



What is an innovative approach?

An innovation methodology is a means of how to better achieve a goal. While there is no uniform definition of this, basically, it involves the use of tools and processes to create results. A tool is any device that aids in practice, while a method is a planned way of executing something to achieve a desired result.

Why choosing the right method is important ?

Innovation requires more than sporadic efforts for lasting success. A systematic, flexible approach tailored with diverse methods suits large organizations best for varied innovation types.

Innovative Examples Iterative updates to Apple electronics:

iPhone (2007): Transformed the smartphone industry by merging a phone, music player, and internet device, setting a global standard.

New features

Full touch QWERTY keyboard → enhanced mobile photography → photo management



AirTag: A novel addition to Apple's ecosystem



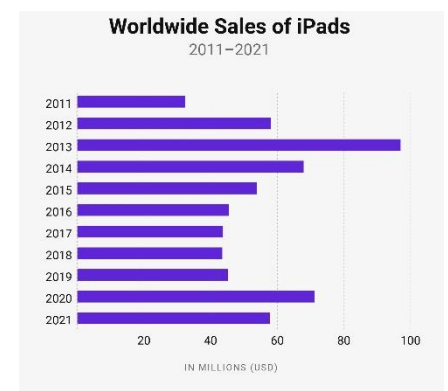
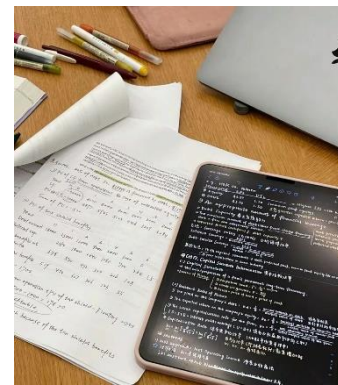
Find
→ keys
→ bags
→ pets

It introduced a new level of convenience and security for tracking personal items.

iPod (2001): Transformed the way people listened to music by offering the capacity to carry 1,000 songs in your pocket, featuring a revolutionary click wheel for navigation and later evolving into the iPod Touch with Wi-Fi connectivity and internet applications.



iPad (2010): Redefined the tablet market with its sleek design, strong battery life, and capability to bridge the gap between laptops and smartphones



Proving useful for streaming, web surfing, note-taking, and e-reading.

MacBook: Continuously evolved since its debut to become the industry standard for laptops



admired by creative professionals and students → slim design, powerful performance, and graphic output.

Factors in Product Iteration

The Apple II, featuring a MOS 6502 CPU and starting with 4 KB of RAM expandable to 64 KB, introduced a BASIC language processor for graphics and color display. Initially using cartridge storage, it later shifted to floppy disc drives. Its motherboard supported expansion with eight card slots, accommodating Apple and third-party chips. Sparking a surge in personal computer demand in the late 1970s, the Apple II became a bestseller for its advanced features and ease of use, with around six million units produced by 1993.

Conclusion

By analysing the iterative process of Apple's products, we have found that successful innovation requires not only creative ideas, but also systematic methods and tools to realise these ideas. The choice of innovation methods is crucial to ensure that innovation activities can be carried out effectively.

References

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