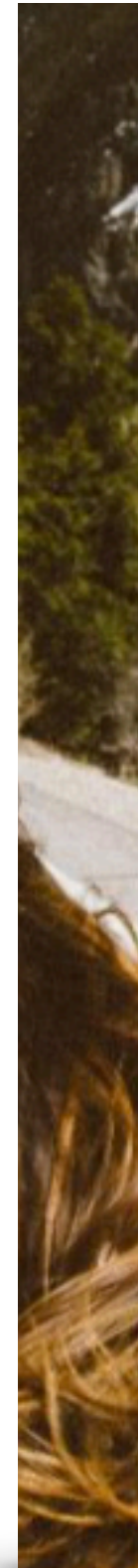


A Design-Driven Product-Service System Innovation for HARMAN International



MSc. Strategic Product Design
Graduation Project TU Delft, The Netherlands
Isabelle Nielen

REDESIGN

B & O BEYOND

A new B2B2C value proposition for HARMAN Automotive's partnership with Ford + B&O.

TARGET GROUPS B&O Beyond Platform



"Careerist"

Tom

Ford Mustang
Mach-E
Owner



"Careerist"

Jack

Ford Bronco
Owner



"Gen Z"

Sarah

Potential
Ford
Customer



"Careerist"

John

User Ford
Escape
Share



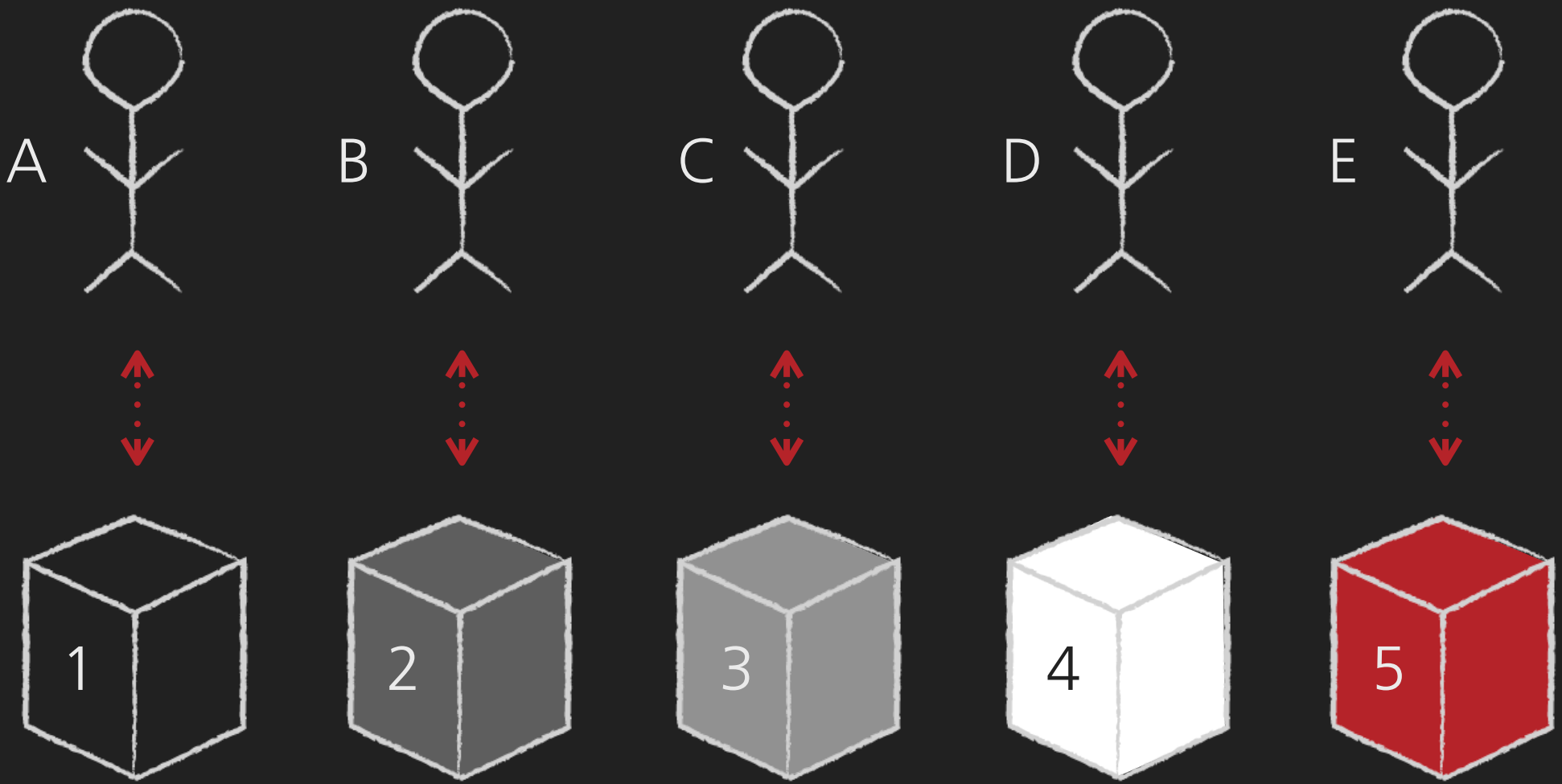
"Well-Established"

Olivia

Ford F-150
Owner

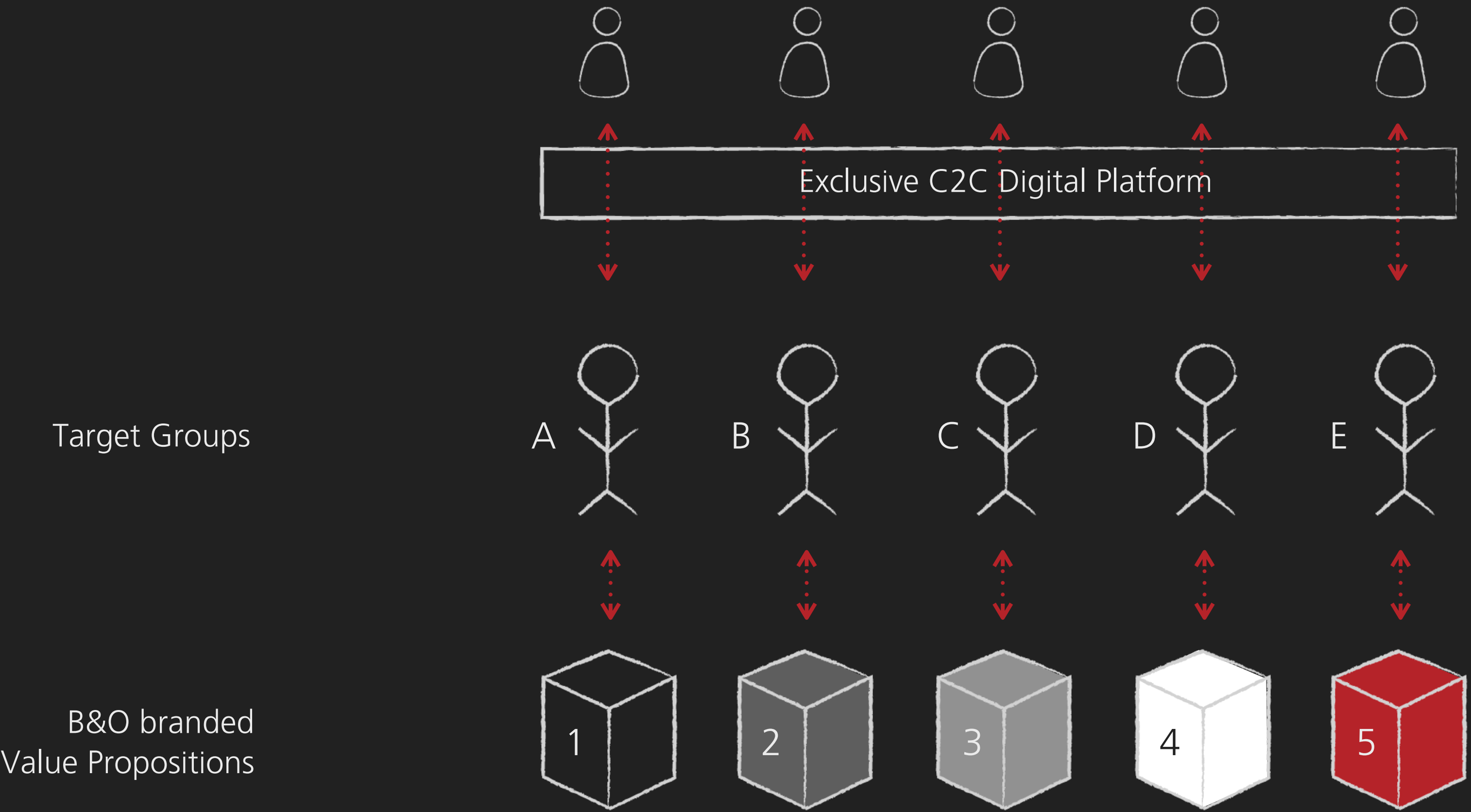
VALUE PROPOSITION CUSTOMERS A Product-Service System that connects to a C2C digital Platform

Target Groups

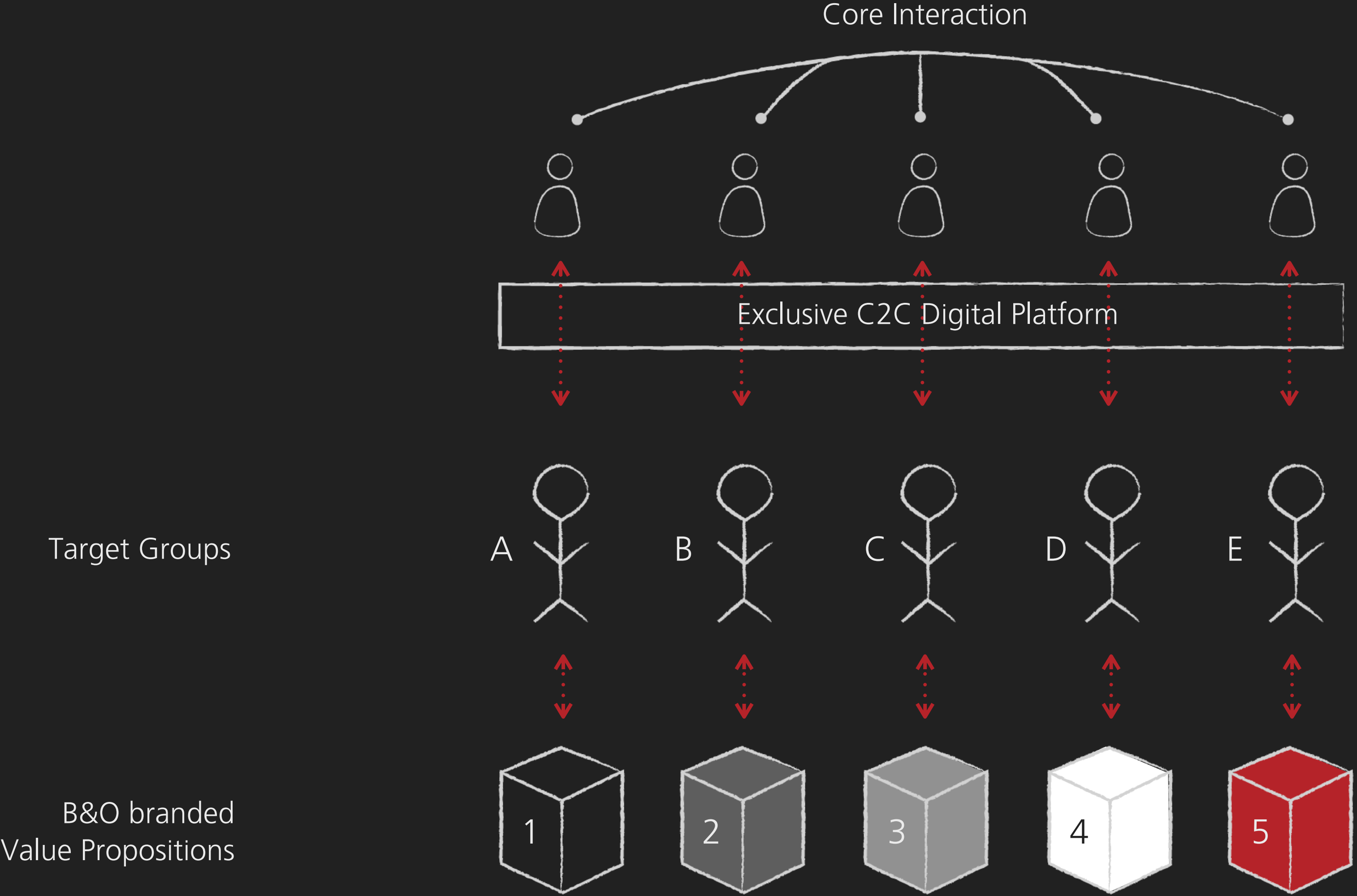


B&O branded
Value Propositions

VALUE PROPOSITION CUSTOMERS A Product-Service System that connects to a C2C digital Platform



VALUE PROPOSITION CUSTOMERS A Product-Service System that connects to a C2C digital Platform



Recommending **B&O Moments** between the B&O Beyond community members.

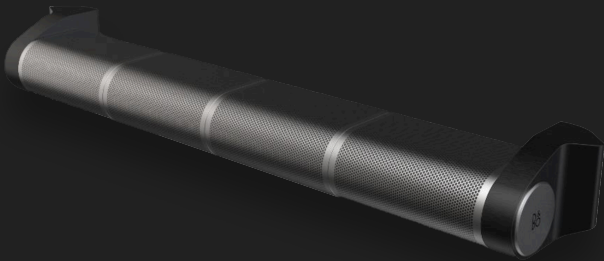
PSS PRODUCT ELEMENTS Two Categories

New B&O branded after-sales products
for various Ford models

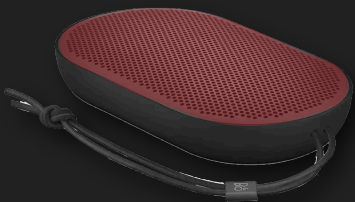
Beyond 1
(Ford Mustang
Mach-E)



Beyond 2
(Ford Bronco)



Beyond 3
(Ford Escape
Share)



Existing B&O on-the-go products

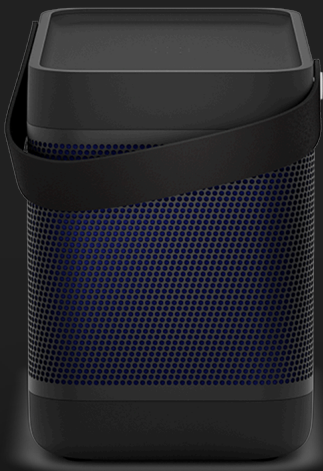
BeoPlay H9



BeoSound A1



Beolit 20



REDESIGN B&O BEYOND POSITIONING STATEMENT

For current and potential Ford customers, HARMAN International, Ford, and B&O offer the product-service system **B&O BEYOND**, which contains various premium B&O speakers and services that connects you to an exclusive C2C digital platform where you can discover **rich and diverse B&O Moments**, therefore enabling you to take part in a **community** that desires to elevate **their life with meaningful adventures**.

TARGET GROUPS B&O Beyond Platform - Key Target Groups



“Careerist”

Tom

Ford Mustang Mach-E owner

After-sales PSS when purchasing his premium model Ford Mustang Mach-E.



“Careerist”

Jack

Ford Bronco owner

After-sales PSS when purchasing his Ford Bronco model Badlands.



“Gen Z”

Sarah

Potential Ford Customer

Access to the service for free when purchasing her B&O A1 speaker.

TARGET GROUPS B&O Beyond Platform - Key Target Groups

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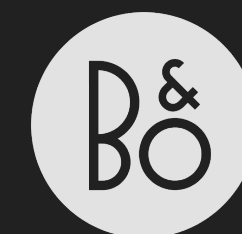
PRODUCT DETAILS BEYOND 1 Location





PRODUCT: BEYOND 1

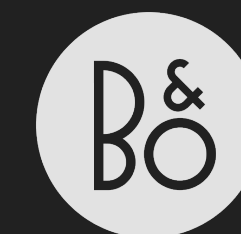
An additional B&O portable bluetooth speaker for the Ford Mustang Mach-E premium trim level and up.





PRODUCT: BEYOND 1

An additional B&O portable bluetooth speaker for the Ford Mustang Mach-E premium trim level and up.





PRODUCT: BEYOND 1

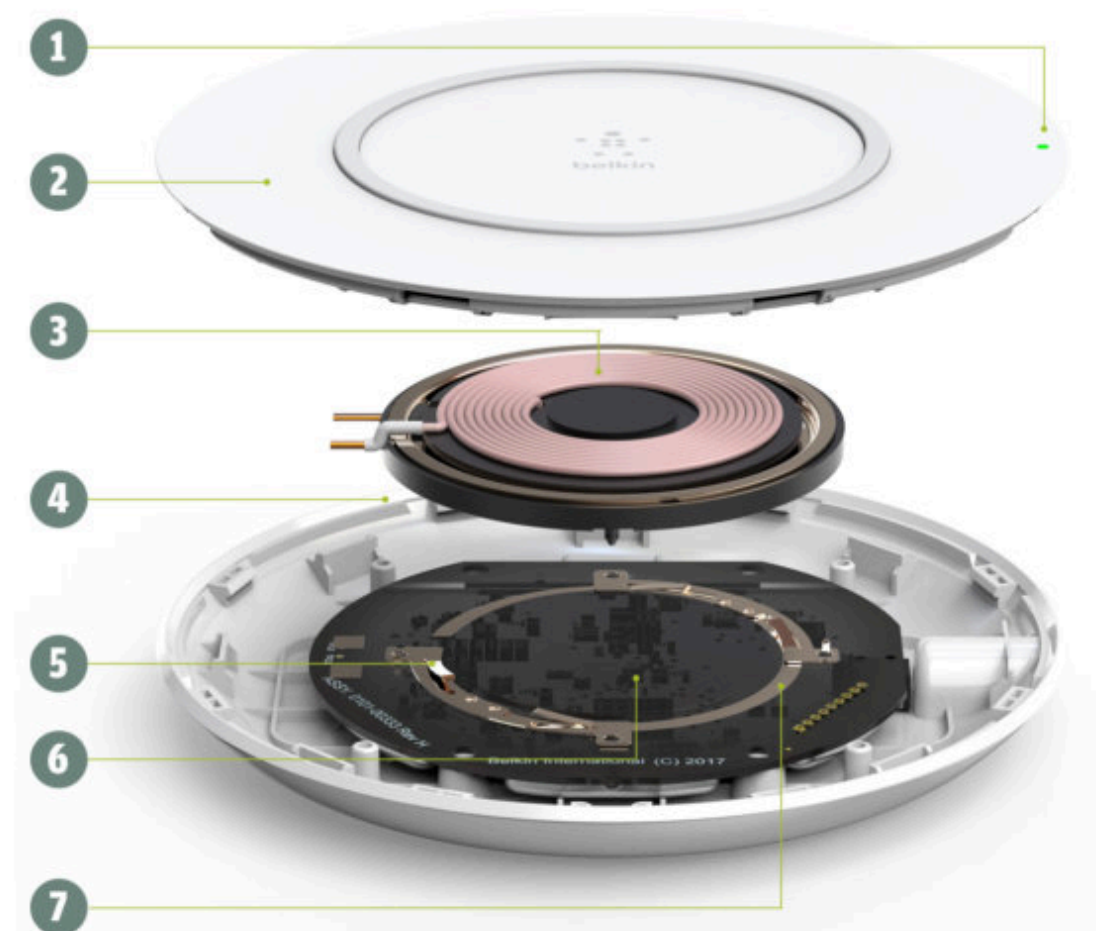
An additional B&O portable bluetooth speaker for the Ford Mustang Mach-E premium trim level and up.



PRODUCT DETAILS BEYOND 1 Phone charger

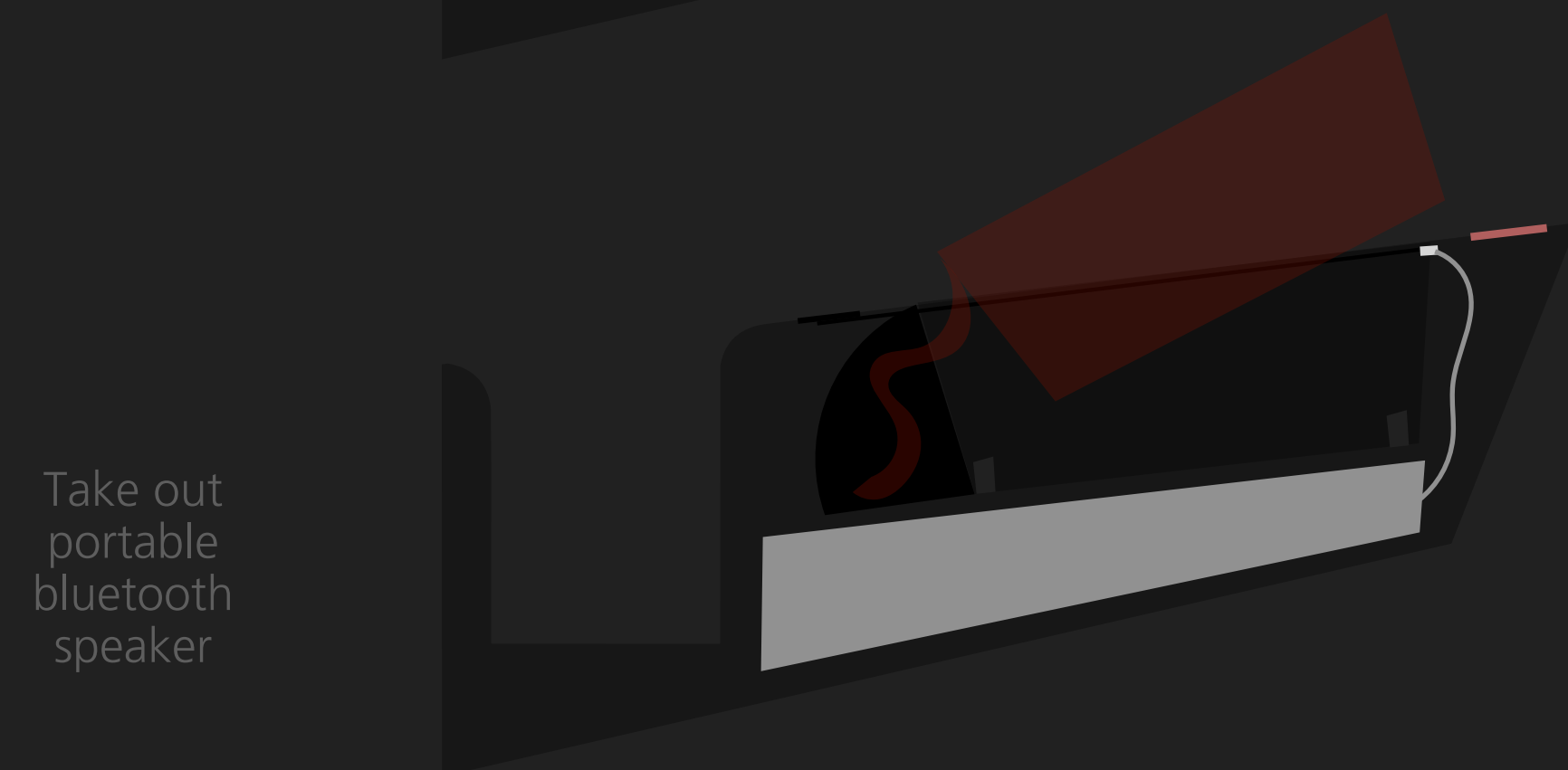
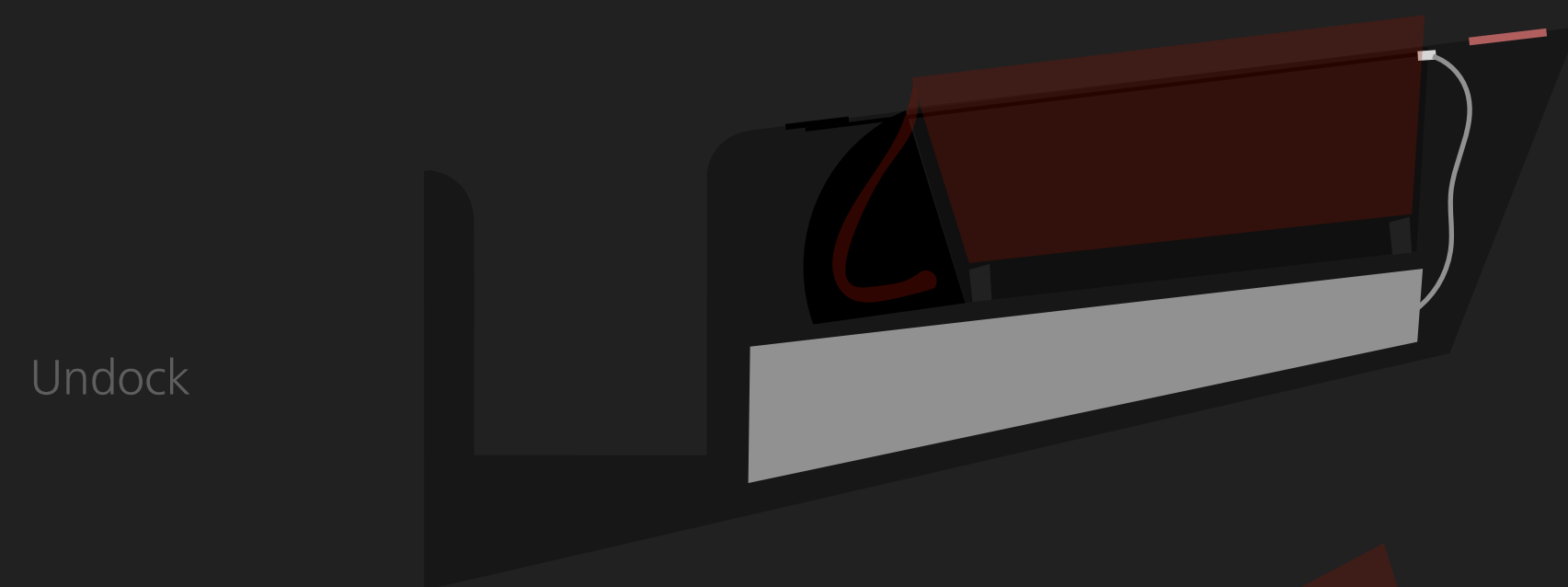
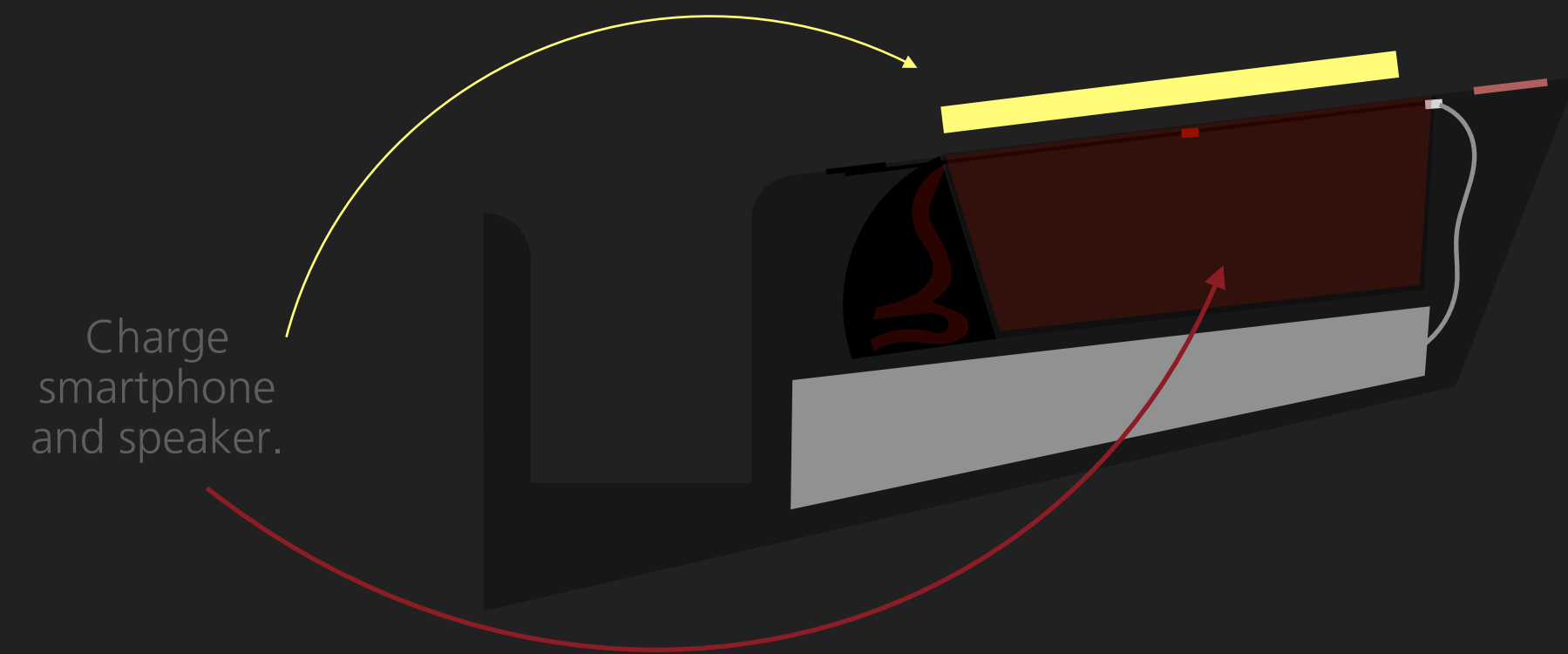


Parts induction phone charger



SOURCE: BELKIN

CROSS SECTION CHARGE AND DOCKING STATION BEYOND 1



SERVICE

Connects you with the B&O Beyond C2C digital platform.

A B&O Moment is a recommended surrounding that you can visit, bundled with music that enhances this specific location.



NON-URBAN AREA

SUB-URB

URBAN AREA



Discover Moments



Recommended Moment by **Paul**

12-17-2020

33°29'39.2"N 109°32'21.1"W

Child In Time

Deep Purple



@ Bryce Canyon national park, UT, USA
8 hour drive from LA



@ Los Padres national forest, CA, USA
4 hour drive from LA

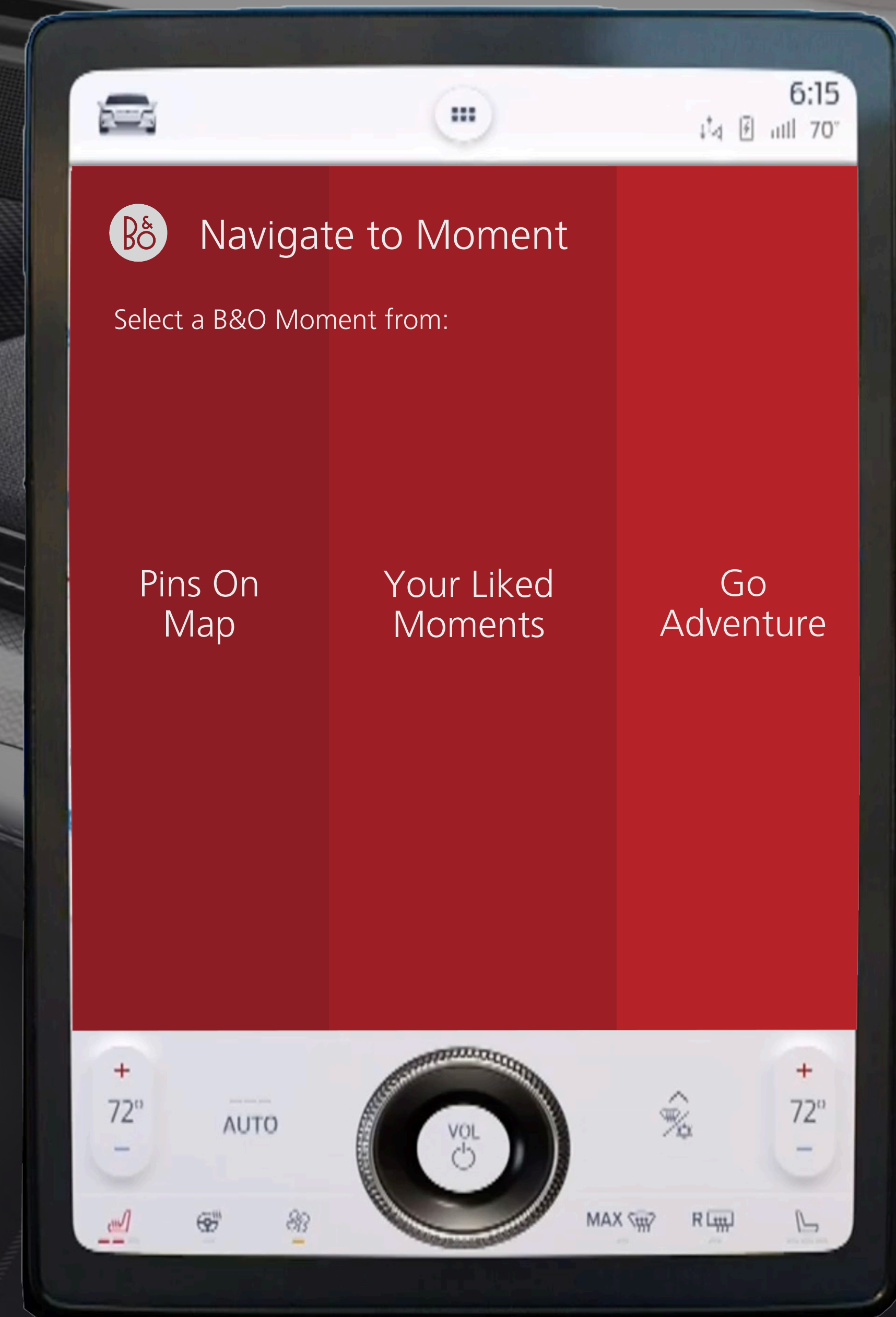


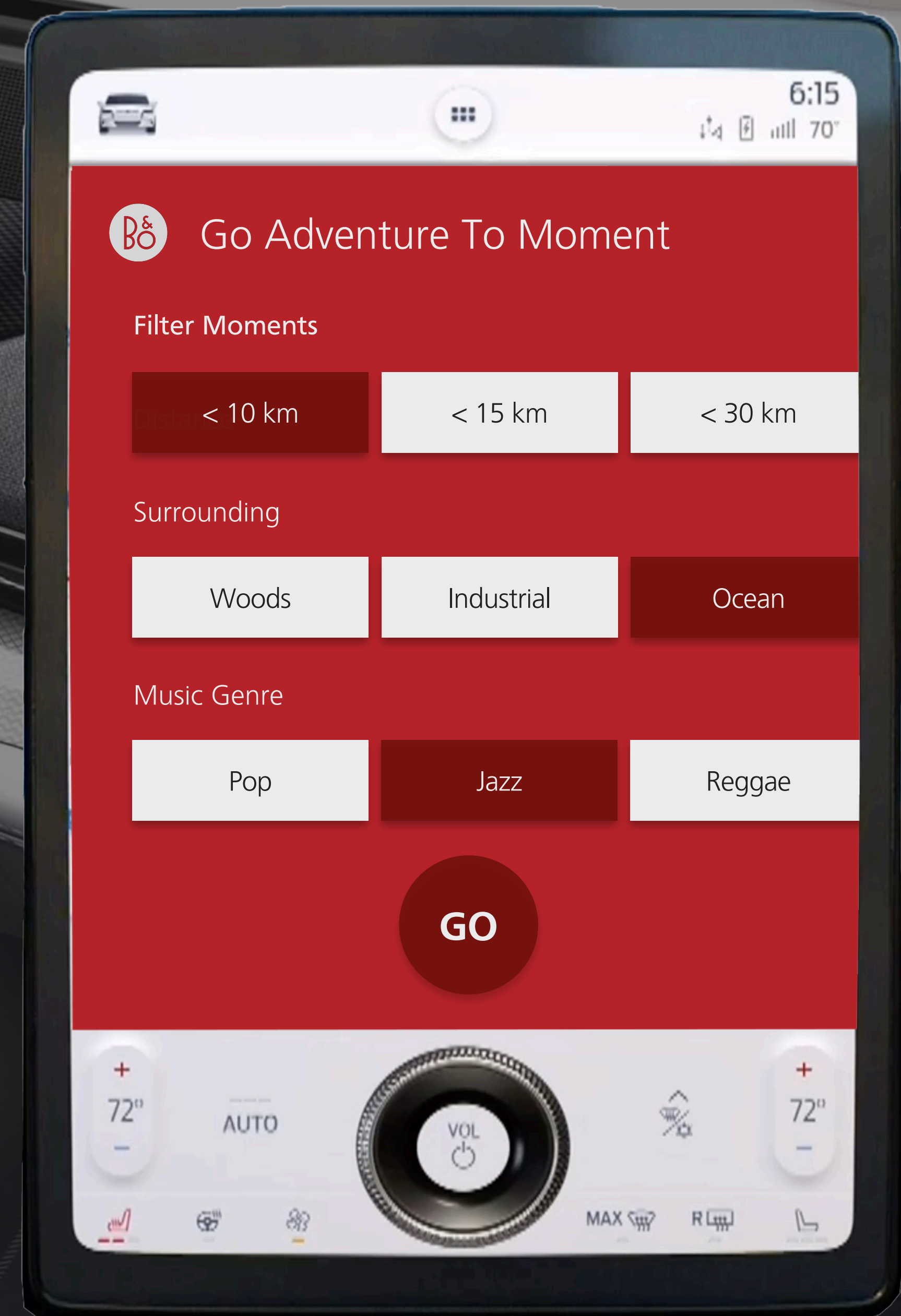
Tom

31 years old, works in a tech company,
and lives in Santa Monica LA.









Escape Your Routine,
Discover Your Urban Get-Aways.

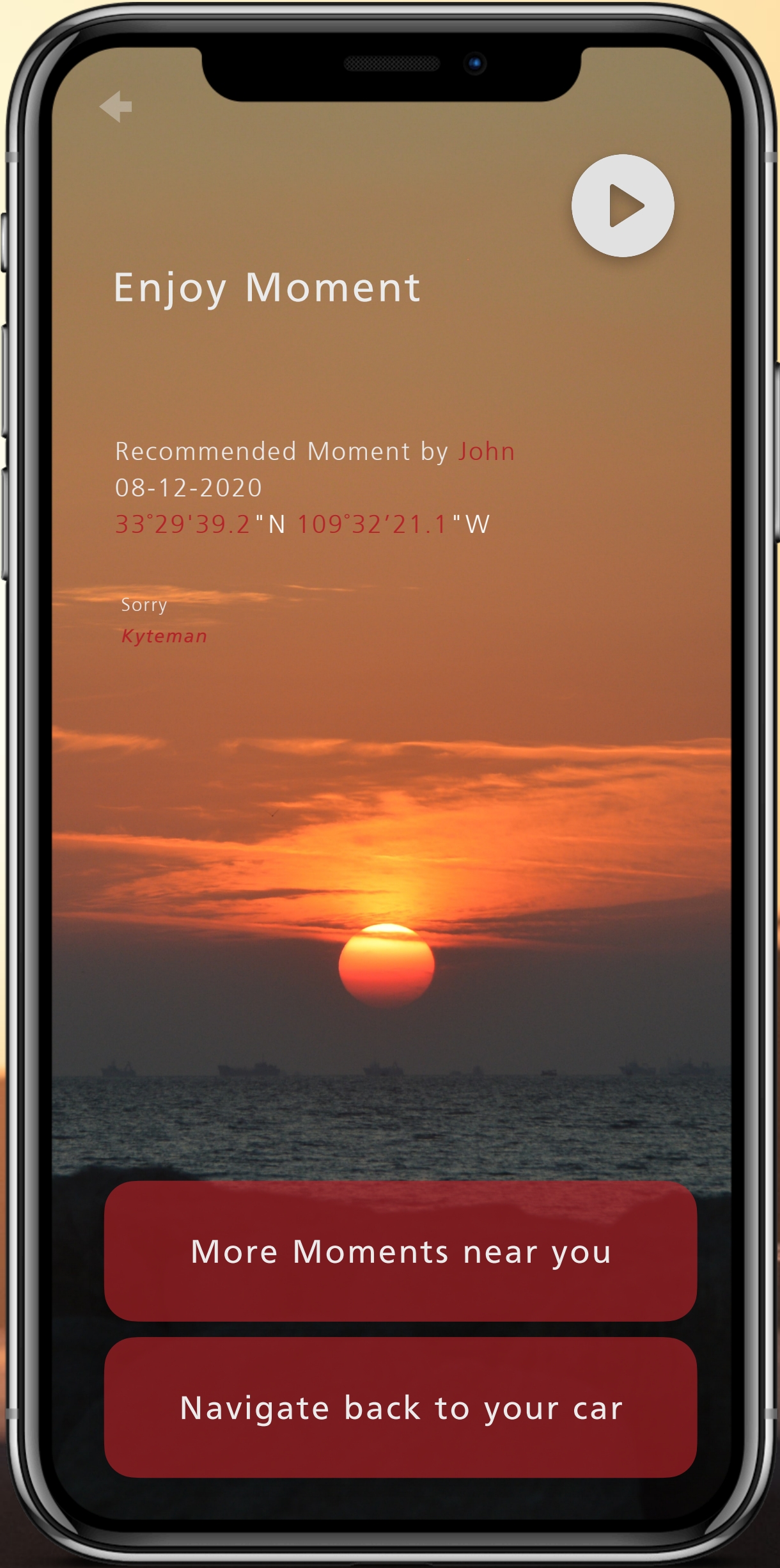
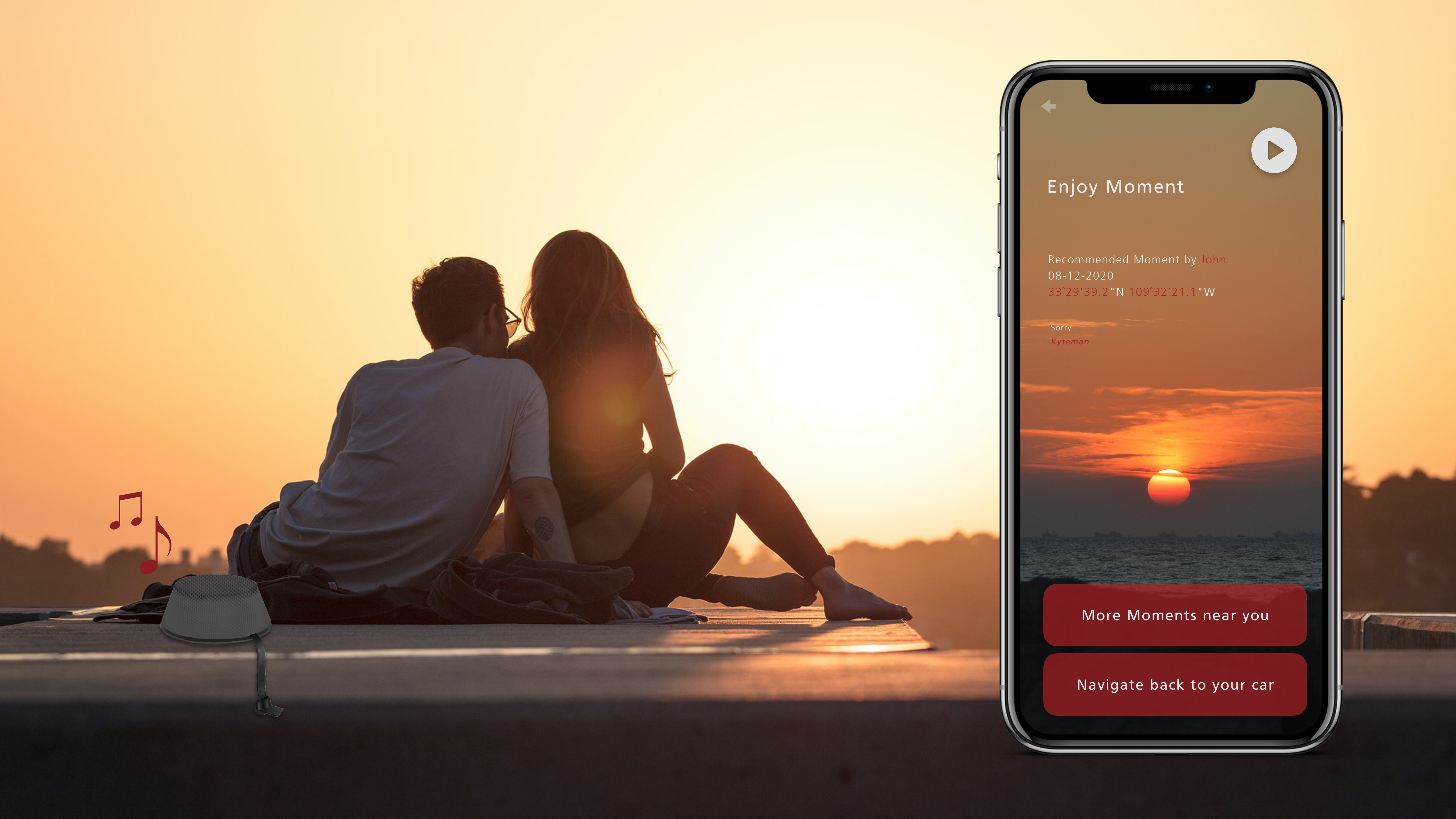


BEYOND

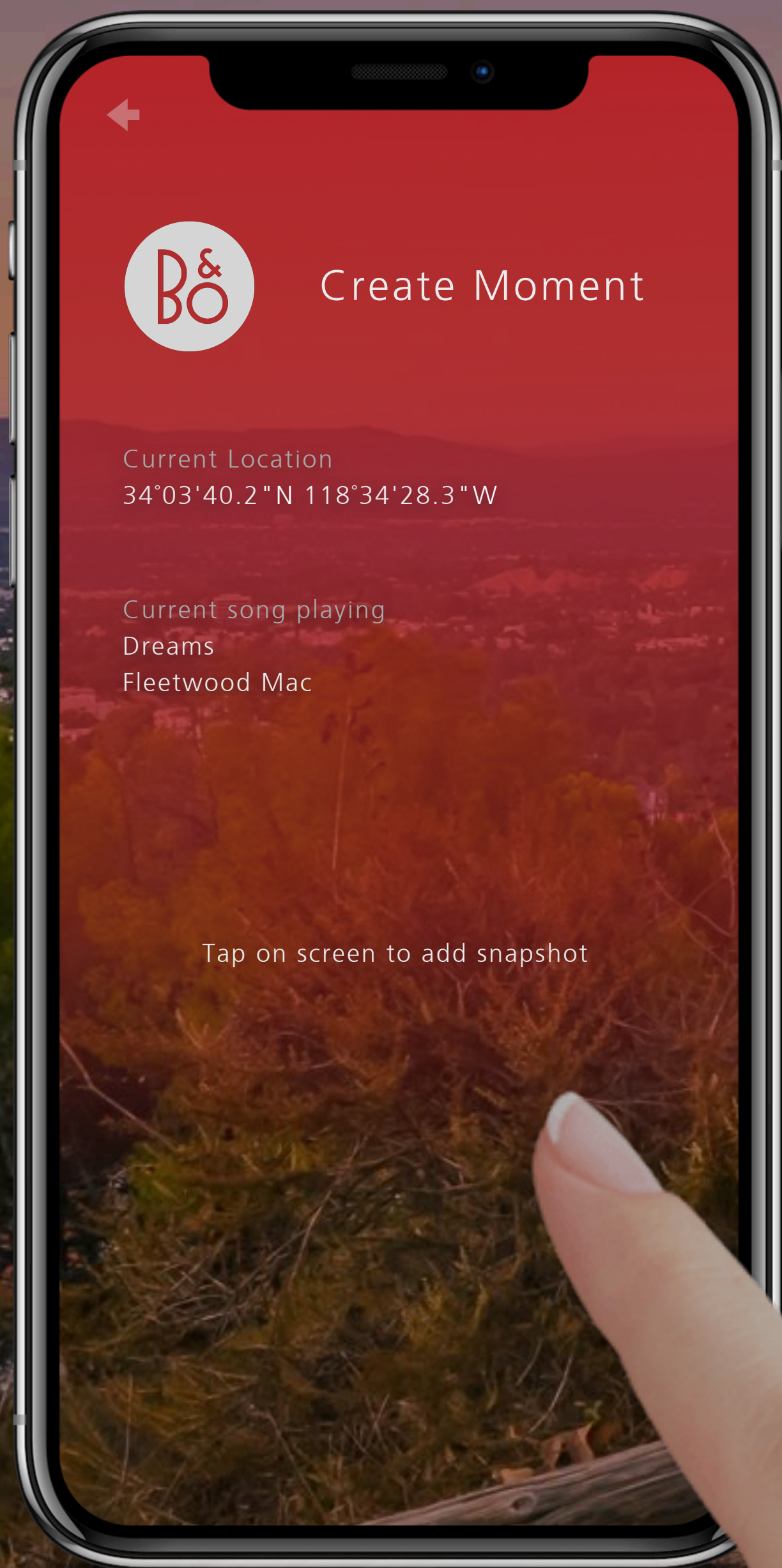
Navigate further to
Moment via B&O
Beyond mobile
application.

Almost
there...

Continue to Moment









Your Profile



Tom

Your
Moments

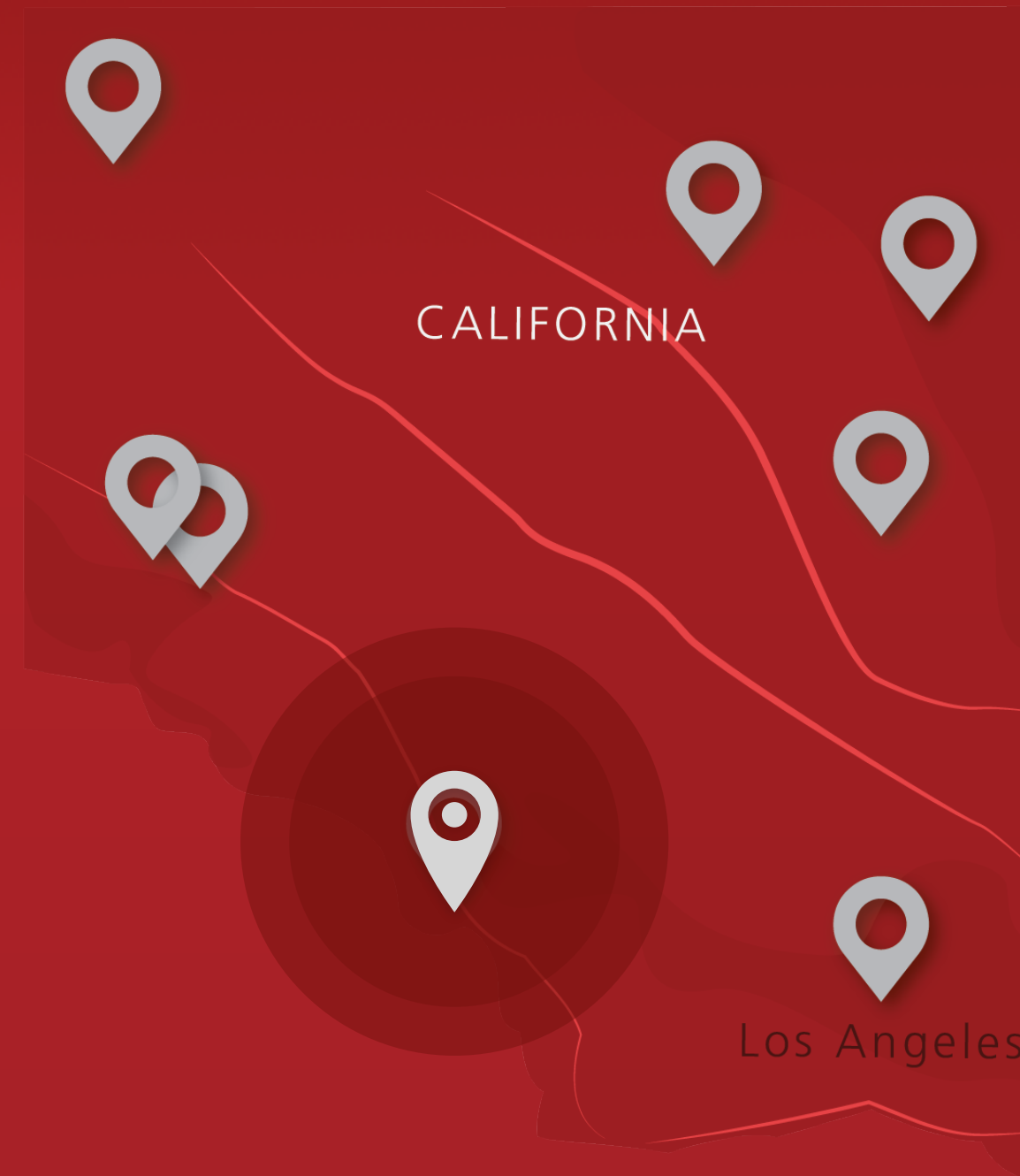
Moments
For You

Liked
Moments

Settings



Your Moments



You have **25** created
Moments.



Your Moment

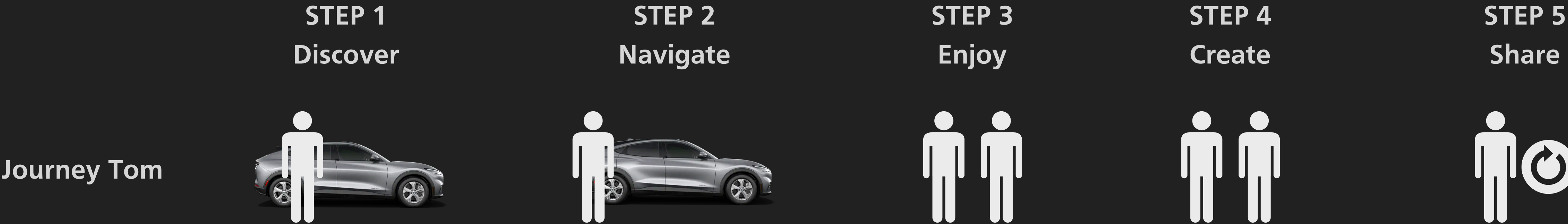
Created Moment by Tom
02-09-2021
34°03'40.2"N 118°34'28.3"W

Dreams
Fleetwood Mac



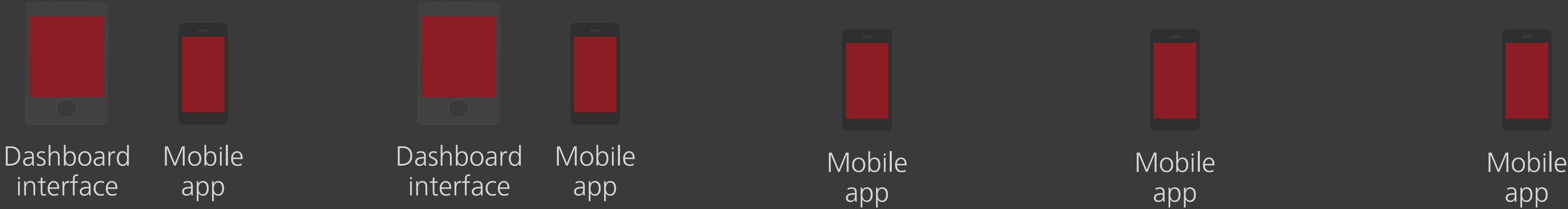
Share

Customer Journey Tom: Interaction with the PSS created for the Ford Mustang Mach-E

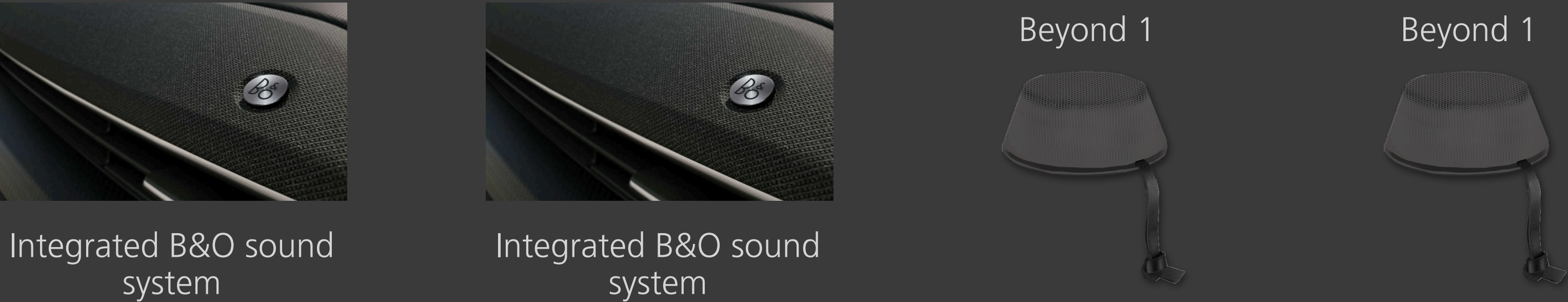


TOM'S PSS

Services



Products



TARGET GROUPS B&O Beyond Platform - Key Target Groups



“Careerist”

Tom

Ford Mustang Mach-E owner

After-sales PSS when purchasing his premium model Ford Mustang Mach-E.



“Careerist”

Jack

Ford Bronco owner

After-sales PSS when purchasing his Ford Bronco model Badlands.



“Gen Z”

Sarah

Potential Ford Customer

Access to the service for free when purchasing her B&O A1 speaker.



Jack

27, works in construction, and lives in non-urban area CA.





PRODUCT: BEYOND 2

An additional B&O turnable sound-bar
for the Ford Bronco Badlands trim
level and up.






PRODUCT: BEYOND 2

An additional B&O turnable sound-bar for the Ford Bronco Badlands trim level and up.



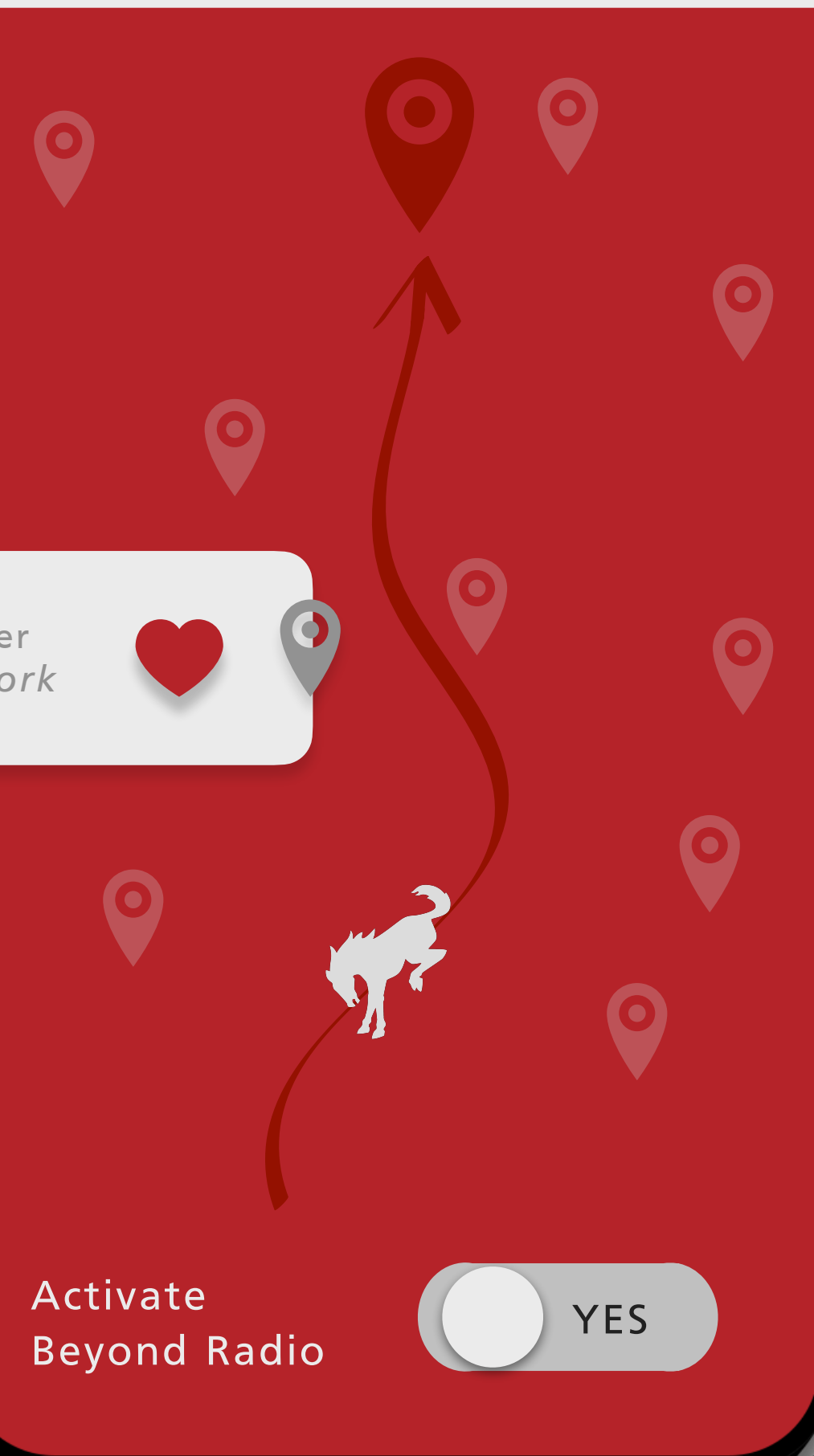


 Navigate to Moment

Pins From Map	Your Liked Moments	Go Adventure
---------------------	--------------------------	-----------------

Navigate To B&O Moment

Time 1 hour
Distance 42 KM



Down Under
Men At Work

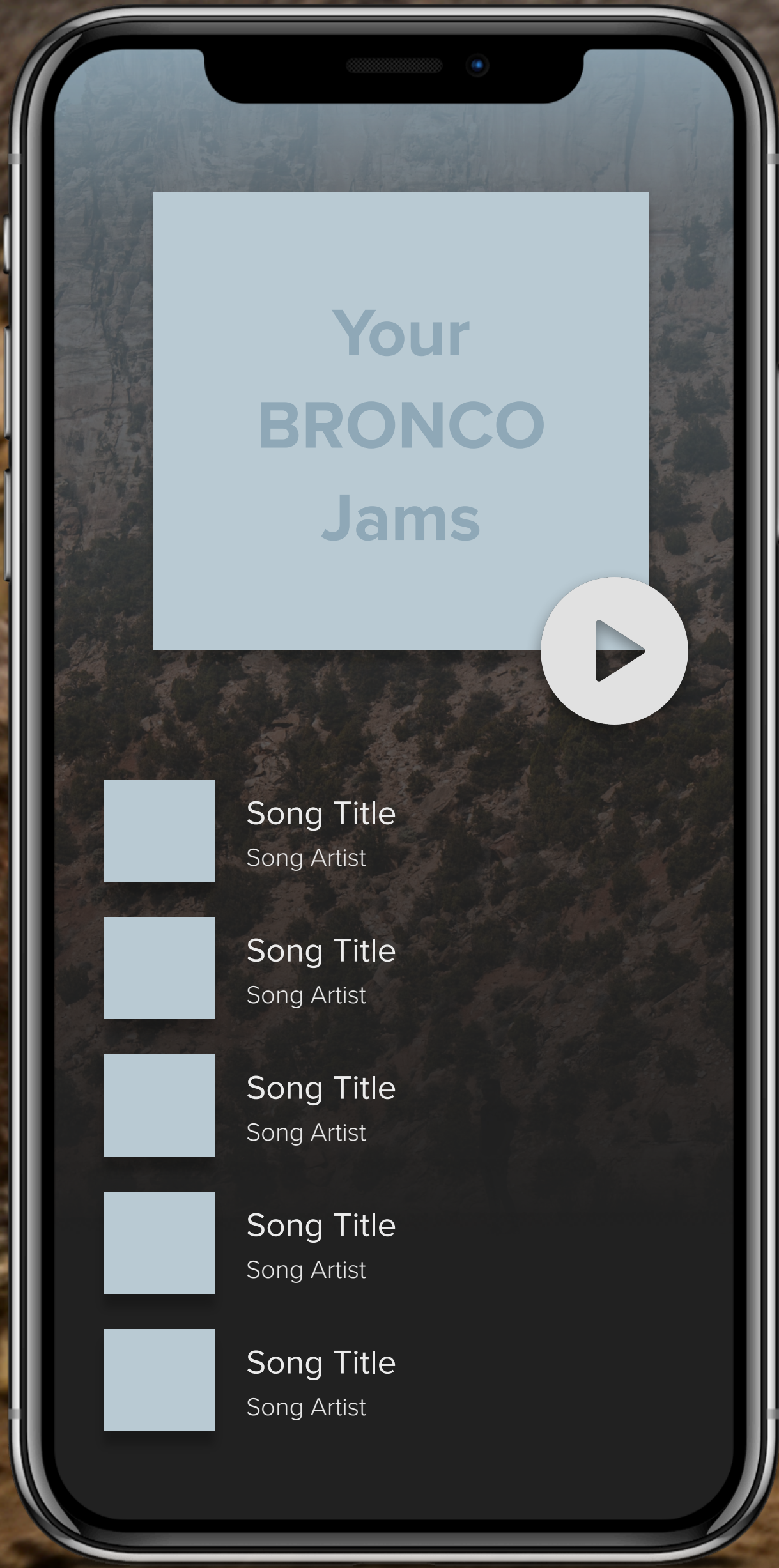


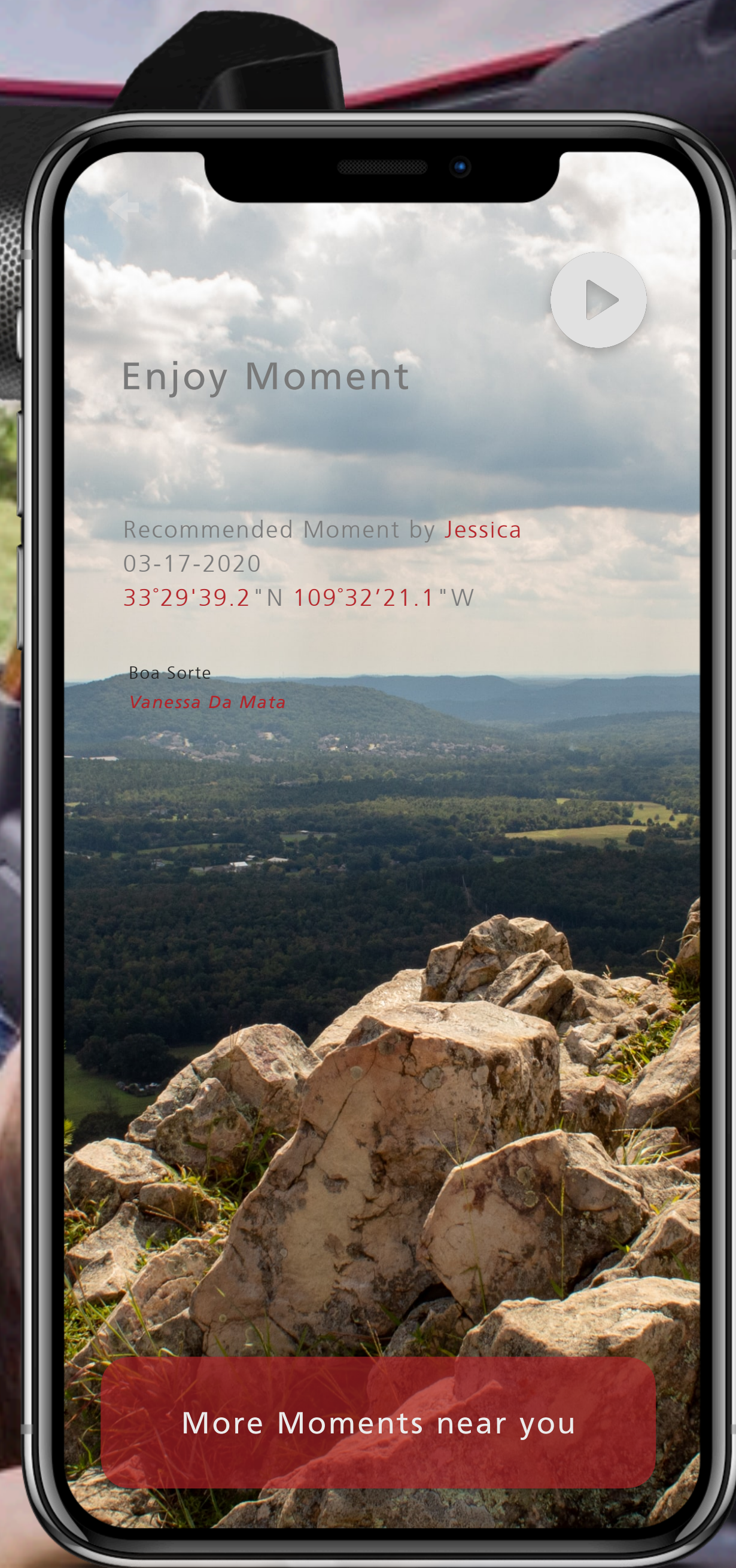
Activate
Beyond Radio



YES





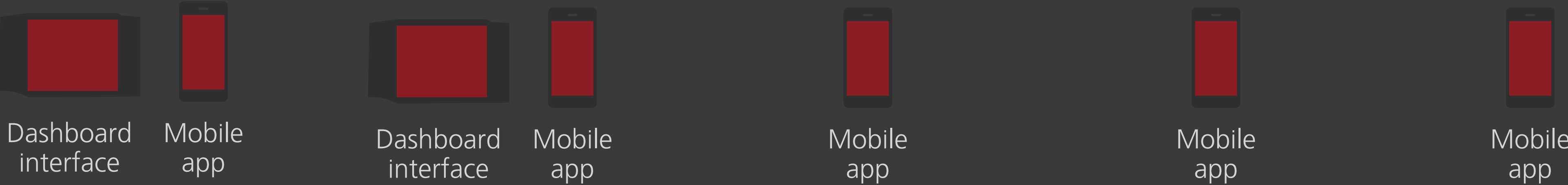


Customer Journey Jack: Interaction with the PSS created for the Ford Bronco



JACK’S PSS

Services



Products



TARGET GROUPS B&O Beyond Platform - Key Target Groups



“Careerist”

Tom

Ford Mustang Mach-E owner

After-sales PSS when purchasing his premium model Ford Mustang Mach-E.



“Careerist”

Jack

Ford Bronco owner

After-sales PSS when purchasing his Ford Bronco model Badlands.



“Gen Z”

Sarah

Potential Ford Customer

Access to the C2C digital platform for free when purchasing her B&O A1 speaker.



Sarah

22, studies at UCLA, and lives in West Hollywood LA.







More Moments near you

Customer Journey Sarah: Interaction with the PSS created for potential Ford customers



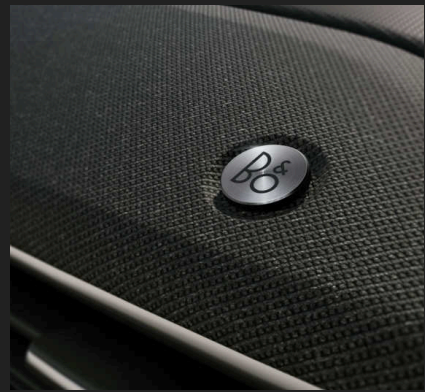
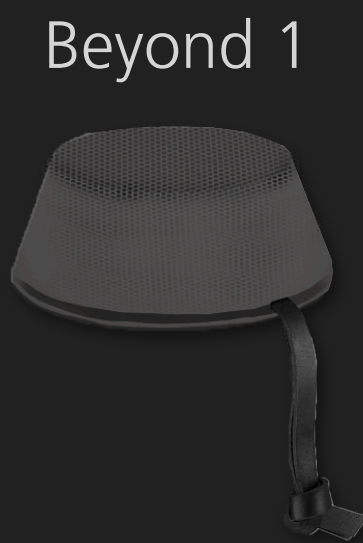
SARAH’S PSS



DIFFERENCES IN PSS VALUE PROPOSITIONS OF KEY TARGET GROUPS



CUSTOM PRODUCT-SERVICE SYSTEMS



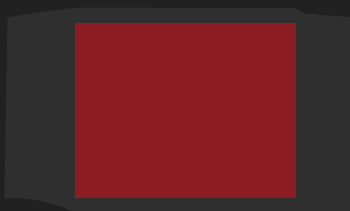
Integrated B&O sound system



Dashboard interface



Mobile app



Dashboard interface



Mobile app



Mobile app

C2C DIGITAL PLATFORM

CORE INTERACTION

Recommending B&O Moments

Recommending B&O Moments

Recommending B&O Moments

KEY SERVICES

Discover **ALL** B&O Moments
Create your own B&O Moments
Share your own B&O Moments

Discover **ALL** B&O Moments
Create your own B&O Moments
Share your own B&O Moments

Discover **URBAN** B&O Moments
Create your own B&O Moments
Share your own B&O Moments

ADDITIONAL SERVICES

‘Go Adventure’ function
Listen to Beyond Radio
Create personal driving playlist

‘Go Adventure’ function
Listen to Beyond Radio
Create personal driving playlist

‘Go Adventure’ function
Listen to Beyond Radio
-

Take part in a community that
desires to elevate their life with
meaningful adventures.



BEYOND



Multipoint feature



BEYOND

FEASIBILITY VARIETY B&O MOMENTS Key Target Groups

NON-URBAN



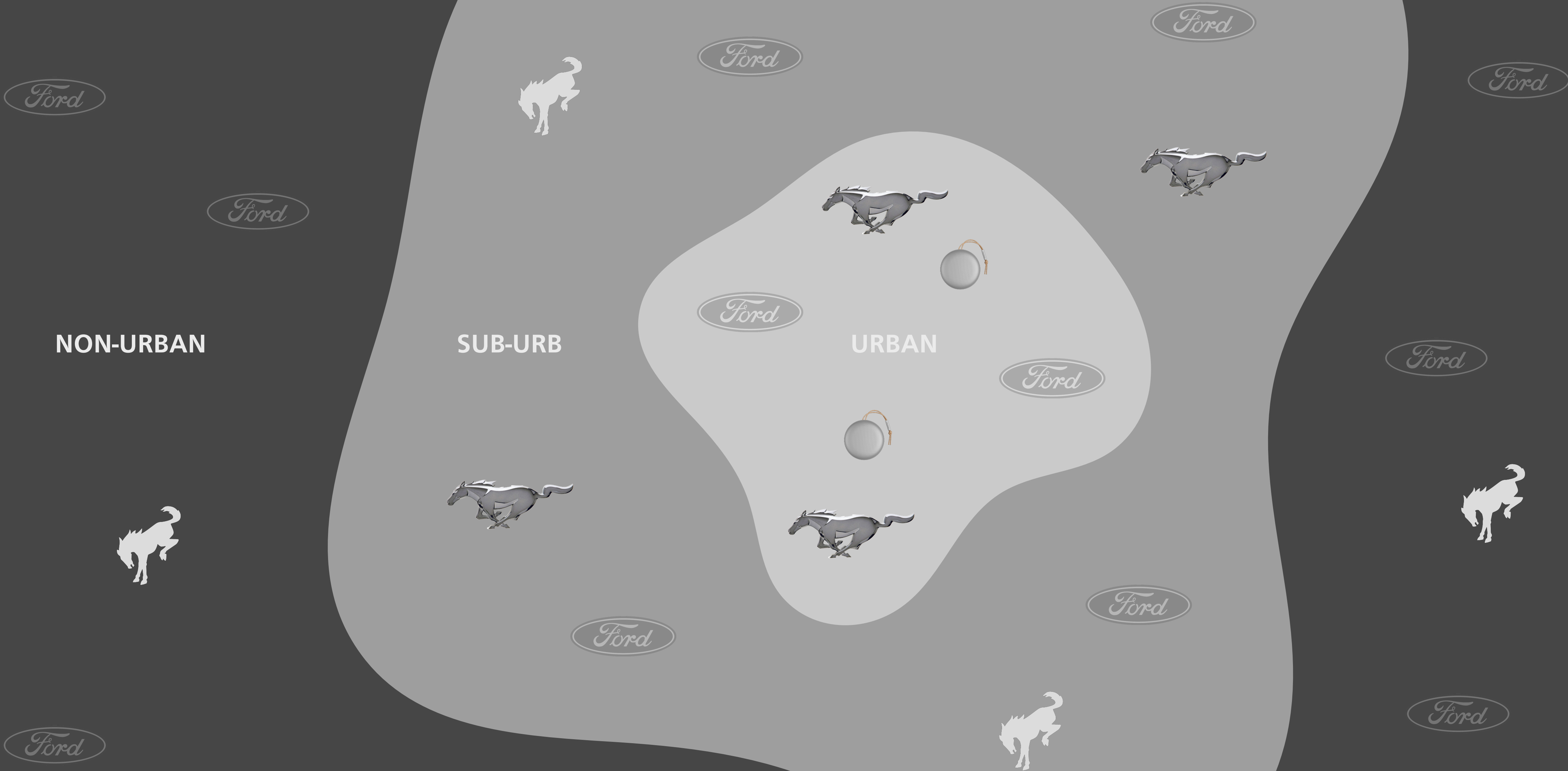
SUB-URB



URBAN



FEASIBILITY VOLUME B&O MOMENTS Targeting Various Ford Models



TARGET GROUPS B&O Beyond Platform

KEY TARGET GROUPS

ADDITIONAL TARGET GROUPS

“Careerist”

Tom

Ford Mustang
Mach-E
Owner

“Careerist”

Jack

Ford Bronco
Owner

“Gen Z”

Sarah

Potential
Ford
Customer

“Careerist”

John

User Ford
Escape
Share

“Well-Established”

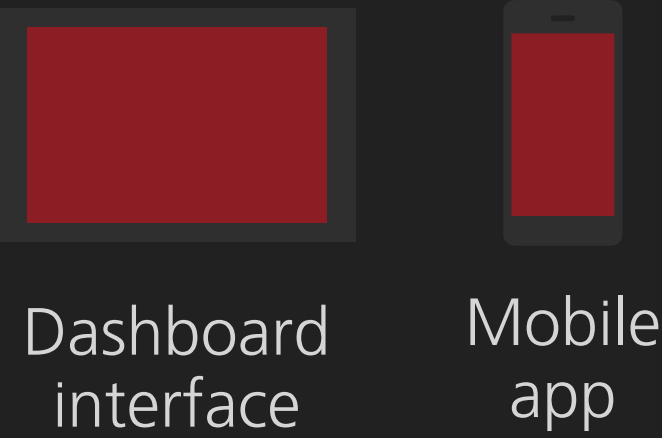
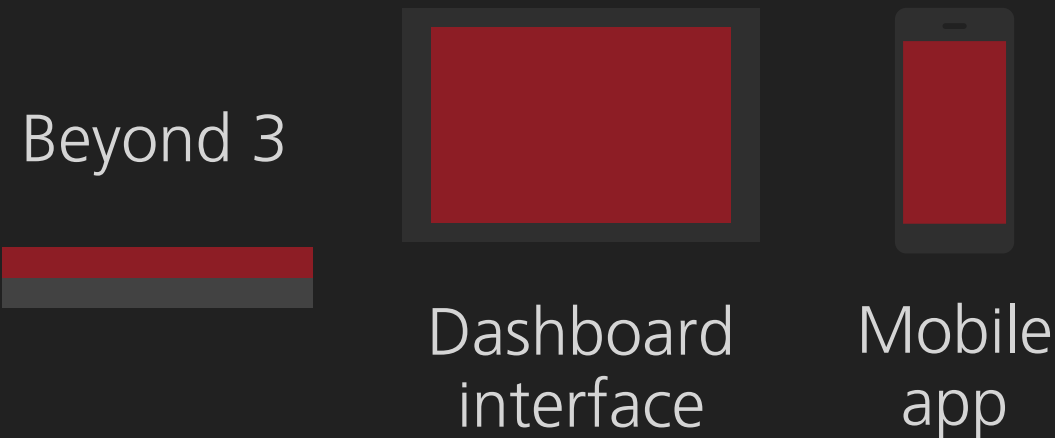
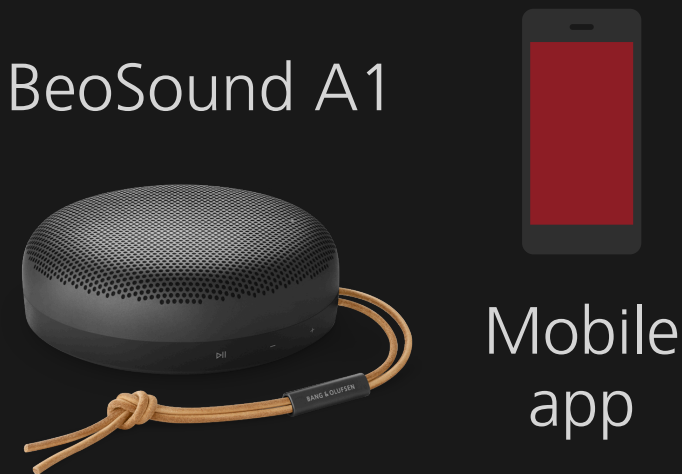
Olivia

Ford F-150
Owner

DIFFERENCES IN PSS VALUE PROPOSITIONS BETWEEN SARAH & ADDITIONAL TARGET GROUPS



CUSTOM PRODUCT-SERVICE SYSTEMS



C2C DIGITAL PLATFORM

CORE INTERACTION

Recommending B&O Moments

Recommending B&O Moments

Recommending B&O Moments

KEY SERVICES

Discover **URBAN** B&O Moments
Create your own B&O Moments
Share your own B&O Moments

Discover **URBAN + VEHICLE** B&O Moments
Create your own B&O Moments
Share your own B&O Moments

Discover **ALL** B&O Moments
Create your own B&O Moments
Share your own B&O Moments

ADDITIONAL SERVICES

‘Go Adventure’ function
Listen to Beyond Radio

‘Go Adventure’ function
Listen to Beyond Radio

‘Go Adventure’ function
Listen to Beyond Radio
Create personal driving playlist



John

26 years old, works mostly remote, and lives in San Francisco.



Hayes Valley, San Francisco



John

26 years old, works mostly remote, and lives in San Francisco.

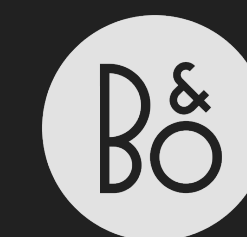


Hayes Valley, San Francisco



PRODUCT: BEYOND 3

An additional B&O portable bluetooth speaker for Ford Escape Share vehicles.





PRODUCT: BEYOND 3

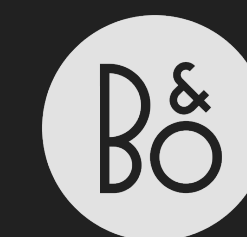
An additional B&O portable bluetooth speaker for Ford Escape Share vehicles.





PRODUCT: BEYOND 3

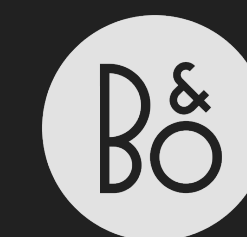
An additional B&O portable bluetooth speaker for Ford Escape Share vehicles.



Navigate further to
Moment via B&O
Beyond mobile
application.

PRODUCT: BEYOND 3

An additional B&O portable bluetooth
speaker for Ford Escape Share
vehicles.







Olivia

38 years old, mother of three, and lives in Summit Park, Utah.





Navigate to Moment

Pins On
Map

Your Liked
Moments

Go
Adventure



LIMITED





Navigate to Moment

Pins On
Map

Your Liked
Moments

Go
Adventure



COMMUNITY B&O BEYOND



The background is a collage of four vertical panels. The first panel on the left shows the dark silhouette of a man's head and shoulders against a light sky. The second panel shows a man in a plaid shirt and jeans sitting on the back of a dark-colored pickup truck, looking out over a landscape. The third panel shows a close-up of a young woman with long brown hair, smiling broadly. The fourth panel on the right shows a close-up of a man with short curly hair and glasses, looking thoughtfully at the camera.

New meaning B&O Beyond

“I desire to elevate my life with
meaningful adventures.”