Innovation Methodologies: Our Toolkit

INNOVATION MINDSETS

Curiosity & flexibility

Big vision, small steps

Rigorous but action-oriented

Data driven with contextual insight

COLLECTING STORIES

“Tell me about the last time…”

“Show me how you…”

“Why...why...why...why?”

“What’s good about that?”

DEFINING SUCCESS

How might we [needle to move] by [how much] for [user] when [problem driver]?

De-risk Assumptions: what are the components that must work for the solution to work? Test bite size pieces.

Think Divergently: what are some wildly different ways of moving this needle?
Risky Assumptions Matrix

The Elements of Value Pyramid

Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers’ loyalty and the higher the company’s sustained revenue growth.

SOCIAL IMPACT

- Self-transcendence

LIFE CHANGING

- Provides hope
- Self-actualization
- Motivation
- Heirloom
- Affiliation/belonging

EMOTIONAL

- Reduces anxiety
- Rewards me
- Nostalgia
- Design/aesthetics
- Badge value
- Wellness
- Therapeutic value
- Fun/entertainment
- Attractiveness
- Provides access

FUNCTIONAL

- Saves time
- Simplifies
- Makes money
- Reduces risk
- Organizes
- Integrates
- Connects
- Reduces effort
- Avoids hassles
- Reduces cost
- Quality
- Variety
- Sensory appeal
- Informs
Success Stories: Engaging Communities

Better engaging individuals & groups through design research

ENGAGING YOUNG MOTHERS

The Dickens Center is an obstetrics practice made up primarily of young mothers with complex social situations. We were tasked with improving patient-provider communication in this practice. In order to gain insight into the daily lives of our patients, we equipped a small group of expectant mothers with disposable cameras and journals. We asked them to take photos throughout the week and write a description of each photograph. Prepaid envelopes were included for easy return to us. This process helped us see the world through our patients’ eyes, and better understand their mosaic of experiences.

Metric: Patient/provider communication frequency and consistency
Tools: Photo journal, Discussion

OBSERVING CONGESTIVE HEART FAILURE PATIENTS

Individuals with congestive heart failure (CHF) were being readmitted to the hospital at a very high rate. To learn how CHF patients manage their condition at home, Matt got to know patients in the hospital and gained their trust. Then he asked to visit two patients at home. While there, Matt asked them not only to TELL him, but to SHOW him how they kept track of their meds. Though both patients said they had things under control, one had a disorganized mess, while the other was highly organized and had extracted all the information she needed from the discharge papers. The second patient had developed “workarounds.”

Workarounds highlight why current solutions aren’t working, and what qualities an effective solution requires.

Metric: Readmission rate among CHF patients
Tools: Show vs. Tell, Workarounds

EMPATHIZING WITH CANCER PATIENTS

Cancer patients must follow extremely complex medication regimens. In order to better understand what they go through, Mike gave the medication regimens to coworkers with tic tacs as “pills” and asked them to adhere to it for a week, then report back. Putting yourself in the user’s shoes builds empathy. From there you can ask better questions and design better solutions.

Metric: Medication adherence among cancer patients
Tools: Wearing their shoes, Discussion