WHAT IS IT?

- The innovation model is based on design thinking, and it offers a systematic approach and structured framework to problem-solving.

- It can be used to create one's own tools to promote social inclusion and accessibility, or it can also be applied to other thematical areas.

- The innovation model consists of four phases, employing a collaborative working approach and ideally leveraging real data from beneficiaries.

- It can be used as a whole, or the steps can be applied separately to different needs.

GROUP SIZE
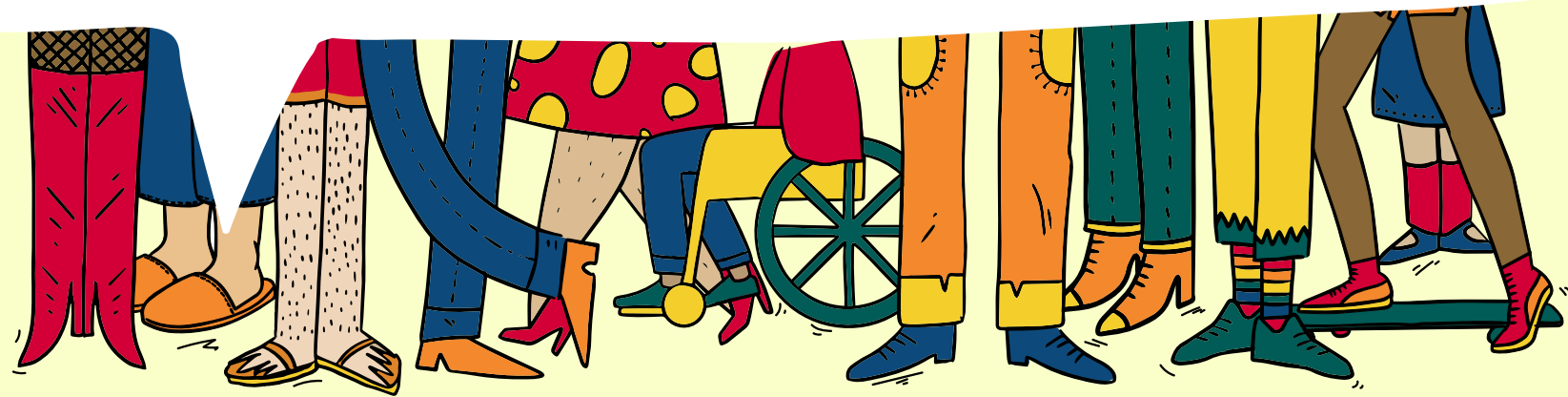
- Preferably 3-5 participants per group
- One facilitator per group who has familiarized with the innovation model and can lead the process.

RESOURCES NEEDED

- At the fewest pens/markers/pencils and blank sheets of paper.

- You might also want to use flipcharts, sticky notes, wall space or cardboard cartons, timer/stopwatch, tape or a laptop.

- (If conducted online you can also use online collaboration tools such as Miro.)

TIME NEEDED (ESTIMATION)

*The minutes here are estimations based on three different examples (half day, one day, two days). This framework can be adapted to the time available and dynamics of the group.

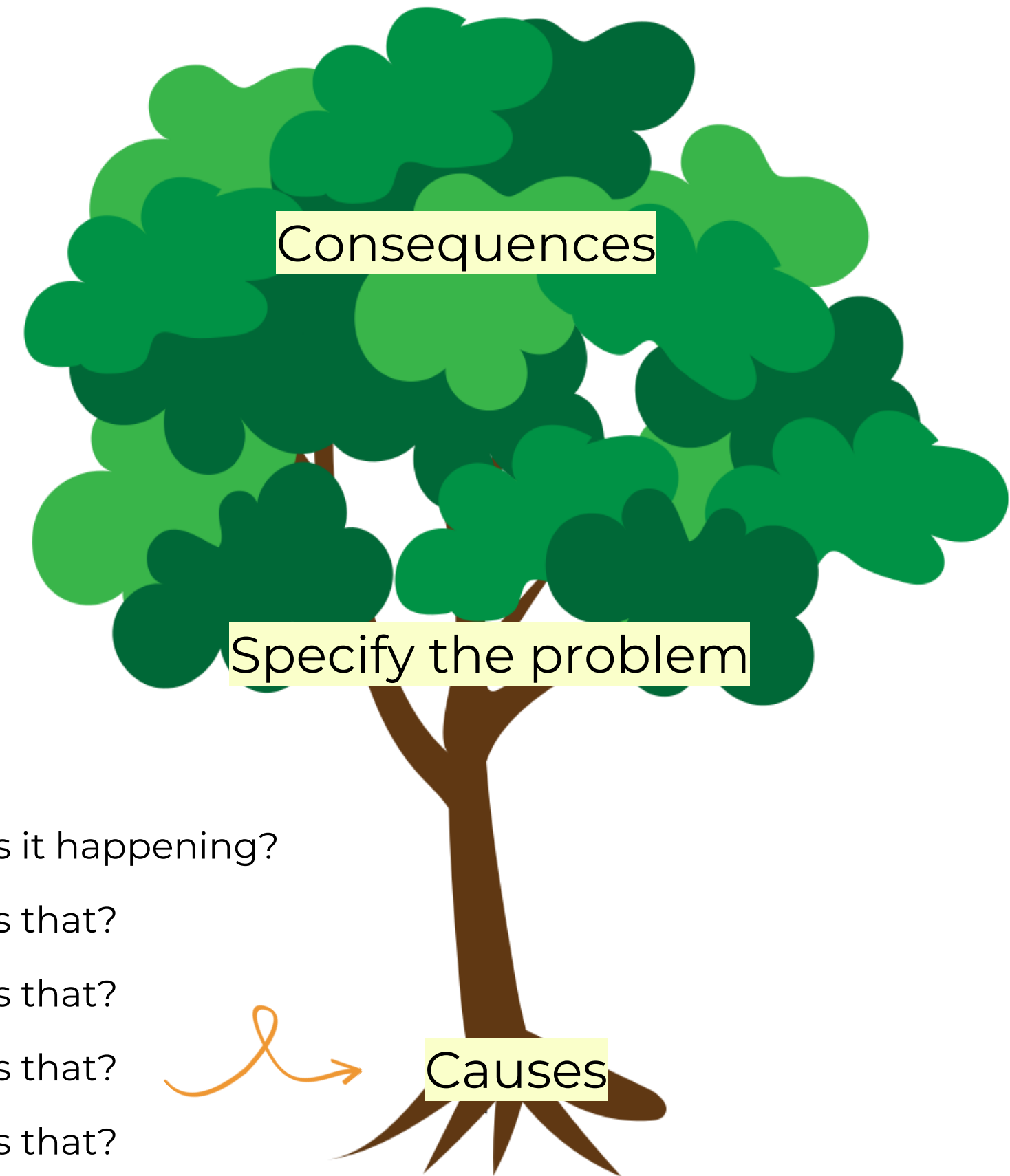| Phase	Activity	Timeframe 1 (half day)	Timeframe 2 (one day)	Timeframe 3 (two days)
Phase 1: Research and insight	Problem tree and method	20	30	60
Phase 1: Research and insight	5 whys	15	30	60
Phase 1: Research and insight	Target group and stakeholders	15	30	60
Phase 1: Research and insight	Personas	15	30	60
Phase 2: Create	Brainstorming	30	45	90
Phase 2: Create	Concept design and modeling	20	30	60
Phase 3: Develop and test	Prototyping	60	120	240
Phase 4: Realization	Activity planning	15	30	60
Phase 4: Realization	Resource planning	15	30	60
Phase 4: Realization	Cost estimation	15	30	60
Phase 4: Realization	Risk assessment and mitigation	15	30	60
Phase 4: Realization	Sustainability assessment	15	30	60
Pitch	Pitch	*Depending on the number of groups, 5 minutes per group	*Depending on the number of groups, 5 minutes per group	*Depending on the number of groups, 5 minutes per group
Minutes total		250	465	930
Hours total		**4**	**8**	**16**

PHASE 1:
RESEARCH AND INSIGHT

SURVEY/MAPPING WITH BENEFICIARIES

- To start the process, it is recommended to conduct a short survey/mapping with relevant beneficiaries about the problem to solve.

- Create a short survey with basic questions about the problem you want to solve (you can use online survey tool). Put couple relevant questions that will help you determine the problem among youngsters. Distribute the survey to beneficiaries and use the results in the next phases.

- Real data from the beneficiaries and taking it into consideration in the different steps of the process gives more credibility to the final solution.

PROBLEM TREE AND FIVE WHYS

➢ Have a blank sheet of paper and draw a big tree on it. Define the problem by identifying the core problem (middle of the tree), its consequences (top of the tree), and underlying causes (roots of the tree).

➢ Complement the problem tree with a so-called five whys technique by considering more in detail the causes of the problem i.e. what you wrote down in the roots of the three.

Consequences

Specify the problem

Why is it happening?

Why is that?

Why is that?

Why is that?

Why is that?

Causes

TARGET GROUP AND STAKEHOLDERS

Who is affected by the problem? Who can affect it?

➤ Have a blank sheet of paper and draw a big circle on it. Draw another circle inside the first one and one more core circle inside the second one. Analyze who is affected by the problem and who can affect the problem.

➤ Understanding the problem necessitates a comprehensive grasp of the target group and stakeholders, providing insights into the issues at hand. Within this phase various methods and tools can be used including surveys, interviews, demographic analysis, observational research, stakeholder mapping.

Who can affect?

Who is also affected?

Target group

PERSONAS

➤ Have a blank sheet of paper and draw, for example, three rectangles/squares on it. In each of the rectangle/square, create profiles for average "fictional" users representing the target group to understand the individuals affected by the solution, fostering a human-centric approach.

➤ Personas are detailed and semi-fictional representation of an idealized user or customer, created to better understand and address the needs, behaviors, and preferences of a specific target audience. They can also be derived from research conducted within the target group.

Basic

demographical

Desires?

Needs?

info

Frustrations?

Challenges?

Pain points?

BRAINSTORMING

➢ Have a blank sheet of paper and write on it as many ideas as possible to tackle the problem.

➢ Be creative; this time quantity goes over quality!


Generating Concepts

CONCEPT DESIGN AND MODELING

➢ Group your ideas from the previous phase together (e.g. with different colors) based on relevance and similarities.

➢ Define and write down the pros and cons of each idea to assess its viability.

➢ Choose the most promising idea. This will be the foundation for your prototype.

Idea development and prototype selection

FEEDBACK
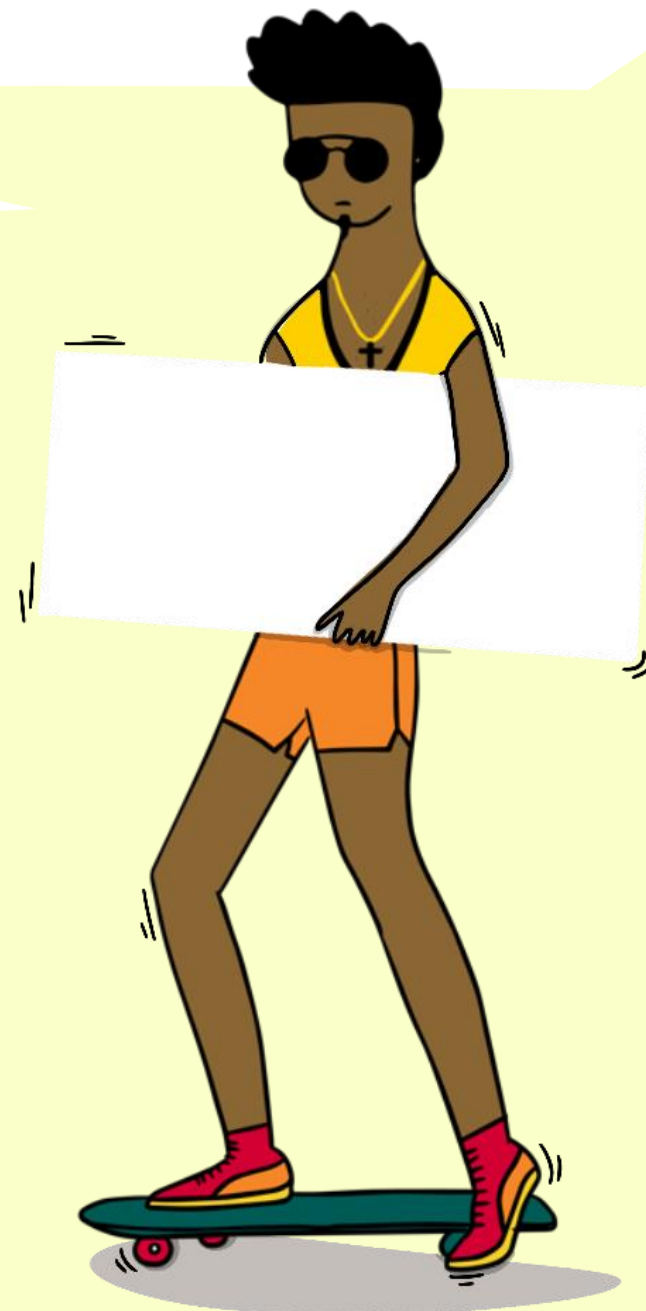
➢ Have a feedback loop to gather insights from team members, stakeholders, and potential users to ensure that the proposed ideas align with needs of the community.

Phase 3:
Develop and Test

PROTOTYPE

➢ Create a tangible representation of the product or service. Use a blank sheet of paper. Prototype doesn't have to be perfect; consider it as an iterative process:

➢ **Create prototype 1:** Determine the functionality of the product or service: What is the purpose and what should it do? What kind of materials/resources do you need for the product or service? Don't get into details yet.
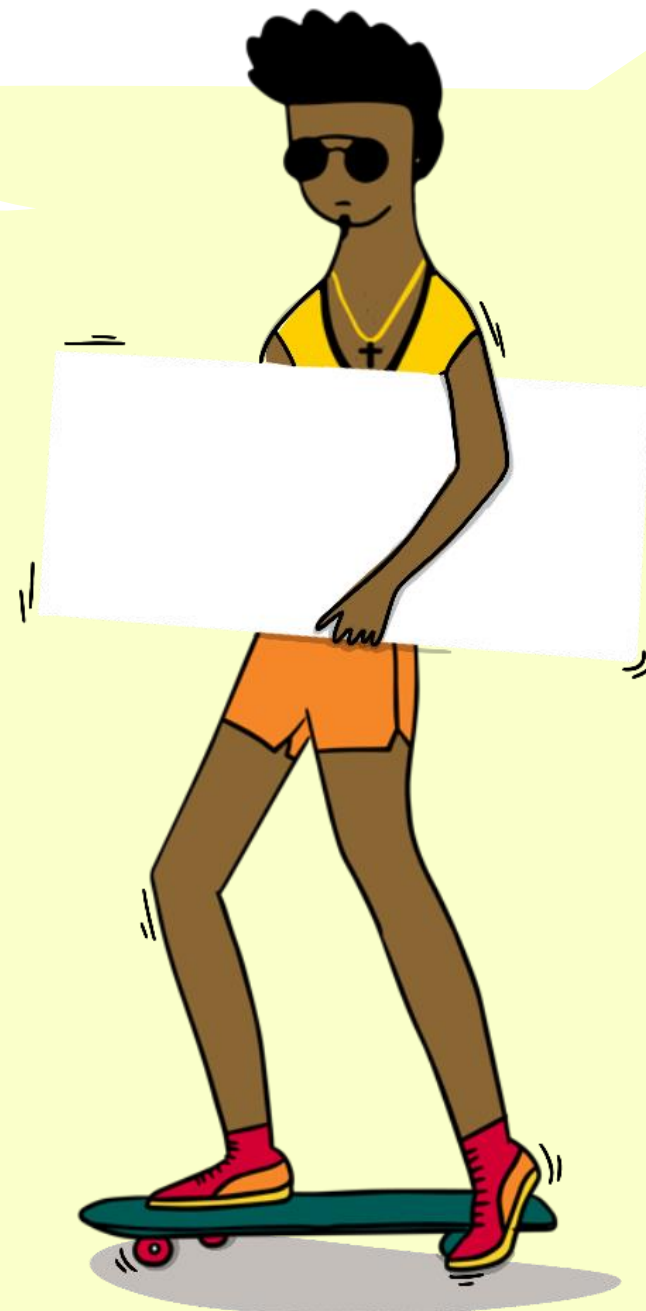
PROTOTYPE

➤ **Create prototype 2:** First create a so-called user story. Get back to personas and put yourselves in their perspective to define their needs and whether the product or service satisfies their needs. Create a story that will articulate persona needs. After this, revisit the first prototype of your product or service and develop/refine it depending on persona needs.

FEEDBACK

➤ **Create prototype 3:** Collect feedback from the target audience and stakeholders (through interview or survey). This feedback loop informs further refinements and adjustments to enhance the effectiveness of the proposed solutions. Revisit and refine the product or service based on feedback.

Phase 4:
Realization

➤ Have more blank sheets of paper or a computer and make your plan real: plan resources, activities, assess sustainability, estimate costs and think about risk assessment and mitigation (see next slides).

➤ Recall all the information from previous phases and take them into account here. Keep all the previously created materials nearby as you will need to revisit them in this phase.

➢ **Activity Planning:**

Develop a detailed plan outlining activities, timelines, milestones, and responsibilities, ensuring a systematic approach to implementation. Use your prototype to plan activities.

➢ **Resource Planning:**

Identify and allocate necessary resources for solution implementation, including personnel, materials, equipment, and technology. Use your prototype to assess resources.

➢ **Cost Estimation:**

Estimate implementation costs, encompassing direct and indirect expenses, and develop a budget. You can do it in excel sheet or paper. Use prototype, stakeholder map, persona and all relevant materials created in the previous phases.

MAKE IT REAL!

➢ **Risk Assessment and Mitigation:** Identify potential risks, develop mitigation strategies, and create contingency plans to address unforeseen challenges. What are the risks that could arise, how to avoid them and what to do if they still occur? Write down risks on a blank sheet of paper and try to think a strategy for avoiding or minimizing each.

➢ **Sustainability Assessment:**

Evaluate the long-term sustainability of the solution, considering factors like environmental impact, scalability, and adaptability. For example: How does your project impact environment? What are the social implications of the solution, including its impact on local communities? Can the solution be easily scaled up to meet growing demands or populations? Can the solution be customized or modified to suit different contexts or regions? How well can the solution adapt to changing environmental conditions or external factors? You can add different questions depending on your project.

PITCH

➤ Prepare a concise 5-minutes long presentation outlining the problem, solution, value proposition, benefits, and outcomes.

➤ You can follow proposed structure: introduction, problem statement, solution, execution plan, sustainability and financials, call to action and closing. (Participants can adapt the structure as they see fit. Visual aids and user testimonials enhance credibility.)

➤ The pitch concludes with a clear call to action and adheres to time constraints.

Prepare for your pitch

Introduce your proposed solutions