



HHL LEIPZIG
GRADUATE SCHOOL
OF MANAGEMENT



Master thesis @ CLIC



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Master thesis on the topic of

Community Co-Design

The Case of Hanhart Chronographen

Motivation

- In the early 2010s, the watch industry has seen a buoyant economic growth. Especially higher-end watches saw their renaissance in which timepieces have become prestige accessories, not time-checking essentials. Nowadays, mid- to premium-price brands seem to struggle with finding their selling point. Exports of pricey watches such as Swiss brands, have fallen for 14 months straight. Many brands started to launch limited editions to raise interest and in order to offer exclusive models – but without involving customers directly in design processes. This artificial shortage has not met expectations, which is why watchmakers are forced to offer large discounts.
- Due to the major trend of individualization, offering customized watches is considered an opportunity to boost growth. Several startups have already pursued a mass customization approach to meet the individual customer's wishes, but most of them failed due to comparably high prices and a very small solution space.
- The German watchmaker Hanhart Chronographen has taken a different path. The idea was to offer a customized watch – but for a whole community. This allows for lowering costs and for creating a sense of belonging for this community. However, very little is known of co-design in communities. Hence, the goal of this study is to explore the peculiarities of co-design in communities. Semi-structured interviews with both the management of Hanhart Chronographen and community members form the basis of this master thesis.

Research Framework

Research Question:

- What is the nature of a co-design process in communities?
- What is the value of a product that has been co-designed with the community?
- What is required for co-designing successfully with communities?

Method:

- Qualitative research & case study

Data:

- (web-based) document research
- semi-structured interviews with management and community members
- desk research

Theoretical Lens:

- Co-Creation, Mass Customization, Co-Design, Community Management

Setup

- The thesis builds on a qualitative data analysis. The interview study will be led by the mentor and supported by the master student.
- Multifunctional insights & research opportunities:
 - You will gain an in-depth perspective on a successful co-design project. Co-design can be considered a part of the mega trend individualization, a highly promising field for both future research and practice.
 - You will work on pioneering ideas in a rather traditional field: the watchmaking industry.

— Timeframe:

- 3 months of working time on the master thesis;
- Start is tbd.

— Supervisor: **Prof. Dr. Kathrin M. Möslein**

— Mentor: **Leontin Karl Grafmüller**



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— **Interested?**