

A livello strategico, un'innovazione ha spesso un focus più primario che può essere scritto come: finanza, processo, prodotto di innovazione di consegna. In pratica la maggior parte delle innovazioni cambierà qualcosa in ogni genere, e questo è ciò che rende difficile rimanere focalizzati.

Questo modello ti aiuterà a trovare chi dovrebbero essere il proprietario/sponsor all'interno della tua organizzazione e a focalizzarti sul rendere l'innovazione un successo in un futuro (prossimo).



Invention	A completely new product that is new to the world.	High risk
Innovation	An existing product, but new for the organisation. (no IP)	Medium risk
Improvement	You currently produce this product, but want to improve it.	Low risk

Ulteriori approfondimenti:

https://padlet-uploads.storage.googleapis.com/125528253/b85ccce6c3fe3f4697c3234af39c80c0/Innovation_Toolbox_2_0.zip

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INNOVATION SCOPING CANVAS

PROJECT NAME:

DESIGNED BY:

DATE:

VERSION:

INNOVATION DEFINITION
WHAT IS OUR INNOVATION DEFINITION?

INNOVATION GOALS
WHAT ARE THE INNOVATION GOALS?

WHY
WHY DO WE INNOVATE?

HOW
HOW DO WE INNOVATE?

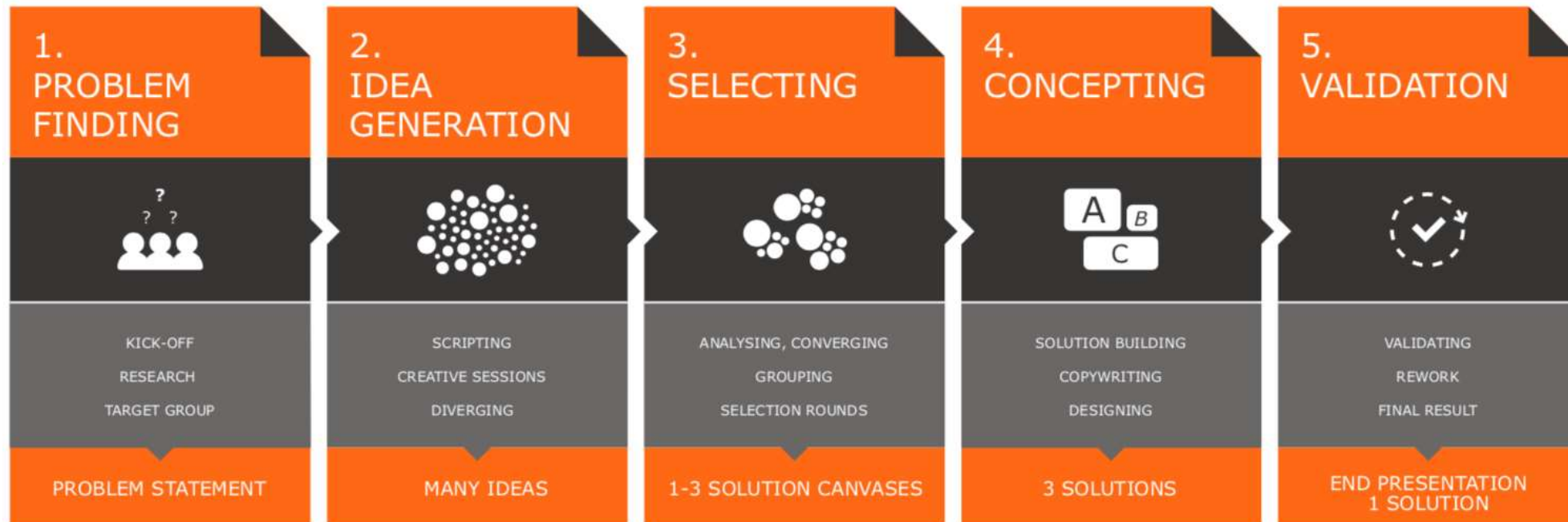
WHAT
WHAT INNOVATIONS DO WE DO AND WHAT NOT?

TARGET GROUPS
WHO IS THE INNOVATION TEAM AND WHO ARE IMPORTANT STAKEHOLDERS?

TYPES OF INNOVATIONS
WHAT TYPES OF INNOVATION ARE IN SCOPE FOR INNOVATION SUCCESS?

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INNOVATION SPRINT MODEL



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PERSONA CANVAS Female

PROJECT NAME: _____ DESIGNED BY: _____ DATE: _____ VERSION: _____



NAME:

TITLE:

PERSONAL DEMOGRAPHICS
THINK ABOUT: AGE, MARITAL STATUS, EDUCATION AND INCOME

COMPANY INFO
THINK ABOUT: INDUSTRY, COMPANY SIZE, REGION OF SERVICE

FUNCTION
THINK ABOUT: REPORTS TO, YEARS IN ROLE, ESSENTIAL DUTIES

GOALS AND VALUES
THINK ABOUT: PROFESSIONAL GOALS, VALUES

PREFERENCES AND OBJECTIONS
THINK ABOUT: WHAT DOES THIS PERSON PREFER AND WHAT DOES THIS PERSON OBJECT TO

PERSONAL QUOTE
WHAT IS A TYPICAL THING THIS PERSON WOULD SAY