

Tools

CN Analysis
Contextual Needs
Journey Mapping

Likes/Dislikes
Multisensory Analysis
Articulated Use
Affinity Analysis
Surveys

Site Analysis
Lead User
Scenarios
Focus Group
Empathic Lead User

Mission Statement
Black Box
Activity Analysis (Diagram)

Personas
Functional Modeling
Workflow
Benchmarking

Specifications Sheet
QFD
Requirements Document
Background Research

C-Sketch
Design by Analogy
Word Tree
Mindmapping

Bio-Inspired
Brainstorming
Co-Creation
Morphological Matrix
SCAMPER

Pugh Chart
TRIZ
Storyboarding
Deep-dives

Prototyping Strategy
User-Validation
Scaled Prototypes
Iterative Prototypes

Isolated Subsystem
Mock-ups
Parallel Testing
Requirement Relaxation

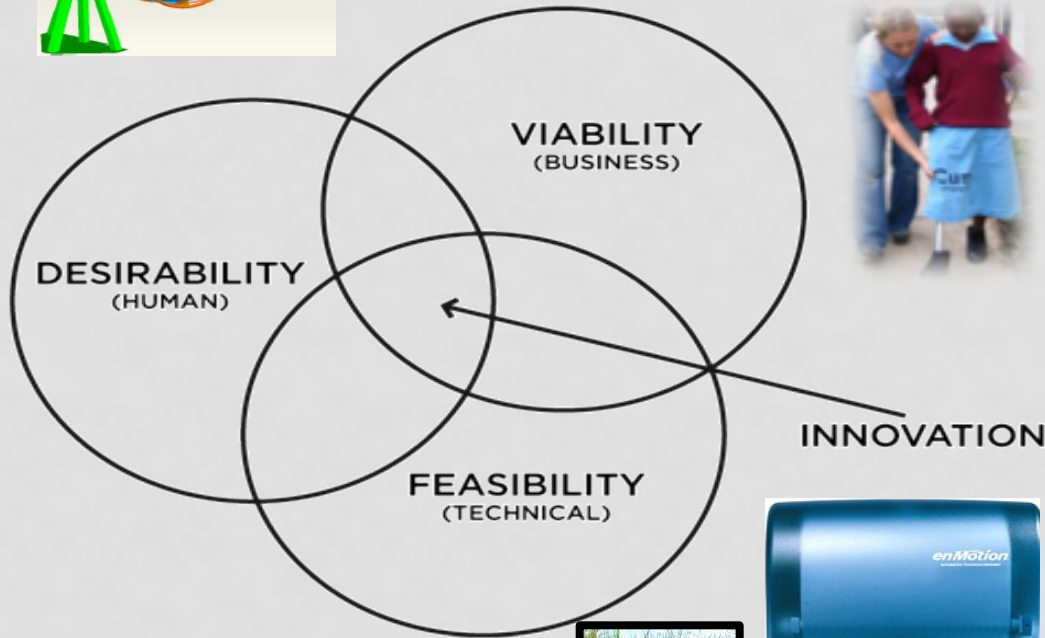
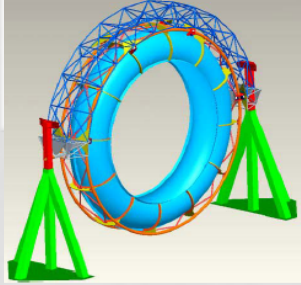
Design of Experiments (DOE)
Spiral Test Plans
Paper Prototyping
Wizard of Oz Method
Sci-Fi Prototyping

Essential

Recommended

Extended

WHAT IS INNOVATION?



Uses designer's **sensibility** and **methods** to **match people's needs** with what is **technologically feasible** and what a viable **business strategy** can convert into **customer value** and **market opportunity**.

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