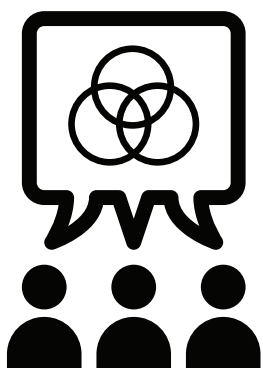# INNOVATION GROUP

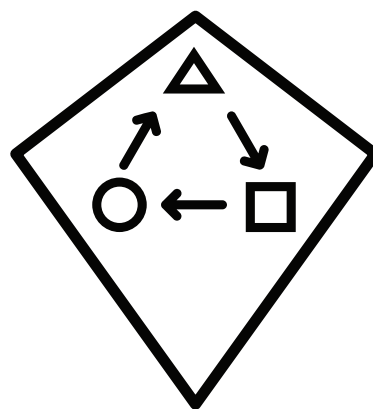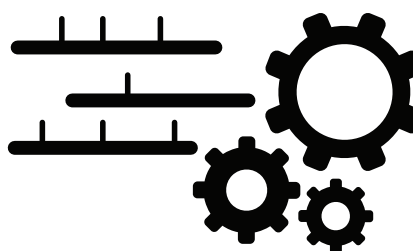# MANIFESTO.

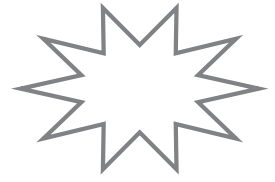# MANIFESTO

CREATIVITY

DESIGN THINK

BALANCE

PROCESS

WHY ARE WE DOING THIS?

INNOVATION IS A FUTURE TO GROWTH

WHAT IS **INNOVATION**
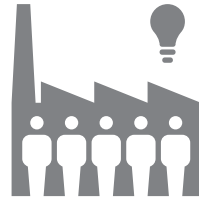
INNOVATION = NEW

BUT **NEWNESS** IS RELATIVE. THE ACID TEST OF NEWNESS IS THE CONSUMER >>>

THE GOAL OF THE **INNOVATION GROUP** IS TO FEED THE PIPELINE WITH **USER CENTERED** INNOVATIVE PRODUCT SOLUTIONS.

FROM ENGINEERING FOCUS
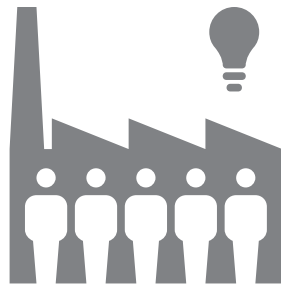
HUMAN FOCUSED.

INNOVATION THAT IS DESIRED

INNOVATION THAT WE CAN BRING TO LIFE.

HOW DO WE DO THIS?

DESIRABILITY
CREATES CONSUMER DEMAND

FEASIBILITY
TECHNICALLY POSSIBLE

VIABILITY
ALIGNS WITH BUSINESS GOALS AND HAS A REASON WHY

WITHOUT **BALANCE** WE CREATE PRODUCTS THAT PEOPLE DO NOT DESIRE, DO NOT MAKE MONEY OR ARE POOR PRODUCT SOLUTIONS.
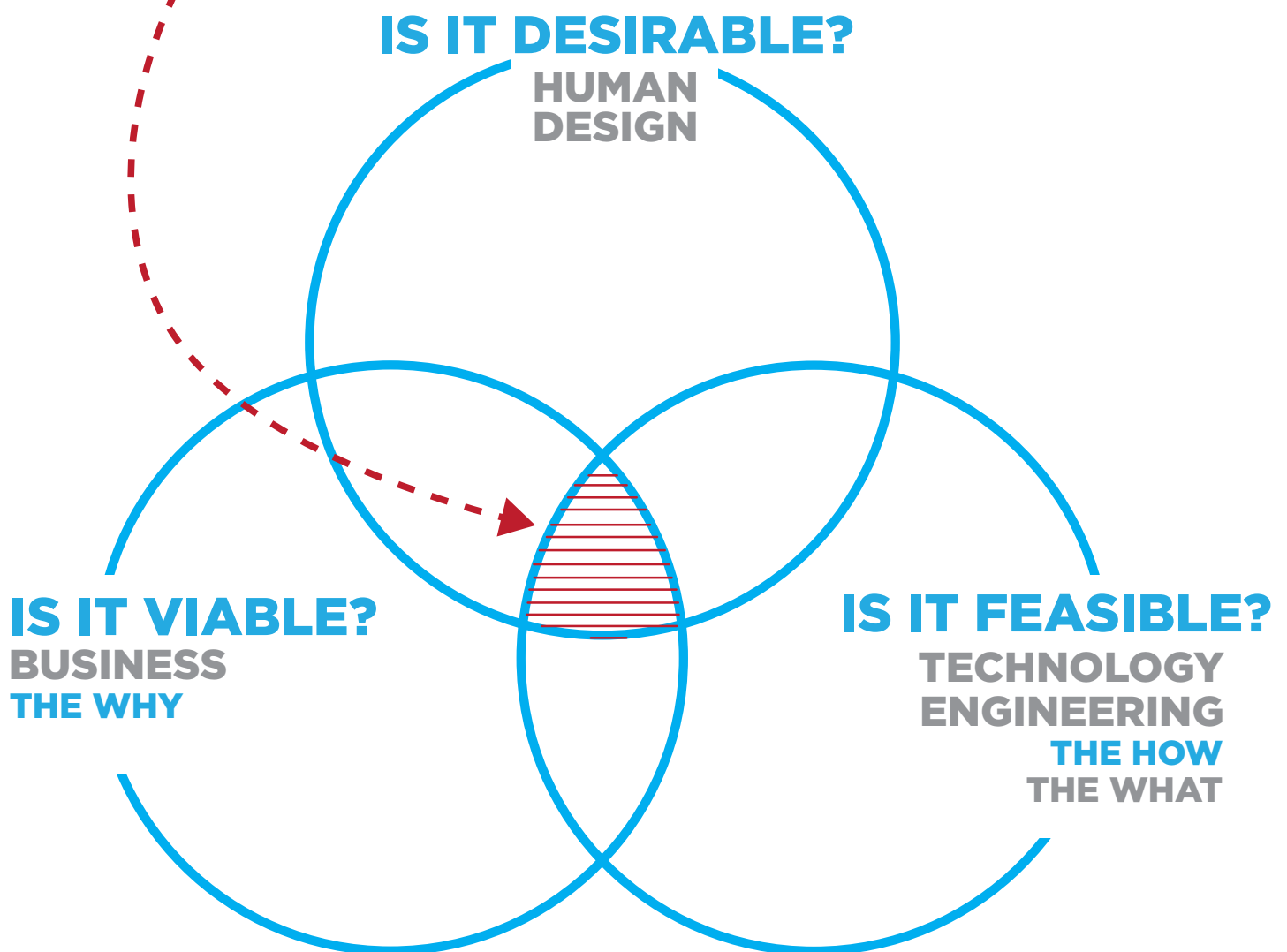
THE KEY IS BALANCE
BALANCE MAKES "REALIZABLE" INNOVATION

SWEET SPOT

IS IT DESIRABLE?
HUMAN
DESIGN

IS IT VIABLE?
BUSINESS
THE WHY

IS IT FEASIBLE?
TECHNOLOGY
ENGINEERING
THE HOW
THE WHAT

BALANCED FUNCTION

IS IT DESIRABLE?

Human centered design
Consumer Research,
Forming Insights
Consumer experience
Inspiration Trends
Forming Persona's
Colour / form / ID
Design Strategy
Brand Aspects

IS IT VIABLE?
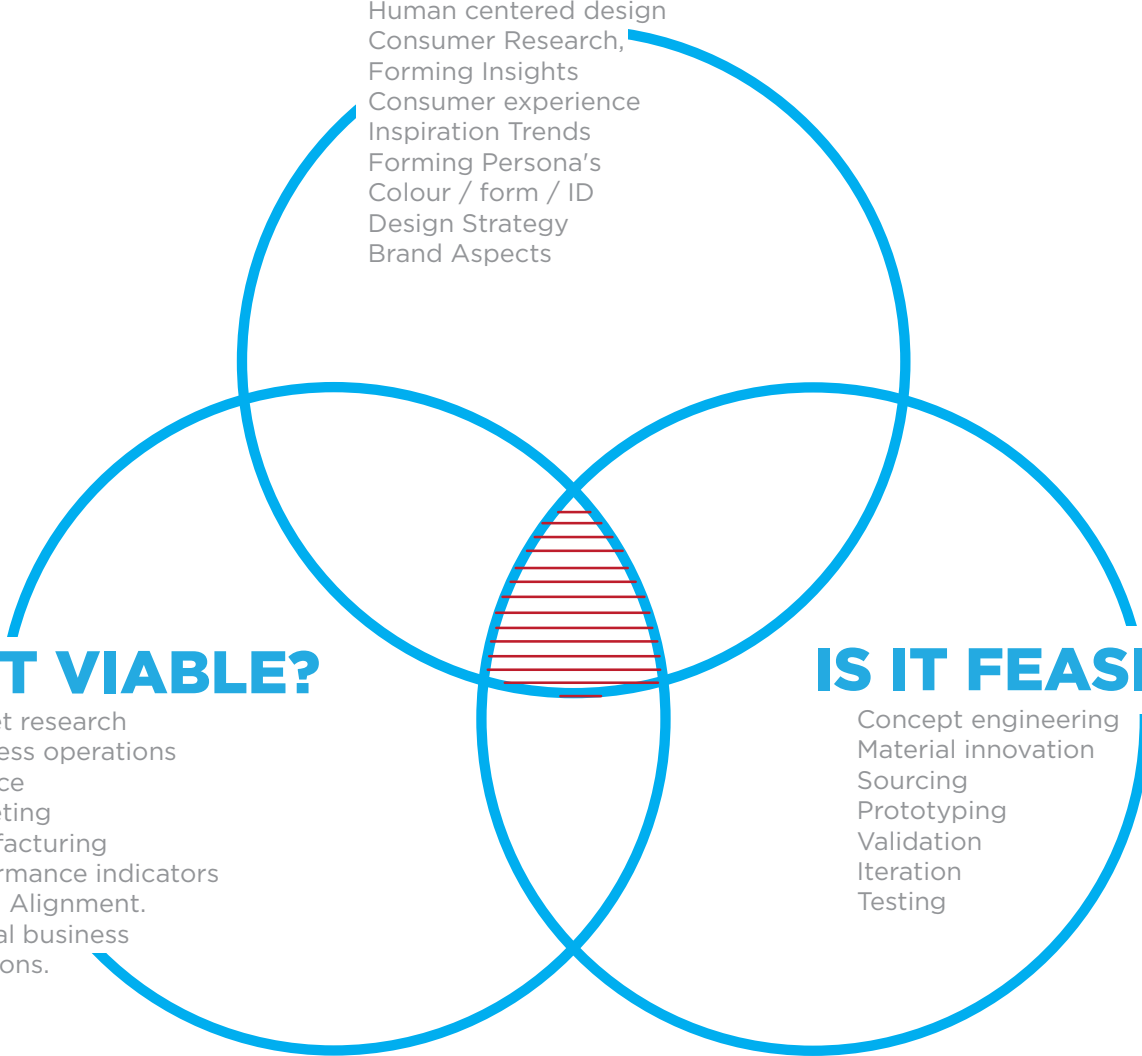
Market research
Business operations
Finance
Marketing
Manufacturing
Performance indicators
Brand Alignment.
Critical business
decisions.

IS IT FEASIBLE?

Concept engineering
Material innovation
Sourcing
Prototyping
Validation
Iteration
Testing

THE WHY!

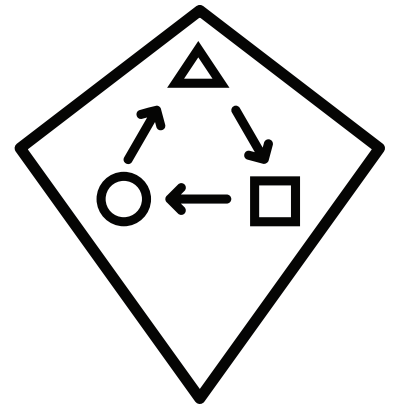## THE HOW!

THE PROCESS IS
THE BACKBONE

USING A PROCESS WITH DIVERGENT, CONVERGENT & ITERATIVE THINKING
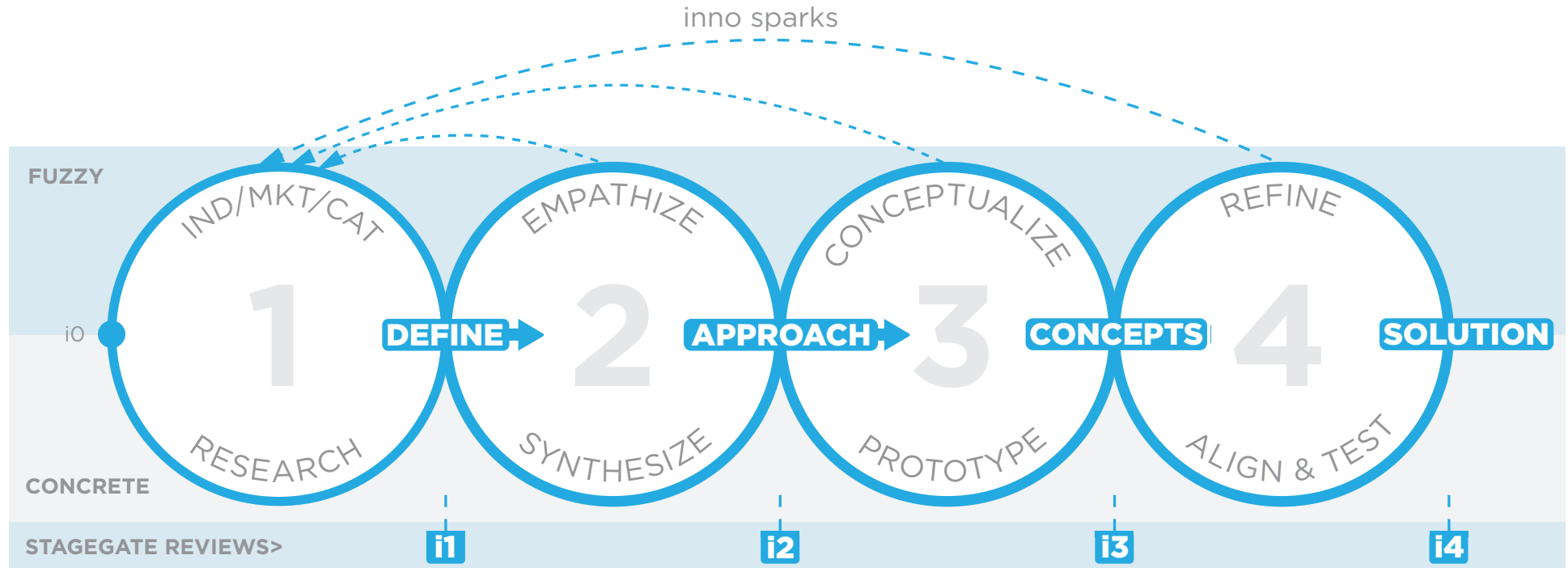
HUMAN CENTERED.

A PROCESS THAT CHECKS PROGRESS YET ENCOURAGES TEAM FOCUS AT APPROPRIATE POINTS

LEATHERMAN

INNOVATION PROCESS

INNOVATION PROCESS
INNOVATION SPHERES

inno sparks

FUZZY

IND/MKT/CAT

EMPATHIZE

CONCEPTUALIZE

REFINE

i0

1 DEFINE➔ **2** APPROACH➔ **3** CONCEPTS **4** SOLUTION

RESEARCH

SYNTHESIZE

PROTOTYPE

ALIGN & TEST

CONCRETE

STAGEGATE REVIEWS>

i1   i2   i3   i4

Sphere 1
Ongoing mixed disciplinary influences and product roadmaps that product managers and researchers amplify to lead directions.
Both small and large in scope.

Outcome: At i1 Review we will have a succinct initial problem statement that can kick off teams.

Sphere 2
Adding insight to the problem, refinement of consumer, business & market.

Outcome: At i2 Review we will have a defensible, consumer considered recommendation that shows a path to progress down.

Sphere 3
Generating the widest range of concepts designing, engineering and prototyping.

Outcome: at i3 Review we will have a wide range of concept Concept Spaces to consider.
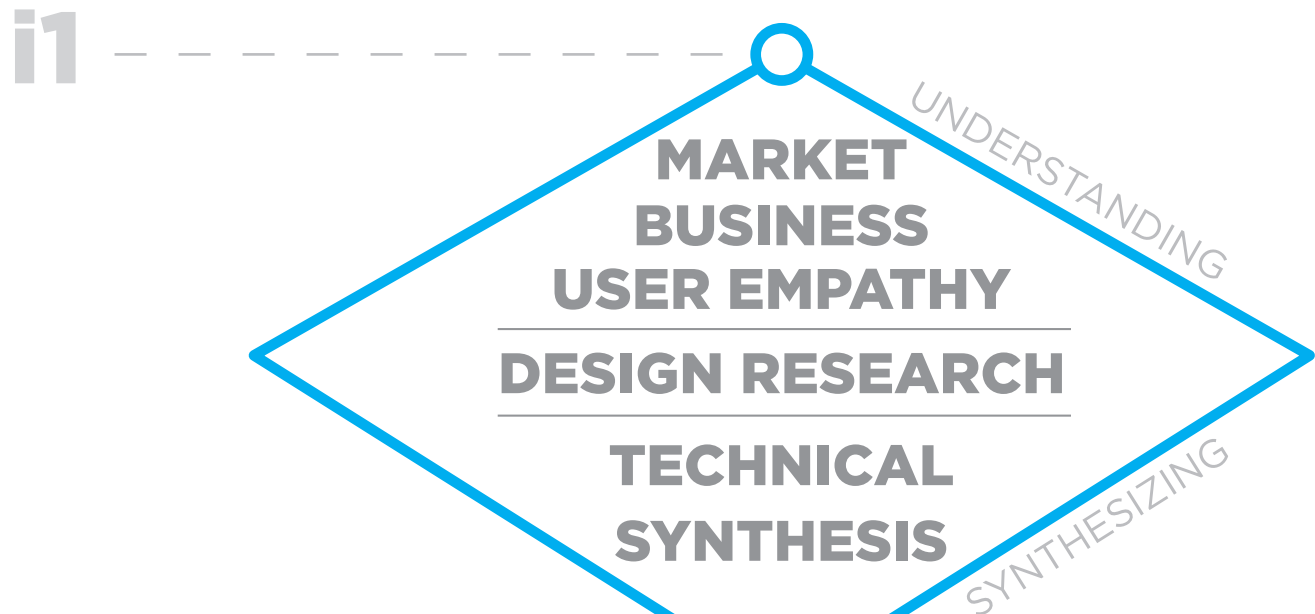
Sphere 4
Reviewing, selecting down, adjusting, refining. mechanical and consumer testing. Validated with viability, feasibility and desirability.

Outcome: At i4, we will have several balanced and validated solution spaces. Providing strong pathways to engineering and further development.
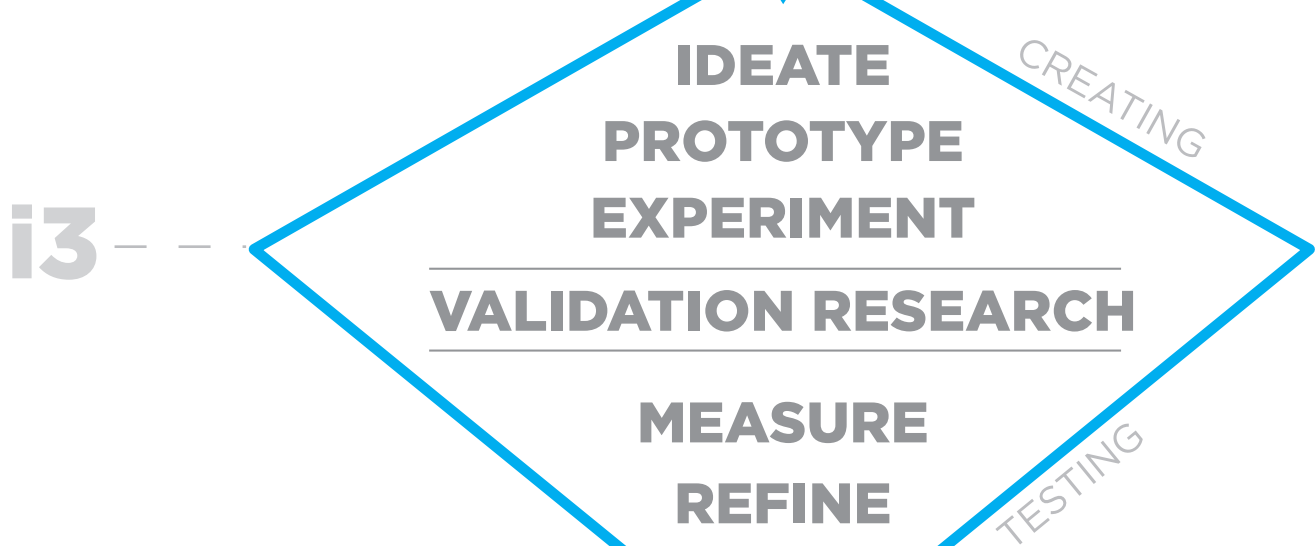
i0 - - - - -
PRODUCT VISION
IND, CATEGORY & PRODUCT MGMT

MARKET RESEARCH

PROBLEM/OPPORTUNITY
IDENTIFICATION

i1 - - - - - - - - - - - - -

UNDERSTANDING

MARKET
BUSINESS
USER EMPATHY

DESIGN RESEARCH

TECHNICAL
SYNTHESIS

SYNTHESIZING

i2 - - - - - **APPROACH** ⟱ **DIRECTION**

IDEATE
PROTOTYPE
EXPERIMENT

CREATING

VALIDATION RESEARCH

i3 - - - -

MEASURE

REFINE

TESTING

i4 - - - - - - - - - - -

SOLUTION SPACES

WHAT THIS MEANS?

SETTING THE ENGINEERING JOURNEY UP FOR SUCCESS

HOW DOES THIS FIT?

DEVELOPMENT FUNNEL

INDUSTRY   MARKET   CATEGORY

CATEGORY
MGMT

i0

INNOVATION

i4

ENGINEERING

E2

CBR E3/M2

E4

MFG

SHIPPING