

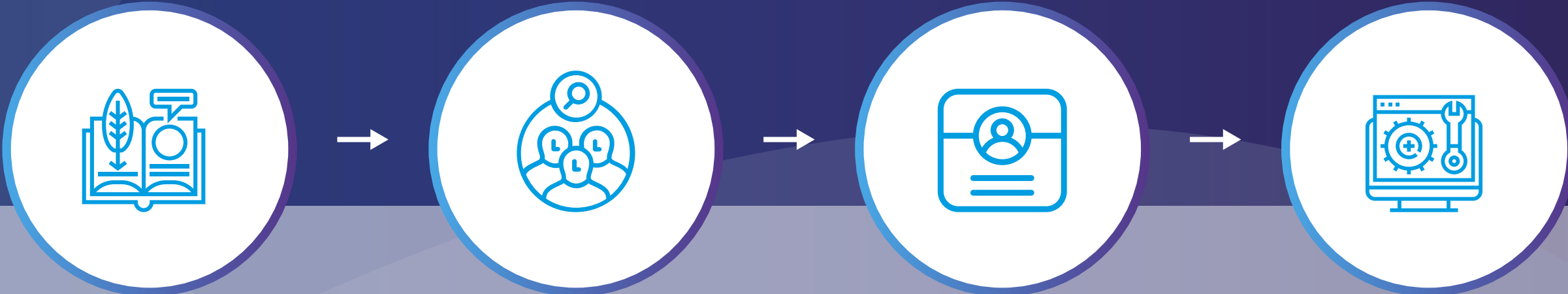
Implementation strategy of a service design inquiry through data process at Ford

WHY

With the increasing trends of the sharing mobility market (CAGR of 8%) and purpose built vehicles, the need for personalized digital services in these vehicles increase. Ford's is already investing in this transition by "smartifying" the vehicles. However an appropriate **contemporary mixed method** approach needs to be chosen and the implications of **implementing this in the design process** need to be overcome.

HOW

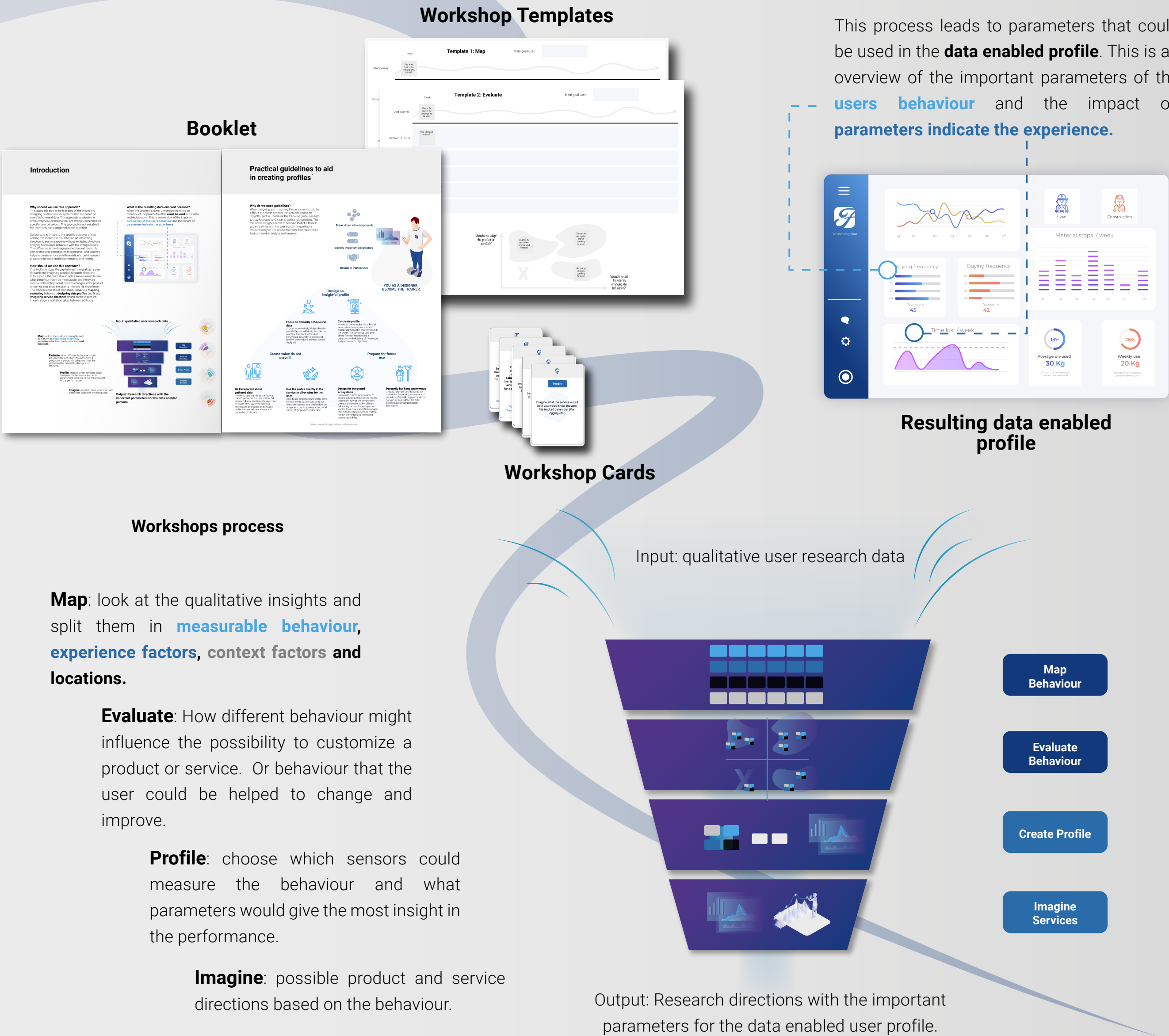
A **collaborative process** is used to interpret the literature, find the approach that fits the teams **way of working and way of thinking** by identifying **drivers, barriers and enablers** for implementation.



1. **Literature review** revealing three contemporary mixed method approaches
2. **Case study** with the smart rack project team: barriers of different perspectives and difficulty to imagine research outcome
3. **Design intervention** to overcome barriers. Result; an Inventory management service based on a behavioural data profile process.
4. **Synthesis** in framework for way of working and way of thinking & practical tool kit.

WHAT

A **practical tool kit for Ford**, to analyse qualitative data and design **data enabled user profiles**. Based on a framework for designing that describes a **way of thinking** (different perspectives, guidelines & metaphor) and a **way of working** (four phase process to design a data enabled behavioural profile.)



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Strategic Product Design

Committee

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