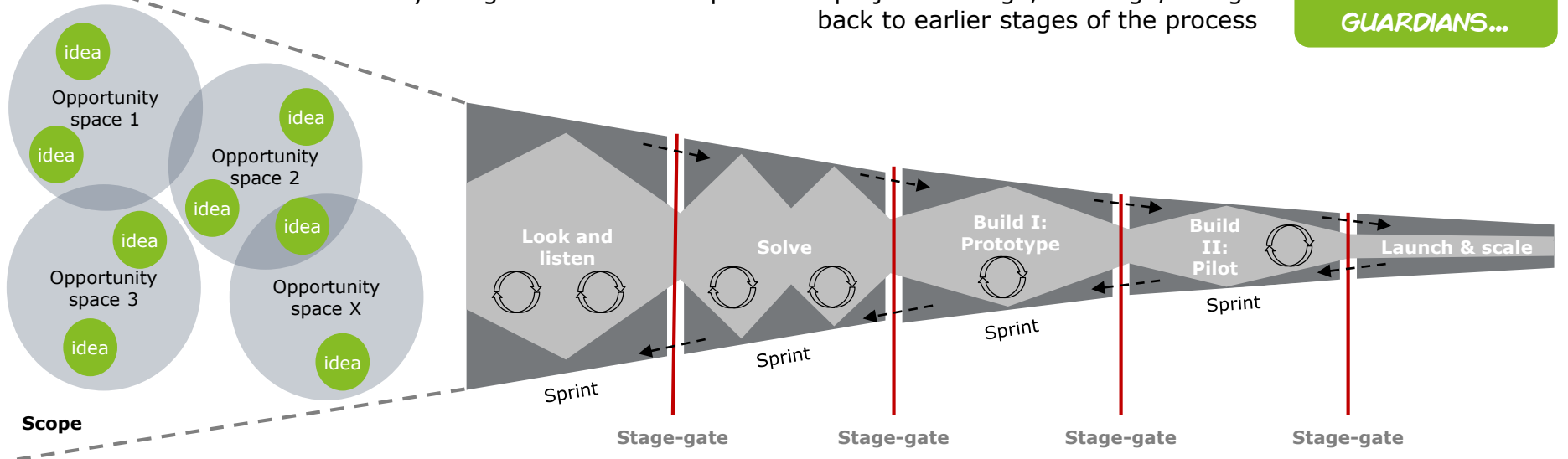


NO MATTER WHAT YOUR STYLE, INNOVATION-BY-DESIGN CAN GUIDE YOU TO INNOVATE...

Innovation by design is an **iterative** process – projects diverge, converge, and go back to earlier stages of the process

FOR THE GUARDIANS...



OBJECTIVE:

SCOPE	LOOK & LISTEN	SOLVE	BUILD I	BUILD II	LAUNCH & SCALE
Primary and secondary research to scan the horizon and select opportunity areas to explore through experimentation	Better understand people by observing their lives, hearing their hopes and getting insight on the challenge	Explore and create new concepts that best meet existing and emerging needs	Experiment with a mock-up; iterate and demonstrate initial evidence of feasibility and desirability	Pilot a Minimum Viable Offering (MVO); test and refine desirability, feasibility and viability	Formalise as a new way of working, optimise and scale

... AND THE PIONEERS

