

Innovation Project 5

Individual: Due by 11:15 am, Tuesday, April 11th (Canvas): PDF, 1-2 pages, single-spaced

Team: Due by 11:15 am, Tuesday, April 25th (Canvas): PDF, 3-4 pages, single-spaced

Please use the same bulleted list when submitting your answers to the questions, and cite your sources.

Understanding Needs & Addressing Them through Technological Innovation (150 points)

Individual (70 points)

- Identify a need within the problem/opportunity space you would like to better understand with your team, which is to say a need which you think exists. (5 points)
- What are your predispositions about the need you have identified? In other words, why do you think this need exists? (5 points)
- Conduct research to gain a better understanding of the need. This will be primary research through either observation and/or interviewing; however, I will accept secondary research to supplement your claims about the need you have identified. Provide your method used and key data collected, including photos when appropriate. (15 points)
- What insights did you gain through your research (e.g., “Existing digital music players do not effectively serve individuals with impaired hearing.”)? In other words, how did your research inform your predispositions (i.e., your thoughts regarding the need prior to conducting the research)? (10 points)

- Now, reflect on the key insights that you gained about why the need exists (i.e., is unmet) and state what you consider to be the primary drivers of the need, reflecting on your original predispositions about it (e.g., “After speaking to a hearing impaired person, I discovered that she is unable to detect ambient noise when listening to music, which makes her feel vulnerable and disoriented when in public spaces.”). (5 points)
- Sketch a technological innovation which addresses the need you have identified through the application of the associated insight(s). In addition to your sketch, please provide an ideal use case for how you would expect that your innovation would be used to maximize its utility. Your goal here is to ideate concepts which are **novel and nonobvious** as well as **radical rather than incremental**. (20 points)
- Discuss how you would implement your solution effectively. In other words, what subject matter expertise and/or constituent buy-in do you need in order to actually put your innovation into the world to effectively address the need you identified? Be specific about what technologies are necessary to make your innovation happen. Feel free to reference other innovations which are using the technology you would put to use in your innovation. (10 points)

Team (80 points)

- Provide evidence that you prototyped your technological innovation, solicited feedback on it from your intended user, and iterated your design based on the feedback you received. At a minimum, you need to provide photos/screenshots of

your prototype and your intended user interacting with your prototype. (30 points)

- **Novel:** Did you convince me that the technological innovation you conceptualized is unique relative to existing solutions? (10 points)
- **Nonobvious:** Did I find your technological innovation to be unapparent? (10 points)
- **Technological Feasibility:** Did you convincingly demonstrate that your technological innovation can be implemented and that you have an understanding of the technologies required? (10 points)
- **Understanding of Need:** Did you demonstrate that you validated your understanding of the end users of your technological innovation? (10 points)
- **Implementable:** Did you demonstrate that you have a clear development plan for ensuring that your technological innovation addresses the problem you have identified? (10 points)