

6: How do companies Innovate

6.1: How do companies innovate

- Goals:
 - Sell more: This is a goal that suited to process innovation. Part of here is to lower price and reduce the profit margin.
 - Make better solutions because the laws change
 - Better solutions to reduce pollution
 - Companies seldom do this before the laws change.
- Constraints are limitations on the design

6.2: Constraints

- Regulations
 - Safety, pollution
- Standards
 - Voluntary or not.

6.3: Standards on file names

- The files name should be able to differentiate it from other files.
- It should be understandable.
- Include the date using ISO 8601 date formate short or long.
- Only machine readable characters i.e. no spaces, just use '_' and '-'.

6.4: How do companies remain innovative

- With a culture hat supports innovation and does not punish failure.
- Training people in innovation methods.
- Making it easy for all people to get funds for testing new ideas.

6.5: Novelty

- Try to identify the stakeholder for who you aim to make things better.
- Try to show the constraints that you are aiming for.
- Take measurements and use the outputs to plan the next.

6.6: Ideation and Brainstorming

- Defer Judgment- Don't dismiss any ideas.
- Encourage Wild Ideas
- Build in the idea of Others- No but's only and's
- Go for Quantity- Aim for 100 ideas in 60 minutes
- One conversation at a Time- Let people have their say.
- Stay Focused on the Topic
- Be Visual- Use objects and toys to stimulate ideas

6.7: Model or prototype the idea

- Drawings
- Cardboard
- Found objects
- Record all findings

6.8: Iterate based on findings