

Welcome

to the Intensive I Living Labs



#2 Online-Meeting 14th of November 2023

Coming together is a beginning.
Keeping together is progress.
Working together is success.

Henry Ford - 1863-1947 - American Industrialist



Joining EUDRES from Autumn 2021



This evening

Meeting all together

- Input to Innovation
- Input on Design Thinking: Empathize

Meeting in the group (individual meeting link)

- Meet your Educational Entrepreneur team
- Get to know your challenge owner

Innovation is ...



Related to **product** or **process** or **service/system**



Purpose means **relationship** is important here



"Innovations are qualitatively novel products or processes that are 'noticeably different' - however that is to be determined - from a comparator state."

(Hauschildt et. al (2016), S. 4, transl. GF)



Photo 1



Photo 2

Where does innovation start and where does it end?



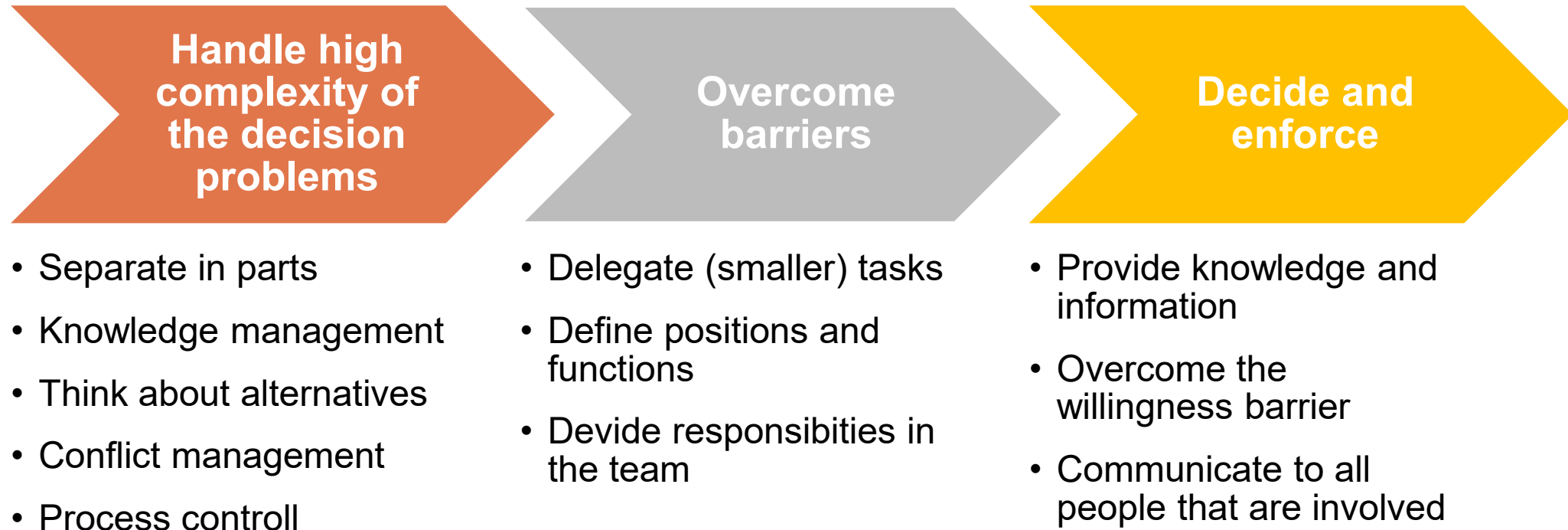
**At the beginning of innovation
management is innovation
awareness.**

Innovation as a difficult task for managers

*„Innovation management is the conscious **design of the innovation system**, i.e. not only of individual processes, but also of the institution within which these processes take place.“*

(Hauschildt et. Al (2016), S. 67, Transl. GF)

Management-based view



Resource-based view



Human resources: Who is an intern expert?
Whom do we need in addition?



Knowledge: in terms of technology, market, user
market, written in collected data



Manager needs competences in guidance: strategys,
networking, experts, cooperations, funding,
communication

Market-based view

- Innovation means acceptance by the leading user/launching customer.
- The adaptionrate in market depends on:

- Advantage:
recognized in
comparison to the
Status Quo

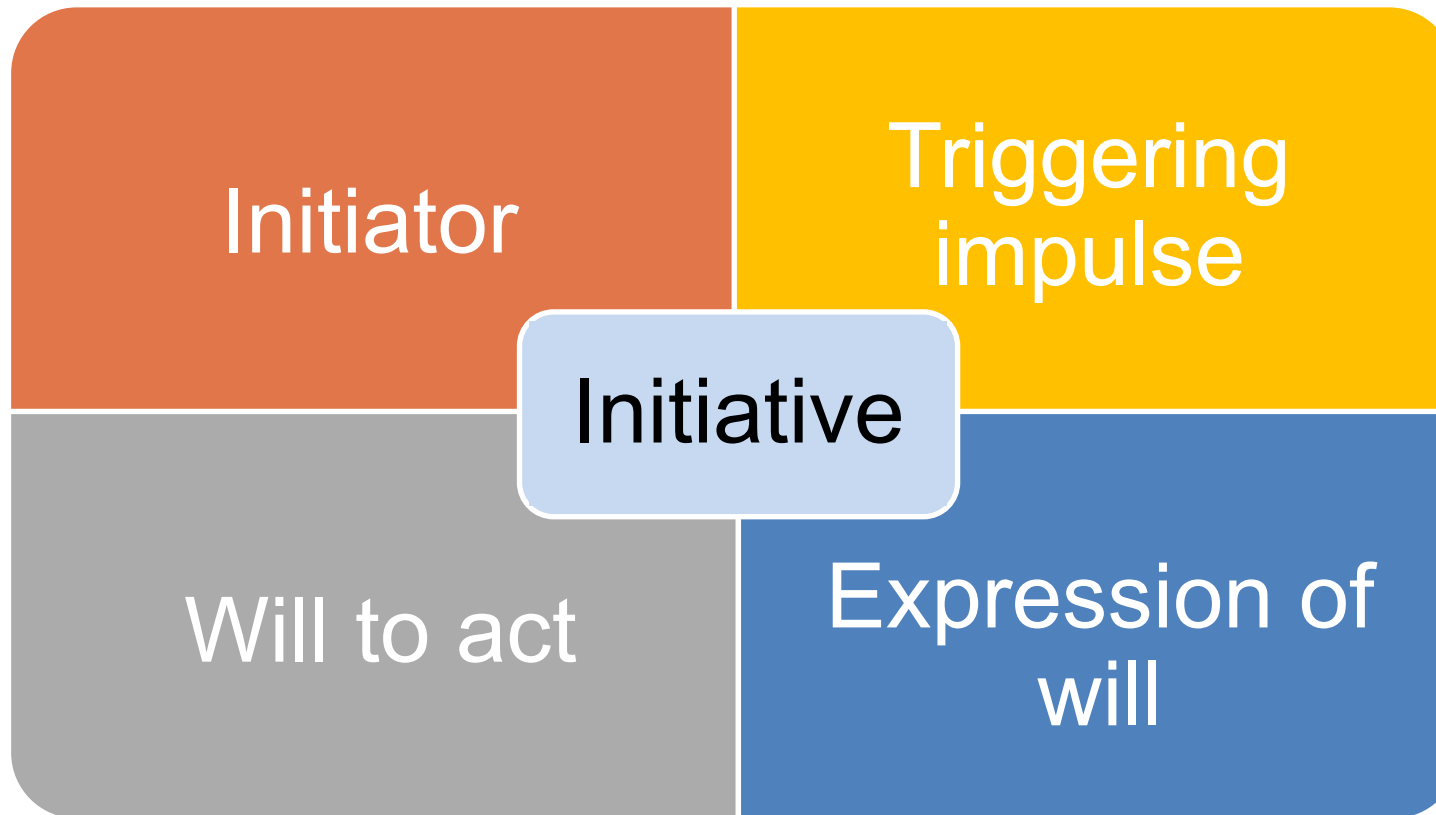
- Compability:
concurring to
existing values,
experience, needs

- Low complexity:
intuitive and
tangible innovation

- Testability:
possibility of self-
testing

- Visibility:
size is beneficial

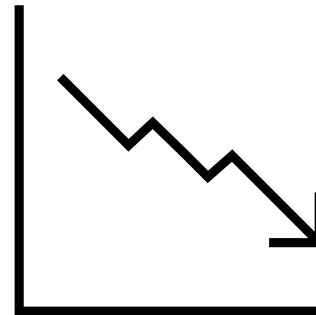
The start OR Fuzzy Front End



Theoretical approaches to the Fuzzy Front End

„Most projects do not fail at the end; they fail at the beginning.”

(Zhang/Doll 2001, S- 95)



Characteristics of problem definition

System
reference

Limitation to
other
problems

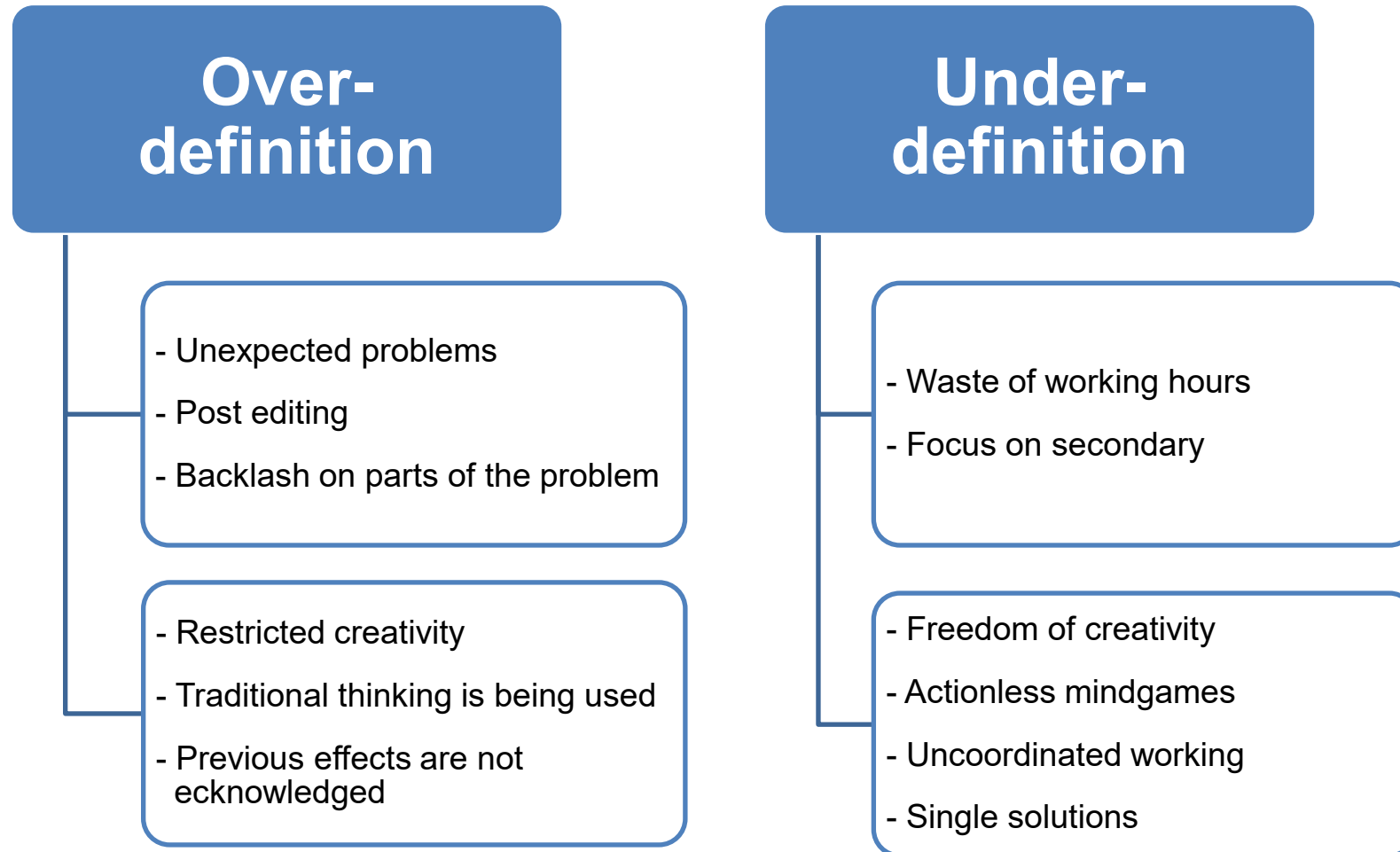
Time
limitations

Structure

Consideration
of capacities

Open minded

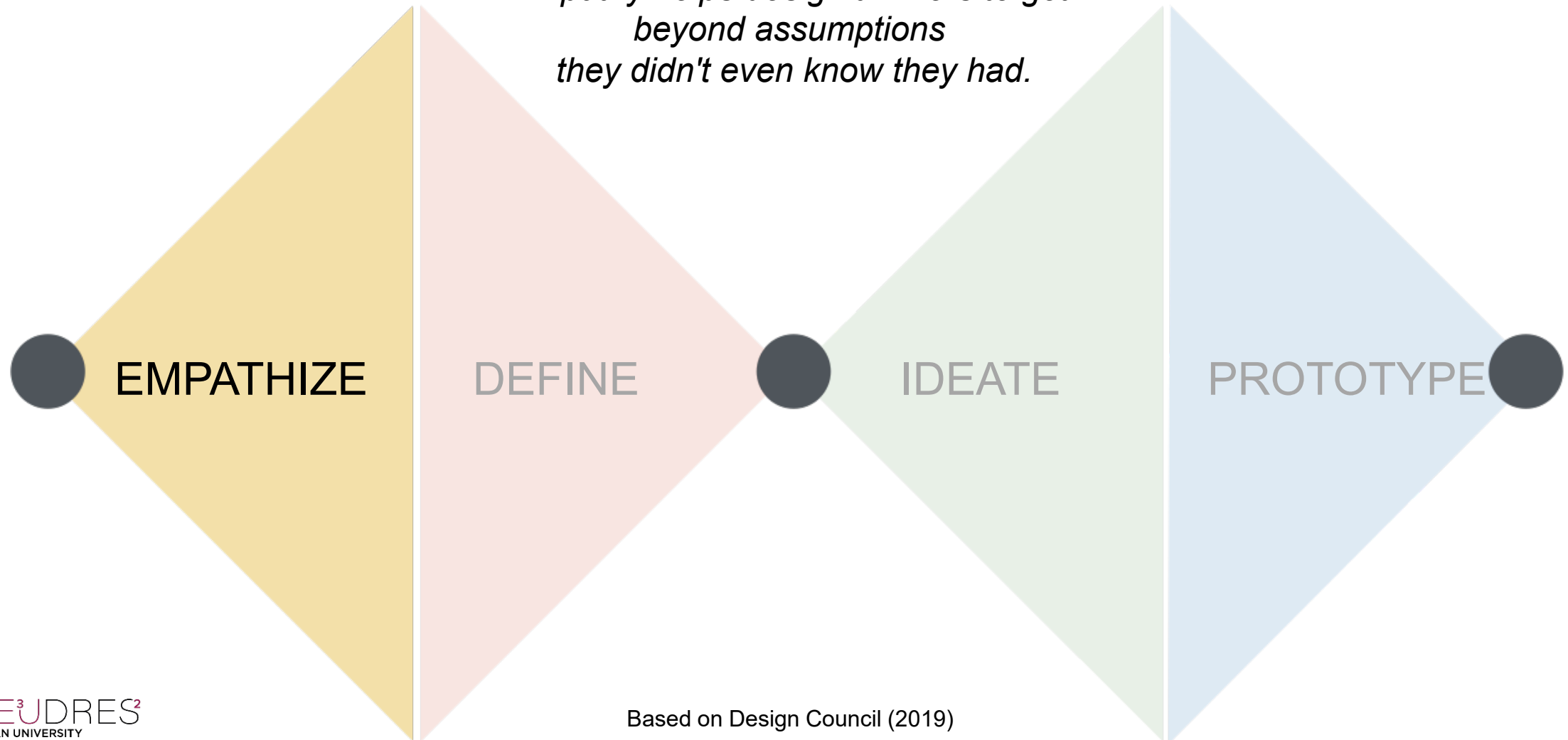
The dilemma of definition



Design Thinking Process

Empathize

Empathy helps design thinkers to get beyond assumptions they didn't even know they had.



Empathize

Helps people understand, rather than simply assume, what the problem is. It involves speaking to and spending time with people who are affected by the issues.

(Design Council, 2019)

Goals

- Understand the context
- Understand the problems and the people (needs)
- Create empathy
- Observe and Interview

Methods

- Context Map
- Observation
- Interviews
- Desk Research
- ...

6 Tips for Observing

Observing = Listening with your eyes

1. Look for things that prompt behavior
2. Look for adaptations
3. Look for what people care about
4. Look for body language
5. Look for patterns
6. Look for the unexpected



Interviews

- Are a good way to **gain more insights** about **the real needs, desires** and **problems** of the users
- Are important to create a solution that will bring value for the users
- Decide on **who needs to be interview** and on **which details to focus on**
- Question everything said in the interview and **always ask why and how**
- Create an **interview guide** where all the important questions are defined

Some principles of your research

- Be curious!
- Developers are (in many cases) not users, not costumers, not part of the environment
- Customers are not always users
- Triangulate results from different methods (interdisciplinarity)

Socialspatial research

Find connections to your challenge in an “social space”

- Define a space / research online / sketch a map/ visit / observe
- Conduct one interview

Document in the portfolio

- Individual findings & summarize the interview
→ document collaborative findings

Observation – Portfolio

Share your considerations for planning

- Explain the space you observed and when the observation was going on
- Explain your decision why you have chosen this space

Summarize your observations

- Describe the setting and how people act
- Separate in head notes (*perceptions and thoughts*) and field notes (*observation*)

Reflect on your project challenge

- How has your understanding of your challenge and your focus evolved based on what you experienced during your observation?

Interview – Portfolio

Share your eight to ten interview questions

- These questions should range from getting to know someone, to theme-specific questions for your project challenge, to digging deeper into specific areas of interest.

Summarize what you did

- Who did you interview? Collect your interview questions.
What are the one to three highlight moments from your interview?
Why did these stick out to you?
Maybe it gave you a window into motivations, unmet needs, or the WHY...?
- Include a quote, photo, video clip, or tell a story.

Reflect on your project challenge

- How has your understanding of your challenge and your focus evolved based on what you uncovered in your interview?

NOW

- Individual group meetings – see links on UniCampus

NEXT STEPS till 20th of November

- Collect individual findings: lead one interview and conduct an observation, summarize it in the portfolio
- Self-organized meeting within your group to organize the research

Next online meeting:

21st of November 2023
6.00 – 7.30 pm CET