

Case	Category	Materials	Outcome	Stakeholders	Features	Comments
Lucky Iron Fish	Social entrepreneurship and innovation	Video clips, Popular press articles	Success	Multiple including citizens (cook, adults, children) and health officials	Multiple including clinical performance and cultural acceptance factors	Interesting social and cultural factors to consider, alternate solutions considered before the iron fish
Keurig Kold	New product introduction	Popular press articles, video clips	Failure	Buyer of machine, buyer of drink pods, drinker, maintainer	Multiple including taste, temperature, time to prepare, etc. (Similar to Keurig Coffee)	Buyer probably not the drinker, cultural perceptions of nutrition, features not dominant over competing options, business model flawed
Keurig Coffee	New product introduction	Popular press articles, video clips	Success	Buyer of machine, buyer of drink pods, drinker, maintainer	Multiple including taste, temperature, time to prepare, etc. (Similar to Keurig Kold)	Buyer may be the drinker, aligned with allure of coffee drinking, Features may be better than competing options
Exubera	New product introduction	Popular press articles, video clips	Failure	User, buyer, doctors, insurance companies	Multiple including functional, clinical, and cultural	Possible overlooked clinical performance features and negative cultural symbolism
IDEO Shopping Cart	New innovative design	Iconic video clips often used in design courses	Success?	Shopper, child, groceries, store owner, maintainer	Multiple including new convenience features	Features aligned with shopper interests but perhaps of less value to buyer/store owner, manufacturer would need to have computer/software expertise, business model not ready at time of case
Neonurture	New innovative design	Popular press articles, video clips	Failure	Patient, doctor, nurse, health system, insurance system, manufacturer	Multiple functional ones including field service with auto parts	Several factors but lacked acceptance by health system, cultural issues, and overlooked that manufacturers did not like field replaceable parts
Juicero	New product introduction	Popular press articles, video clips	Failure	Buyer, drinker, maintainer	Multiple including taste, temperature, time to prepare, etc. (Similar to Keurig Kold)	Several factors but features not dominant over competing options, business model flawed