



INNOVATION: PROCESSES

5bXYfgjK UFY`
Associate Professor
Lund University

7 \ UF`chU'xε \ bggcb
Associate Professor
Lund University

5bXfYUgj@Ufggcb
Associate Professor
Lund University



LUND UNIVERSITY

Jun Jin
Associate Professor
Zhejiang University

E]ba]b'Mub[
Ass. Professor
Zhejiang University



ZHEJIANG UNIVERSITY

“WHAT IS”

VS.

“WHAT MIGHT BE”

“Whereas scientists investigate today to discover explanations for what already is, designers invent tomorrow—they create something that isn’t. To get to growth, we have to create something in the future that is different from the present.”

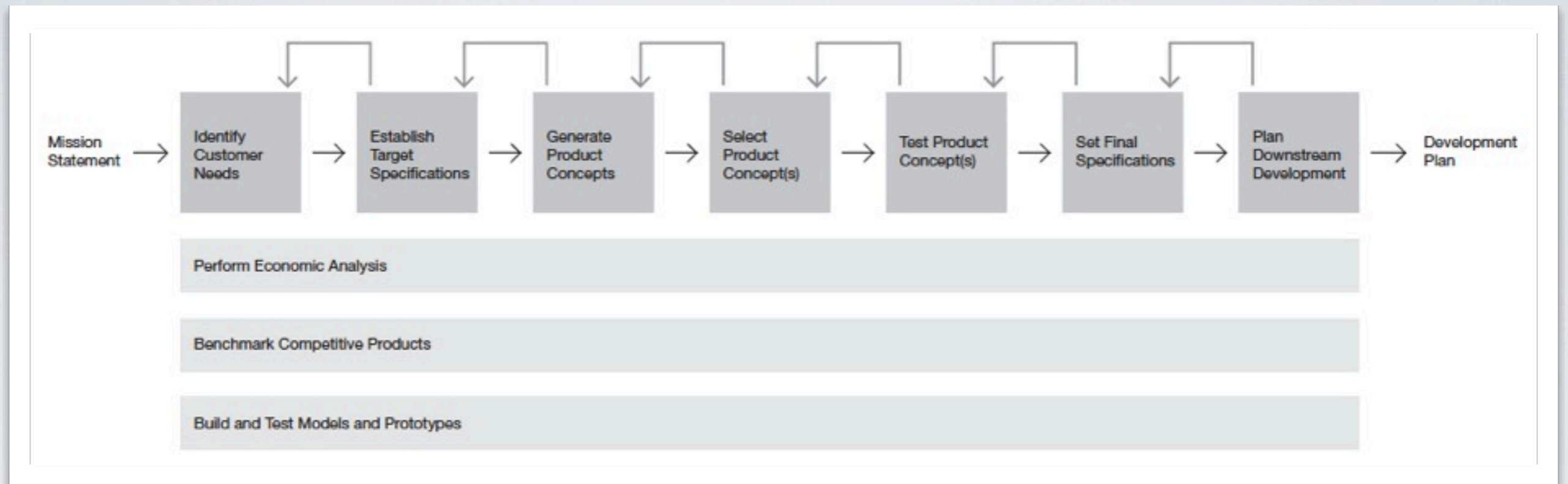
(Liedtka & Ogilvie, 2011)

EXERCISE

WHAT WOULD
YOU DO TO
DESIGN
AN INNOVATION?

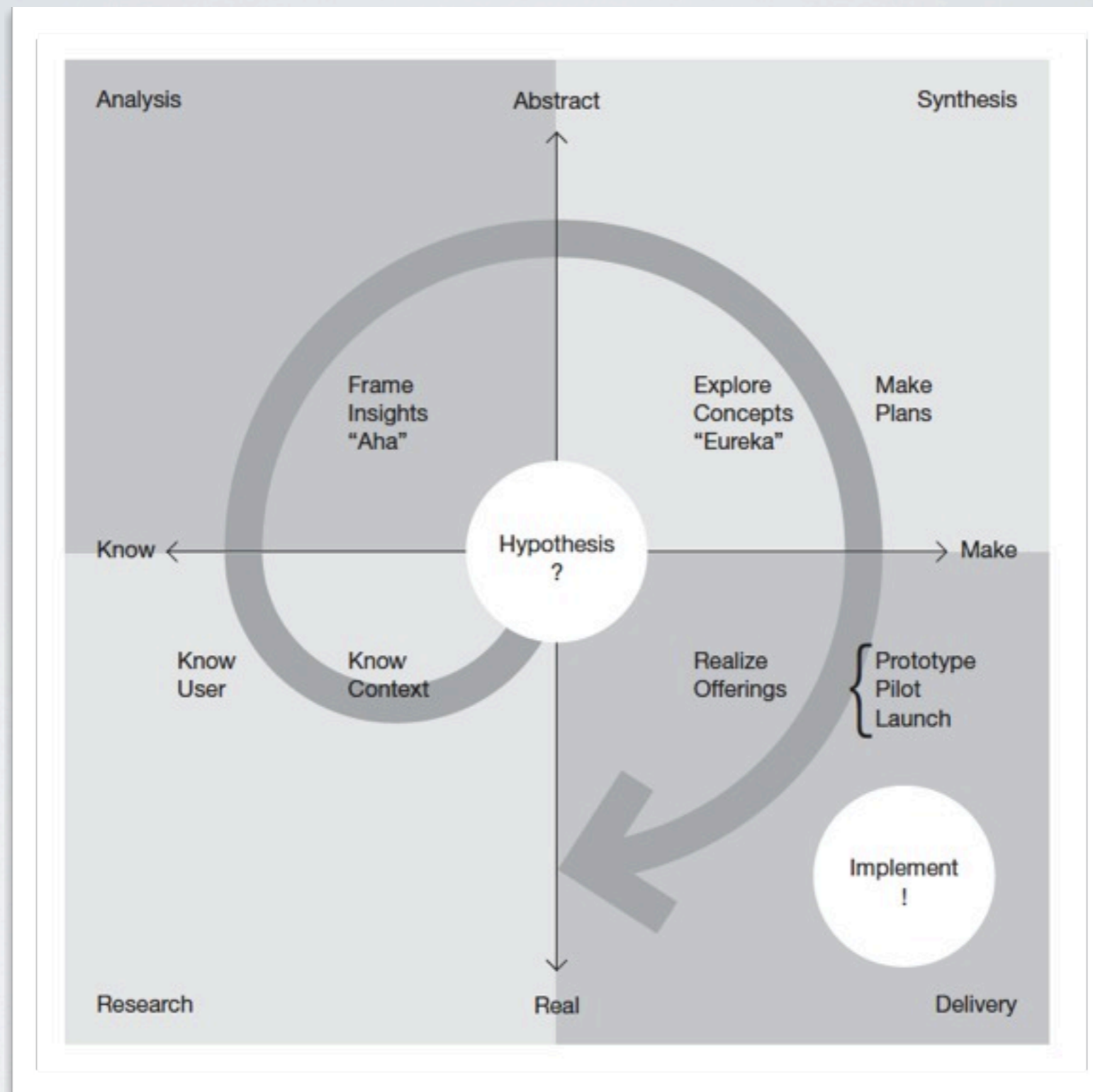
WHAT DOES AN
INNOVATION
PROCESS
LOOK LIKE?

LIKE THIS?



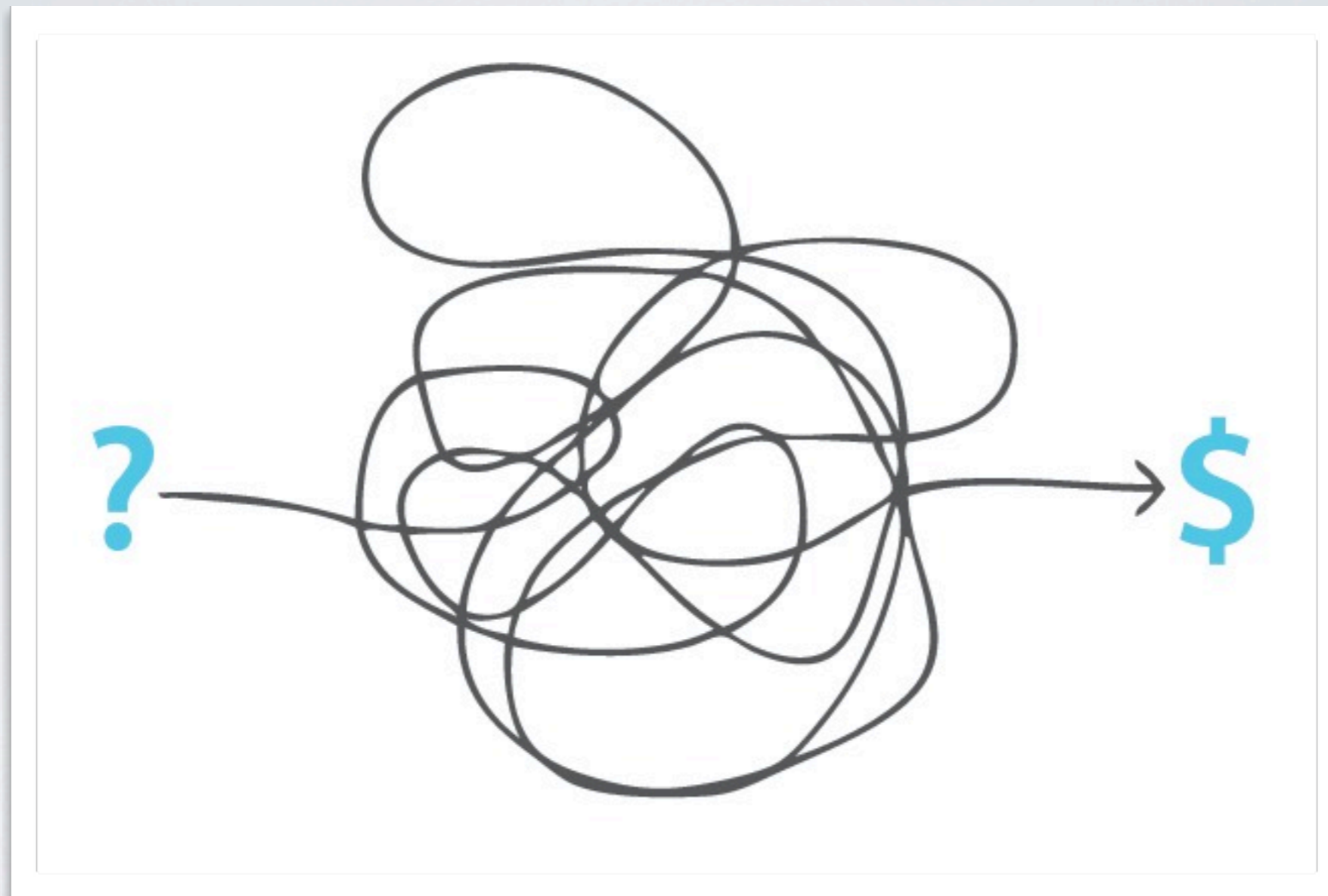
Ulrich & Eppinger, 1995 (in Dubberly, 2008)

LIKE THIS?

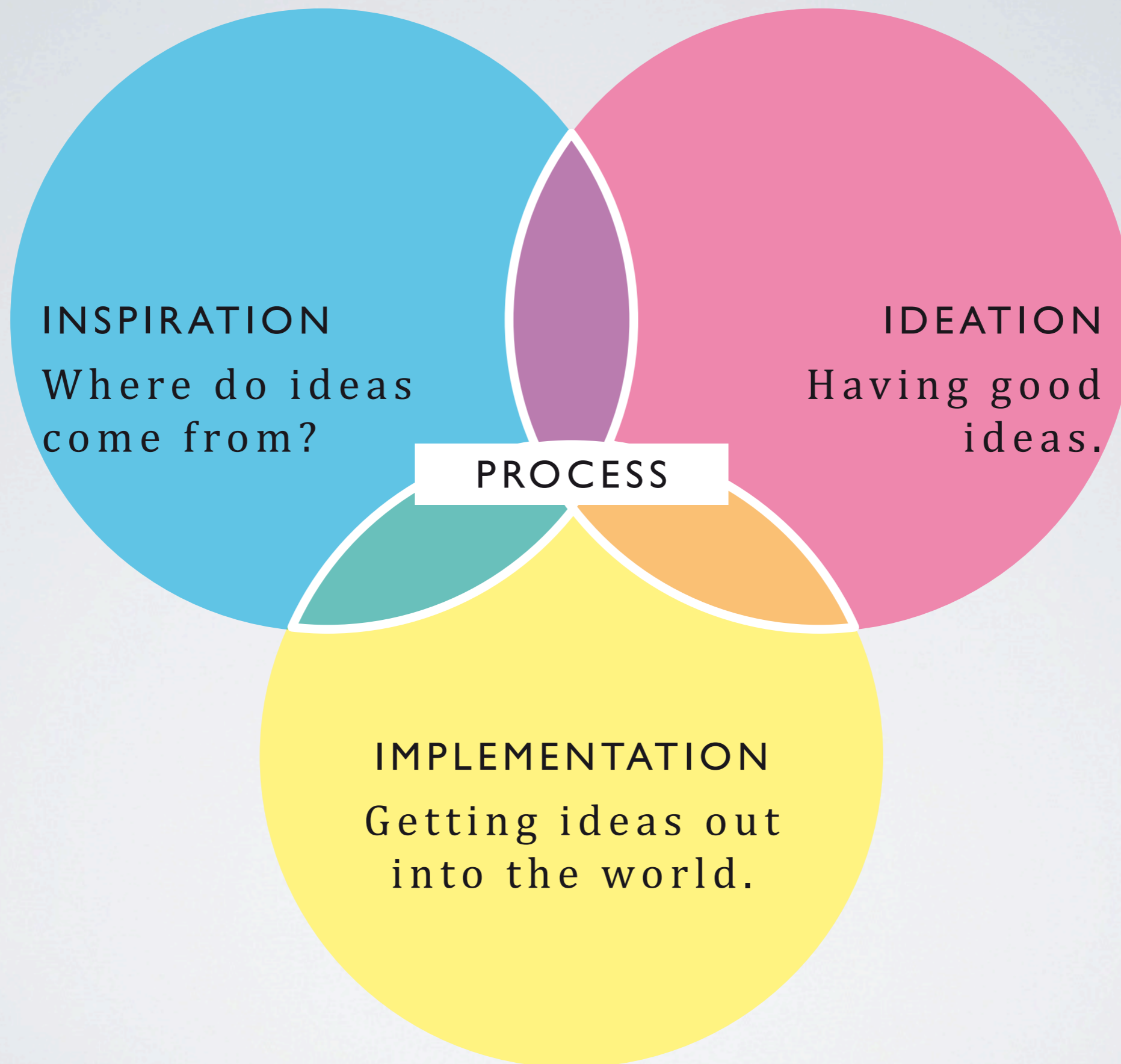


Kumar, 2003 (in Dubberly, 2008)

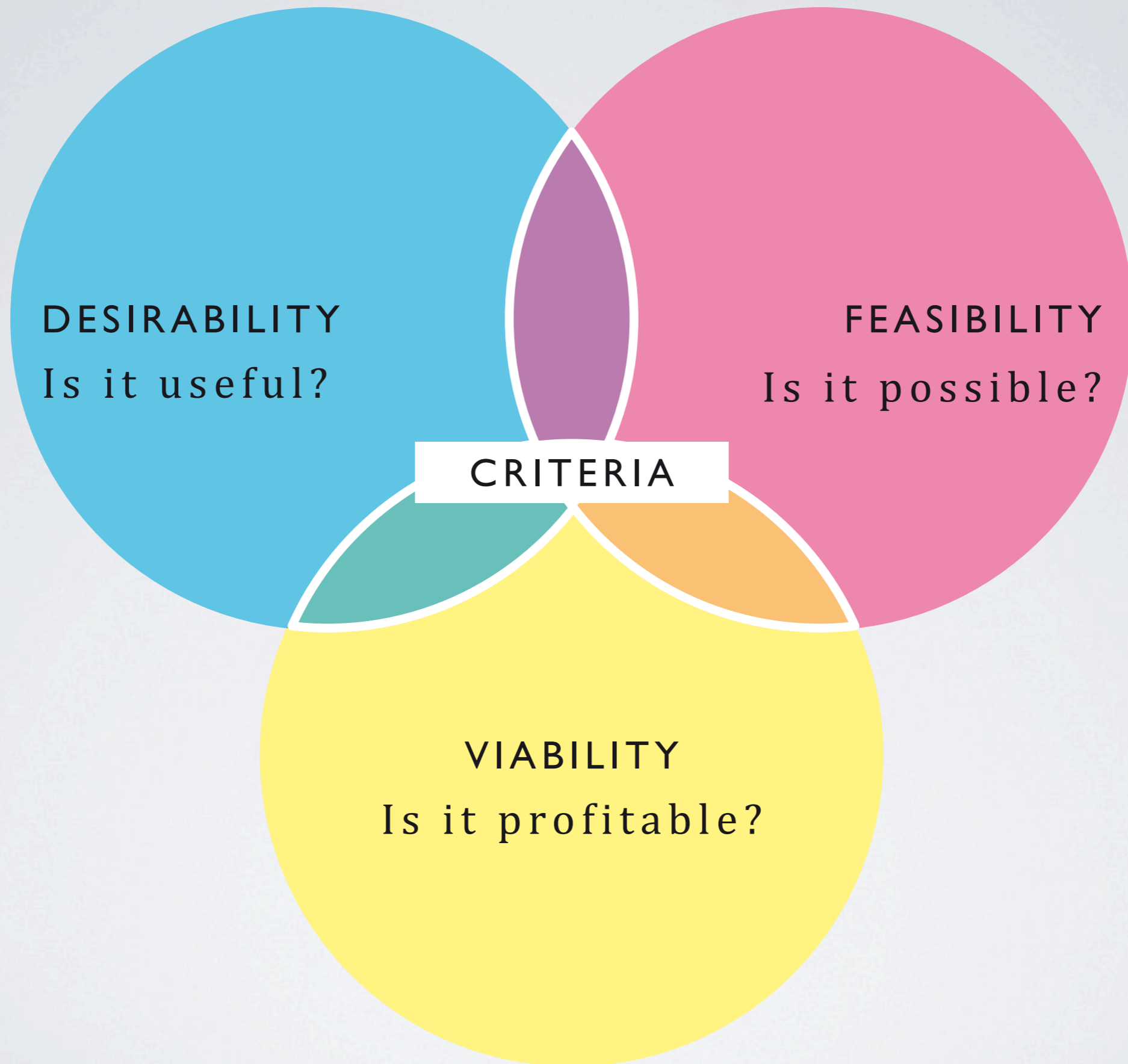
...OR PERHAPS LIKE THIS?



Brennan, ca 1990 (in Liedtka & Ogilvie, 2011)



Adapted from Brown & Katz, 2009



Adapted from Brown & Katz, 2009

KEY TAKEAWAYS

1. FOCUS ON “WHAT MIGHT BE”

2. BE MINDFUL OF PROCESS

3. EXPERIENCE! INTERACT!

4. THREE OVERLAPPING DIMENSIONS

5. THREE OVERLAPPING CRITERIA

KEY READINGS

- Beckman, S. L., Barry, M. 2007. Innovation as a Learning Process, California Management Review, Vol. 50, No. 1.
- Beckman, S. L., Barry, M. 2009. Design and Innovation through Storytelling, International Journal of Innovation Science, Vol. 1, No. 4. Martin, R. 2009. The Design of Business: Why Design Thinking is the Next Competitive Advantage. Boston, MA, USA: Harvard Business Press.
- Brown, T., Katz, B. 2009. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. New York, NY, USA: HarperCollins.
- Dubberly, H. 2004. How Do You Design? A Compendium of Models. Available at: www.dubberly.com/articles/how-do-you-design.html
- Liedtka, J., Ogilvie, T. 2011. Designing for Growth: A Design Thinking Tool Kit for Managers. New York, NY, USA: Columbia University Press.
- Simon, H. The Sciences of the Artificial. Cambridge, MA, USA: MIT Press.
- Verganti, R. 2009. Design-Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean. Boston, MA, USA: Harvard Business School Publishing Corporation.