



### Innovation Clover (Top Diagram):

This is a Venn diagram with four overlapping circles representing different considerations in the innovation process:

- **Technologically feasible**
- **Within strategic capabilities**
- **Financially worthwhile**
- **Fulfills customer needs and provides value**

The overlap of these considerations represents an ideal innovation space where new ideas should be developed.

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### A) Start a Strategic Question:

- The first step is to start with a strategic question.
- Define boundaries within which to look for opportunity.
- Match the company's **capability and interests** with opportunities.

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### B) Focus on Understanding Customer Needs:

- Focus on understanding what the **customer needs/wants**.
- Without truly understanding customer needs, **there is no business**.

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### C) Invent Into Customer Needs:

- Clearly defined needs provide perfect foil for inventors.
  - Discover **new ways** that could **radically change** how customers' needs are met.
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#### D) Create new Value Proposition:

- Goes beyond product/service and encompassess all aspects of new user experience.
  - Focus on **most complelling customer needs**
  - Identify **most novel ways** for satisfying them.
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#### E) Test and Refine the value proposition in use:

- Test in **real project and realistic settings**.
  - Refine the value proposition.
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[Reference 1](#) [References 2](#)