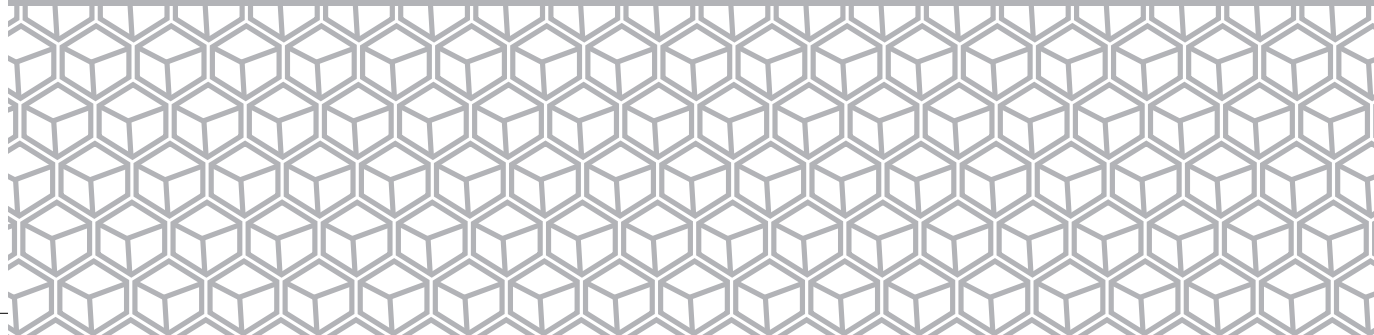




**INNO  
BOKSI**

**SECTION**

**6**



# Packaging

Congratulations! You now have one idea to work with until the end of the process. However, you should still think about the idea and see whether you have any new insights into what could be changed or corrected.

The Innobox contains task sheet 6 (canvas), which is intended to help you in this moulding process. Take out the canvas sheet and the Post-It notes, as well as some pens. If you are working in a group, try to have every member of the group come up with at least one about your idea for each place. When everyone has put their Post-It notes on the canvas, go through them and discuss whether anything new was created and should be taken into consideration.

Based on this, write your idea down in the exercise book or on a computer. (Exercise book, task 20)



# Prototype

## Equipment

- Depending on what your idea is, the equipment you need may be cardstock, tape, felt-tip pens, flipchart paper or a computer/phone, scissors, pipe cleaners, Lego bricks, Play-Doh

When you are developing a new service, method or product, it is crucial to make a prototype that you can test on the users of the idea. Usually, the product continues to evolve during the prototype construction phase, but it is more important to receive feedback on the concept based on the prototype. As such, the prototype should be built on the premise that you can learn about user experiences and receive feedback.

## TASK

Make your prototype in such a way that the user experience of the product is clearly apparent to a representative of the target group, who can test the product's features. If your idea is an app, you can make a prototype or draw and cut it out on paper. It is important to prepare a prototype that is as concrete as possible. If your idea is a service desk, make a cardboard one. A more concrete prototype makes it possible to gain more concrete development ideas and feedback. If your idea is an app, there are tips for creating prototypes online.



## Testing and modifying (A)

Now the idea and the prototype are ready, it is time to test the product in practice. You can test the product by controlling the test scenario or allowing the tester to operate independently while you observe what he/she does. Think about which option is better for your prototype.

The target group was defined earlier, and now you need to find out the target group's opinions, user experiences and development ideas, and open yourself up to criticism. Go to the places where young people get together, meet them online, test the idea in practice, ask your colleagues – now is the time to meet the right target group for the concept.

If you are progressing through Innobox in a group, it is a good idea to think about the roles before you begin testing: who will present the idea, or will you split up to test in different environments?

## Testing and modifying (B)

Compile the feedback and the user experience information. Which questions did your testers have? Were they doubtful about anything? Did they want something more from the idea? What was particularly good?

Think which pieces of feedback can take your idea forward, and modify the content accordingly. When you are developing an idea, keep in mind that it is important to experiment with it at the earliest possible stage and as often as possible. This will make it easier to correct, modify and develop. If you only begin testing once your idea is finished, you risk failing to meet your target group's needs.

## Writing up the finished concept (A)

The last step.

You have reached the final stage of the innovation process, and now it is time to package your idea into a final, implementable concept. This phase will make it easier to put your idea into practice. A concept paper will enable you to present your idea to supervisors, colleagues or potential financiers.

In the previous phases, you wrote your idea on paper, made prototypes and conducted tests. Now bring together everything you have learned, your insights and experiences, and write a final description of the idea. Think about who you are trying to sell the idea to – which person or entity. At this stage, it is advisable to review whether any equivalent activities can be found elsewhere and utilise the experiences gained there to describe your idea.

The next card contains a checklist of things that you should consider including in the final version of your idea.

## Writing up the finished concept (B)

At this stage, it is advisable to invest time and effort into writing to ensure that your idea is in such a form that anyone could gain an adequate understanding of what you are doing just by reading your paper. This description should also be used if you decide to seek financing for your idea.

### **When you write your description, keep the following in mind:**

- The long-term impacts
- Replicability
- Costs and other resources (People, premises, supplies and equipment)
- Does the concept correspond to your organisation's objectives?
- Timetable for realisation
- Division of responsibilities
- Any applicable joint work patterns
- Youth participation
- Description of operations (objectives and practical actions, outcomes).

## Sales exercise

Many different types of innovation, large and small, can be created using Innobox. Some require a financial investment, while others can be realised using only time resourcing. Some ideas may need to be actively driven forward by a dedicated organisation to inspire the enthusiasm of decision-makers, while others need little more than an elevator pitch. However, you may be called upon to explain your idea to outsiders or other parties, and, for this reason, the final exercise is in selling your concept.

### TASK

- Prepare a PowerPoint/Keynote presentation of your idea.
- Check that the prototype has been updated to correspond to the idea.
- Review your elevator pitch.
- It is advisable to prepare a few presentations of different lengths, such as 90 seconds, 5 minutes and 15 minutes.

Now you have a finished idea, so it is time to make a concrete plan to drive it forward.





# Congratulations

Congratulations! You have reached the final card in the Innobox.

You now have something new, unique and innovative in your hands. Be proud of yourselves – you have been through a fairly long process and you have done an enormous amount of work on your idea. Hopefully, this journey with the Innobox has been educational and rewarding. We at Verke wish you luck and success with your idea. And remember that you can always contact us if you need help with anything later on.

Greetings from everyone at Verke.

*PS Please give us your feedback on the Innobox at [www.verke.org/innoboksi](http://www.verke.org/innoboksi)*

