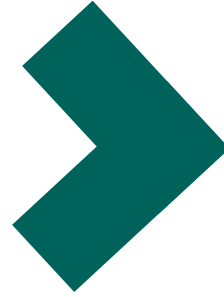


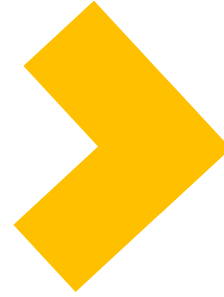
UNDERSTAND



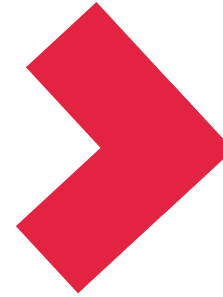
IMAGINE



PROTOTYPE



VALIDATE

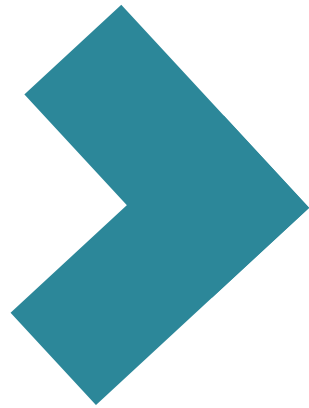


LAUNCH





UNDERSTAND



IMAGINE



PROTOTYPE



VALIDATE



LAUNCH





Define C

The
Optimizer
The Planner

Groups of
friends
travelling
together

Single
or
Group

Understand RC

2. PROBLEMS / PAINS

Which problems do you solve for your customer?
There could be more than one, explore different sides.
eg. existing solar solutions for private houses are not considered
a good investment (1).

TOO MANY
POINTS FOR
COMPARISON
(FI

Hard to
coordinate
booking for
a group.

TOO MANY
TABS

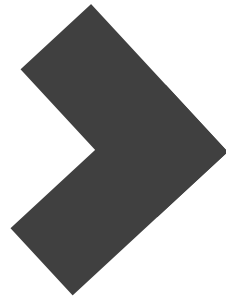
Too much
irrelevant
info on SR
cards

Can
be
simplified

Are we doing the right things?

Are we doing things right?

A R T
of
Understanding



Audience

R

T

- Innovation is human centered
- Audience matters most
- Ultimate End User
- Someone I can talk to





KENWOOD

KENWOOD

KENWOOD



KENWOOD



KENWOOD



AutoNation  SM

KENWOOD



KENWOOD



KENWOOD



Audience

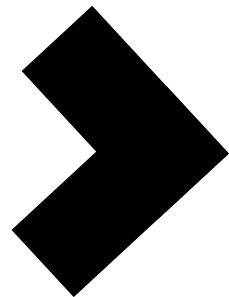
Reframe

T

- Innovation is human centered
- Audience matters most
- Ultimate End User
- Someone I can talk to

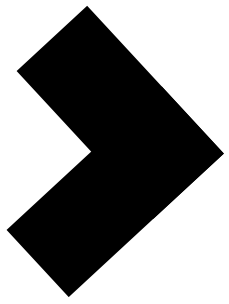
Applying Insights
Further Understanding





EXAMPLE

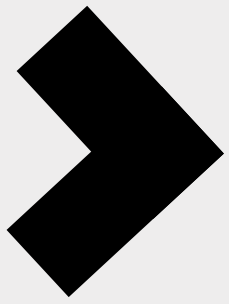




EXAMPLE

Considering my building tenants,
we've discovered *wait seems too long*
~~the elevator is too slow,~~
being bored, nothing to do.
which is caused by ~~SLOW MOTOR~~





UNDERSTAND STATEMENT

Considering (audience),

we've discovered (Need to be met, Problem to be solved, Oppportunity to be seized),

which is caused by (ROOT CAUSE).



Audience

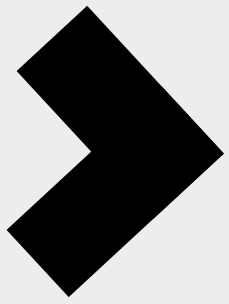
- Innovation is human centered
- Audience matters most
- Ultimate End User
- Someone I can talk to

Reframe

Applying Insights
Further Understanding

Translate

AUDIENCE ROI
RETURN ON INNOVATION
BUSINESS ROI
RETURN ON INVESTMENT



UNDERSTAND STATEMENT

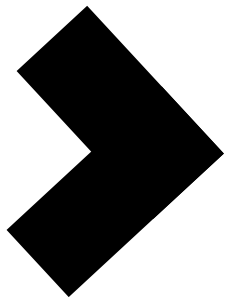
Considering (audience),

we've discovered (Need to be met, Problem to be solved, Oppportunity to be seized),

which is caused by (ROOT CAUSE).

If solved, it would mean (value expressed as A-ROI: audience return on innovation).





EXAMPLE

Considering my building tenants,
we've discovered *wait seems too long*
~~the elevator is too slow,~~
being bored, nothing to do.
which is caused by ~~SLOW MOTOR~~

If solved, it would mean they would feel less stressed and less frustrated.



IMAGINE

Am I doing the right things?

Am I doing things right?