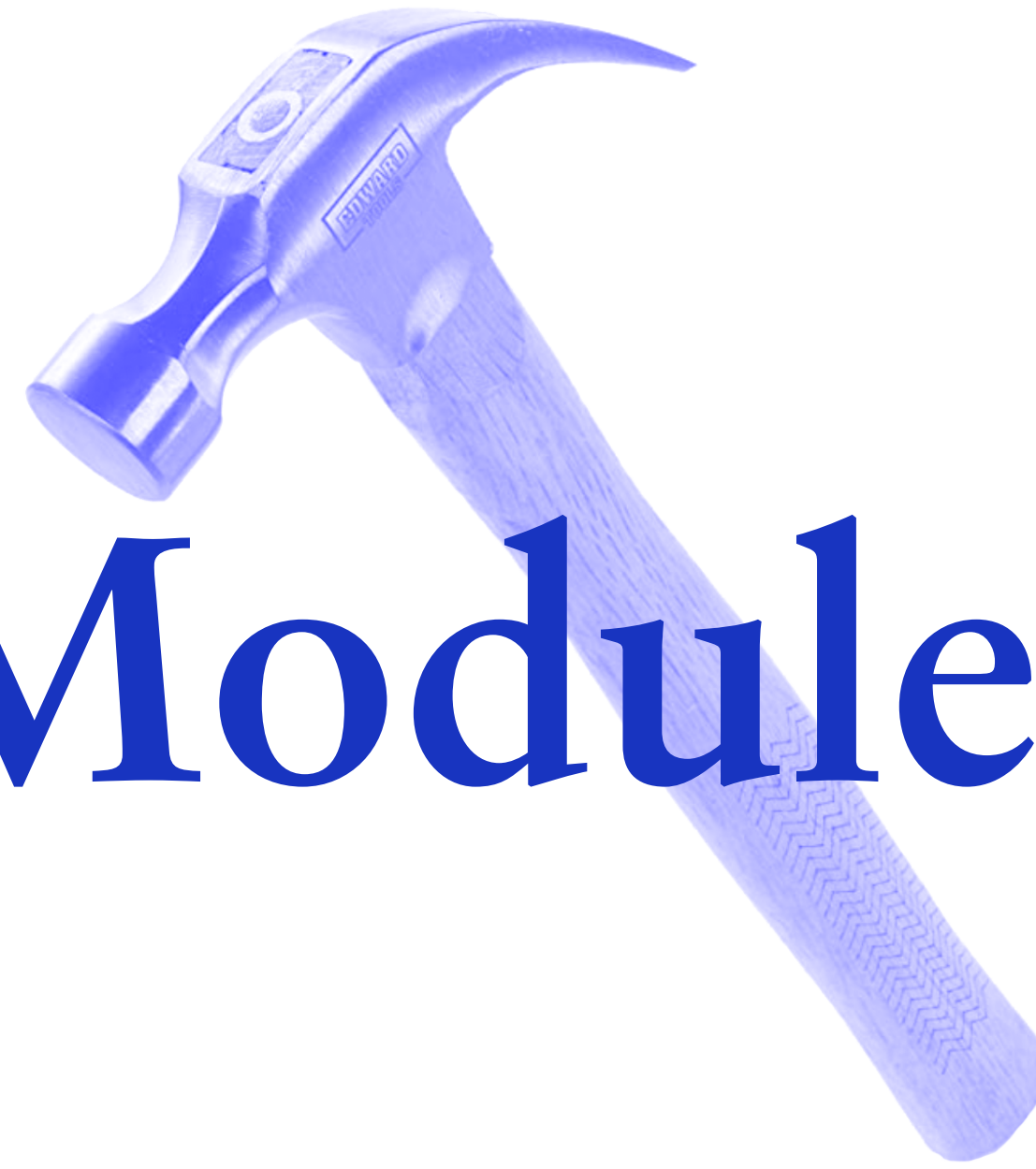
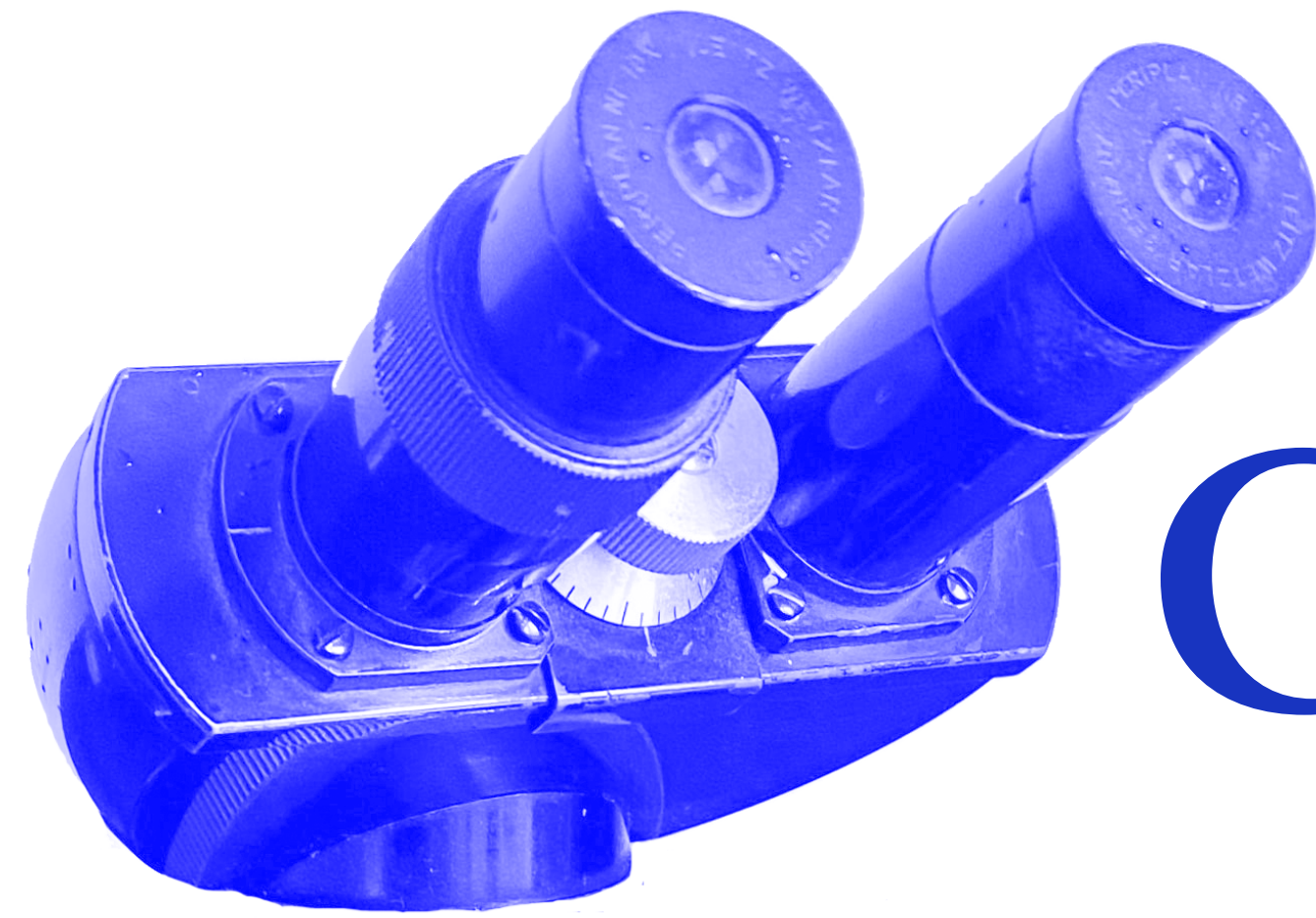
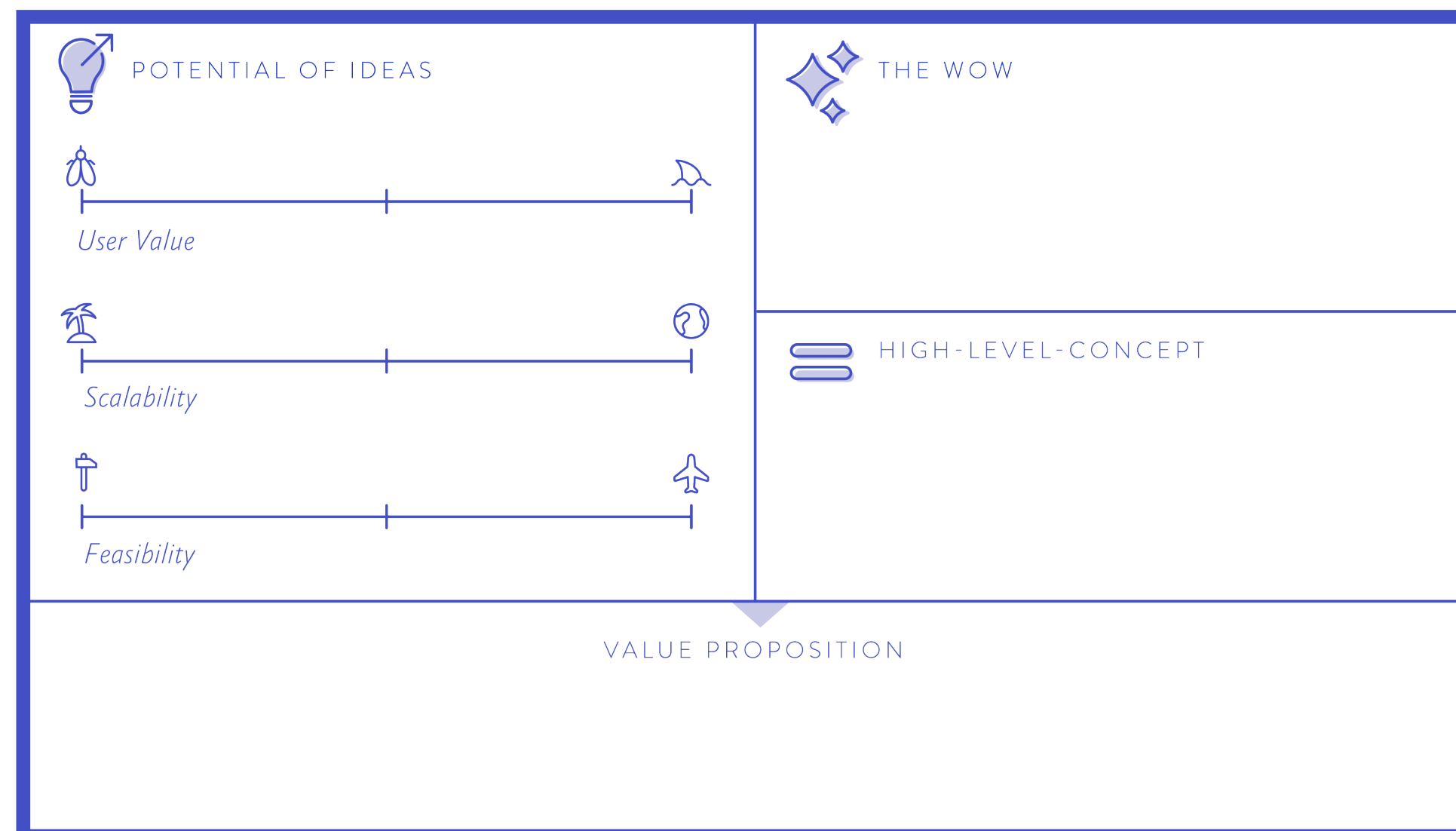


Jürgen Späth



Create Module

In the Create Module, we look for ideas and solutions for the problem of our users. This is done based on the how-might-we question at the end of the Explore Module and leads to a comprehension prototype and a problem solving hypothesis.



Idea Description

Idea Description

Ideas can have many facets and solve various problems. We have to describe and document an idea thoroughly so that we will be able to test it subsequently by means of different prototypes.

Idea Description

Matching methods:

- Brainstorming
- Traditional Brainwriting
- Idea Tower
- Inspiration Card

Addressed User

Addressed User

The addressed user is identical with the user from the Explore Module. It is helpful to document the most important special features or details of the user again at this point.

Addressed User

Matching methods:

- Brainstorming
- Traditional Brainwriting
- Idea Tower
- Inspiration Card

Addressed Needs and Problems

Addressed Needs and Problems

Our idea has to satisfy specific needs of our users. Here we write down what needs these are.

Addressed Needs and Problems

Matching methods:

- Brainstorming
- Traditional Brainwriting
- Idea Tower
- Inspiration Card

Potential of the Idea

Potential of the Idea

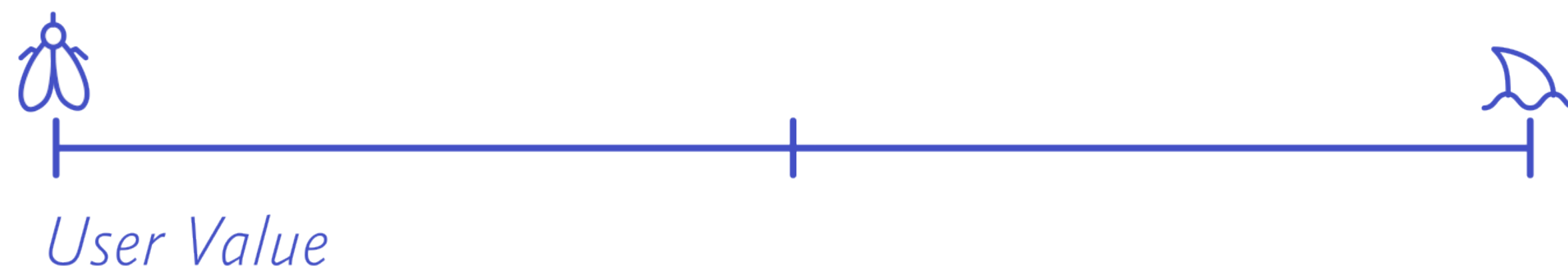
We can make the idea clearer while it is still in an early stadium. This classification can only be very holistic, but it helps to differentiate ideas and support our gut feeling when we decide which idea we want to use first in the Evaluate Module.

At this point, we have to look at the criteria user value, scalability and feasibility.

Potential of the Idea

User value: Midge bite vs. shark attack

User value means the importance of the problem for the user. It is possible to have a great idea that satisfies a real need, while the problem is not that important for the user.

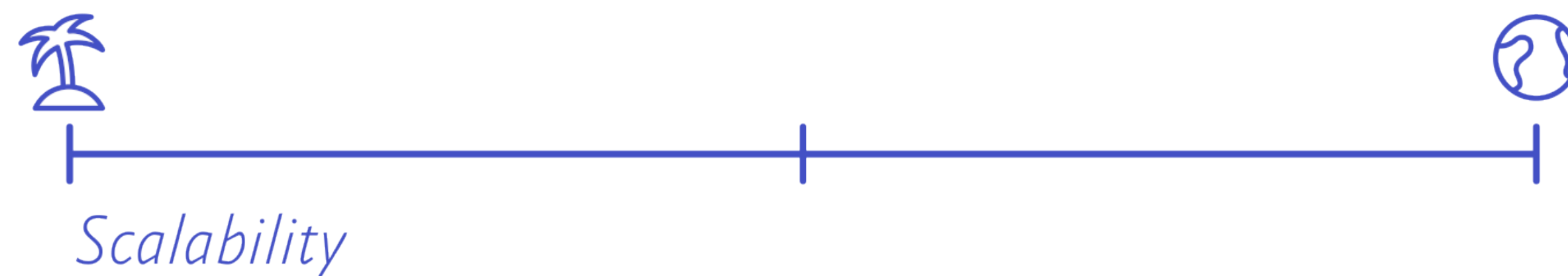


Potential of the Idea

Scalability: Robinson Crusoe vs. Australia

In our innovation development, we always look for a problem first and consider scalability later on.

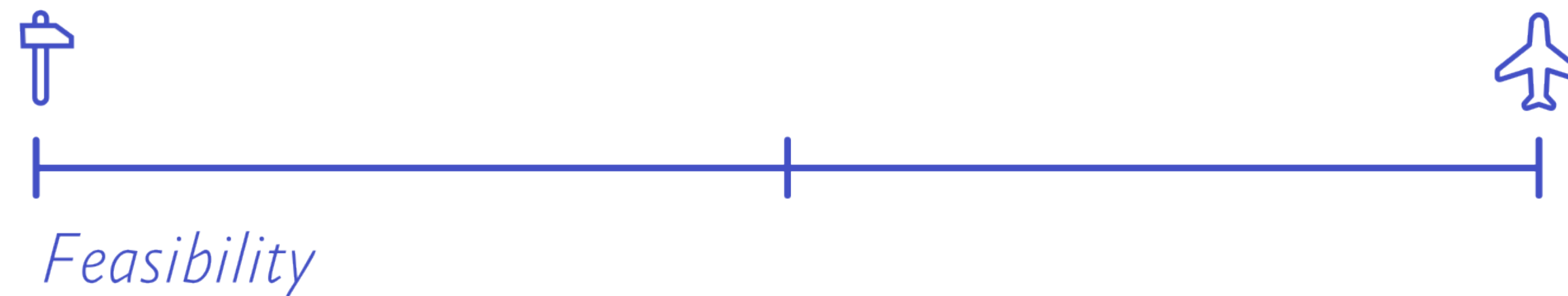
Thus it can happen that we develop ideas that provide a solution for just a small, specific circle. This is not necessarily a bad thing as many B2B solutions thrive on solving a specific problem for a limited group of customers.



Potential of the Idea

Feasibility: Hammer and nail vs. jet engine

Here it is important to check who the sender and the implementer of the idea will be. How well does the idea match the company? We also estimate whether the new solution represents an extension of the core business or whether it leads onto completely new paths.



Potential of the Idea

Matching methods:

- Categorizing and Implementing Idea
- Jobs to be Done
- Kill your Company

The Wow Feature

The Wow Feature

Any innovation has a „wow feature“, which is highlighted in the media and on review platforms.

What is our wow feature? What constitutes the buzz potential of our solution?

Our solution can only become a hit when it does not simply solve problems but also excites the users.

The Wow Feature

Matching methods:

- Brainstorming
- Collective Notebook
- Gut feeling

High-Level Concept

High-Level Concept

In the digital world, you could e.g. describe Netflix as „Spotify for movies.“ Start-up often use high-level concepts when they look out for investors and prepare their „elevator pitches.“

High-Level Concept

Matching methods:

- Brainstorming
- Collective Notebook
- Gut feeling

Value Proposition

Value Proposition

This field bundles the insights gained in the Create Module. Here we write down the value proposition that our idea bears for the user.

The value proposition that we offer our users is the reason for which our targeted user group wants to use our product or service.

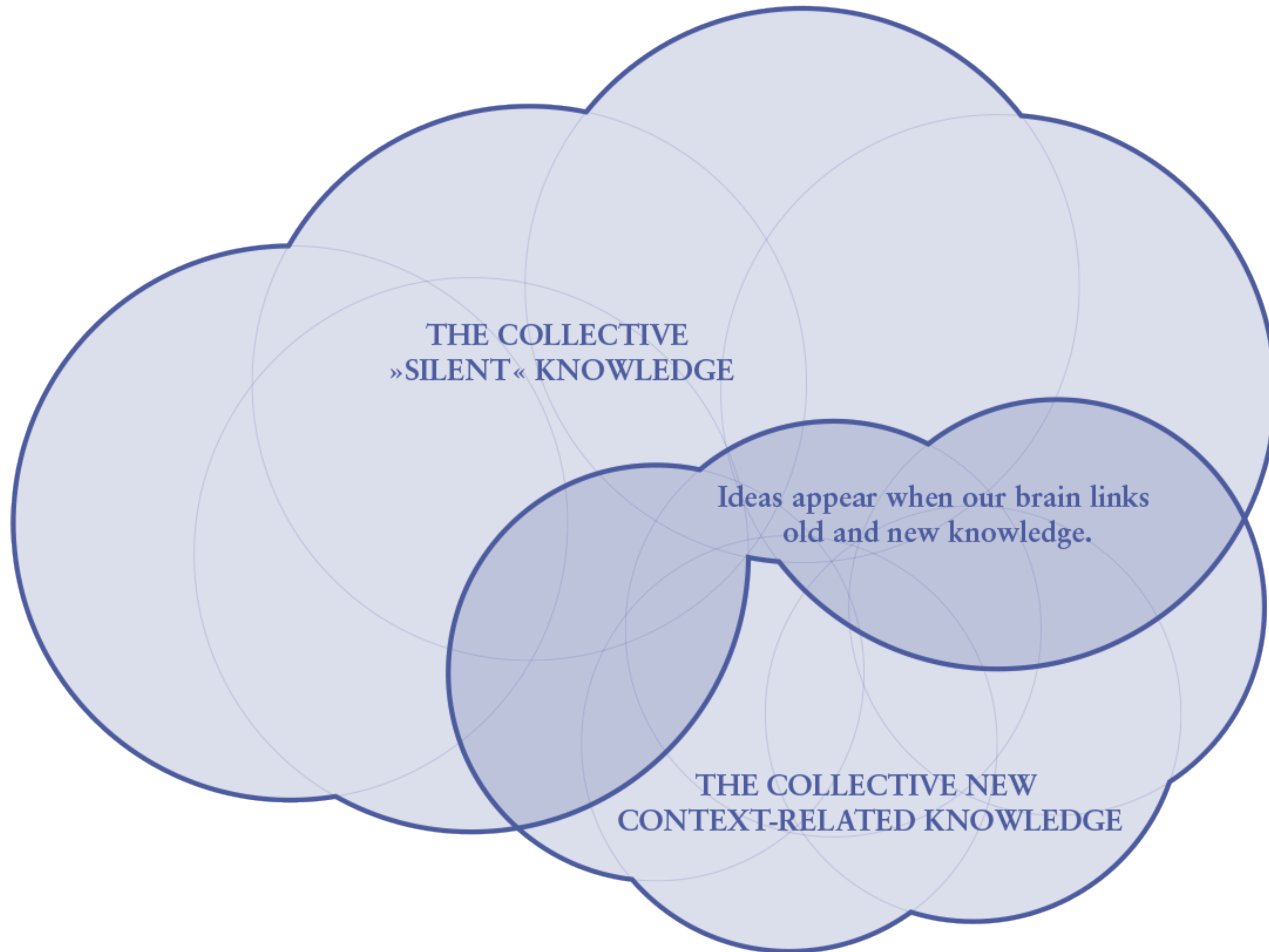
Creativity

„I do not have a special talent, I am just passionately curious. But it is entirely possible that I would not have found the solutions without my philosophical studies.“
Albert Einstein

There are two characteristics that make us creative in the long run.

One of them is a broad knowledge of impossible and possible things. The cognition psychologist Dietrich Dörner calls this the „silent knowledge.“

The second requirement is a deep understanding of the current problem.



Our brain links the old and the new knowledge. This works best during resting periods (also called incubation phases).