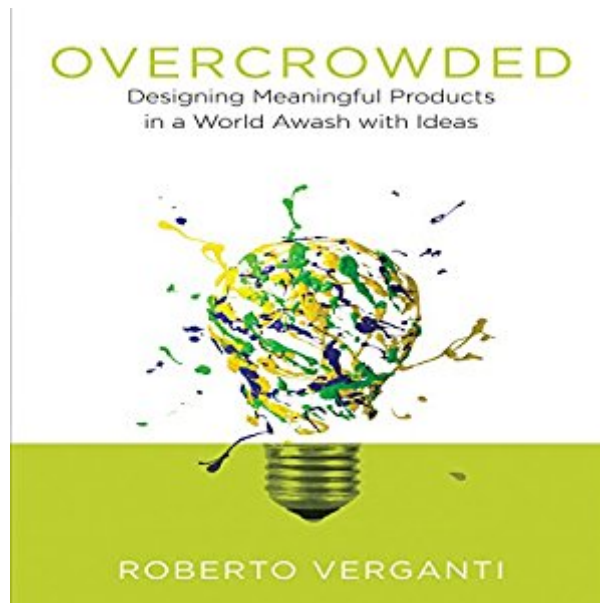




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Overcrowded: Designing Meaningful Products In A World Awash With Ideas



Synopsis

The standard text on innovation advises would-be innovators to conduct creative brainstorming sessions and seek input from outsiders - users or communities. This kind of innovating can be effective at improving products but not at capturing bigger opportunities in the marketplace. In this book, Roberto Verganti offers a new approach - one that does not set out to solve existing problems, but to find breakthrough experiences. There is no brainstorming - which produces too many ideas, unfiltered - but a vision, subject to criticism. It does not come from outsiders, but from one person's unique interpretation. The alternate path to innovation mapped by Verganti aims to discover not how things work but why we need things. It gives customers something more meaningful - something they can love. Verganti describes the work of companies, including Nest Labs, Apple, Yankee Candle, and Philips Healthcare, that have created successful businesses by doing just this. Nest Labs, for example, didn't create a more advanced programmable thermostat, because people don't love to program their home appliances. Nest's thermostat learns the habits of the household and bases its temperature settings accordingly. Verganti discusses principles and practices, methods and implementation. The process begins with a vision and proceeds through developmental criticism, first from a sparring partner and then from a circle of radical thinkers, then from external experts and interpreters, and only then from users. Innovation driven by meaning is the way to create value in our current world, where ideas are abundant, but novel visions are rare. If something is meaningful for both the people who create it and the people who consume it, business value follows.

Book Information

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Customer Reviews

In *Overcrowded*, Roberto Verganti explores a new path for innovation practitioners: Innovation in Meaning. Although, to think you can innovate in meaning sounds esoteric, Verganti explains in depth and with many examples what this really means. As most innovation methodologies like design thinking, jobs to be done, blue ocean strategy, etc., are commoditized, and most innovation practitioners feel frustrated by their innovation results, which most of the time are incremental, *Overcrowded* comes as a breeze of fresh air to help you to reach for radical innovation. *Overcrowded* goes far ahead from Verganti's previous book, *Design-Driven Innovation*, to provide a step-by-step guide on how to innovate in meanings. When you read the book, you can feel how his previous innovation process has been proven, polished and systematized to make it more accessible to innovation professionals. I think Verganti is truly offering us a new way to innovate in an overcrowded world of innovation methodologies. The book is very coherent with its own message by offering a fresh perspective on the innovation process. I loved the humanism that is felt across the book, as making innovation a gift of love to other human beings. *Overcrowded* challenges the conventional wisdom that innovation is all about brainstorming, open innovation and not criticizing ideas. Chapter 2, *The Search for Meaning*, was very valuable for me because it discusses what people value and how people are searching meaning in this fast paced world, and how innovating in meaning is key to helping people find purpose in their lives. The example of the candle was very clarifying to me, specially because this is a very ordinary product that has been transformed in meaning and continues growing in the present. Intuitively, we have always known that customers or user don't know what they want and if you want to surprise them with innovation, the worst thing to do is to ask them for ideas. Verganti desmistifies the importance we have given to the user and challenges us to think inside-out. I found PART III of the book very helpful, specially the methods and tools and the detailed explanations on how to put the concepts into practice. As someone that has attempted to innovate in meaning based on Verganti's previous book, his second book gives a lot of light on how to apply this process. Mr. Verganti: Thank you for writing this book. What a great gift to innovation and the world. I have been waiting for it for a long time and it was worth the wait.

Good concept which I think I'm sharing, but by far too many words to explain and support it :-(
Maybe author expect readers to be very much opposed to his ideas so he goes at length carefully

building a wall of words to support it, but if one is generally convinced from the start that it's really boring to read through all proves of the things you already agreed with.

Arrived on time. It's more damage than I expected.

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