What is Innovation?
According to Merriam Webster, innovation is:

1 : the introduction of something new
2 : a new idea, method or device
Innovation is...
Innovation is.....
Innovation is.....
NEW TO THE WORLD

MAKING SOMETHING BETTER
innovation comes in many forms
Innovation Radar

Offerings (What)
- Brand
- Platform
- Solutions

Customers (Who)
- Customer Experience
- Value Capture

Processes (How)
- Organization
- Supply Chain
- Networking

Presence (Where)
how does innovation happen?
Phase 0: Understand/Observe

Phase 1: Visualize/Realize

Phase 2: Evaluate/Refining

Phase 3/4: Implementation

IDEO: Innovation Process
Kumar IIT: Innovation Process

Analysis
- Frame insights “Aha”

Synthesis
- Explore concepts “Eureka”

Know
- Know user
- Know context

Research
- Make plans

Real
- Realize offerings
  - Prototype
  - Pilot
  - Launch

Abstract
- Implement!

Make
Verganti: Design-Driven Innovation

- Artists
- Cultural Organizations
- Sociologists, Anthropologists, marketers
- Media
- People
- Research & educational institutions
- Technology suppliers
- Developers of pioneering projects
- Firms in other industries
- Designers
- Retail & delivery firms

network of cultural production and technology
there is no prescription for innovation
ideo : shopping cart redesign
Our Innovation Process

- Field activity & research
- Idea generation
- Idea selection & refinement
- Synthesize research
- Consumer / stakeholder definition
- Core value proposition
- Value chain
- Roadmap
Next Steps:

Gather a Team ➔ Define a Topic ➔ Field Activity/research ➔ Concept Generation ➔ Refine & Plan
**Subway Etiquette**

**Staircases:**
In most instances, treat the stairs as you would driving on the road: Stay to the right, don’t stop short and keep it moving. And if you see an olderly, disabled or otherwise struggling person, give them a hand.
look closely
experience it yourself
Look For:

- things that prompt shifts in behavior
- work-arounds and adaptations
- body language
- things people care about
- anything that surprises you
- anything that questions your assumptions about how the world works
- anything that you find “irrational”
- POEMS (People, Objects, Environment, Messages, Services)
Document & Capture:

• personal details
• direct, unfiltered quotes (and your immediate interpretations)
• expressions and feelings, not just the words
• ways people interact with others & things in the environment
• things people care about most
• moments of things that elicit emotional responses, positive or negative
• objects that effect the experience
Synthesize & Organize Findings

- Permafrost melts, gases released
- 1/3 of Bangladesh under water
- Most of the world uninhabitable
- Tsunamis
- Earth hotter than in 55 million years
- Mass extinction
- Uptick in temperatures:
  - 1°C
  - 2°C
  - 3°C
  - 4°C
  - 6°C
- Depression?
- Millions of refugees

**Impacts**

- Environmental refugees
- Food shortages
- Amazon collapses
- Greenland melts
- Polar bears extinct
- Water supply affected
- Rare species extinct
- Coral reefs destroyed
- Island nations under water
- Increased earthquakes
- Extreme weather events
- Species extinction
- Oceans warming
- Arctic icecap melting
- Heatwaves

**Economics**

- Stern report
- Global warming worse than war
- Global GDP 20% lower
- Fail to act
- Global nuclear war
- Must invest 1% GDP
- Act now

**Predictions for 100 years**

- Uptick in temperatures:
  - 1°C
  - 2°C
  - 3°C
  - 4°C
  - 6°C

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Secrets to better brainstorming:

• Sharpen the Focus
• Playful Rules
• Number your Ideas
• Build & Jump
• The space remembers
• Stretch your mental muscles
• Do it on your own & do it together

"The best way to have a good idea is to have a lot of ideas." — Dr. Linus Pauling
Ways to kill a brainstorm:

- there is a BOSS
- everybody gets a turn
- experts only please
- no silly stuff
- write down everything
- “yeah...but”

"The best way to have a good idea is to have a lot of ideas.“ — Dr. Linus Pauling
Which one is the winner?
Idea Selection:

• design criteria
• objectives
• user experience criteria
• intuition
refine, ideate, refine, ideate refine
Our Innovation Process

- field activity & research
- idea generation
- idea selection & refinement
- synthesize research
- value chain
- core value proposition
- consumer / stakeholder definition
- roadmap
teams of 2-5
global issues
narrowing the focusing
Anya KHALO

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Important Dates:

**Nov. 10th** List of team members, project topic, and post to RAND

**Nov. 19th** Marketing the $100 Laptop Reading *(Will be discussed in lecture on Friday)*

**Nov. 22nd:** Elevator Pitch due at Midnight, post to RAND

**Dec. 3rd** Project presentation, Pin-Up in Atrium by Noon

**Dec. 6th** Team Surveys & Place a Comment in Comment Envelopes for 3 different Groups