

## 2017 Goodyear Innovation Challenge

### The Brief: Goodyear in the age of shared vehicles.

It's quite a paradox that the current utilization rate for personal vehicles is 6%, yet vehicles are one of the highest cost assets that most people own. Many experts in the mobility field believe that passenger vehicle utilization will increase to 60%, with the increasing popularity of mobility trends such as car sharing. In fact, it is expected that 1 in 10 cars sold in the year 2030 will be for shared mobility purposes. Cars are expected to run for more miles, but have shorter lifespans. The increased rate of car turnover is going to amplify demand for the latest technological advances.<sup>1</sup> Experts believe that these changes, along with data connectivity and vehicle autonomy, are expected to increase the automotive revenue pool 30% by the year 2030.<sup>2</sup> With decreased individual vehicle ownership, this increases the gap between the company and the consumer, and leaves us with the following question:

How might Goodyear continue to differentiate and create unique value for such emerging market opportunities?

The goal is not to invent a new app for app's sake, or to improve the usability of our website; we want you to strategically approach the question with a truly reimagined customer experience in a world without car ownership. The focus can be relatively broad or narrow, but should be based on industry and user research.

### The Challenge

#### Stage 1: Submit proposal in response to the brief (due October 23<sup>rd</sup>)

Submit a proposal (PDF format and 2 pages maximum and/or 5 slides) 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 the old solution is or is not working for them). Please be sure to include photo evidence of observations/interviews in your proposal.
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 5 points and it is 2 pages and/or 5 slides maximum. It is due October 23<sup>rd</sup> at 11:59 pm via email to [designchallenge@case.edu](mailto:designchallenge@case.edu).

## **Stage 2: Design Hackathon**

The top 5 proposal teams will be invited to participate in a 1.5 day design hackathon where the teams will be charged with developing and testing prototypes for their solution. The hackathon will take place at a maker's space called think[box] on November 16<sup>th</sup> and 17<sup>th</sup>, complete with state-of-the-art 3D printers, laser cutters, and other prototyping equipment. As a reminder, the top 3 teams will win prizes of \$5,000, \$3,000 and \$2,000 respectively, with a chance for the top team to interview for an internship with Goodyear's Global Innovation team.

<sup>1</sup>McKinsey study on disruptive trends in mobility: <http://www.mckinsey.com/industries/automotive-and-assembly/our-insights/disruptive-trends-that-will-transform-the-auto-industry>

<sup>2</sup>McKinsey study on shared mobility: <http://www.mckinsey.com/industries/automotive-and-assembly/our-insights/how-shared-mobility-will-change-the-automotive-industry>