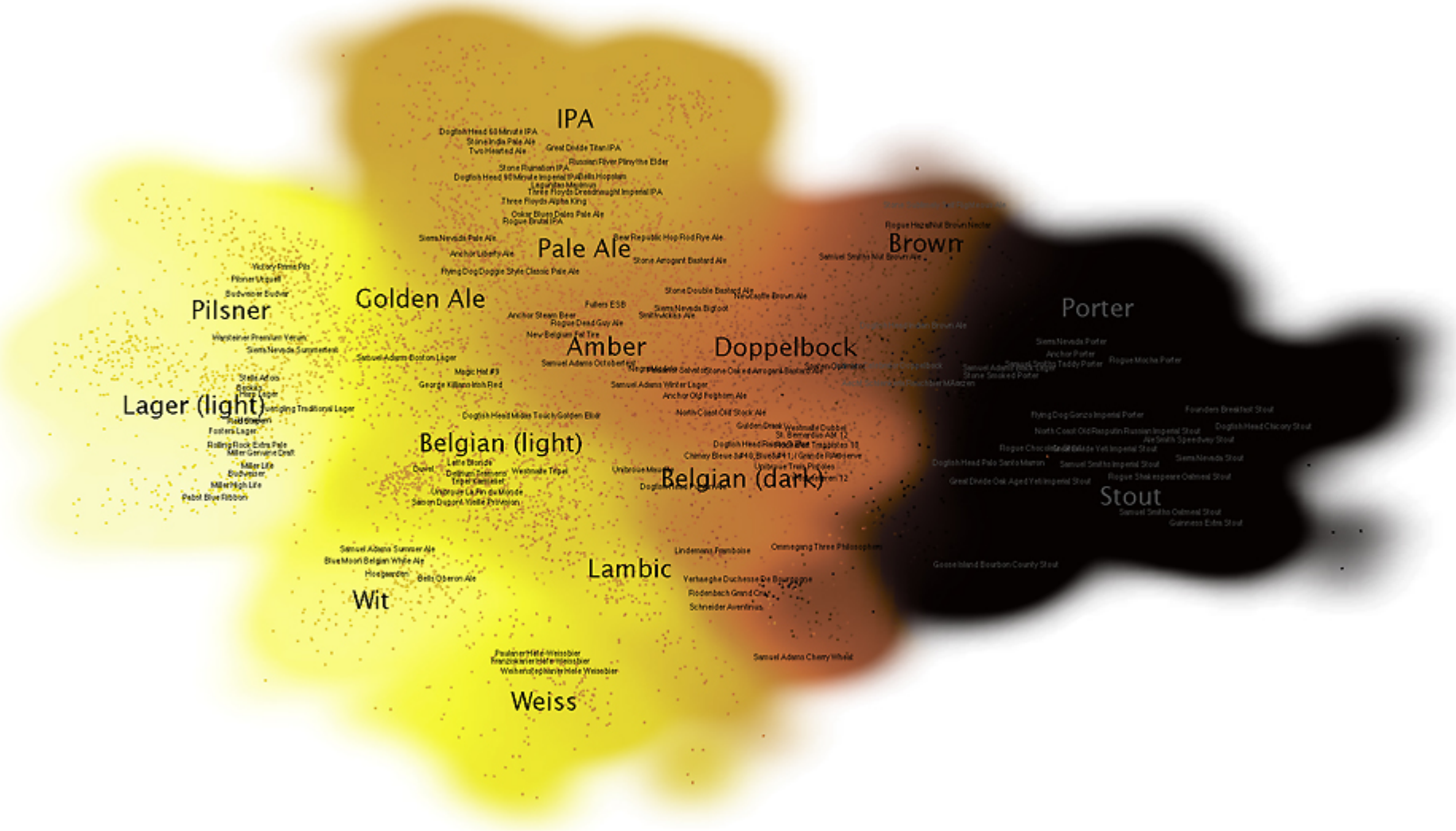
Brewing Course

Ny Produktudvikling og Innovation

Rikke Okholm

Program

- Innovation: definition, typer og processer
- Innovationsworkshop: fra idé til koncept
- Opsamling



Beer Mapper for iPad.

Hvad er 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)

Nyskabelse

Anvendelighed og udbredelse

Produkt, service, proces, system

Typer af innovation

Radikal

Substantial

Incremental

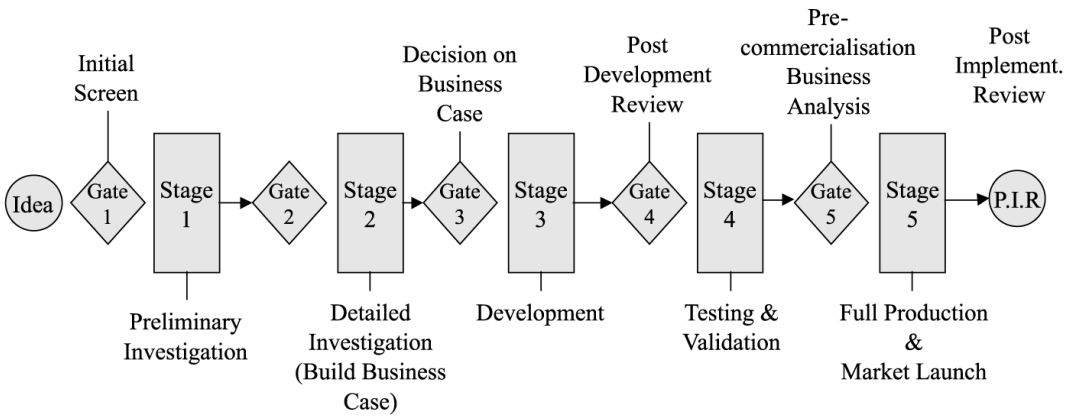
Support

1. Replace current
2. Expand assortment/ line extension
3. Enter new categories segments
4. Create new categories/ segments

Teknologi/Grad af værdiskabelse =>

Markedsinnovation/Grad af fornyelse =>

Faserne i en produktudviklingsproces

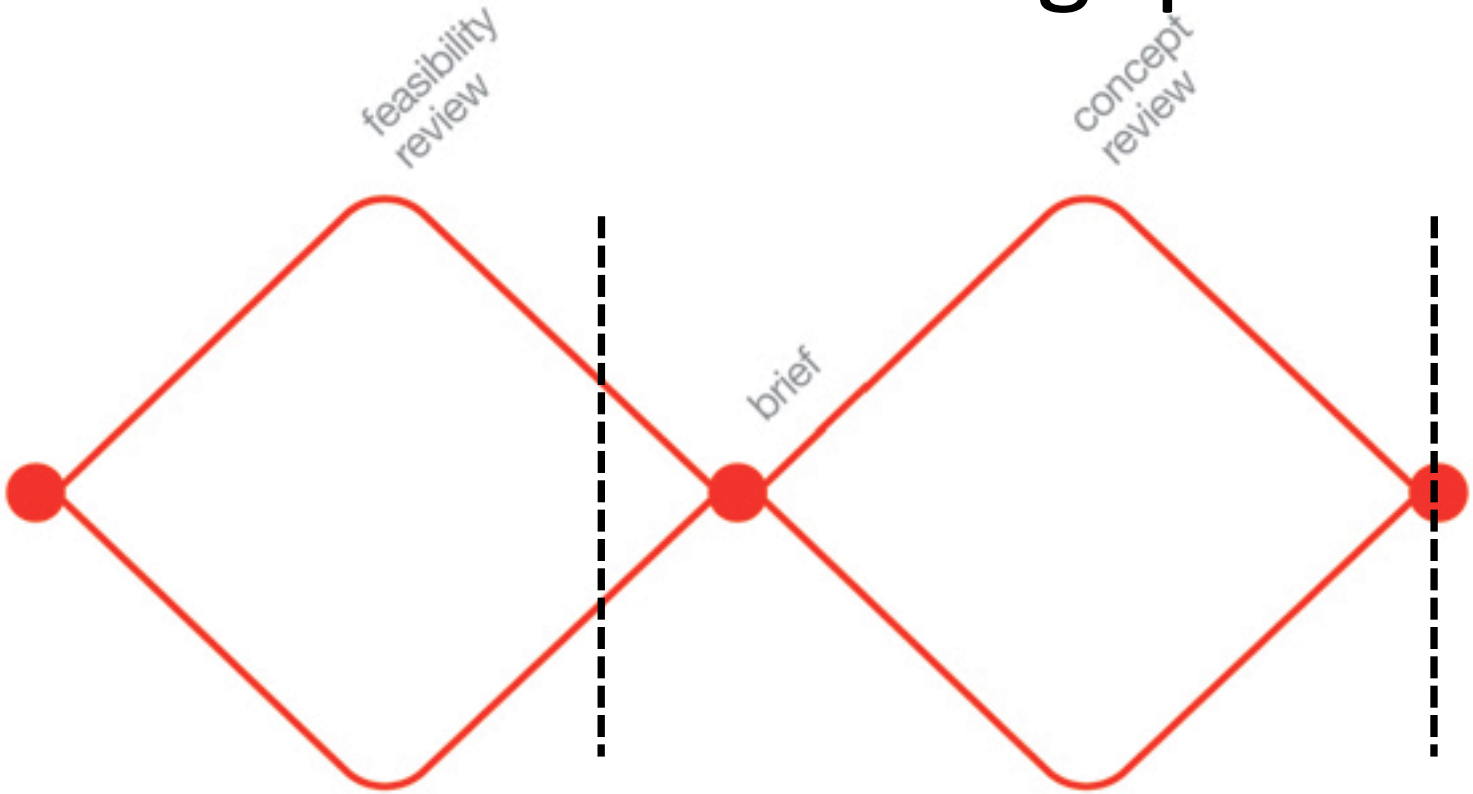


Source: Cooper (1994)

Man kan inddele faserne i en innovationsproces i:

- 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 designproces



Design Council

Discover	Define	Develop	Deliver
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

Diskussion

- Tal sammen 2 og 2: hvilke innovative produkter fra – store og små – bryggerier kan I komme i tanke om?
- Hvad gør, at I synes de er innovative?
- Hvilken type innovation er det?

Innovation workshop

Nyttige definitioner

Opportunity: *A business or technology gap, that a company or individual realizes, that exists between the current situation and an envisioned future in order to capture competitive advantage, respond to a threat, solve a problem, or ameliorate a difficulty.*

Idea: *The most embryonic form of a new product or service. It often consists of a high-level view of the solution envisioned for the problem identified by the opportunity.*

Concept: *Has a well-defined form, including both a written and visual description, that includes its primary features and customer benefits combined with a broad understanding of the technology needed.*

(koen et. al. 2002)

Brainstorm regler

- Skriv ned på post-its – een idé på hver post-it
- Visuelt: Tegn jeres idéer, hvis muligt
- Brainstorm regler:
  - Ingen kritik af hinandens idéer
  - Byg ovenpå hinandens idéer
  - Gå efter kvantitet, få så mange idéer som muligt
  - Navngiv jeres idéer, så de er lettere at huske

Identificer mulige områder – opportunities - til at brainstorme på

- Skriv dem ned på flip-over papir

Brainstorm: din egne idéer

- Brainstorm på egen hånd
- Få så mange idéer som muligt (mindst 10)

Brainstorm i hele gruppen

- Gennemgå idéerne I har udviklet hver især
- Kan nogle af idéerne kombineres?
- Brainstorm på nye idéer

Clustering

- Kategoriser jeres idéer i temaer
- Omorganiser evt. så I finder de mest passende kategorier
- Navngiv jeres temaer

Brainstorm med ordkort

Evaluering

- Diskuter hvilke kriterier I har for at vælge den bedste idé, og skriv disse ned

Vægtet idéudvælgelse

- Giv Jeres kriterier værdier fra 1-10, hvor 10 er den højeste vægtning.
- Giv hver idé point fra 1-10 i forhold til Jeres kriterier
- Regn samlede point ud
- Udvælg en idé

	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

Detaljer jeres idé og skab et koncept

- Beskriv produkt
- Beskriv kunder/(for)brugere
- Værdiskabelse, hvorfor vil de købe det?
- Hvor kan de købe det? (Distribution)
- Marked for jeres produkt
- Konkurrenter?
- Organisation/virksomhed bag produkt
- Hvad er potentialet for innovation?

Præsenter og få feedback

- Hvert team præsenterer og får feedback fra de andre teams
- Fokuser jeres feedback på hvor I ser potentiale

Referencer

Illustrationer hentet fra FastCompany.com

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

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

Brainstorm technique - morphology table:

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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., Concept Selection – a Method that works