Project Journal

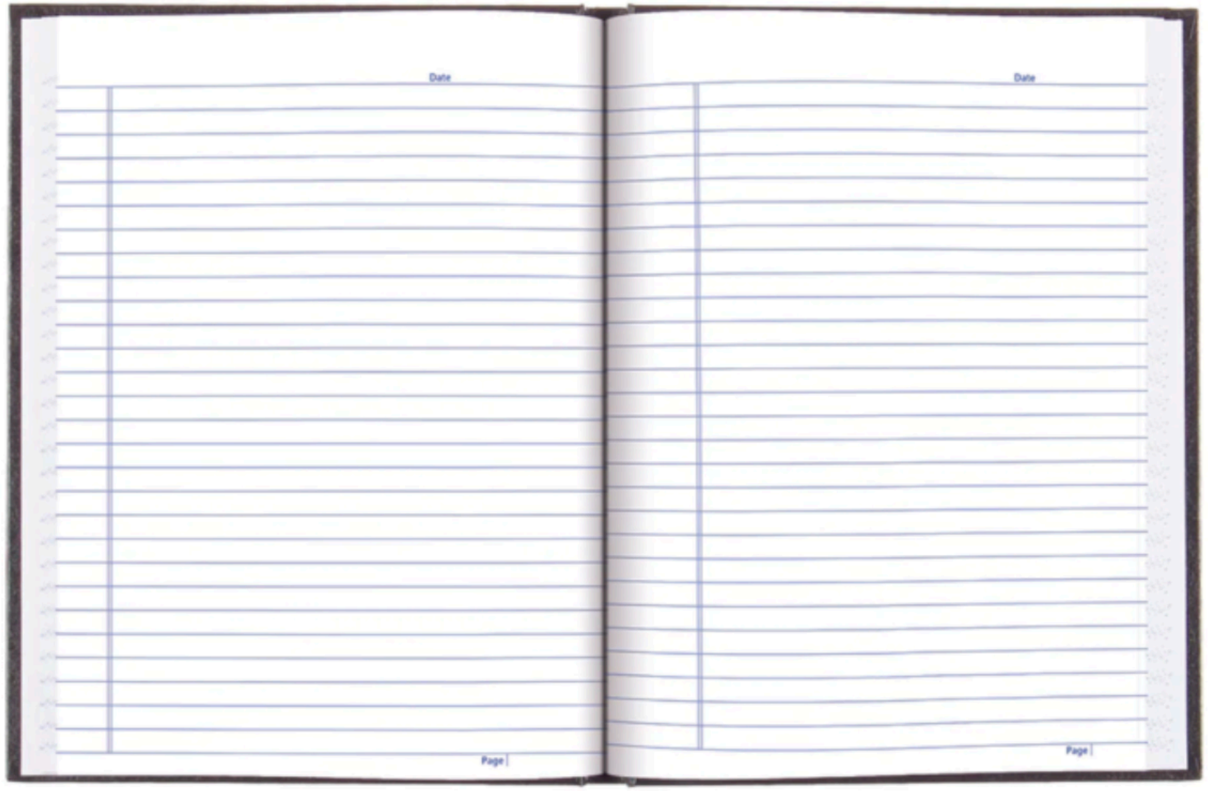
Ideas are a form of property

Sometimes they belong to your company, sometimes to you

Unlike physical property, there isn’t a receipt/proof of ownership

If a valuable idea is yours, it’s up to you to create your own evidence

Setting up the Project Journal



On page 1 →

Date

Print your name (first, last)

Sign your name

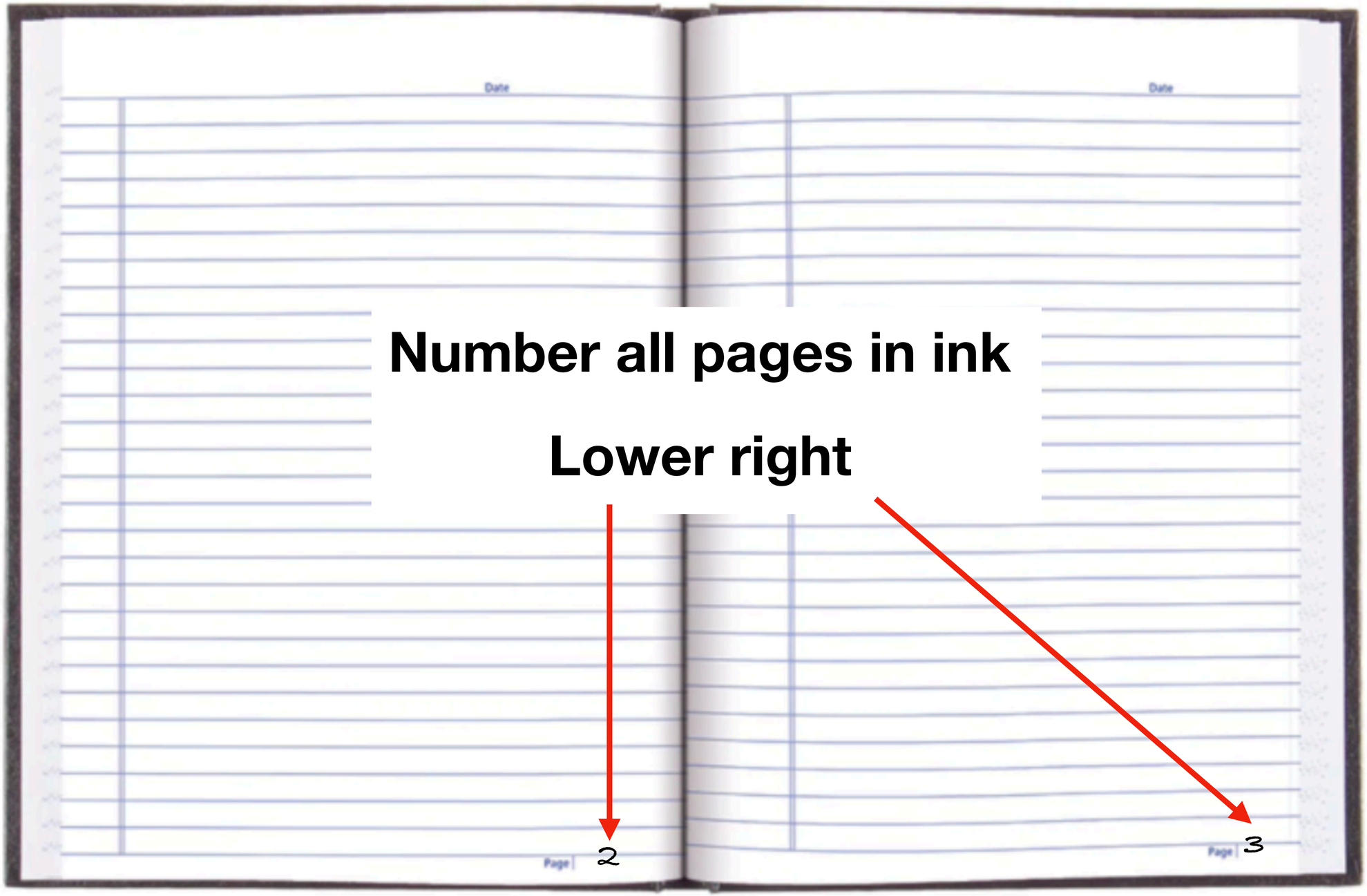
Date of signing

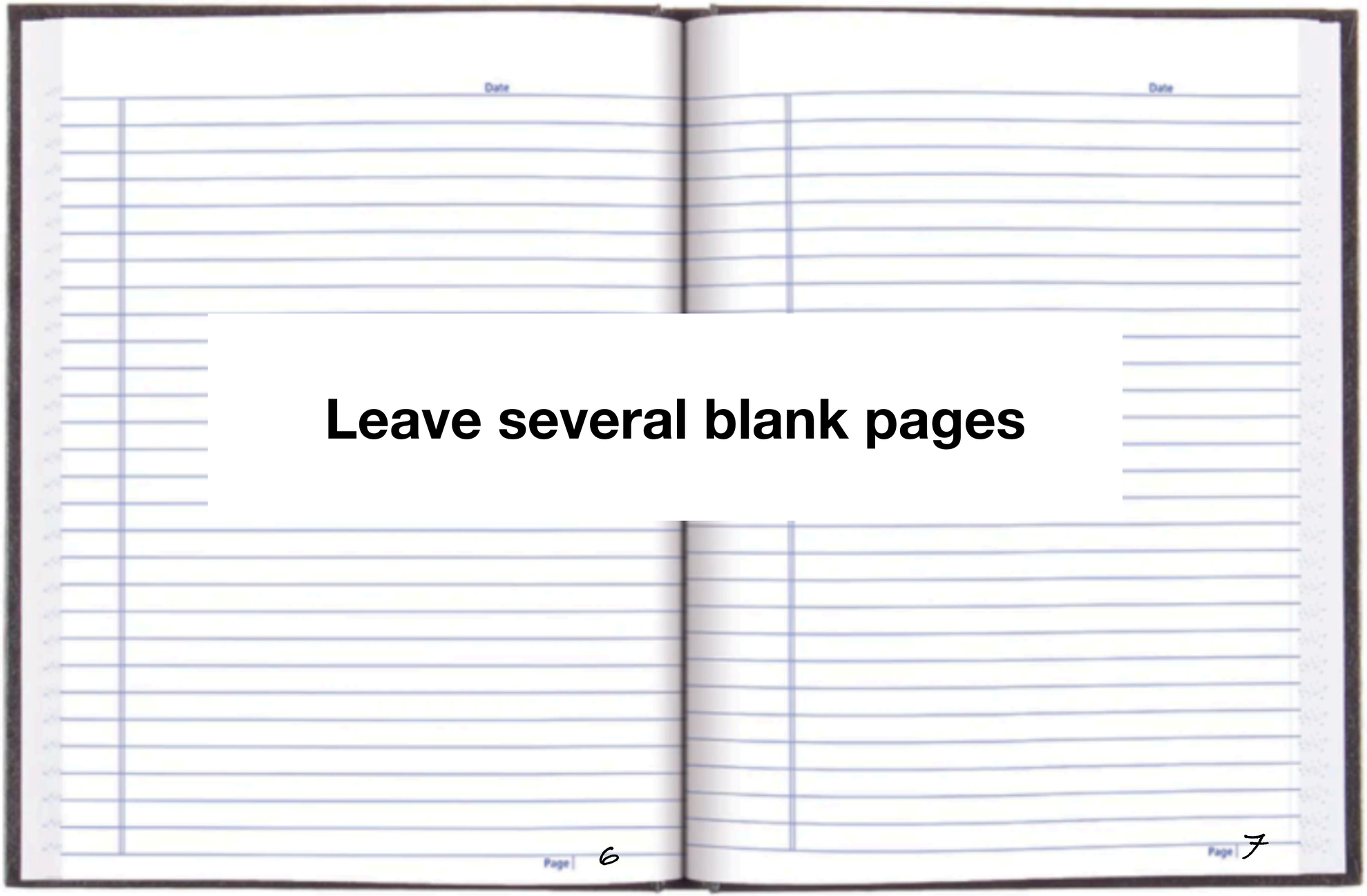
Your Dal email

Your Dal ID

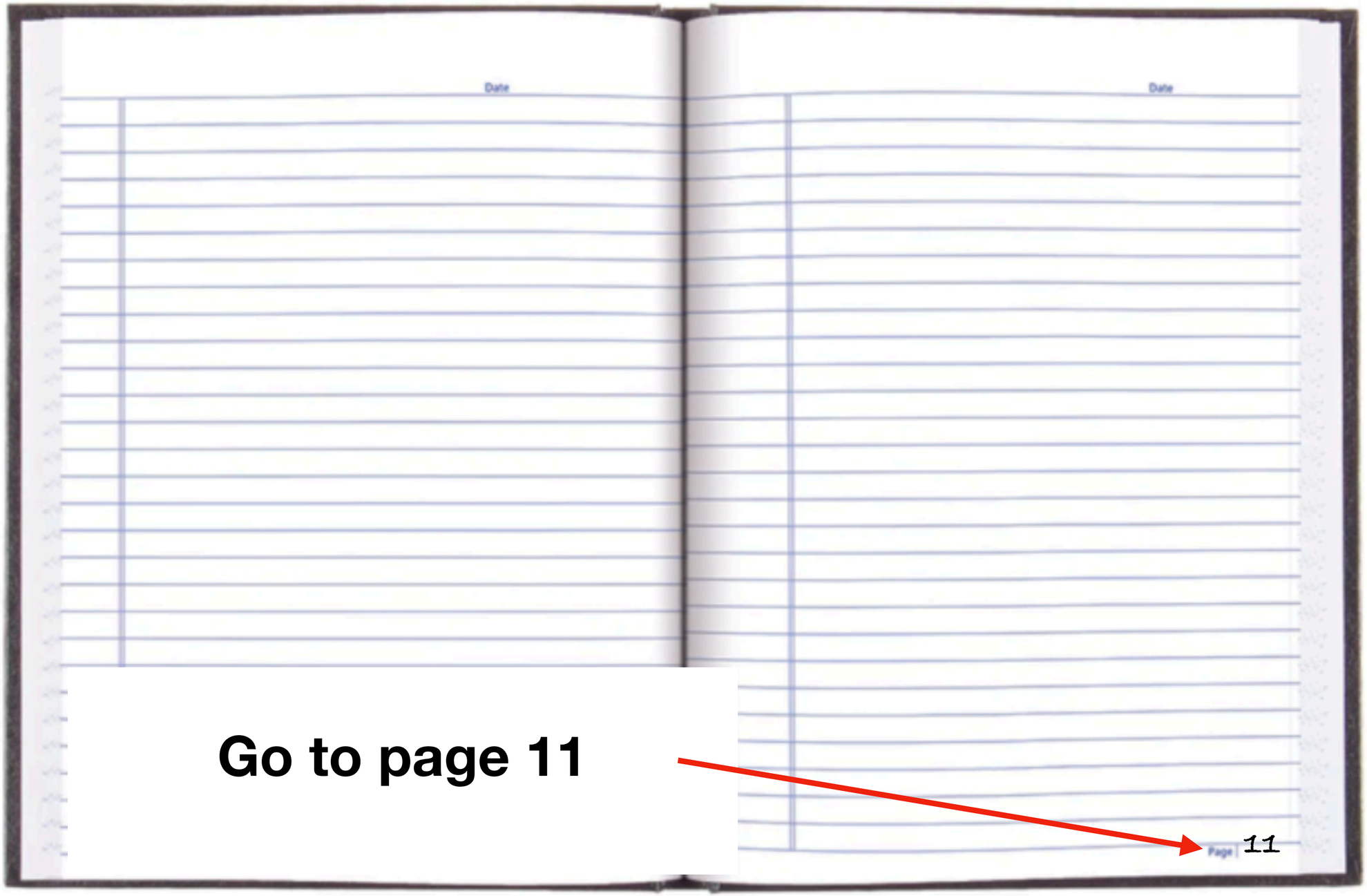
Your Team ID

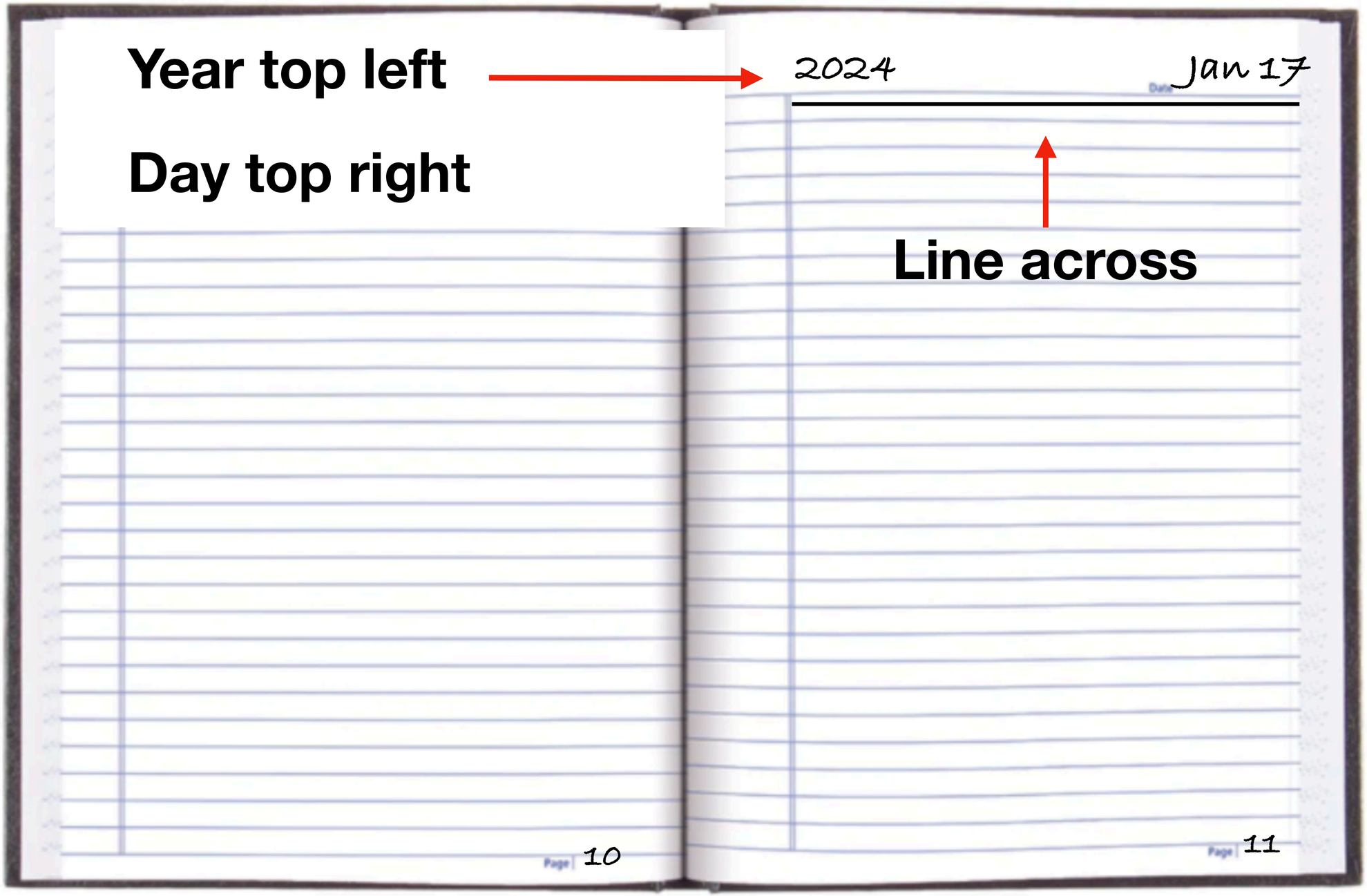
List other team members


Date
Date
Number all pages in ink
Lower right
Page 2
Page 3



Leave several blank pages


Date
Date
Go to page 11
Page 11


Year top left
Day top right
2024
Jan 17
Line across
Page 10
Page 11

Date

Only for the days you are making an entry

2024 Jan 17

Date

Date

Ideas/plans

I certify these notes were made by me on

Date:

Signtaure

2024 Jan 17

Date

Worked on today

Accomplished today

Others I worked with on this today

Date

Ideas/plans

2024 Jan 21

Date

Worked on today

MORE - See page n

Accomplished today

Others I worked with on this today

Date

2

I certify these notes were made by me on

Date:

Signtaure

MORE from page 13 (Things done)

Date

1

Date

Ideas/plans

I certify these notes were made by me on

Date:

Signtaure

2024 Jan 25

Date

Worked on today

Accomplished today

Others I worked with on this today

Date

Date

When entering

Pen only

Write or sketch or paste-in items

If correcting/changing, cross-out

Never remove or alter a page

Write & sign on the day for each entry

Page 14

Page 15

Innovation jargon

Products v Features

PRODUCT	FEATURES
CAR	GPS All wheel drive Multi-speakers AirCon Runflat tires

PRODUCT	FEATURES
MS OFFICE	Integration Spellcheck Slide effects Pivot tables Temp;lates

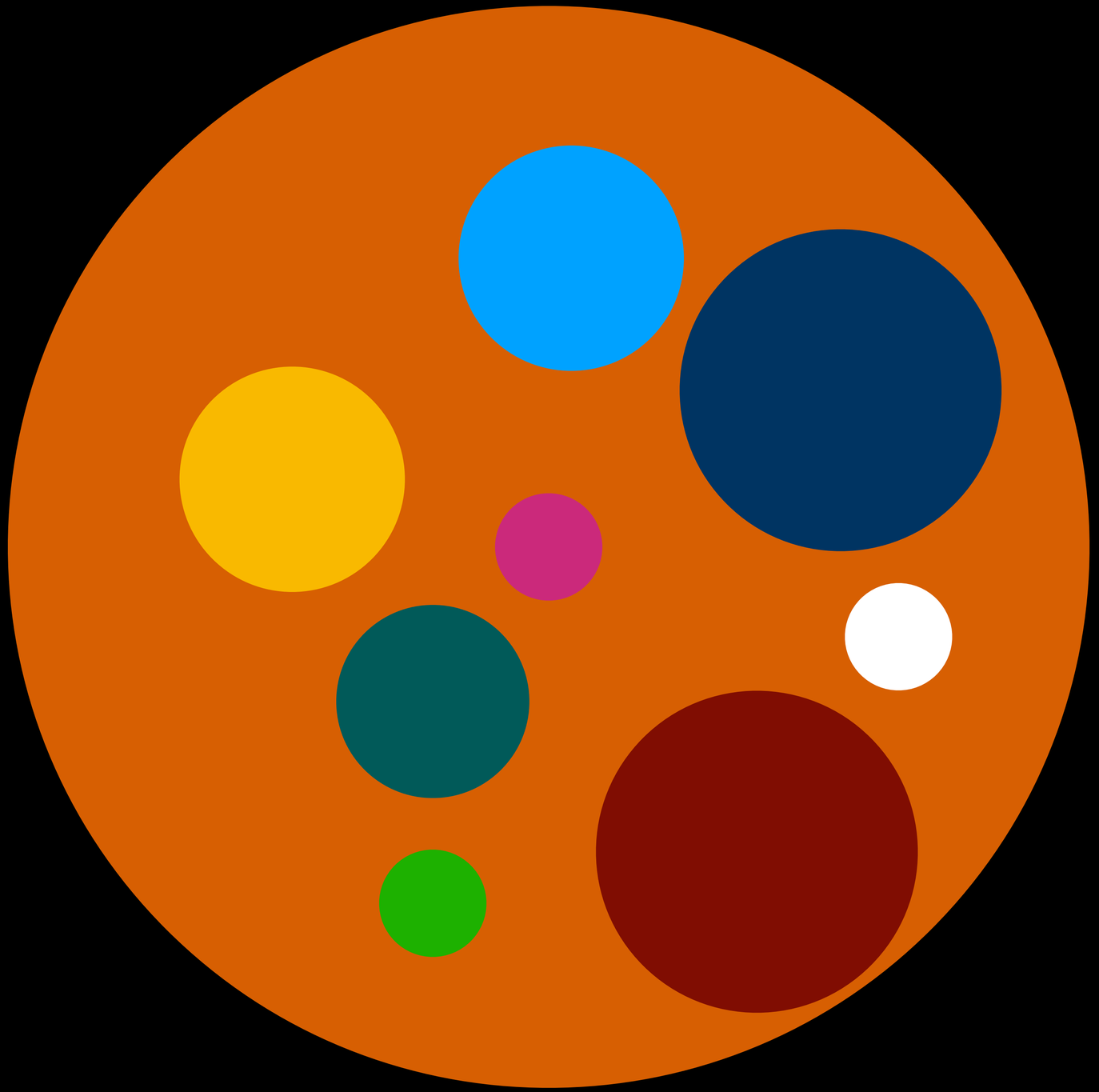
PRODUCT	FEATURES
RESTAURANT	Menu Ambiance Service Takeaway Desserts

PRODUCT	FEATURES
SMARTPHONE	Camera Battery life Screen res Storage Dual sims

Products

can have

many features



Products

address higher

level needs

Pain Points

Aspirin solutions

MUST HAVE

E-commerce platform

Smartphone

Vitamin solutions

NICE TO HAVE

Analytics dashboard

Reminders

Design Thinking

Agile Methods

Human-centred design (HCD)

Lean Startup Methods

Systems Thinking

Jobs To Be Done Theory

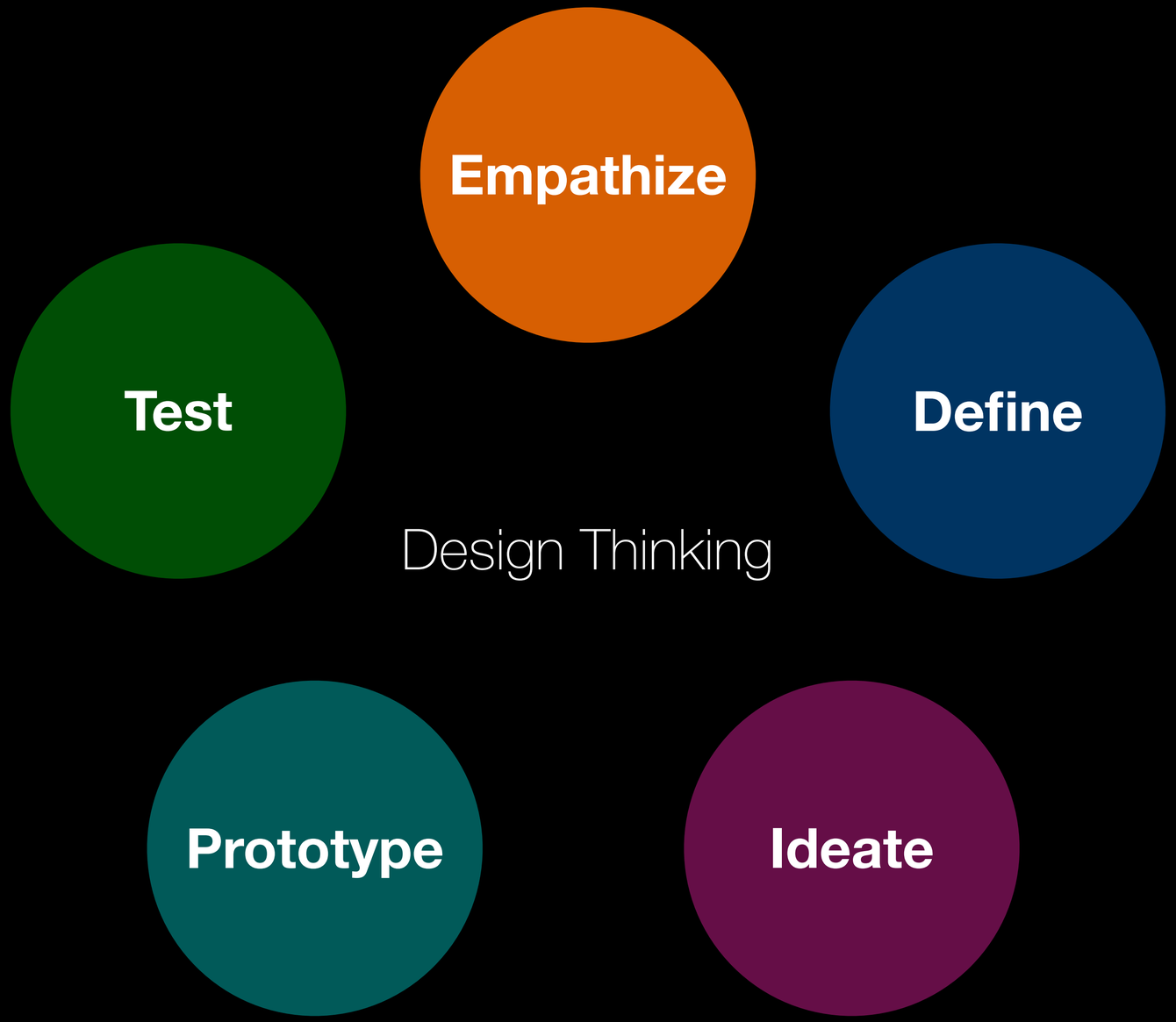
Design Thinking

Lean Startup Methods

User centric

Human-centred design (HCD)

Jobs To Be Done Theory


Empathize
Define
Ideate
Prototype
Test
Design Thinking

Empathize

- User interviews
- Observation
- Surveys / Questionnaires / Focus groups

Define

Sort & narrow the issues

Determine the exact problem(s) to solve

NO NO’s

SCAMPER

Mind Mapping

Brainstorming

Ideate

Embrace imperfections - learn v defend

Low-fidelity / High-fidelity / Interactive

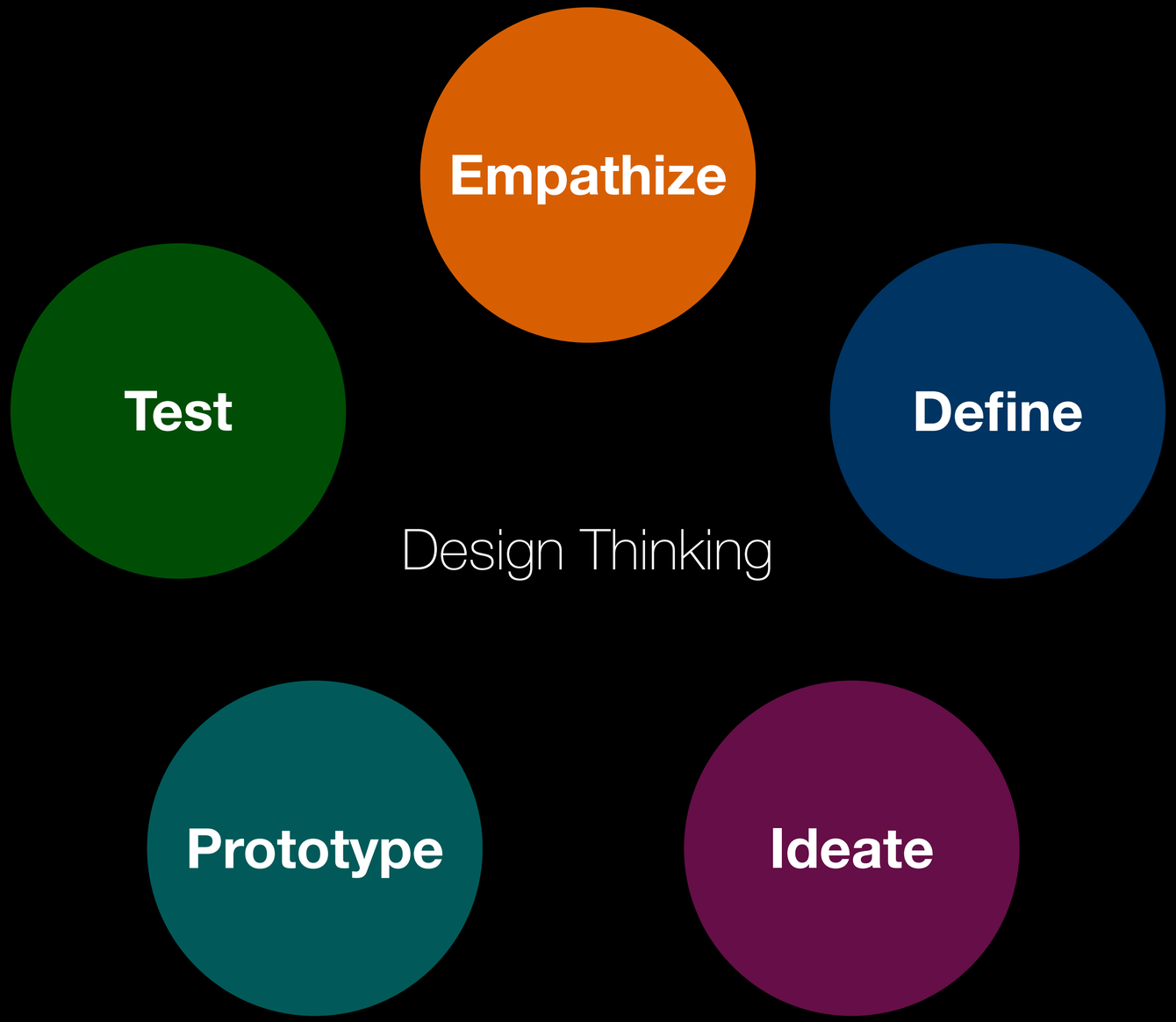
Prioritize essential functionality only

“just enough”

Prototype

Test

- A/B testing / Beta testing / Accessibility
- Use representative users
- Be open to feedback & actionability
- Look for next actions to take


Empathize
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Design Thinking

COLLABORATION

A group transforms into a high-performing team when everyone feels safe to trust each other.

Talking about other than tasks

Having regular check-ins

Knowing each other’s strengths/preferences

Knowing areas where each is less comfortable

Having a common goal

EXAMPLE BRAINSTORMING METHODS

FIVE WHYS

CRAZY 8’s

SCAMPER

NO NO’s

Five Whys

FROM TOYOTA

1 - WHY DID THE ROBOT STOP?

The circuit was overloaded, causing a fuse to blow.

2 - WHY WAS THE CIRCUIT OVERLOADED?

There was insufficient lubrication on the bearings, so they locked up.

3 - WHY WAS THERE INSUFFICIENT LUBRICATION ON THE BEARING?

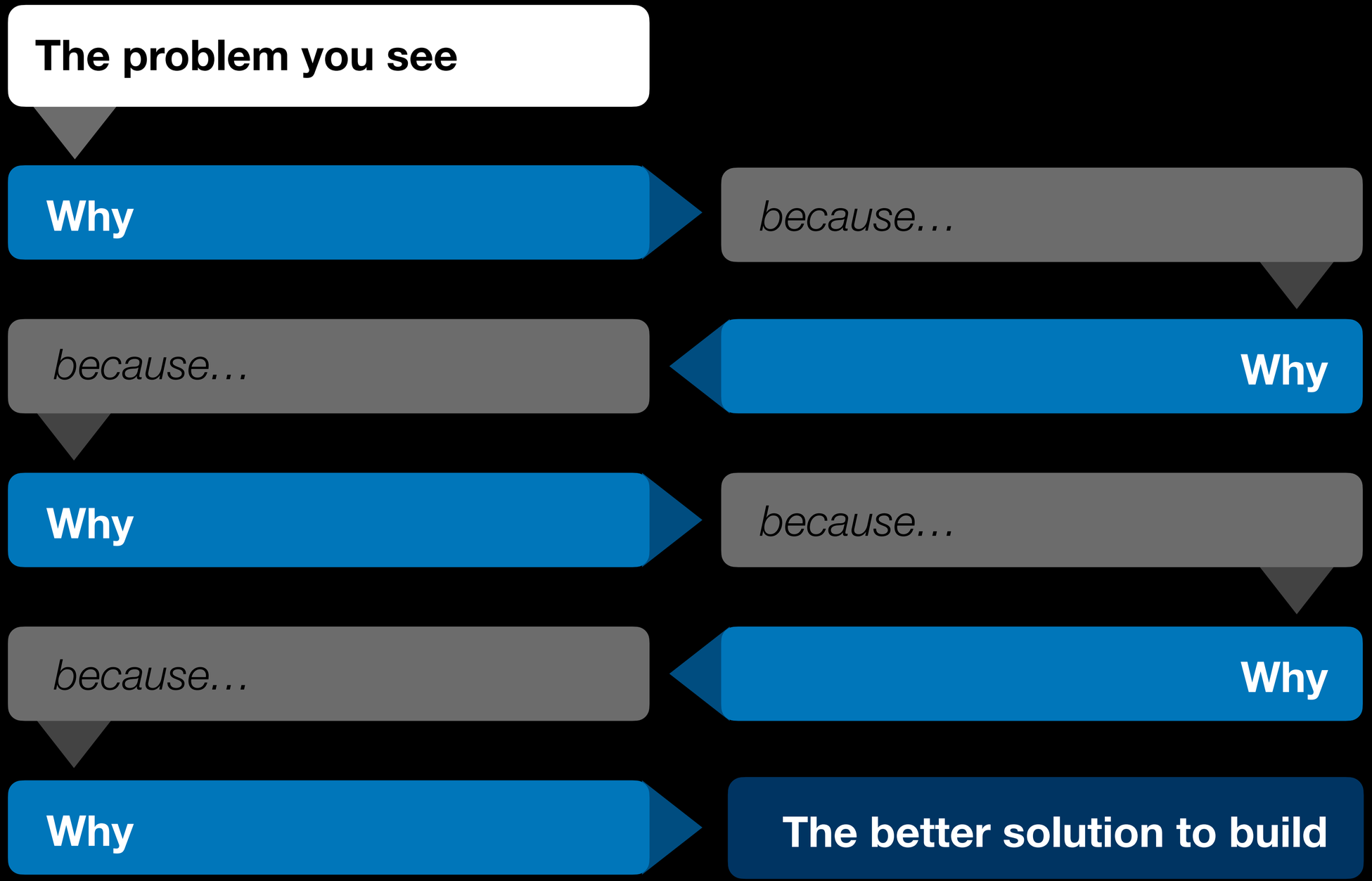
The oil pump was not circulating sufficient oil.

4 - WHY WAS THE PUMP NOT CIRCULATING SUFFICIENT OIL?

The pump intake was cogged with metal shavings.

5 - WHY IS THE INTAKE CLOGGED WITH METAL SHAVINGS?

There isn't a filter on the pump. ← **Real problem to solve**

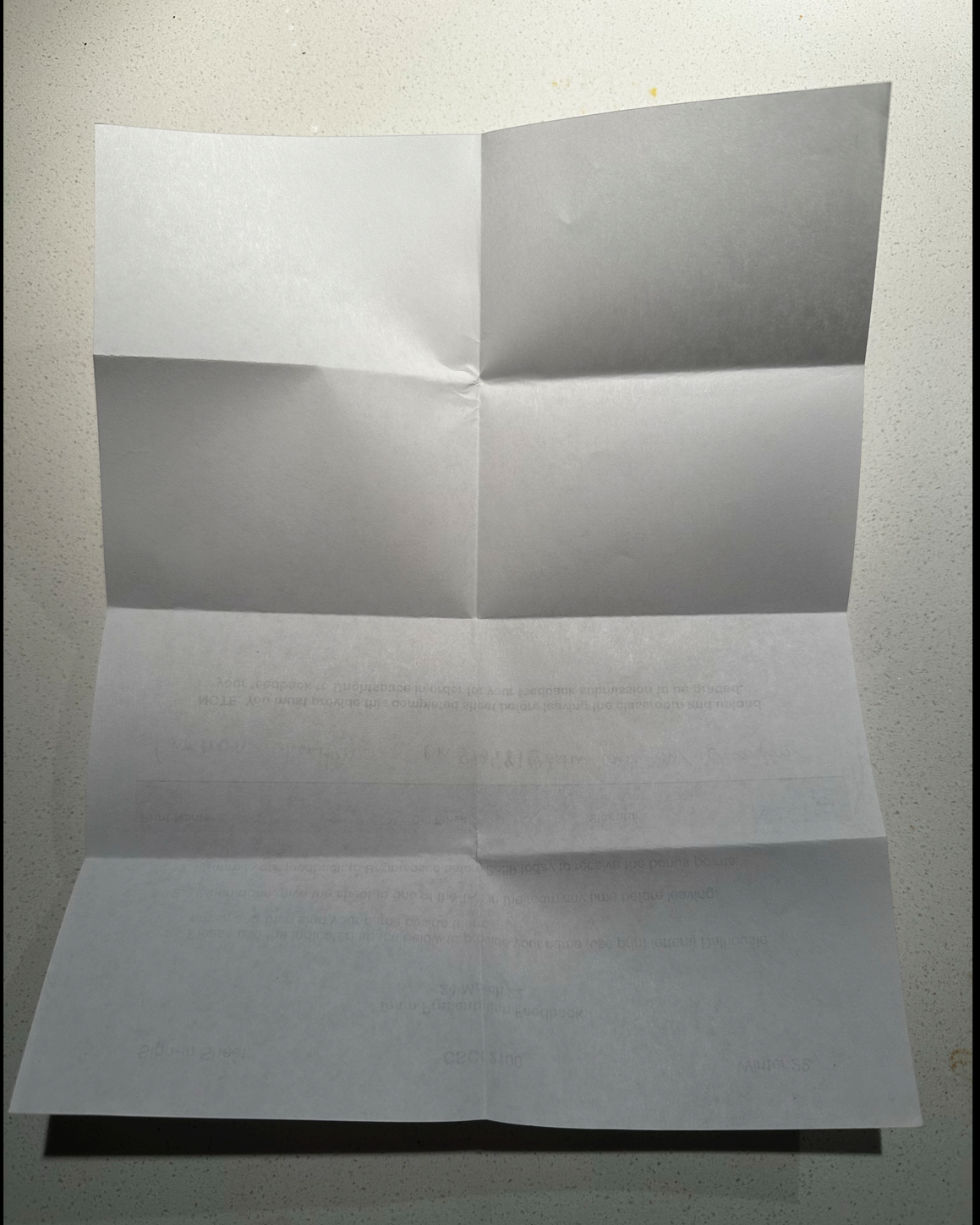

The problem you see
Why
because…
because…
Why
Why
because…
because…
Why
Why
The better solution to build

Time management

Why	*People often underestimate/over commit*
Why	*Insufficient experience or data on requirements to complete*
Why	*People don’t track/store prior experience details*
Why	*Tracking is tedious*
Why	*Benefits not obvious until it’s too late*

Gamify tracking - a fun diversion that silently builds result

CRAZY 8’s



Fold paper into eight sections

1. Start with any one section
2. Write or sketch an idea
3. After 1 minute, move to a new section
4. Repeat until all sections are filled

Eight ideas in eight minutes

References

“5 Whys,” *Lean Enterprise Institute*, [Online]. Available: https://www.lean.org/lexicon-terms/5-whys/#:~:text=5%20Whys%20is%20the%20practice,working%20(Ohno%201988%2C%20p. [Accessed January 4, 2024]

“Crazy 8’s,” *Design Sprints*, [Online]. Available:https://designsprintkit.withgoogle.com/methodology/phase3-sketch/crazy-8s [Accessed December 11, 2023]