

Know what you are looking for - but be open about where you look!

When you want to make user driven innovation, you should start by defining what you are looking for:

Who do we want to do something

for? Define the buyers and users that you want to develop something for. Be careful not to define the problem too narrowly - and don't say anything at all about the solution.

The most important is to find the right problem and solve it right - not solving the wrong problem right!

What is valuable to us? Even if you work with user driven innovation, you should also gain from it yourself:

Who would we love to have as customers?

In which areas do we want to improve our own skills?

Where do we have unique skills, that could be the basis for developing something new?

Which ethical standards should be the foundation of the business?

How feasible ideas do we seek? Must our ideas be realized fast, or is it all right to develop ideas, that it will take a long time to realise. And should it be feasible with our own money, or will we accept taking loans or involving investors to realize our idea.

Build a complete team

Know what you do not know - and find somebody to fill the gaps.

User driven innovation demands many different skills. Try to get people with the following skills in your development and design team:



User empathy People with experience and education to understand the users. People with backgrounds in fx sociology, ethnology, anthropology, psychology or education can strengthen your team in this area.



Business analysis and business model. People with experience and education in fx marketing, finance and management may strengthen you team in this area.



Visualization and design. People with creative skills and education in design can strengthen you ability to visualize your ideas, so they are easy to understand for yourself and for others.



Technology. People with experience and background as engineer or other technical/scientific background should be involved in the team if we talk about technological innovations to analyze and evaluate your choice of technology.



Process facilitation and management. A good team leader with ability to stimulate enthusiasm and progress - but also with the ability to manage resources and keeping the general view is very valuable. Without good project management development projects often fizzle out..

Who? Why? What? Where? When? How?

Formulating the right questions from the beginning is crucial for the direction that you are going in.

Formulate a series of questions relating to the line of business that you want to operate in.

The many questions will help you identify which questions are the most important to answer.

Some questions can and must be answered in phase 1, but other questions might be a good starting point for the research in phases 2 and 3.