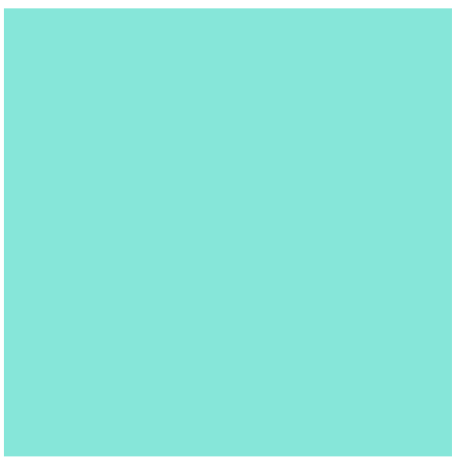
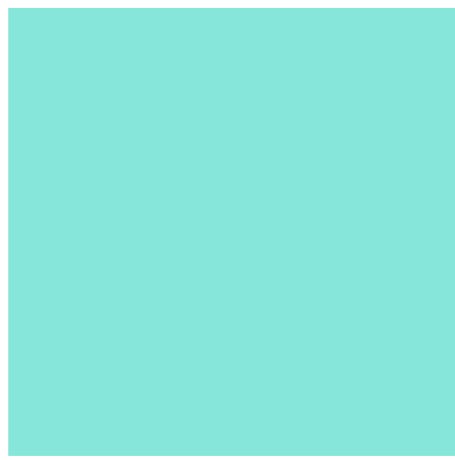




Says

What have we heard them say?  
What can we imagine them saying?

Innovation is the unrelenting drive to break the status quo and develop anew where few have dared to go.



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Innovation includes the ability to think outside the box to achieve goals, or come up with novel solutions to difficult situations using the environment, objects, or circumstances in an unusual way.



Innovation refers to introducing novelty in a product, service, strategy, or business model. Moreover, innovation also increases the usability and durability of the entity above.

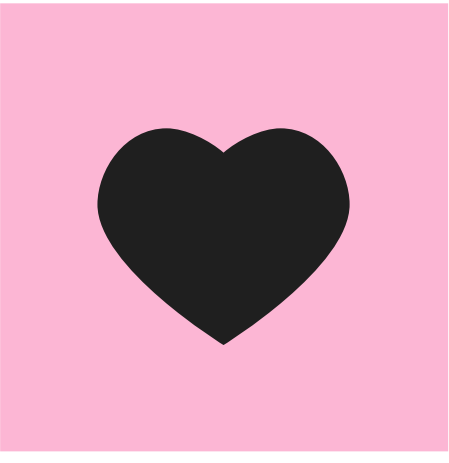


Being comfortable with innovation usually means you have a lot of imaginative ideas, and aren't afraid to test them out



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?