

Porsche Digital

X

A stylized logo consisting of a thick, lime-green L-shaped line that forms a partial square frame around the text. The top and left sides are solid, while the right and bottom sides are open.

CAMPUS FOUNDERS

Corporate Campus Challenge

Challenge

CHALLENGE STATEMENT :

How might we design a digital infotainment experience based on travel routes, in order to make longer Porsche rides more enjoyable and educational for kids and parents?

About your Partner:

As a response to an everchanging environment through digitization, Porsche Digital was founded in 2016. Our goal is to identify and scale digital business models and optimize existing products. For this reason, we develop digital products and services, create technologically excellent business solutions, and support the digital ecosystem as a partner.

Today, we are an open and global innovation network, with approximately 200 experts working across nine locations. Being close to the markets allows us to address their specific characteristics, identify technology trends early, and mutually advance one another.

Challenge Description

WHY THIS CHALLENGE?

In today's fast-paced world, long car journeys are an inevitable part of our lives. For parents, who own a Porsche, it is imperative to ensure their children (aged between 3-11 years) remain engaged and entertained during these trips.

As a company with a strong customer focus and a long tradition, we are driven by dreams to create a world-class Porsche experience. By complementing our offerings with family friendly service, our aim is to address the need for an enhanced, digital in-car experience that is both enjoyable for kids and educational.

In the future we envision Porsche owners having peace of mind during their trip. Imagine a journey like this: The driver is able to concentrate on navigating through road traffic and your kids learn "on the ride".

Challenge Description

HOW DO WE GET THERE ?

Within 14 weeks the matched interdisciplinary teams working on the Porsche challenge will tackle the challenge by applying a Design Thinking and Lean Startup approach to come up with human-centered solutions that add real value for their identified target market.

At first, they will do a Deep Dive into user and customer research of Porsche but also analyze other similar challenges around the world to develop a holistic view of this challenge and understand the underlying problems and needs. From understanding the personal needs and motivational factors to understanding the behavior and needs of Porsche's customers, the job of the teams will not only be to look inside the company with a lot of curiosity but also analyze external best practices. The teams will find who else in the market faces the same underlying problems to scope the total market opportunity for any kind of solution that they will develop. Starting with a broad challenge statement the Porsche mentors and our coaches will help the teams to uncover concrete problems, user stories and needs that really matter. Based on the findings as a team from interviews, observation and market research we will develop a joint problem understanding and look for fields of opportunity to design the best digital infotainment experience, based on travel routes, in order to make longer Porsche rides more enjoyable and educational for the kids.

Challenge Description

HOW DO WE GET THERE ?

This problem understanding will be the strong foundation for the prototypes. In the second stage, the prototyping, the teams will first co-create a lot of different solution ideas. After receiving initial feedback and selection the most promising ideas they will build rapid prototypes together with our trainers. The prototype can be everything addressing the core need they have identified. From hardware to software, from product to service - their creativity is the limit. Their biggest challenge: prototype what matters!

In the last stage of the Corporate Campus Challenge it's about making the idea tangible, scalable and functional. The teams will test and iterate the prototype together with the target market, most important stakeholders as well as with the Porsche mentors to get a first reality check. We will help the teams to facilitate learnings from potential customers, users and improve your prototype until the finals. Besides that, the coaches will help them to get a first estimation for a business case and how they can scale their solution. Finally, we will develop a perfect pitch that combines all elements of the learning journey that the teams will present on our big graduation event.