Jean-Claude Balland, Dr. Sc.
Business Consultant, JCB Associates
Adjunct Faculty at PSU

Education:
Dr.Sc. Physics
University of Lyons, France

EE from INSA, Lyons, France

Background:
Dr. Balland is a high-tech business consultant and has extensive experience in sales and marketing in Europe and the US.

Seminar Topic:
"Creating Breakthrough Products"

Abstract:
Technology-driven innovation has given most of the products we take today for granted, such as television, microwave oven, telephone, and many others. The success of this approach cannot be overemphasized. But with the abundance of choices coming now from technologies that can easily be duplicated anywhere in the world, a new paradigm is emerging that gives the customers a more central role in driving the definition of innovative products. But how can a company tap.

To succeed breakthrough products must be useful, usable, desirable, and justifiable. Ethnography, and design play a key role. Ethnography is a collection of approaches, which aims to understand customer unstated needs; design capitalizes on the outcomes of ethnography to create experiences that will create emotional connections between the customer and the product and the company. This seminar introduces the audience to a customer-driven methodology, and is an overview of the course to be offered in the Spring titled User-Centered Innovation.