

Broaden your scope...

Lab on the road:

FAMOUS and Customer Driven Innovation

Interregio meeting

April 21, 2010

FAMOUS

Fast
Analytics:
MOBILE
Universal
Systems



Aims / results of the project

Aim

- Develop **innovative** high-tech mobile analytical systems for applications in regarding solids, liquids and gasses in close co-operation with *launching customers*.

Result

- At least 3 prototypes of portable analyzers that can be introduced to the market one year after the end of the PID project.

The four associated parties



- Multidisciplinary development, design and realization of innovative instruments, tools and software
 - strong focus on medical technology and life sciences
 - certified for medical devices (ISO13485)
 - Spin-off of the Maastricht University (UM) with a strong link to the engineering facility (IDEE) of the UM
-
- DSMs services organizations – analytical, technical engineering + QESH
 - Solutions for material, chemical and life science sector
 - Customer Intimacy is name of the game
 - The Maastricht Forensic Institute, strong network in Dutch Police forces



The applications

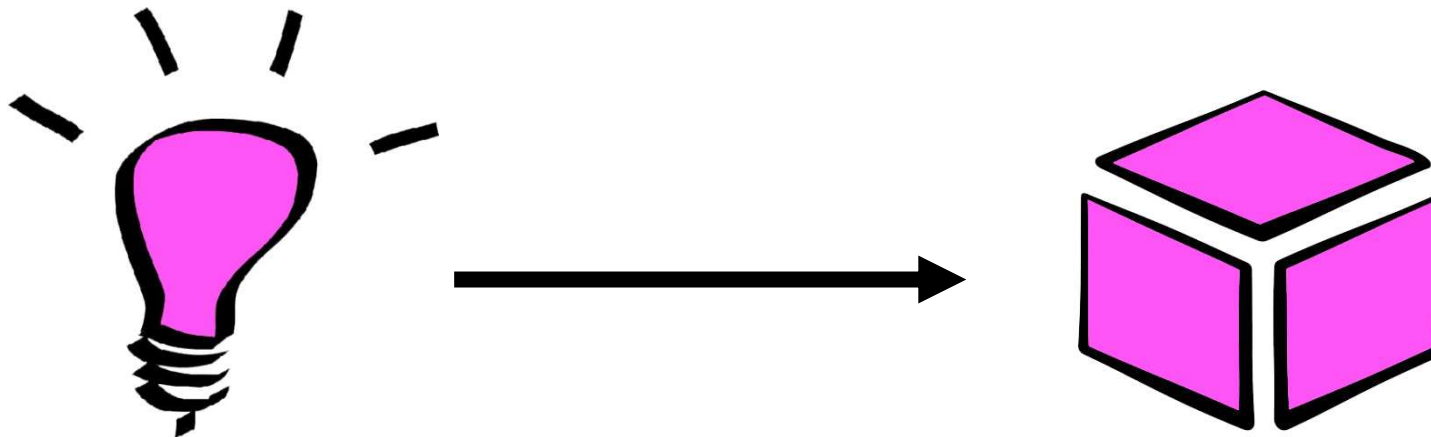
- Law enforcement
 - Toxic chemicals / terroristic threats
 - Drugs
 - Explosives
- Health
 - Narcotics
 - Cytostatica
 - Vaporized drugs
- Industrial
 - Innovations for the GC community

Innovation

What is innovation?

Innovation is the embodiment, combination, or synthesis of knowledge in original, relevant, valued new products, processes, or services.

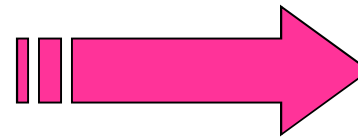
(Luecke & Katz, 2003)



Lab on the road



Size ↗



Mobility ↗



Customer ???

Why customer driven innovation?

- ‘Get better insight into what would delight or serve people, resulting in products that better fit their needs’
- ‘Decrease the chances of product failure after launch’
- ‘Earn more money’



How the customer explained it



How the Project Leader understood it



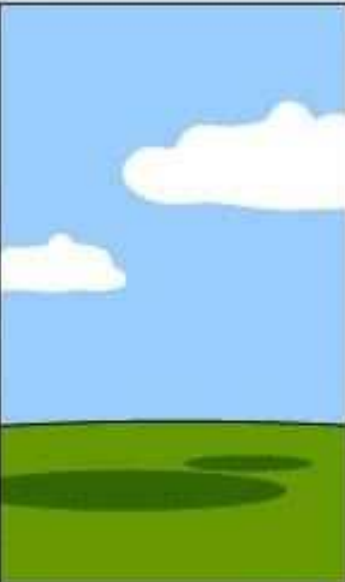
How the Analyst designed it



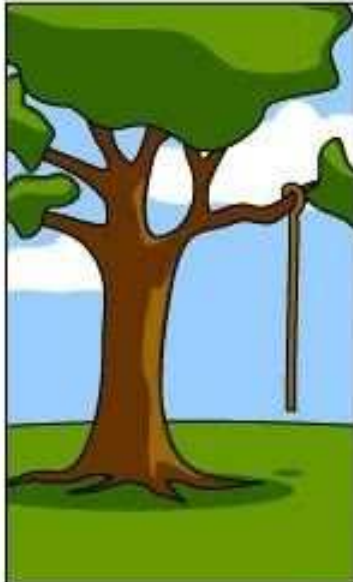
How the Programmer wrote it



How the Business Consultant described it



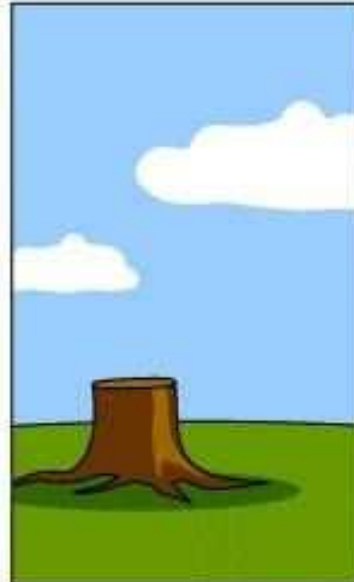
How the project was documented



What operations installed



How the customer was billed

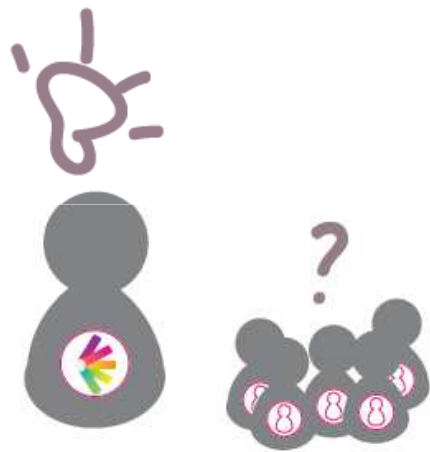


How it was supported



What the customer really needed

Types of user involvement



Innovating 'for'

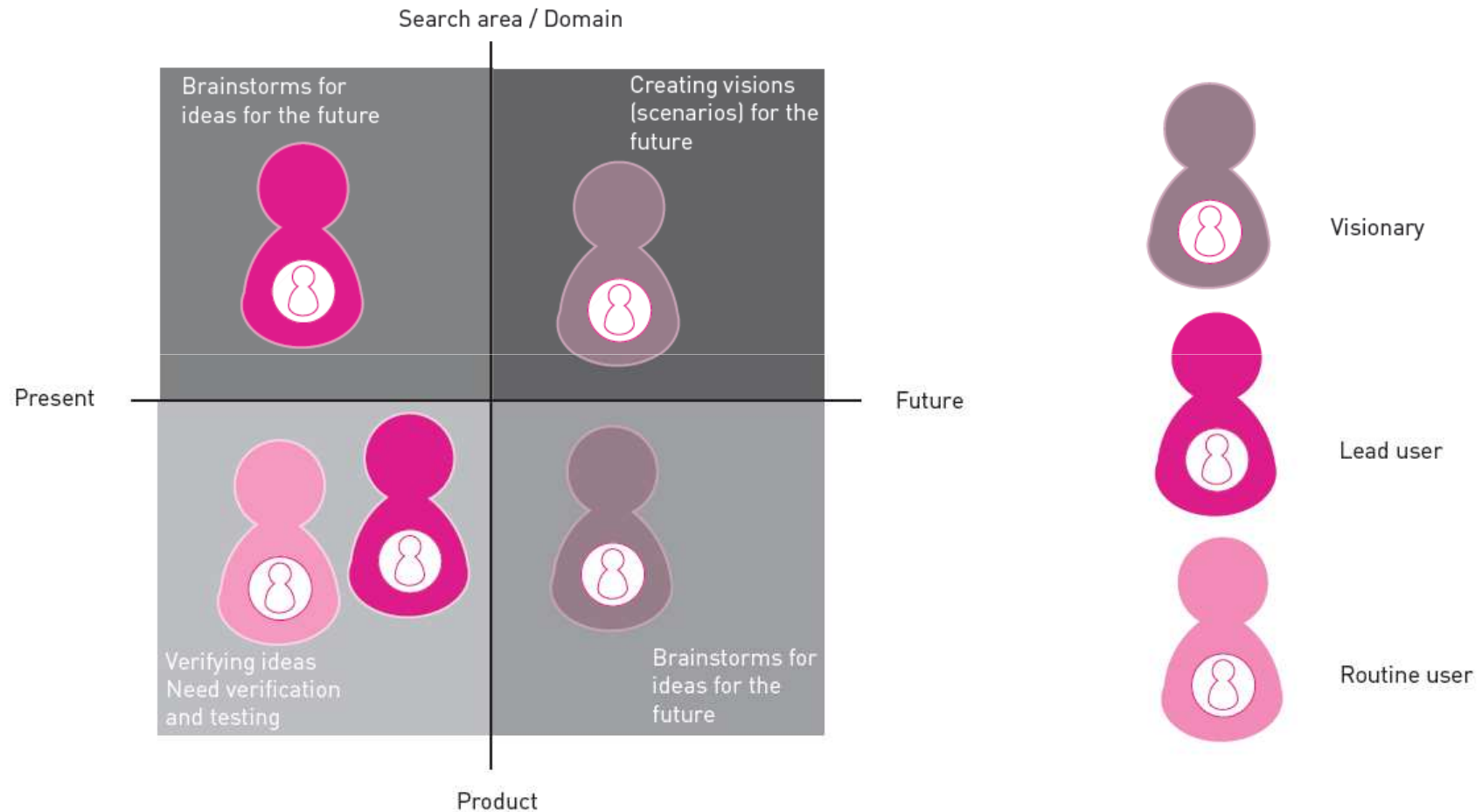


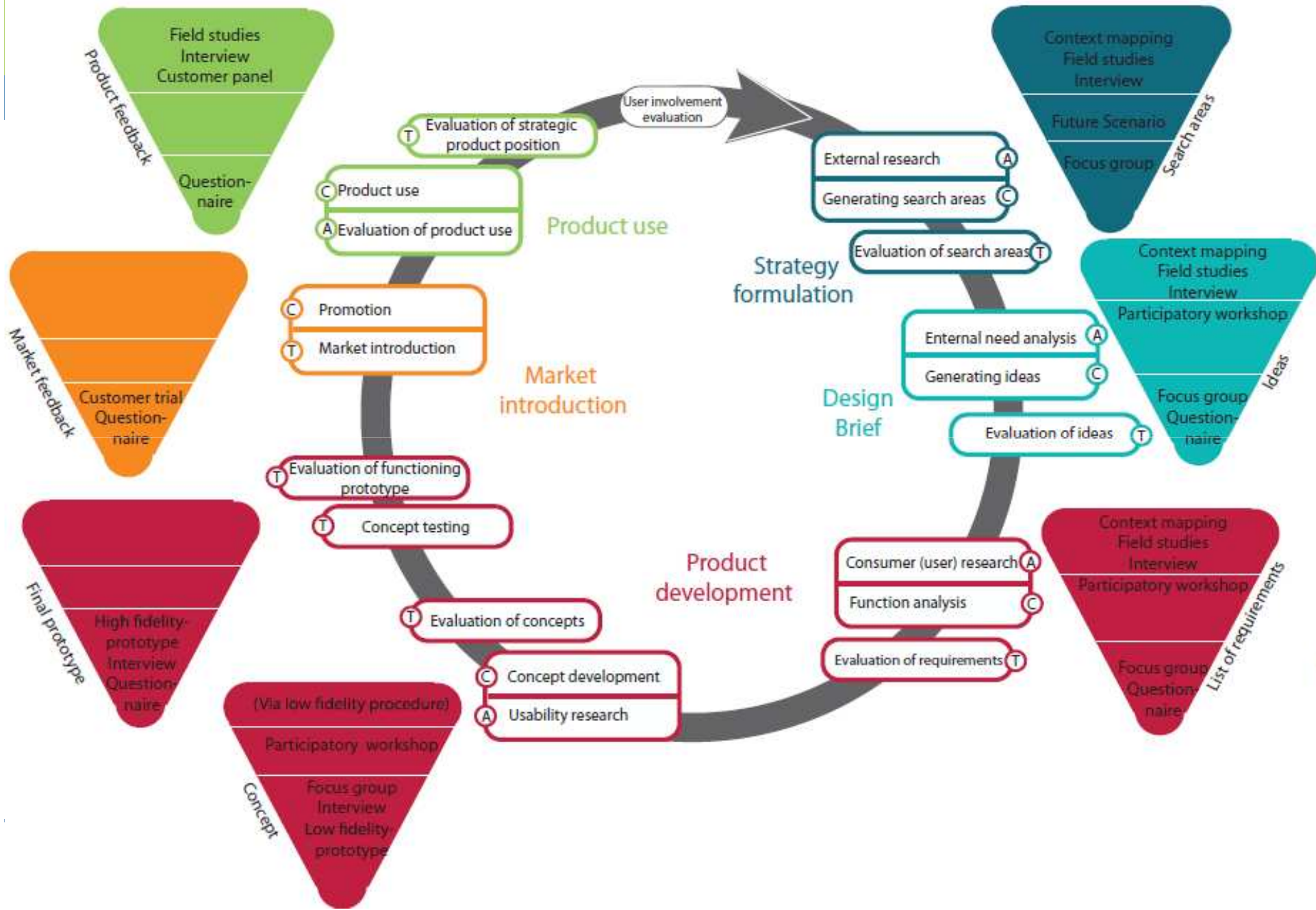
Innovation 'with'



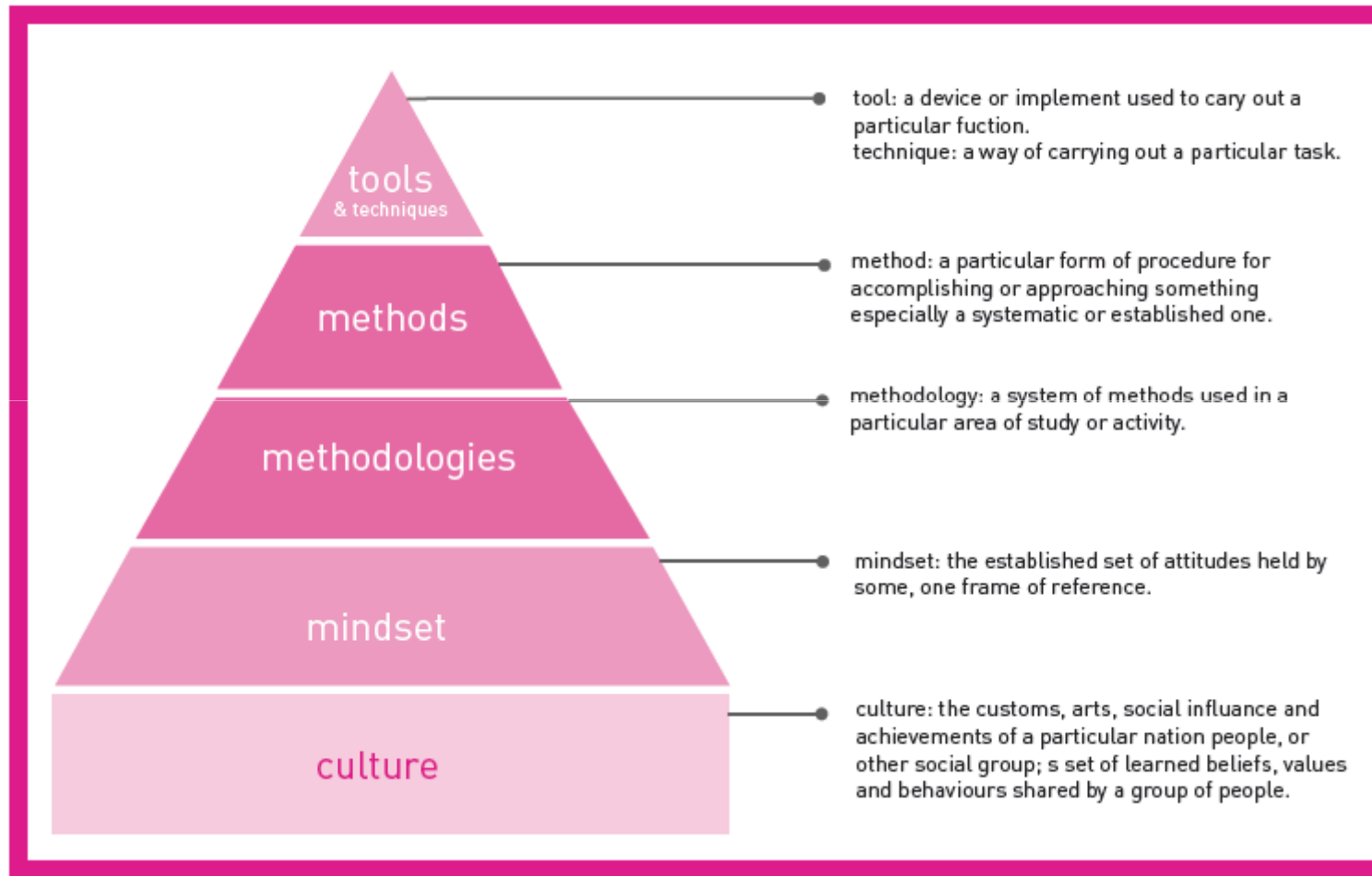
Innovation 'by'

The voice of the customer



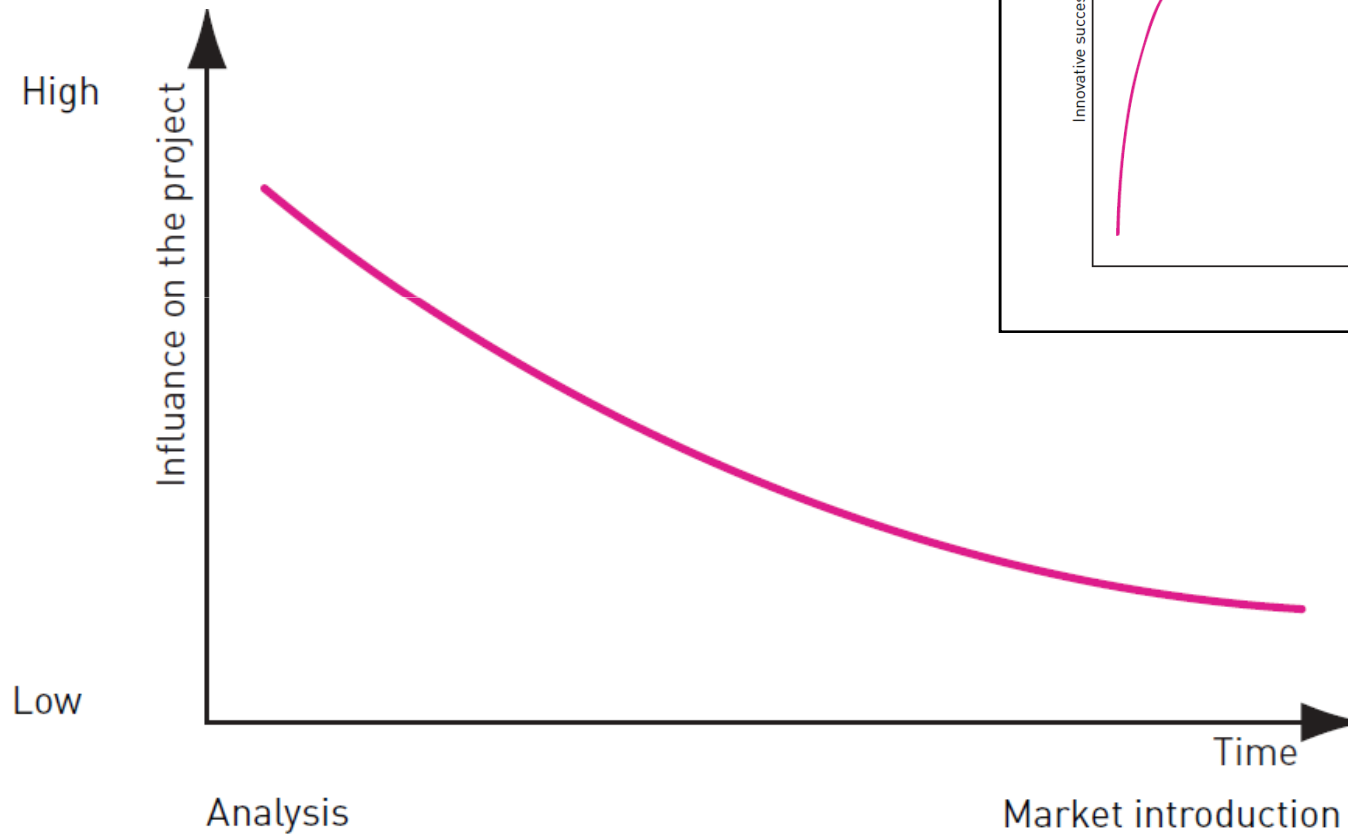


It's not a tool kit, it's culture...

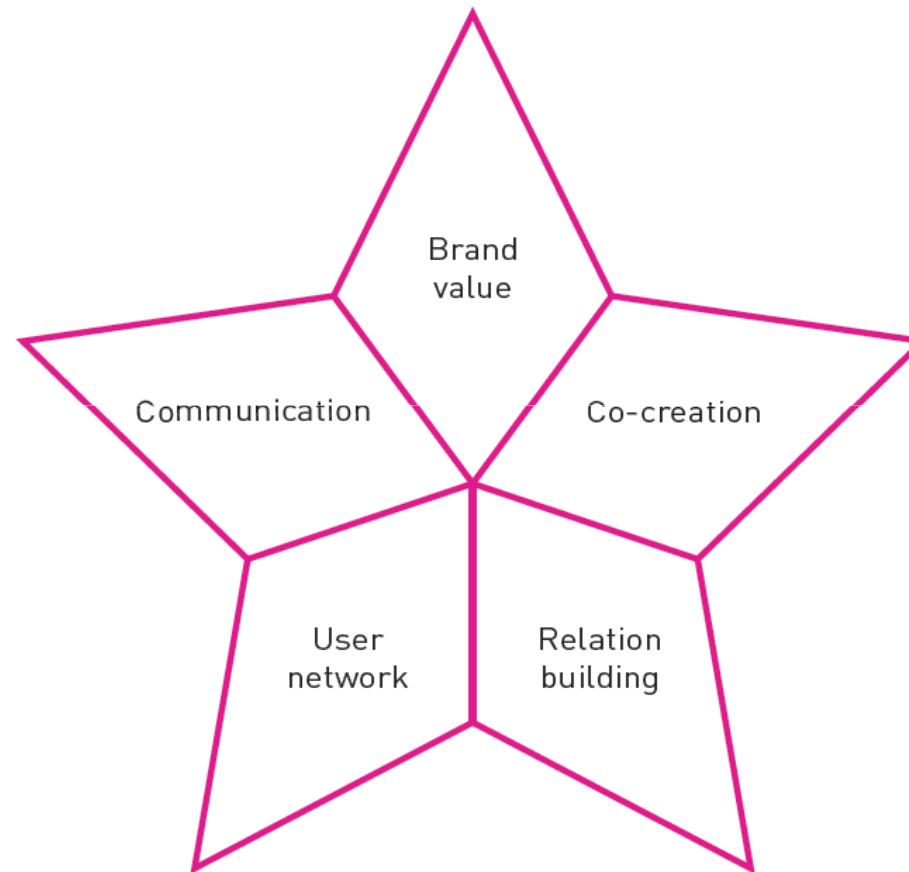


Influence on the product (development)

The earlier the better...

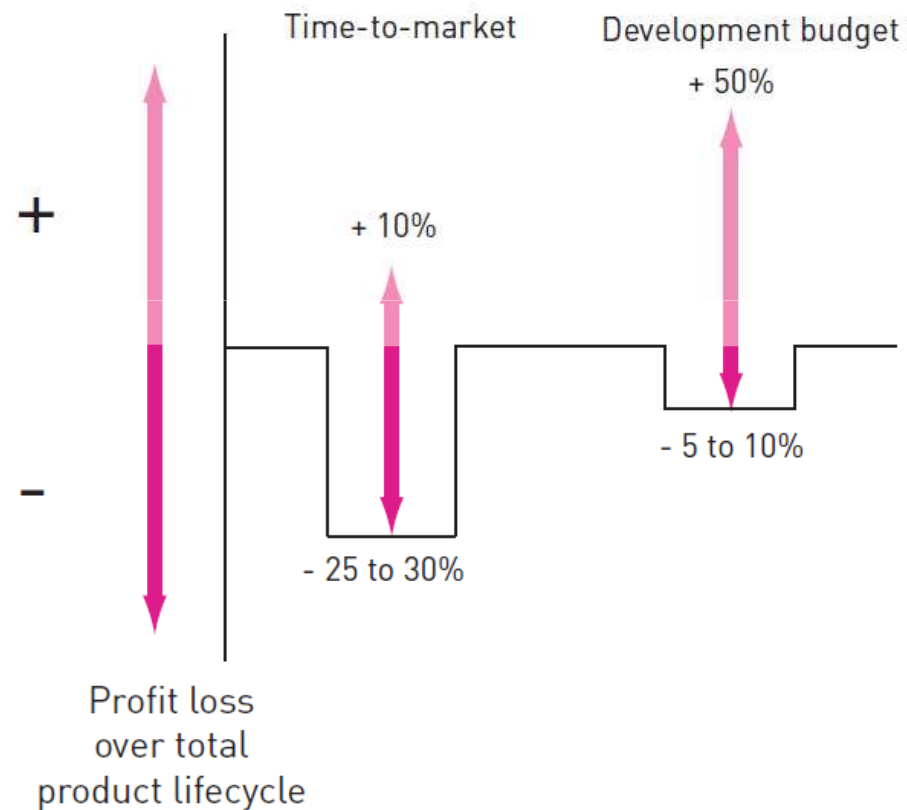


It's not only about better products...



The value of the voice

Original planning deviation



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- Ariënne van der Hilst, TU Delft
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- en



Agentschap NL
Ministerie van Economische Zaken



Ministerie van Economische Zaken

provincie limburg



Provincie Noord-Brabant



What is innovation II