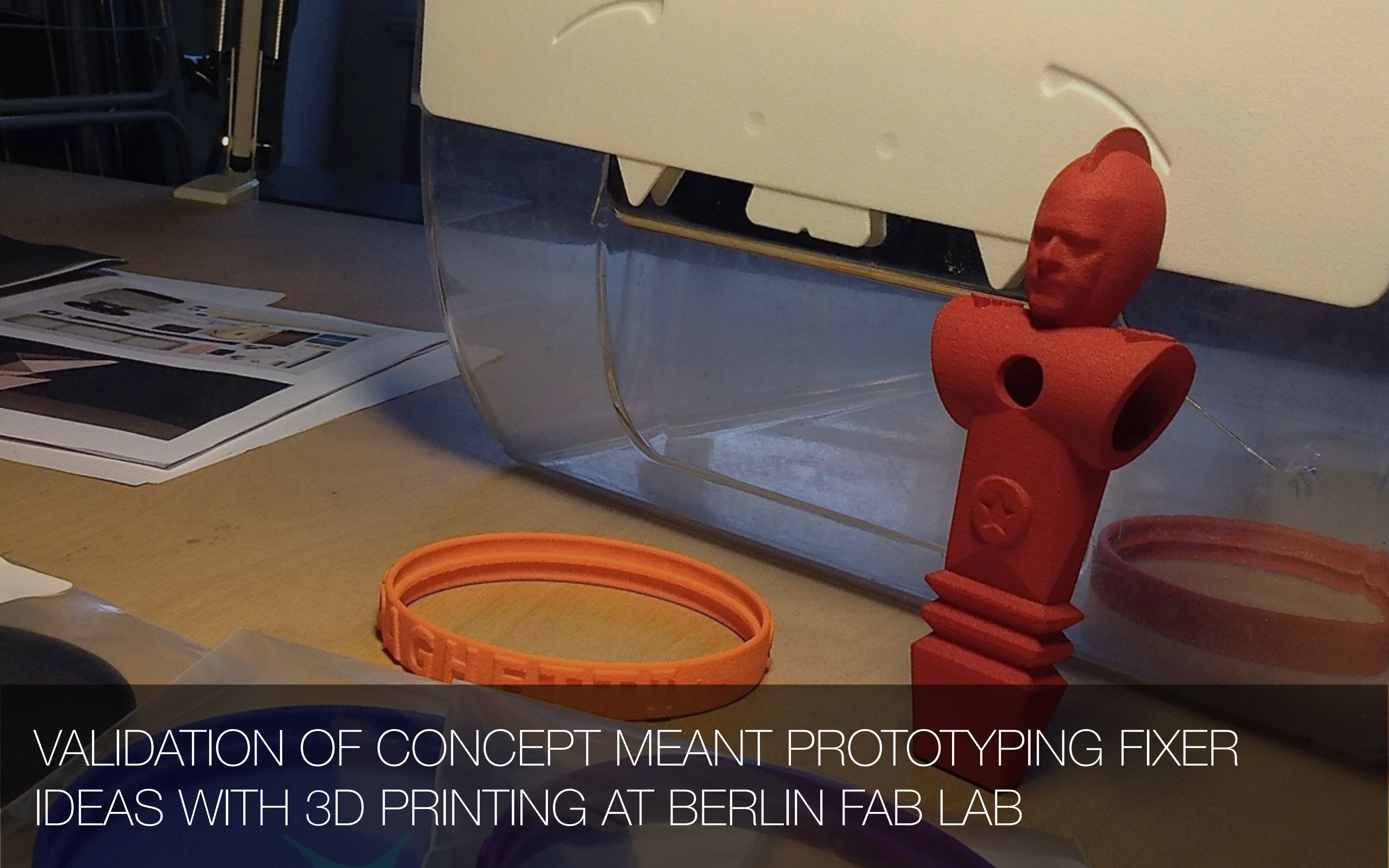
FIXER: CREATIVE INSPIRATION



...THAT EXTEND THE LIFE OF EXISTING
THINGS TO PREVENT WASTE

FIXER: SERVICE OVERVIEW





VALIDATION OF CONCEPT MEANT PROTOTYPING FIXER
IDEAS WITH 3D PRINTING AT BERLIN FAB LAB



FRIDGE BOX FIXER THAT TRANSFORMS A BROKEN THING
INTO AN OBJECT OF FUN AND BEAUTY



CUSTOMISED KICKER PLAYER
REPLACEMENT WITH 3D
SCANNED HEAD



TIN CAN FIXERS
THAT EXTEND THE
USE OF EVERYDAY
OBJECTS

THANKS - GO FORTH AND
DISRUPT, HACK THE WORLD ...
AND APERTO :)