MODULE THREE – INNOVATION TRAINING
PROCESS MODEL

MODULE 1
INTRO TO INNOVATION
SUCCESS CRITERIA
METHOD N-A-T (NEED)
INSIGHTS

MODULE 2
METHOD N-A-T (APPROACH)
IDEATION & CREATIVITY
FACILITATING WORKSHOP
FACILITATORS ROLE

MODULE 3
METHOD N-A-T (TEST)
METHOD – NABC
TEST, PROTOTYPE & PITCH
PROCESS MODEL

MODULE 1
INTRO TO INNOVATION
SUCCESS CRITERIA
METHOD N-A-T (NEED)
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MODULE 2
METHOD N-A-T (APPROACH)
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FACILITATING WORKSHOP
FACILITATORS ROLE

MODULE 3
METHOD N-A-T (TEST)
METHOD – NABC
TEST, PROTOTYPE & PITCH
Learning objectives (TtT):

➢ Learn the NABC-method: Ideate, Prototype & Pitch
➢ Understand how to do tests and prototyping
➢ Experience of lecturing and facilitating giving/receiving feedback
➢ Experience introducing / facilitating on a chosen tool/topic
Key elements from Module 2

NRC:
1. THE NAT MODEL - Approach
2. DOBLINS 10 AREAS TO INNOVATE

NCA:
1. IDEATION & CREATIVITY - What to be aware of
2. WORKSHOP – How to conduct & tools
3. TYPOLOGY & COMMUNICATION – diversity icebreaker
PRESENTATIONS
Facilitate a workshop to create solutions

Choose 1 – 3 solutions to take forward/ test further
Hard to realise

Easy to realise

Minor effect

Significant effect

Hard to realise
What did we learn?
Always seek more than one solution

Always test all solutions separately on real users

It is easy to fall in love with one way forward…
Fulfill important/big/increasing need

Reduce risk & copy

Customer value > disadvantages

One of several alternatives

Useful (functional)

Attractive (emotional)
OR
### Brain Writing Canvas

Write down your HMW-question. Hand a paper to each team member (ideally 3-8). Ideate in 30-60 seconds sprints. Jot down or draw one idea per sprint and field. Pass the paper. Iterate until each person gets back the sheet you started on. Consolidate.

<table>
<thead>
<tr>
<th>Idea 1</th>
<th>Idea 2</th>
<th>Idea 3</th>
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<table>
<thead>
<tr>
<th>Idea 4</th>
<th>How might we...</th>
<th>Idea 5</th>
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<tr>
<th>Idea 6</th>
<th>Idea 7</th>
<th>Idea 8</th>
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MODEL: NABC

IDEATION, PROTOTYPE & PITCH
N - A - T

Test → Need

Customer Value

Approach (solution)
Slides  Minutes  Font

10 – 20 - 30

Guy Kawasaki
NABC

COMPETITORS

BENEFITS

NEED

APPROACH
NEED

What **SPESIFIC** need/s do you want covered?

Describe the need e.g. by storytelling, seen through the customer/user perspective (company or person)

How BIG is the need?

Numberise the need (time, money, feelings etc)
APPROACH (SOLUTION)

How are you going to solve the need/problem, specifically?

Describe or show how your specific product or service will work for your users/customers.
NABC

COMPETITORS = NEED

BENEFITS = CUSTOMER VALUE

APPROACH = SOLUTION
BENEFITS

= Customer value (value proposition)

- Describe or show the value the customer/ user gets by using your solution? What is unique?

- What is the cost for users/ customers? (Time, Money, Behaviour, Change)
NABC

COMPETITORS = ALTERNATIVES

NEED

BENEFITS = CUSTOMER VALUE

APPROACH = SOLUTION
Describe the options available for your solution?
### NABC Canvas

Have a HMW-question ready. Formulate the need (N) you are addressing, an approach (A), the benefits (B) of your idea and potential competition (C). Give your NABC-approach a title and visualise, prototype and pitch your solution.

<table>
<thead>
<tr>
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<tr>
<th>Need</th>
<th>Approach</th>
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<tr>
<td>N — Need. N is the most important factor in the method. An idea without a practical need for it remains just what it is: a good idea and nothing more.</td>
<td>A — Approach. A is usually a point of departure for most activities, but with the NABC method, A always comes after N.</td>
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<th>Competition</th>
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<td>B — Benefit. B stands for the innovative elements — of an idea (UVP: unique value proposition) — in other words, that which constitutes its uniqueness.</td>
<td>C — Competition. C stands for a study of the competition existing in the area concerned. C is often mistaken for N. C, however, focuses on the reality within which a concept has to function.</td>
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ASSIGNMENT

1. Describe the need you are covering
2. Describe the approach/ solution
3. Describe the customer/ user value
4. Describe the alternatives
PROTOTYPE/ VISUALISATION
Title

Need
N — Need. N is the most important factor in the method. An idea without a practical need for it remains just what it is: a good idea and nothing more.

Approach
A — Approach. A is usually a point of departure for most activities, but with the NAIC method, A always comes after N.

Benefits
B — Benefit. B stands for the innovative elements — of an idea (USP: unique selling proposition) —, in other words, that which constitutes its uniqueness.

Competition
C — Competition. C stands for a study of the competition existing in the area concerned. C is often mistaken for N. C, however, focuses on the reality within which a concept has to function.

Prototype / Visualisation
Once they have their NAIC defined they make it tangible. As a minimum, they should do visual sketches of a potential solution.
"Iv'e made several hundred prototypes before the Iphone was introduced"
THE FIRST
DONKEY KONG PROTOTYPE
WHAT ABOUT SERVICES?
Prototype / Visualisation

Once they have their NABC defined they make it tangible. As a minimum, they should do visual sketches of a potential solution.
ASSIGNMENT

PROTOTYPE & PITCH YOUR SOLUTION

1. Present the solution (NABC) (4 minutes)
2. Questions & feedback (4 minutes)
3. Make adjustment’s (2 minutes)

Participants rotate
PROTOTYPING
Problem:

They didn`t know if the preheater was working, nor if the car was ready.

The solution was not working.
First prototype should be rough

Draft a new and better solution.
Test solutions in their natural environment

Testing:
Display and colours.

Result:
The colour green didn`t show in daylight.
End result
Test early
Make simple prototypes
Involve users
Get feedback
TESTING & SCALING
A story about www.medarbeiderne.no

“We collect glass and metal packaging from companies and households to create jobs for former drug addicts”.

innoco
To show the world how former addicts can become resourceful employees if they are given a community, responsibilities and frameworks.
Thesis:
There is an unmet need.

Test:
Door sale - one block.
88 % signed contracts.
Testing and scaling

Rent a “medarbeider” (employee)?
How price sensitive is the marked (test – one region)?
Do people need a Santa for Christmas?
TOPICS FROM MODULE 2
10 AREAS TO INNOVATE
1. PROFIT MODEL

Where the organisation get their income
2. NETWORK (ALLIENCES)

How do you connect with others to create value
3. STRUCTURE & 4. PROCESS

Structure:
How you organize and align your talent and assets

Process:
How you use signature or superior methods to do your work

Train-the-trainer Programme
5. PRODUCT PERFORMANCE

How you develop distinguishing features and functionality
9. BRAND

How you represent your offerings and business

Norsk flyktningråd
Flyktninghjelpen
10. CUSTOMER ENGAGEMENT

How you foster compelling interactions
VALUE PROPOSITION
We talk about 2 types of value to be created;

1. **Customer value...**

   **Value** is fulfilment of needs minus Extra work, nonsense, annoyance, fetching, bringing, repairing, service, user manuals, training, delay, unpacking, installation, forgotten passwords and all the rest that have nothing to do with the need it self.

   ---
   **PROS**
   **CONS**
2. Value proposition (verdiforslag)

What are costumer/user needs?

How do we create value?

What problems do we solve for the costumer/user?

Only the costumer/user can define perceived value for the service/product

• Functional
• Emotional
THE WAY FORWARD
• ALIGNMENT & 6 ELEMENTS
  
  STATUS – ARE KEY RESOURCES ALIGNED?
  STATUS – HOW ARE WE PERFORMING?
  STATUS – DO WE NEED TO GO BACK?

• WAY FORWARD

  WHERE AND HOW TO TEST, PARK OR PERFORM?
KEY TAKEAWAYS

MODULE 3
KEY TAKE-AWAYS

ALL MODULES
Choose

Need

Generate solutions

Approach

Test

Possibilities - Ideas - Processing
INNOVATION IS ABOUT COURAGE