How to innovate ?

VIABILITY
(BUSINESS)

DESIRABILITY
(HUMAN)

FEASIBILITY
(TECHNICAL)
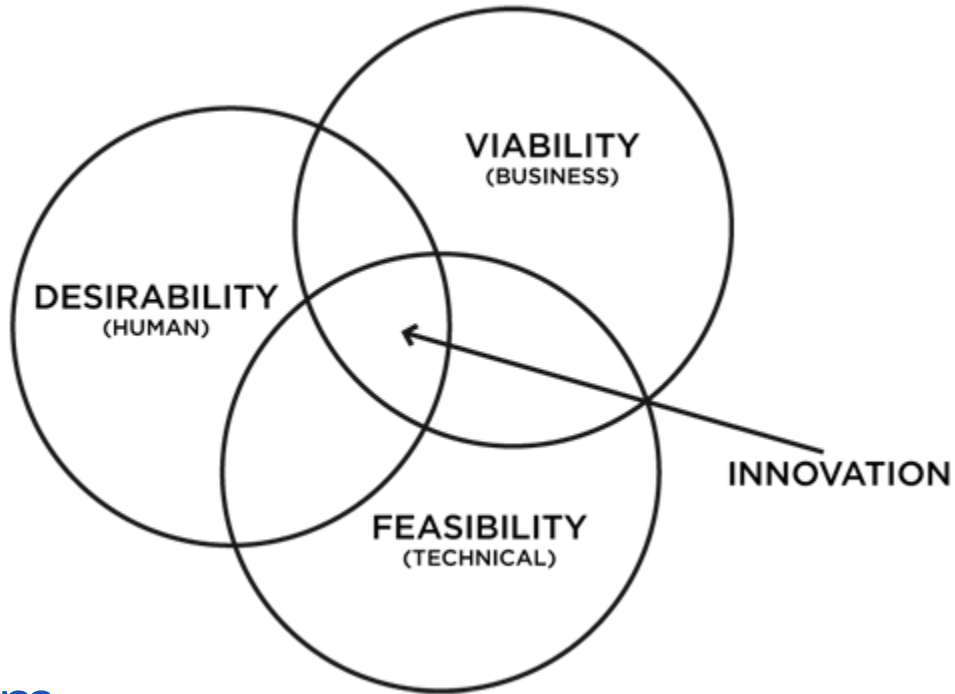
INNOVATION

@jefersonm

Innovation != process

Why should we innovate ?

- matter of survival

- history

What prevents us from being innovative?

- fear of failure
- time management
- culture
- waste

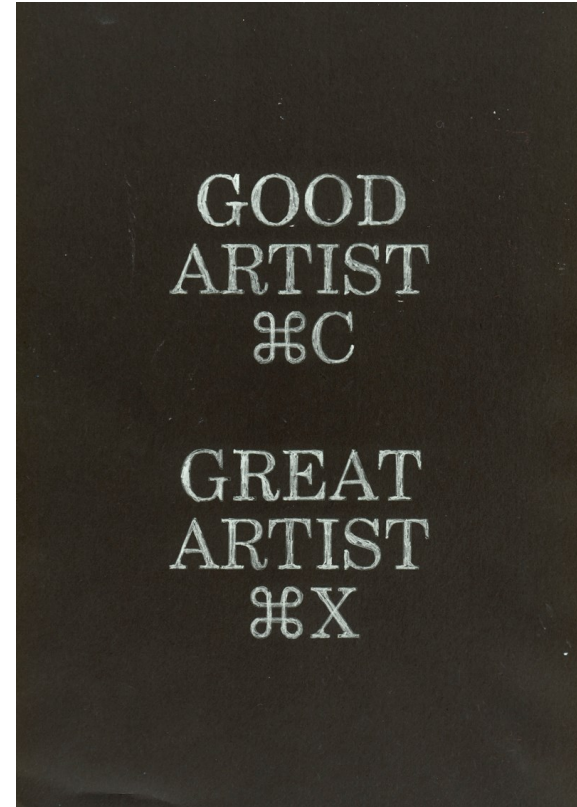# Work on your organization's culture

- environment favorable to innovation

- People need to be inserted in a culture that encourages them to taking risks and learn to live with the success and failure
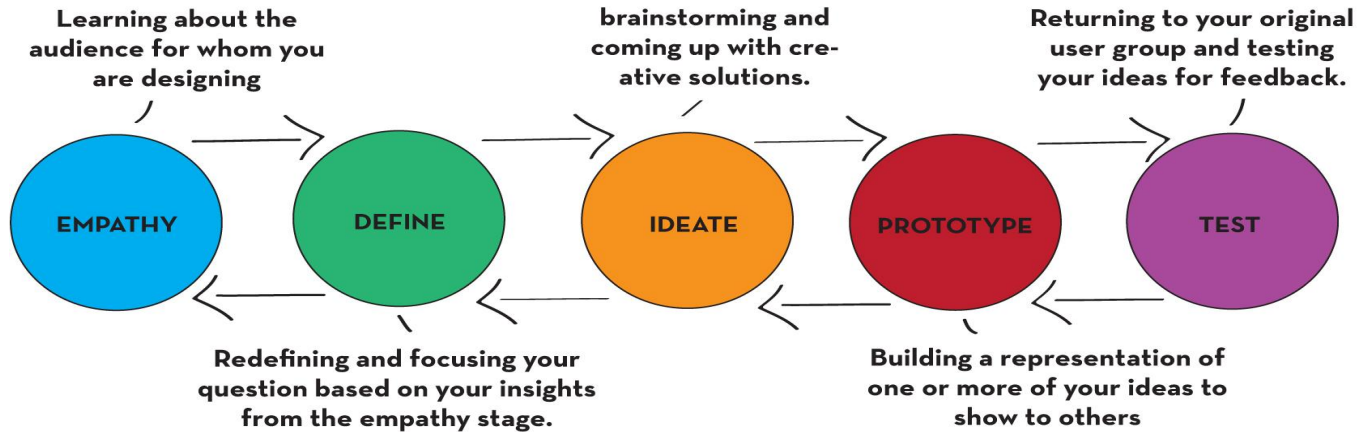
So, how can I innovate ?

- Still ideas

- Design thinking

- Google design sprint
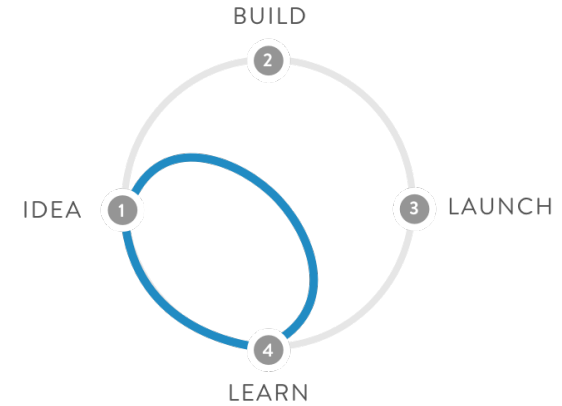

GOOD ARTIST ⌘C

GREAT ARTIST ⌘X

Design Thinking

"Design Thinking attempts to inspire the essential element of creativity, the ability to take an abstract idea and create something with it"

IDEO - Tim Brown

Google design sprint

day **1**
understand
- who are the users
- what are their needs
- what is the context
- competitor review
- formulate strategy

2
diverge
- envision
- develop lots of solutions
- ideate

3
decide
- choose the best idea
- storyboard the idea

4
prototype
- build something quick and dirty to show to users
- focus on usability not making it beautiful

5
validate
- show the prototype to real users outside the organisation
- learn what doesn't work

BUILD
2

IDEA 1 3 LAUNCH

4
LEARN

THANK YOU

Questions?

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