I WANT TO ANALYZE SMART PRODUCTS

Select and analyze the right case studies. Use the Analysis cards and the Features map for a guided research exercise

TOOLKIT

MAPPING THE IOT

0. DEFINE THE AIM AND EXTENT OF YOUR RESEARCH

What do you want to **accomplish**? (e.g. *to design a specific product for a client, to make a product smarter ...*)

What is the **objective of this research**? (e.g *to analyze competitor brands; to benchmark existing solutions, to find inspiration for new aestethics*)

Plan your agenda and timing

1. SOURCES OF INFORMATION

First, find **existing data**, reports and charts to enrich your own background knowledge on the topic and products you want to analyze

List the sources where you could you gather relevant case studies for your research

Some examples:
*top brands in the market
fairs, blogs & magazines
product reviews & trend reports*

2. SELECT THE RIGHT CASE STUDIES

Identify selection criteria that let you decide if a case study is adequate or not. Criteria will vary depending from the research aim
e.g. if the research is qualitative, quantitative or inspirational

Be inspired by the cards into identifying selection criteria

For example:
only smart products? product typology, functions, brand, price, reference and geographic market ...

3. EXERCISE: ANALYZE CASE STUDIES WITH THE ANALYSIS CARDS & FEATURES MAP

Step 1. **Examine each main case study** by answering the questions provided by the **Analysis cards**.

Step 2. For each case, **record your answers in a Feature Map** highlighting the most suited answers.

Step 3. Compare case studies. **Follow the suggestions** on the bottom of the Analysis cards to explore themes that are relevant for your case.

Step 4. Learn from your case studies. **Features maps** can be used as a **starting point for SWOT analysis** (Strenghts, Weaknesses, Opportunities, Threats).
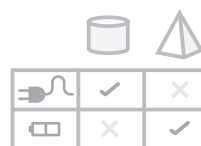
4. COMPARE CASE STUDIES

Compare cases to discover relevant insights. Use **visualizations** (e.g. *graphs, maps, clusters, moodboards*) to reach useful conclusions and communicate your findings

EXAMPLE ACTIVITY:
Cluster products that share common features (e.g. *shape, technologies, materials...*)
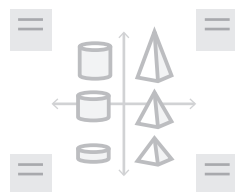
EXAMPLE ACTIVITY:
Map products and their key characteristics

EXAMPLE ACTIVITY:
Compare features

EXAMPLE ACTIVITY:
Represent your findings and insights