

2018 Strategic Technology & Innovation Management Programme

Measuring design investment in firm and grasping the opportunities from the booming global middle-class consumption market

Contact: Bohao Li
bl382@cam.ac.uk, +44 07523309545

Industrial / managerial need addressed

By 2030, the global middle-class consumption could be \$29 trillion more than in 2015, an overwhelming majority of new entrants will live in Asia. Firms with specific focus on the management of design assets and the understanding of consumer experience will success in the market. The aim of this project thus is in response to this opportunity.

Expected deliverables

Workshop:

- *Part One:* Pilot customer experience workshop in STIM consortium organizations;
- *Part Two:* Pilot design investment framework workshop in STIM consortium organizations.

Training:

- Organizations will receive supplementary guidance for how to develop the customer experience framework based on the individual company cases.

Engagement opportunities

Researchers would like to engage with companies who are interested in the consumer goods related industries and who are interested in better management of their design assets.

Approach

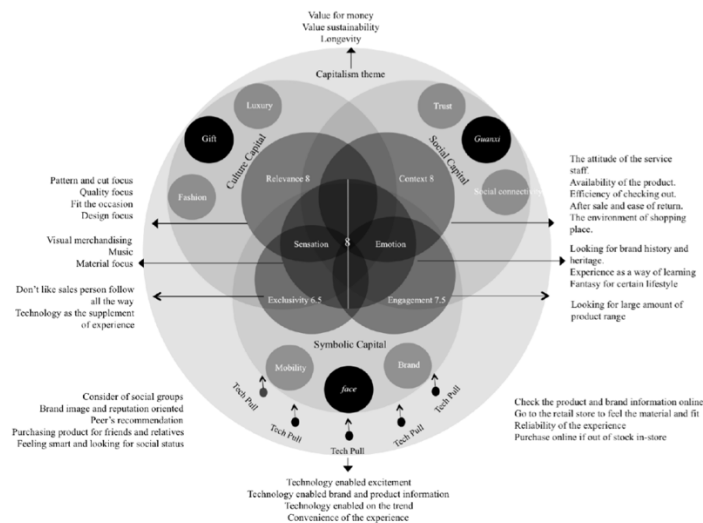


Fig. 1 – Evidence-based consumer experience model for young Chinese fashion consumers