

Redefining the Mobility Landscape

A prospective method for an automotive group: artificial intelligence and structured ideation turned into a working pipeline of user-centred mobility concepts.

A landscape in motion

Mobility is being redefined by technology and by demand for alternatives to ownership. An automotive group holds the engineering, the data and the distribution; what it competes on now is the rate at which it can generate, test and discard ideas.

The brief was a method rather than a campaign: put artificial intelligence and structured ideation inside the group’s own innovation process, with users in the loop rather than at the end of it.

An incumbent’s advantage is not its ideas. It is how quickly it can afford to be wrong.

OBJECTIVE

Establish the group as a frontrunner in user-centred mobility services by equipping its research and innovation portfolio with a repeatable method: AI-assisted ideation, cross-functional workshops, and user feedback built into design rather than appended to it.

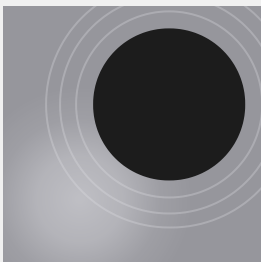
CLIENT	FIELD	FORMAT	REMIT
Automotive group	Mobility & innovation	Prospective programme	Method, facilitation, user framework

The mechanism

**01**

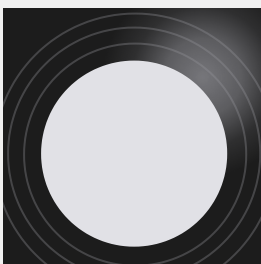
AI-driven ideation

Artificial intelligence and mind-mapping put inside the group's existing collaborative ideation, so that concept generation becomes a rate rather than an event. The research and innovation portfolio is enriched by volume first, then filtered hard.

**02**

Workshop series

Eight workshops pairing cross-functional teams with external experts. Composition is the design decision: people who would not otherwise share a room, working to a brief that forces a concept out before the session closes.

**03**

User-centred framework

A structure for taking user feedback into the design process rather than validating against it afterwards — so concepts meet real needs while they are still cheap to change.

PRINCIPLE

Ideas are not scarce. A method that survives contact with a large organisation is.

Running the programme

The programme was scoped as method transfer rather than consultancy output: the group's own teams generate the concepts, the method makes them repeatable. Each workshop was briefed, staffed and run to one fixed format, with cross-functional composition treated as a design variable rather than an invitation list. Concepts were logged into the research and innovation portfolio as they emerged, so that volume, filtering and prototype selection could be measured rather than argued.

Figures below are design-stage projections, not measured results.

KEY SUCCESS FACTORS

Method transferred to the group's teams, not retained by the adviser

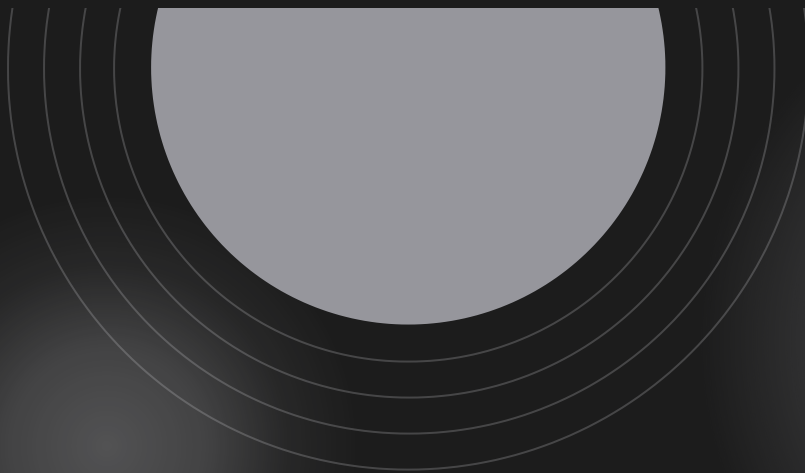
Workshop composition treated as a design variable

Volume before filtering: generate widely, then cut hard

User feedback inside the design loop, not appended to it

Every concept logged so the pipeline could be measured

Eight sessions to one fixed format, so results compare



INNOVATION RATE

Concept generation projected to move from roughly 20 to over 110 a month within three months, with around 20% advancing to prototype — shortening time-to-market for new services.

BRAND PERCEPTION

The group positioned as a frontrunner in sustainable mobility innovation, with visibility earned through method rather than announcement.

MARKET POSITION

Innovation aligned to emerging consumer demand, reinforcing the group's leadership as the mobility landscape reorganises.

At a glance

WORKSTREAM	OBJECTIVE	WHAT WAS RUN	SUCCESS FACTOR
● AI-driven ideation	Make concept generation a rate	AI and mind-mapping inside existing collaborative ideation	Volume first, filtering second
● Workshop series	Put the right people in one room	Eight cross-functional sessions with external experts	Composition as a design variable
● User-centred framework	Design with users, not for them	Feedback structured into the design process	Change while it is still cheap
● Programme management	Make the method repeatable	Briefs, one fixed session format, portfolio logging	Transfer, not dependency

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