

ID

Cases Entourage

Don't worry, we got you!

Participant booklet

Cases on Tour 1 2020



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PREFACE

From January 14 until January 17 2020, 16 Master students from all three master tracks visited three different companies and solved unique cases.



RET Rotterdam

The RET provides carefree public transport by bus, tram, metro and boat. As an integrated public transport company, they are also responsible for the management and maintenance of the vehicles and infrastructure.



De Slimste Weg Geesteren

De Slimste Weg is a citizens' initiative, which saw an opportunity to increase both economic activity and quality of life in and around the village of Geesteren. The ambition of the citizens' initiative is: "more traffic okay, but also safer, quieter, cleaner and more sustainable.



ATAG Duiven

"Passion for cooking, passion for quality" - everything at ATAG is all about cooking, in the broadest sense of the word.

PREPARATION

Before the trip, we organised an introduction presentation for the participants to meet the committee, other students and get information about the trip. We used this time to also understand the cases companies provided us with.



ACCOMMODATION

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COMMITTEE



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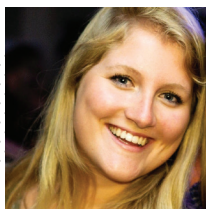
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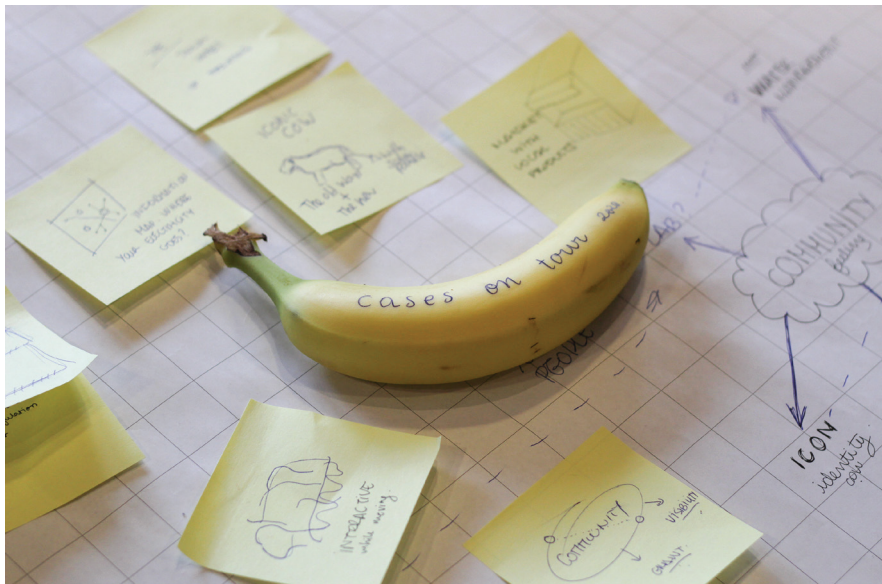
THE JOURNEY

We started our journey at the parking lot next to the Industrial Design Engineering building in Delft. With two vans, we arrived at our first company of this tour, RET in Rotterdam. In the evening we drove to Giesbeek in Gelderland, where we had our accomodation for the whole week. The second day, we drove to De slimste weg in Geesteren. The third day, we had a day off and visited the Kröller-müller museum in Otterlo. The last company on the fourth day was very close to our accomodation, we went to ATAG in Duiven. After that, we arrived back at our home in Delft.



A typical case day

A typical case day consisted of waking up, having breakfast and driving to the company of that day. Each company greeted us and made a short introduction presentation about the company itself and their work. After that, we would take off with the cases. Brainstorming techniques and post-it notes all over the place were no rare sign. Presenting the solutions was always a fun part of the day, which would end with drinks and networking at the company. During the whole trip we stayed at a beautiful accomodation located in Giesbeek, surrounded with animals and nature. A real treat!



Cases Introduction

Our first case day started on Tuesday morning at RET. The company is based in Rotterdam and is responsible for the public transport (metros, trams and some of the busses) of Rotterdam. They just started an innovation department in which three people are working. RET is currently busy with the sustainability of public transport, for example they want to make all public transport electrical. Although they are already very progressive in this field they need more creative ways to optimise their services for their customers, while also being as sustainable as possible.





CASE 1 Further CO2 reduction

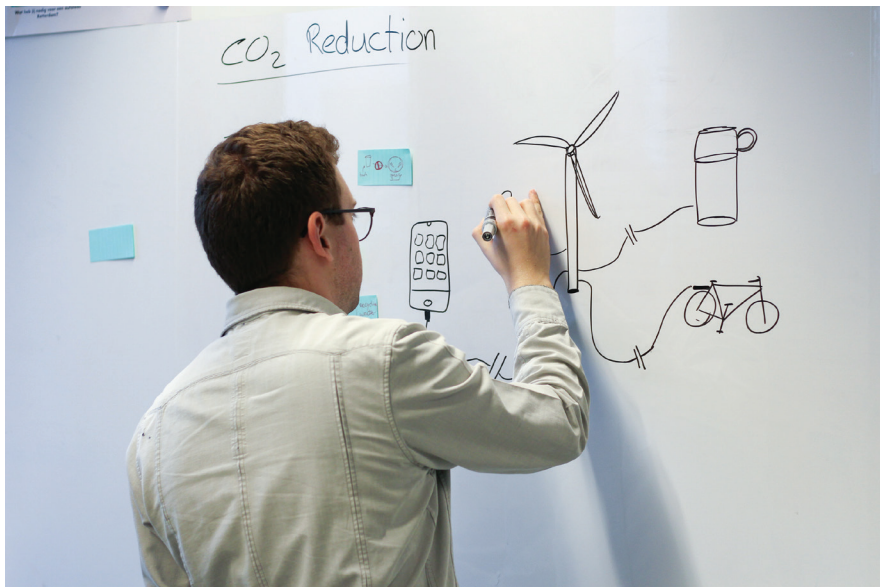
RET wants to have a CO2 free fleet by 2030. They are already making big changes in this field such as: a new energy contract with Eneco in which they only use Dutch windenergy, installing solarpanels on the roofs of their buildings and stations, introducing 55 zero-emission buses in dec 2019, and other. In this assignment, the problem definition was what other actions can RET take to reduce their CO2 footprint?



Day 1 - RET

CASE 1 - Concept

RET-Work is a public working space for RET users. As society becomes more diverse, people require new ways of working. From personal business and freelancers to other individuals, we found out that there is a need for reachable and accessible space for working and meeting. With RET-Work, users can efficiently work and operate their daily tasks from the nearest metro or train stations. By using personal OV, we also opened up a possibility for future monthly subscriptions for this idea. The benefits of RET-Work are numerous, and they also include arranging meetings, delivering projects. Furthermore, full access to other facilities such as coffee, library, charging stations. RET provides all consumed energy, and in this way, RET is in charge of reducing its carbon footprint and the footprint of its users. Roughly calculated, around 20% of the total CO₂ emission is reduced.



CASE 2 - Sustainable brand identity

As a typical Rotterdam company RET is working hard, but is not always vocal about its accomplishments. As they are transitioning to an emission-free company, they would like to share this proud moment with their customers and employees. The problem definition for this case was communicating RET a sustainable and green company to their customers. Furthermore, their wish is also to include their employees in this process. Our task was to come up with a solution on how would RET communicate their sustainable accomplishments and how can they involve employees as well in achieving common sustainable goals.



Day 1 - RET

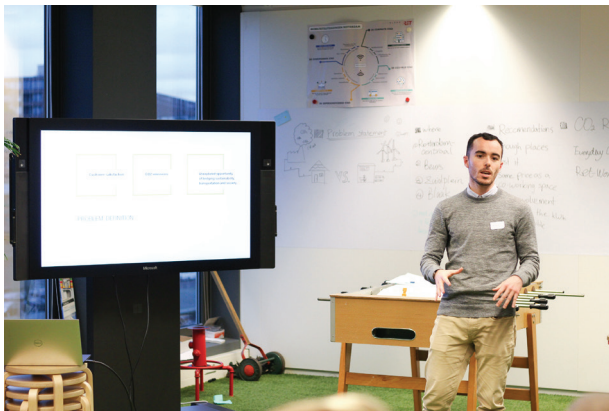
CASE 2 - Concept

In the last years, RET Rotterdam is motivated towards sustainable values. Therefore, they want this core principle visible in their branding. Based on this, we proposed two designs: one to engage with their clients and others to inspire their employees. For the first target, positive messages related to the benefits of public transport can be implemented on the interior and exterior of RET assets. Besides this, in different transport stations, art installations can be a unique way to show the amount of CO2 saved collectively by choosing RET services instead of public vehicles. Lastly, the users could see on their app profile how much emissions and energy they have collected and the weekly/monthly full system statics. Regarding the RET employees, a similar system can be implemented in the waiting/resting areas by displaying the different achievements of the drivers, for example. Both concepts can promote awareness of the changes and the sustainable impact that RET is doing.



CASE 3 - Additional business model

As a public transport company in Rotterdam region, RET has a big amount of assets. Currently, they only use these assets to transport customers from A to B. The problem definition and task for this case was to come up with a solution for RET to use their current assets in other ways as well, while still creating an environment pleasant to live in and creating an additional business model unique for RET.



Day 1 - RET

CASE 3 - Concept

NEXThERLANDS

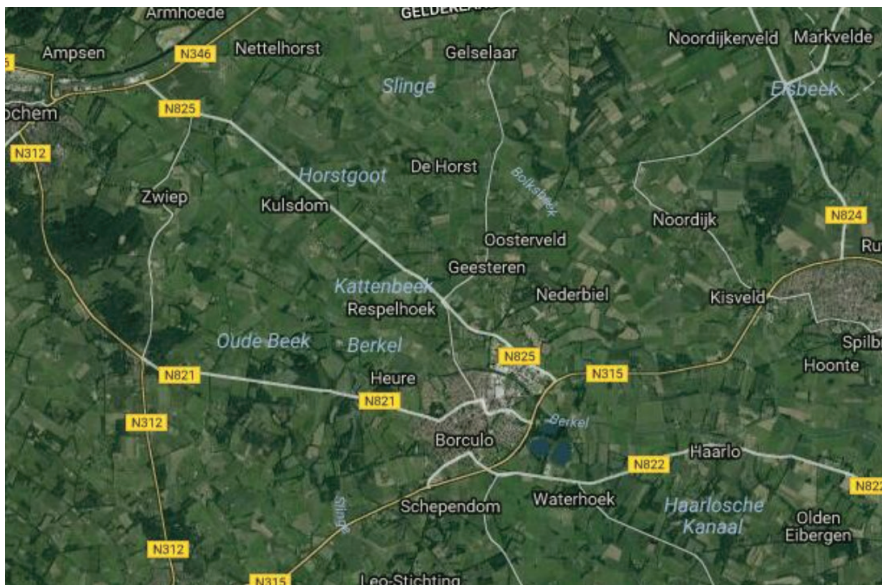
We had to come up with a business model that could be implemented by RET in the near future, taking into account their efforts to become increasingly sustainable. Through brainstorming, we discovered that RET owns an under-exploited opportunity of bridging sustainability, transportation and society. Therefore, we aimed to trigger sustainability efforts by encouraging RET travellers to have a healthier and more environmentally friendly travel plan through an integrated transportation network.

The idea consists of proposing different routes combination to the user, based on price, less CO2 emissions, the local market route that stops in front of local stores, etc. This would build a strong image of RET as a sustainable leader by connecting stakeholders (people and municipality), reduce the CO2 emissions and increase user well-being, individuality, ownership and sense of community. Also, it would build a strong framework to prove the result of the investment on sustainability and opt to programs as HORIZON 2020. But above all, this would encourage people to be more sustainable, they would receive feedback and infographics about their own footprint that helps them visualise their actions. We will be therefore triggering different sustainable actions through ownership and awareness.



Cases Introduction

De Proeftuin Nettelhorst' is not a company, not a government organization, but a collaboration of citizens, entrepreneurs, researchers and governments in the Achterhoek. The ambition of De Proeftuin is to develop the area around the provincial road N825, the Nettelhorsterweg as a "New Livable Estate". The Proeftuin wants to be a forerunner for area development "from the bottom up" with smart mobility, sustainable energy and a circular economy, with involved residents and road users and a landscape with high spatial quality. The Nettelhorsterweg is 8.5 km long, runs between Lochem and Borculo and forms the central axis of the "New Livable estate". In this area, people farm and live, horses are bred, there are a number of classic estates (Beekvliet, Nettelhorst, the Heesch), the Berkel flows and at the beginning and end of the road are the business parks of Borculo and Lochem.





The Proeftuin asked for help of the study association Industrial Design of TU Delft to explore opportunities for accelerating the energy transition in the area and to sketch possible images of the Proeftuin. This was made possible by Proeftuin Partner Reinten Infra. These cases on tour were a continuation of previous Cases on Tour, in 2018. Then 3 teams worked on further exploring of the concept “the smartest road in the Netherlands” and came up with the idea of the “cow park along the road” as one of the appealing results.



Day 2 - De Slimste Weg

To explain the context and problem definition to us fully, our hosts took us for a tractor ride around the area. This was an experience completely different from a corporate one the day before, and we indeed dived deeper into brainstorming during the day. One of the main spots was farmer Rick and his farm, where he is, besides traditional farming, also producing solar energy. He was enthusiastic to answer all of our questions and show us around the property.





Day 2 - De Slimste Weg

CASE 1 - an area full on energy!

Case 1 explores possible sources of heat and energy in the area. And explores which of these are promising in the short and medium(long) term. The problem here is the big gap between the current use of fossil energy and heat use and the ambition to be completely fossil free by 2030. The question then is, how can the transition from now to 2030 be shaped? And how would this influence the image of Nettelhorst Proeftuin in 2022?



Day 2 - De Slimste Weg

CASE 1 - Concept

LABgoed is a proposal to close the gap between traditional farming and a more sustainable future around the village of Geesteren. LABgoed is a space for co-creation that will link the different stakeholders towards sustainable and desirable solutions. The community will be able to benefit from expert knowledge and innovative companies that are looking for new opportunities to realize new projects based on the latest technologies and methods. The community leaders and the government will be involved in the decision making to arrange the more suitable propositions for all the locals. Besides this, this new inclusive environment will promote the involvement of young talent in this new economic activities.



CASE 2 - solar energy: area-oriented organization

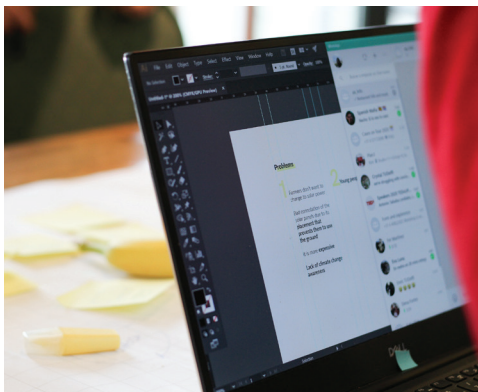
Case 2 starts in the now, with the advanced plans for some large solar parks at the beginning and end of the road (the road is described in the case explanation) and some smaller initiatives of agricultural entrepreneurs. The problem here is that not automatically a connection is established in the area between the producers of solar energy and the potential users of that energy (businesses, homes, traffic). The question then is, how can an area-specific connection take place between producers and consumers of solar energy? And what effect would this have on the image(s) of the Proeftuin Nettelhorst in 2022?



Day 2 - De Slimste Weg

CASE 2 - Concept

After brainstorming for the whole day and researching the unique values of this specific geographical area, we've come up with a strategy for the initiative to facilitate a conversation among citizens. What we've noticed was that there is a big fear of solar energy among some farmers and citizens, while at the same time, there is also a wish to think about the future more sustainably. In this concept, the focus is on a strategic approach of the initiative to sensitize farmers and other citizens about what changes could happen and facilitate a healthy discussion. Firstly, it would start with creative sessions held in the common area of the village, where the main problems would be tackled. Next to that, to bring younger generations to this area and awake the possibility of green development, we suggested unprecedented steps on how the initiative could hold workshops or talks in Dutch universities among the country. Finally, to awaken the community feeling about this issue among all citizens, regular meetings, fun activities, and marketing to the outside world has a crucial role. Therefore, this concept was mainly imagined as a strategic guideline, where De SlimsteWeg is the leading expert.



CASE 3 - a connecting spatial picture of the future

Case 3 starts with the dream of turning the Nettelhorsterweg area into a place that stays attractive to live and work in the future. A New Livable Estate, smart, circular, involved. The problem here is that with all the changes that arise, the spatial coherence must be maintained, strengthened and experienced. Fragmentation is a problem. The question is how can we let the concept of the New Livable Estate guide the developments that will occur in the area now and in the future? Can the core of the concept be summarized in words and images in such a way that it appeals to residents, entrepreneurs and authorities in their actions?



CASE 3 - Concept

At De Slimste Weg, our concept was around the smart road case. The farmers started a collective to improve the quality in the surrounding area. We got an excellent tour around the town and all the supplies we needed to come up with a new concept. Once we read the case, the brainstorming began. We wrote/drew ideas on Post-its and told each other about them to make a cluster. After Clustering came the hard part. What to choose? We decided on presenting with multiple team members and with various ideas. We came up with an electric bike service powered by the electricity the farmers already produced. Another one was about how art could make the community even more proud of their road and reflect its area. Therefore, our concept was a suggestion of different approaches the initiative could take, while the focus was mainly on making the citizens and farmers satisfied and proud of their area.



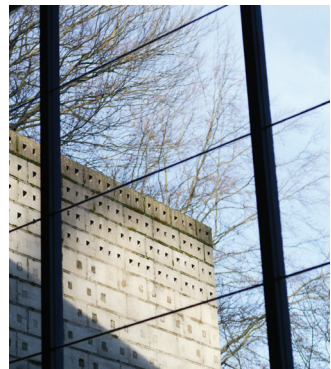
Day 3 - Skills Day

Game

On Thursday morning, we worked on our prototyping skills by building a chain reaction with a ping pong ball in teams. Each team got some rope, duct tape, and plastic cups, and they could use everything else available in the accommodation to start building a chain reaction to bring the ping pong ball from point A to point B. After an hour building, we tested every chain reaction, and the results were impressive!

Kröller-Müller Museum

The afternoon was reserved for a museum visit. The Kröller-Müller Museum is a national art museum and sculpture garden, located in the Hoge Veluwe National Park in Otterlo in the Netherlands. The museum, founded by art collector Helene Kröller-Müller within the extensive grounds of her and her husband's former estate, opened in 1938. Here we decided to zone out and fully dive into art, sculptures, nature around the museum. The weather was serving us well, so we started and ended the tour with a little walk around the gardens.





Recharging under the sun and discovering beautiful art pieces in the garden of the museum. What a day!



Cases Introduction

ATAG and Asko are the premium brands in the Hisense group for selling kitchen appliances. They are an innovative company and always looking for opportunities to stay in front of the luxury kitchen appliances market. After an introductory presentation and a look at the showroom, we could start working on the cases. We worked on three different cases for them. The first case was about circular products. The focus was not only on the design of sustainable products but as well on a new business model that can support to have more sustainable material flow. The second case was about the health aspect of Asko's product portfolio. The purpose of the brand Asko is: to improve people's health and wellbeing, the Scandinavian way. This resulted in the following central question: "How can Asko implement the purpose of improving people's health and wellbeing, the Scandinavian way, on a product, brand, and design level?" The third case was about implementing smart technologies in the kitchen. Asko developed a smart table / smart surface on the technology aspect. The task for us to think about user scenarios and how it can be implemented in the future kitchen.





Besides the introductory presentation about ATAG, we got a small tour of the companies facilities as well. In their showroom, we could experience the new products they are developing and gain a better understanding of their vision.



CASE 1 - Circular Products

Circular Economy is also an actual topic for ATAG. Their business partners are requesting this but this is also important for the customers. ATAG has also recognized that the design of the products needs to be part of the circular approach so the products will be categorised as sustainable. Next to the products, new business models like subscription based or purchase with deposit at end of used lifecycle are also possibilities to have more sustainable material flows. The problem definition for this case was how to get circular developed products available for end consumers and how should ATAG adapt existing products to the circular vision? User behaviour will be different in cases where ownership of products is important and that is something ATAG is marking as a necessity to tackle in this case.



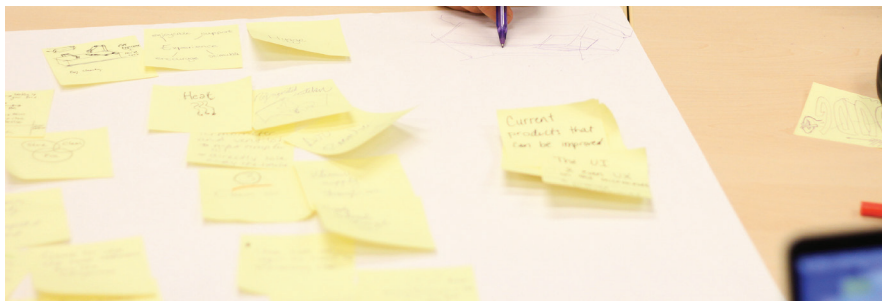
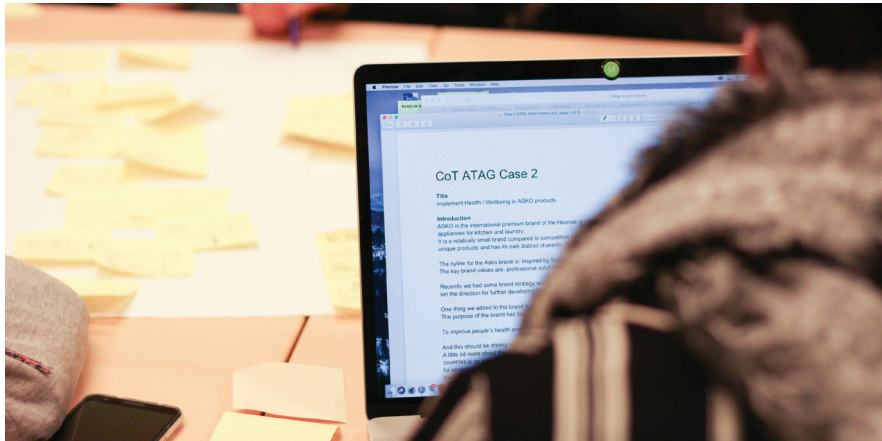
CASE 1 - Concept

One of the topics that ATAG was interested in was circularity. After a round of discussion about our own experiences with cooking, we decided to tackle it in the shape of service with the kitchen at its core. The concept of Kitchen As A Service (KAAS) implements this as a configurable kitchen that can be arranged by the user to their liking using all the available products from ATAG. As a pilot, we developed a concept for short-term rental flats aimed at ex-pats or foreign workers, allowing them to customize their kitchen to their cooking needs and habits before coming to live in their new apartment. The service will work in conjunction with the flat owner, and ATAG will provide the necessary products, owning them and offering them as a lease to the new renter. Besides the product benefits, we see a significant opportunity to create loyalty to the brand and improve the chances that in their next rental flat or their first owned property, they will search for



CASE 2 - Implement Health / Wellbeing in ASKO products

ASKO is the international premium brand of the Hisense group, with major domestic appliances for kitchen and laundry. It is a relatively small brand compared to competitors but has a proud heritage, some great unique products and has its own distinct character and has a unique position on the market. The byline for the Asko brand is: Inspired by Scandinavia. The key brand values are: professional solutions, care, Scandinavian design. The main problem definition for this case was how can ATAG improve people's health and wellbeing, the Scandinavian way, with their products, as a brand on a design level? As this was the main purpose of the brand.



CASE 2 - Concept

For this case, we have come up with two concepts: “Parallel” and “YMIR.” “Parallel” makes it easier to clean the stovetop and counter in a kitchen. Its integrated, minimalistic, and hygienic design makes it possible for people that prepare food in a kitchen to clean up any food quickly remains by sliding it into the ‘parallel’ waste holders.

“YMIR” is a custom-built modular system for ASKO refrigerators. This design has a personalized and explorative feel to it and has various ways of being designed by the user. By making the components of a fridge modular (using sliding bins one can put in and take out), it is now easier to see all kinds of items one has in their fridge. This design is also entirely customizable; perhaps what is unique about this fridge interior is that the user can organize their items neatly and clearly. This could be done by specifying food categories (bin one has vegetables, bin two has meats, etc.), types of food, and putting foods closer to the expiration date in one container, all ingredients needed for a recipe, etc.



CASE 3 - Smart table / Smart surface

ATAG has developed a smart table / smart surface. It consists of a worktop with some new innovative features: an integrated induction cooking system, a cooling zone and a scale. A functional prototype was delivered and technically reviewed. It has a 6 mm thick ceramic worktop. Under the worktop the technology is placed: induction coils, a cooling system and a scale. In general the technology for smart products is already available but the user benefits or applications are less clear. Also in this case, they have developed this concept with some end user perspective but also with a technology push. Which is all right, in order to see what they can achieve and to explore new innovation areas. ATAG did work a bit on different use cases, for example, both cooking and having dinner on the table. However, what is missing, is more user context. The problem definition for this case was research how can ATAG implement this innovation in different situations? Furthermore, how would it fit in the existing kitchen layout? Or is it only suitable for completely new kitchens? We were encouraged to analyze the user context in this case as well, starting from how would users interact with it, for what purposes would they use it, etc.



CASE 3 - Concept

In this case, we came up with four unique solutions, all suggestions on how ATAG can implement or develop the smart table/surface in the future. We focused on housing for different users - young working professionals living alone in a studio and families who value having meals together. There are multiple opportunities in these situations, all with a sharp aim to create a modern, user-centered environment where the smart surface/table supports the users and not makes the cooking/eating process more complicated. Therefore, our primary goal with these solutions was to assist ATAG in positioning themselves as leaders in this niche, while remaining one of the leaders in cooking and refrigerating market. From a smart surface that has multiple functions to the dining table, which serves as a cooking area as well, we tried to inspire ATAG during our presentation and stir this inspiration is possible, reliable future solutions.



Epilogue

We want to thank all of the companies for their great hospitality and the amazing cases they delivered. We also want to thank all of the participants for delivering such high quality work with a lot of enthusiasm, it was a very nice and inspiring group! It was a great experience; we learned a lot and we were also able to put our skills into practice in the four days we went on the tour. We had three very different compa-nies, with a lot to offer for the different specialisations of Integrated Product Design, Design for Interaction and Strategic Product Design.

We hope both the companies and the participants enjoyed it.
Many thanks!





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