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innovation. How Design-Driven Innovation Will Surpass Technology in 2018. In other words, a design-driven approach - underlied by the fast-trending principles of design-thinking and sustained by the conviction that design helps business grow - provides the right tools & methods to create innovations that customers do not expect, but which they eventually love and become passionate about. Below, four design-driven innovations that illustrate this point and the organizations or people behind them. Four Examples of Design-Driven Success - HYPE Innovation Design-driven Innovation: Changing the Rules of Competition by

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Design-driven innovation has the potential to create and change markets, enabling organisations to drive the market rather than simply adapt to it. This can be seen most spectacularly when design and technology-driven innovation overlap resulting in 'technology epiphanies'. [Design-driven Innovation: Changing the Rules of ...](#)

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The focus of innovation has shifted from being engineering-driven to design-driven, from product-centric to customer-centric, and from marketing-focused to user-experience-focused.

For an increasing number of CEOs, design thinking is at the core of effective strategy development and organisational change.

How Design-Driven Innovation Will

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In Design-Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean, Roberto Verganti introduces a third strategy, a radical shift in perspective that introduces a bold new way of competing. Design-driven innovations do not come from the market; they create new markets.

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Successful design-driven innovators have the potential to create and change markets, able to drive the market rather than simply adapt to it. This is because they are better at detecting,

attracting and interacting with their customers. This can be seen most spectacularly when technological breakthroughs merge with design-driven innovation.

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In a design-driven culture, companies are unafraid to release a product that is not totally perfect. That means going to market with a minimally viable product, the better to learn from customer feedback, incorporate it, and then build and release the next version.

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