



INNOVATION DAYS  
**Portable Toolkit**

**cto dev**

# Welcome to the Portable Toolkit

We're about to spend three days dreaming up and testing new product and service ideas together. But what about when you have an idea and want to work through the process on your own?

This little notebook is for those times.

Inside, you'll find Innovation Days boiled down into 32 pages you can carry around (and re-use, if you fill it in with sticky notes). There are some tips and tricks, a summary of the process, and space to run five experiments to test out your ideas, with room for your notes at the end.

Great ideas can come anywhere at any time, so why not be prepared? ***Go forth, experiment boldly, and happy innovating!***

## Creating & Collecting Ideas

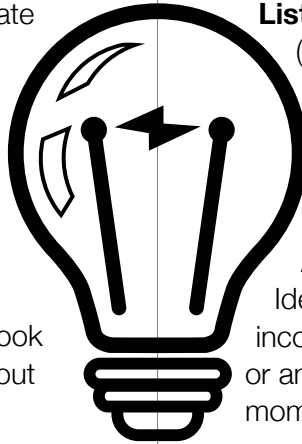
The first key to innovation is to generate ideas. Whether you're trying to come up with a product, improve a process, or play with a new technology, you can train yourself to see things from new angles.

### Get Annoyed.

If you're bugged by how something works, chances are others are too. Look at the product or process and figure out what the pain points are as a starting point for something better.

### Be An Anthropologist.

Watching how people interact with each other and the world is a great way to clue in to their joys and frustrations. Does something leap out from what you see that you could help improve?



### Listen In.

(Discreetly, of course.) People talk about what matters to them. Use what you hear out at coffee shops and other public places as a spark for further thought.

### Always Be Capturing.

Ideas have a tendency to show up at inconvenient times. Keep a notebook or an electronic file to record them in the moment, and refer back to it often.

### Take a Break.

Grinding away mentally can be counter-productive to creativity, so try to give your brain a refresher periodically. Walking outside or other physical activity can be a great way to give yourself some headspace.

*The real act of discovery consists not in finding new lands, but in seeing with new eyes. —Marcel Proust*

## Expanding Your Ideas

The next step is to do some brainstorming to come up with multiple ways to approach your project, so you'll have assumptions to test.

### **Ask the basic questions.**

Who, what, where, why, when, and how are questions at the heart of creating. Who is this project for, how will it help them, what are potential roadblocks, etc. —all are ways of opening up your thinking about the issue you're trying to solve.

### **Challenge your thinking.**

Dig a little deeper on the problem. If you mentally hit a “that won't work” thought, examine what beliefs lay behind it. A workaround may emerge that gives you a new direction to pursue.



### **Go random.**

Look at a picture or object and try to find some way to related it to what you're trying to solve. You can try looking at it as a whole, or just pulling out some key attributes to stimulate your thinking.

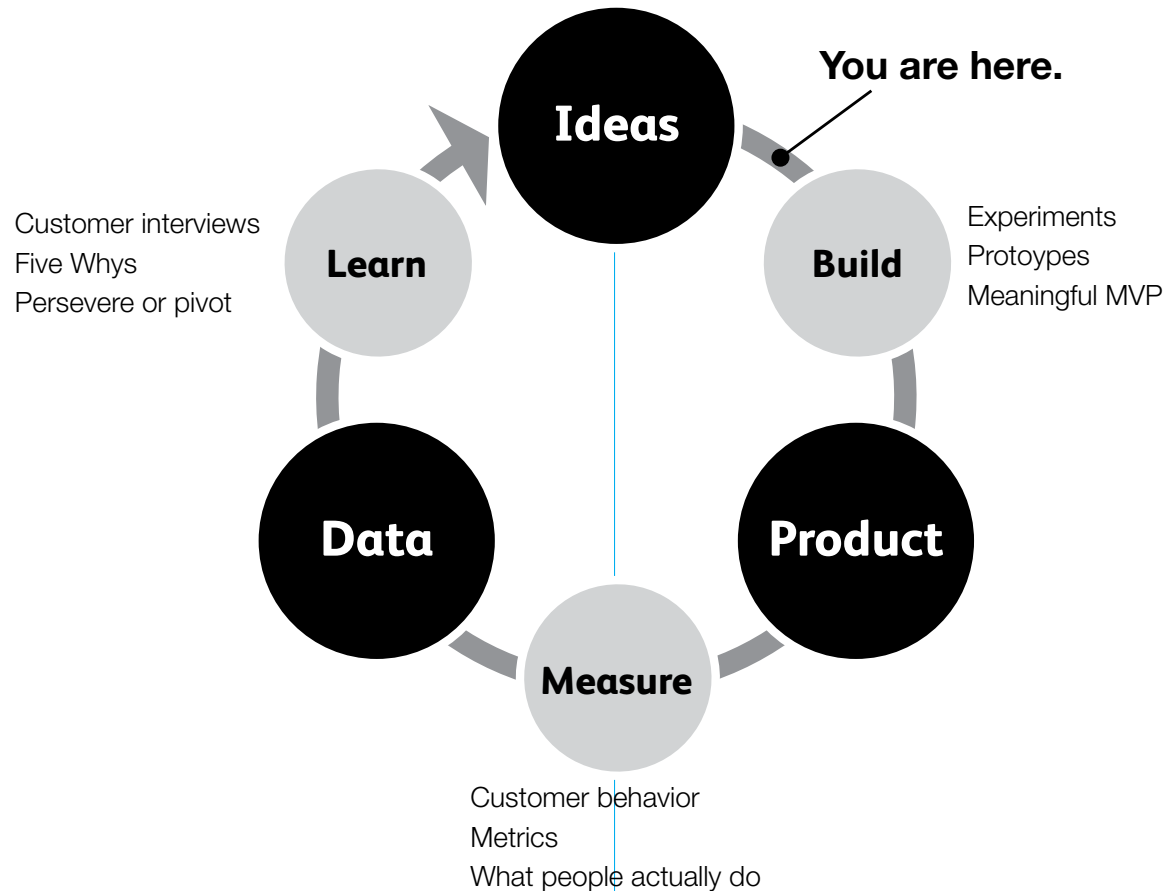
### **Get other people's perspectives.**

Find people with a different viewpoint, and ask them how they would approach the problem. If you have a prototype they can try out (or even a competitor), watch them. You can get insights from both their feedback and your own observations.

### **Try the WIBNI method.**

WIBNI stands for “Wouldn't It Be Nice If?” Explore your idea with this question to find potential user needs and solutions.

*The best way to have a good idea is to have a lot of ideas. —Linus Pauling*



## Experiment 1

### Leap of Faith Assumption

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#### **Hypothesis**

A measurable definition of your assumption

#### **Experiment**

What you plan to build to test your hypothesis

#### **Behavior**

The real customer action (currency) you want to measure

#### **Target Metric**

The minimum threshold of behavior to count as success

## Experiment 1

### Results & Insights

#### Actual Results

Metrics generated by your experiment

#### Observations

What you observed while testing that metrics didn't catch

#### New Insights

New information/learnings that the experiment uncovered

#### Decision

What you plan to do next as a result of the experiment





**GET OUT  
OF THE  
BUILDING  
AND  
TALK TO  
CUSTOMERS**