



Thematic Course
Gastronomy and Health
- Ideation workshop

Rikke Okholm

Programme

- Innovation: definition, types and processes
- Ideation workshop: from 100 ideas to 3 concepts!
- Session with Peter Ottesen about business model canvas

What is innovation?

- ” Innovation is defined as the development and implementation of new ideas by people who over time engage in transactions with others within an institutional order.” (Van de Ven, 1986)
- “Change that creates a new dimension of performance” (Drucker, 2002)
- “Innovation is the successful exploitation of ideas” (DTI, 2004)
- “Innovation is the creation of something that improves the way we live our lives” (Obama, 2007)

Novelty

Usefulness and
diffusion

Product, service, process, system

Types of innovation

1. Base/Existing 2. Improvement 3. Next generation 4. Radikal

Teknologi innovation =>

Support

Markedsinnovation =>

1. Replace current

2. Expand assortment/
line extension

3. Enter new categories/
segments

4. Create new categories/
segments

Incremental



Substantial



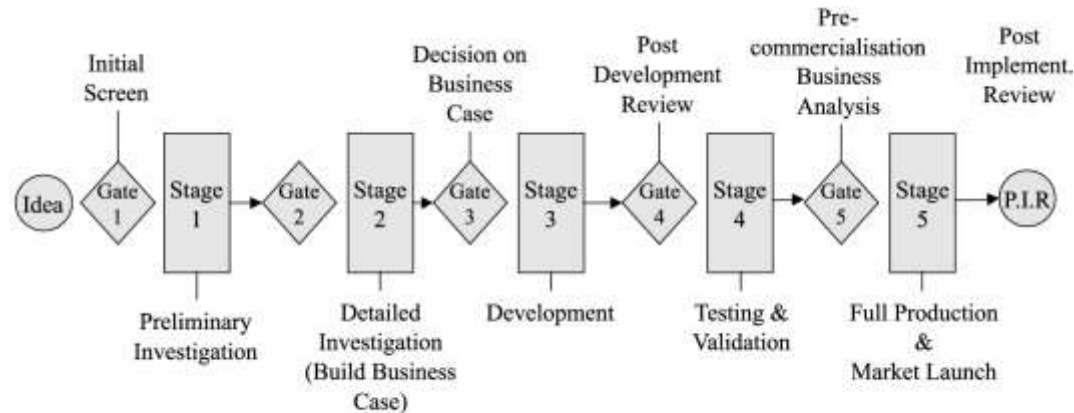
Radikal



Discussion

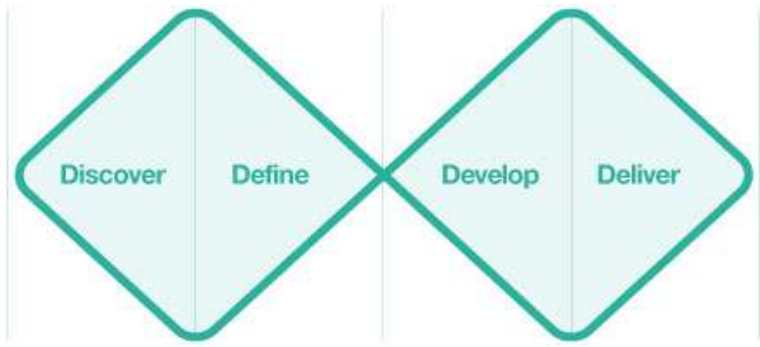
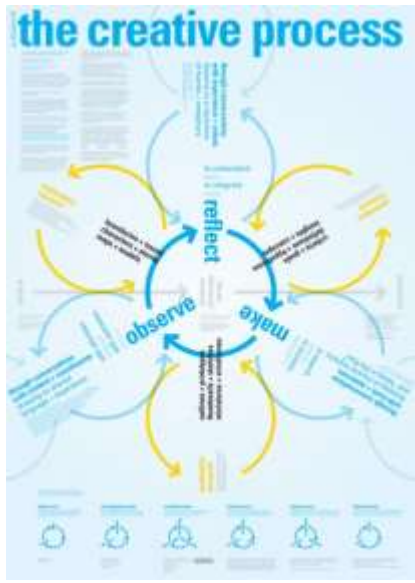
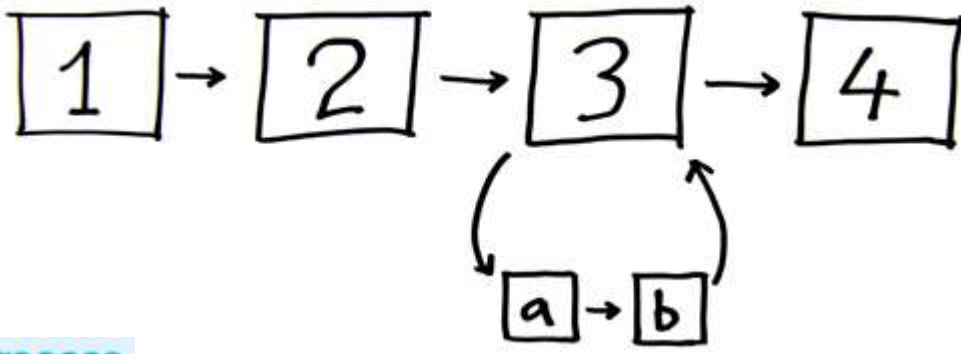
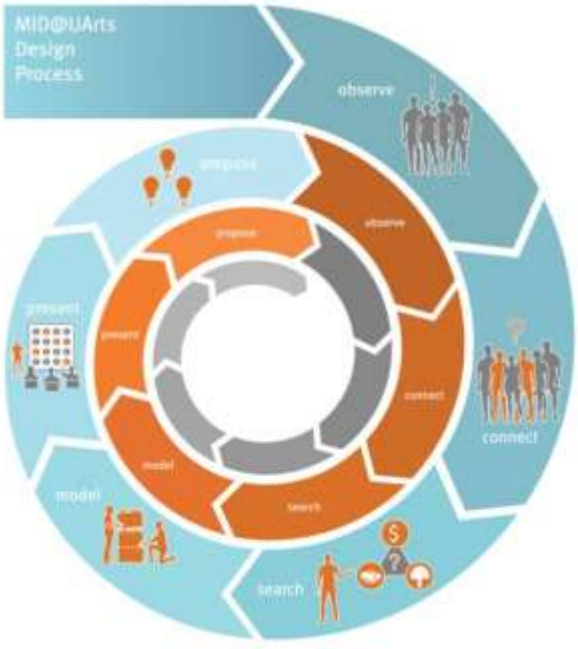
- Discuss in pairs: What innovative food products can you think of?
- What makes them innovative?
- What kind of innovation is it?

The phases of a product development process

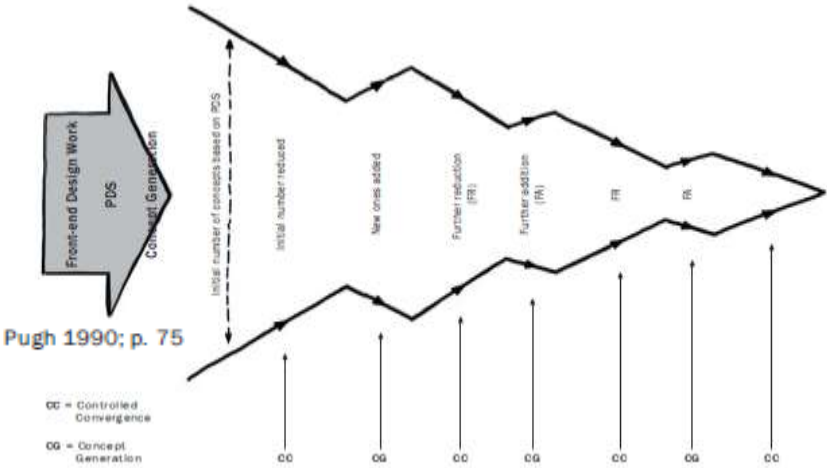


Source: Cooper (1994)

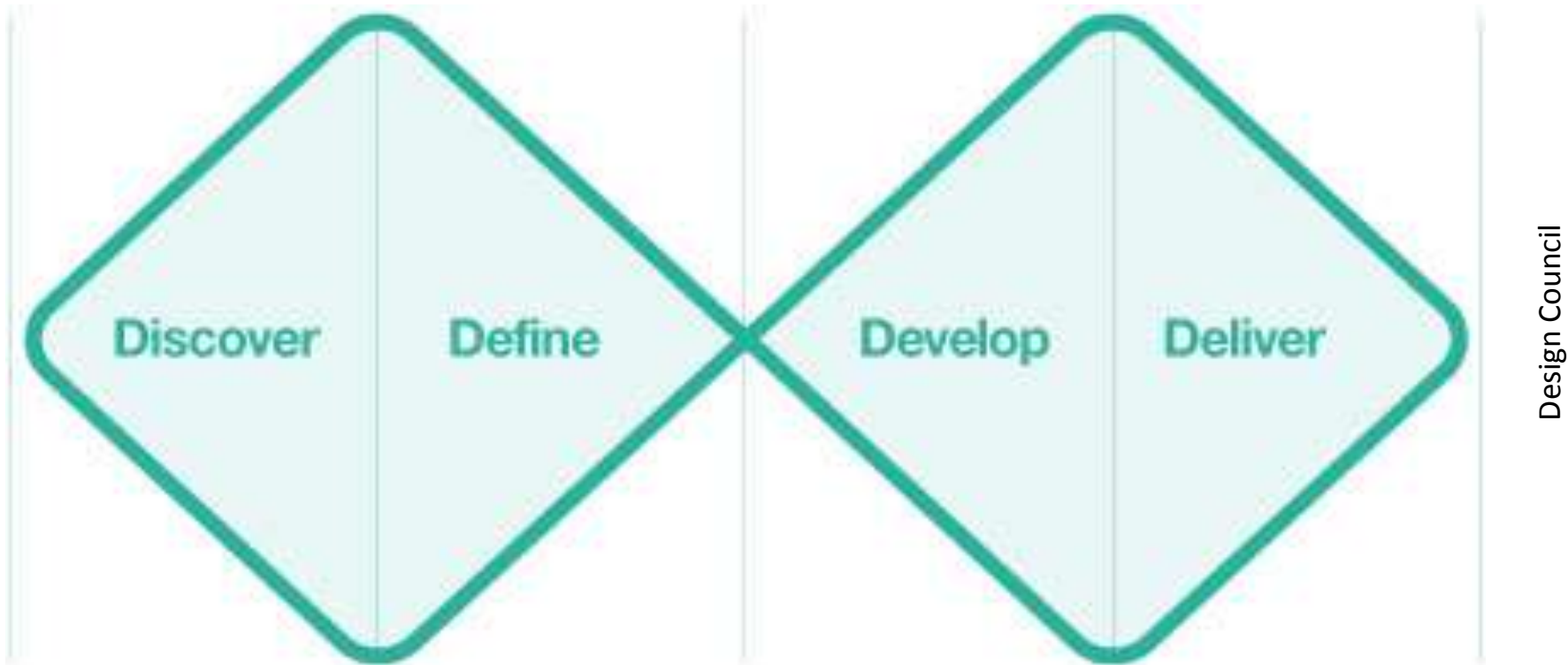
- Idea generation (stage 0)
- Define concept (stage 1)
- Discover – business case (stage 2)
- Development and testing (stage 3)
- Deliver – launch (stage 4)
- Evaluate (stage 5)



Double Diamond
(Design Council, UK)



Double Diamond design process



Market research
User research
Managing information
Design research groups.

Project development
Project management
Project sign-off

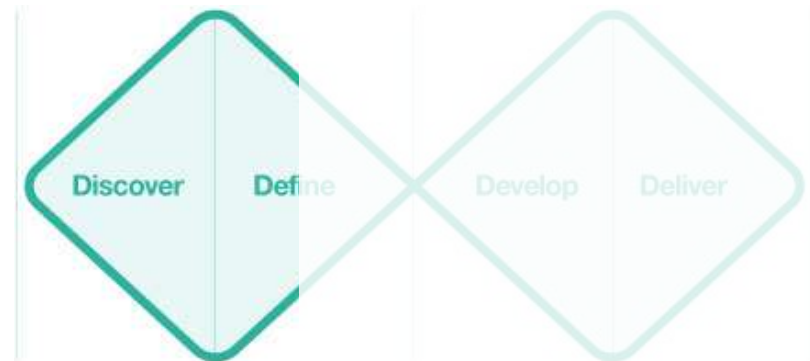
Multi-discipl. working
Visual management
Development methods
Testing

Final testing, approval and launch
Targets, evaluation and feedback loops

Ideation workshop

Your case challenge

- Write down your case challenge and the preconditions from your case company
- What is the potential of the solution to the challenge (what can be gained? And for whom?)



Opportunity analysis

- Identify areas of opportunities for new innovative solutions in relation to your case
- These areas are used next to brainstorm on



Brainstorming rules

The rules:

Go for quantity

Always say yes!

Don't judge (there is plenty of time for that later)

Format:

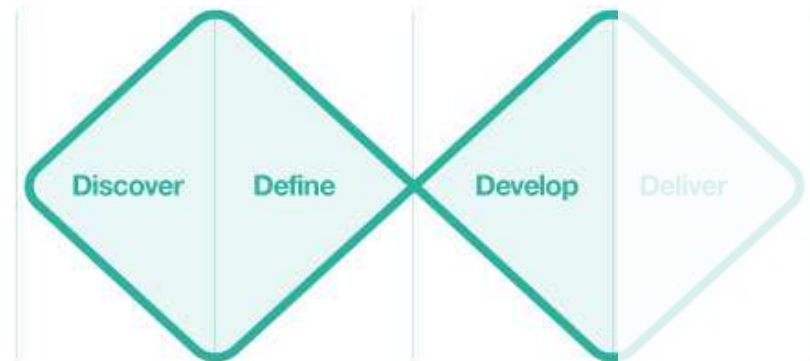
Write *one idea* down on each post-it

Name your ideas

Draw illustrations if possible

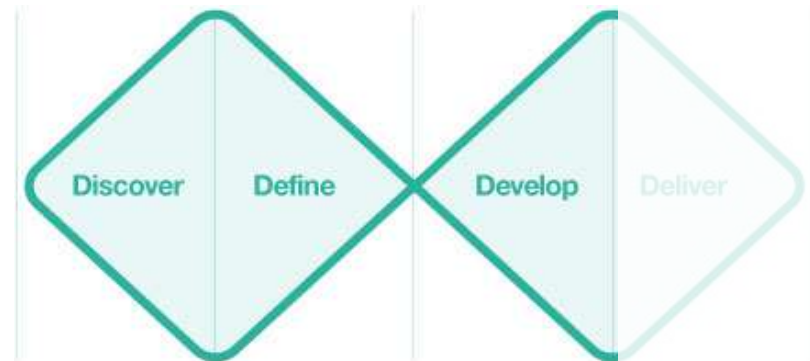
Brainstorm 1: by yourself

- Generate as many ideas as possible – at least 10!



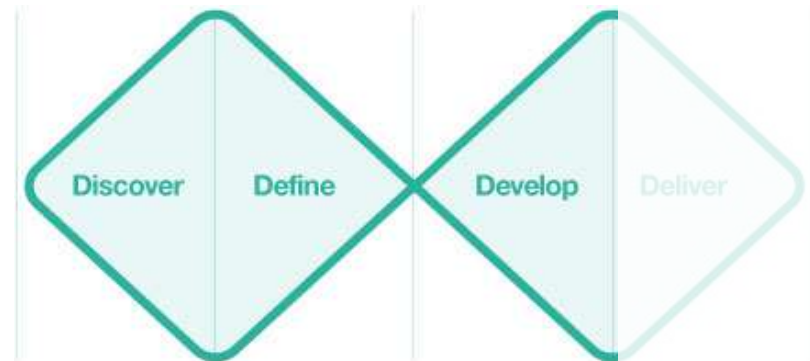
Brainstorm 2: in your group

- Look at the ideas in your group
- Can you combine some of the ideas?
- Brainstorm on new ideas – at least 50



Brainstorm 3: with words

- When hearing the words make associations to create new ideas – 2 min for each word



Storytelling

Airport

Rain

Neighbours

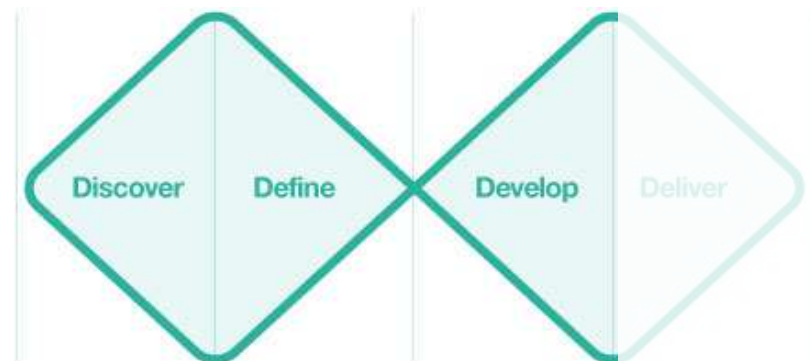
Ants

2050

Gold

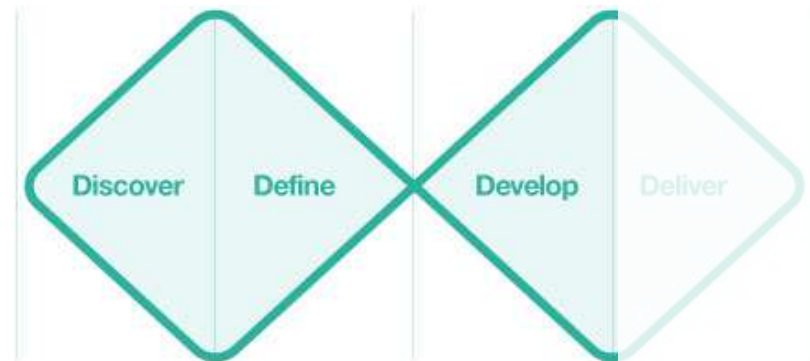
Clustering

- Categorize your ideas into themes and name them accordingly
- Keep organizing until you find appropriate clusters of ideas



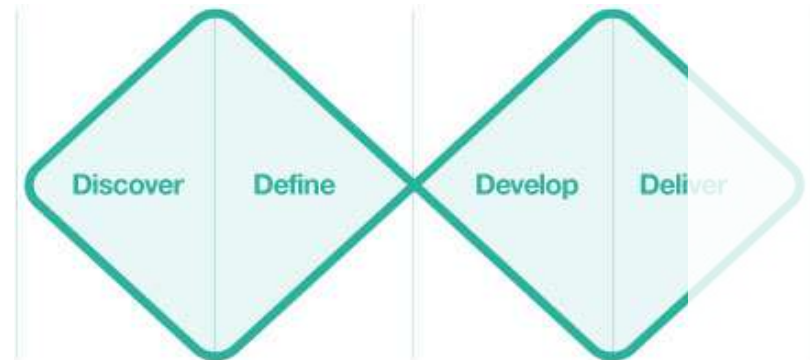
Brainstorm 4, Brainwriting

- Each group member circulate around to the other groups and add your ideas (*each team use specific color post-its for reference*)
- Take some time to get an overview of and understand the new ideas



Evaluation and selection

- What are your team's criteria to the solution you are to develop?
- Write these down (at least 5 criteria)



Dot voting

- Each group member gets a total of 10 votes
- Mark the favorite ideas with a dot, keeping in mind your selection criteria
- Select 10 ideas with most dots to take further in the process

Weighted idea selection

- Rate your criteria from 1-10, where 10 is the highest score
- Give every idea points based on the criteria
- Calculate total scores for each idea
- Select the top 3 ideas with most points (?)

	weight	concept 1	concept 2	concept 3
controllable on velocity and direction	2	5	2	2
safe	3	6	3	3
gain enough speed	4	3	4	4
basic construction simple	1	7	5	1
well accesible parts	2	8	5	2
distinct	4	4	7	4
stable	3	3	8	3
compact	1	6	3	1
springs	1	8	2	1
price	3	7	5	3
total score		125	130	89

Describe in details your ideas and create 3 concepts

- Name your concepts
- Describe the product/process
- Who are the customers and end-users?
- Can you describe the user experience?
 - E.g.: Sensoric, interaction, situations, associations/storytelling, health benefits
 - => Value creation? ?
- What kind of innovation is it (potentially)?

Present and get feedback

- Each group presents and gets feedback
- Focus the feedback on where you see potential

Referencer

Illustrationer hentet fra FastCompany.com

The 'double diamond' design process model

- UK Design Council, 2005, <http://www.designcouncil.org.uk/designprocess>

Fuzzy front end of innovation:

- Koen et.al. 2002. Fuzzy Front End: Effective Methods, Tools, and Techniques

Stanford University - D-school's creative methods:

- <http://dschool.stanford.edu/use-our-methods/>

Brainstorm technique - morphology table:

- Cross, Nigel 2008. Engineering design methods - Strategies for product design. John Wiley & Sons Ltd

Brainstorm technique – reverse brainstorm

- Wilson, Chauncey 2007: Inverse, Reverse, and Unfocused Methods: Variations on Our Standard Tools of the Trade. Interactions - Free at last vol.14 Issue 6, Nov/Dec. 2007

Categorisation/Affinity diagram:

- Kawakita, Jiro 1991 The Original KJ Method (Revised Edition). Meguro, Tokyo: Kawakita Research Institute.

Idea selection:

- Pugh, S., 1981: Concept Selection – a Method that works