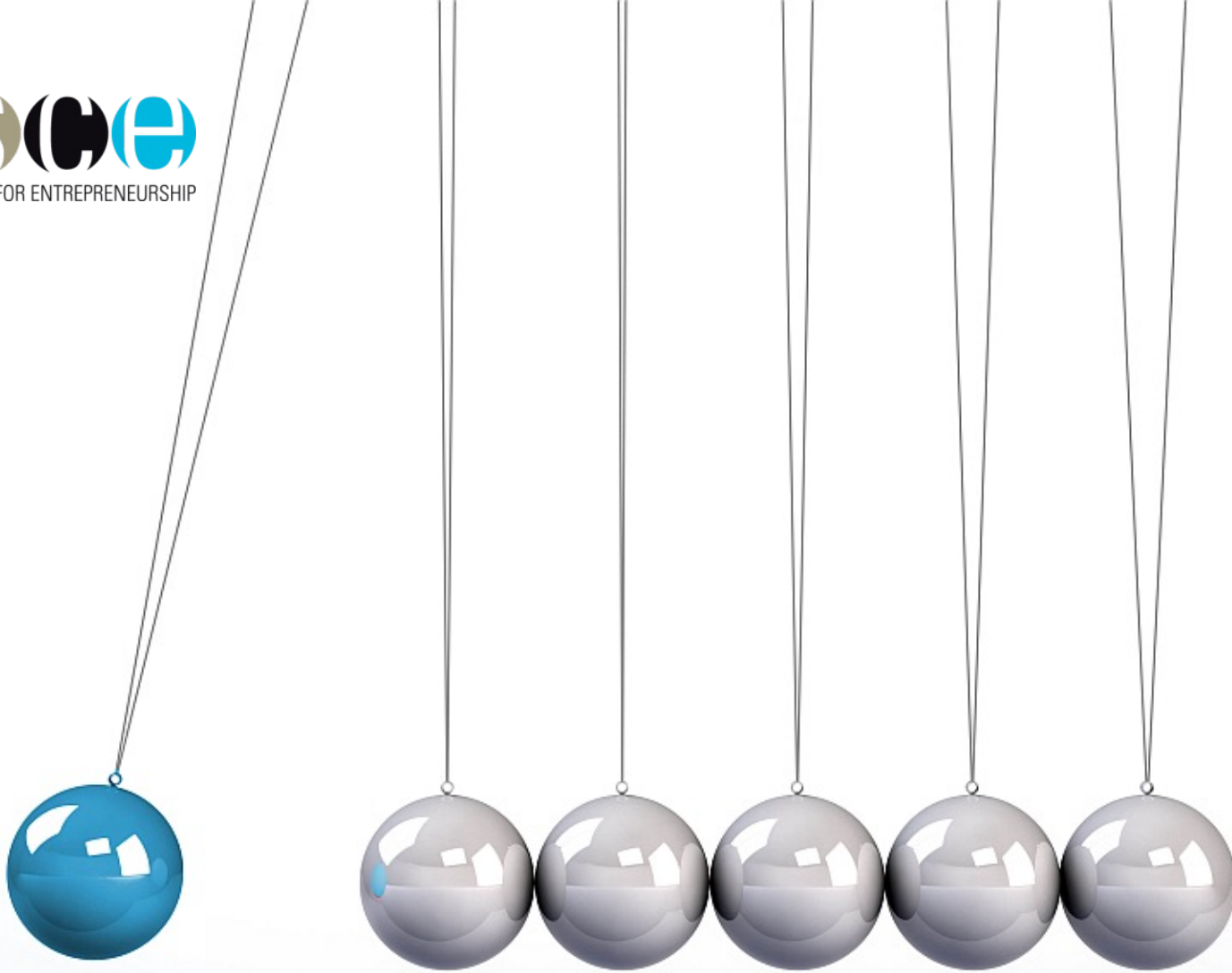


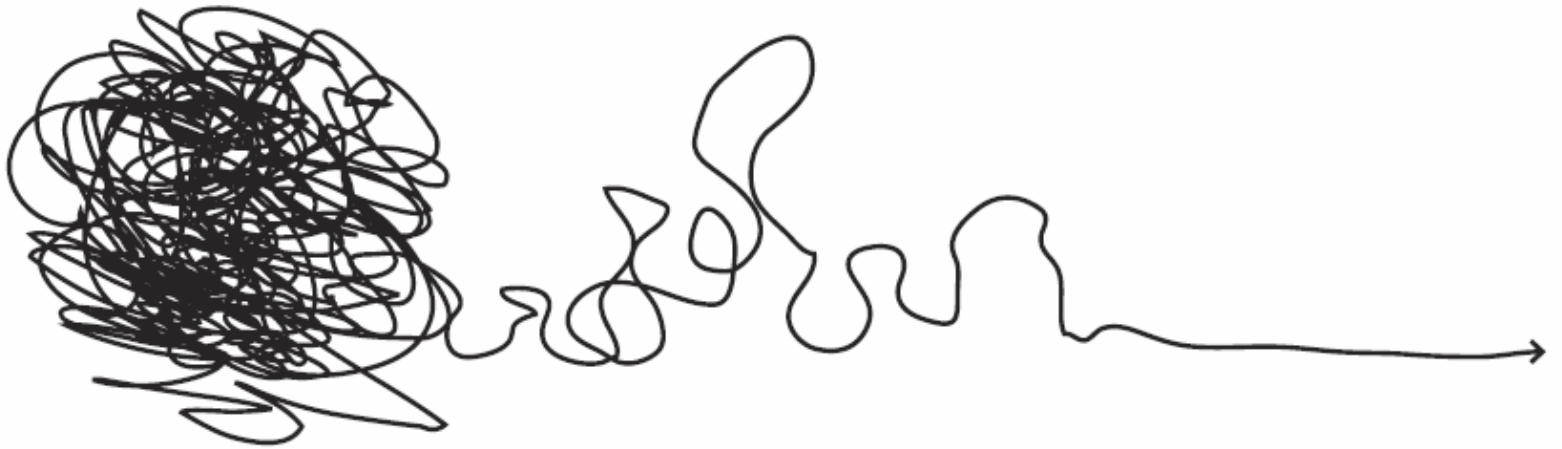


Innovation and Entrepreneurship

Possibilities.



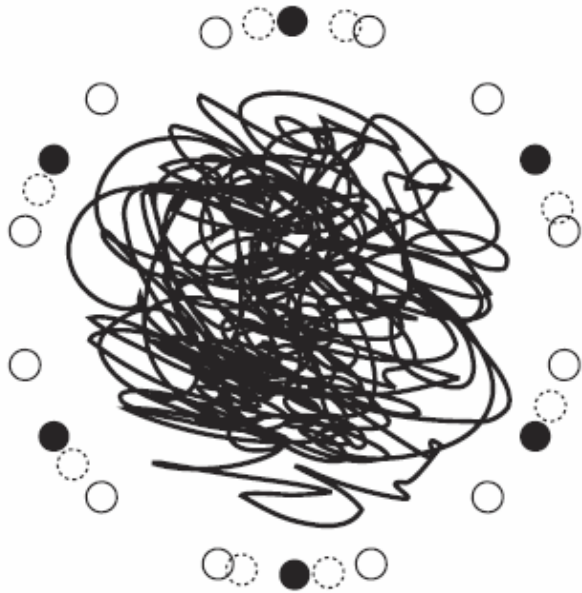
STRATEGY



HOW TO GET THERE?



MULTIPLE PERSPECTIVES



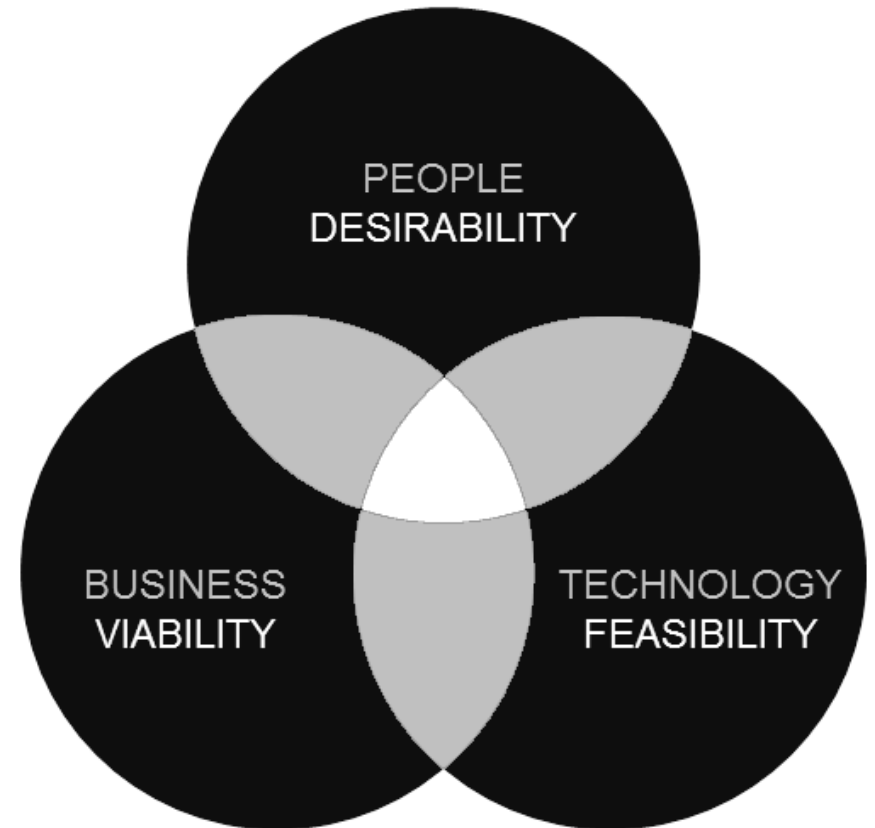
Human-Centered Innovation

aka

Human-Centered Design

aka

Design Thinking



Phases of an Entrepreneurial Innovation Process

HEAR

CREATE

DELIVER





UNDERSTAND

Goal: Be up-to-date.

Create a “group understanding”.

Find out what’s already out there.

Who’s buying it? ... and why?

What’s the industry language.

Reframe the question.

Become “mini experts”.

SHARE WHAT YOU KNOW AND LEAD A DISCUSSION IN YOUR TEAM.

11



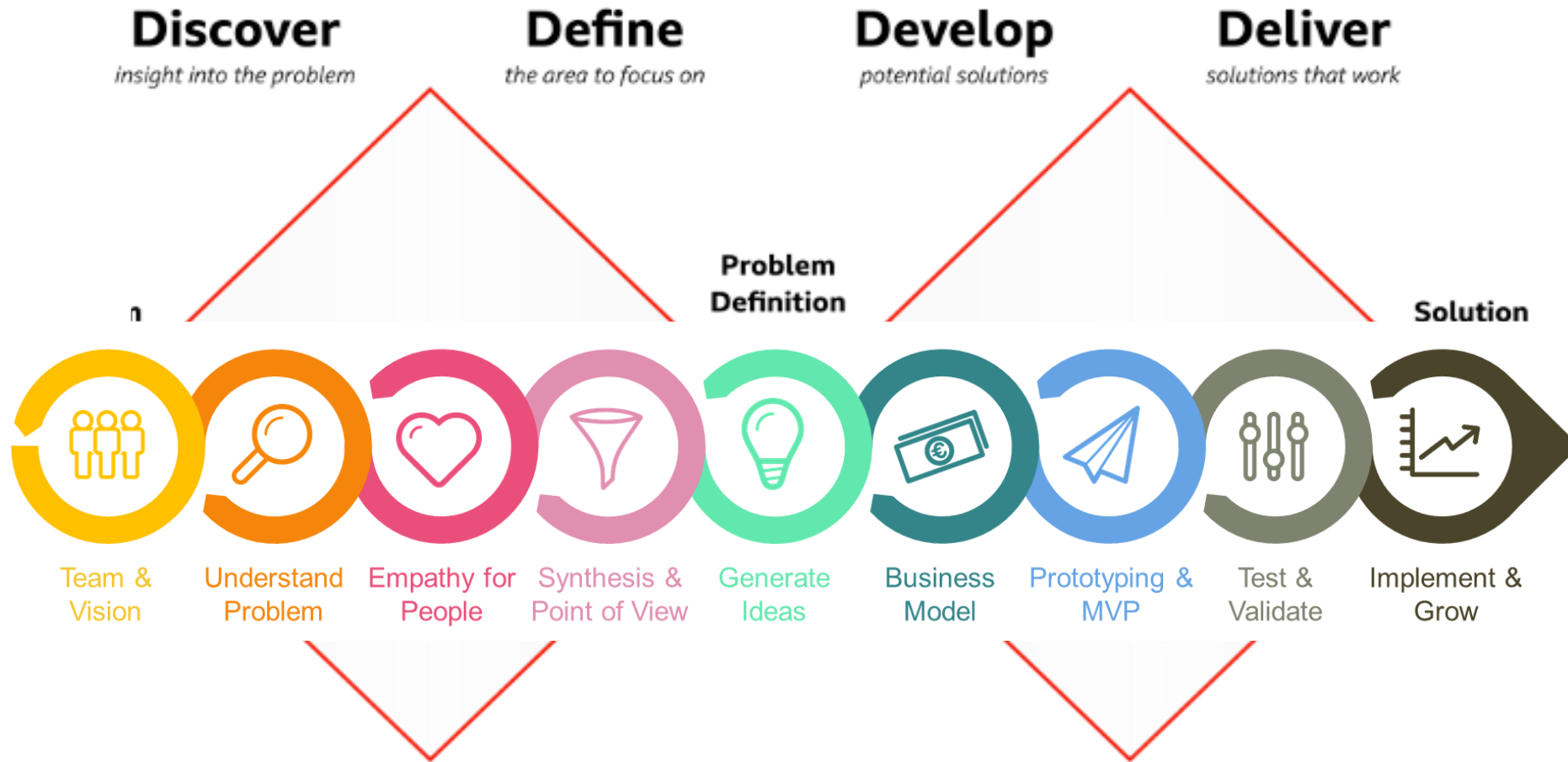
REFRAME YOUR DESIGN CHALLENGE!

12



OBSERVE

The Innovation Process (Design Thinking+)



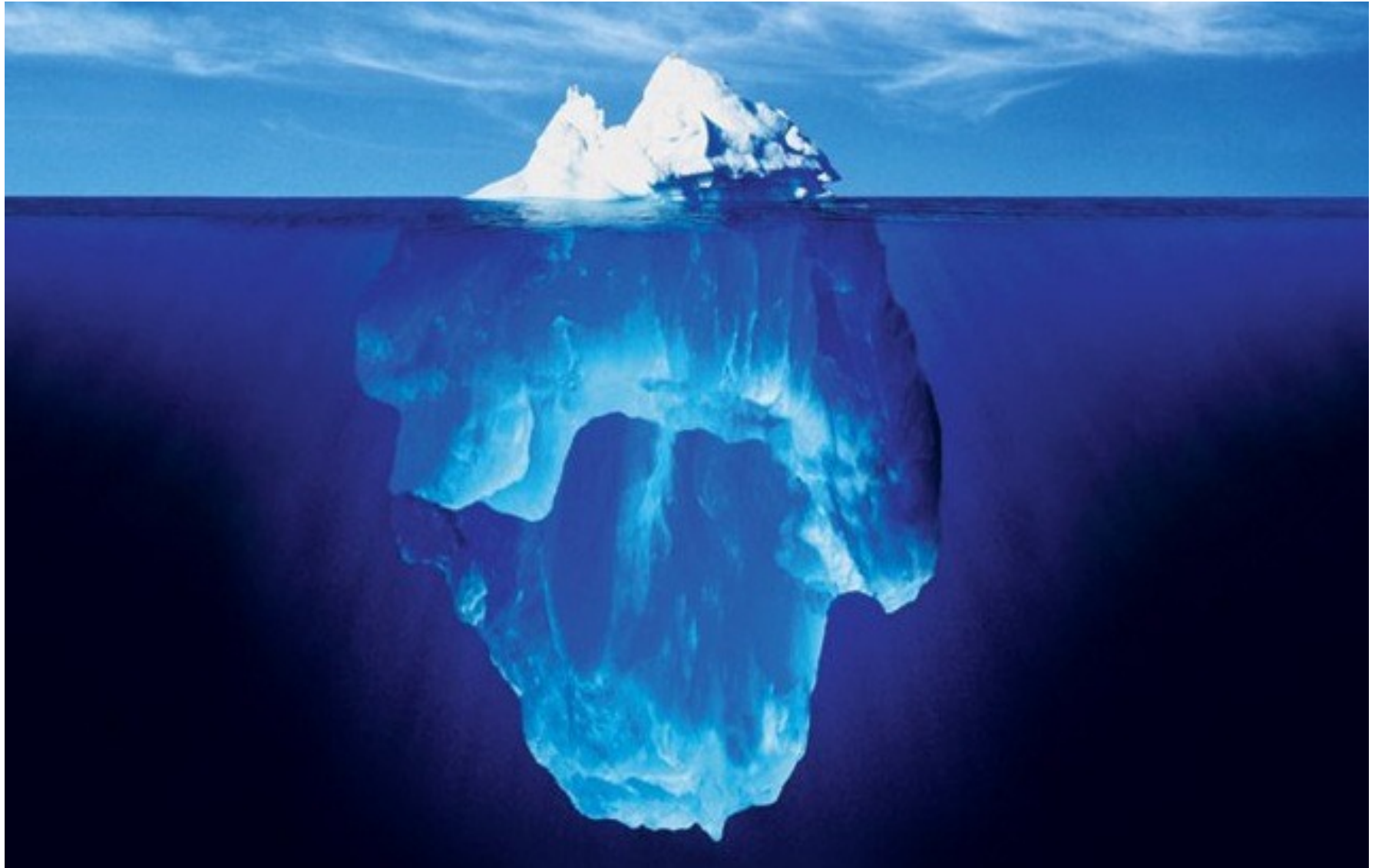
DON'T ASSUME YOU KNOW EVERYTHING...

15



... THE REALITY WILL ALWAYS AMAZE YOU.

16

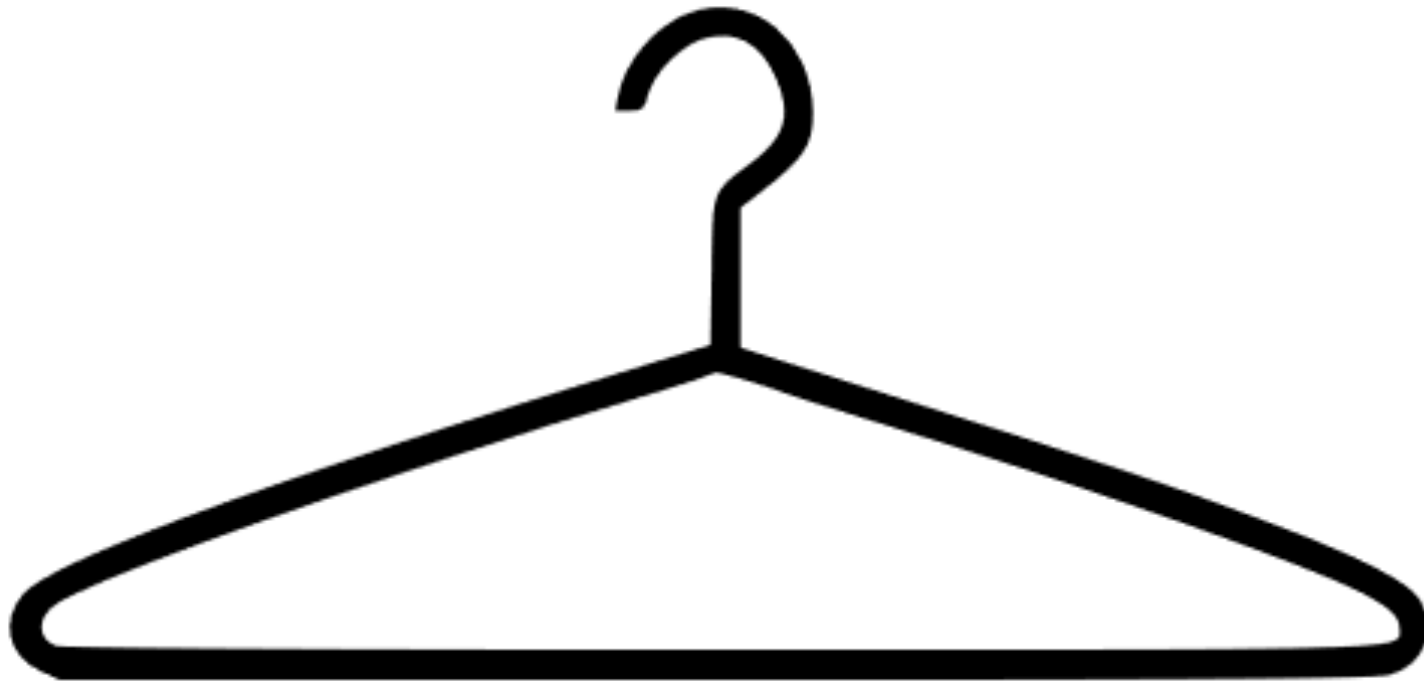


Understand and Observe



Photo by IDEO

... create empathy
example: create a new hanger!



GARBAGE IN, GARBAGE OUT! ... OR ...
IT'S ABOUT WHAT PEOPLE DO, NOT SAY THEY DO!

20







4 ... AND ON AND ON AND ON.

23



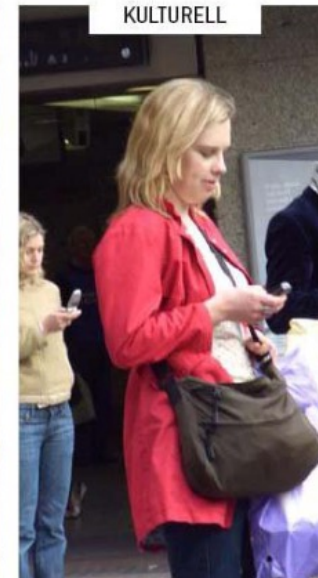
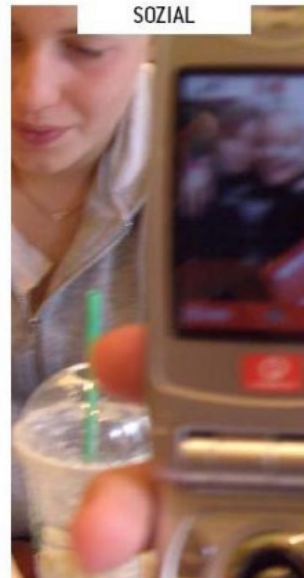
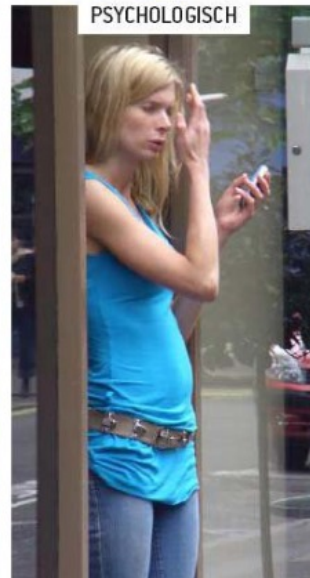
EXTREME USERS – THEY LOOK FOR WORK AROUNDS.

24



Observe the not obvious

looking at
all aspects
of life



BE A FLY-ON-THE-WALL.

26



TAKE LOTS OF PICTURES & NOTES.

27

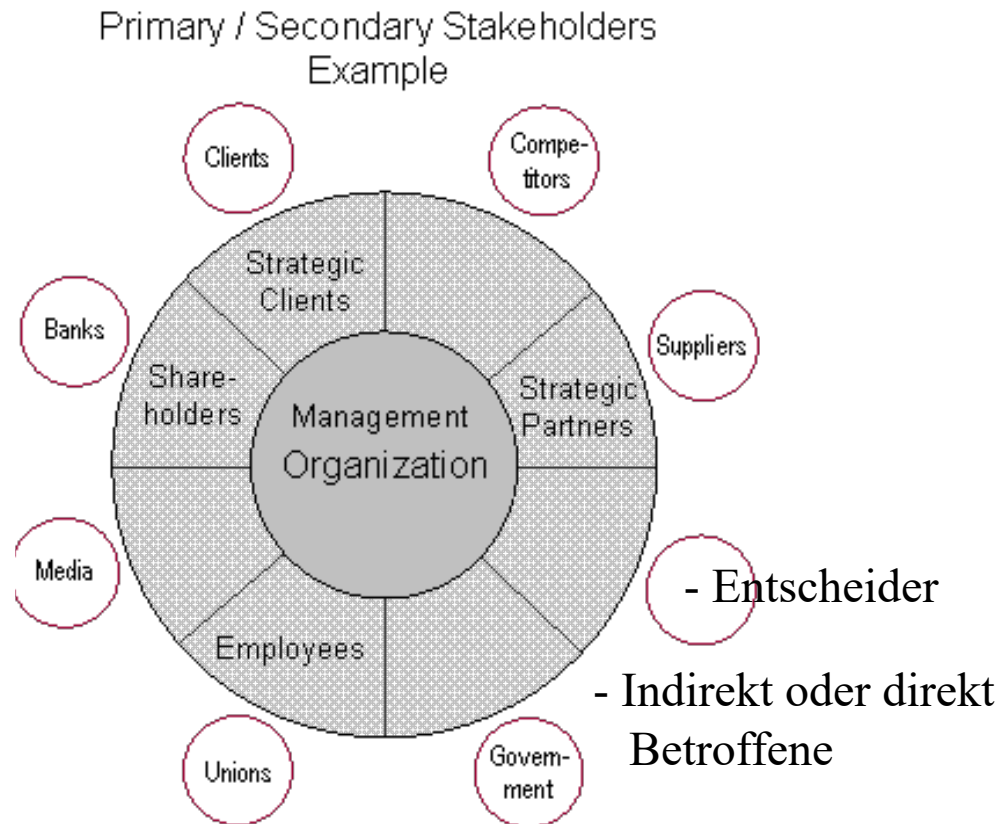


Stakeholders sind wichtig!



Wer gehört zu den Stakeholder-Gruppen?

Stakeholdergruppen sind alle Personen, Gruppen oder Organisationen, die von den Aktivitäten eines Unternehmens oder Projekts direkt oder indirekt betroffen sind und diese beeinflussen können



Wettbewerbsanalyse



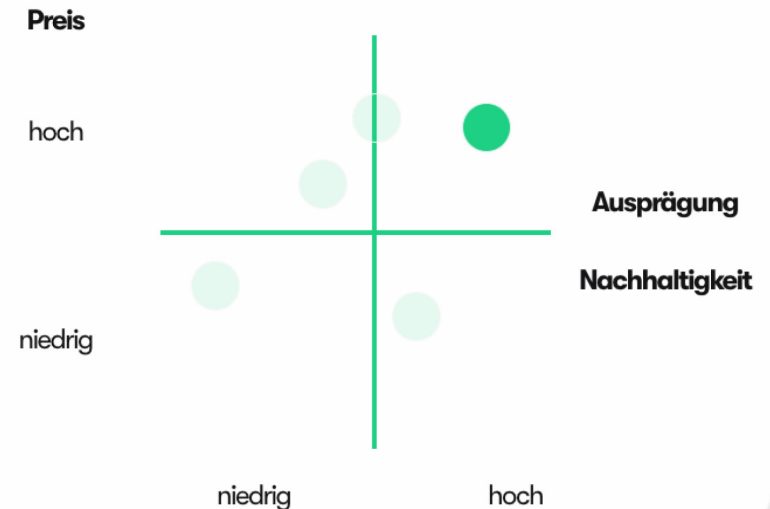
Wettbewerbsanalyse

Wie analysierst du deinen Wettbewerb?

SWOT-Analyse

SWOT-Analyse	Vorteile	Nachteile
Eigenschaften deiner Marke	Stärken	Schwächen
Umweltgegebenheiten	Chancen	Risiken

Marktportfolio-Analyse



Prozess der Wettbewerbsanalyse



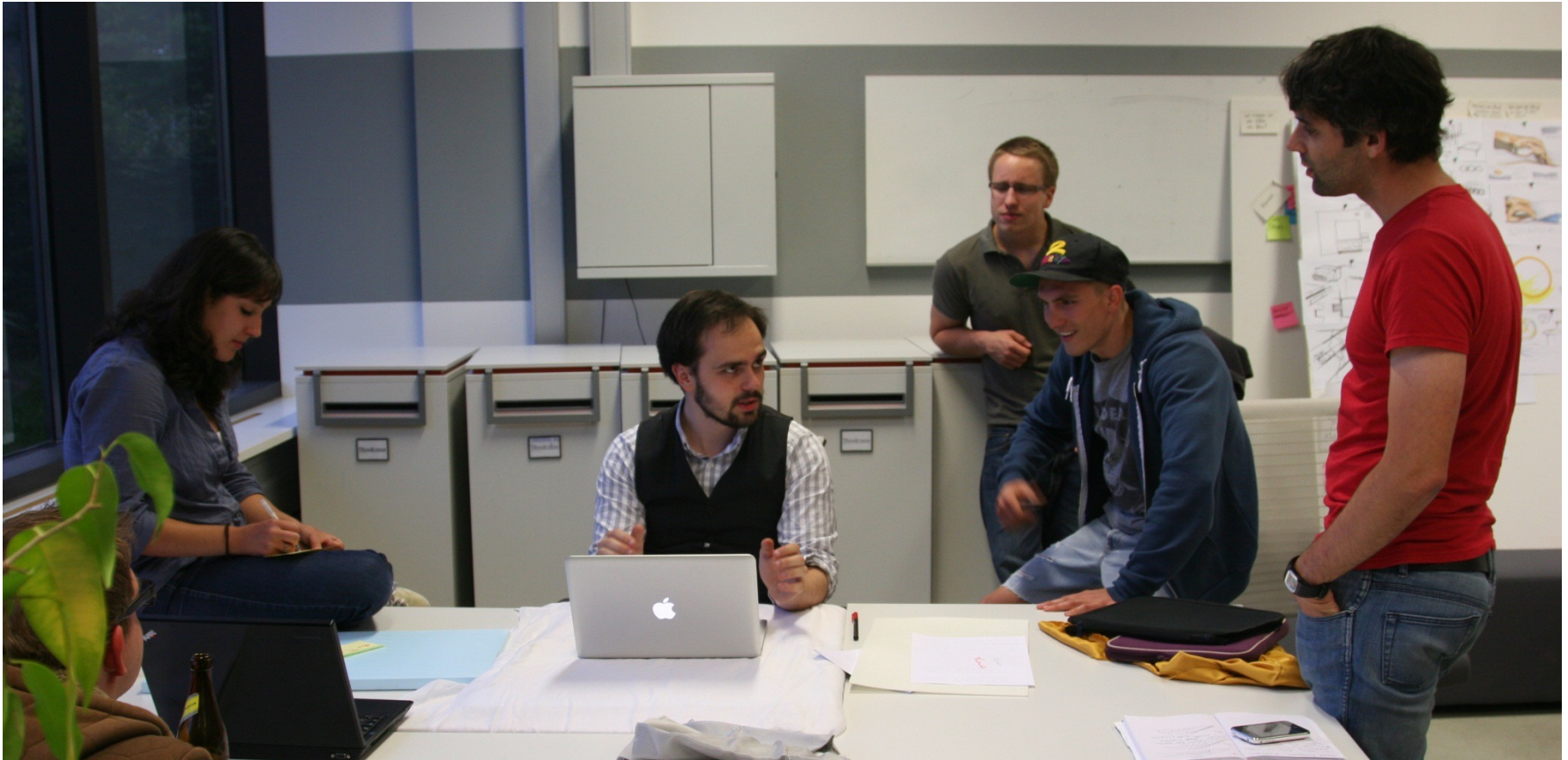
Innovation make a difference between competitors.



INTERVIEW

CONDUCTING INTERVIEWS. GAINING EMPATHY.

34



Ask open questions. Ask why a lot.

Ask questions neutrally.

If someone is telling stories, listen.

Don't be afraid of silence.

Watch for body language and inconsistencies.

Make notes and take lots of photos.

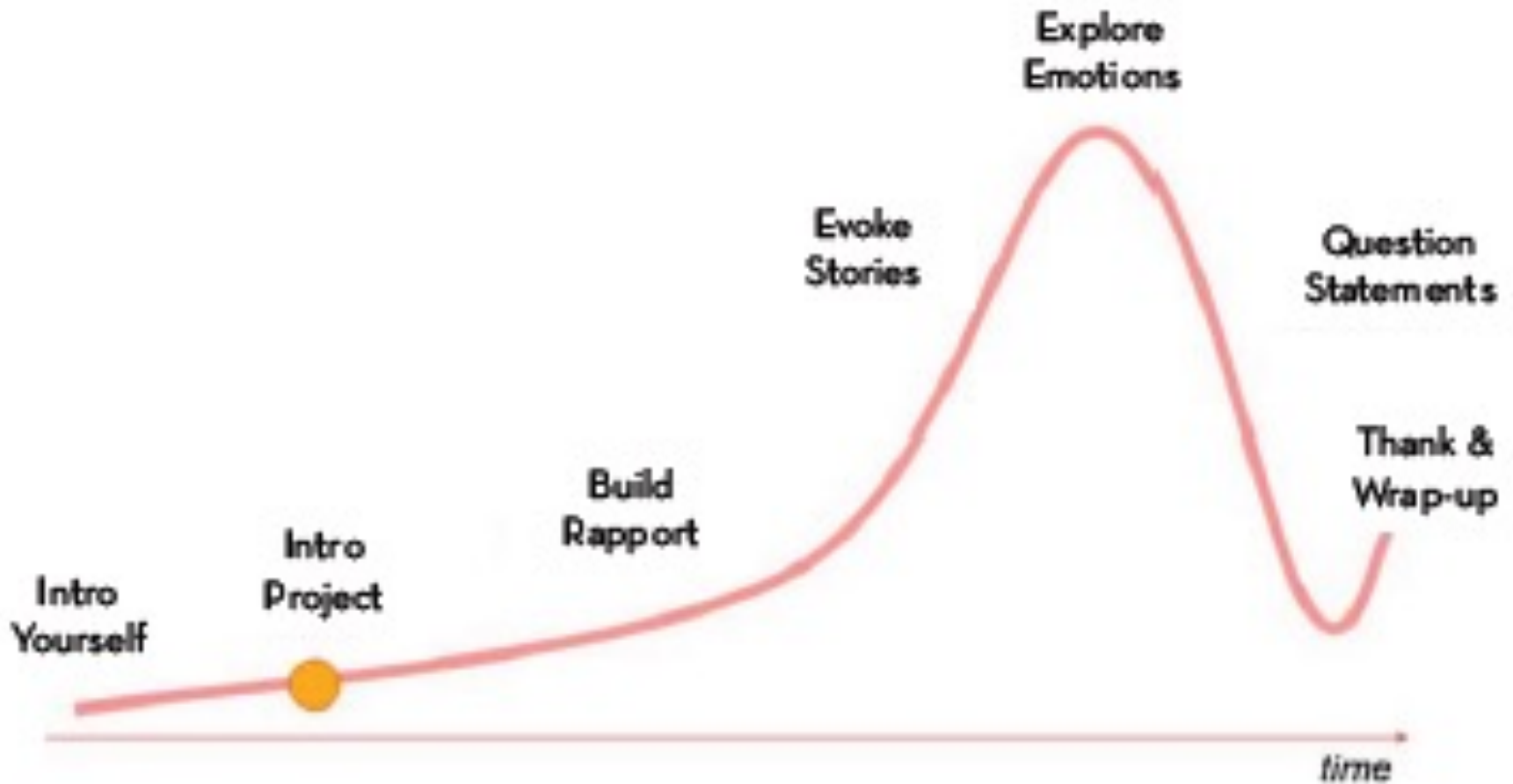
Note any and all ideas.

Try and interview extreme users.

Say thank you at the end.

INTERVIEWS.

36



IT'S ABOUT "CATCHING" USERS ...
WHEN THEY CAN'T AVOID TELLING YOU THE TRUTH.

37



GET GOOD QUOTES. // INTERVIEW EXTREME USERS.

38



SELF-IMMERSION.

39



Identify a problem which you think sucks!

Design a small experiment on how you can experience this problem yourself.

Carefully observe the way you feel throughout this experience.

Document your findings and compare them with other people from your group / other groups.



POSITIONING / TARGET GROUP

Frage

Welches Auto gefällt dir besser?

Welche Zielgruppe haben die beiden Autos?

Welches ist erfolgreicher?

Positioning



Toyota Scion xB

Positioning



Segmentation Criteria

Segmentierungskriterien

Geographische Kriterien

Bundesland
Stadt
Regierungsbezirk
Kaufkraftbezirke

Sozio- demographische Kriterien

Geschlecht
Alter
Familienstand
Beruf
Einkommen

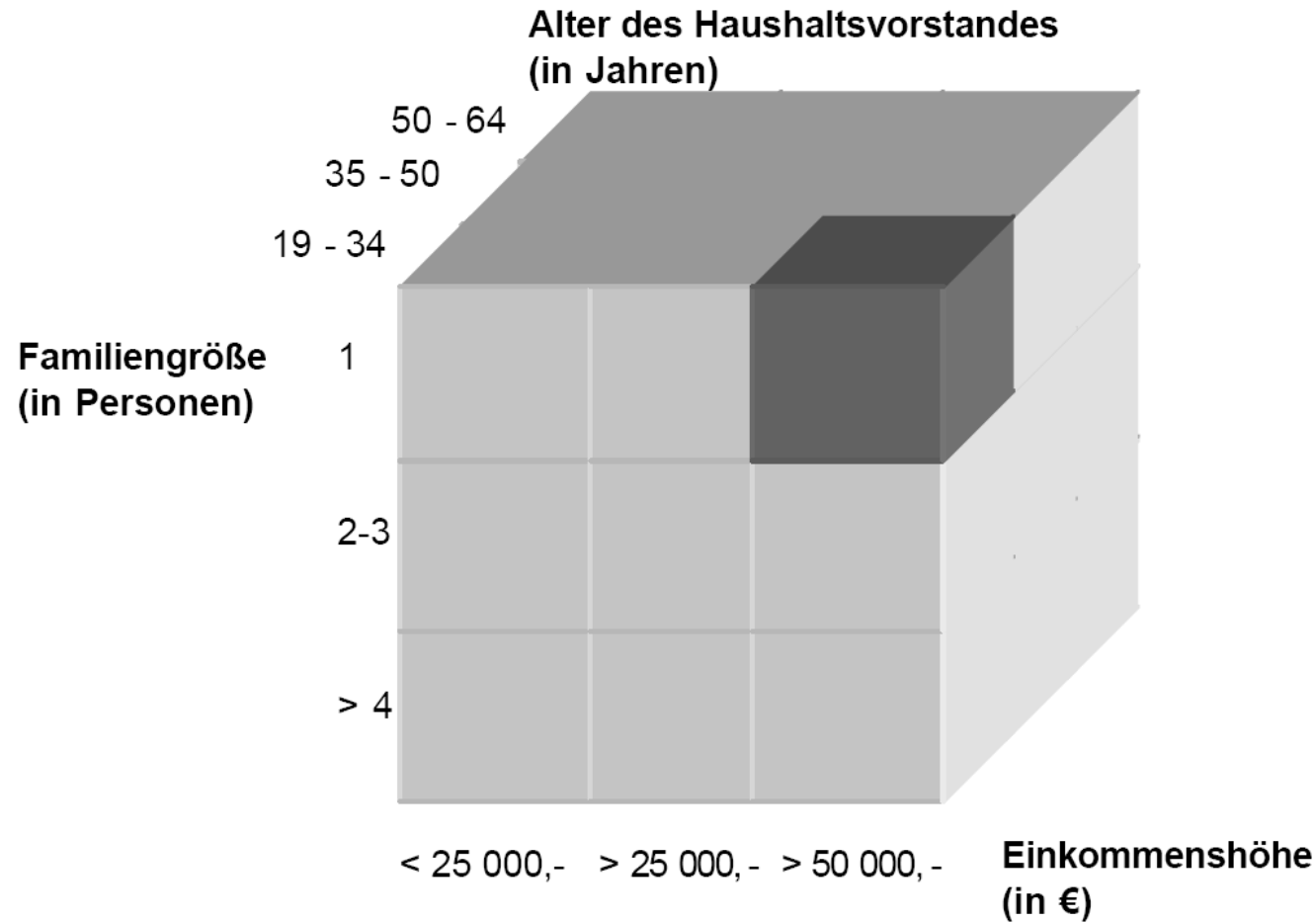
Psychographische Kriterien

Persönlichkeits-
merkmale
Einstellungen
Verhalten
Nutzenerwartungen

Verhaltens- orientierte Kriterien

Preisverhalten
Medienverhalten
Lebensgewohn-
heiten
Markentreue

Example for a market segmentation



Darstellung der Zielgruppe als Persona



Persona

TOBI DAY



PERSONA TEMPLATE

AGE 26

OCCUPATION Record Store Manager

STATUS Single

LOCATION New York, NY

TIER Enthusiast

ARCHETYPE The Maestro

Ambitious **Admired** **Focused**



"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."

MOTIVATIONS

Incentive	
Fear	
Achievement	
Growth	
Power	
Social	

GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

BIO

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

PERSONALITY

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

TECHNOLOGY

IT and Internet	
Software	
Mobile Apps	
Social Networks	



Persona

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 29
OCCUPATION Regional Director
STATUS Single
LOCATION Portsmouth, NH
TIER Frequent Traveler
ARCHETYPE The Planner

Organized

Practical

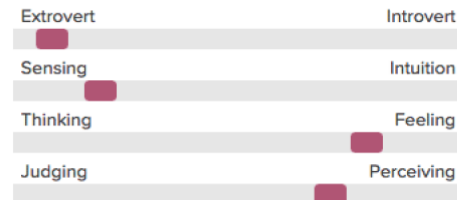
Protective

Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality



Brands



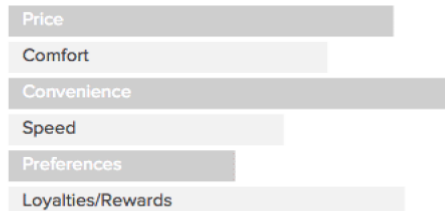
Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn't like the process

Motivations



Technology

