BUSINESS DESIGN: DESIGN-DRIVEN INNOVATION PROCESS

QUESTION FRAMEWORK

DEFINE THE RIGHT PROBLEM

STEP 1
Trigger the innovation project.

STEP 2
Find needs, problems and insights.

DESIGN THE RIGHT SOLUTION

STEP 3
Frame the problem, ideas and prototypes, test.

STEP 4
Solve problem, resolve need, measure.

BDM

START

FIND

FRAME

SOLVE

What problem are we really trying to solve?
For whom?
For which org?

Who are we solving the problem or resolving the need for? Why does it matter to them?

How might we solve this problem? How will we engage our end-users & stakeholders the process? How do we integrate it into our existing systems?

How will we diffuse the solution? Did we solve the problem? How will we measure its impact?