Friday am

Week 1 Schedule

Divergence (create options)

Tuesday	Wednesday	Thursday	Friday		Monday

Problem space → Ideation space →

Convergence (choose options)
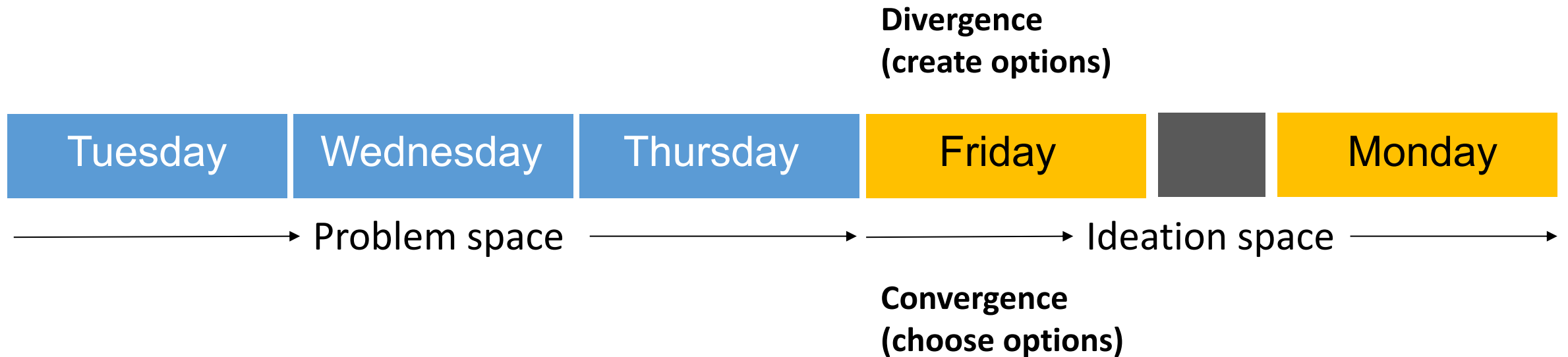
Ideation

Creates a storm in your brain that makes you land on a few core, robust concepts that you will test in the prototyping phase of the design process.

Human-Centered Design Toolkit, IDEO.

Now, transit to WHAT IF?

Look deliberately beyond what (you think) you know.
Make space for wandering – and wondering.

The Storm of Creativity, Kyna Leski.

Logic will take you from A to B.
Imagination will take you anywhere.

Albert Einstein
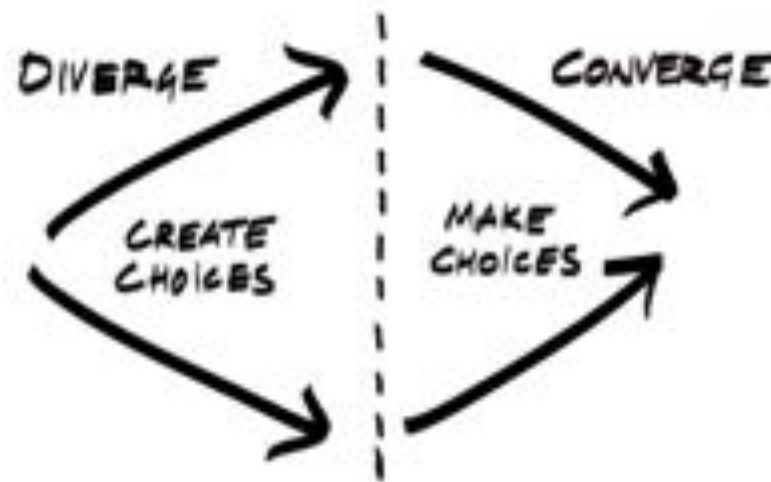
Creativity is just connecting things

Unfortunately, that's too rare a commodity. A lot of people haven't had very diverse experiences. They end up with very linear solutions without a broad perspective on the problem.

Steve Jobs

Morning

Explore many hunches
Build creative confidence
Go, crazy wild and bold

DIVERGE → CONVERGE
CREATE CHOICES | MAKE CHOICES

Afternoon

Now edit your ideas
Land on fertile ground
Become owners of ideas

Change by Design, by Tim Brown.

Just checking
Did you fall prey to solution seduction?

Sometimes you can fall in love with a solution to your problem. It can be too dangerous to converge too early on a solution if you are still at the stage where you are exploring and imagining how you might visualize your work. Falling too early for your beautiful vision can lead to heartbreak later.

Here are some symptoms:

- You have a fixed perspective on how your idea will come into being.
- You perceive other's ideas relating to your vision as criticisms and feel that you have to defend your vision.
- You feel other people's suggestions as not as good as your idea.
- You think that if you don't create it exactly as it appears in your mind's eye, it will be wrong.
- You find it really hard to compromise on any aspect of your idea.

This Human, Melis Senova

10 types of innovation

Configuration
Innovations that focus on the innermost workings of an enterprise and its business system

Profit / financing model	Network	Structure	Process
How you make money or finance your project	How you connect with others to create value	How you organize and align talents and assets	How you use signature methods to do your work

Offerings
Innovations that focus on an enterprise's core product or service (or collection of its products and services)

Product performance	Product system
How you develop distinguishing features and functionality	How you create complementary products and services

Experience
Innovations that focus on customer-facing elements of an enterprise and its business system

Service	Channel	Brand	Client engagement
How you support / amplify the value of your service	How you deliver your offerings to your clients	How you represent your offerings / business	How you foster compelling interactions with your users

Ten Types of Innovation, by Larry Keeley, Helen Walters, Ryan Pikkel and Brian Quinn.

Examples

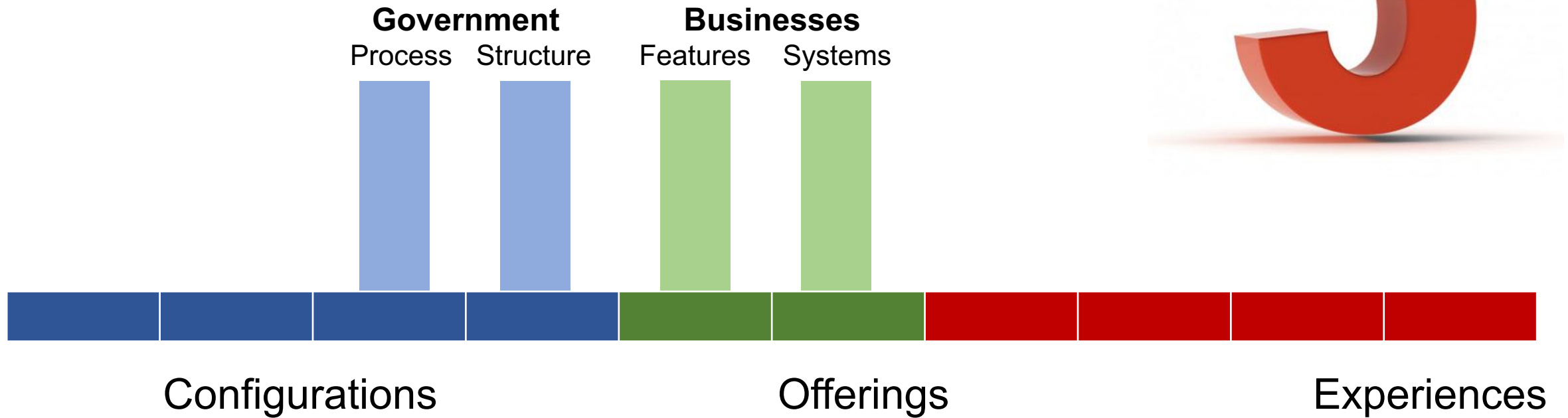| Configuration	Offerings	Experience
Online shopping business model	Bundle of products + ecosystem around it	t's not primarily about the coffee

Pattern of failure

Focus too narrow, unbalanced portfolio

5

| | **Government** | | **Businesses** | |
| | Process | Structure | Features | Systems |

Configurations   Offerings   Experiences

Incubate

Friday pm

Scale of innovation ambition

IMPROVEMENT

TRANSFORMATION

Change the known

Find a problem and fix it. Add a new quality or utility to a product / service.

Change the boundary

Reframe the challenge and deliver a more comprehensive solution.

Change the game

Challenge the rules radically. Change everyone's business model.

Ten Types of Innovation, by Larry Keeley, Helen Walters, Ryan Pikkel and Brian Quinn.

Moonshot thinking

https://www.youtube.com/watch?v=pEr4j8kgwOk

What is converging?

You now have to so something similar to what the movie director does back in the studio: editing the many good bits you have into something creative yet coherent.

The form of the concept might change but what will remain constant is the essence of the solution (the principles). This will be your guardrails as you move to prototyping.

The art of selecting good ideas

Studies show that if creators aren't reliable judges of the quality of their ideas. Those who succeed maximise their odds of creating masterpieces by producing a greater volume of work than their peers. **They kiss more frogs.** When it comes to idea generation, quantity is the most predictable path to quality. Many people fail to achieve originality because they generate a few ideas and then obsess about refining them to perfection

Originals. How Non-Conformists Move the World, Adam Grant.

WAIT FOR THE JOLT

The hallmark of innovation is surprise, No surprise, nothing new. Here are 6 tests to know if your idea is truly original:
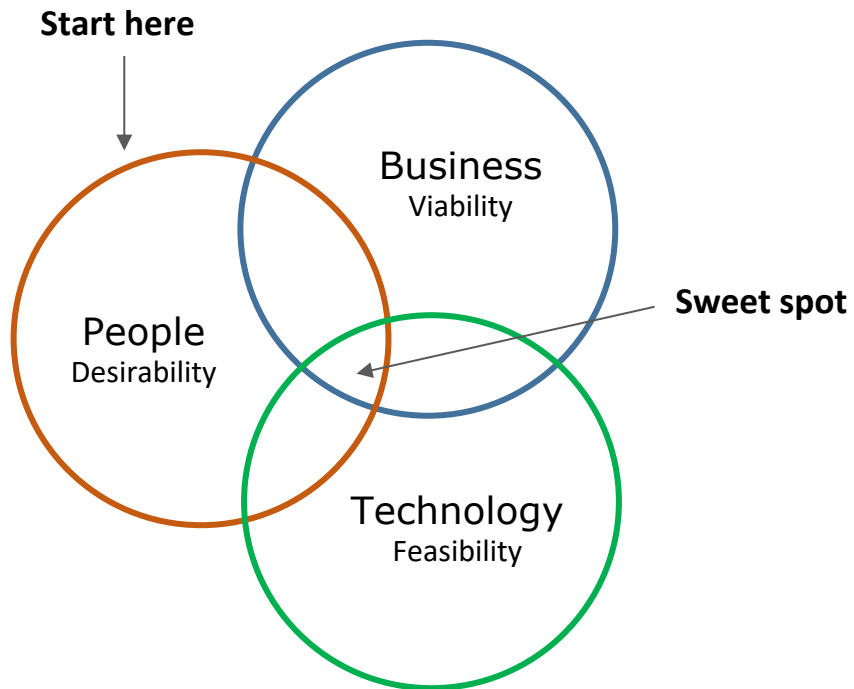
1. Is it disorienting? A great idea should be unsettling. Its potential is often inversely proportional to its comfort factor.
2. Does it kill 10 birds? A good idea kills 2 birds with one stone. A great one kills 10 or 20.
3. Does it need to be proved? The skepticism that calls for a proof of concept is one of the signals of originality.
4. Is it likely to force change? Great ideas don't try to fit in. They force the rest of the world to change in self-defense.
5. Does it create affordances? The measure of a great idea is the quantity and quality of opportunities it creates.
6. Can it be summarized? If you find it hard to describe your idea in a sentence, stop working on your description. Fix your idea.

The 46 Rules of Genius, Martin Neumeier.

What is a good concept?

https://www.youtube.com/watch?v=gNbtHxjOXe0

The three languages you need to speak

Start here

Business
Viability

People
Desirability

Technology
Feasibility

Sweet spot

Desirability
The extent to which a project outcome meets the needs and wishes of people (enhances their lives / creates a better society).

Viability
The extent to which the tangible form of a concept can be implemented and sustained in an organization to generate value in terms of relevant KPI's

Feasibility
The extent to which the project outcome can be given a tangible form in the present or foreseeable future with the IT, HR, $$$ resources available.

Strategic Design, Giulia Calabretta and Gerda Gemser.

From your list of ideas

Find two opposing concepts that you love

What? Why?

Incubate