

Innovation Project 2

Individual: Due by 11:15 am, Tuesday, January 31st (Canvas): PDF, 1-2 pages, single-spaced

Team: Due by 11:15 am, Tuesday, February 7th (Canvas): PDF, 3-4 pages, single-spaced

Please use the same bulleted list when formatting your answers to the questions, as well as subheadings. Also, be sure to cite your sources.

Challenge an Orthodoxy by Proposing an Alternative (150 points)

Individual

- Identify three orthodoxies which you would like to challenge. If you're struggling to come up with them, consider conventions which really annoy you or ones which everyone else takes for granted. This can be an orthodoxy directly related to a technology you would like to challenge (e.g., communication devices including screens) or an orthodoxy which you would like to challenge through the application of technology (e.g., physical exams in person). Explain in detail. (15 points; 5 points each)
- What are your predispositions about these orthodoxies? In other words, why do you think that things are the way that they are? (30 points; 10 points each)

Team

- Pick an orthodoxy as a team. Conduct research to gain a better understanding of it. Ideally, this will be primary research through either observation and/or interviewing; however, I will accept secondary research if your chosen orthodoxy is of a nature which makes it unreasonable for you

to conduct primary research. Provide your method used and key data collected, including photos when appropriate. (30 points)

- What insights did you gain through your research (e.g., “All vacuum cleaners require a bag to function properly.”)? In other words, how did your research inform your predispositions (i.e., your thoughts regarding the orthodoxy prior to conducting the research)? (30 points)
- Now, take one of the key insights that you gained about why things are as they are and state the opposite (e.g., Dyson - “All vacuum cleaners do not require a bag to function properly.”). (5 points)
- Using your alternative insight, sketch three technological concepts **related to the Internet of Things (IoT)** which challenge the orthodoxy you have identified through the application of the alternative insight. In addition to your sketch, please provide an ideal use case for how you would expect that your concept 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**. (30 points; 10 points each)
- Pick one of the concepts you sketched to discuss how you might implement your solution effectively. In other words, what subject matter expertise and/or constituent buy-in do you think that you would need in order to actually put your concept into the world to disrupt the orthodoxy you identified? (10 points)