

Innovation Project 3

Individual: Due by 11:15 am, Tuesday, February 21st (Canvas): PDF, 1-2 pages, single-spaced

Team: Due by 11:15 am, Tuesday, February 28th (Canvas): PDF, 3-4 pages, single-spaced

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

Harnessing a Trend through Technological Innovation (150 points)

Individual

- Identify three trends which you would like to harness. If you're struggling to come up with them, observe what companies are touting as the next evolution of their product portfolio. As we discussed in class, the trends can be directly related to the use of technology or a general societal trend. (15 points; 5 points each)
- What are your predispositions about these trends? In other words, why do you think that these trends are emerging? (30 points; 10 points each)

Team

- Pick a trend 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 trend is of a nature for which it's not reasonable 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., “People are increasingly willing to make purchases online.”)? In other words, how did your research inform your predispositions (i.e., your thoughts regarding the trend prior to conducting the research)? (30 points)
- Now, take one of the key insights that you gained about why things are evolving as they are for your trend and state why you believe the trend has emerged, reflecting on your original predispositions about the trend (e.g., “Improved online security has resulted in increased consumer trust in ecommerce.”). (5 points)
- Using your explanation for the emergence of your trend, sketch three technological concepts **related to Augmented Reality/Virtual Reality (AR/VR)** which harness the trend you have identified using your understanding of the underlying cause of its emergence. 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 harness the trend you identified? (10 points)