Unified Innovation Methodology™

FRAME
Opportunities

DISCOVER
Insights

IDEATE
Concepts

ELABORATE
Prototype

LAUNCH
Solutions

Alignment to strategy
Break frames
Create New solutions
Create viable offering
Extract value

Business focus
Different lenses
Challenge assumptions
Conceive holistic solution
Adhere to value prop

Practicality
Seek Opportunities
Use Creativity
Look at it in its entirety
Learn and adjust

Consumer centricity
Consumer centrality
Conceive holistic solution
Learn and adjust

Conceive holistic solution
Learn and adjust
Communicate vision

Business imperative
Project Charter
Findings/Insights
Define concepts
Business plans/GTM

Strategy definition
Ethnographic studies
Ideation
Run larger pilots

Business analysis
Trends analysis
Crowdsourcing
Iterate/pivot

Interviews stakeholders
Consumer immersion
Concept Creation
Resource launch

Frame problem
Competitive mapping
Value chain
Early experimentation

Create Budgets
Affinity and pattern
Mapping findings
Monitor/adjust

Select approach/tools
Articulate insights
Articulate insights
Scaled pilots

Align stakeholders

Secure resources

Project charter: Strategic intent

Context exploration

Context articulation

Business “Sandbox”

Project plan

Environment observations

Expert POVs

Discovery Insights/Findings

Refined Concepts

Business models

Go-to-market

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