

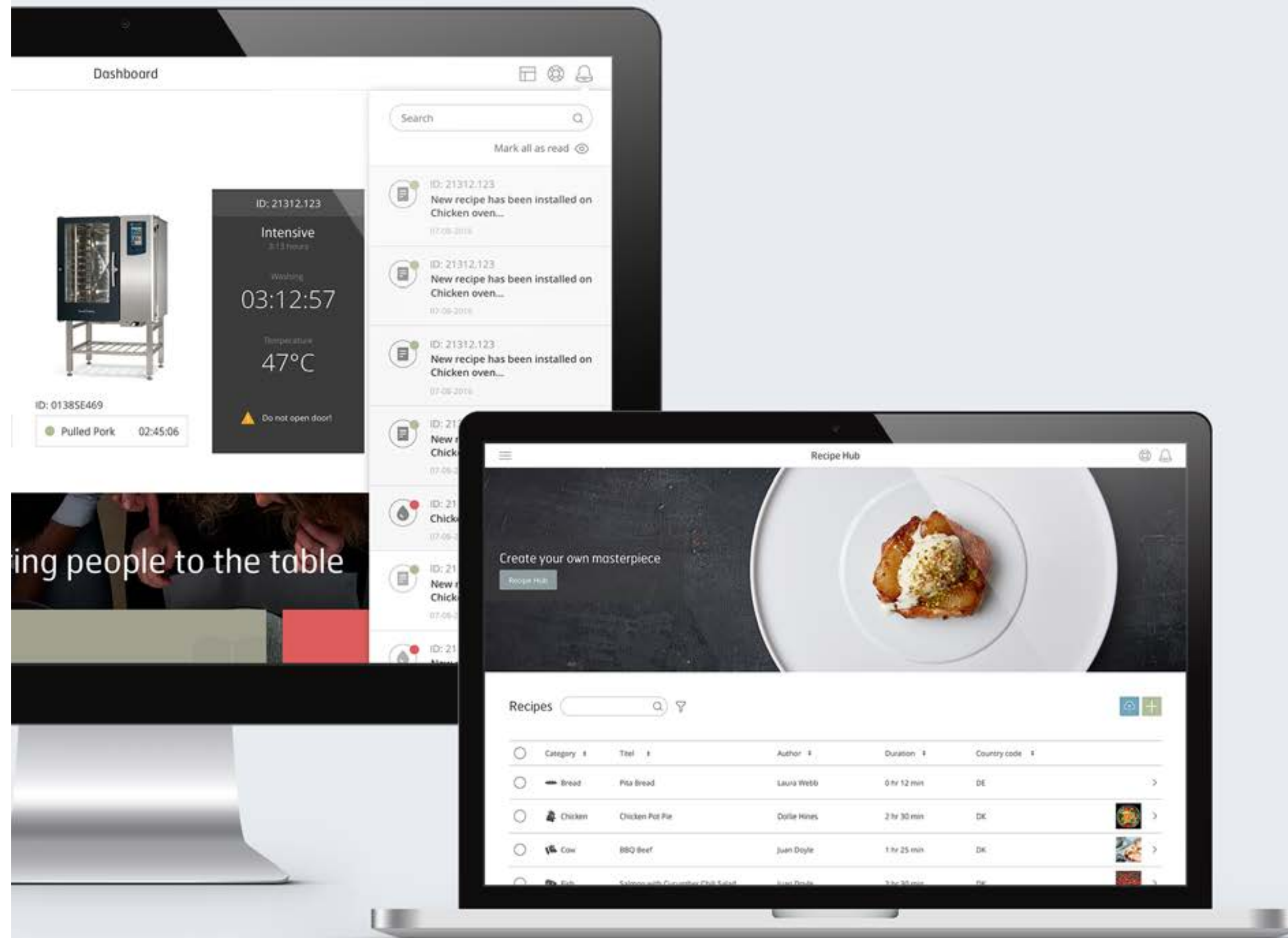


FROM PRODUCT TO SERVICE PROVIDER WITH A WINNING IoT EXPERIENCE

Henrik Mathiassen, co-founder at design-people

Morten Ammentorp Nielsen, CEO at Hounö

design-people



founded in 2005

A passionate bunch of design researchers,
customer experience experts, UX- industrial-
digital- and brand designers

30+ international design awards

collaborative culture

design·people

A people-centered product & digital experience agency

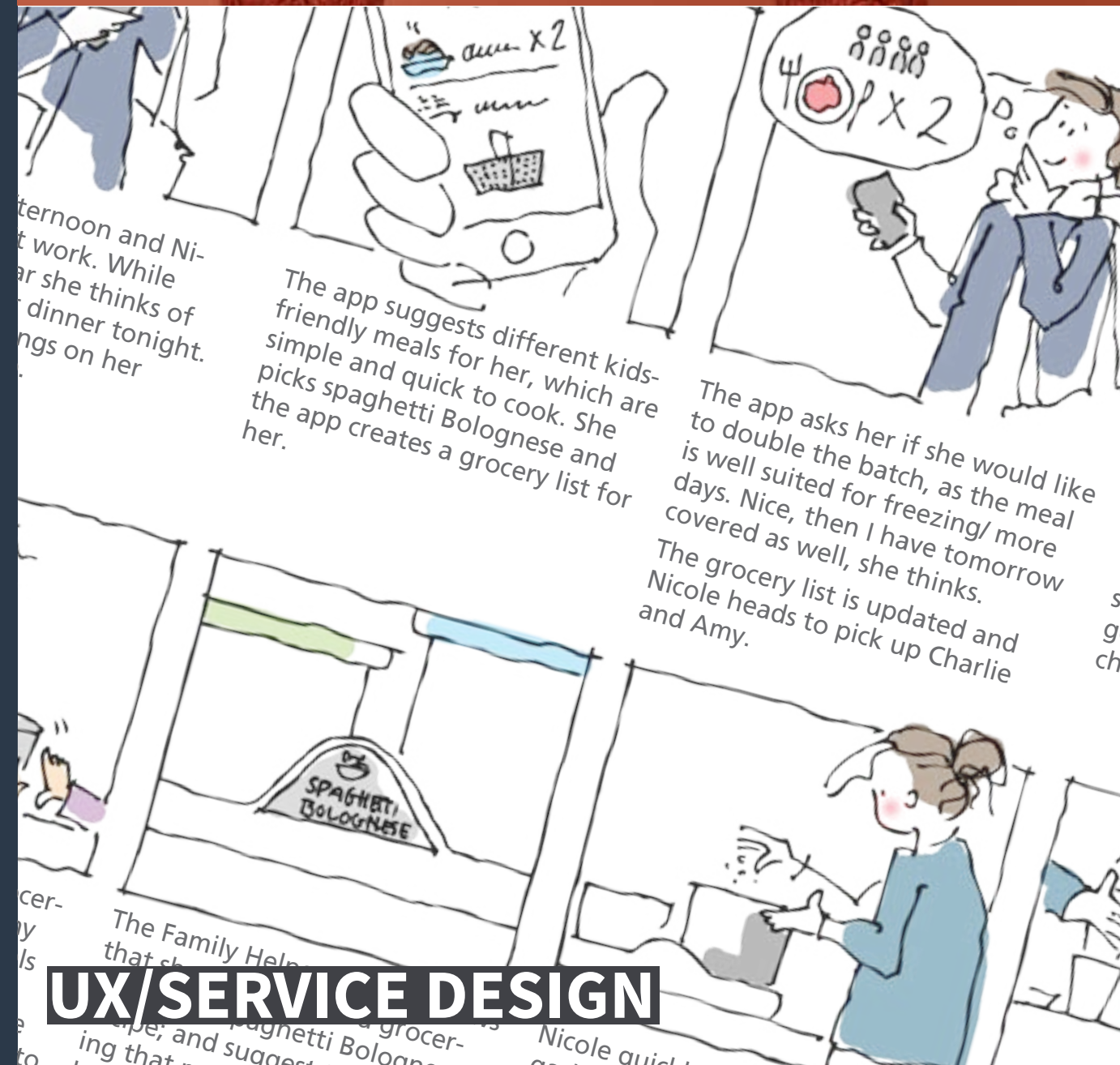


**We craft people-centered
product & experience design
that makes your business and
products relevant for today
and tomorrow**

INDUSTRIAL DESIGN



DIGITAL DESIGN



UX/SERVICE DESIGN

IoTWeek

GRAPHIC BRANDING

**We craft people-centered
product & experience design
that makes your business and
products relevant for today
and tomorrow**

INDUSTRIAL DESIGN

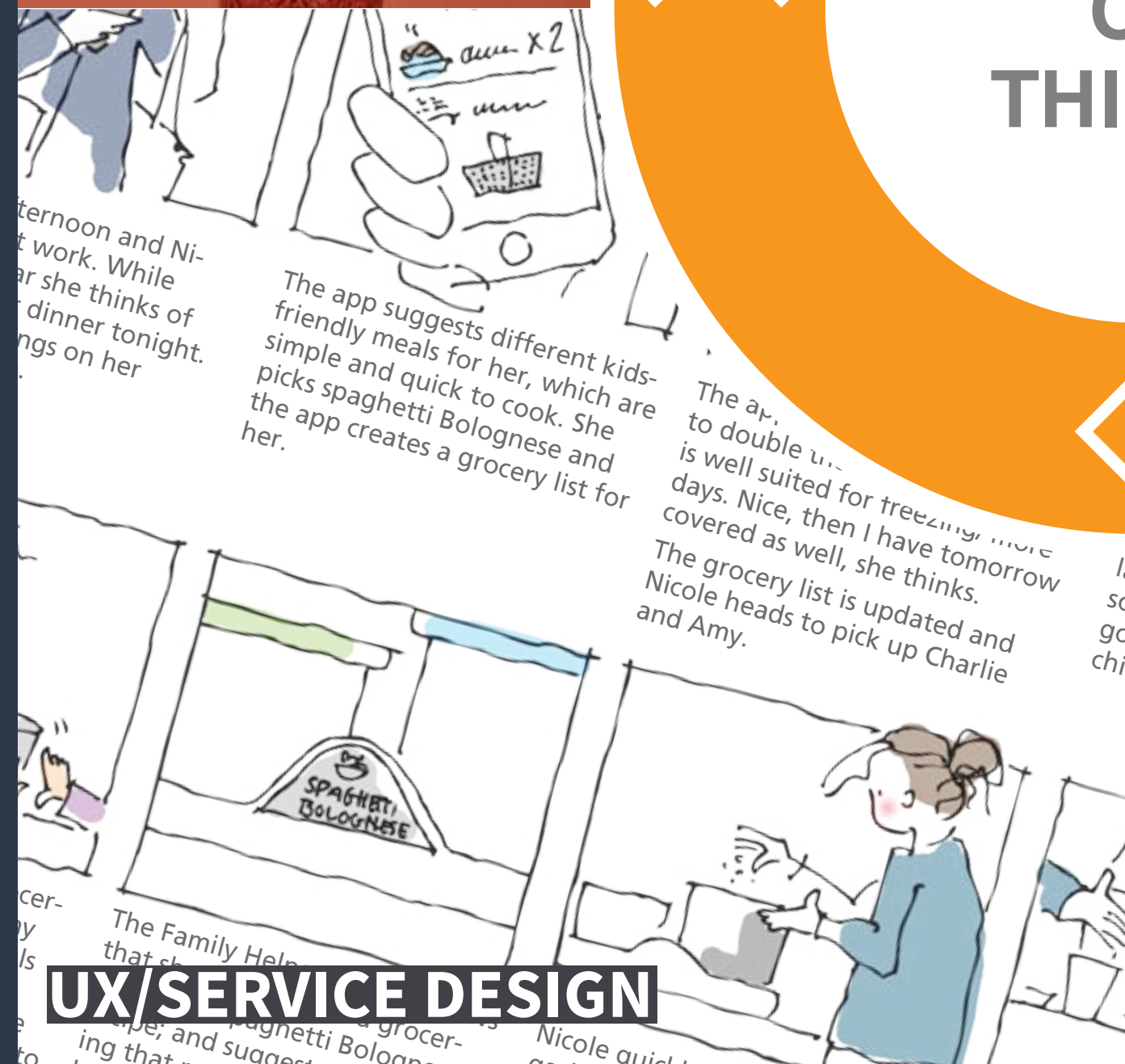


DIGITAL DESIGN



**INTERNET
OF
THINGS**

UX/SERVICE DESIGN



GRAPHIC BRANDING

IoT Week

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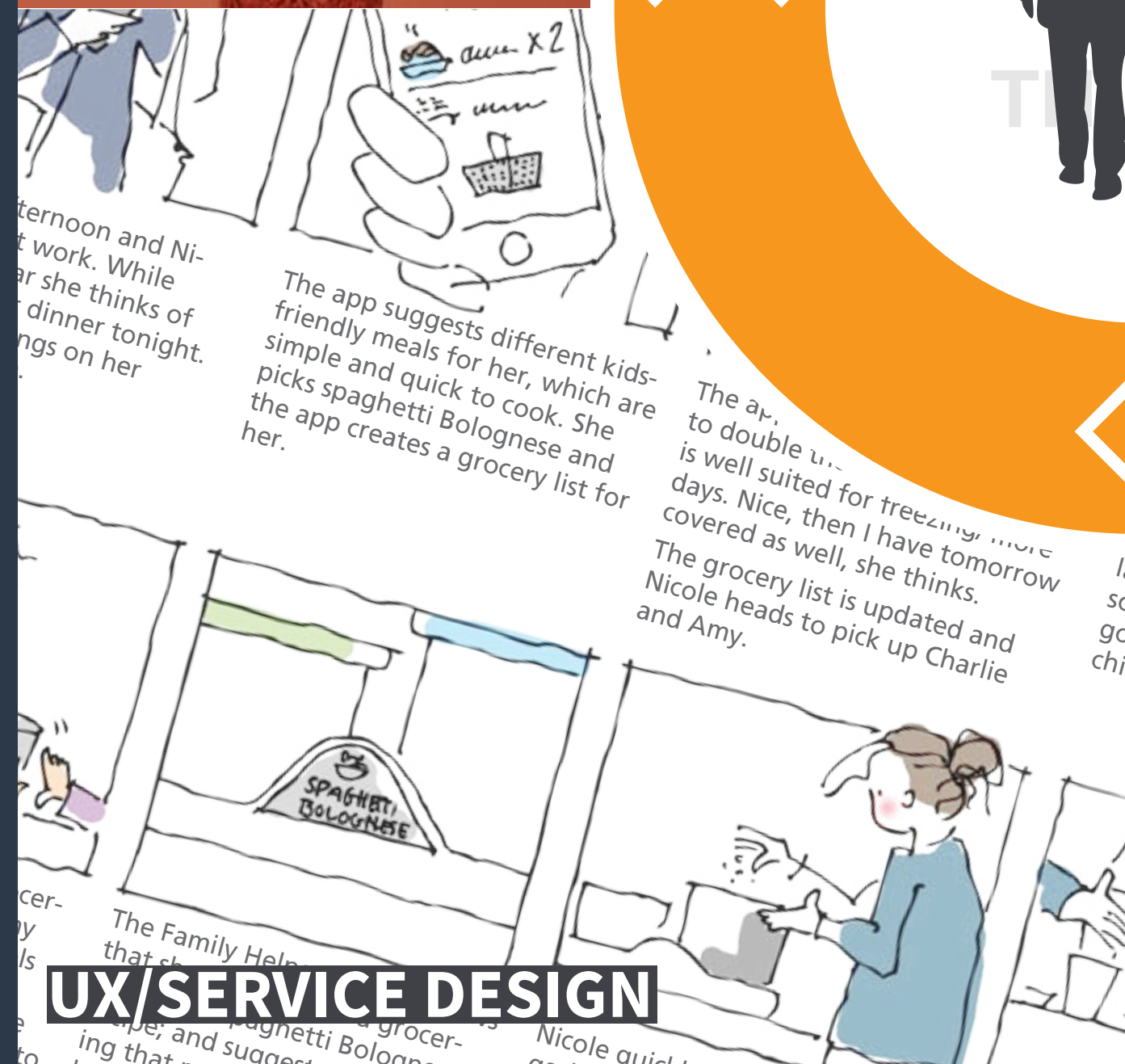
INDUSTRIAL DESIGN



DIGITAL DESIGN



UX/SERVICE DESIGN



NOT Week

GRAPHIC BRANDING

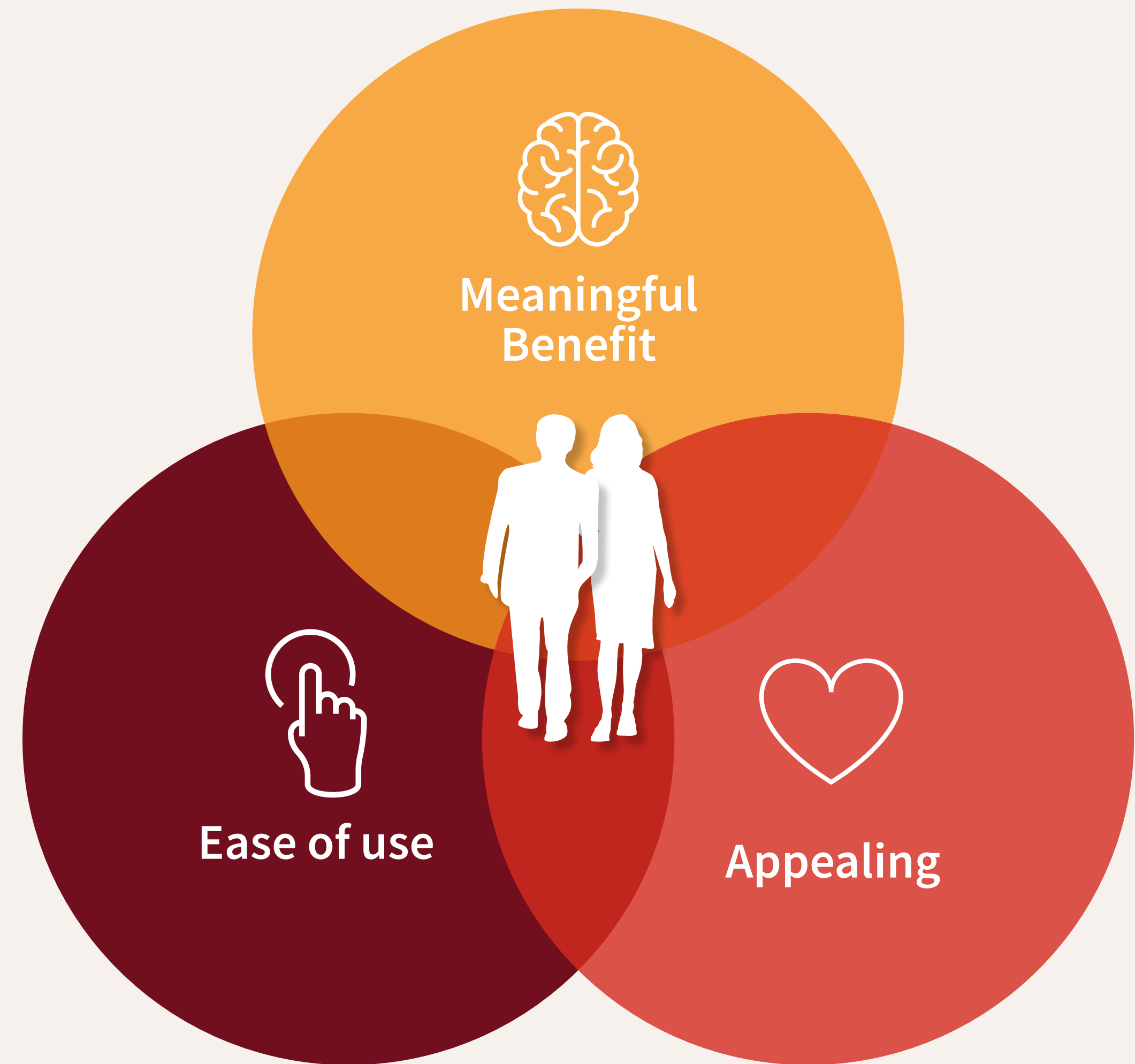
**Deep insights into
needs and behaviour
is the foundation for
everything we do.**

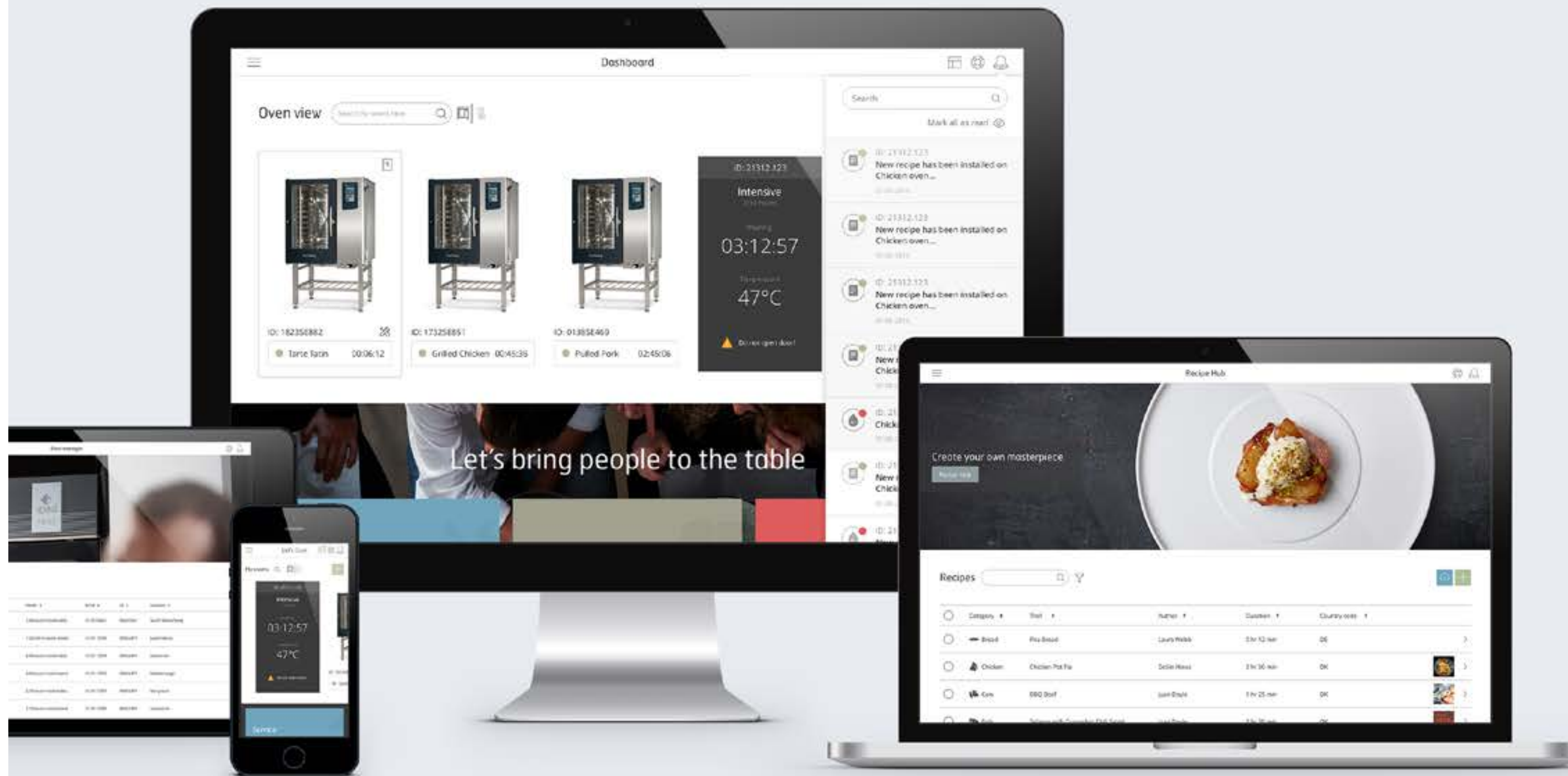


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THE 3 KEY ELEMENTS OF A WINNING CONNECTED EXPERIENCE





← HOUNÖ



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HOUNÖ – a proud manufacturer of combi ovens

We are known for creating innovative oven solutions.

We strive to constantly meet customer needs and drive future growth.



Let's bring people to the table...

An award-winning solution

Let's Cook Cloud Solution on YouTube



USA,
February
2017



UK,
June
2017



Germany,
September
2017



Australia,
September
2017



Italy,
October,
2017



Germany,
November
2018



HOUNÖ – known for providing
the world's best cooking
and baking experience



THE GREAT CUSTOMER
EXPERIENCE



ONLINE
UNIVERSE



THE HOUNÖ
TEAM



PRODUCT
ARCHITECTURE



INNOVATION
NETWORK



DIGITALIZATION
& IoT

Capabilities

In order to implement the strategy, HOUNÖ must have certain unique characteristics, abilities and competencies as an organization. We call them capabilities and they must be present across all layers of the company – from the individual employee's skills, knowledge and behavior to the organization's structure, processes and systems.

As an experience provider, HOUNÖ must have the following capabilities: The great customer experience, the HOUNÖ Team and Online universe.

As an innovator, HOUNÖ must have the following capabilities: Innovation Network, Digitalization and Internet of Things as well as Product Architecture.



Innovation Network

We embrace the principles of collaborative innovation

Closed Innovation Principles

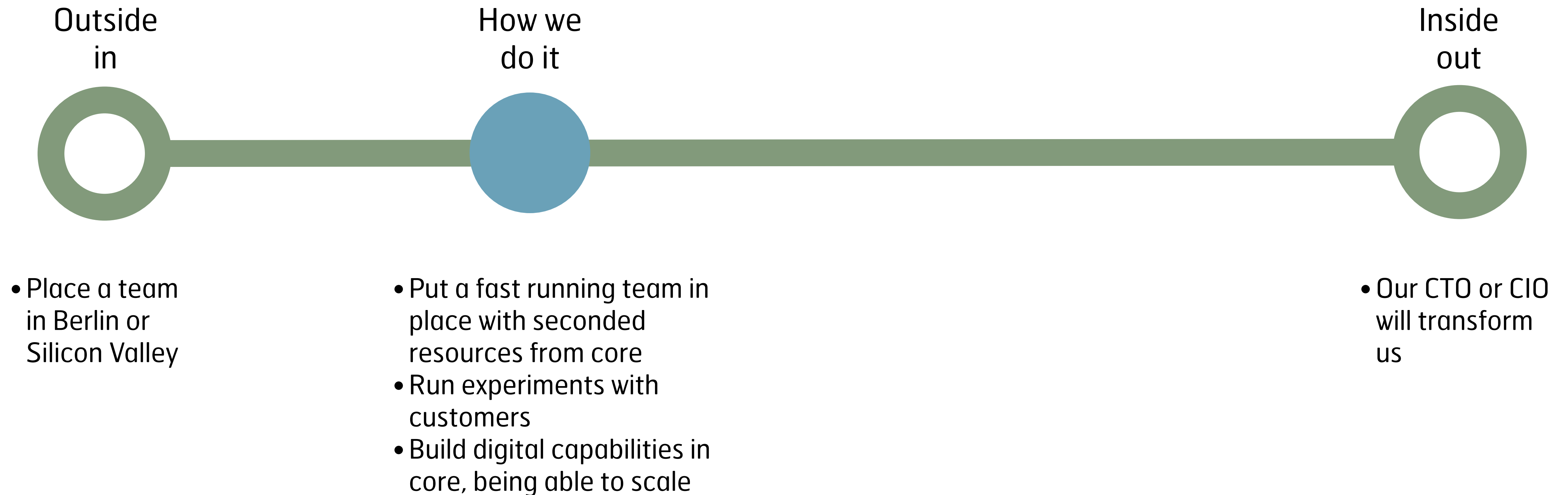
- The smart people in the field work for us.
- To profit from R&D, we must discover it, develop it, and ship it ourselves.
- If we discover it ourselves, we will get it to the market first.
- The company that gets an innovation to the market first will win.
- If we create the most and the best ideas in the industry, we will win.
- We should control our intellectual property (IP), so that our competitors don't profit from our ideas.

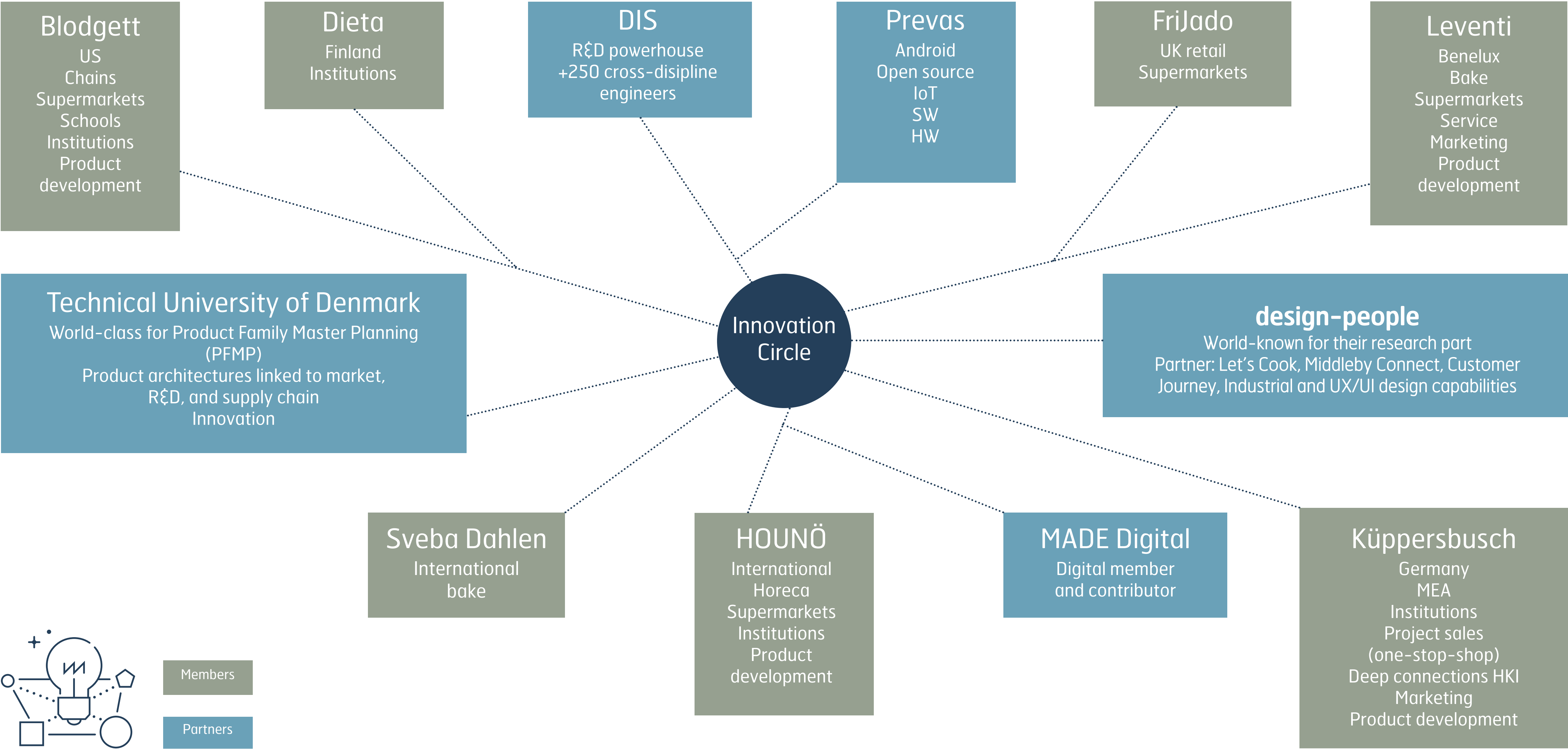
If you cannot be the world champion, find the person who is and start collaborating!
No one is looking for mediocre solutions.

Open Innovation Principles

- Not all the smart people work for us, so we must find and tap into the knowledge and expertise of bright individuals outside our company.
- External R&D can create significant value; internal R&D is needed to claim some portion of that value.
- We don't have to originate the research to profit from it.
- Building a better business model is better than getting to the market first.
- If we make the best use of internal and external ideas, we will win.
- We should profit from others' use of our IP, and we should buy others' IP, whenever it advances our business model.

How we organize ourselves





Let's bring people to the table...



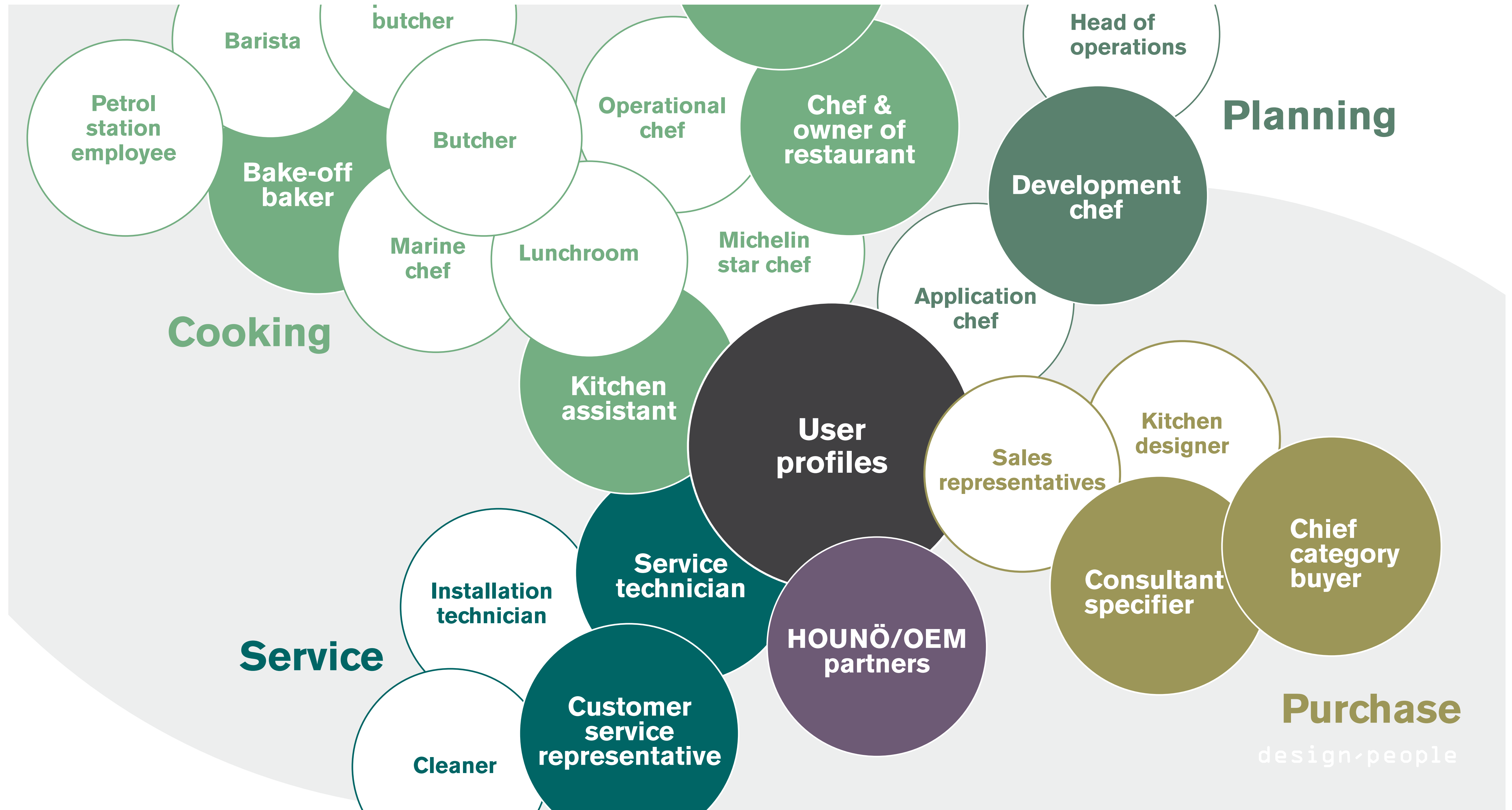
THE CHALLENGE

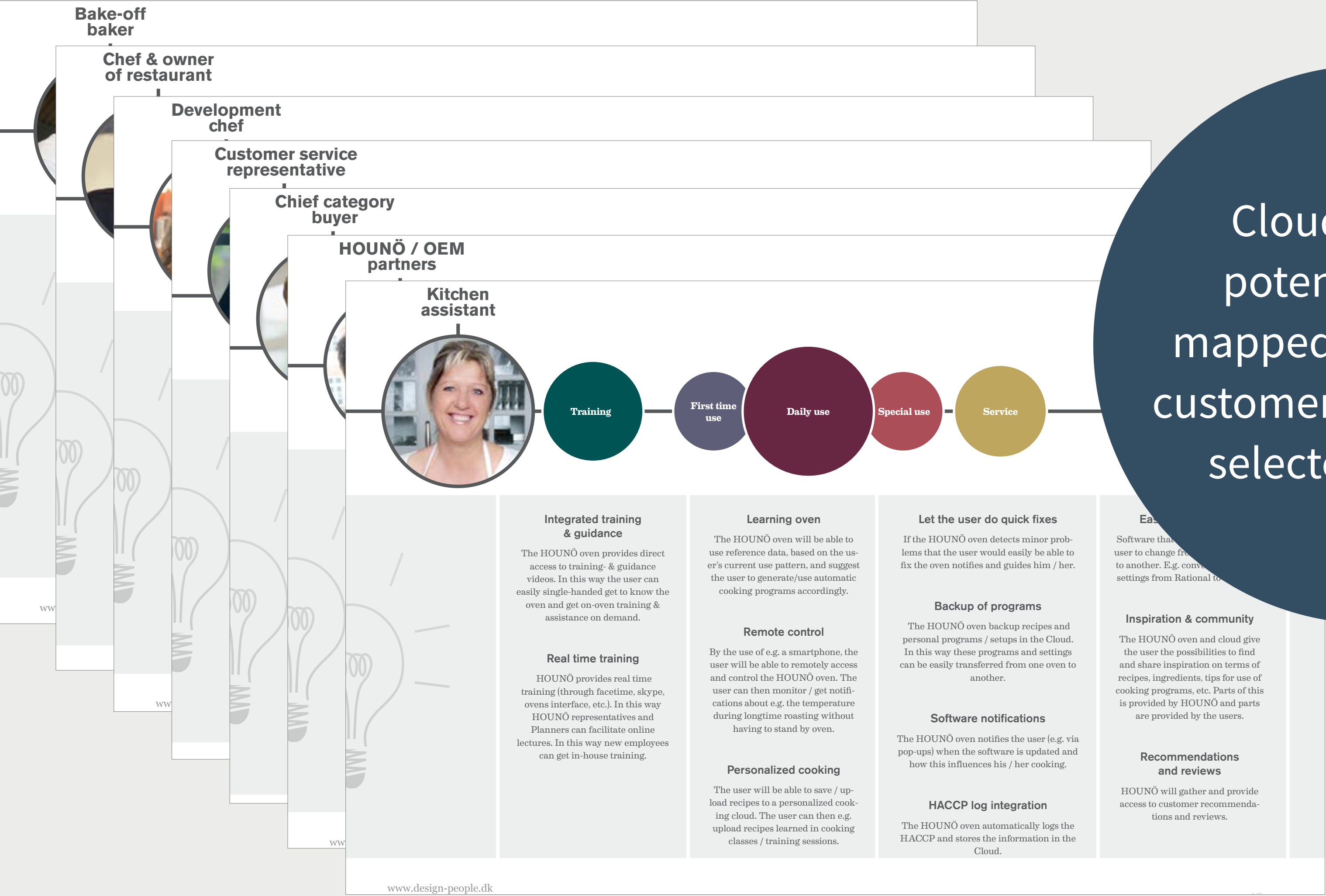
To create a holistic cloud solution that could provide real value to multiple users of different professions, work flows and -needs and thus make Hounö stay ahead of competition.

FROM STAKEHOLDER WORKSHOP TO QUICK PROTOTYPE FEEDBACK



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Cloud solution potentials were mapped through the customer journeys of 9 selected profiles.



KEY USER PROFILES



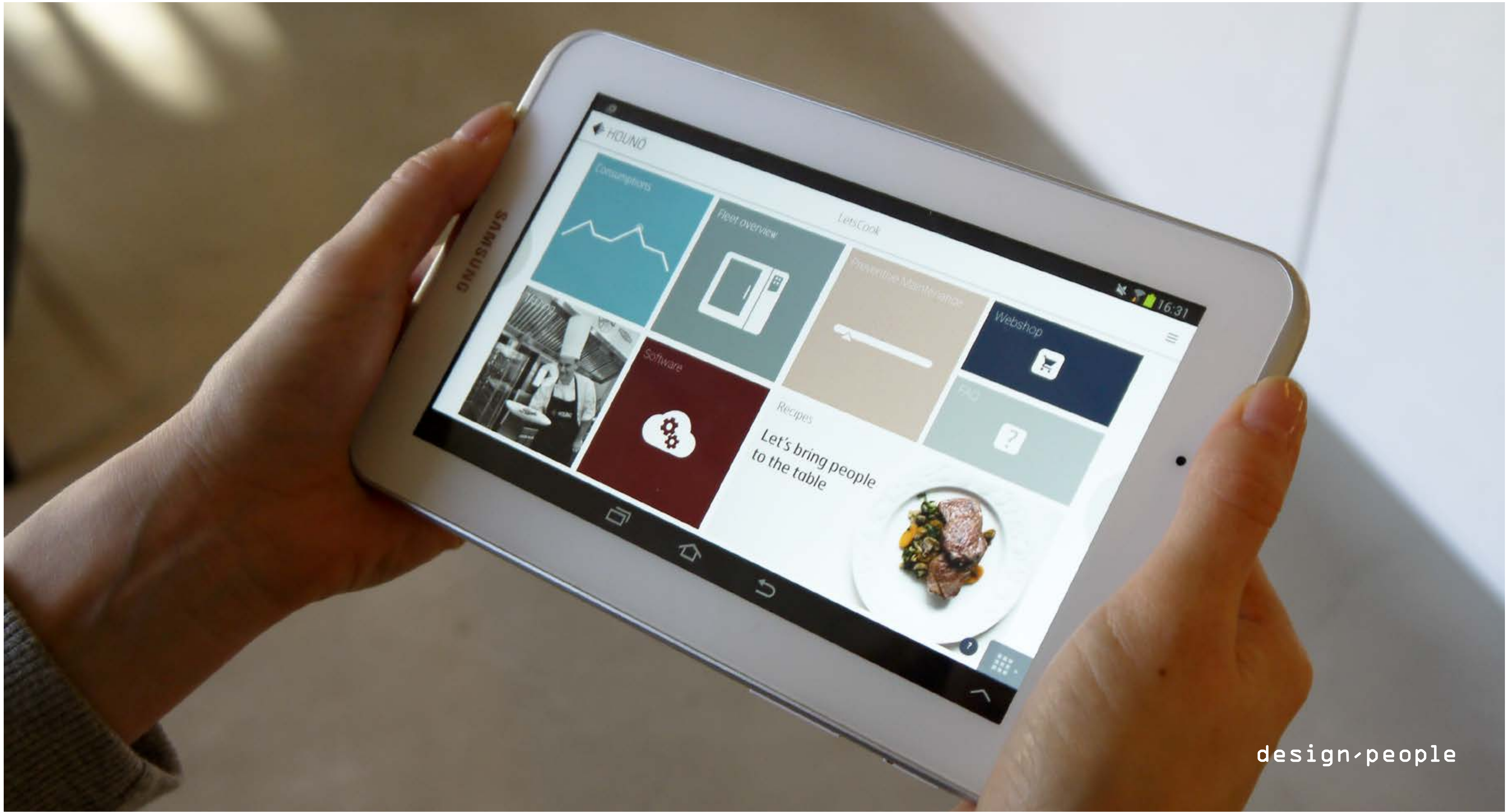
Category Buyer



Technician



Chef





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MARTIN

Former Sous-Chef

Make sure food is presented right, develop recipes, order products
Goal: perfection every time

“It’s pen and paper. I had a small computer, but it was too time consuming. It’s easier to write recipes on paper”

About devices in the kitchen



WORK ROUTINES

Frederikshøj is a creative gourmet-restaurant. As sous-chef Martin had a scheduled workday. At 10 Martin arrived at work, from 10 to 17 he prepared food with the other chefs - to make sure everything is done, Martin worked with a so called “**Mise en place**” a list containing all the daily tasks.

Time demanding procedures were prioritised to obtain the best possible result. Depending on what had been prepared the day before, Martin would also do Ad-hoc tasks. When preparing and cooking, he used **recipes to ensure a consistent level of quality**. He’s also responsible for the works of staff.

For the a la carte servings in the evening Martin would be in the kitchen preparing hot dishes, snacks and desserts with high precision. **Detail oriented work with low (guest) tolerance.**

NEEDS

- Control of running processes
- Ordering ovens supplies

RECIPES - DEVELOPMENT AND SHARING

Martin searches on Google for basic recipes or consult with others chefs from the national chef team.

In general chefs can be reluctant towards sharing their recipes with others.

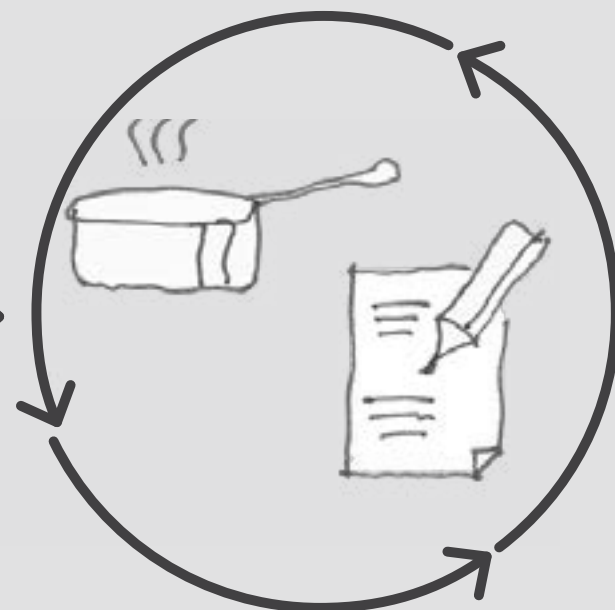
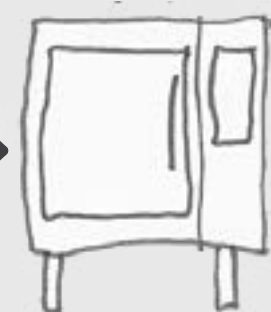
TECHNOLOGY

Martin spends all time in the kitchen and doesn’t (have the time to) use devices doing work.

He tried with a small computer, but found it too slow and inconvenient.



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Develop

THE CULINARY TEAM DEVELOPS A SPRING MENU AT HQ

- Develop menu

THE RECIPE IS PROGRAMMED DIRECTLY ON THE OVEN

- Super-user access to Let's Cook
- Create program steps for recipe

Cook

THE TEAM REFINES THE RECIPE PROGRAM IN THE TEST LAB

- Run program test
- Edit program
- Complete
- Access in "My Recipes"

Distribute

THE TEAM MAKES 3 TEST VERSIONS

- Share 3 recipes with the test restaurants

Test

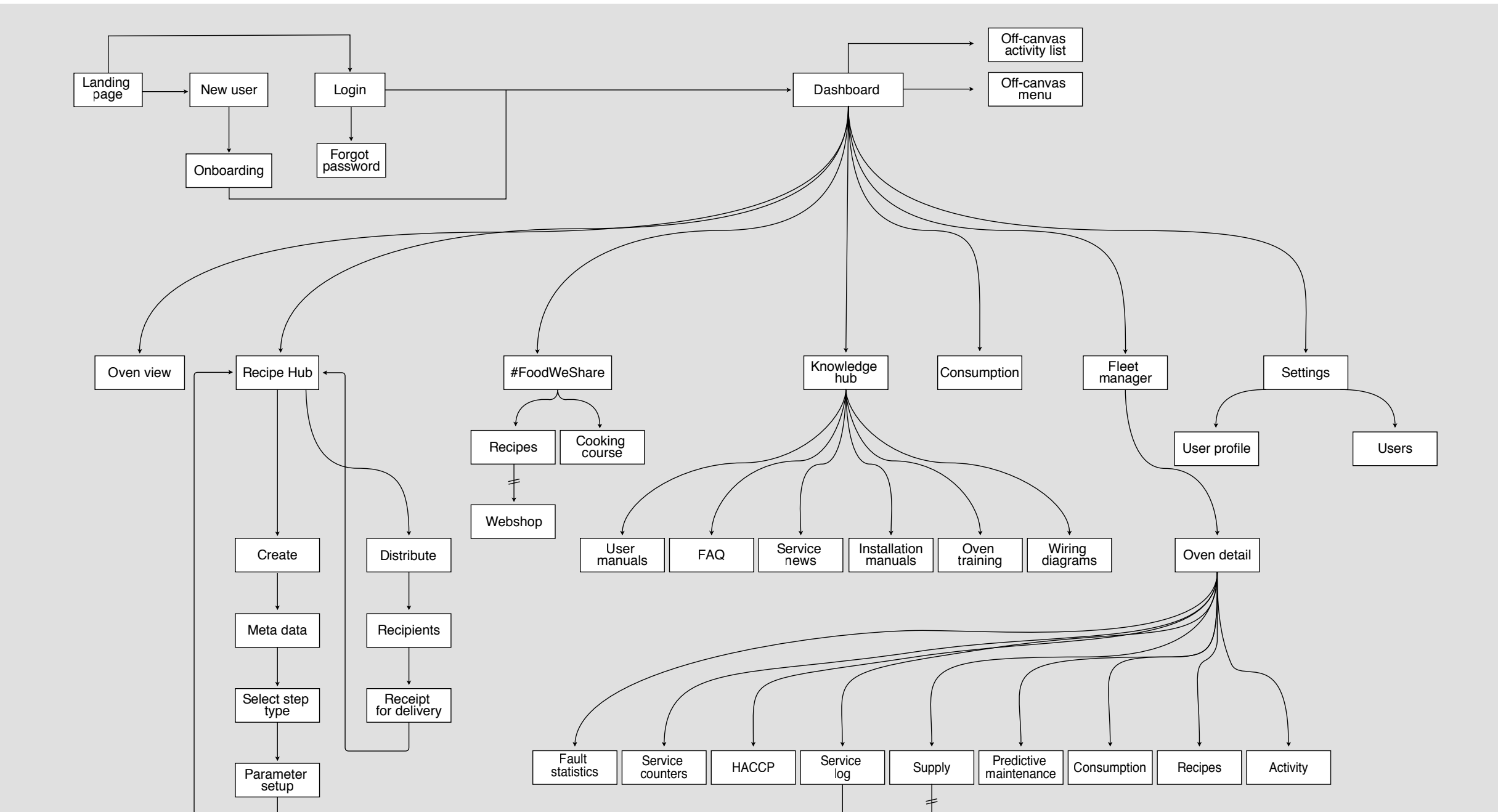
TEST RESTAURANTS RUN PROGRAMS AND SELECTS FAVOURITE

- Run program
- Send test result to HQ

Approve

CULINARY TEAM APPROVES RECIPE FOR THE SPRING SEASON

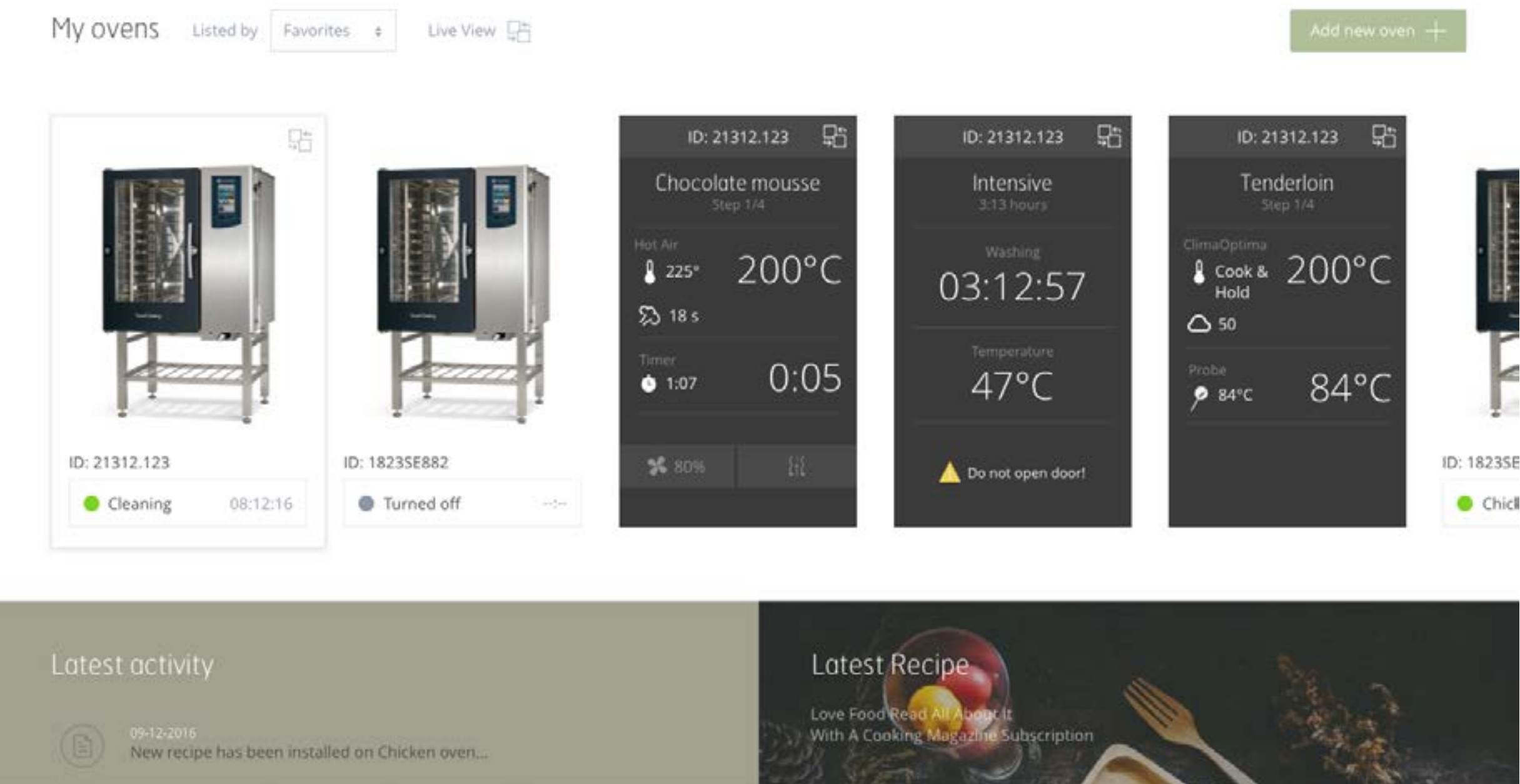
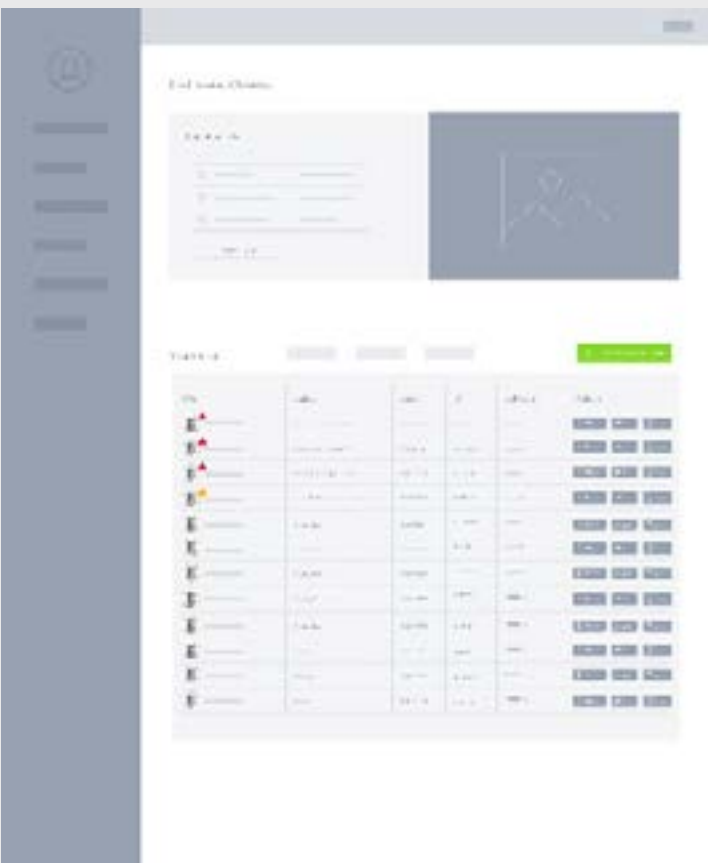
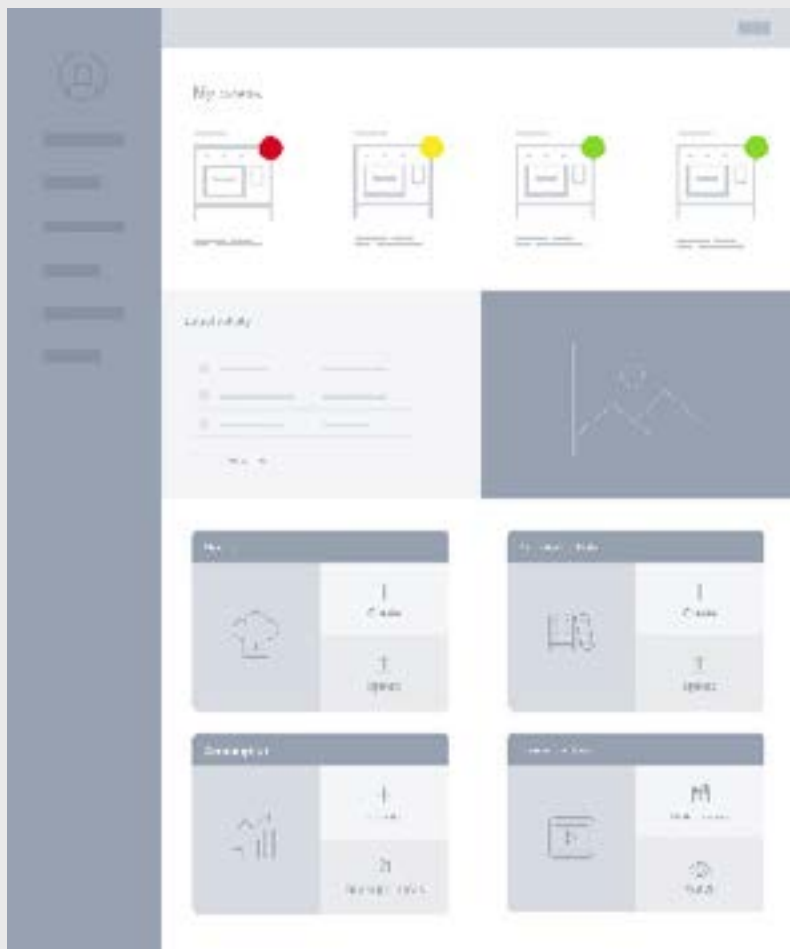
- Delete rejected program versions

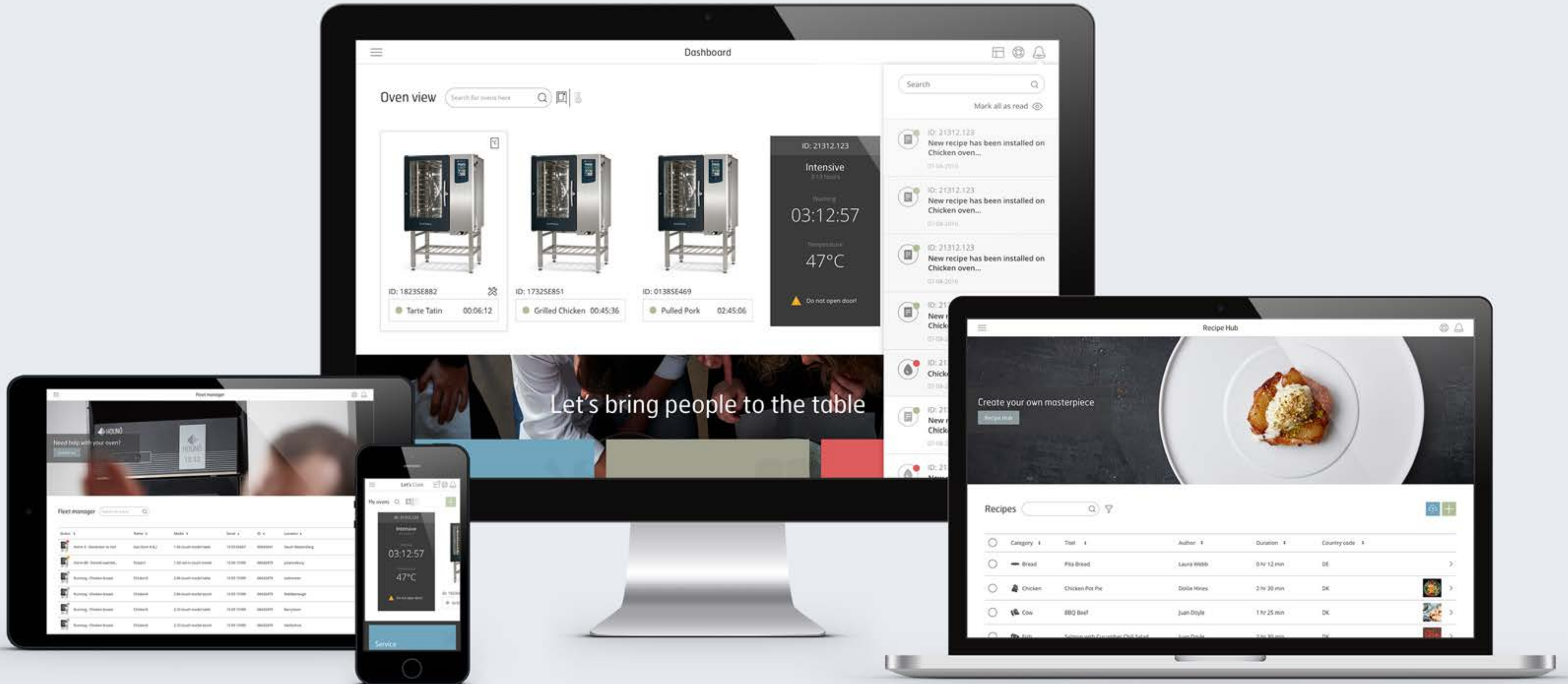


Dashboard - main

List - subsite 1

Detail - subsite 2







Recipes

DIRECT DISTRIBUTION
FROM HEADQUARTERS
TO FRANCHISES



Service

PREVENT OPERATIONAL
ISSUES PROACTIVELY AND
ELIMINATE DOWNTIME



Consumption

REALTIME OVERVIEW OF
CONSUMPTION DATA AND
PRODUCT PERFORMANCE



Training

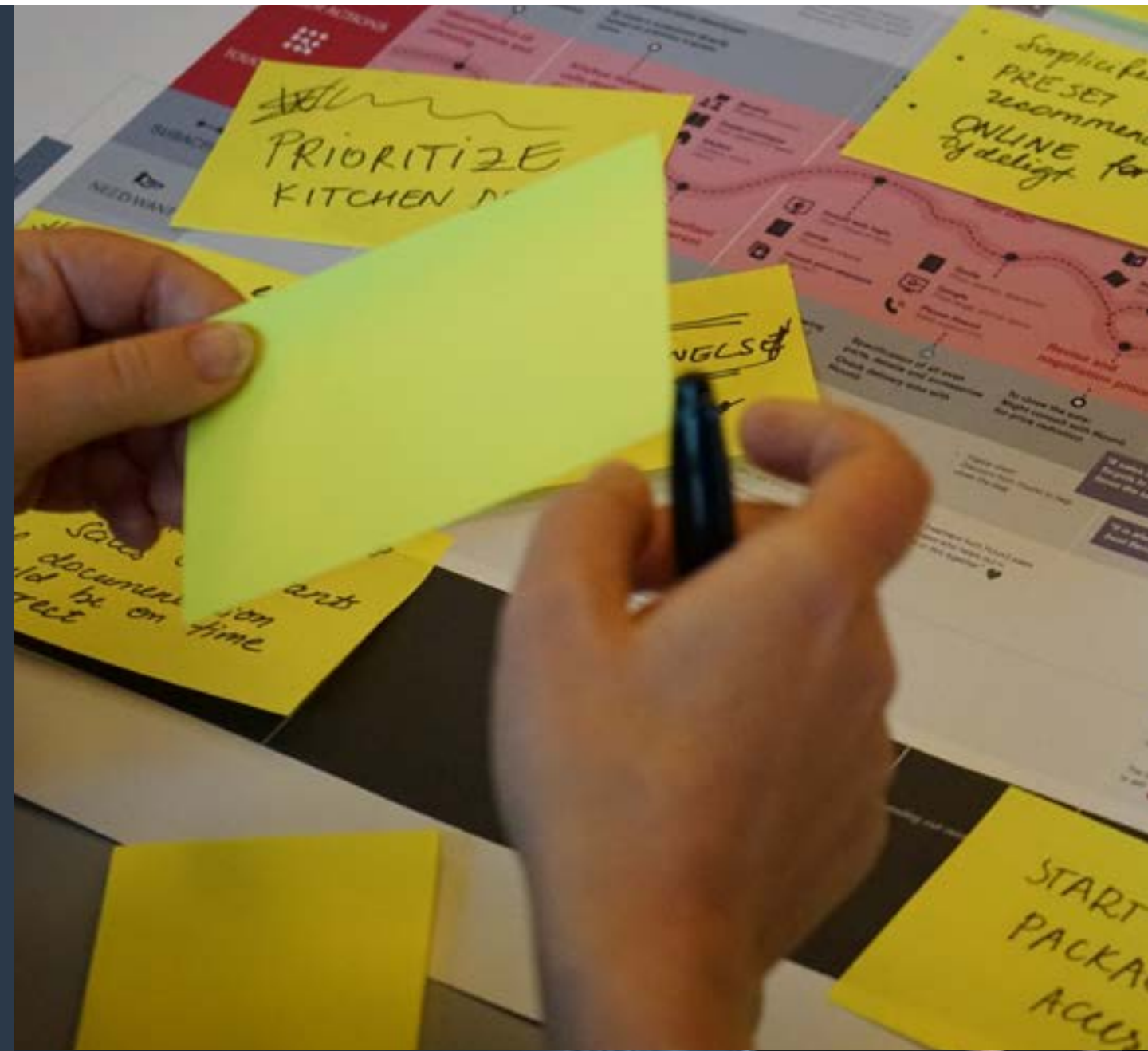
ESTABLISH YOUR OWN
ONLINE TRAINING
ENVIRONMENT FOR STAFF



Let's bring people to the table...

IMPROVING THE CUSTOMER JOURNEY

- Interviewing, observing, communicating...
- understanding, ideating, optimizing...



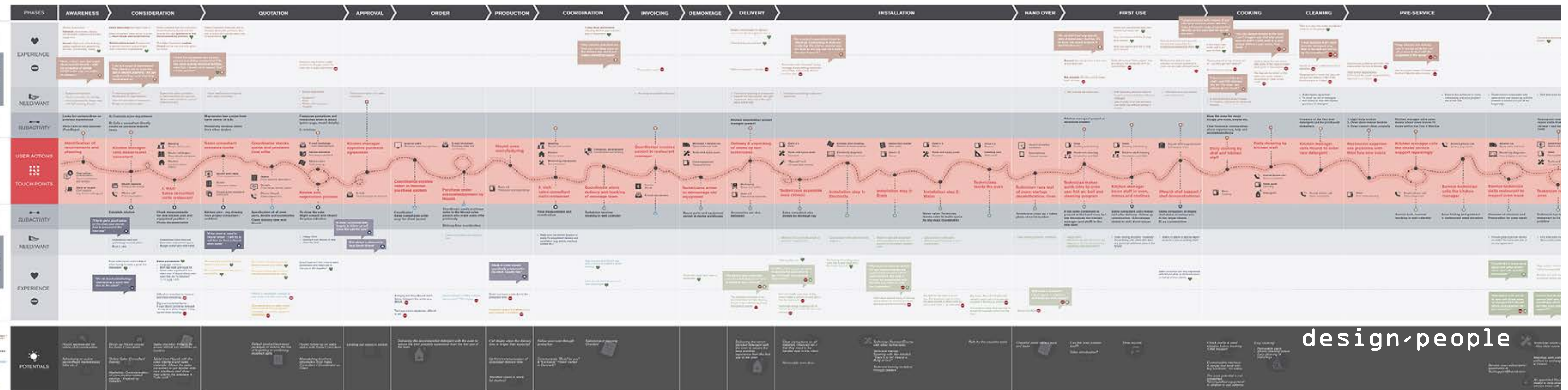
Customer Experience Map The Journey of purchasing a new Hounö oven

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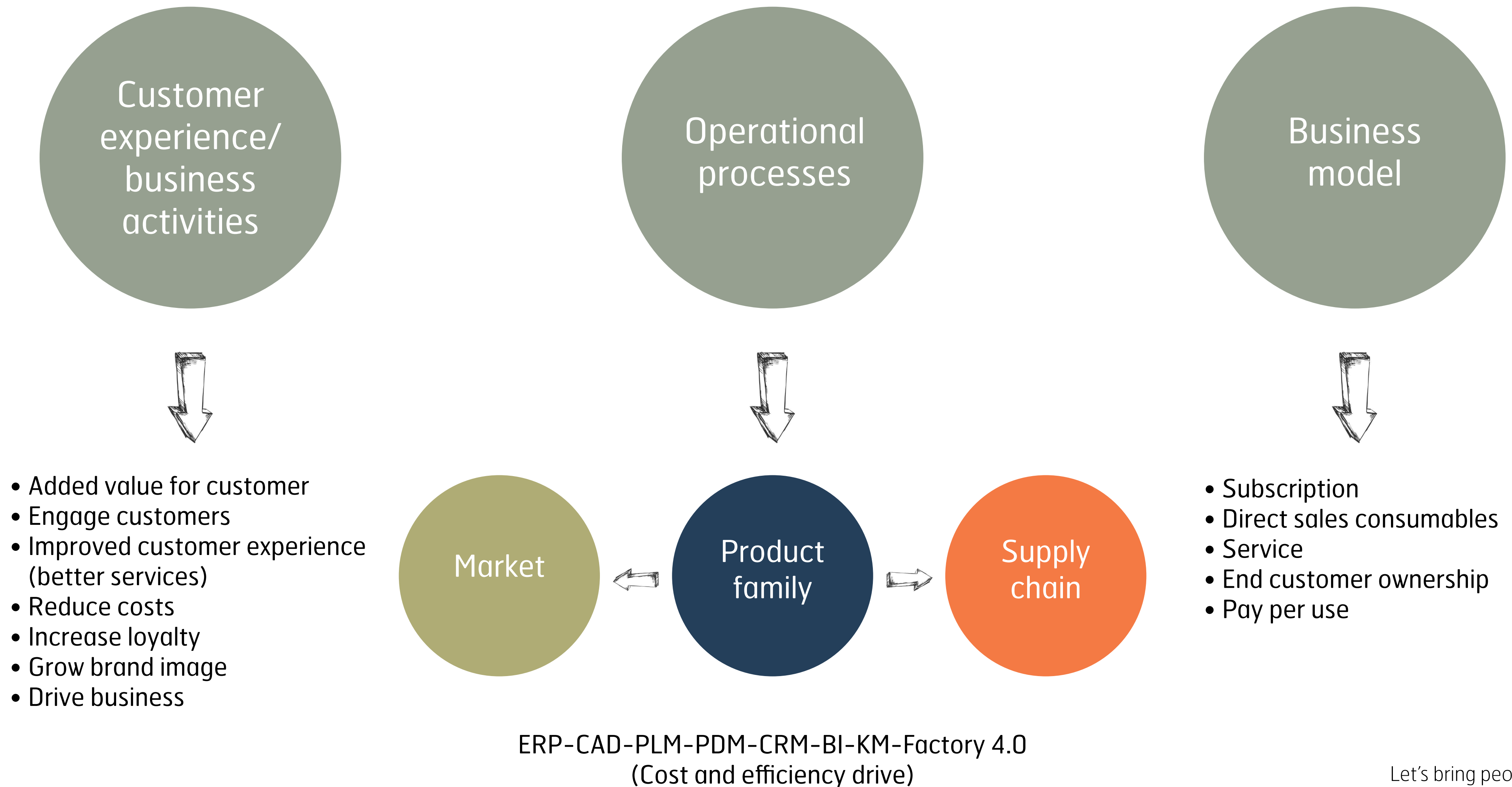
HOUNÖ

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HOUNÖ

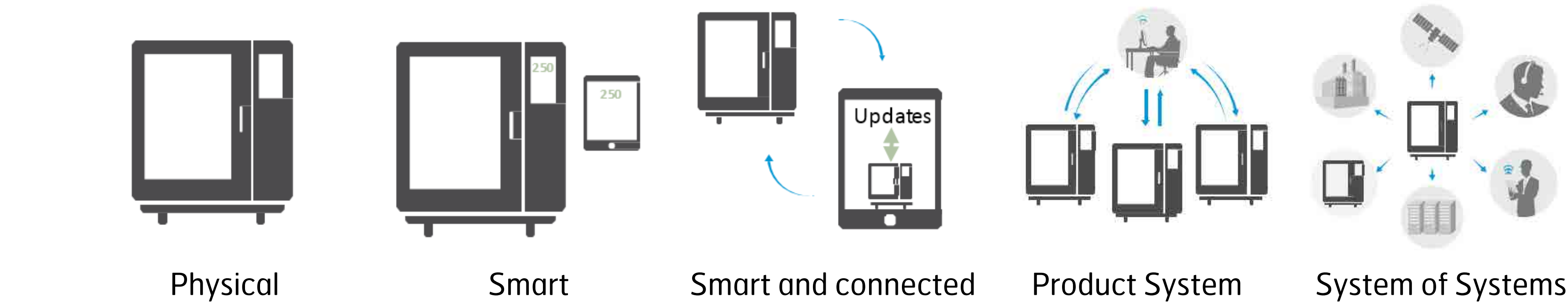


Domains of HOUNÖ's digital transformation



EVOLUTION OF SMART,
 CONNECTED PRODUCTS

There is an exponential
 growth in value opportunities
 for manufacturers as products
 become smart and connected.



Stage 1:
 Implemented
 Let's Cook Cloud Solution



Stage 2:
 Implementation
 Middleby Connect

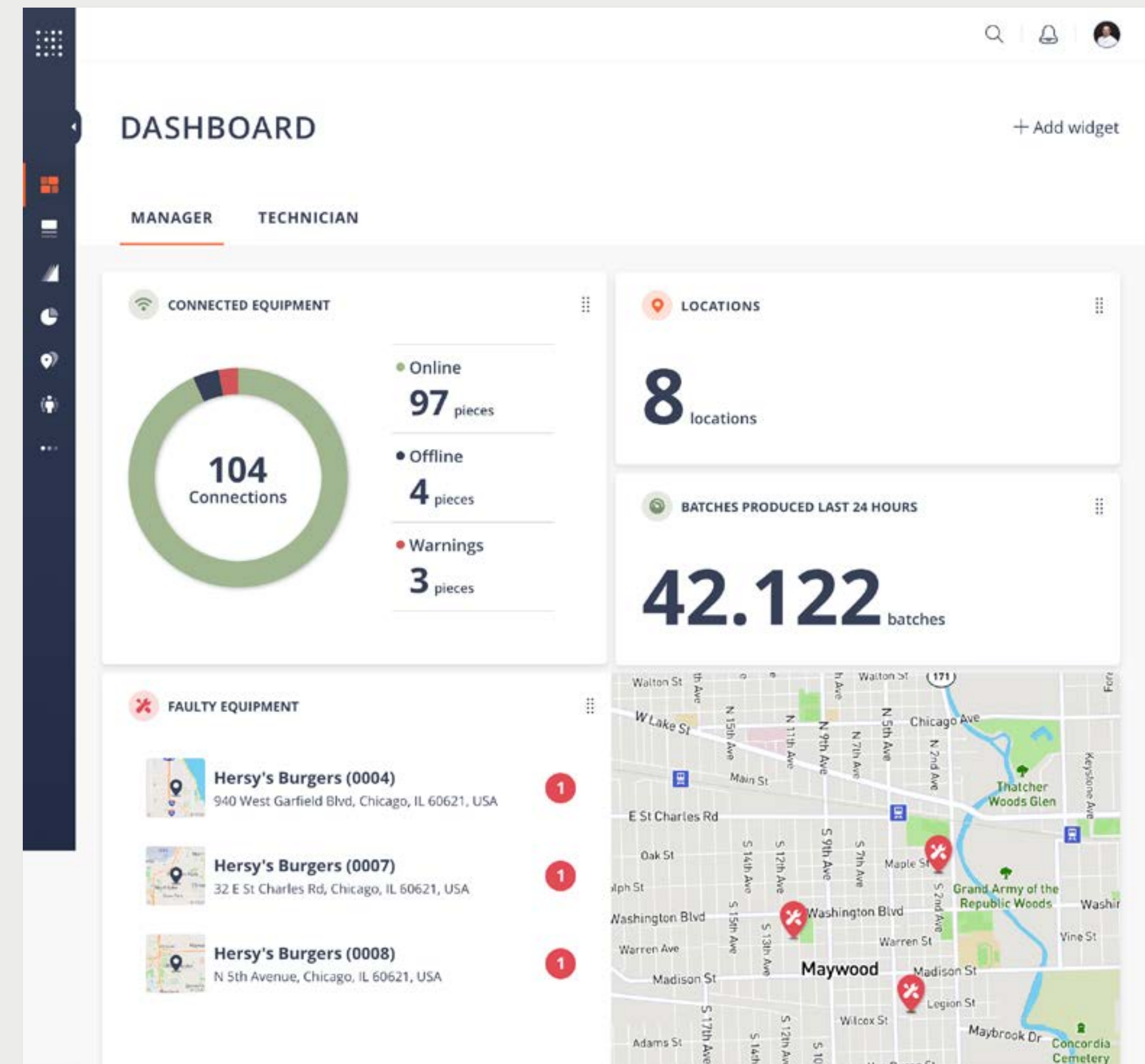


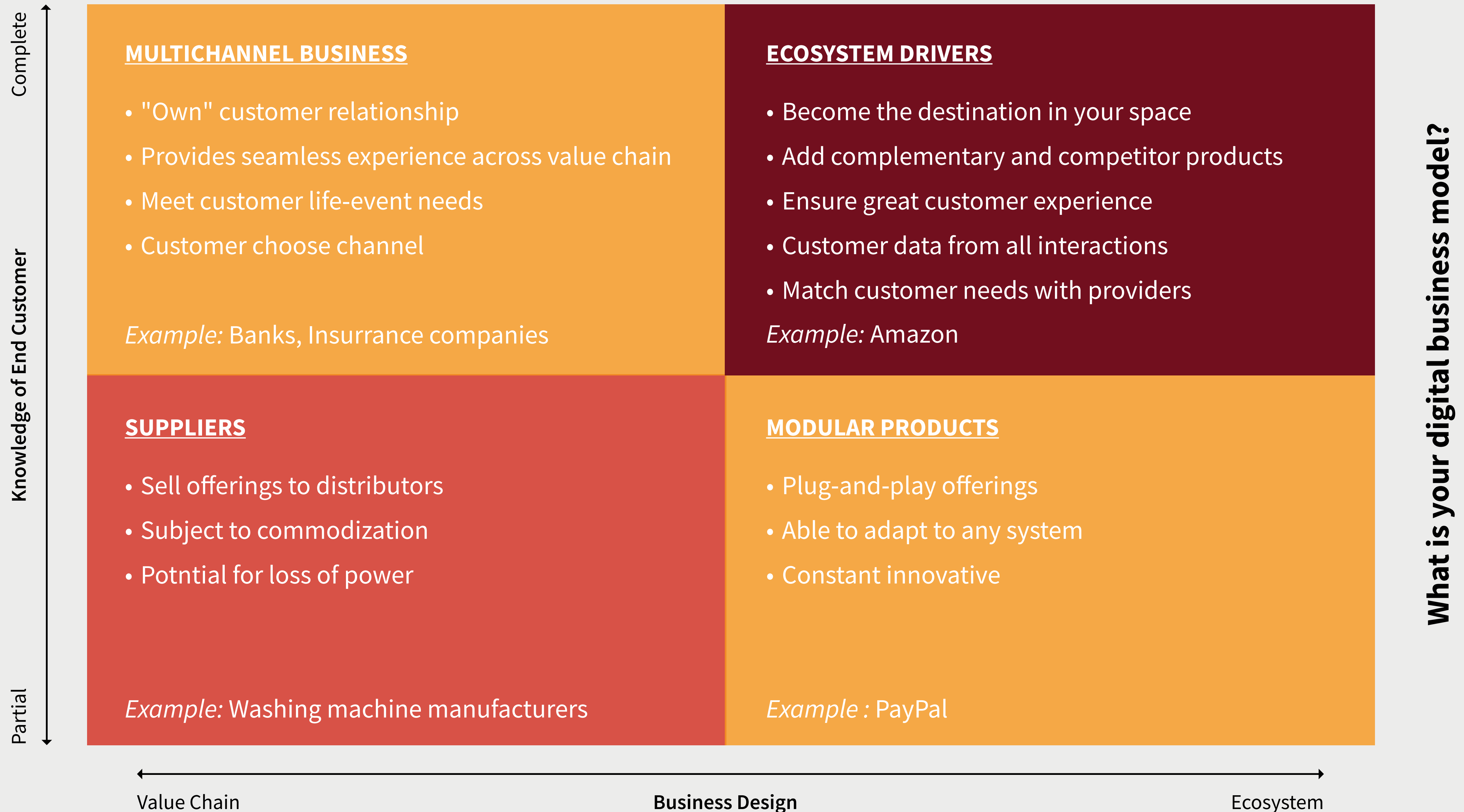
Stage 3:
 Conceptualization
 "Cloud X" ecosystem

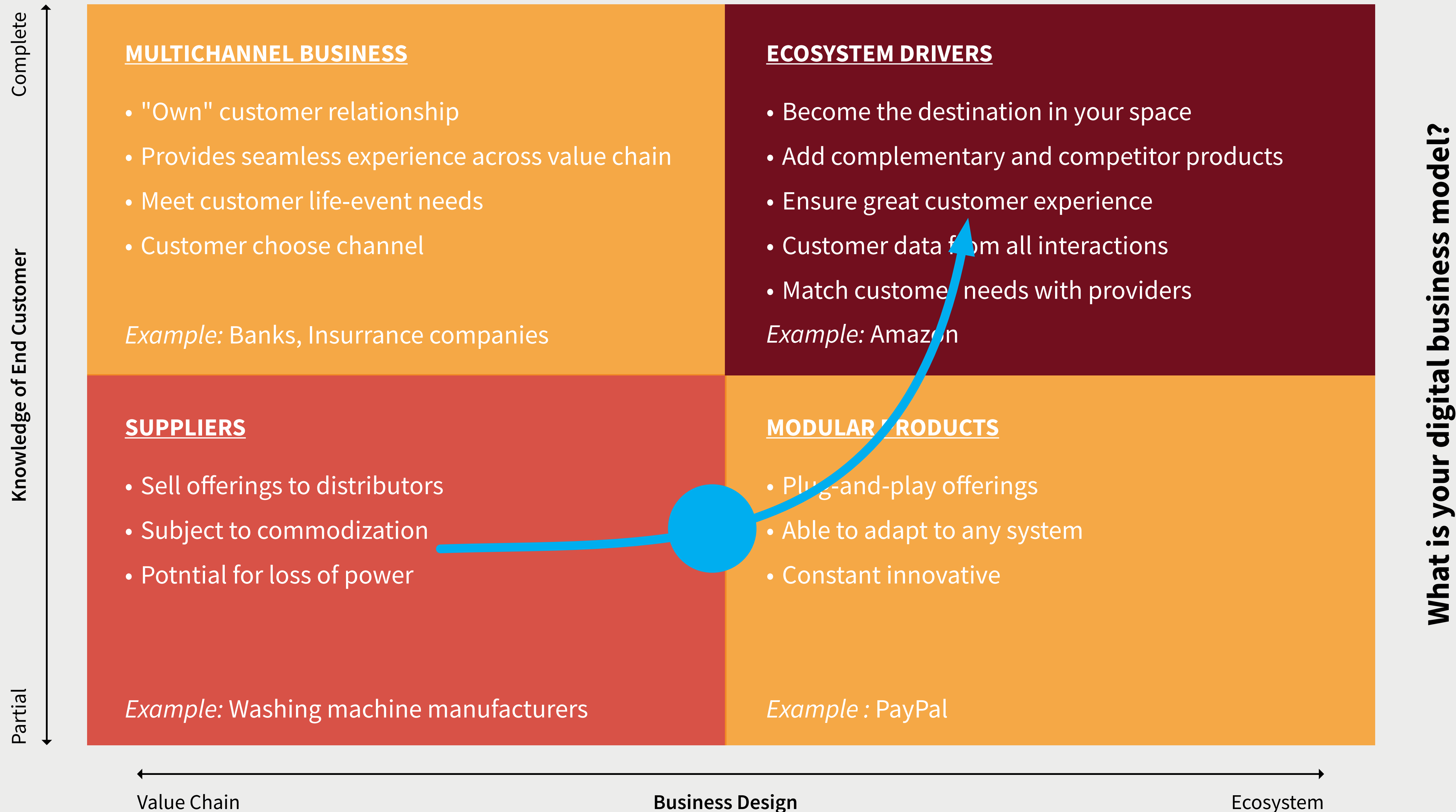


WHAT'S NEXT? MIDDLEBY CONNECT

- Ongoing development
- Do, learn and improve
- Keep up with technology







HAVE YOU CONSIDERED...

- **How to create value for your stakeholders?**

Explore who they are, how they work or live and help them to succeed with it...

- **Is your product user-friendly?**

Don't turn the UI into guesswork or a manual depending solution...

- **What is appealing?**

Look and feel, sound, feedback, tone of voice a.o. are important factors in the way we perceive a product...

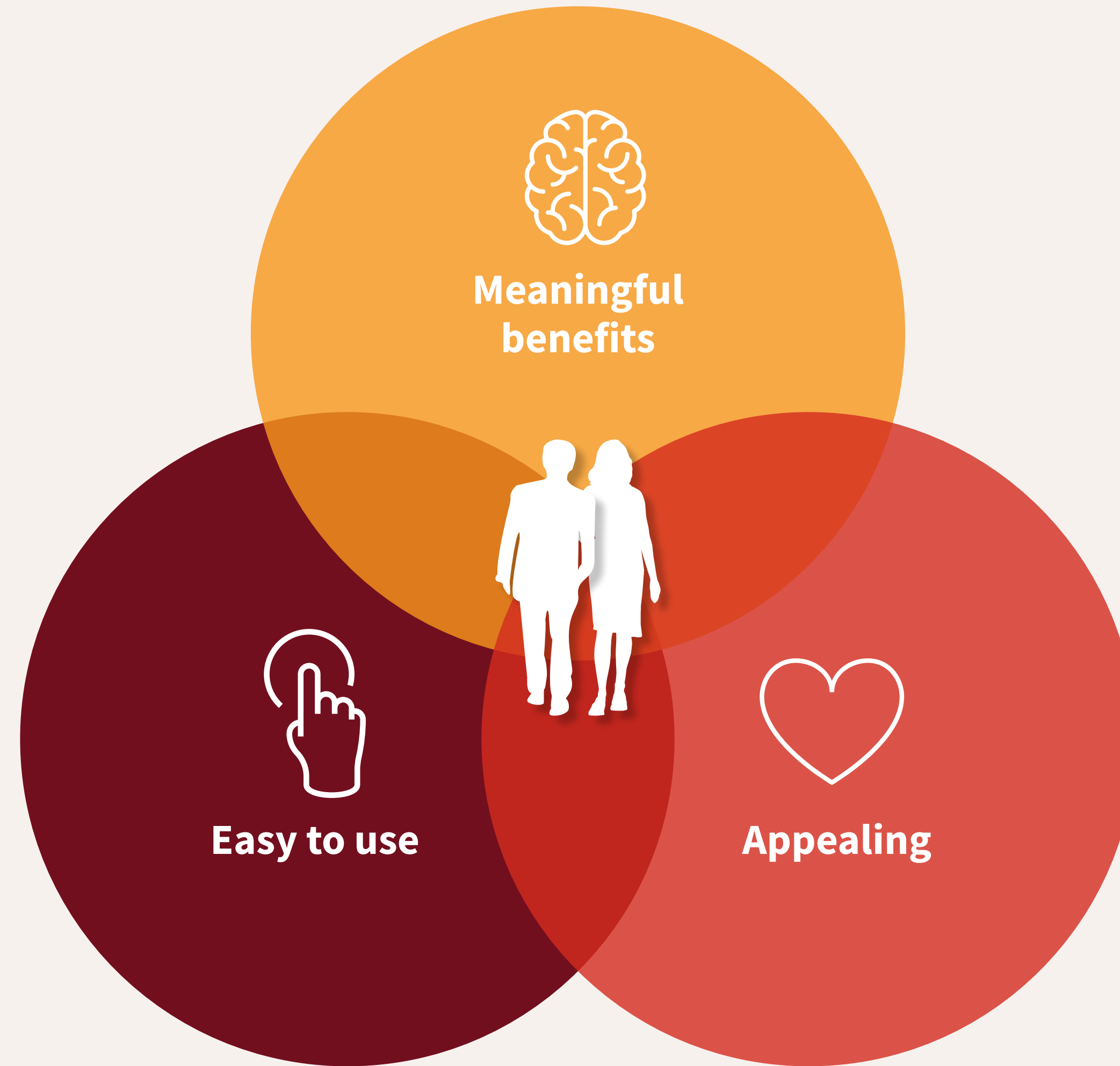
- **Mapping your customer journey?**

Explore it, maintain it, update it and make sure you level with your stakeholders...

- **Stick to your core business!**

Team up with those who can help you with all the rest...

...and make it a **WINNING IoT EXPERIENCE**



Thank you for your attention...

in f v

design·people

Meet us out in the hallway and at our agency on the Friday bike tour...



FRIDAY MORNING BIKE TOUR OF THE WORLD'S SMALLEST BIG CITY – IOT IN PRACTICE

21-06-2019



When in Aarhus we want to show you why Aarhus is among the top Smart Cities in the world - and we will use the same kind of transportation as the smart citizens of Aarhus: More than one third uses their bike for going to work.

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You are welcome to connect...



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design & creative director, co-founder

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