

Goodyear Innovation Challenge

THE BRIEF

Many futuristic high-tech vehicle startups are popping up, completely changing the paradigm of production, ownership, and the way we interact with vehicles. Electrification, connectedness, car sharing, and autonomy intersect to transform mobility and the world as we know it. People are shifting from driver to rider, and the vehicle cabin is morphing from “car” to “room”. The product being sold is no longer just a car, but is now the service of providing physical movement from point A to point B, while enabling life to happen in between. People used to design their lives around the stable things that are not moving – but what if we move towards the opposite, and movement is our only constant?

Vehicles are beginning to be seen as a “third space” in addition to the home and office. The third space is the social center of life; it was once the urban plaza, then the shopping mall, and now it can be inside the high-tech cabin of an automobile. It is a connected home away from home where relationships can be built. It is also a connected office away from office where work can be done. This is particularly pertinent as identities, relationships and businesses are increasingly constructed in online spaces, not tied to any permanent physical space, and perhaps not to physical possessions such as cars, and therefore tires.

Goodyear is a Fortune 200 company with a [long well-known heritage](#), brand recognition, and a strong brand association with both safety and freedom. In the past it has been a leading provider of the only part of the vehicle that touches the road, but in a world where the rider is no longer selecting tires to purchase or managing auto service, how can Goodyear leverage its brand assets in its own “third space?” What is Goodyear’s best play beyond the tire? How can Goodyear use seeds of its past to grow new businesses that meet, or even shape unforeseen consumer needs? Consider the dominant, residual, and emergent aspects of the current state of mobility from the perspective of the user, and create a compelling vision of a bright not-so-distant future for Goodyear.

YOUR TASK

Submit a proposal (PDF format and 5 PowerPoint pages maximum) to designchallenge@case.edu that clearly defines the following points:

1. **Definition of the problem.** Based on The Brief come up with a definition of the problem that narrows down into a specific challenge you want to solve from a customer-centered lense.
2. **Size of the market.** Show opportunity size in the marketplace by selecting a market, segmenting it and choosing a segment to focus on. Show calculations, data sources, etc.
3. **User Target.** Select a set of users that you want to solve the challenge for and develop [Personas](#) that articulate who your users are.
4. **User needs.** Engage in [contextual research](#) including observation, interviews, etc. – and show evidence in PowerPoint deck!) to identify users’ [Jobs to Be Done](#) - what are they truly trying to achieve and how is the old solution working or not working for them?
5. **Solution areas.** Select the most important and pressing Jobs to Be Done and propose potential new solutions for those jobs. Select one solution using some level of criteria defined by your team.

Teams with the top 5 proposals will be invited to participate in a 1.5 day design hackathon at a state-of-the-art makers space where the teams will be in charge of developing and testing prototypes and pitching their concept.



QUESTIONS?

DESIGNCHALLENGE@CASE.EDU

IMPORTANT DATES

12 OCT 2018 | PROPOSAL DUE

18 OCT 2018 | HACKATHON
INVITEES
NOTIFIED

8-9 NOV 2018 | HACKATHON

HACKATHON LOCATION

THINK[BOX] | CLEVELAND, OHIO

CHECK OUT THINK[BOX] [HERE](#)

PRIZES

1ST PLACE TEAM - \$5000

2ND PLACE TEAM - \$3000

3RD PLACE TEAM - \$2000

EVENT WEBSITE

<https://design.case.edu/>

WEBSITE INCLUDES:

| TOOLBOX

| SIGN UP PAGE

| GENERAL INFO