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The power of product integrity

The video talks about three different companies that develop new products:

* BMW with a new car
* Flowtrack with a new drip system
* Quantum with an optimized solution to storage information

Similarities:

- Even though the products are quite different, the three companies had to follow a product development very similar that is to say to work on concept, design and prototypes before it could be produce and launch on the market.

- The three products were very complex, thus engineers were very needed.

- For the three companies it was a necessity to develop new products because the market was moving fast, and especially for BMW.

- Bringing added value through technical aspects but also from design was important.

Particularities:

- Since BMW targeted individuals, the new car was likely to be a BtoC product. They mostly worked on the steerability of the car so that the driver would have the same experience as a jumper does with his horse! The driver would be looking forward for driving the next time. Once they have adjusted the suspension and other technical characteristics of the car, they brought that into a new design that captured the philosophy and the personality of the brand (for example the car was made round). The company created a car with added value so that it would make the difference on the market.

- The Flowtrack company developed a new drip system that was more effective. This product had the particularity to have two targets: they had to convince both the patients and the doctors of the advantage of this new system. Since a system was already existing and effective, it was not an easy job to prove the potential of this new drip system. But working closely together, they managed to do so.

- The Quantum company was more oriented toward the functionality of the product that its design (so that was the drip system) because it is a BtoB product that once used is not very visible. Though, they had to distinct the products from those of its competitors to make sure it would do great on the market.