Goodyear Innovation Challenge

A business design and innovation competition sponsored by Goodyear, in collaboration with Weatherhead School of Management at Case Western Reserve University

The Brief: Reinventing the Wheel

It is hard to imagine that when Tim Berners-Lee created the World Wide Web, he could have envisioned the impact it would have on the world. Bits flying from one space to another delivering different kinds of information has dramatically changed how we operate as individuals and organizations. Today we can connect houses, cars, telephones, toys, and even ourselves to sensors that record and transmit all sorts of information that later can be analyzed to deliver all kinds of insight. This is referred to as the "Internet of Things" (IoT), an interesting description for a "thing" that once was uncommunicative but now sheds insight on performance, from temperature to force to heart rate. Things are becoming not only smarter, but their very meanings can also change. A camera and a phone are just apps in a smart "phone," although we rarely actually "talk" over our phone any more.

The automotive industry is not an exception to this change. Cars are increasingly connected and smarter. We believe it is time to reinvent the wheel, literally! We want your help reinventing tires in the digital economy so they become part of the connected world.

What we mean by reinventing the tire is not to redesign a product but to rethink the user experience of mobility in a connected world for a company like Goodyear. Rideshare companies, such as Uber and Lyft, and IoT solutions, such as Nest and Nike+, are two examples of how the connected world is redefining transportation and lifestyle for millions of users. We want your take on the arduous yet intriguing job of envisioning the future and capturing it in the form of a service.

We do not want you to improve the usability of our website, or to create an app for the sake of an app, or to invent a faster tire; we want you to strategically redefine the wheel from the perspective of the user. We want you to stretch the adjacent possible and create a new normal.

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The Challenge

Stage 1: Submit proposal in response to the brief

Submit a proposal (PDF format and 2 pages maximum) that clearly defines the following points:

1. Define 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.

2. Size the market. Show how big the opportunity is by selecting a market, segmenting it and choosing a segment to focus on. Show calculations, data sources, etc.

3. Select the 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. Define the user needs. Engage in contextual research (observation, interviews, etc.) to identify user's *Jobs to Be Done* (what are they truly trying to achieve and how is the old solution working or not for them).

5. Create solution areas and select one. Select the most important and pressing *Jobs to Be Done* and design potential new solutions for those jobs. Select one solution using criteria defined by your team.

The format of the proposal is up to you as long as it has the aforementioned five points and it is two pages maximum.

Stage 2: Design Hackathon

The top five proposal teams will be invited to participate in a 1.5-day design hackathon, in which the teams will be charged with developing and testing prototypes for their solutions.

Submission information and additional details are available at design.case.edu. Questions about the competition may be directed to designchallenge@case.edu.