Human Centered Approach to Innovation
Craft Solutions that are Game Changers

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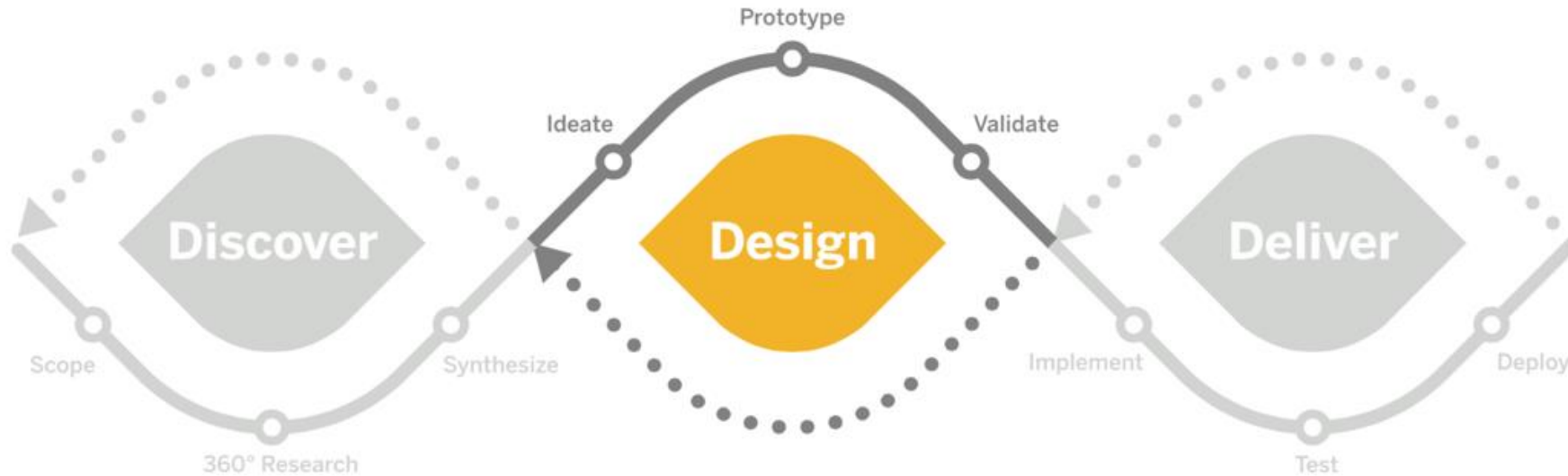and they should not be relied upon in making purchasing decisions.

Your Speakers today

Roland Martin

Data Scientist &

DT Coach

Anthony Ryan
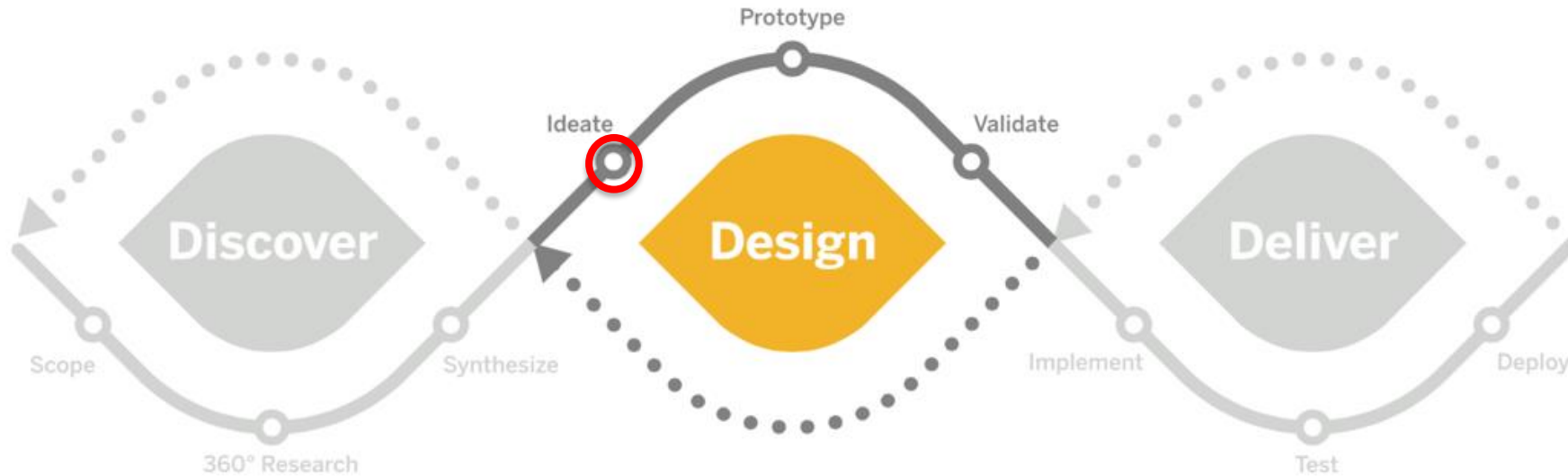
Knowledge Management
Specialist &

DT Coach

Design Phase

Remember Maria?

How can we help Maria the digital nomad to find crucial information for her job without reading through lengthy emails written in corporate-speak.

Ideate

Find a lot of ideas to find the good ones

Ideate

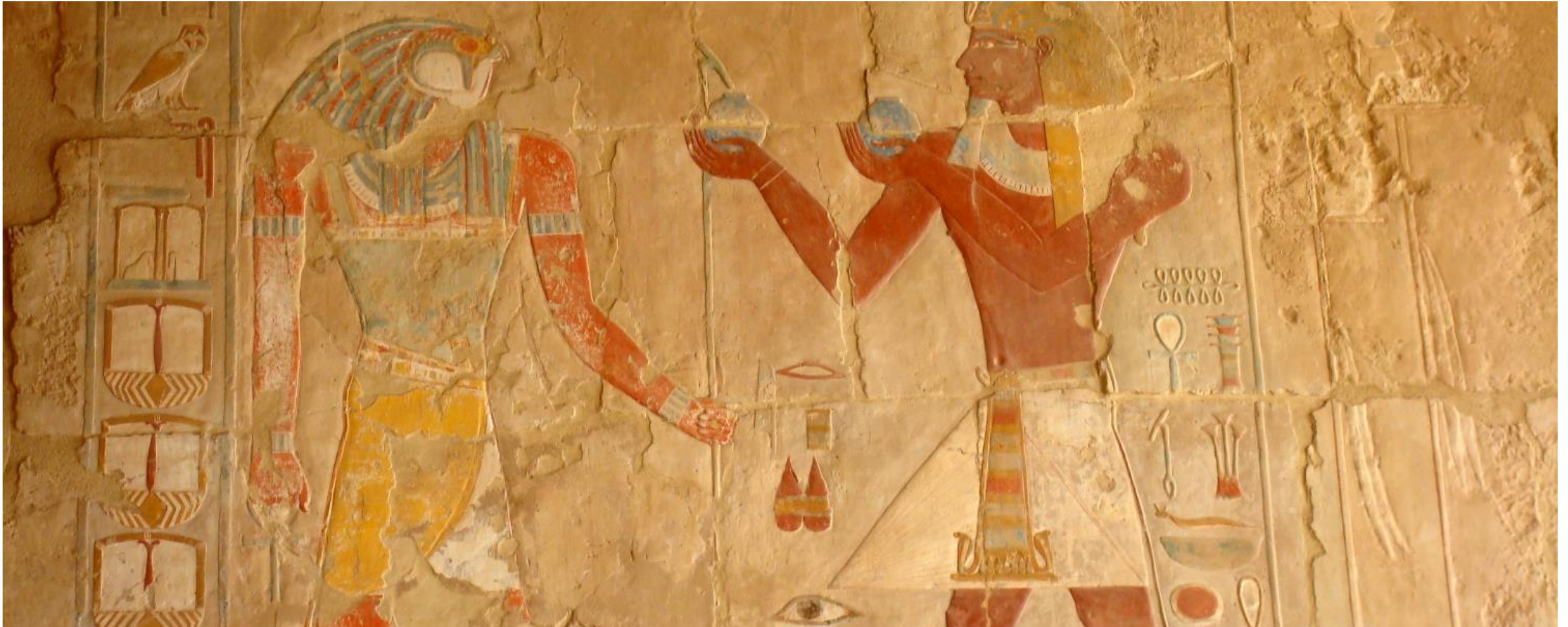Goal: Find a lot of ideas, to find the good ones

Ask the right questions

Use different brainstorming methods

Prioritize and select ideas

Take extreme perspectives

How would the old Egyptians solve the problems (without wheels, but with a lot of workers)?

Play with constraints

Constraints could help to inspire the team for new ideas

How would they solve it?

How would a certain company solve the problem?

Separate idea creation and idea selection

Create always a lot of ideas first, before starting discussions about it
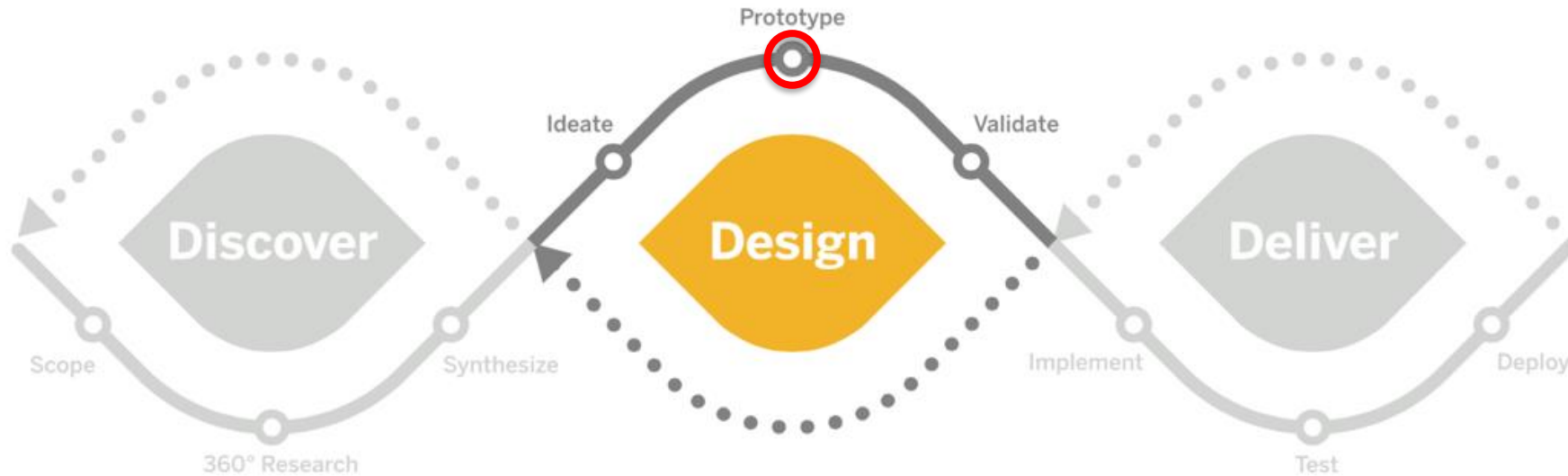
Prototype

Make ideas tangible to develop them further

Why do we prototype?

Fail early, learn and adopt continuously

Storyboard - allow to capture the overall concept

Physical prototype - allow interactions with the end user

Paper prototype

Validate
Test to fail and to learn

Validate

Goal: Learn and iterate
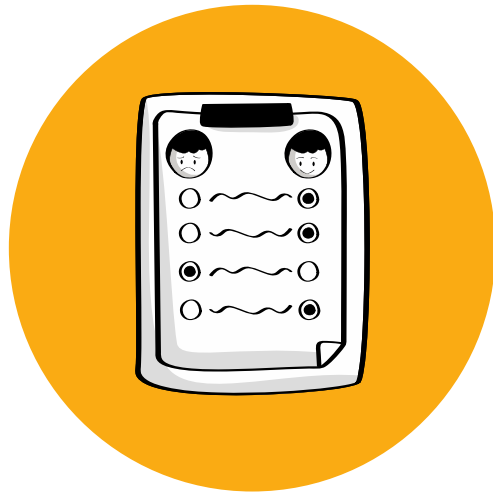
Get feedback

Fail early and often

Validation Session

Feedback grid

What worked

What could be improved

Questions

Ideas

Fidelity of Prototypes – from low-fidelity to high-fidelity
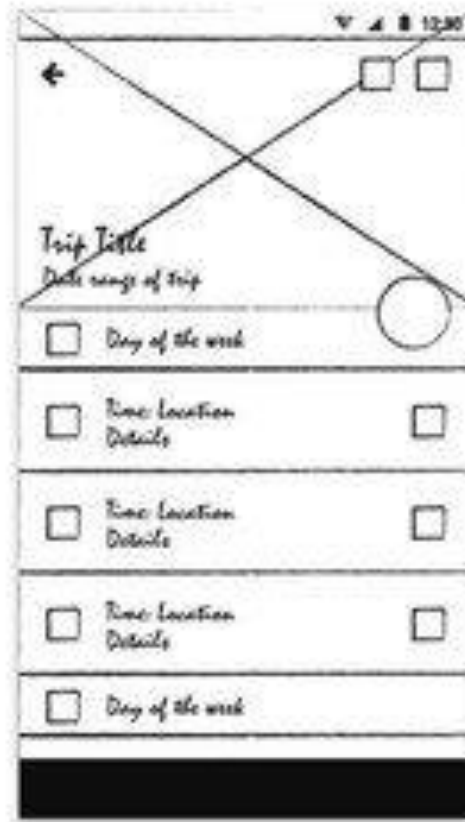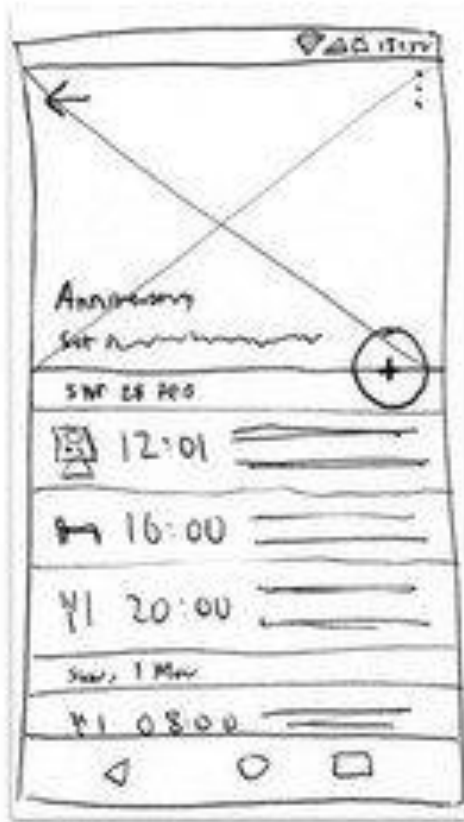
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