

GOODYEAR INNOVATION CHALLENGE

The Brief: [Re]positioning for the New Normal

In today's world of hyper-connectivity, a global health crisis, increasing demands for both personalization and data security, and new trends in mobility like on-demand delivery, delivery micro-robots, both legacy companies and startups have been forced to escalate their innovation efforts and pivot dramatically to meet the needs of their customers, both B2B and B2C. We recognize that the mobility ecosystem - including ride sharing companies, automotive suppliers and manufacturers, and public transportation have taken a hit, and on-demand delivery has skyrocketed. All these trends emerge while sustainability, equity, and inclusivity remain critical components for competition and relevance in today's triple-bottom-line business landscape. Goodyear is looking for you to help define the next opportunity to uniquely position itself to win in the future of mobility within this unique context.

Along with its global manufacturing and service footprint, Goodyear has devoted significant resources towards innovation through investments in piloting tire intelligence (IoT application of the tire for remote tire monitoring), a \$100 million venture capital fund to invest in startups in the new mobility ecosystem, a new predictive fleet servicing platform called AndGo for shared fleets providing new offerings like sanitization, to name a few.

While the pandemic has forced change quickly, some of these changes are likely to persist as the new norm even after the pandemic-driven restrictions subside. How can Goodyear mobilize the investments it has made to meet the needs of both consumers and B2B customers as pandemic precautions, on-demand delivery, and remote work continue to be the norm in a way that is equitable, personalized, data-secure, sustainable, and differentiated from the competition?

We do not want you to design a new tire, or to create a new IoT product; rather, we look for you and a multidisciplinary team to strategically identify a specific customer problem which Goodyear will be uniquely positioned to solve. We encourage you to stretch your thinking beyond the obvious, from the perspective of the customer, and into the realm of the future.

Your Task

Submit a proposal (7 PowerPoint pages maximum saved in PDF format) to designchallenge@case.edu that clearly defines the points below. Data sources can be cited in footnotes or in one additional Appendix slide.

1. Definition of the problem | Identify a specific customer-centered problem you think is worth solving for Goodyear. The problem should be narrow enough to solve but broad enough to innovate and should be oriented from a User-Centered point of view.
2. Evidence of the Problem and Problem Size | Demonstrate why it's a problem using environmental, social, demographic, and economic analysis. How big is the problem? Use all information available to you to ensure this is a relevant problem for Goodyear. This can include but is not limited to company websites, press releases, and financial statements.
3. Internal and External Analysis| Provide an analysis on how Goodyear's capabilities can be leveraged to uniquely provide a solution to this problem including a preliminary SWOT analysis of the space for Goodyear and select potential competitors (Note: competitors do NOT have to be within tire industry!).
4. Identify a target user | Identify a set of users for whom you want to solve the problem and develop personas that articulate who your users are, what their needs are, and their critical jobs to be done (resources on JTBD can be found on website at design.case.edu) based on insights from real users.
5. Analogous contexts | Identify ways a similar problem has been addressed successfully in at least two other industries unrelated to tires or automotive.
6. 3 Approaches | Propose three compelling ways Goodyear could navigate the problem space that you laid out in #1.

Prizes

1st: \$5000
2nd: \$2500
3rd: \$1000

Important Dates

2 Dec 2020 - 15 Jan 2021: Submit Team Info
1 Feb 2021: Proposal Due
8 Feb 2021: Hackathon Invitations Sent
22 Feb - 3 Mar 2021: Hackathon

Location

Virtual (details will be sent to top 5 teams)

Questions?

Email designchallenge@case.edu

