Power crunch 2014

Re-defining the problem

Testing

Needfinding & Benchmarking

Ideation

Convergence

Prototyping/concept tangibilisation

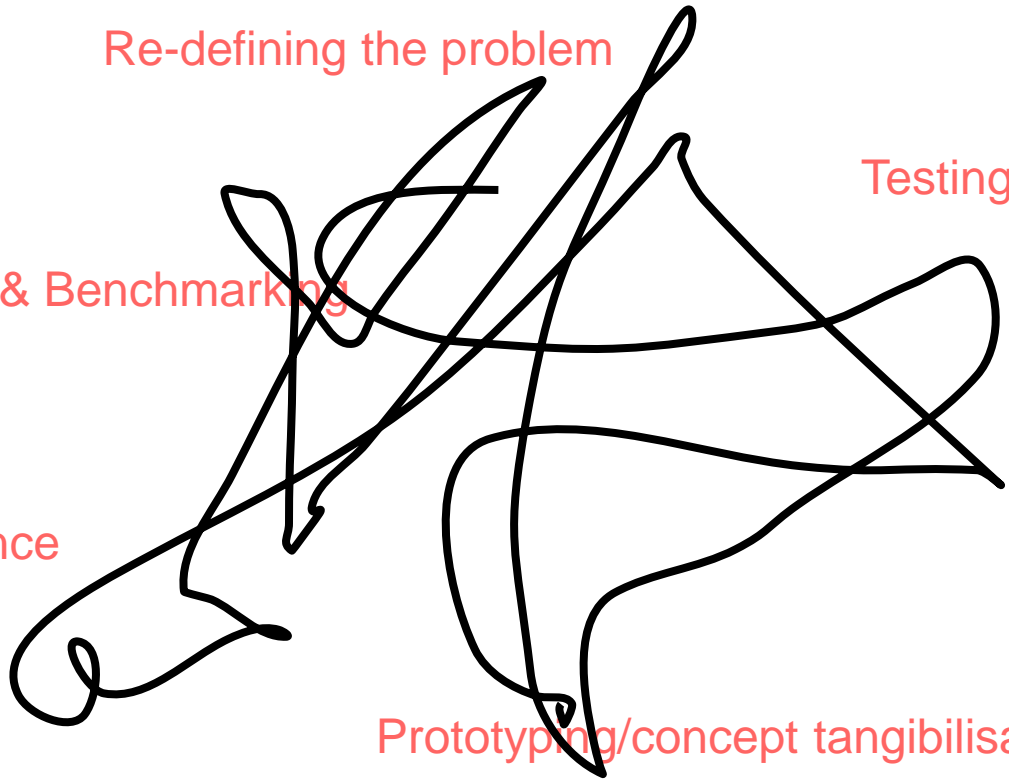Re-defining the problem

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Challenge
Based
Innovation

1. Redefine the problem

Agree on **terms**
Agree on **goals**

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Fix the pen cap -- Fix the world

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Fix the pen cap --------------------------------------- Fix the world

Why? → <- How?

Enhance the astronauts experience when waiting to be launched.

Improve the haptics of the seat **to enforce the feeling of comfort and safety**

Provide non-disruptive **meaningful activities** that eliminates the feeling of waiting

Provide the astronaut with superior **sense of connection with the flight control** to heighten sense of safety

1. Redefine the problem

Write down your redefinition with 1 clear sentence – make it big – should be visible to all.

Re-defining the problem ✓

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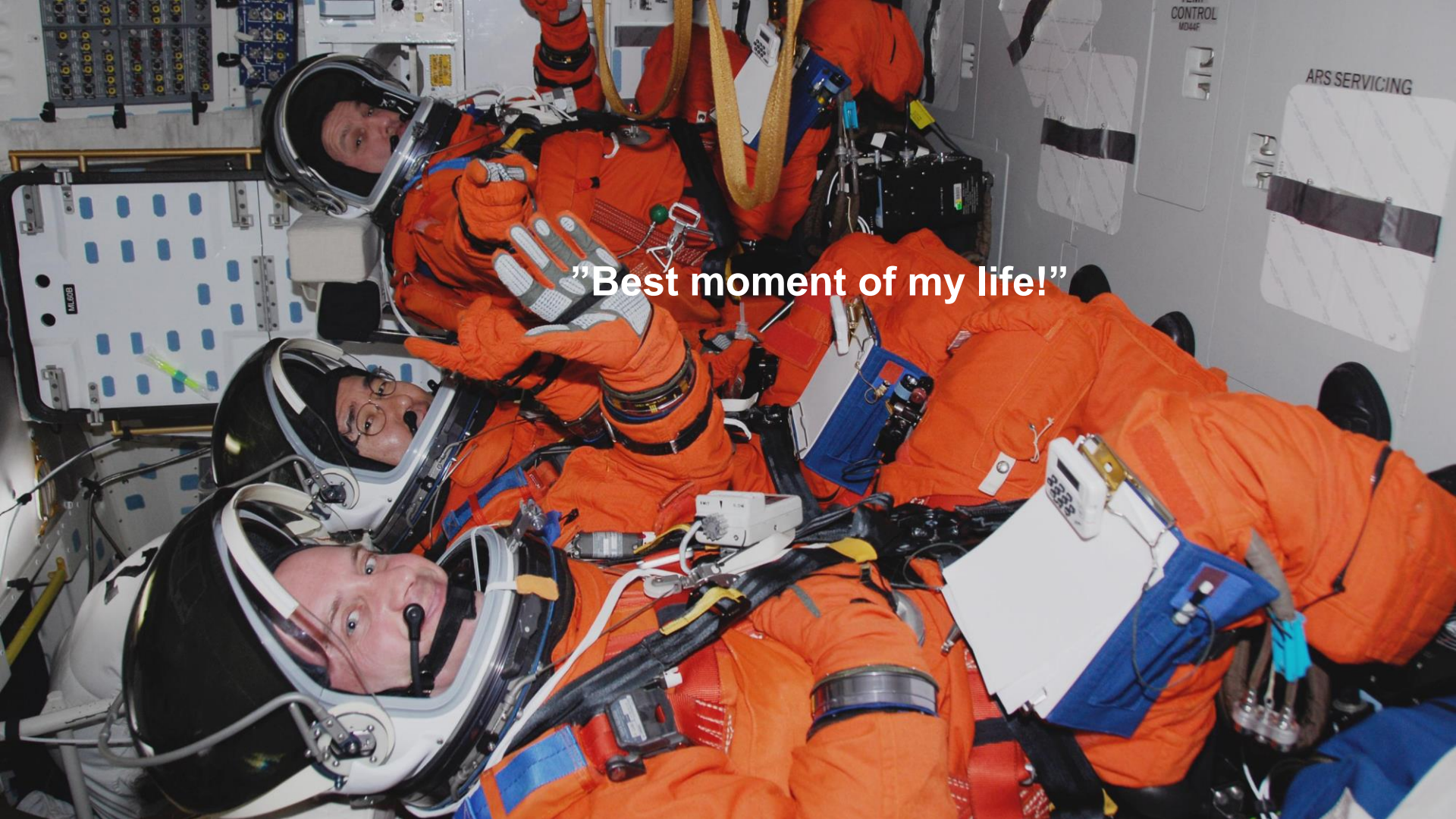
Prototyping/concept tangibilisation

2. Dirty needfinding & benchmarking

Needs - you might use assumptions - fix it later/validate when testing

Benchmarking "What means do people use now to satisfy the need you try to solve?"

Products….. yes AND business models, technologies, logistic channels, services, ways of working, processes….

Googling is allowed

"Best moment of my life!"

2. Dirty needfinding & benchmarking

Saturate the board with your discovered/assumed needs + benchmarks that relate to the redefined problem.

Re-defining the problem ✔

Testing

Needfinding & Benchmarking ✔

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3. Ideation

No bad ideas!

No wrong way to ideate!

3. Ideation

Write out at least 3 ideas on the board – use yellow postits

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Read others ideas and write and pin at least 3 YES-AND ideas next to them – use pink postits

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Read others ideas and write and pin at least 3 YES-AND ideas next to them – use pink postits

Freestyle – use green postits

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4. Convergence & selection

Cluster into categories e.g. "What problem do the ideas cater for?"

Axes you might use --- rich poor, young old, technological human

Draw 3 marks next to the most delicious and extravagant ideas to get an idea of what is interesting.

(don't get too abstract and greedy :)

4. Convergence & selection

Select 1 idea to push forward.

Re-defining the problem ✔

Testing

Needfinding & Benchmarking ✔

Ideation ✔

Convergence ✔

Prototyping/concept tangibilisation

Lunch?

5. Prototyping/concept tangibilisation

Idea → concept: More developed, less abstract, testable hypothesis with implications of execution

Idea: "Eating your bread crispy and nice" Concept: "A device that holds the bread and uses an iron construction to heat the surface of the bread."

SUPERSYSTEM

SYSTEM

SUBSYSTEM

Challenge Based Innovation

9 windows

PAST　　　PRESENT　　　FUTURE

5. Prototyping/concept tangibilisation

Develop your idea into a concept. Prototype & test it.

Re-defining the problem ✔

Testing

Needfinding & Benchmarking ✔

Ideation ✔

Convergence ✔

Prototyping/concept tangibilisation ✔

Re-defining the problem ✔

Testing ✔

Challenge Based Innovation

Needfinding & Benchmarking ✔

Ideation ✔

Convergence ✔

Prototyping/concept tangibilisation ✔

Done! Now let's go back to Redefinition….