

The Idea Management System 'Rosetta'

Applied Innovation in Engineering

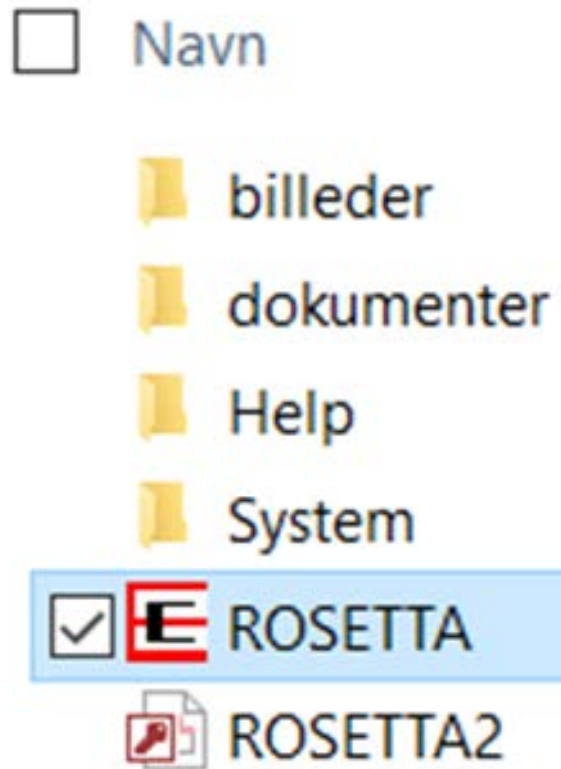


AARHUS
UNIVERSITY

User guide

The Idea management System: Rosetta

Modules / folders in the software program:



A screenshot of a login window titled "Login". The window contains the following elements:

- A lightbulb icon with a goldfish inside, labeled "ROSETTA".
- A dark, irregular rock-like shape.
- The Aarhus University logo and text "AARHUS UNIVERSITY AU ENGINEERING".
- Input fields for "User:" and "Password:". The "User:" field has a dropdown arrow.
- A "Title:" field with the text "Applied Innovation in Engineering".
- A "Description:" field with the text "Class for engineering student to know, understand and achieve the ability to perform innovation processes".
- An "OK" button at the bottom.


The Idea management System: Rosetta

Modules / folders in the software program:


☐ Navn

 billeder


Billeder (pictures). Then you add a picture to any idea Rosetta make a copy and place in this folder

 dokumenter


Dokumenter (documents). Then you add a document to any idea Rosetta make a copy and place it in this folder

 Help


At all step in Rosetta there is a HELP bottom regarding the meaning – not the system. All help-answers are placed here

 System

System if a figure which you can replace with you own logo

☒  ROSETTA



This is the file to access for START Rosetta

 ROSETTA2

This is the base (Microsoft Access based)

Login

ROSETTA

AARHUS UNIVERSITY
AU ENGINEERING

User:

Password:

Title:

Description:

OK

By double clicking on this AU icon you get behind the system and can change names, passwords and more.

Each person have own Username. Standard is a number, but you can change it if you want.

au

Information (help) symbol, which you see all over in Rosetta

Will be done in next picture

ROSETTA 2

File Search Create Reports Administration Help

- Inputs
 - Ideas
 - Concepts
 - Design
 - Classes
 - Scores
 - Contacts**
 - Member-1
 - Member-2
 - Member-3
 - Member-4
 - Member-5
 - Not specified
 - x: Henning Sejer Jakobsen
 - x: Serena Leka
 - Competences

User:

- Member-1
- Member-2
- Member-3
- Member-4
- Member-5
- Not specified
- x: Henning Sejer Jakobsen
- x: Serena Leka



Title:

Applied Innovation in Engineering

Description:

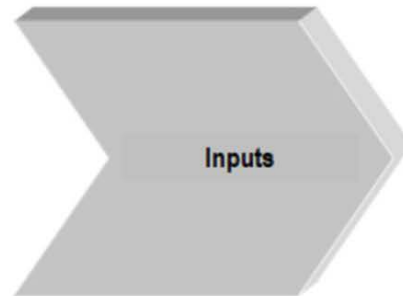
Class for engineering student to know, understand and achieve the ability to perform innovation processes

Save

PRE-JECT

PART OF THE CIS PROCESS

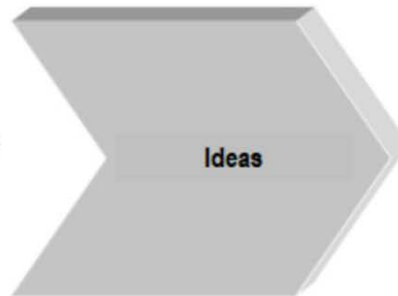
Idea Creation



G	12
B	9
R	7
	1

Total: 29
Classes: 6

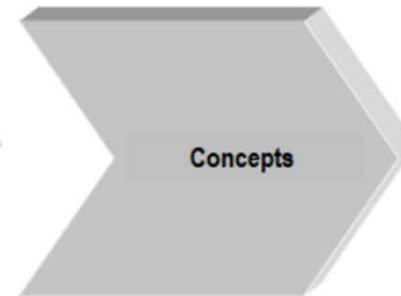
Idea Development



0	2
2	3

Total: 7
No Res.: 4

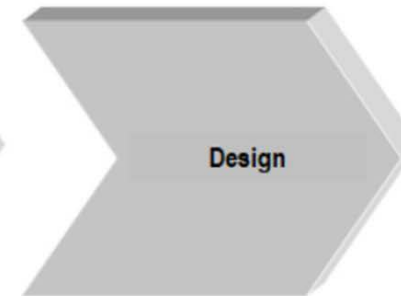
Idea Preparation



1	1	0
0	0	1
0	0	0

Total: 3
No Res.: 0

Idea Design



0	0	0
0	0	1
0	0	0


Total: 1

Write title and description

By clicking on this icon you get first step: Input creation. This – and only this is to be used for this session!

Ideas Icon is for next session!
Create Concept
Make Idea design

Statistic. You can follow the development in among in total, in red, in blue and green ideas



Title:

Description:

PRE-JECT

PART OF THE CIS PROCESS

Idea Creation

Inputs

Idea Development

Ideas

Idea Preparation

Concepts

Idea Design

Design

Statistics

G	12
B	9
R	7
	1

Total: 29
Classes: 6

Statistics

0	2
2	3

Total: 7
No Res.: 4

Statistics


1	1	0
0	0	1
0	0	0

Total: 3
No Res.: 0

Statistics

0	0	0
0	0	1
0	0	0

Total: 1



Applied Innovation in Engineering

Inputs Ideas Concepts Design

Input [90023]: [23 of 29]

Playstoming for disruption

Description:
Use playstoming to play with an idea which provide a stronger approach for conducting radical and disruptive innovation. Playstoming create opportunities to search for insight beyond realism as there is not a concrete tst to follow, on a direction defined by the staging

G B R

Pictures:

Related Ideas:

Playstoming for disruption
Create prototyping as a part of Horizontal innovation
Use acting method to find emphathy

Related Links:
playstoming

Related Classes:

Assumption technique
Provocation technique
Role play technique
Structuring technique

Classes:

Class Listing

Assumption technique
Brainstorming technique
Provocation technique
Random techniques
Role play technique
Structuring technique

History:
x: Henning Sejer Jakobsen

Save (F1) Note (F2) New (F3) Save + New (F5) Reports (F9) Basic For Idea (F10) Main (Esc)

Input

Ideas

Classes

Add title for input input

Describe the input. Can also be other team members adding comments

If possible: Give a color

If you have a picture (jpg) you can add it

List of all pictures

If you have any internet link it can be added here (make it more easy for team members to read the information)

History

Applied Innovation in Engineering

Inputs Ideas Concepts Design

Input [90023]:

Playstoming for disruption

Description:

Use playstoming to play with an idea which provide a stronger approach for conducting radical and disruptive innovation. Playstoming create opportunities to search for insight beyond realism as there is not a concrete tst to follow, on a direction defined by the staging

Pictures:

Related Ideas:

Playstoming for disruption
Create prototyping as a part of Horizontal innovation
Use acting method to find emphathy

Related Links:

playstoming

History:

x: Henning Sejer Jakobsen

Save (F1)

Note (F2)

New (F3)

Save + New (F5)

Reports (F9)

Basic For Idea (F10)

Main (Esc)

Ideas:

☒ Playstoming for disruption
☐ Movie based on learning innovation
☐ Create prototyping as a part of Horizontal innovation
☐ Establish vertical innovation as a platform for disruption
☐ Make 3D print of the pretotype
☒ Use acting method to find emphathy
☐ Make encrementel innovation to become a part of radical innovation

G

B

R

Classes:

☒ Assumption technique
☐ Brainstorming technique
☒ Provocation technique
☐ Random techniques
☒ Role play technique
☒ Structuring technique

Class Listing

By click here you get a LIST of all your input (See more next page)

All created ideas

Click her for relate input to idea (✓)

Classes Listed (more later)

Make a new Class here

List of all created classes

Click on the Class here to relate the input to the class (related ✓).

The Class related to this idea is shown here

Function. Then you have made an input click/press **F5** and you are ready for next input. Fast input creation

Then input is strong, press **F10** to **create** an **Idea** automatic! All from input is copied, but can/should be modified according to gained knowledge

Note (F2) is personal for you (username) if you want to make some notes

frmListInformation

Click on title and Description for sorting

Size of all column can be adjusted as known from Excel sheet

All input listed

Click in this box left from ID to get directly to the specific input

Click her to generate report to import in Excel

	ID	Inputs	Description	Green	Blue	Red
	90004	Random things	Random things to get inspiratio...	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	90005	Reverse brainstorming	Get ideas from the opposite pr...	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	90006	Stanislavsky method	Clissic acting technique	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	90007	Method acting	Methods used by actors to be ...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	90008	Brainstorming 6-3-5	Systematic brainstorming	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	90009	NHK Method		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	90010	Story boarding	Brainstorming based on af story	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	90011	Creative circle		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	90012	Mind mapping		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	90013	Bi association		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	90014	Synetic		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	90015	Object role		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	90016	Assumption reverse		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	90017	Assumption future		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	90018	Assumption Busting		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	90019	Force-Field Analyses	Som Fishbone	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	90020	The Morphological Box		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	90021	P.O. Escape	Invented by da Bono	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	90022	Beyong realism	By brian Rider	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▶	90023	Playstoming for disruption	Use playstoming to play with a...	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Make Report

G B R

Filter - to sort by colour

Classes is just at Input page. Collection of input with same common denominator and can be anything such as common technology platform, marked orientation, common interest, tools used etc.

Purpose is to discover and recognize pattern and pitfall for future activity.

	ID	Inputs	Description	Class
▶	90016	Assumption reverse		Assumption technique
	90017	Assumption future		Assumption technique
	90018	Assumption Busting		Assumption technique
	90023	Playstoming for disruption	Use playstoming to play with an idea ...	Assumption technique
	90027	Create prototyping as a part of Horizontal i...	Pretotype is a good method the workin...	Assumption technique
	90033	Use acting method to find emphathy	Explore possibilities by become the sit...	Assumption technique
	90035	Make encremental innovation to become ...	By working radical incremental come ...	Assumption technique
	90005	Reverse brainstorming	Get ideas from the opposite problem	Brainstorming technique
	90008	Brainstorming 6-3-5	Systematic brainstorming	Brainstorming technique
	90009	NHK Method		Brainstorming technique
	90010	Story boarding	Brainstorming based on af story	Brainstorming technique
	90011	Creative circle		Brainstorming technique
	90012	Mind mapping		Brainstorming technique
	90025	Movie based on learning innovation	A movie to explore the opportunity to ...	Brainstorming technique
	90031	Make 3D print of the pretotype	Simple models 3D printed or laser cutt...	Brainstorming technique
	90033	Use acting method to find emphathy	Explore possibilities by become the sit...	Brainstorming technique
	90021	P.O. Escape	Invented by da Bono	Provocation technique
	90022	Beyong realism	By brian Rider	Provocation technique
	90023	Playstoming for disruption	Use playstoming to play with an idea ...	Provocation technique
	90027	Create prototyping as a part of Horizontal i...	Pretotype is a good method the workin...	Provocation technique

Make Report

Related Classes:

Assumption technique
Provocation technique
Role play technique
Structuring technique

Classes:

☒ Assumption technique
☐ Brainstorming technique
☒ Provocation technique
☐ Random techniques
☒ Role play technique
☒ Structuring technique

+

Class Listing

- Click here to create new class
- All created classes listed
- Click here to connect input to class
- All classes input is connected to (same as ✓)

Inputs Ideas Concepts Design

Idea [90024]:

[1 of 7]

Playstoming for get radical innovation

Description:

Nickname:

Use playstoming to play with an idea which provide a stronger approach for conducting radical and disruptive innovation. Playstoming create opportunities to search for insight beyond realism as there is not a concrete tst to follow, on a diretion defined by the staging

By staging it prpper playstoming can also be for introvert people especial if hirizontal and vertical innovation and strickly separated



Playstoming.jpg

Responsible For Concept:

x: Henning Sejer Jakobsen

Related Documents:

Experimental creativity.pdf

Related Links:

<https://www.verticalstrategy.com/>
Vertical Innovation
Playstoming

Ideas:

Concept Created

Playstoming for disruption
Movie based on learning innovation
Create prototyping as a part of Horizontal innovation
Establish vertical innovation as a platform for disruption
Make 3D print of the prototype
Use acting method to find empathy
Make encremental innovation to become a part of radical innovation

History:

x: Henning Sejer Jakobsen

	Input_ID	Inputs	Description	Green	Blue	Red	Idea_ID
▶	90022	Beyond realism	By brian Rider	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	90024
	90023	Playstoming for disruption	Use playstoming to play with an idea ...	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	90024
	90027	Create prototyping as a part of Horizontal innovation	Pretotype is a good method the working...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	90024
	90029	Establish vertical innovation as a platform for disruption	Vertical innovation provide new aspec...	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	90024
*				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Save (F1)

Note (F2)

New (F3)

Filter (F4)

Save/Back (F5)

Concept (F8)

Reports (F9)

Copy (F10)

Main (Esc)

Idea sheet – but easy to shift between Input, Ideas, Concept and Design

Maybe Nickname which many ideas actually have

Modified or more specific description even all text from Input is copied

Pictures, drawings etc. (jpg)

Other Input related to this Idea. To look at for blending, inspiration but not for merging!
Colum size can be adjusted as known from e.g.. Excel

By Press F4 or click here on Filter, list of RESPONSIBLE appears. Click on person, and ONLY this persons ideas seen in Rosetta (make it more manageable despite many ideas)

Applied Innovation in Engineering

Inputs Ideas Concepts Design

Idea [90024]: [1 of 7]

Playstoming for get radical innovation

Nickname:

Description:
Use playstoming to play with an idea which provide a stronger approach for conducting radical and disruptive innovation. Playstoming create opportunities to search for insight beyond realism as there is not a concrete tst to follow., on a diretion defined by the staging
By staging it prpper playstoming can also be for introvert people especial if hirizontal and vertical innovation and strickly separated

playstoming

Playstoming.jpg

Responsible For Concept: G B R

x: Henning Sejer Jakobsen

Related Documents:
Experimental creativity.pdf

Related Links:
<https://www.verticalstrategy.com/>
Vertical Innovation
Playstoming

Ideas:
Playstoming for disruption
Movie based on learning innovation
Create prototyping as a part of Horizontal innovation
Establish vertical innovation as a platform for disruption
Make 3D print of the prototype
Use acting method to find empaththy
Make encrementel innovation to become a part of radical innovation

History:
x: Henning Sejer Jakobsen

	Input_ID	Inputs	Description	Green	Blue	Red	Idea_ID
▶	90022	Beyong realism	By brian Rider	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	90024
	90023	Playstoming for disruption	Use playstoming to play with an idea ...	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	90024
	90027	Create prototyping as a part of Horizontal innovation	Pretotype is a good method the working...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	90024
	90029	Establish vertical innovation as a platform for disruption	Vertical innovation provide new aspec...	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	90024
*				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Save (F1) Note (F2) New (F3) Filter (F4) Save/Back (F5) Concept (F8) Reports (F9) Copy (F10) Main (Esc)

IF there is created a CONCEPT it shown here!

List of all created ideas

Same list but with more information, filter etc., as for Input.

Add color

Responsible – a must before concept can be created

Articles etc., easy to access
Link to access directly

History

Then Idea is developed, strong and have one responsible who will work with the idea, press **F8** for create a **CONCEPT**

If the idea could make two (or more) meaning, perspective etc., **COPY** the idea by press **F10** and adjust it

Concept sheet – but easy to shift between Input, Ideas, Concept and Design

Maybe Nickname which many ideas actually have

Modified or more specific description even all text from Idea is copied

Picture(s), drawings etc. (jpg)

Here is the unique arguments why this is a good idea. What is the Powers, Gains and what make this idea different – the breakthrough

What is the problem(s), pains and what must be overcome by obstacles to realize the idea

By Press F4 or click here on Filter, list of RESPONSIBLE appears. Click on person, and ONLY this persons Concept seen in Rosetta (make it more manageable despite many Concepts)

Applied Innovation in Engineering

Inputs Ideas Concepts Design

Concept [90037]:

Playstoming for disruption

Description:

Nickname:

Use playstoming to play with an idea which provide a stronger approach for conducting radical and disruptive innovation. Playstoming create opportunities to search for insight beyond realism as there is not a concrete tst to follow, on a diretion defined by the staging

Responsible For Concept:

x: Henning Sejer Jakobsen

Responsible For Design:

x: Serena Leka

Related Documents:

Experimental creativity.pdf

Related Links:

Playstoming
Vertical Innovation
<https://www.verticalstrategy.com/>

History:

x: Henning Sejer Jakobsen

Strategical Potential

	High	Middle	Low
D	B	A	
G	E	C	
I	H	F	

Green Blue Red

Easy Intermediate Difficult

Short-term Longer-term Long-term

Strategical Implementation

Powers:

Playstoming allow the team to play with opportunities instead of searching for result
Provide insight in area not immediately possible
Provide idea "capital" as much more ideas will be explored

Problems:

Might end up in nothing
More time consuming - more expensive
Might end up in solution no one ask for

Similar Areas:

From the play theory especial regarding the creative child

Who Knows / Experts:

Member-1
Ass Professor Jacob Brix
x: Henning Sejer Jakobsen

List Of Contacts:

☒ Ass Professor Jacob Brix
☒ Member-1
☐ Member-2
☐ Member-3
☐ Member-4
☐ Member-5
☐ Not specified
☐ pd.d. Søren Hansen
☒ x: Henning Sejer Jakobsen [Aarhus Univ
☐ x: Serena Leka [Teknologisk Institut]

Save (F1) Note (F2) Filter (F4) Design (F8) Reports (F9) Copy (F10) Main (Esc) Expert Listing

Same list but with more information, filter etc., as for Input, see next page

Add colour. By click in the Box colour and position can be changed/moved

Responsible – a must before design can be created. Can differ from responsible for Concept

Add expert with as many detail as possible

Where to look for inspiration and knowledge

Add expert to contact (✓)
See added expert list here

List of expert (more next page)

Then Concept is developed, strong and have one responsible who will work with the concept, press **F8** for create a **Design**

If the concept could make two (or more) meaning, perspective etc., **COPY** the concept by press **F10** and adjust it

LIST **Concept**. More columns which can be adjusted, by press on Title there is an automatic sort, e.g.. sort on responsible to see who are responsible for which concept.

Also option for make Report to make file able to import in Excel

frmListInformation

	ID	Concepts	Description	SIP	ResponsibleConcept	ResponsibleDesign	Powers	Problems	SeenBefore
▶	90037	Playstoming for di...	Use playstoming ...	C	x: Henning Sejer Jak...	x: Serena Leka	Playstoming allow...	Might end up in n...	From the play the...
	90038	Make 3D print of ...	Simple models 3...	D	x: Henning Sejer Jak...				
	90039	Make encrement...	By working radic...	B	x: Henning Sejer Jak...				

Make Report

LIST **Expert** to see which idea each expert should be consulted to gain more knowledge.

All columns which can be adjusted, by press on Title e.g.. sort on Expert to see which idea relate to a specific expert.

Also option for make Report to make file able to import in Excel

frmListInformation

	ID	Concept	Description	Expert
▶	90037	Playstoming for disruption	Use playstoming to play with a ...	Ass Professor Jacob Brix
	90038	Make 3D print of the pretotype	Simple models 3D printed or las...	Ass Professor Jacob Brix
	90039	Make encrementel innovation to become a part of r...	By working radical incrementel ...	Ass Professor Jacob Brix
	90037	Playstoming for disruption	Use playstoming to play with a ...	Member-1
	90038	Make 3D print of the pretotype	Simple models 3D printed or las...	pd.d. Søren Hansen
	90039	Make encrementel innovation to become a part of r...	By working radical incrementel ...	pd.d. Søren Hansen
	90037	Playstoming for disruption	Use playstoming to play with a ...	x: Henning Sejer Jakobsen
	90039	Make encrementel innovation to become a part of r...	By working radical incrementel ...	x: Henning Sejer Jakobsen
	90038	Make 3D print of the pretotype	Simple models 3D printed or las...	x: Serena Leka
	90039	Make encrementel innovation to become a part of r...	By working radical incrementel ...	x: Serena Leka

Make Report

Inputs Ideas Concepts Design

Concept [90037]:



[1 of 2]



Playstorming for disruption

Description:

Nickname:

Use playstorming to play with an idea which provide a stronger approach for conducting radical and disruptive innovation. Playstorming create opportunities to search for insight beyond realism as there is not a concrete tst to follow, on a direction defined by the staging



Responsible For Concept:

x: Serena Leka

Powers:

Playstorming allow the team to play with opportunities instead of searching for result
Provide insight in area not immediately possible
Provide idea "capital" as much more ideas will be explored

Problems:

Might end up in nothing
More time consuming - more expensive
Might end up in solution no one ask for

Plan:

Ploy:



Playstorming.jpg

Pattern:

Position:

Perspektive:

Save (F1)

Note (F2)

Filter (F4)

Reports (F9)

Main (Esc)



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