

What is the INNOVATION Process?



EMPATHIZE | FRAME | IDEATE | CREATE | TEST

INNOVATION

Is an enabler for
creating
incremental value
and long-term
profitable growth
for the company



Used for when we don't understand what is in front of us. Innovation is a creative process to develop ideas and capture and capitalize on creativity and provide a new foundation for the future

INNOVATION is about doing something
different, not differently

Components of INNOVATION



EMPATHIZE | FRAME | IDEATE | CREATE | TEST

E

EMPATHIZE

What are the needs? Understand users through observation and immersion

F

FRAME

What is the opportunity? Synthesize insights and needs to identify opportunities

I

IDEATE

What are all of the opportunities? Diverge thinking to explore a full spectrum of possibilities

C

CREATE

What are the concepts and stories? Use new materials and dimensions to prototype

T

TEST

Does it solve for the needs? Further concepts and drive iteration through testing & end users