



The practical and the creative of the
innovation journey – education in action

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Workshop Overview

Introduction

Task 1: designing a club for a pen portrait user

What our students had in mind

Task 2: managing practical issues in an ideation process

Reflection on supporting students in the unfamiliar

Final thoughts and questions

Introduction

- This is a ‘taster’ of some of the approaches that we use in supporting students along their innovation journey.
- We chose two elements as an opportunity to experience what our students go through.
- We conclude with a reflection on the ways we support our students in dealing with the ‘unfamiliar’.

Task 1: designing a club

- The task is to devise a ‘Blue Ocean’ opportunity for an innovative club.
 - In this context the Club is very broadly defined.
 - It could have closed membership, or be open to the public, but requires occasional meeting of its ‘members’.
- The response must be really innovative, where the majority of its targeted customers would not normally go to this sort of club.

Pen Portrait

- Male, 42 years old
- Somewhat down and depressed
- Questioning some of the choices he has made in his life
- Confused about who he is and where he is going
- Employed, committed to social life and pursuit of playing music

'Blue Ocean' Club

- Give this person a name and flesh out their story (briefly)
 - There are a number of different current offerings that this person may consider using
 - Health service
 - Counselling
 - Self-help group
 - Etc.
- What would a radically different Blue Ocean club offering be like for them?

Eliminate-Reduce-Raise-Create Grid:

| | |
|------------------|---------------|
| Eliminate | Raise |
| Reduce | Create |

Our students' initial idea

- Students interpreted the brief to include virtual meetings using Web technology
- Proposed a Messaging based support approach
- Psychiatrists in “down-time” from their normal practice would provide text based support
- They would support multiple simultaneous chats
- On demand service for clients
- Cheaper than traditional psychiatry
- Additional income for Psychiatrists

Some issues with the initial idea

- Is message based approach well suited to this?
- It takes significant amounts of time to establish a relationship with someone if you are going to reveal potentially sensitive information
- Coming in “cold” to a new client each time
- Servicing multiple clients simultaneously when trying to think through the hidden meanings behind text based conversations?
- Balancing supply and demand

Task 2: Managing practical issues in an ideation process

- Flesh out some of the practical issues around your proposed club
 - Numbers
 - Promotion
 - Revenues

Practical challenges: Numbers

1. How many people are in your target market?
 - What are your assumptions for this?
 - What percentage of these will you expect to have got by the end of year 2 of operating?
2. How much will you be charging them on average per period?
 - e.g. £10 per week, or £1000 per year, or £50 per visit
3. What will they get for this money?

Practical challenges: Promotion

1. How will you reach them?
 - (e.g. advertising, flyers, direct mail, etc.)
 - What do they read? What do they watch?
2. How many exposures will be enough to convert them?
 - It is unlikely that one advert alone will fundamentally change someone from Interested to Customer
3. If you are going to use social media (e.g. FaceBook) as part of Word of Mouth, how will you model this?

Practical challenges: Revenue

Intended for an average customer

1. How many visits per month on average?
2. How much revenue per visit?
3. How much membership per month (if any)?
4. Total revenue per month on average?
5. What proportion is this of their disposable income?

Reflection on supporting students in the unfamiliar

- Recognise and name the challenge
- Offer a clear structure to underpin the process
- Use play to bring creative input
- Model and prototype ideas
- Visualise and visualise
- Introduce iterative process to focus on the areas of importance
- Use different perspectives to explore the same challenge
- Give autonomy to be creative and make mistakes in a safe environment

Any questions?
