Idea Development Method, Applying Systems Design Thinking in a Very Small Entity

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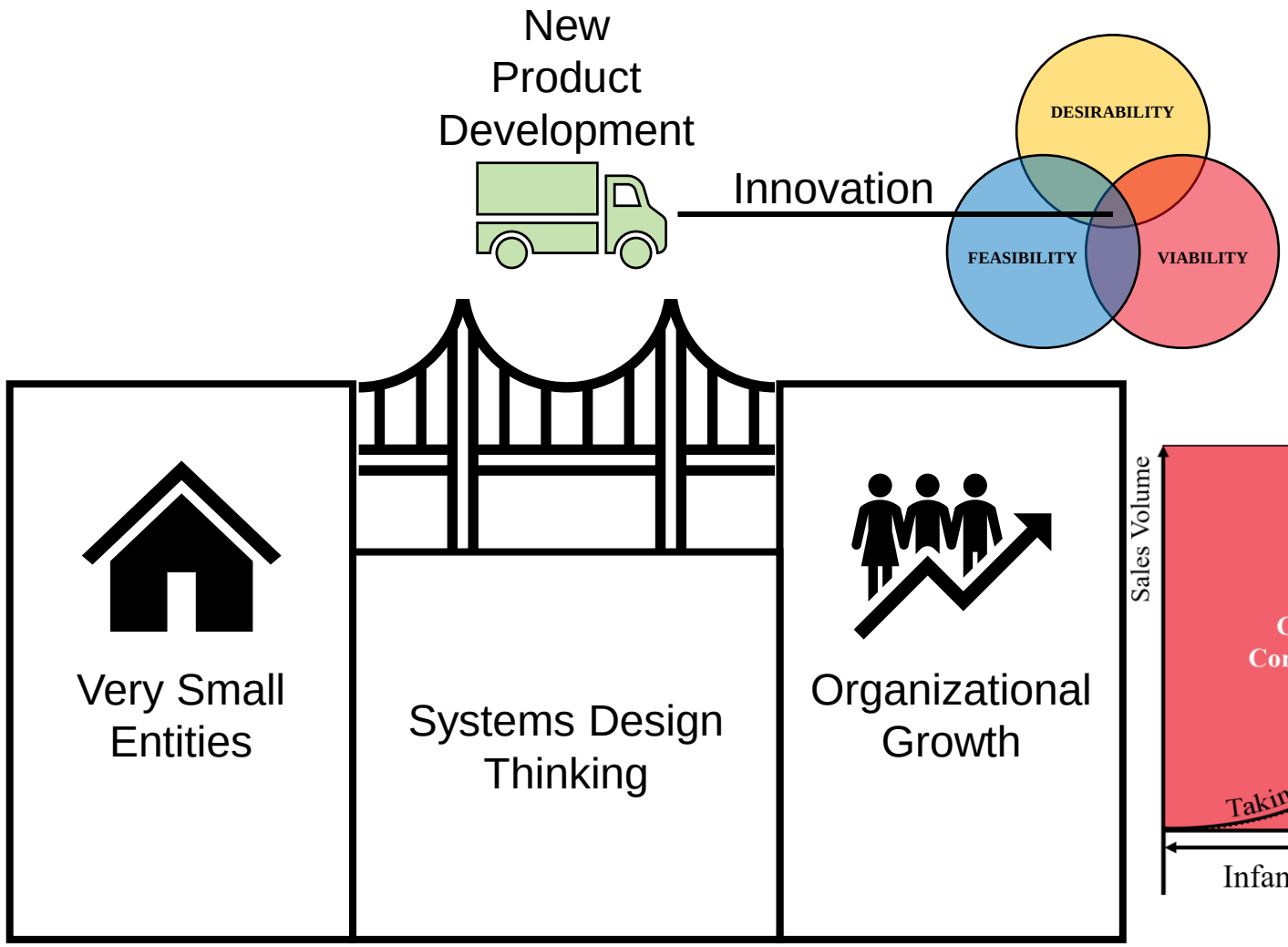
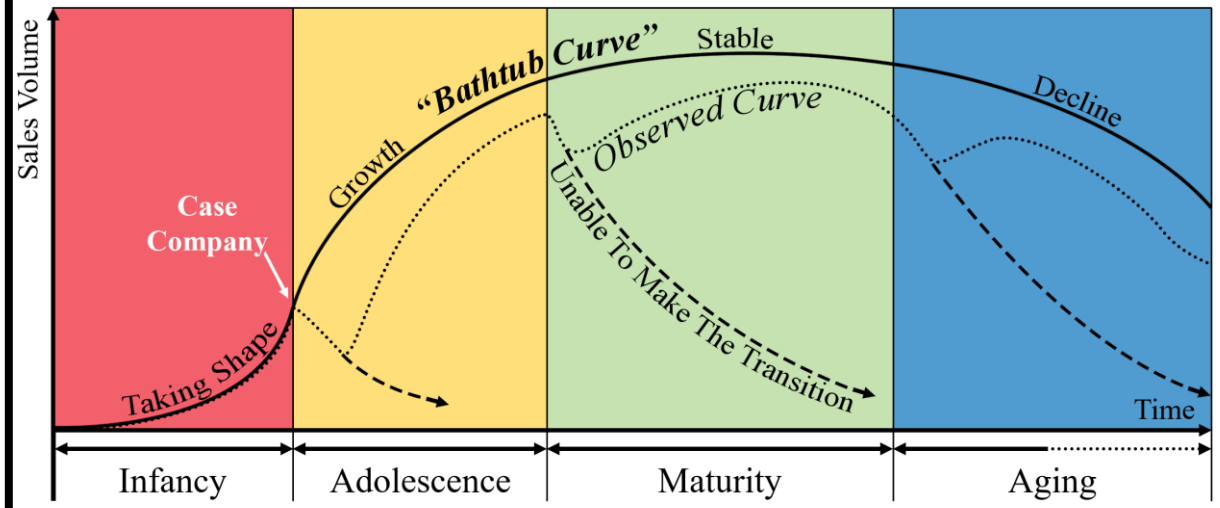
University of South-Eastern Norway

Agenda

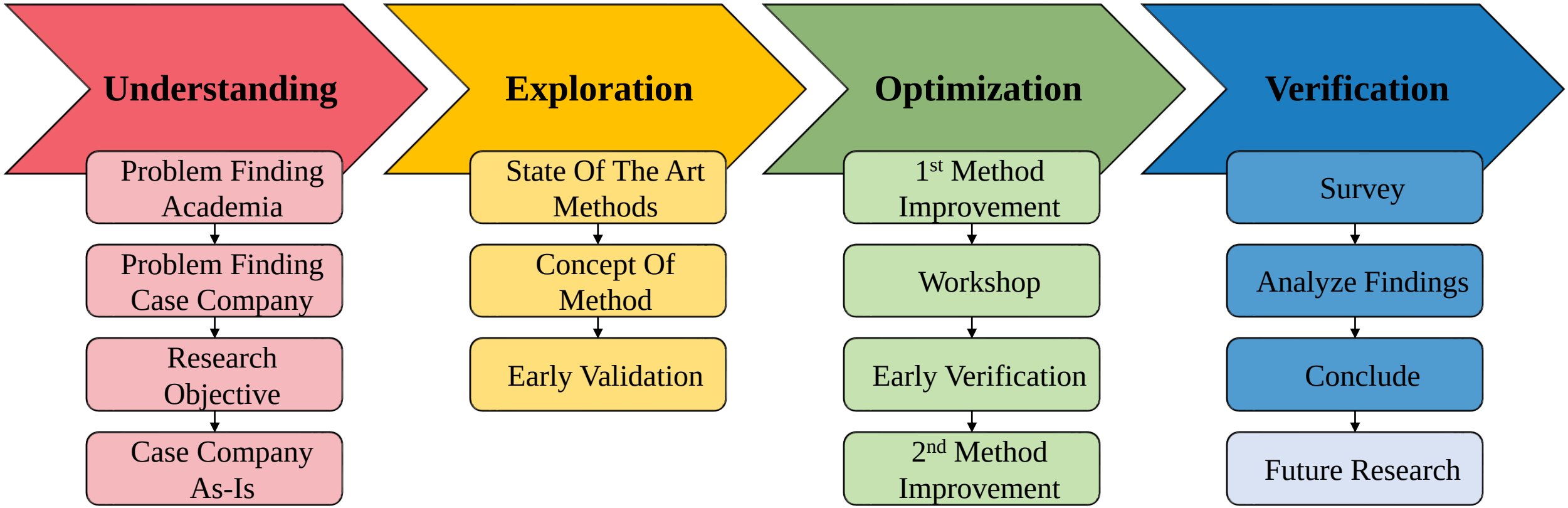
- Problem Statement
- Research Overview
- Case company
- Idea Development Method
- Findings
- Results
- Summary

Problem Statement

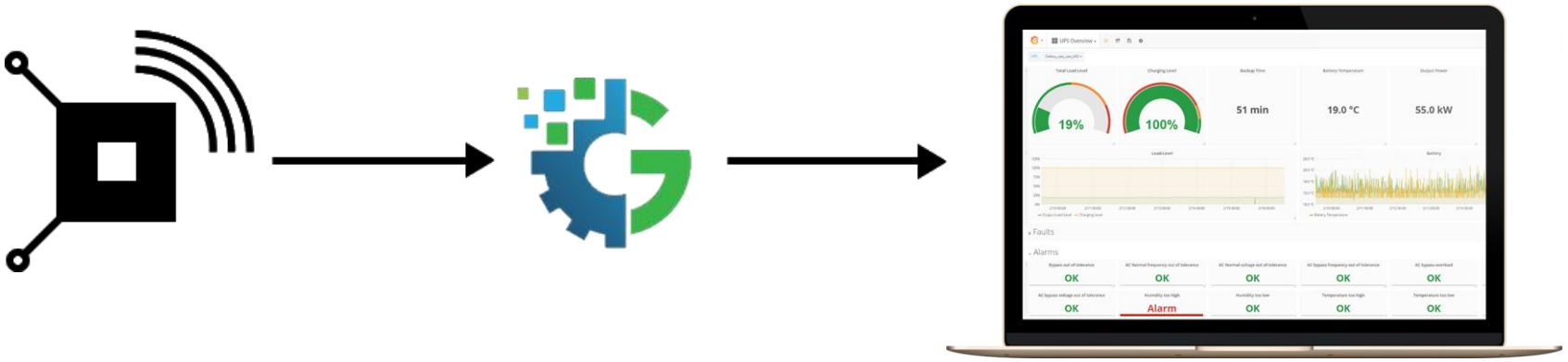




Research Overview



Gapit


19%
100%
51 min
19.0 °C
55.0 kW
Faults
Alarms
OK
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Alarm
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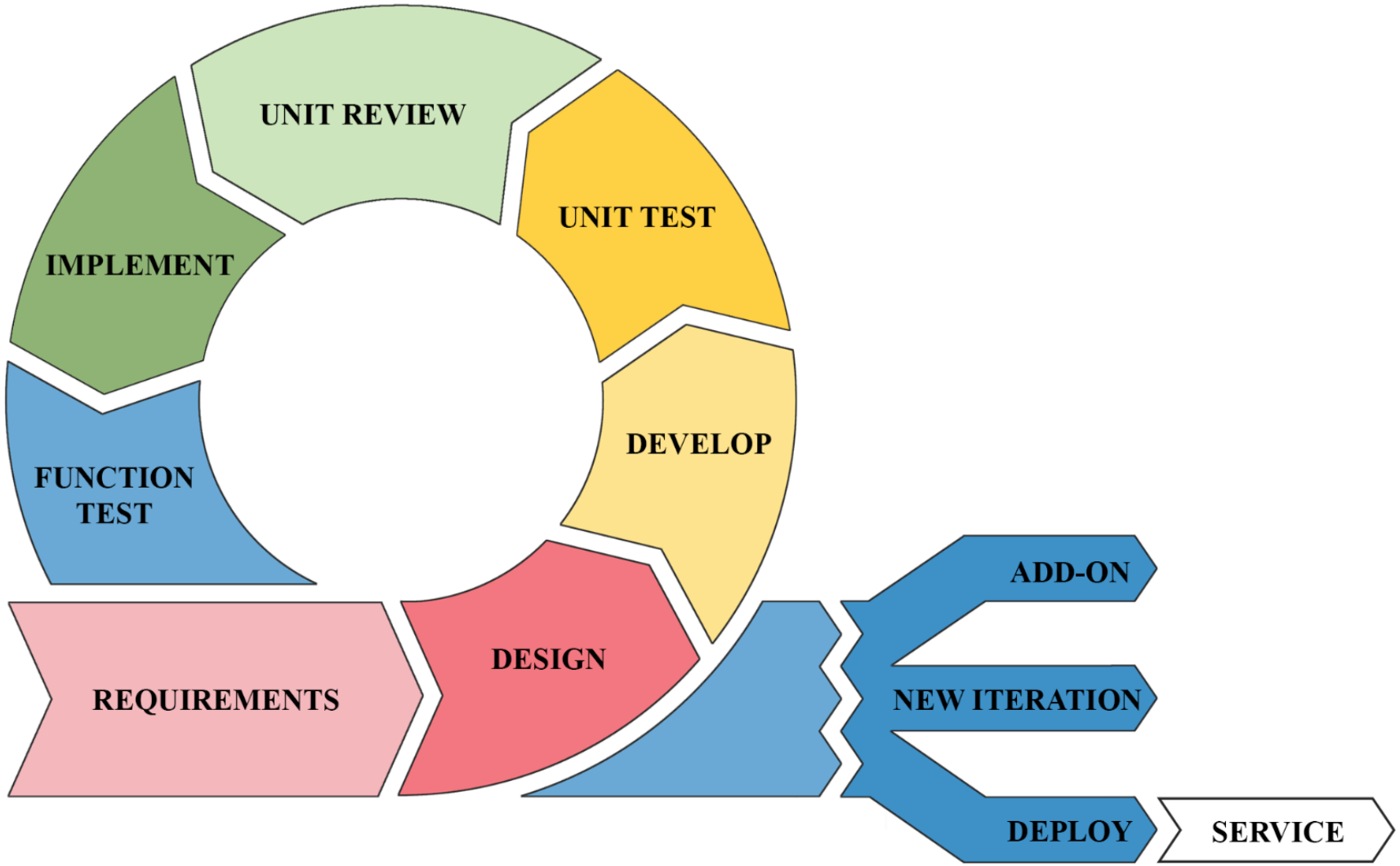
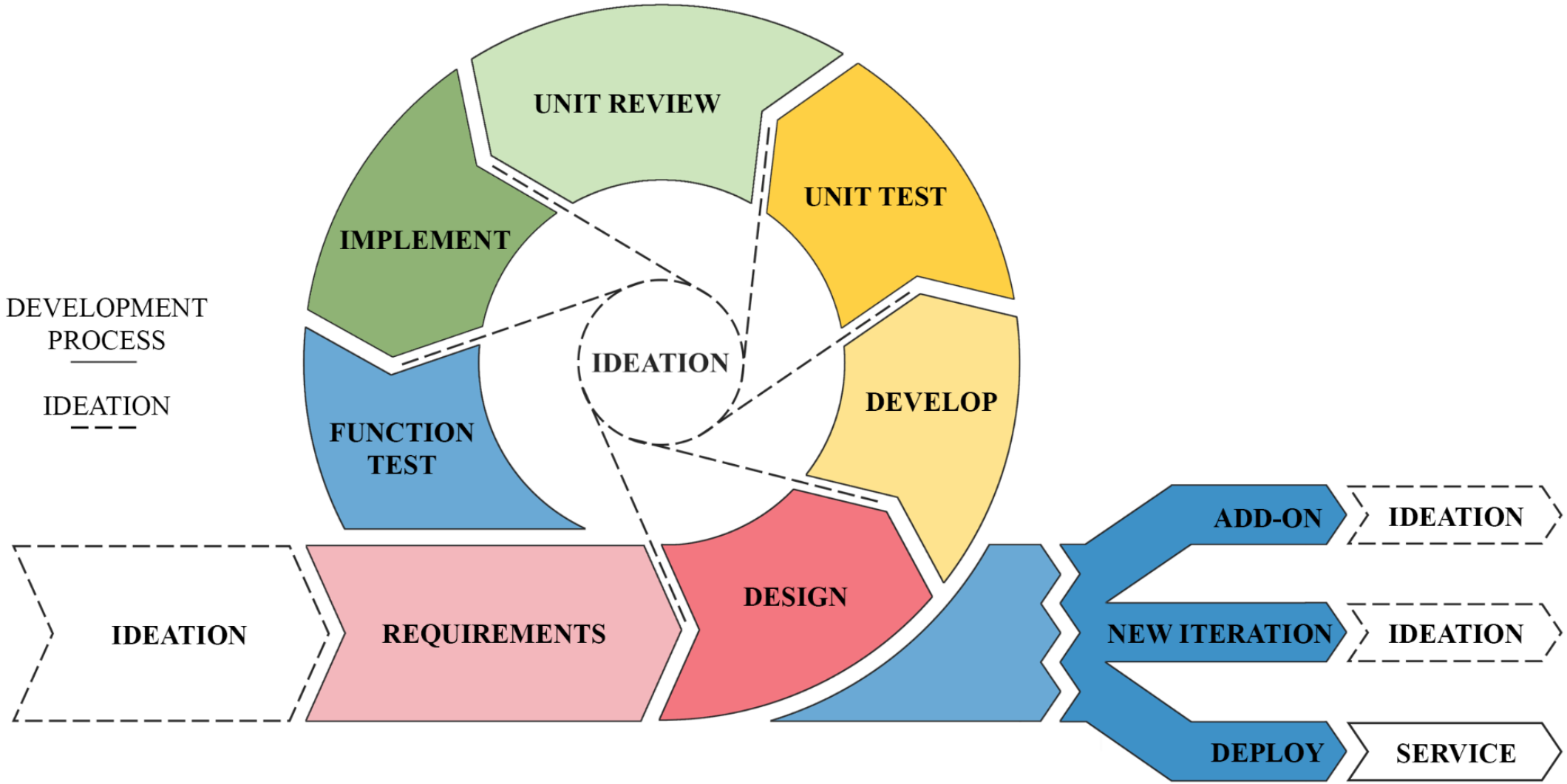
OK

Company Development Process

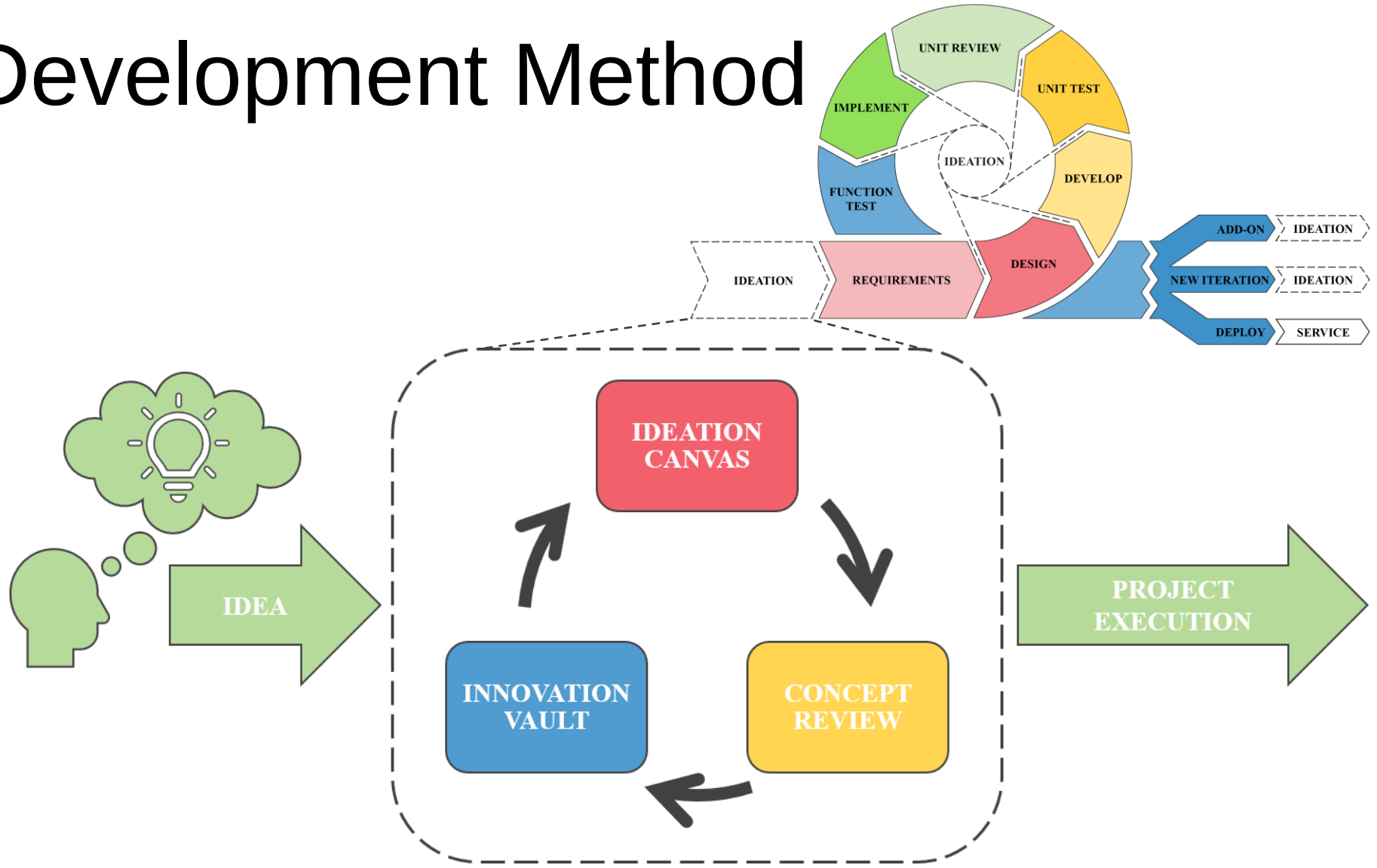
DEVELOPMENT PROCESS



Idea Development Creation



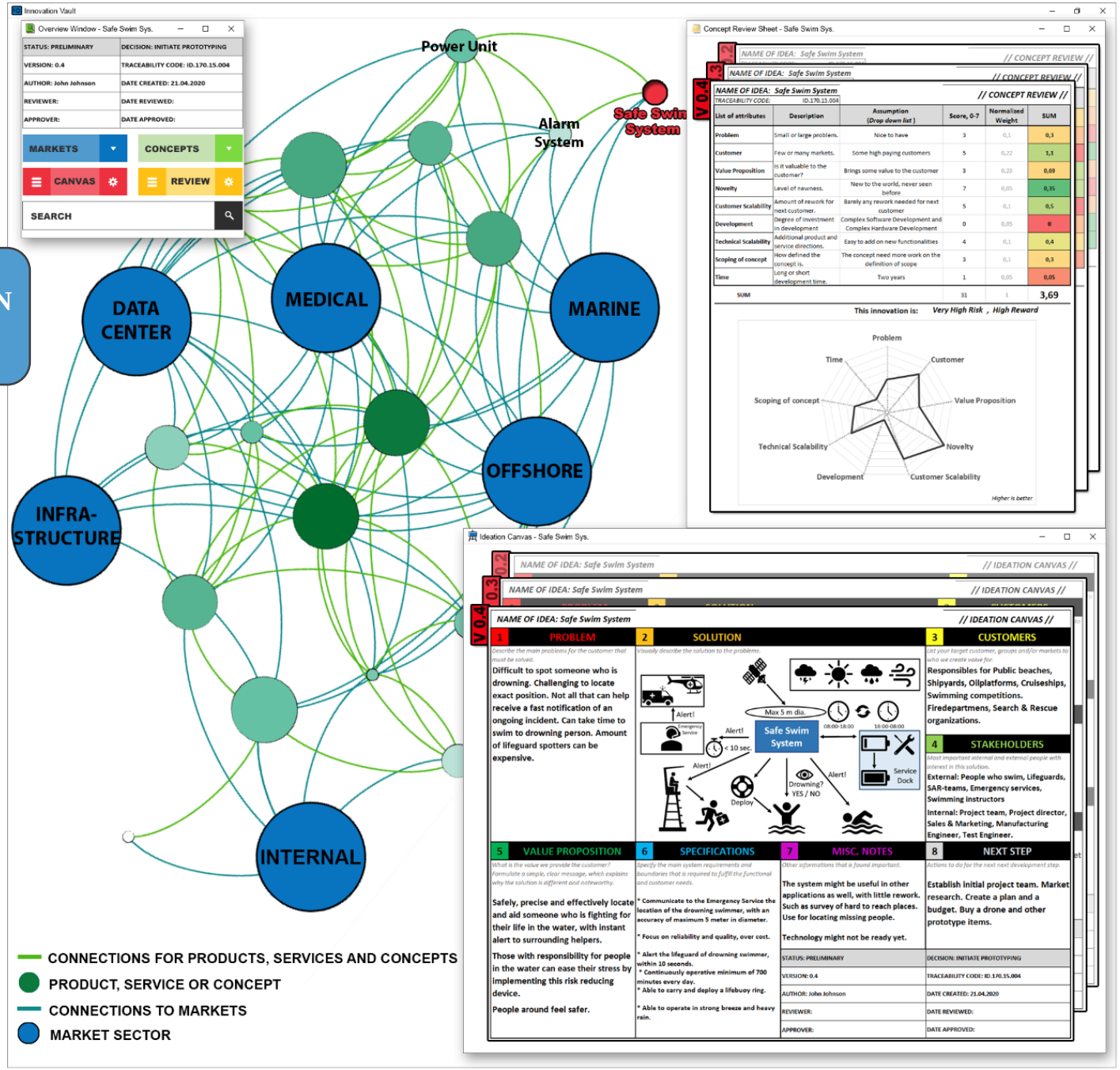
Idea Development Method



INNOVATION VAULT

CONCEPT REVIEW

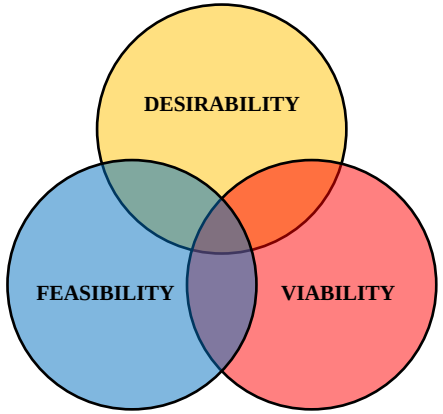
IDEATION CANVAS



Discovery, Optimization and Improvement

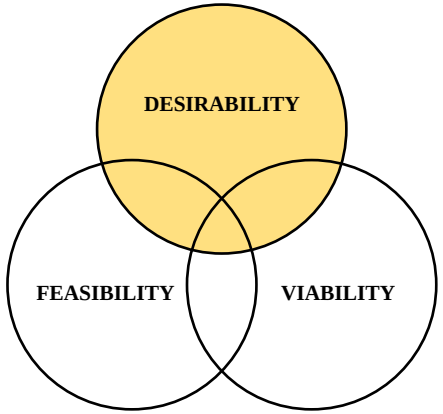
- Systems overview
- Resource- and user-friendly
- Formalization
- Communication

Survey



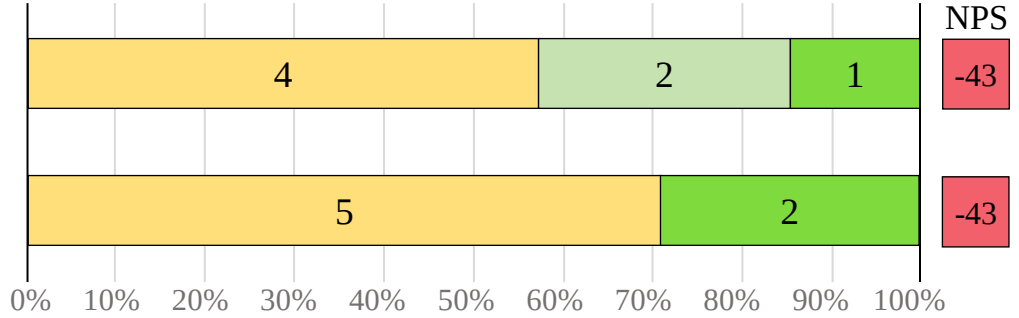
- 10-question survey
- 60 % of employees

Desirability



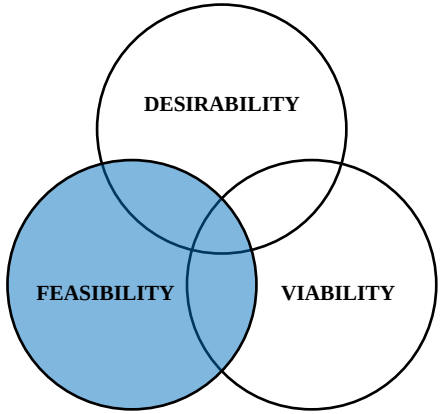
1. The process and its tools are user-friendly.

2. This process does not require much resources/time to complete.



Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Did Not Answer

Feasibility

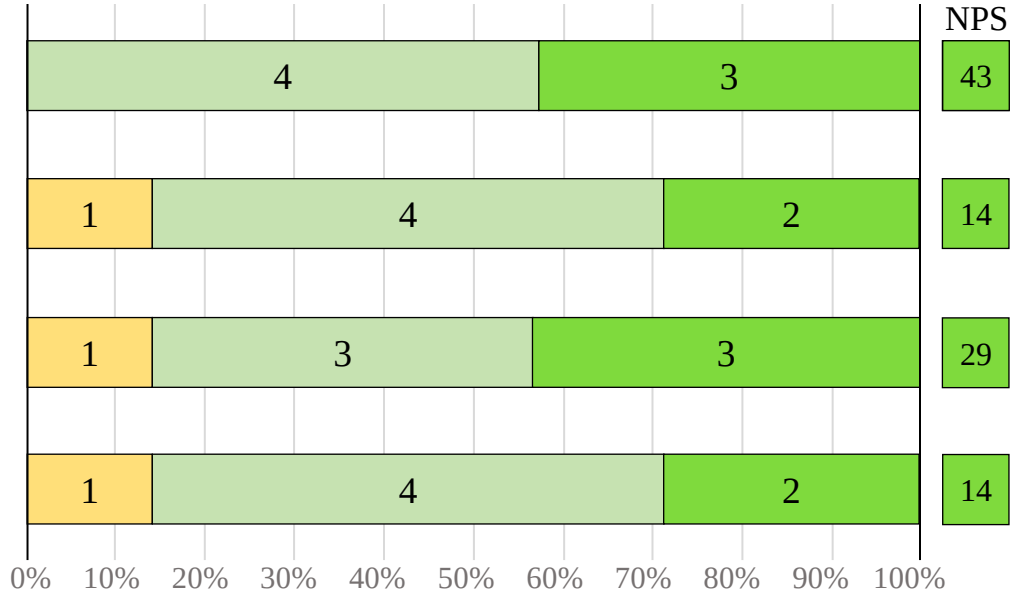


3. Presentation and communication of ideas will improve with this method.

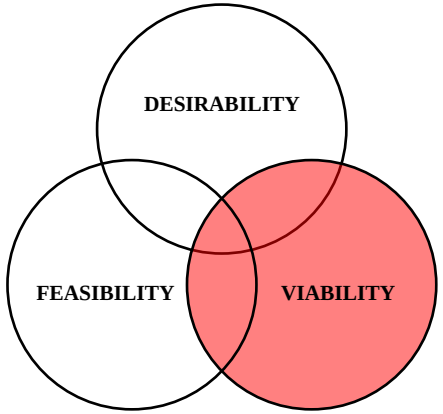
4. This method can be used before, during and/or after a project to improve new and existing ideas.

5. It is possible to incorporate this method into this company.

6. I believe this method has scalability opportunities.



Viability

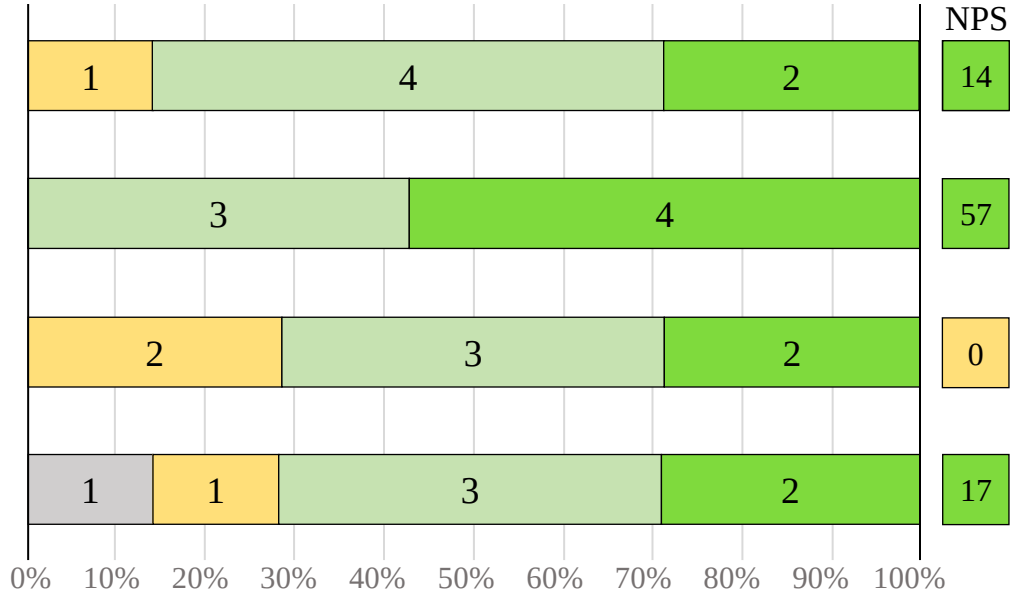


7. This method will help develop ideas.

8. This method makes it easier to prioritize which ideas to develop further.

9. This method improves the understanding of mutual benefits between different products, services, and ideas in the company.

10. These tools will help to understand both the technical and market related aspects of ideas.

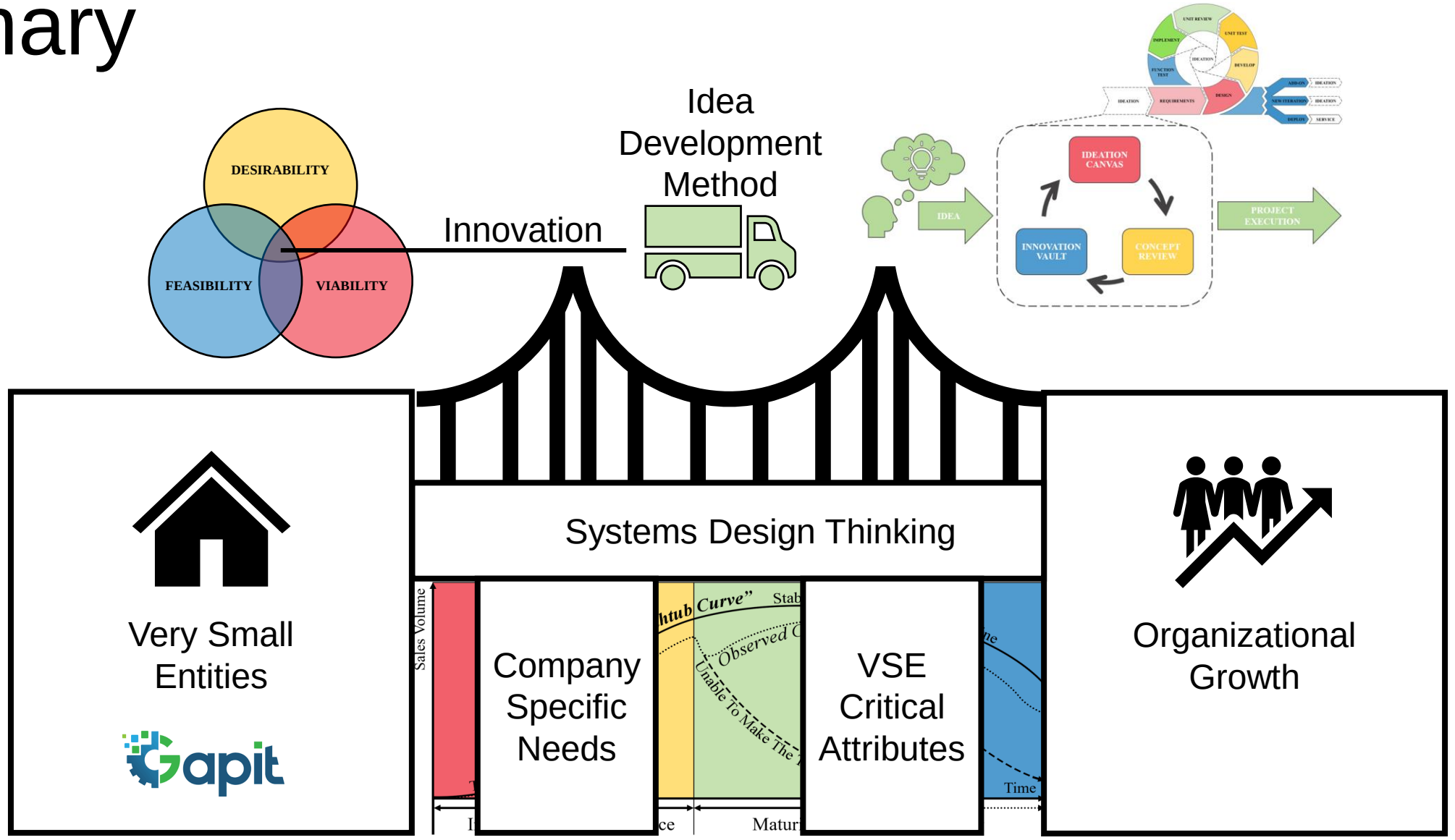


Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Did Not Answer

Discussion

- Systems Design Thinking in the Ideation Phase
- Systems Design Thinking in a Very Small Entity

Summary


DESIRABILITY
FEASIBILITY
VIABILITY
Innovation
Idea
Development
Method
IDEA
IDEATION CANVAS
CONCEPT REVIEW
INNOVATION VAULT
PROJECT EXECUTION
Systems Design Thinking
Very Small Entities
Company Specific Needs
VSE Critical Attributes
Organizational Growth
Sales Volume
Time

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Thank you

- Questions

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