

And Met Key Innovation Adoption Criteria



Requirements

Unmet needs

Attractive economics
(Consumer vs Supplier)

Manageable adoption barriers

Existing triggers

Nokia 1100:

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+

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There must exist some (significant, widespread) unsatisfied needs in the market which this would address. Can include economics.

It would have to be attractive to consumers to buy this offering, and attractive to suppliers to provide it, given likely associated economics.

Whatever users would have to change (assets, training, etc.) in order to use the new technology. Must be in reasonable proportion to the benefit they'll gain. Also includes provider and infrastructure adoption barriers.

Something will occur to create some wide-spread time-specificity and/or urgency around making this change (typically legislation, or a common replacement cycle)

Brainstorm & Score Two Innovative Ideas



+ Supports

0 Neutral/unclear

- Opposes


----- Requirements -----

Unmet needs	Attractive economics (Consumer vs Supplier)	Manageable adoption barriers	Existing triggers
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Your Idea:


Your Convergence Idea:

Plus




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Key Innovation Adoption Criteria



----- Requirements -----

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How can you discover customers' (campers, parents, funders) unmet needs?

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Design Thinking is...

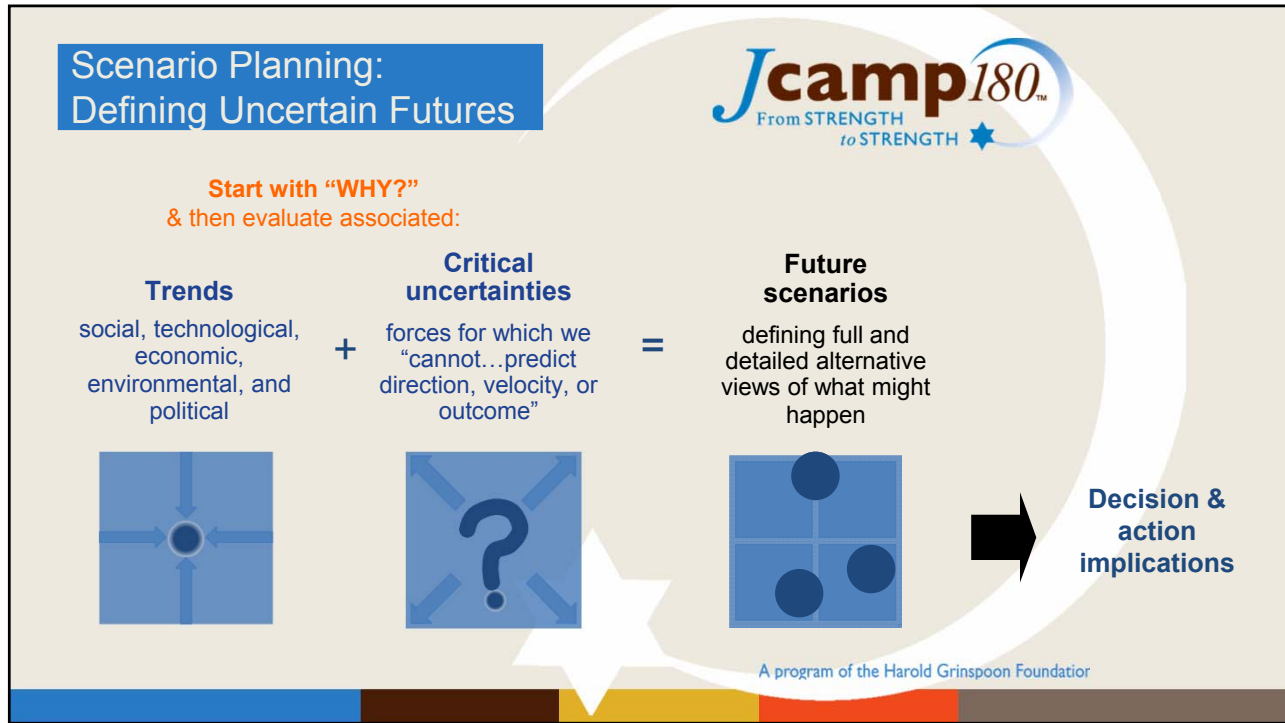


Design Thinking is “a solution-based approach to solving problems” through “an iterative process in which we seek to **understand the user**, **challenge assumptions**, and **redefine problems** in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.”



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Source: What is Design Thinking and Why is it So Popular? R. Dar & T. Siang



WHY: What's the reason that you are trying to predict future?

What Are Relevant Trends?

- Social
- Technological
- Economic
- Environmental
- Political

Critical uncertainties

-
-
-
-
-
-

High Case

Base Case

Low Case

circle actions common to several **smart actions**

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