

TOP TIPS FOR PEOPLE-CENTRED INNOVATION

CHECK OUT OUR MOST POPULAR TOP TIPS FOR INNOVATION TEAMS



Whether you are designing a new product, service or customer experience, we've identified a few principles that result in superior ideas time and again.



shape
new ideas

THINK PEOPLE, NOT PRODUCT



People don't obsess about products. They want solutions to problems. Obsess about the problems you can solve for your customers.



STEP INTO THE SHOES OF YOUR CONSUMERS



Spend **QUALITY** time with your consumers to understand their unresolved needs and frustrations. Seek out human insights. The result: ideas with greater relevance.



DATA IS NOT INSIGHT!

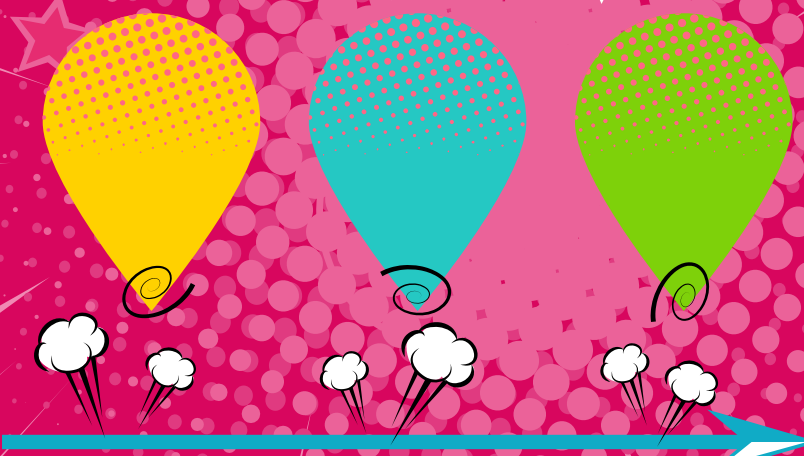


OMG!



First, use your data and analytics to spot opportunities. Then, spend time with consumers to go deeper into their mindset and motivations. The result: greater empathy for their unmet needs and pain-points.

Consider each critical moment throughout the user journey as an innovation opportunity.



USER JOURNEY



AVOID TRUISMS

“Our customers want convenience”
Who wants a service that isn’t convenient?!

To be a successful innovator, you need to dig deeper to unearth more vivid user insights, that go beyond the obvious truths.

These insights are the springboards to designing more relevant and *unique* solutions to people’s needs.

TALK TO THOSE IN THE KNOW

Some people have a deep relationship with your product or service:

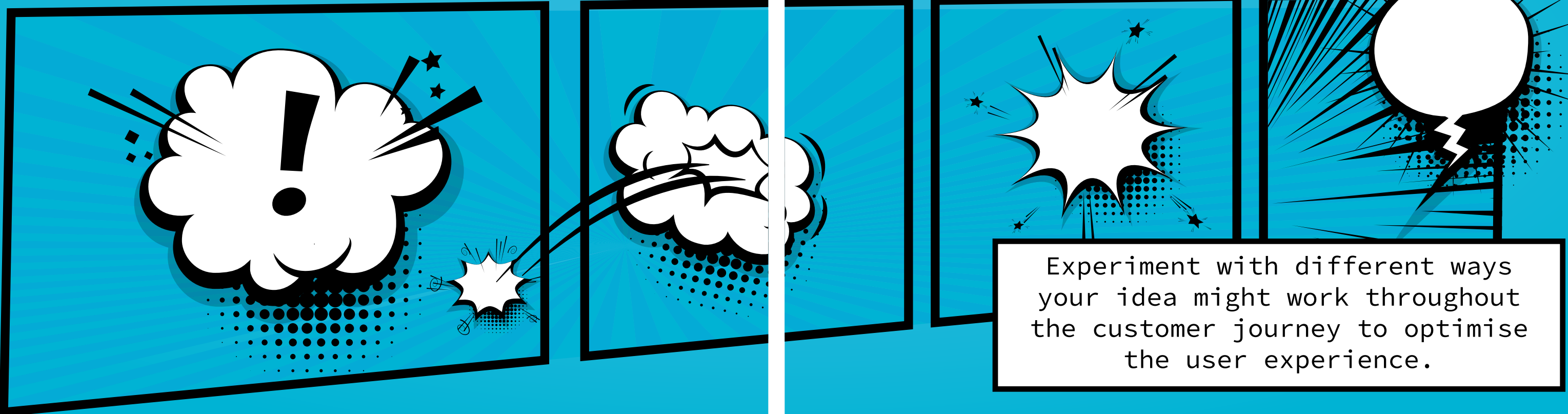
hobbyists, professionals, extreme heavy users.

They will have created their own fixes and workarounds to unmet needs.

Spend time with them, to identify what needs fixing.



OPTIMISE THE UX



Experiment with different ways your idea might work throughout the customer journey to optimise the user experience.

SUBSTITUTES

What are your consumers really using instead of your product/service?

It’s probably not what you think!

Understanding this will point you on a new trajectory.



HOW CAN I HELP YOU TODAY?

DON'T FORGET THE CORE



Inject new life into your core business and services through innovation. It's your engine room.

CO-DESIGN

Create a community of users. Involve them in the design process to help improve your ideas at each iteration of a concept. You'll create more remarkable ideas this way.



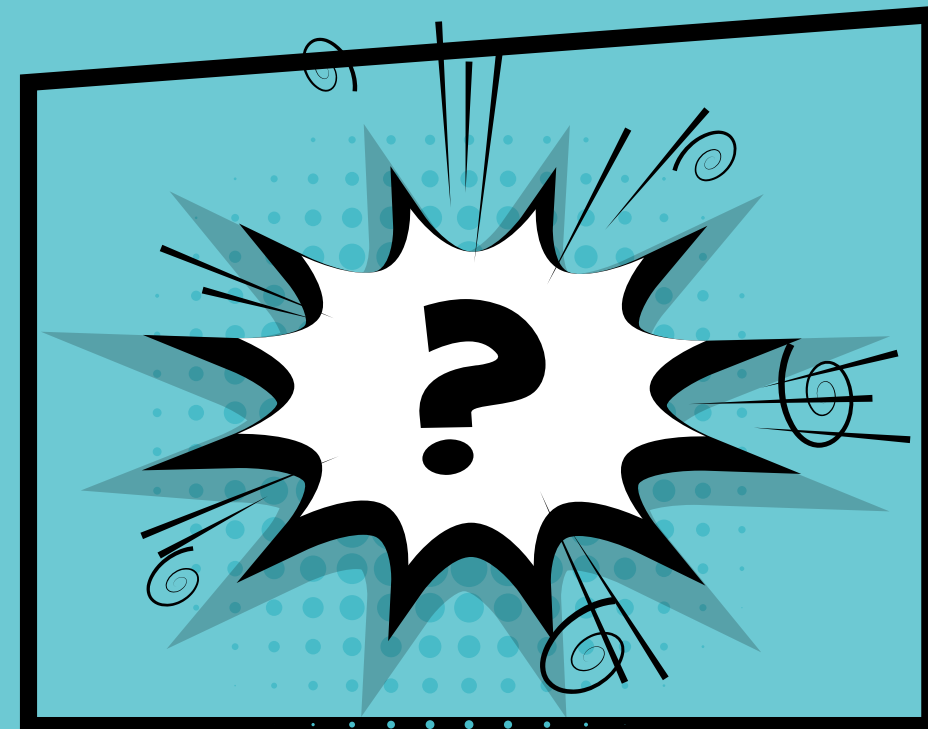
THINK PLATFORMS NOT PRODUCTS



What are the big ideas that could work across your portfolio of brands or services to give you scale?

AVOID SILO THINKING

People working in their 'functional silos' is a barrier to the cross pollination of ideas and innovation. Break down these boundaries and boost collaboration.



MANAGE RISK



Create a balance of ideas from incremental improvements to step change big bets. It manages organisational risk and resources.

IT'S ALREADY OUT THERE

Often someone in another sector has solved a similar problem. You've just not spotted it. Hunt for inspiration from outside of your sector.



Successful innovators adopt agile and creative ways of working. For instance, hunting for inspiration in unexpected places, or sharing rough and ready ideas with stakeholders and consumers, to figure out what's working or needs improving. They are willing to experiment and challenge conventions.

WHAT'S BETTER?



Focus on what makes your product better than alternatives. How can you amplify this uniqueness?



It requires a creative leap to devise novel solutions. Encourage people to challenge the status quo and be curious.

TEST 'N LEARN



Use rapid prototyping and co-create with end users. It helps you learn fast, and create ideas with greater potential and relevance for your target audience.

BE CURIOUS, ASK 'HOW MIGHT WE..?'

MIX IT UP!

Involve people from outside of your team with different backgrounds and expertise. They won't be limited by conventional wisdom and norms.



CHALLENGE HOW YOU WORK

Novel ideas often need new systems, processes and ways of working to make them happen. Factor this into your thinking.



BLA, BLA, BLA..

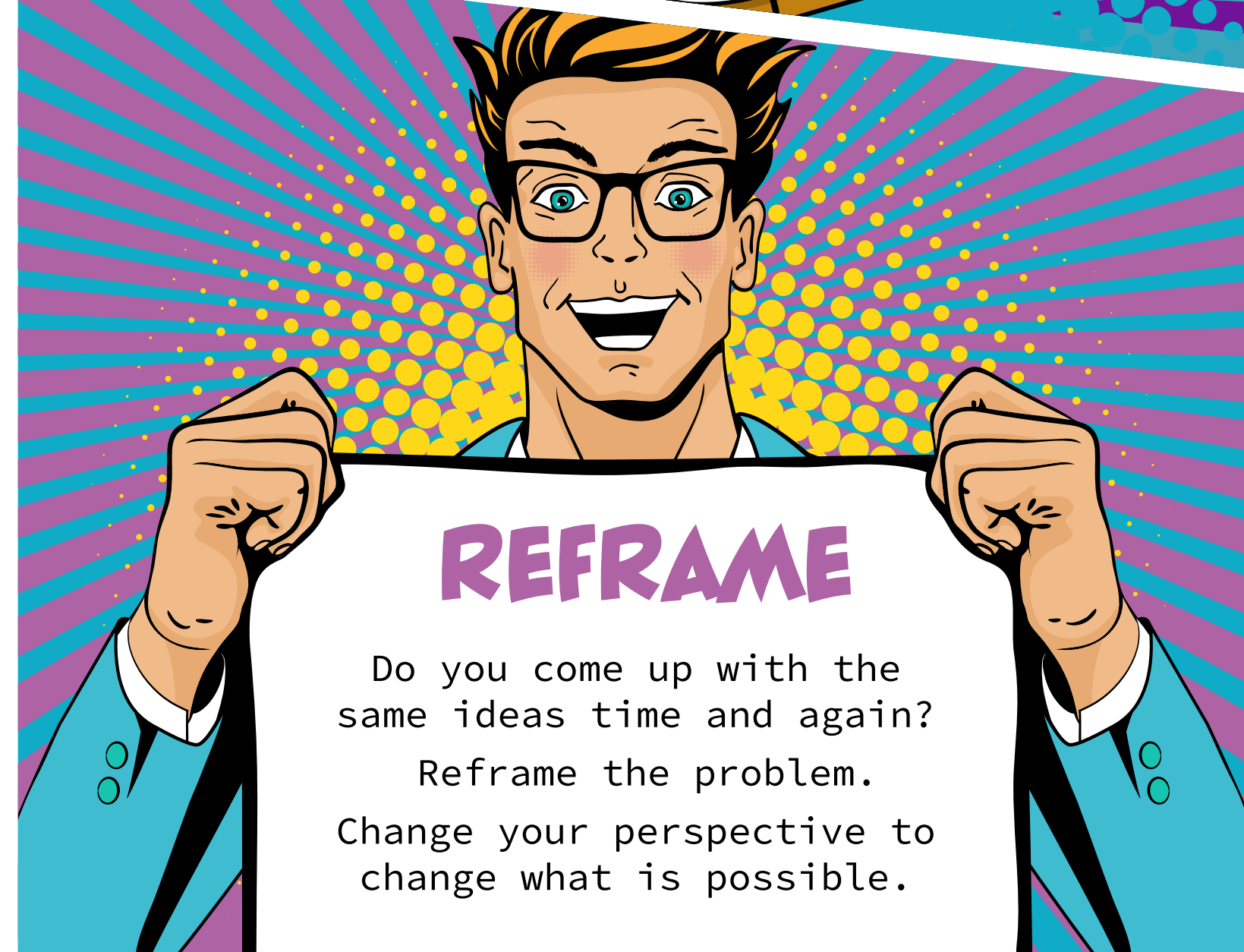
STOP TALKING

Spend less time debating. The quicker you make a mockup or prototype the faster you can spot the flaws in your approach and improve it.

START DOING

REFRAME

Do you come up with the same ideas time and again? Reframe the problem. Change your perspective to change what is possible.



**NEED TO GIVE YOUR
INNOVATION A
BOOST?**

DROP US A LINE...

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