BUSINESS DESIGN: DESIGN-DRIVEN INNOVATION PROCESS

STEP 1 STEP 2 STEP 3 STEP 4 START FIND FRAME SOLVE

Trigger the innovation project.

Find needs, problems and insights.

DEFINE THE RIGHT PROBLEM

Frame the problem, ideas and prototypes, test.

Solve problem, resolve need, measure.

DESIGN THE RIGHT SOLUTION

QUESTION RAMEWORK 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 endusers & 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?