INNOVATOR'S Workbook

Making Innovation a Habit
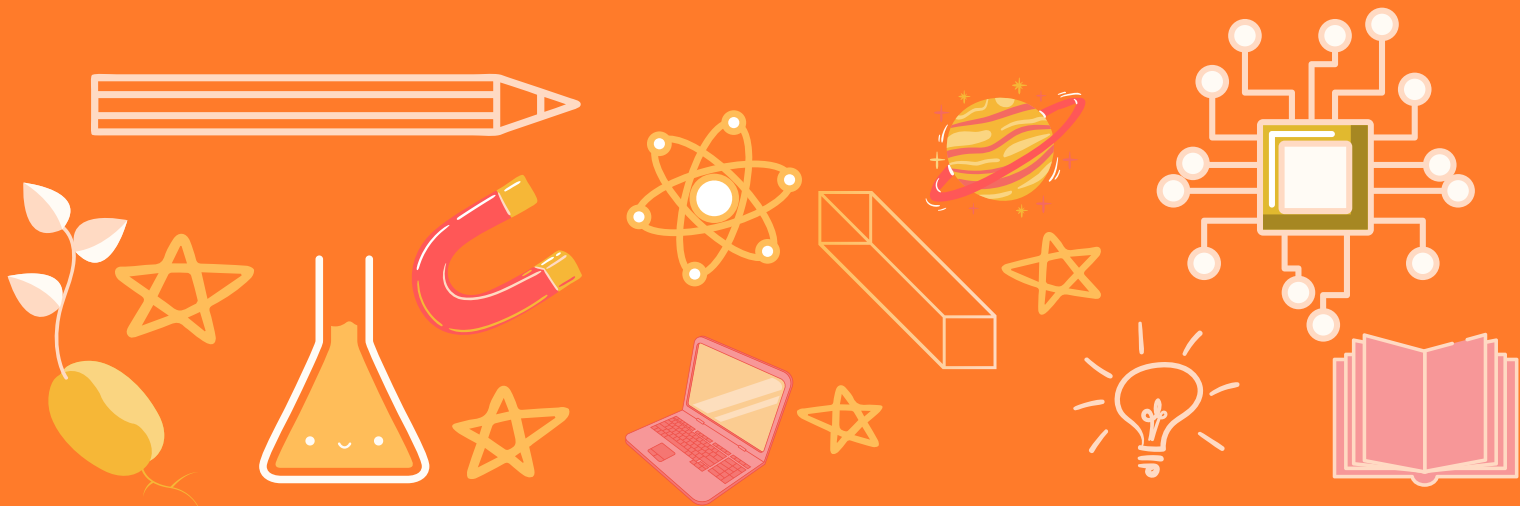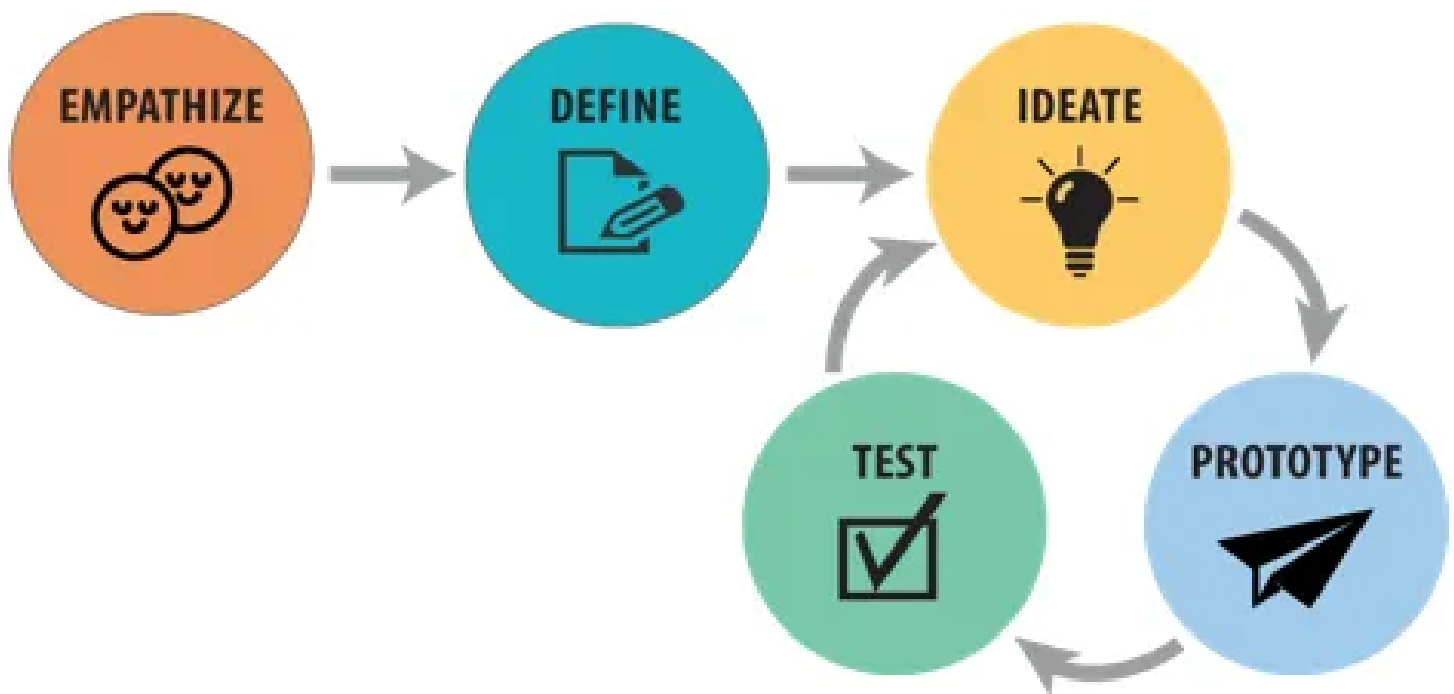
Innovator's Name:

_ _

DESIGN THINKING

Let us remember to stick to this framework

EMPATHIZE → DEFINE → IDEATE → PROTOTYPE → TEST → (back to IDEATE)

PROBLEM:

_ _ _ _ _ _ _

_ _ _ _ _ _ _

_ _ _ _ _

Gather
Inspiration

———————

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Sketch, Scribble, Paste Pics:

Generate IDEAS

_____ _____ _____ _____ _____ _____

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_____ _____

Fly High

AVASARSHALA

I Call The prototype
of my Innovation:

— — — — — — — — — — — —

Step #5

My Notes and Feedbacks
on Testing Innovation:

Fly High
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Unique selling proposition

Qn #1

Who is my target customer? (Persona)

_____

_____

_____

Unique selling proposition

What are the needs of your target customer?

_____ _____ _____ _____ _____ _____ _____

_____ _____ _____ _____ _____ _____ _____

_____ _____ _____ _____ ____

Unique selling proposition

Qn #3

What are currently the Unmet needs of your target customer?

_____ _____ _____ _____ _____ _____ __

_____ _____ _____ _____ _____ _____ __

_____ _____ _____ _____ __

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Unique selling proposition

Qn #4

Needs & unmet needs	Degree of importance (1 to 10)	Degree to which you meet this need (1 to 10)

Unique selling proposition

Tick if competitor has the same value

Needs with the highest number of points and where your product meets their needs	Competitor A	Competitor B	Competitor C
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐
	☐	☐	☐

MY USP IS:

Our [company / product / service]

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is the only one that helps [your customer]

----

solve [their specific problem]

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by [unique promise or benefit]

Fly High

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