

Strategic Design Programme for Innovation

Design + Technology Gateway



Delivery Methods

- Programmes
- Sprints
- Residencies
- One to one



2020 Innovate
Business Opportunity Innovation
Development Support Programme

A programme designed with your business in mind to help build a pathway to access support and re-assess the business and develop innovative strategies for adapting to new market opportunities and challenges





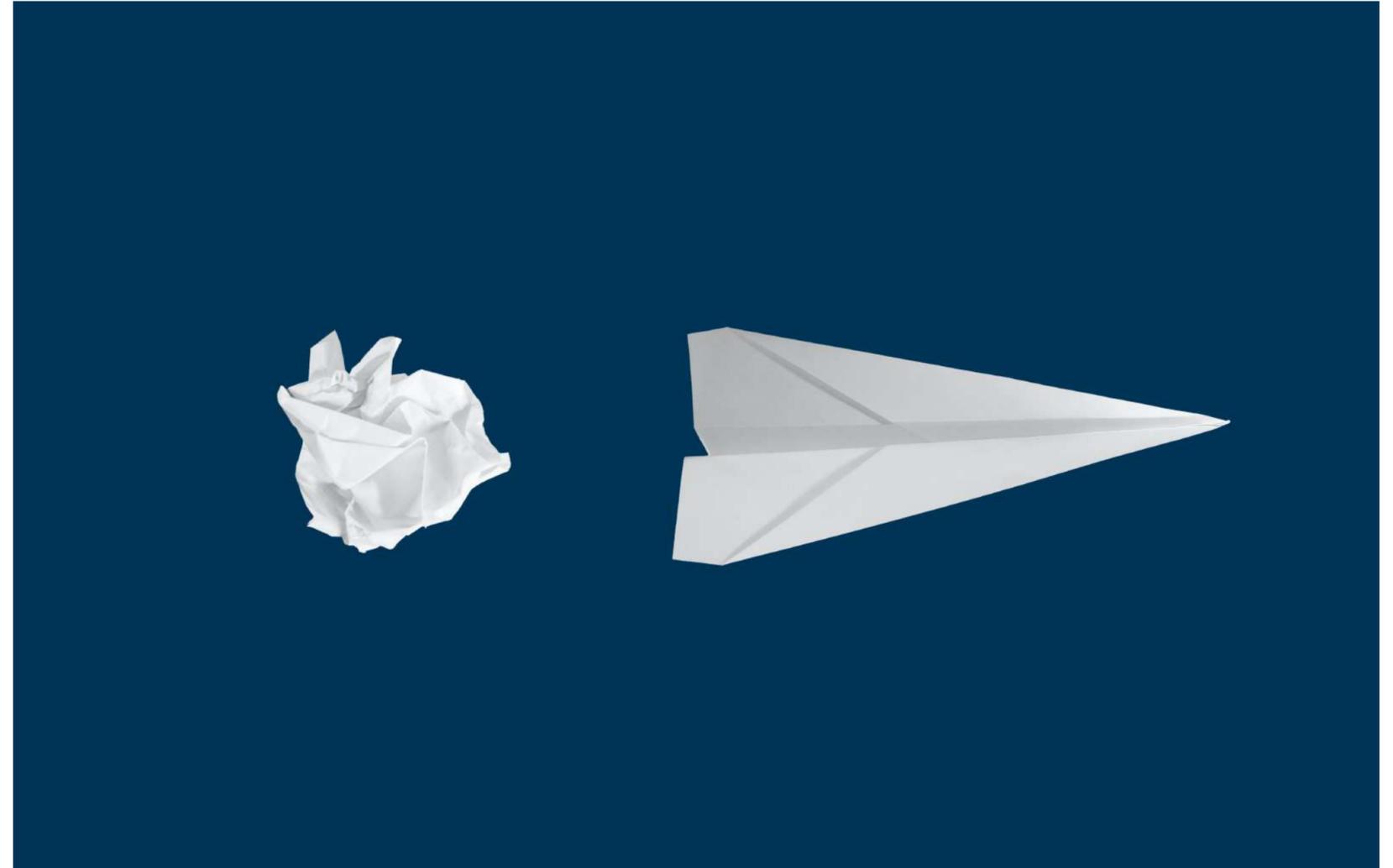
Innovate Kildare
Business Innovation Support
Programme

A programme designed with your business in mind, helping you access support and re-assess the business to develop innovative strategies for adapting to new market opportunities/challenges



Unknown Outcomes !

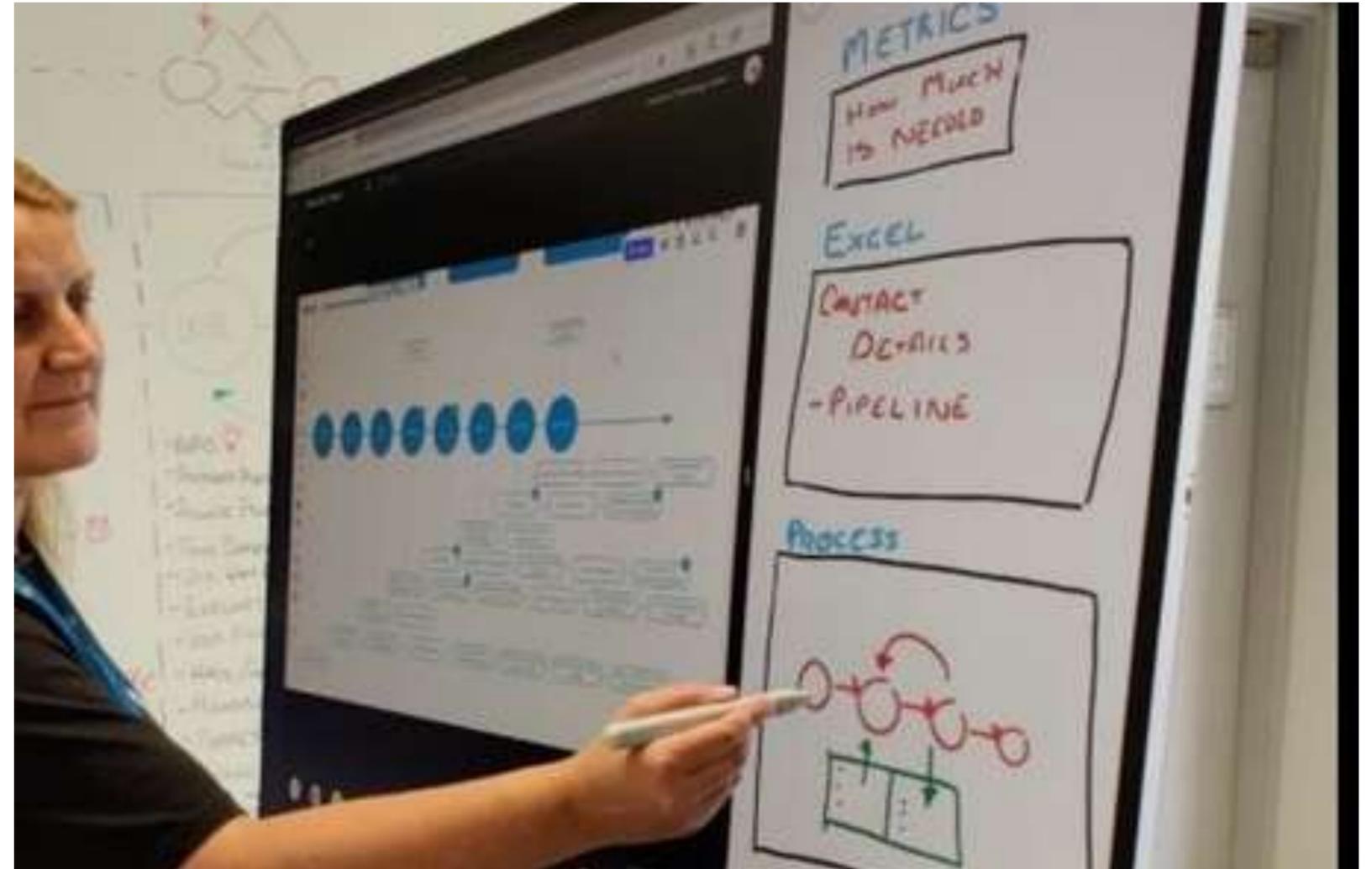
- New Ideas
- Business eco system
- Vision – Business/lifestyle



Design Driven Innovation

Overview

- Innovation
- Process
- Toolkit



Stimulating Design Driven Innovation

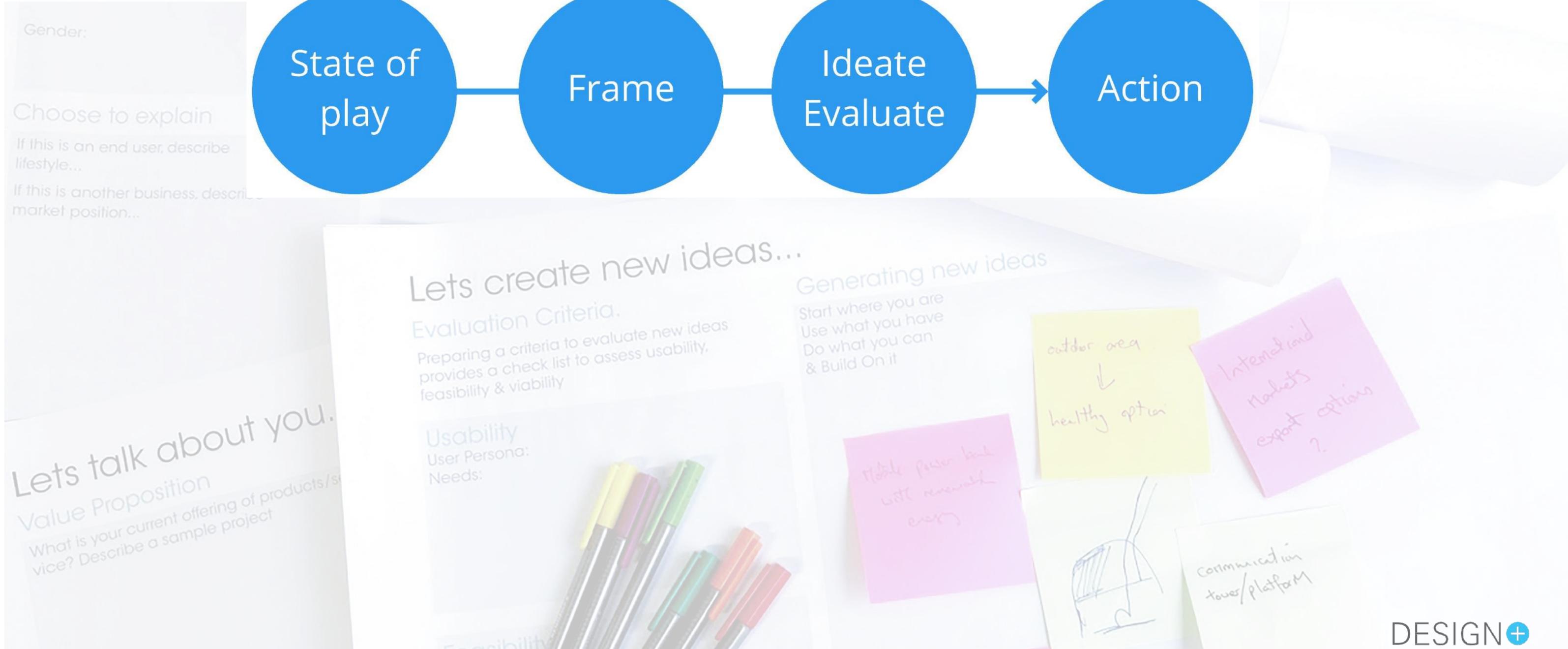
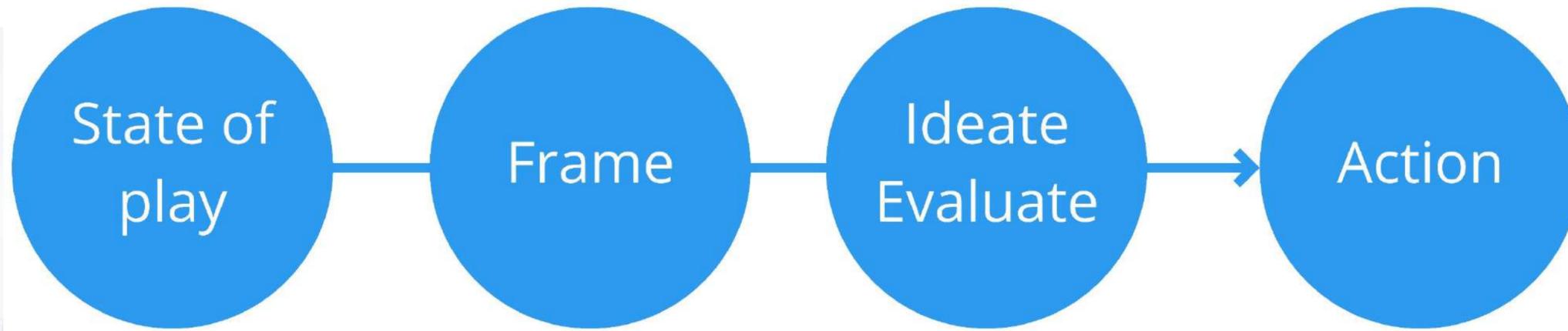


Traditional Product Design Sectors



Non-Traditional Product Design Sectors

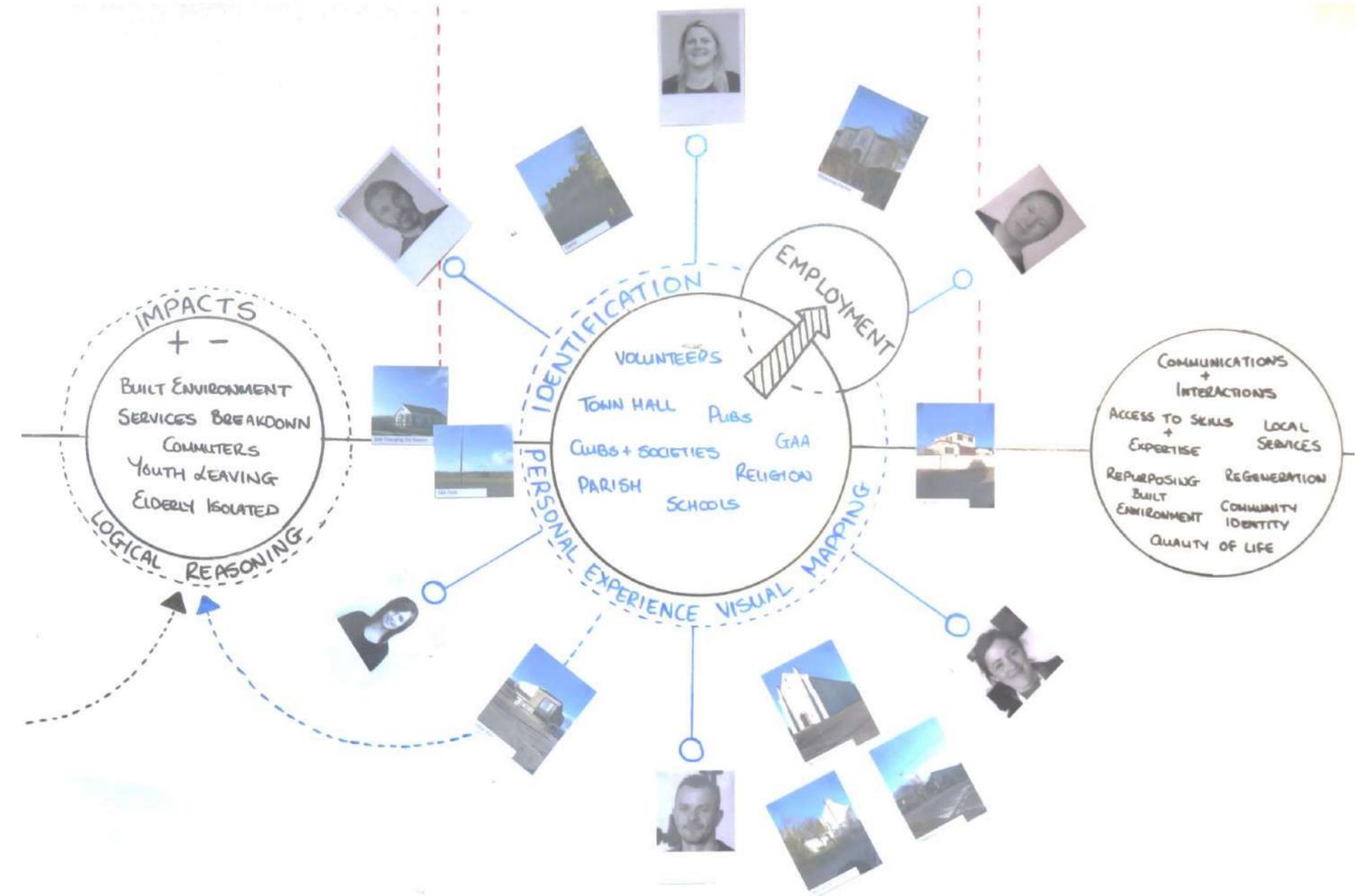
Process



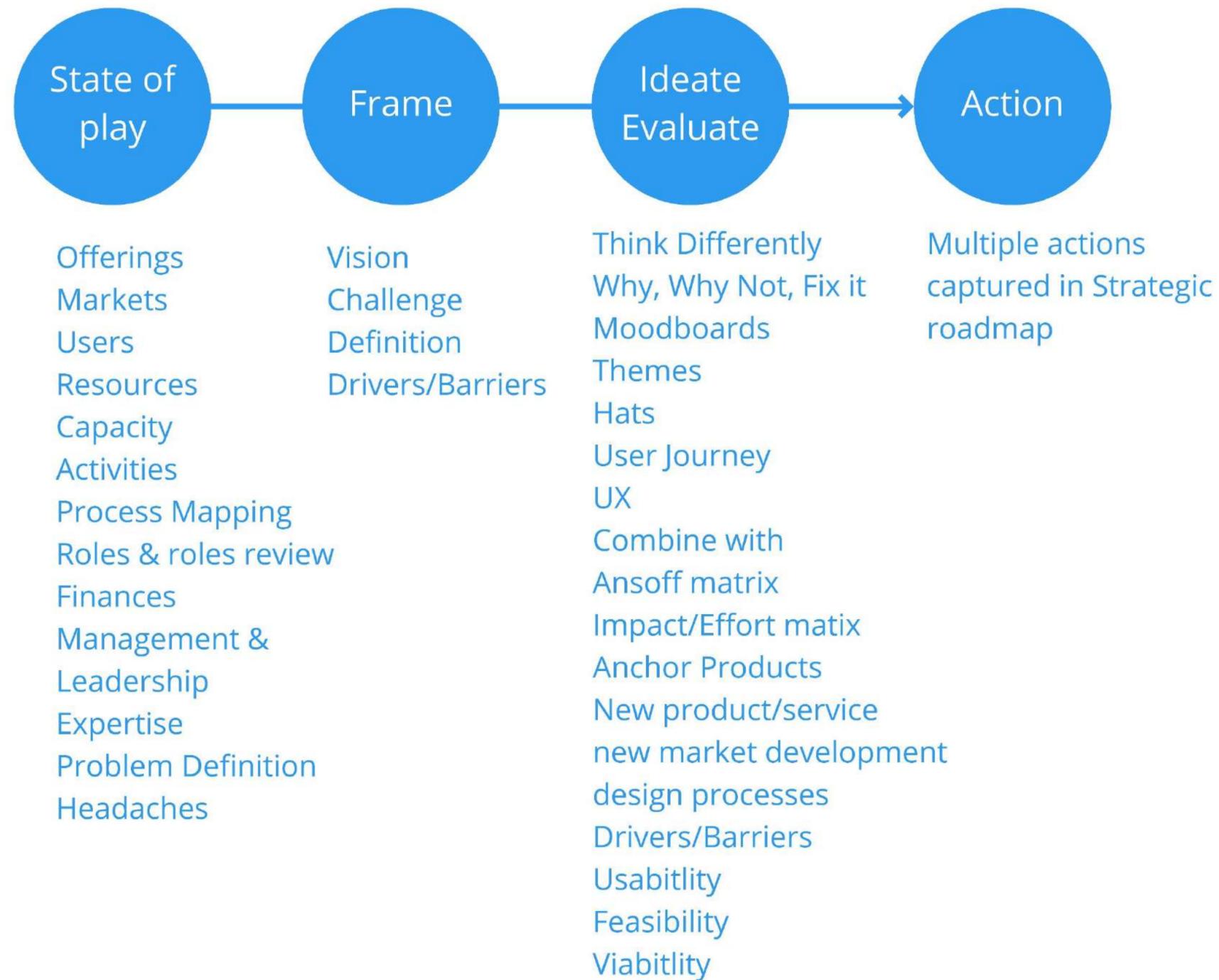
Toolkit



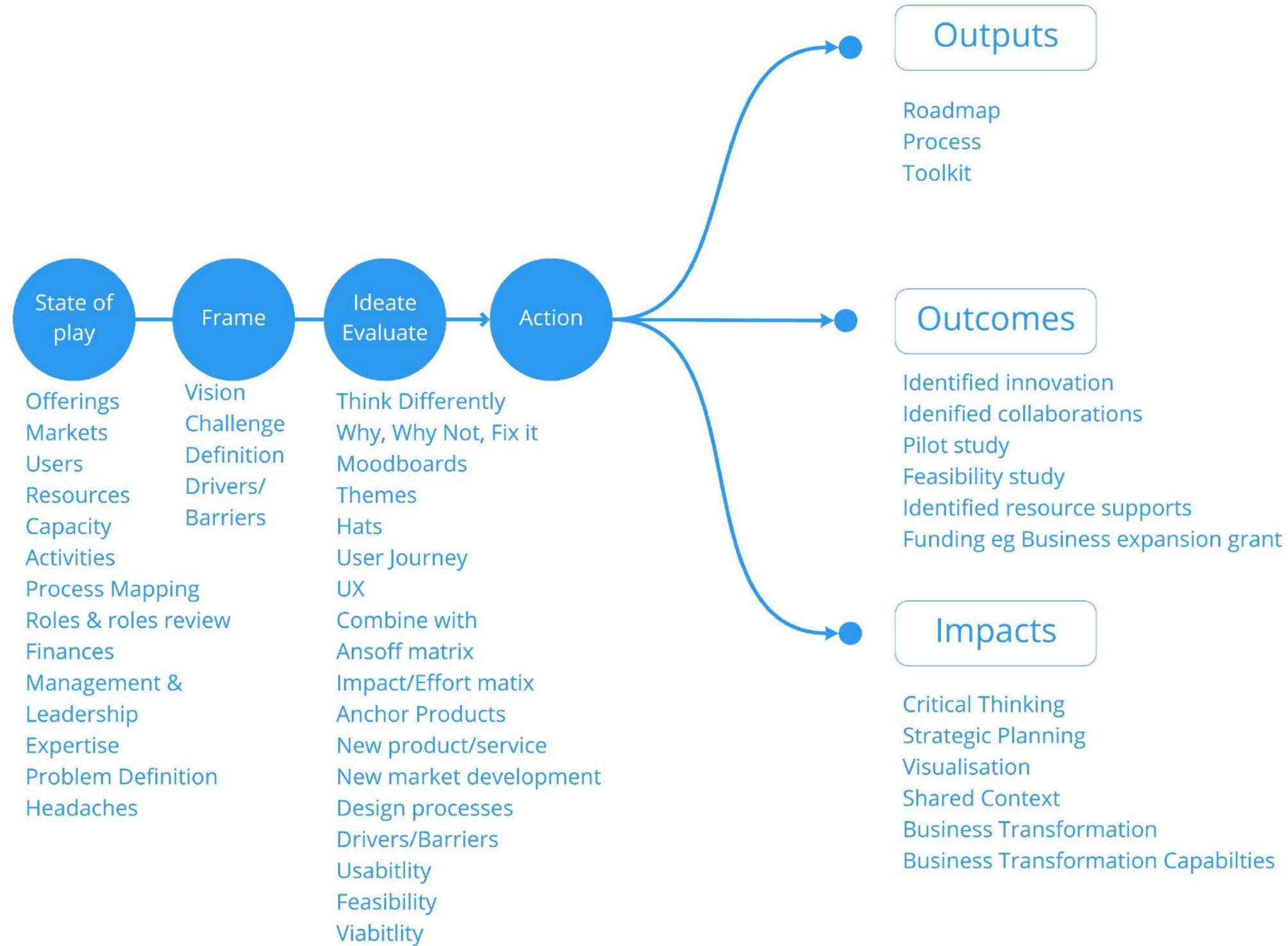
Visual Process



Toolkit



Success Factors





DESIGN+
Engineering · Computing · Bioscience

ENTERPRISE
IRELAND

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Mohu Designs

Based in Ballina, Tipperary, Alison creates a variety of flexible tools for people with sensory needs & sensory processing difficulties.



mohudesigns.com



[@mohudesigns](https://www.facebook.com/mohudesigns)



[@mohudesigns](https://www.instagram.com/mohudesigns)

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Context

Mohu Designs specialise in the design & development of a collection of sensory products through a textile medium. The company focuses primarily on users with SPD, autism, and dementia. The products have been exceptionally well designed with the user in mind - a process of prototyping & testing have been a key design approach for the company.

Design Strategy Workshops

Mohu uses a distribution network of reps to sell the products to agencies in the healthcare industry. This current model for Mohu is somewhat limiting & extremely competitive.

For the design strategy workshop sessions, Mohu & Design+ worked extensively on several areas to support the sale and communication strategies for growth and sustainability.

This involved visually mapping current supply chains and work processes to identify challenge areas and opportunities.

Actions

Design+ worked on the communication strategy for sales purposes and developed an extensive roadmap that directs for the diversification of revenue streams.

New market routes were identified to bring the products mainstream through craft and design outlets and retail stores . Research areas were identified to gather information in order to create the necessary content to build a new communication strategy. The final roadmap mapped steps to implementation, resources required, key decision points, timescales etc.



MOHU *Calm Kit*



MOHU *Happy Kit*



MOHU *Busy Kit*



I'm delighted to welcome you to MohuDesigns! I want you to know that I am right here to help if you need me.

Alison Power



McGuire Diamonds

Strategic Design for innovation
Case Study

Context

Mc Guire diamonds, established for 20 years, are jewellery retailers specialising in diamonds and fine jewellery.

Eric McGuire has always had a passion and ability for jewellery design for which he had partially developed processes albeit with identified limitations of depending on external partners in the production process.

Strategic Design Innovation Process

Mc Guire Diamonds engaged with Design+ Technology Gateway in a series of design strategy workshops to determine a growth strategy for the business.

Through the strategic design process, a manufacturing process with the introduction of new technology was identified for the company in order to future proof, scale the business, and leverage Eric's design capabilities.

In doing so the company will have created a process for continual new product development and opened access to new markets through on-line sales and outreach to other retail outlets.

Actions

A pilot study, was developed to introduce new technologies to Mc Guires processes such as 3D printing as a means of rapid prototype for the molds for the gold jewellery designs in a quick and cost-effective way.

Eric's new processes were developed, taking the design from sketch to final polished gold pieces. This ensured independence of production methods and provided Mc Guires with the means to produce 'collections' of gold jewellery to target a range of new markets.

Funding streams were identified, and application supports provided for a Business Expansion Grant through Wexford County Council which was approved. Mc Guire Diamonds have released the first collection '30 gold pieces' which is now available online and is distributed through 23 retail outlets.

30 Pieces of Gold





McGuire Diamonds





Measures of Success Factors

