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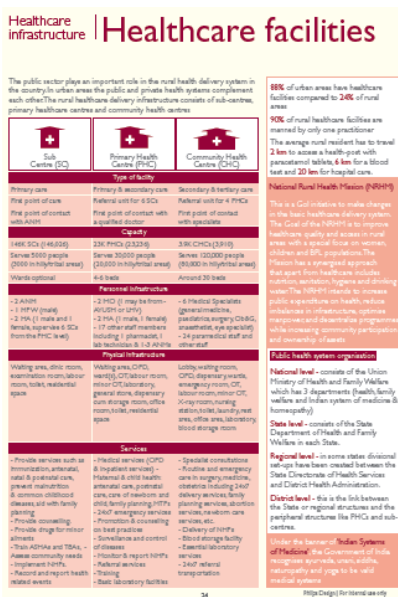
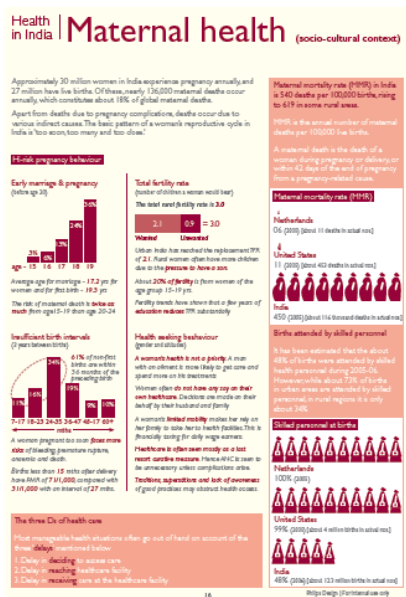
Creating value in emerging markets A design methodological approach

Philips Design is continuously investigating people's current needs and future aspirations in new, promising markets around the world. During our explorations we have been developing and fine-tuning ways of gathering local insights, and effectively translating the findings into scenarios and concrete people focused propositions.

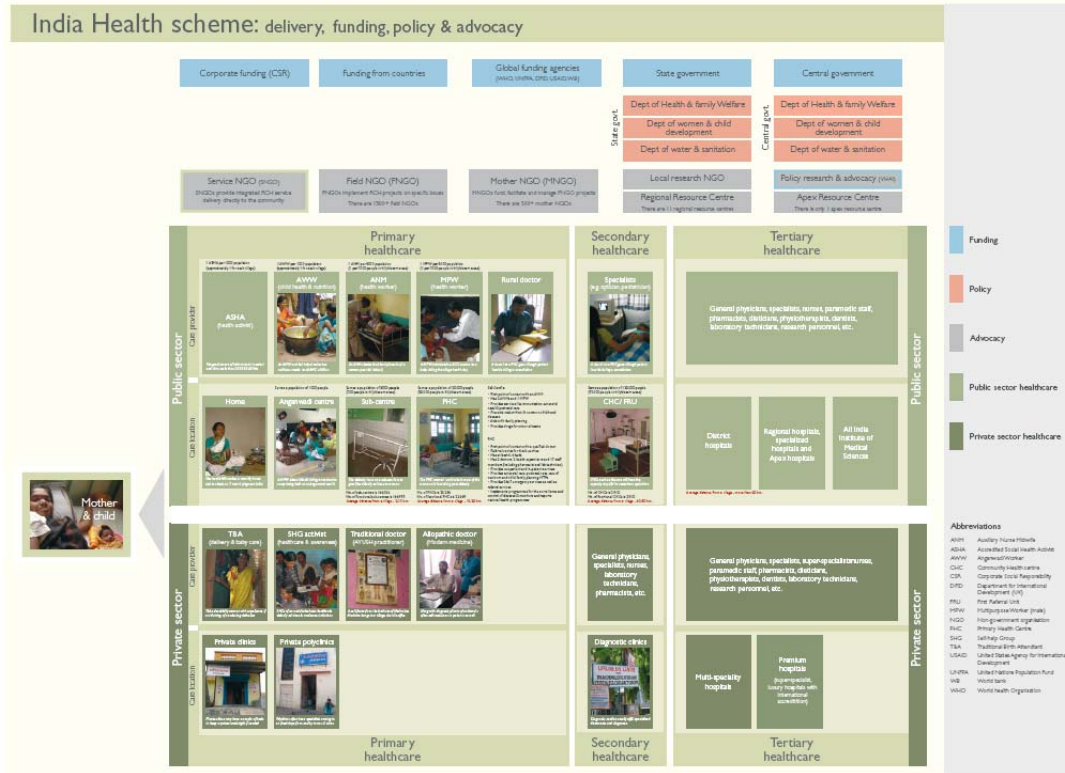
The common denominator in these projects is our methodology – *contextual multi-stakeholder research* – which helps us identify and understand potential users and relevant local players who have valuable knowledge and expertise. This holistic approach, and the related tools required to facilitate the gathering of local insights, have helped us to move from a broad understanding of the exploration territory to the identification of key issues and requirements that guide the selection of potential areas of business opportunities.

Field research activities and expert interviews are conducted by multidisciplinary teams that include dedicated people researchers, designers and in some cases, business representatives. Knowledge gathering is carried out using consolidated ethnographic tools: observations, shadowing and focus group techniques. In addition, we have introduced customized, appropriate tools for the peculiarities of emerging and developing markets (see below):

- Info graphics to visualize quantitative socio-economic information and infrastructural gaps among people living in different regions, as well as in rural and urban areas;



- Network maps for an overview of influential governmental and non-governmental bodies, plus for-profit and non-profit players working in certain areas of intervention;



- Family/community-based personas and group-stakeholders profile cards to specify drivers and key challenges related to people’s behavior in everyday-life contexts, key values, needs, cultural beliefs, lifestyle and their relationship with technology;



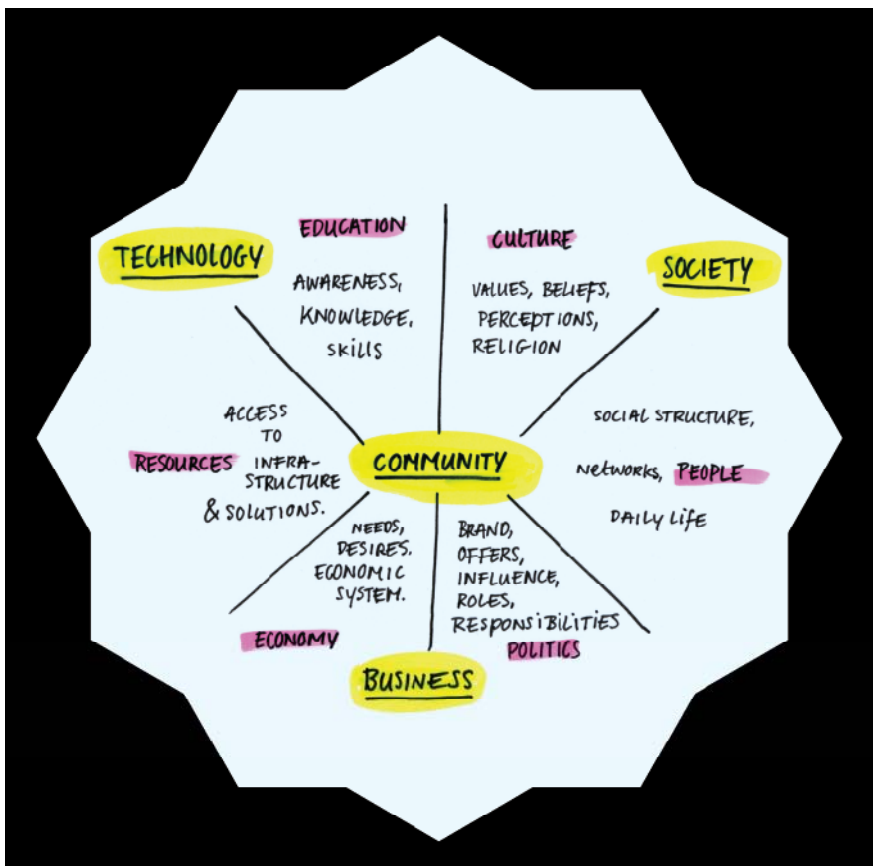
- Experience flows to consolidate information concerning rural and urban lifestyle practices and specific topic-related activities over particular spaces and times;
- Issues cards which describe challenges and problems experienced by a particular group of stakeholders in relation to a specific phase of activities as mapped out in the experience flow.

Creating a knowledge network

These methods and tools help us scan local infrastructural and technological conditions, socio-cultural habits, people's values, preferences, and requirements. They also help us in the creation of a knowledge network of local experts, including universities and governmental/non-governmental representatives working in particular fields of expertise. Research findings (initial insights) are then analyzed and translated into useful input for the businesses:

- ▶ Opportunity areas and scoping activities, including sketches and design scenarios, are used as input for strategic directions;
- ▶ Solution ideation workshops and their outcomes are used as input for specific projects. During the research, analysis and translation of the findings, we try, whenever possible, to truly engage with the stakeholders involved. In a number of cases, this has resulted in their active participation in the value co-creation process.

Research model to enable better understanding of the macro context of investigation



This methodology, briefly outlined above, is the results of our exploration over the years in which we have continued to develop and fine tune ways of gathering local insights – from current and future potential customers as well as a variety of local stakeholders – and to effectively translate the findings into design scenarios, concepts for solutions and even concrete market propositions.

[+ read more about how design is bringing value to emerging markets](#)