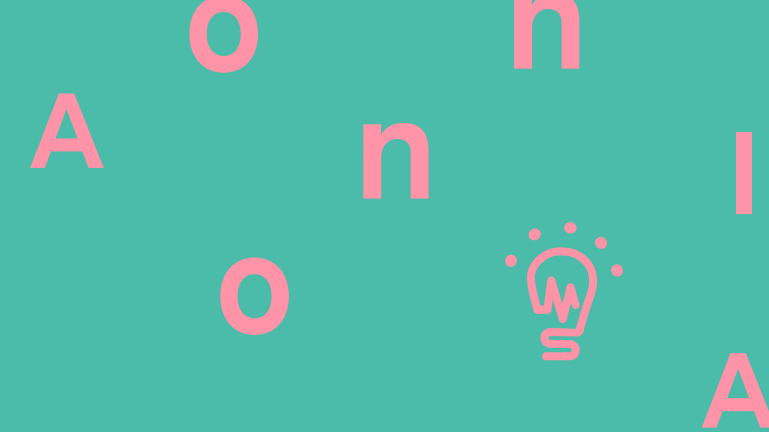




Aid for Innovation Competence and Product Development (InnoAID)

InnoAID project develops innovation and product development activities of SMEs and micro-enterprises and improves the innovation capacity of their staff.





Exercise: Renewal in practice

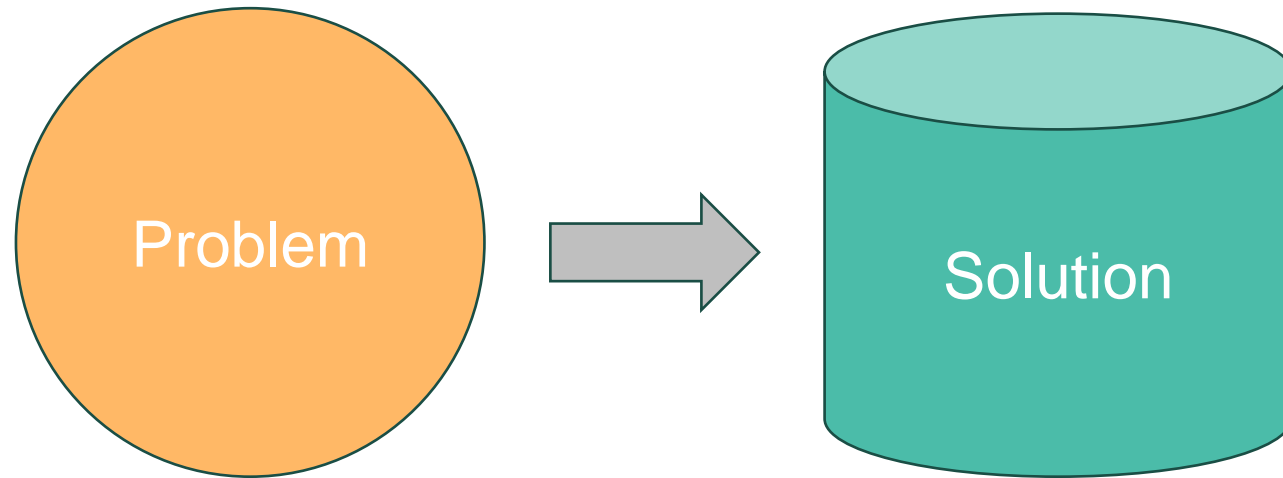
University of Oulu, Kari-Pekka Heikkinen



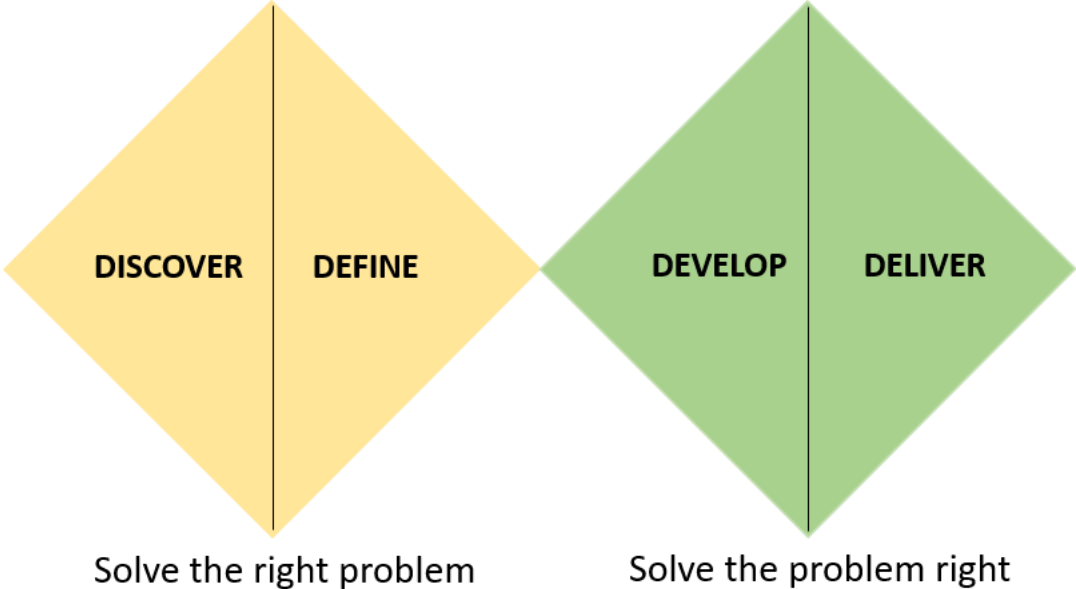
Content

- Examination of theory
- Exercise
- Examination of the exercise
- Assignment for the next time

Development in the everyday life



The Double Diamond



(Modified from: Design Council, 2023)



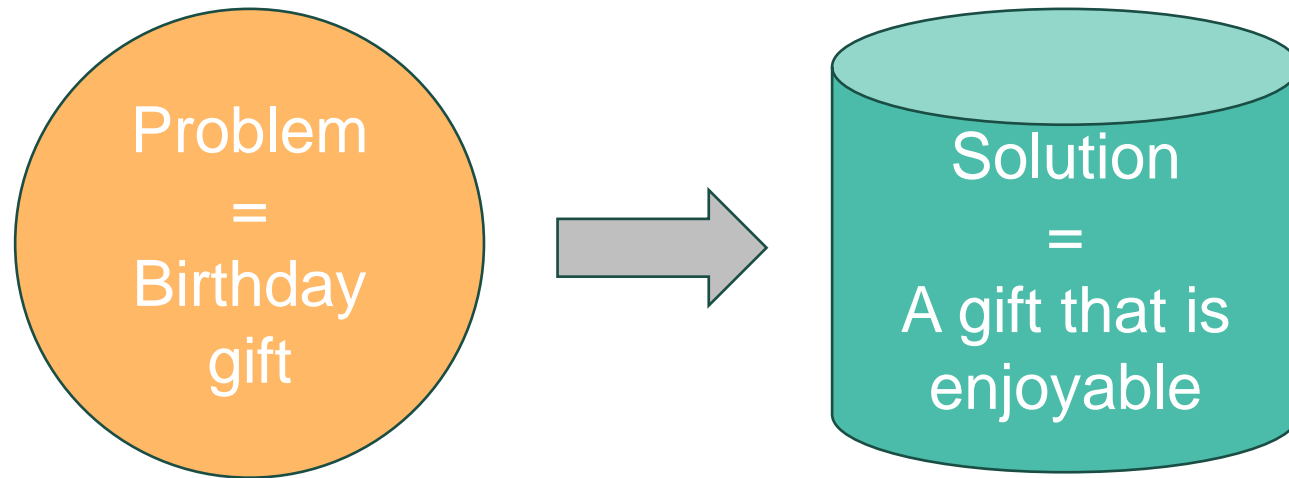
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A pink lightbulb icon with a white filament and several small pink dots above it, positioned to the right of the text.

Exercise



Practice: Enjoyable birthday gift



Phasing

Working in pairs

A paper of different color to each member of the pair

- **Interview.**
- **Ideation.**
- **Testing of the idea.**
- **Building the gift.**
- **Delivering the gift.**
- **Feedback.**
- **Examination of the exercise.**
- **Assignment for the next time.**

Interviews, two rounds.

Ideation.

Testing of the idea.

Building the gift.

Delivering the gift.

Feedback.

Examination of the exercise.

Assignment for the next time.

Everybody will be interviewers and interviewees.

Two rounds of interviews.

Different participants from different tables.

Make notes out of the interview.

Ask about the things that are enjoyable for the receiver of the gift-

Don't ask about particular gifts.

It is your task.

There is 5 minutes of time per interview.

Interview

Ideation.

Testing of the idea.

Building the gift.

Delivering the gift.

Feedback.

Examination of the exercise.

Assignment for the next time.

Ideation exercise: Crazy 8 (Google, 2023).

Fold a paper in a way that results 8 squares.

Draw one gift idea per square.

There is 1 minute of time per square. Leverage stream of consciousness. Strict focus.

I know – this is is a demanding exercise.

Interview

Ideation.

Testing of the idea.

Building the gift.

Delivering the gift.

Feedback.

Examination of the exercise.

Assignment for the next time.

Present your interview results and the gift ideas that you drew to the person next to you.

Seek for feedback and make notes, try to get improvements to your ideas.

There is max. 10 minutes of time per presentation.

Interview

Ideation.

Testing of the idea.

Building the gift.

Delivering the gift.

Feedback.

Examination of the exercise.

Assignment for the next time.

Build / draw a gift based on your idea.

You can use different materials to your gift.

There is 10 min of time.

Interview

Ideation.

Testing of the idea.

Building the gift.

Delivering the gift.

Feedback.

Examination of the exercise.

Assignment for the next time.

Deliver your gift.

Ask for feedback and make notes

Interview

Ideation.

Testing of the idea.

Building the gift.

Delivering the gift.

Feedback.

Examination of the exercise.

Assignment for the next time.

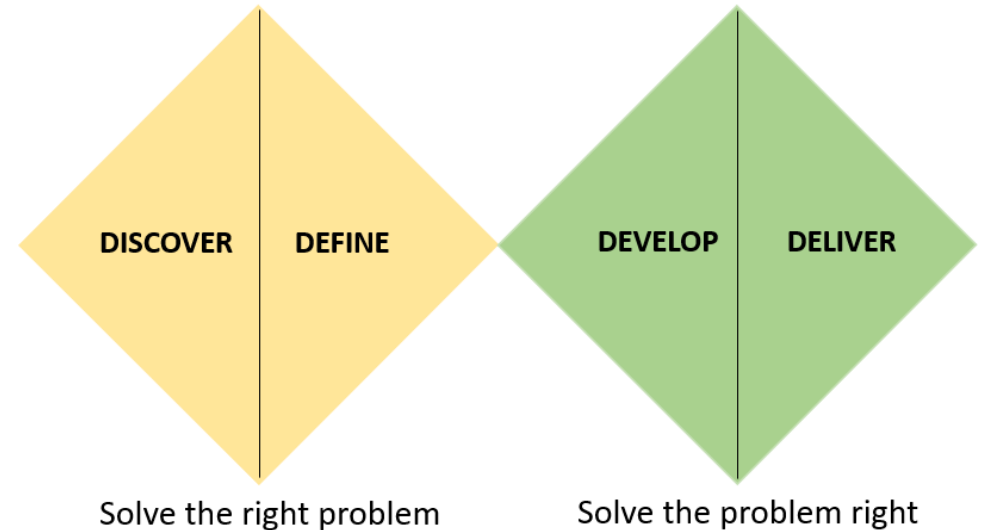
All together:

What kind of present did you make and why?

What kind of feedback did you receive?

Examination of the exercise

- Interview.
- Ideation.
- Testing of the idea.
- Building the gift.
- Delivering the gift.
- Feedback.



(Modified from: Design Council, 2023)

Assignment for the next time

Discover phase of the Double Diamond (Design Council, 2023).

Conduct max. 3 interviews around your Idea that you would like to develop.

Think about suitable interviewees from your network.

In interview: do not reveal your idea. Instead, try to focus on understanding the need and your idea more.

Goal: How I could ..., in order that ...

Reference list:

Design Council, The Double Diamond,
<https://www.designcouncil.org.uk/our-resources/the-double-diamond/> (Cited on
7th of September 2023)

Google, Crazy 8's,
<https://designsprintkit.withgoogle.com/methodology/phase3-sketch/crazy-8s> (Cited
on 7th of September 2023)