

@christikaes
Christina Kayastha



Software Architect
Innovation Engineer



IDEA

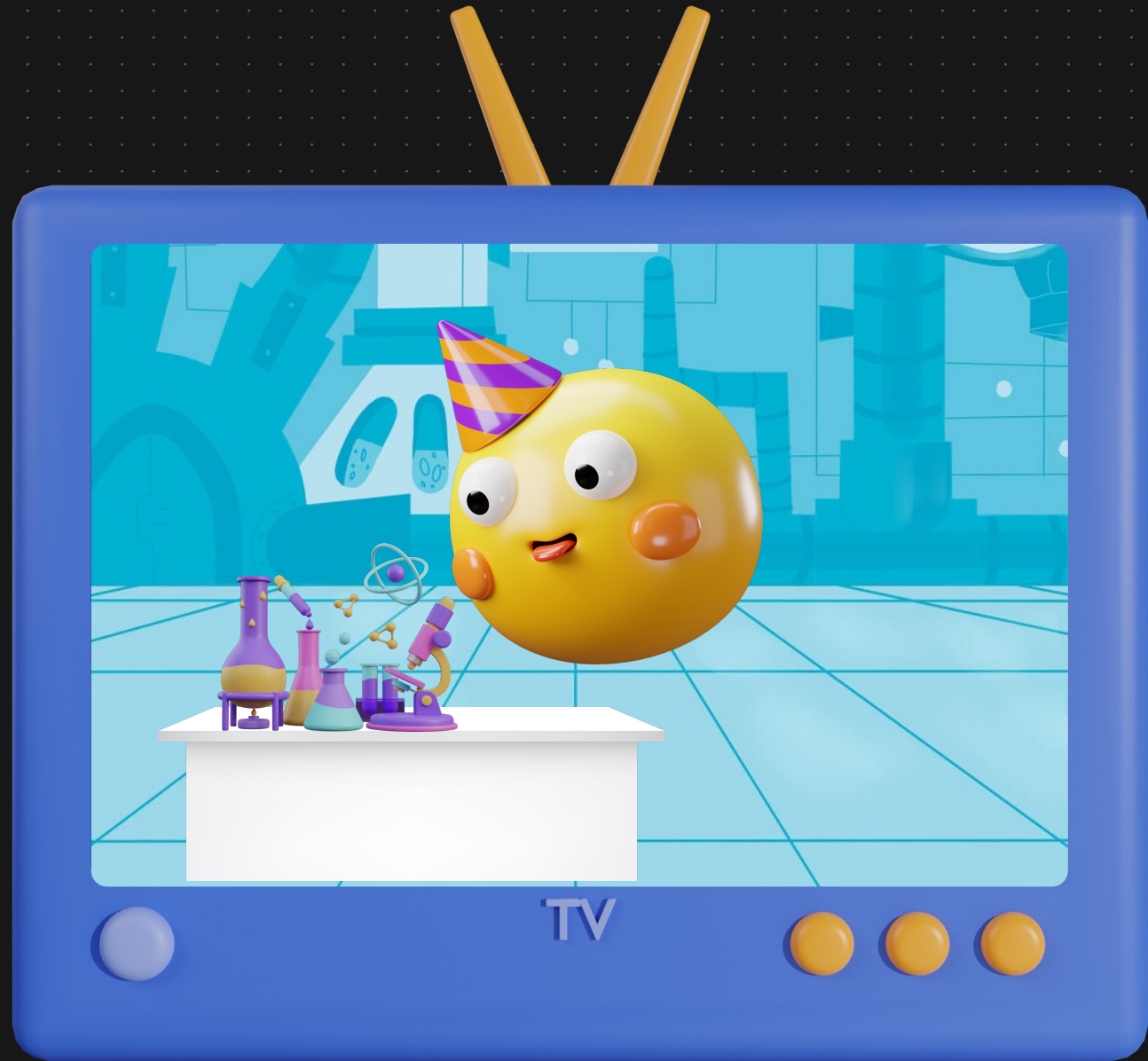
TO

INNOVATION













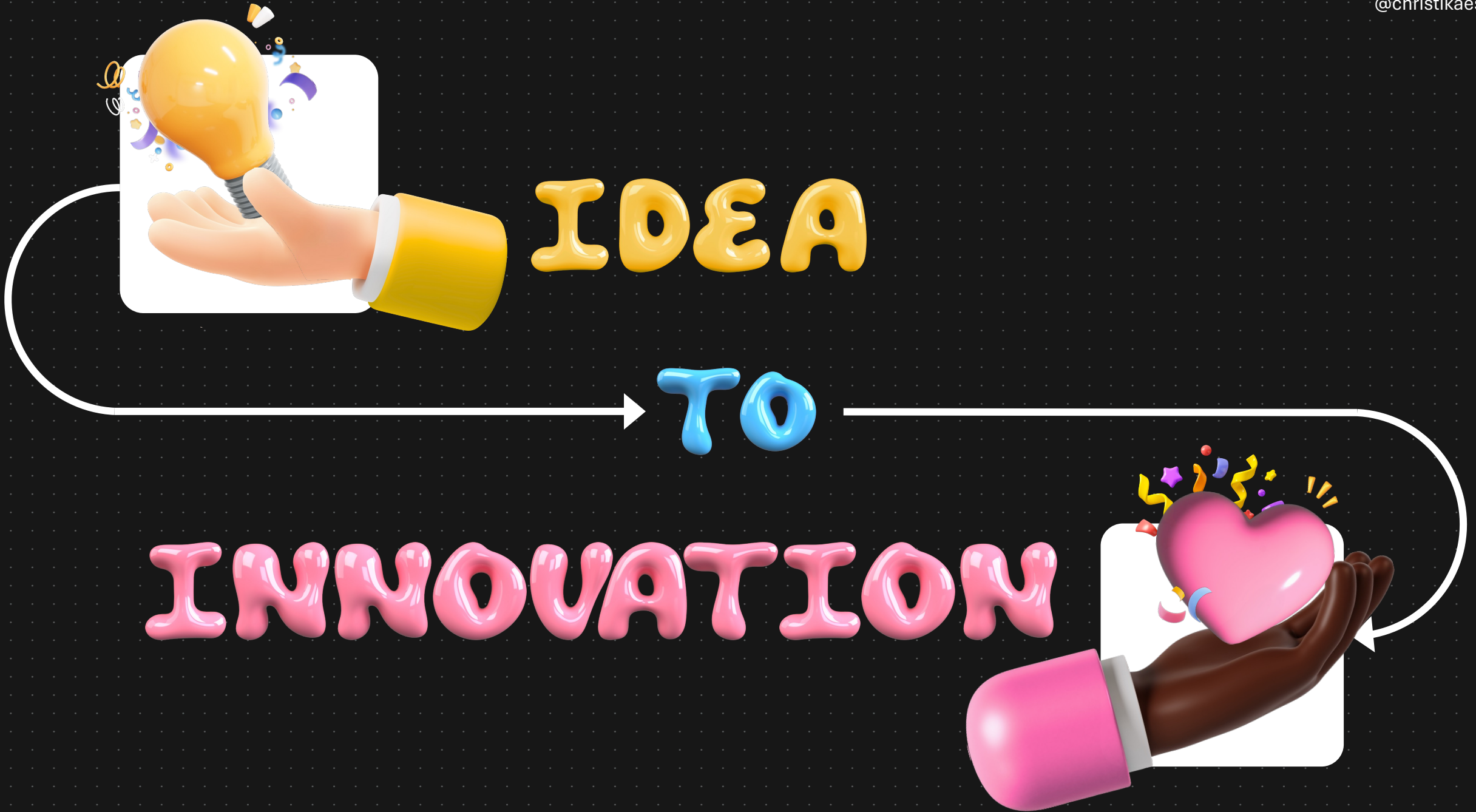
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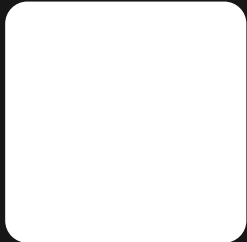


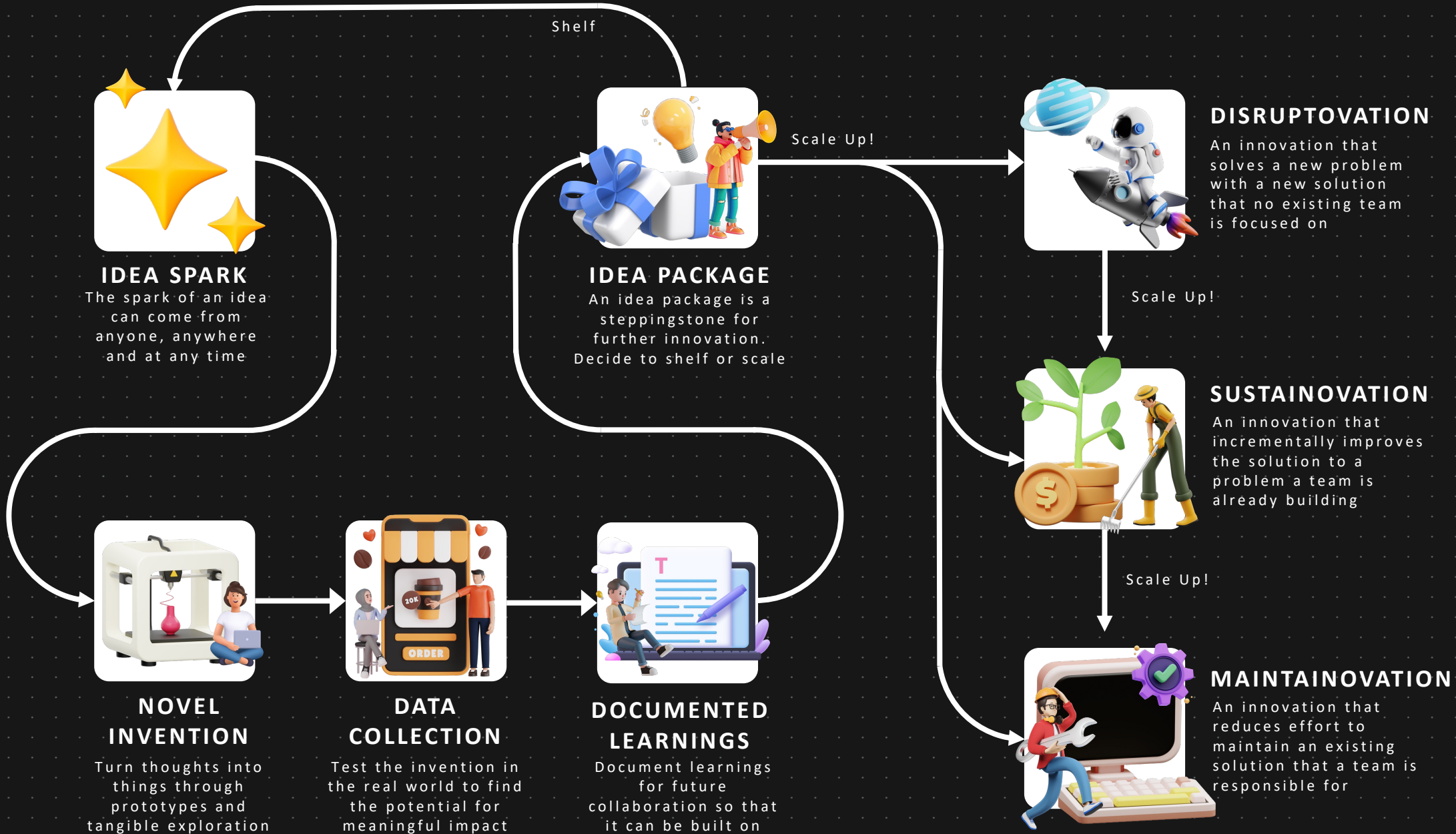


IDEA

TO

INNOVATION





INNOVATION PIPELINE



IDEA SPARK

The spark of an idea can come from anyone, anywhere and at any time



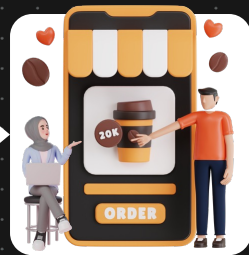
IDEA PACKAGE

An idea package is a steppingstone for further innovation. Decide to shelf or scale



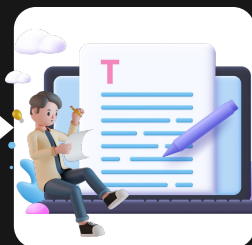
NOVEL INVENTION

Turn thoughts into things through prototypes and tangible exploration



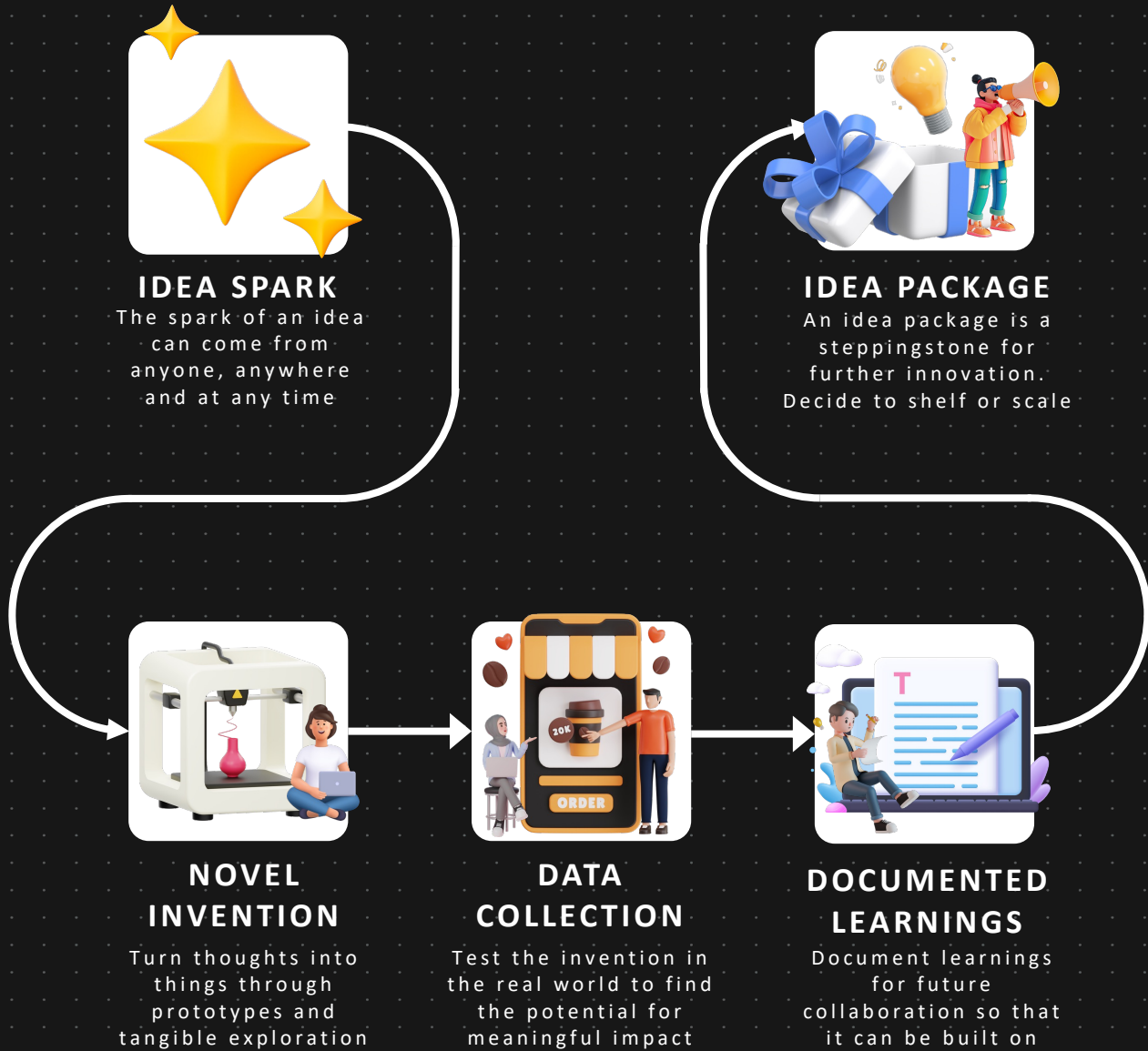
DATA COLLECTION

Test the invention in the real world to find the potential for meaningful impact



DOCUMENTED LEARNINGS

Document learnings for future collaboration so that it can be built on





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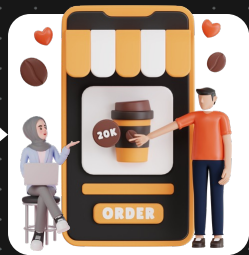
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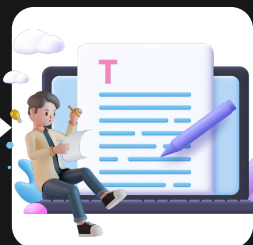
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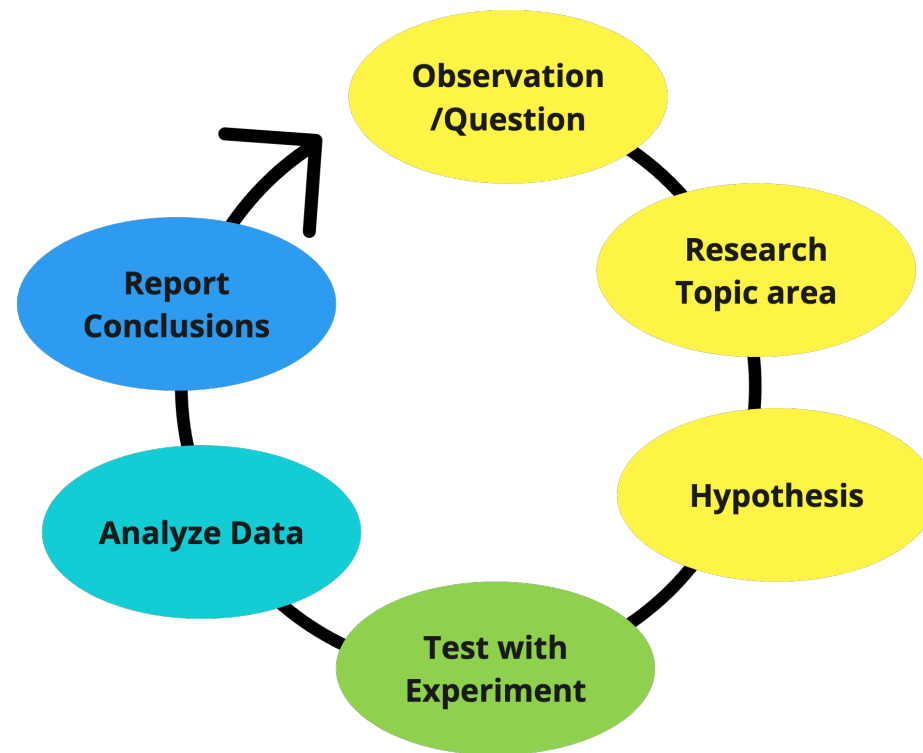


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THE SCIENTIFIC METHOD

A systematic process used for scientific investigation and acquiring knowledge. It ensures that findings are based on empirical evidence and can be replicated and verified by others.





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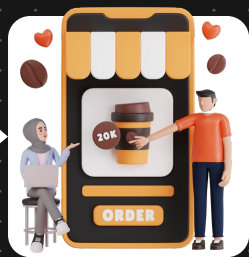
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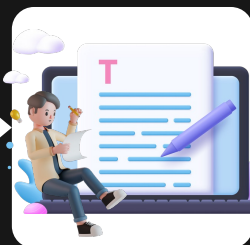
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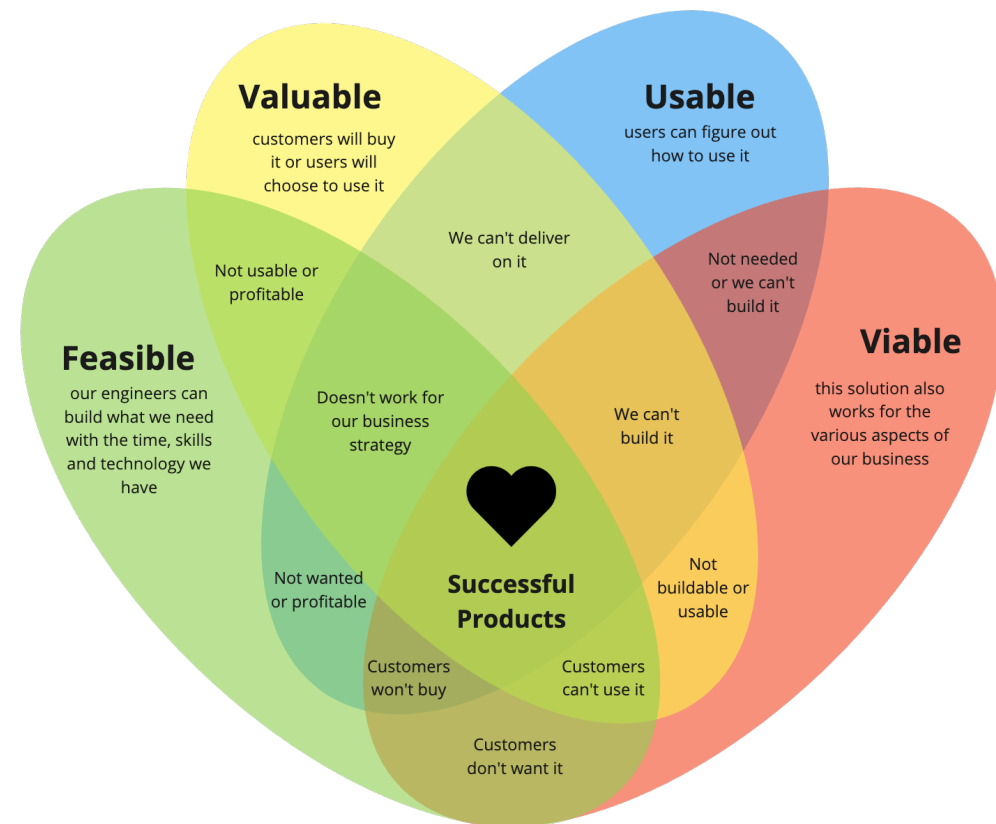
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FOUR BIG RISKS

(SILICON VALLEY PRODUCT GROUP)

The Four Big Risks framework by the Silicon Valley Product Group identifies four major risks in product development: value risk, usability risk, feasibility risk, and business viability risk. This framework helps teams address critical uncertainties early in the development process to increase the chances of product success.





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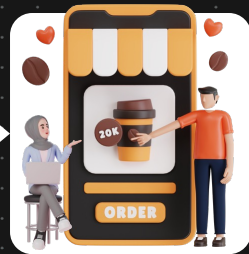
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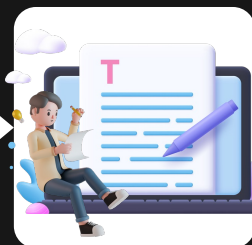
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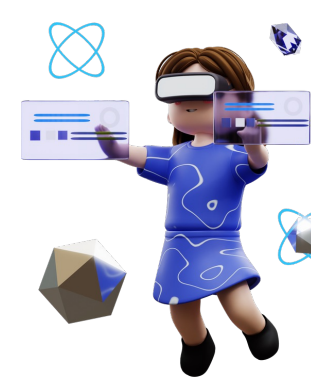


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METHODS FOR EXPLORATION

We can't plan for serendipity but we can plan to create safe spaces for exploration



HACKATHONS



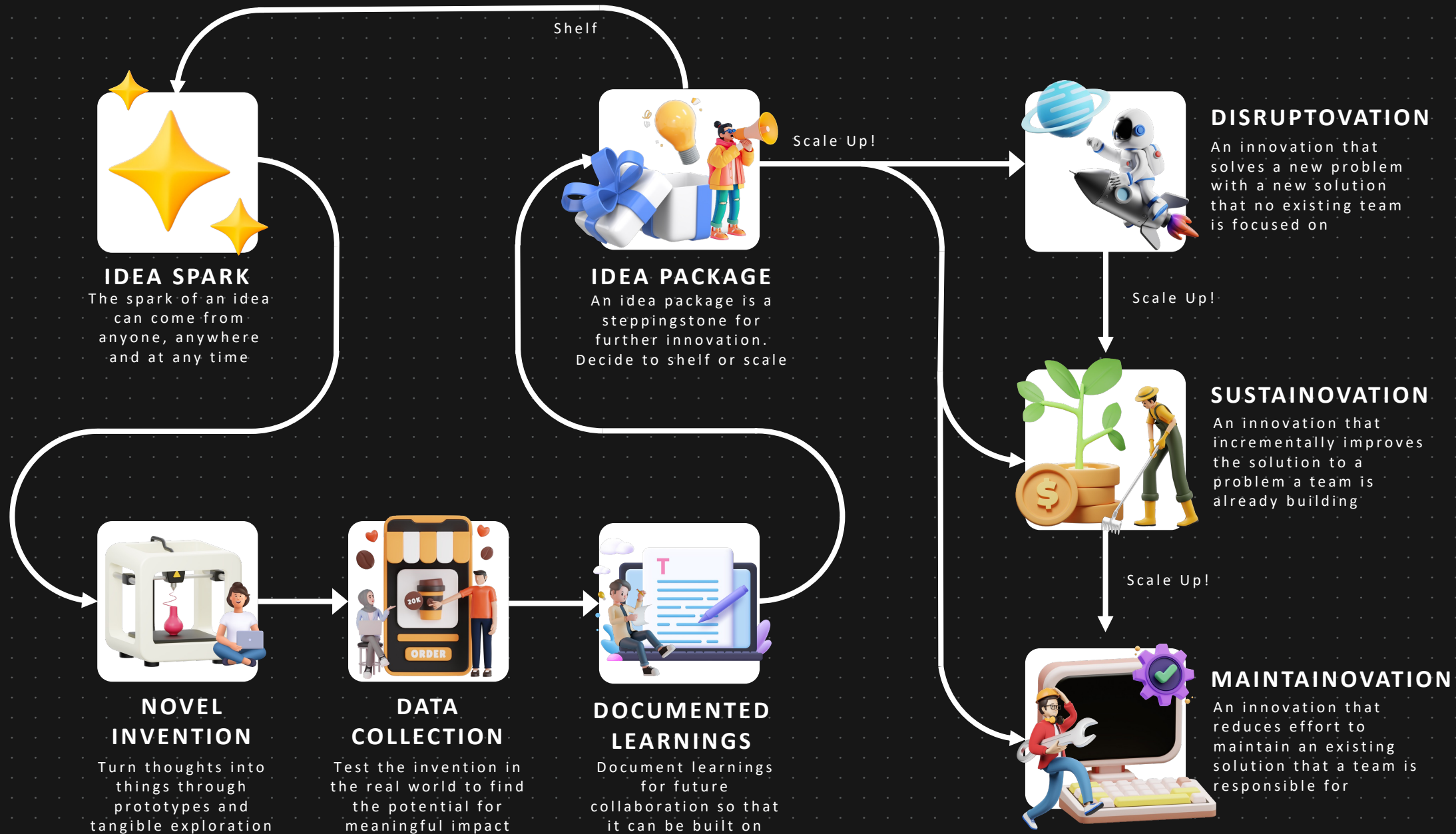
DESIGN SPRINTS



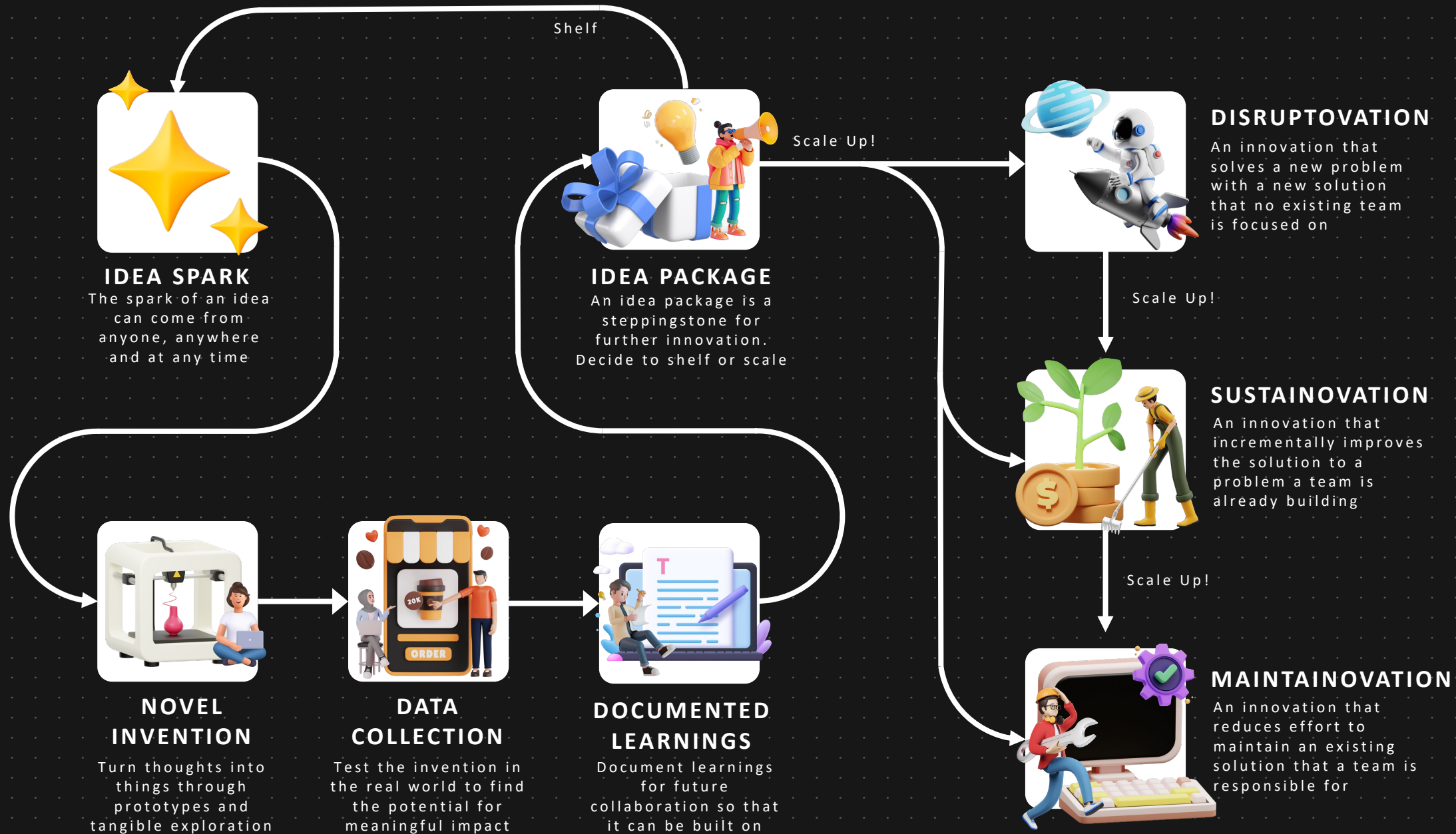
INNOVATION DAYS



VISIONTYPES



INNOVATION PIPELINE



INNOVATION PIPELINE

DISRUPTOVATION

What is it?

An innovation that solves a **new problem** with a **new solution** that **no existing team** is focused on





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Example

iPhone



Matthew Yohe at en.wikipedia



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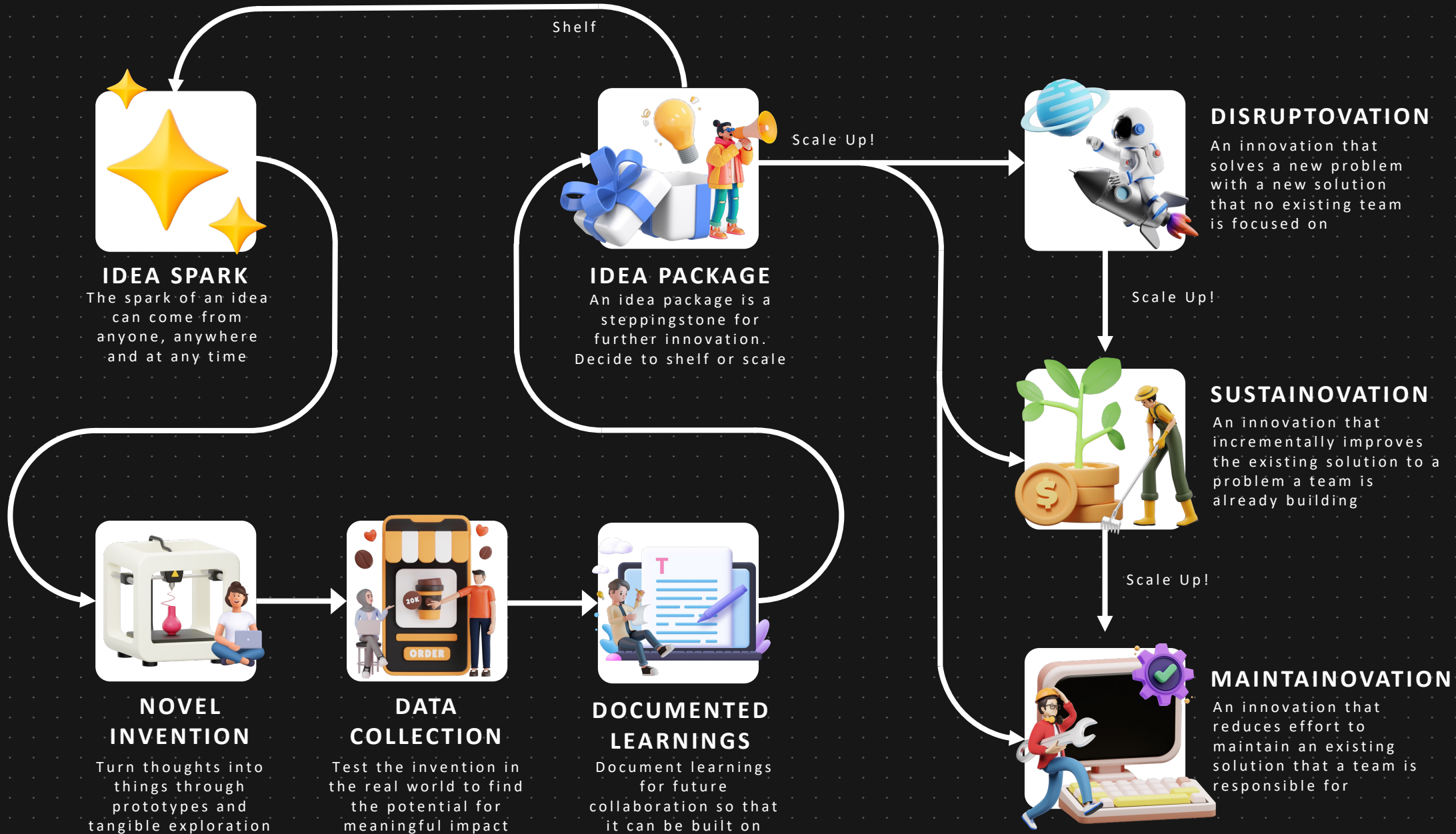
Matthew Yohe at en.wikipedia

Who to get buy in from?

Executive Sponsors
(Innovation Team)

How to prove value?

Prove that the problem being solved is meaningful and has a real need and that the solution is patentable



INNOVATION PIPELINE



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An innovation that solves a new problem with a new solution that no existing team is focused on



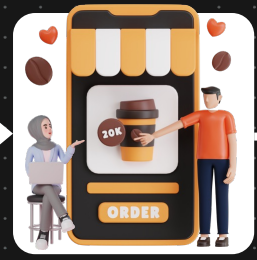
SUSTAINOVATION
An innovation that incrementally improves the existing solution to a problem a team is already building



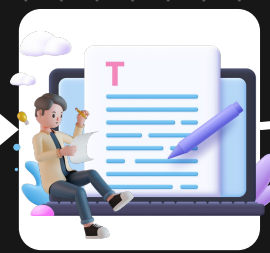
MAINTAINOVATION
An innovation that reduces effort to maintain an existing solution that a team is responsible for



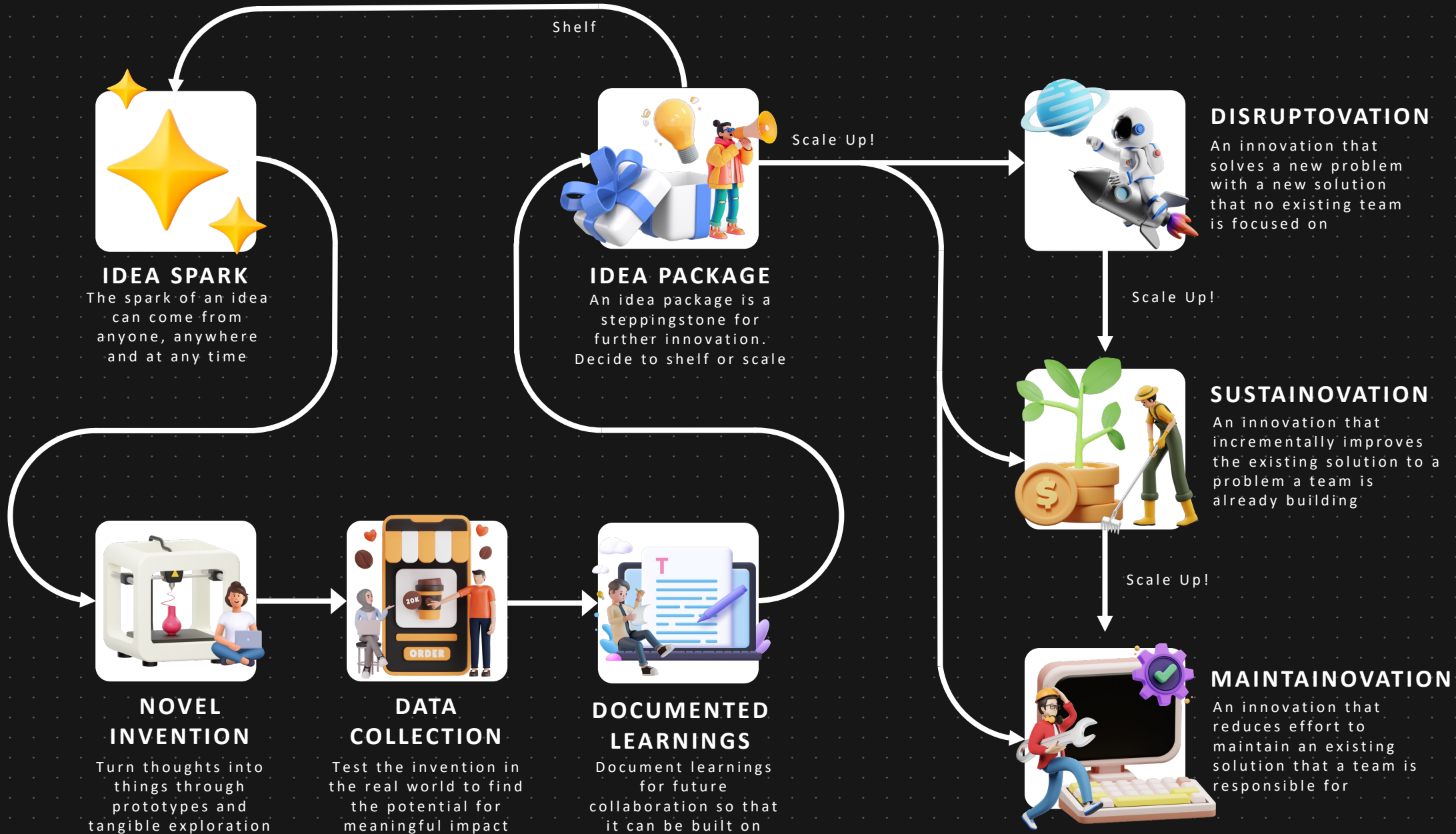
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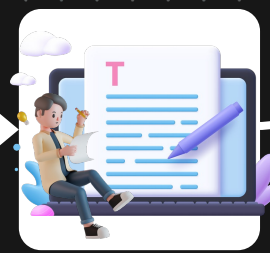
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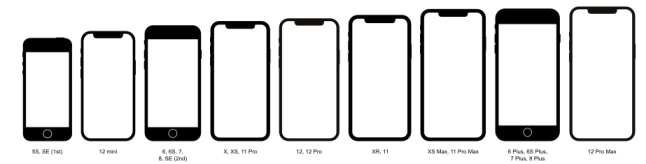
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iPhone evolution



Tboa at en.wikipedia



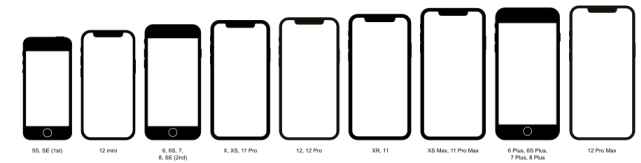
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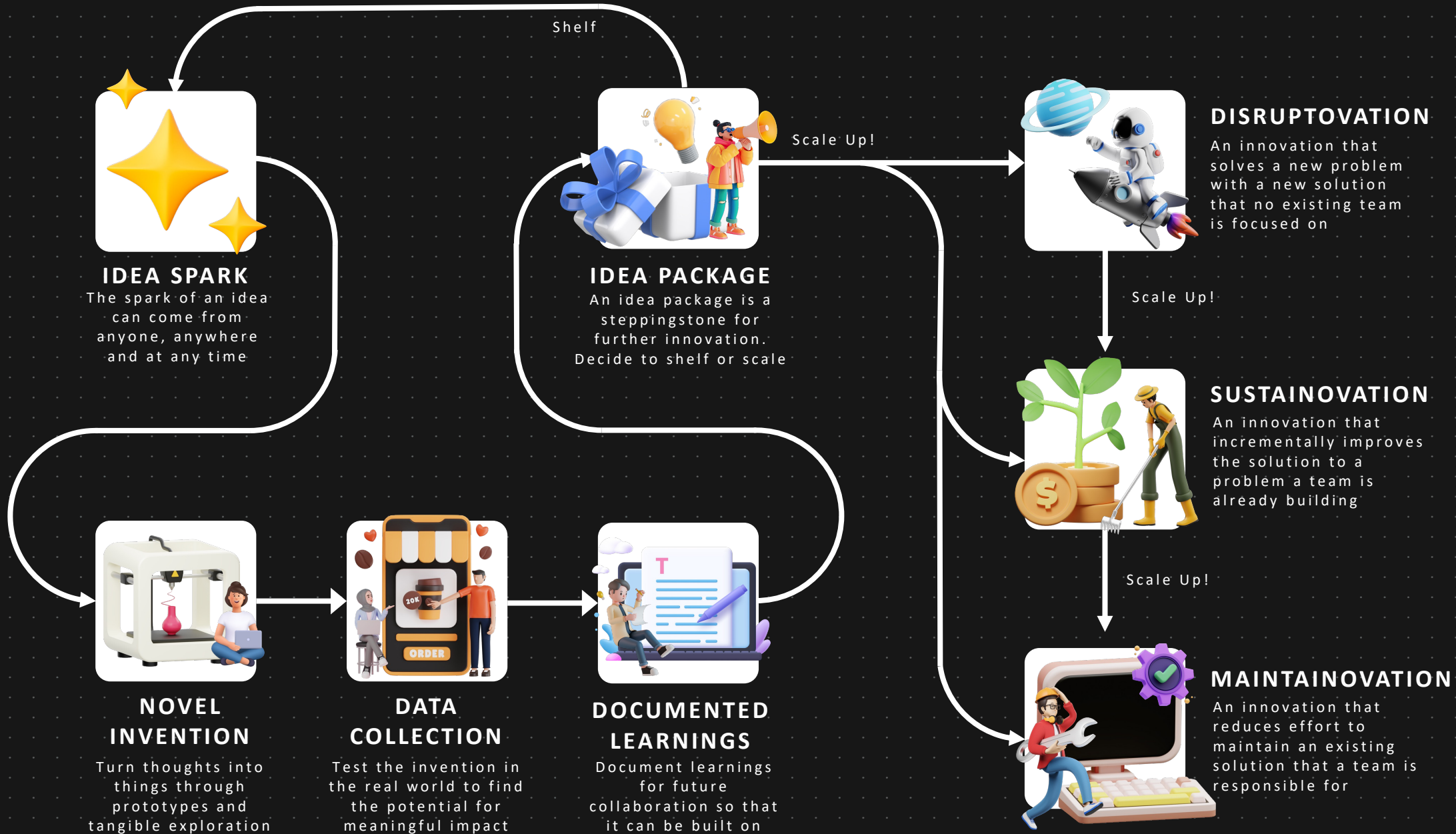
Tboa at en.wikipedia

Who to get buy in from?

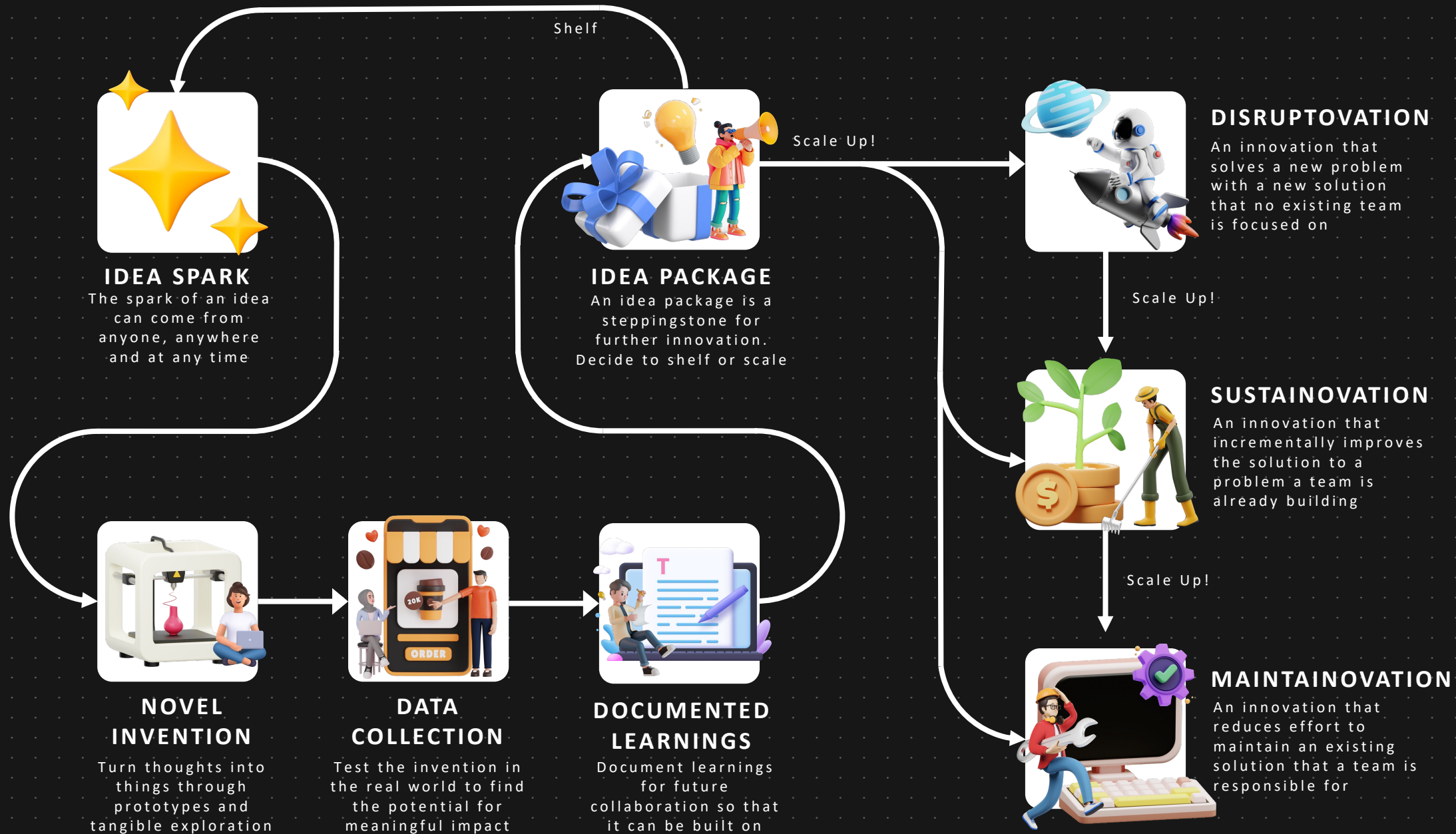
Product Manager
(Product Owner)

How to prove value?

Prove that the innovation will meaningfully improve the solution. Understand the level of effort to implement



INNOVATION PIPELINE



INNOVATION PIPELINE



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An innovation that **reduces effort** to maintain an existing solution that a team is responsible for



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Sustainability

Apple cuts greenhouse gas emissions in half

Innovations in clean energy, materials, and recycling are driving progress toward Apple's ambitious environmental goals

Apple Newsroom 2024



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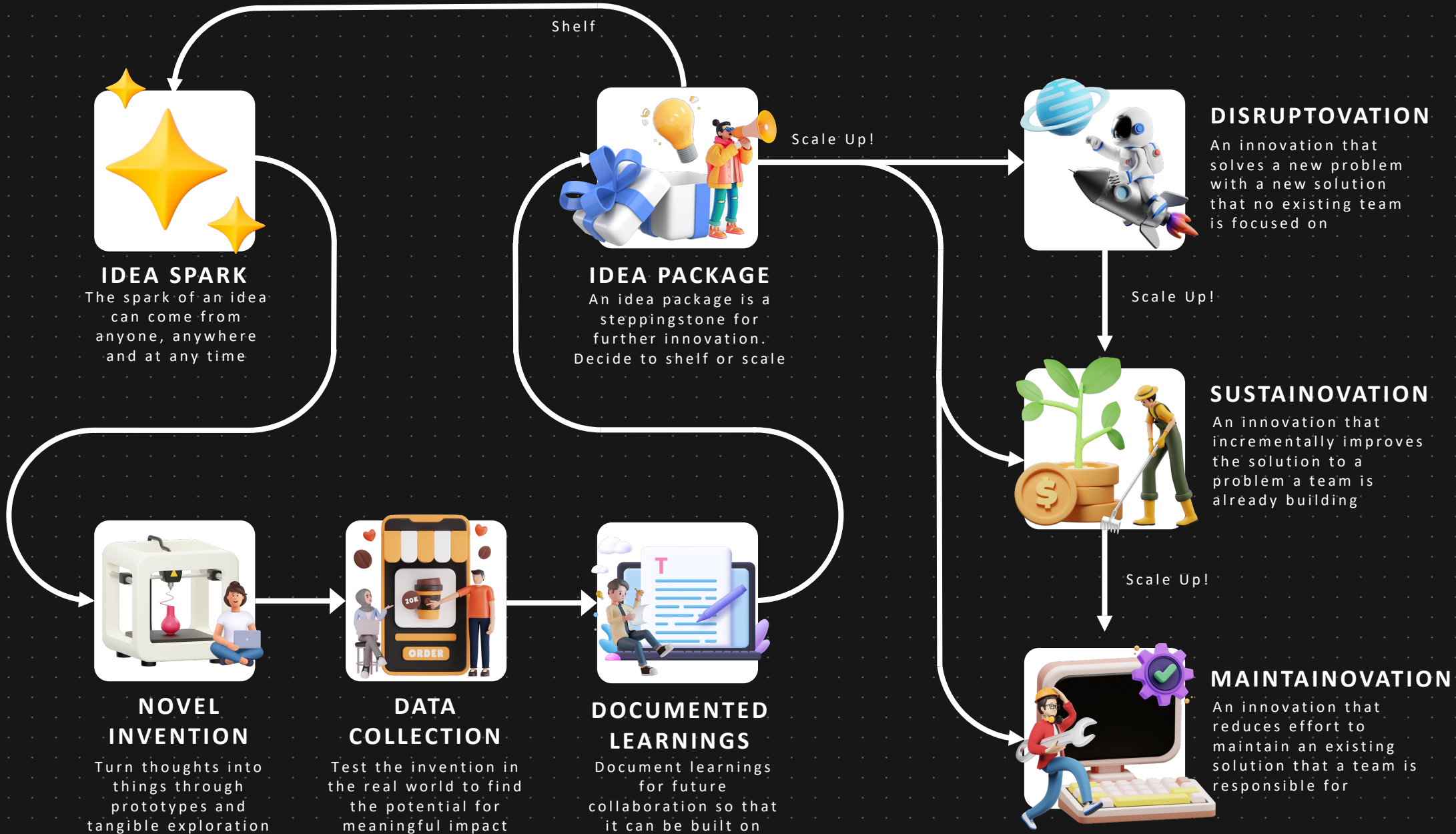
Apple Newsroom 2024

Who to get buy in from?

Tech Lead
(Engineering Manager)

How to prove value?

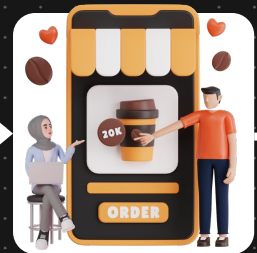
Prove that developers need and want this innovation. Show the level of effort and resulting savings



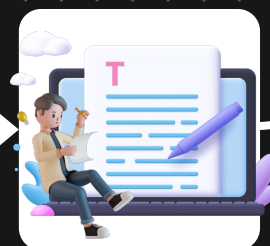
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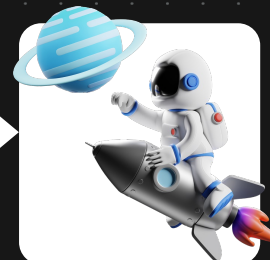
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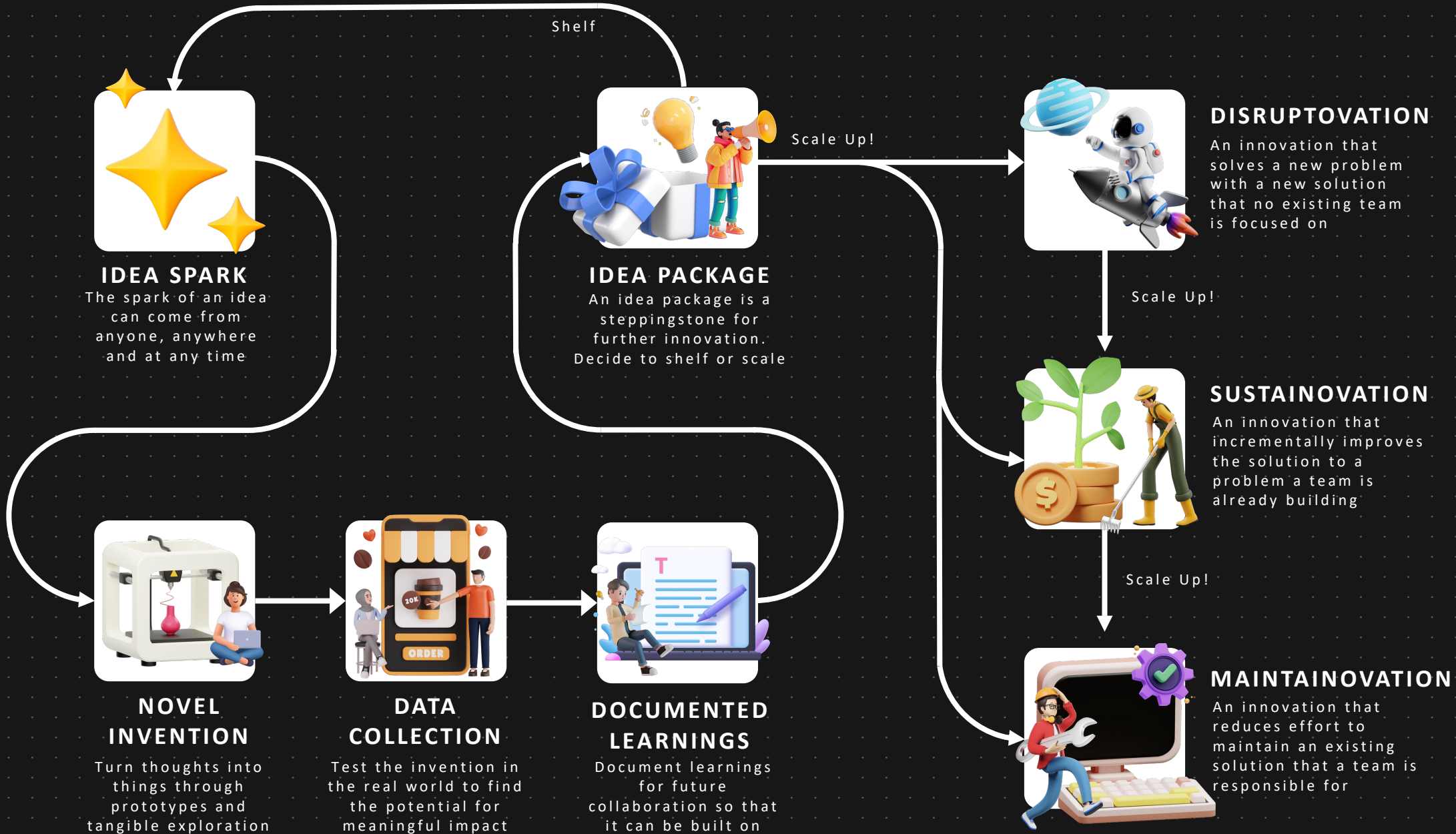


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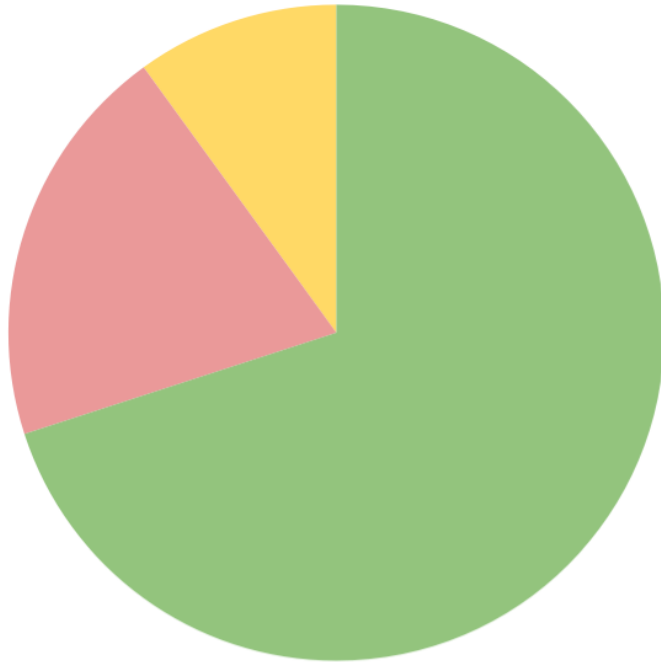
INNOVATION PIPELINE



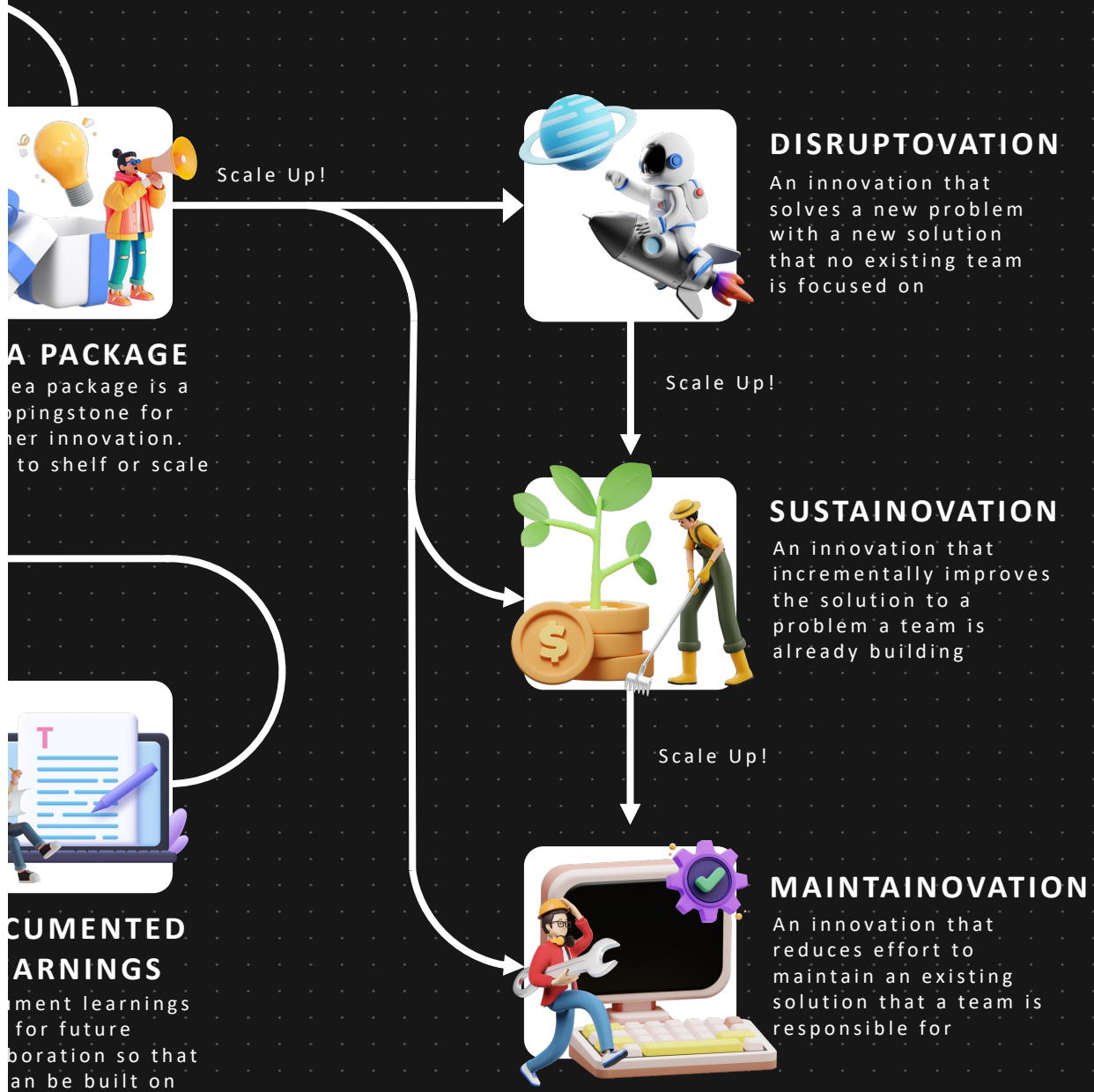
INNOVATION PIPELINE

70% - 20% - 10% time

70/20/10% time model for product development means allocating 70% of time to core product development and improvement, 20% to projects related to reducing tech debt, and 10% to innovative or experimental projects. This approach ensures a strong focus on the main product while also fostering innovation and exploring new opportunities.



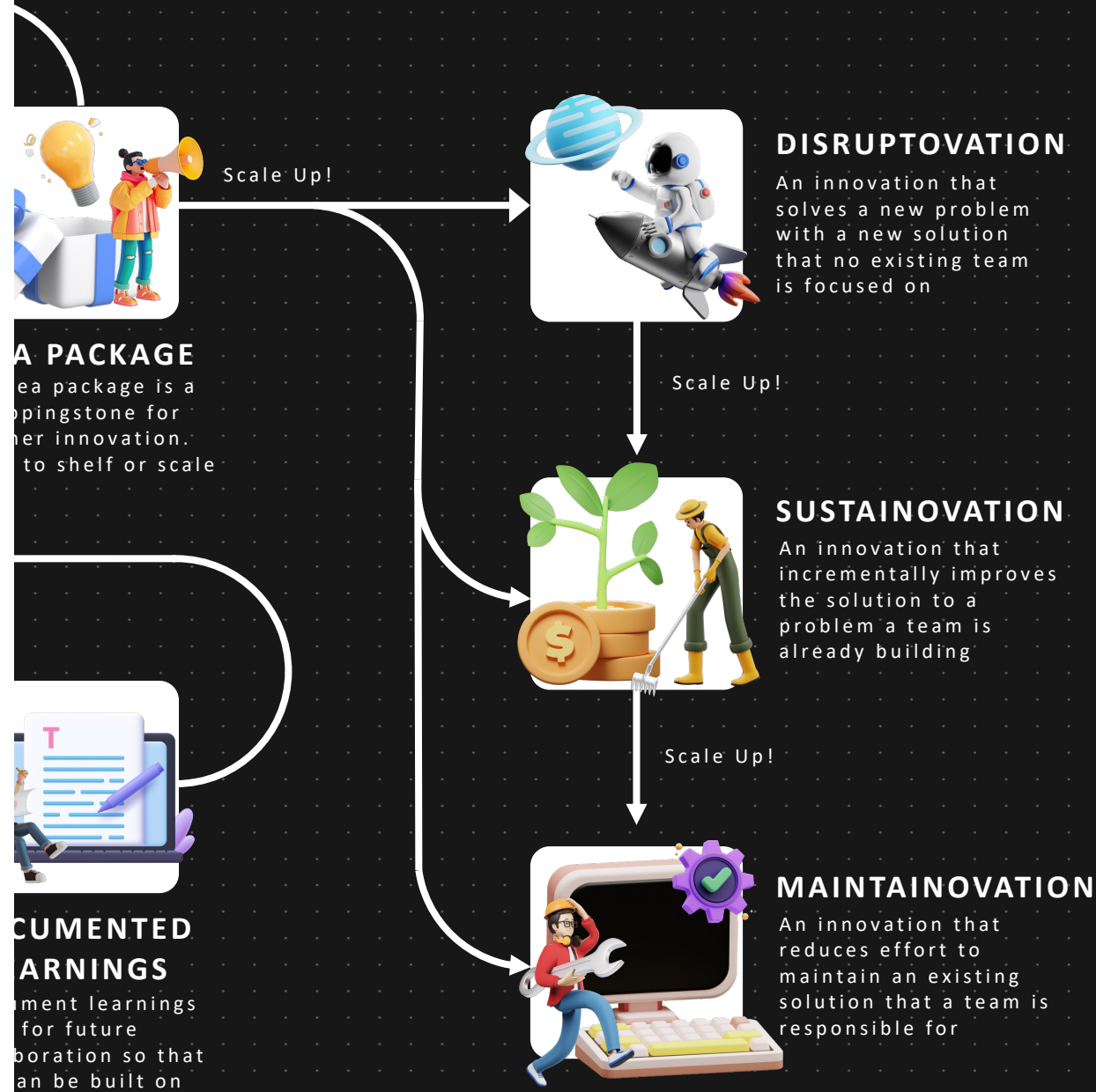
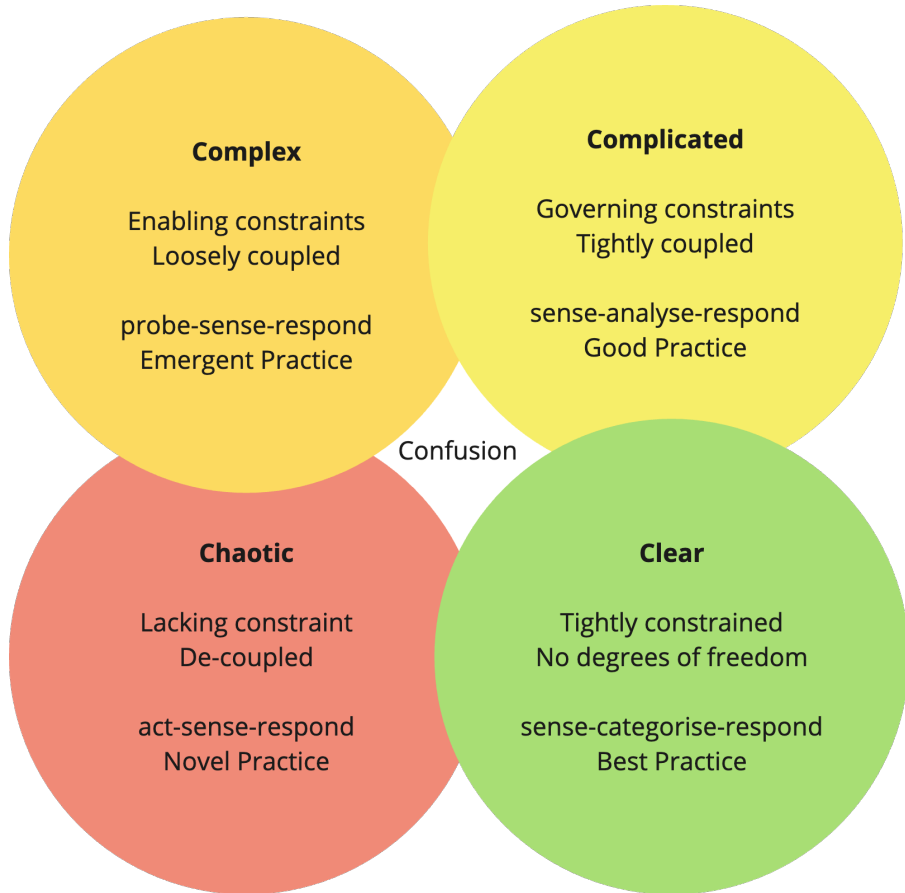
● Product Development ● Tech Debt ● Innovation

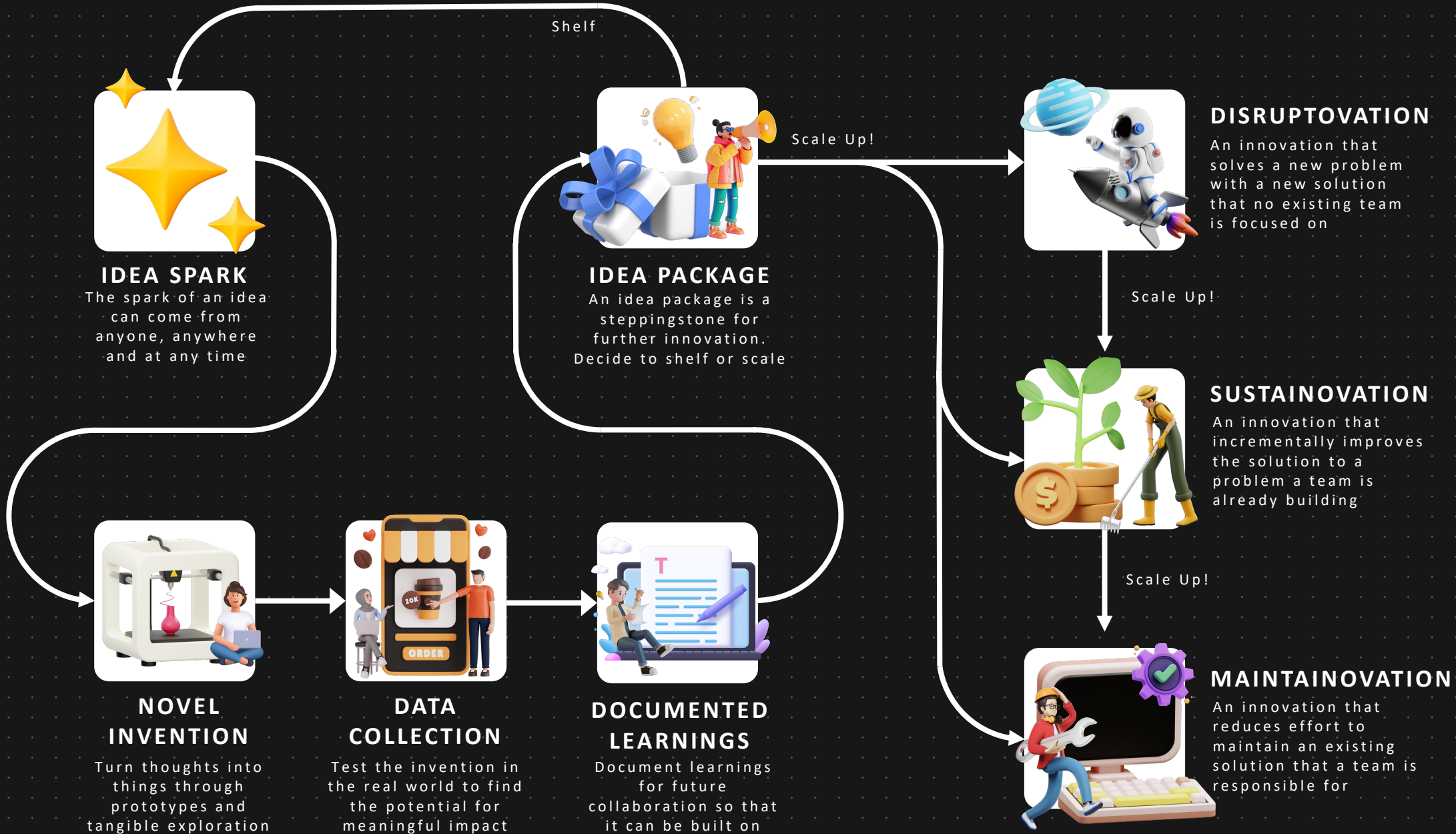


INNOVATION PIPELINE

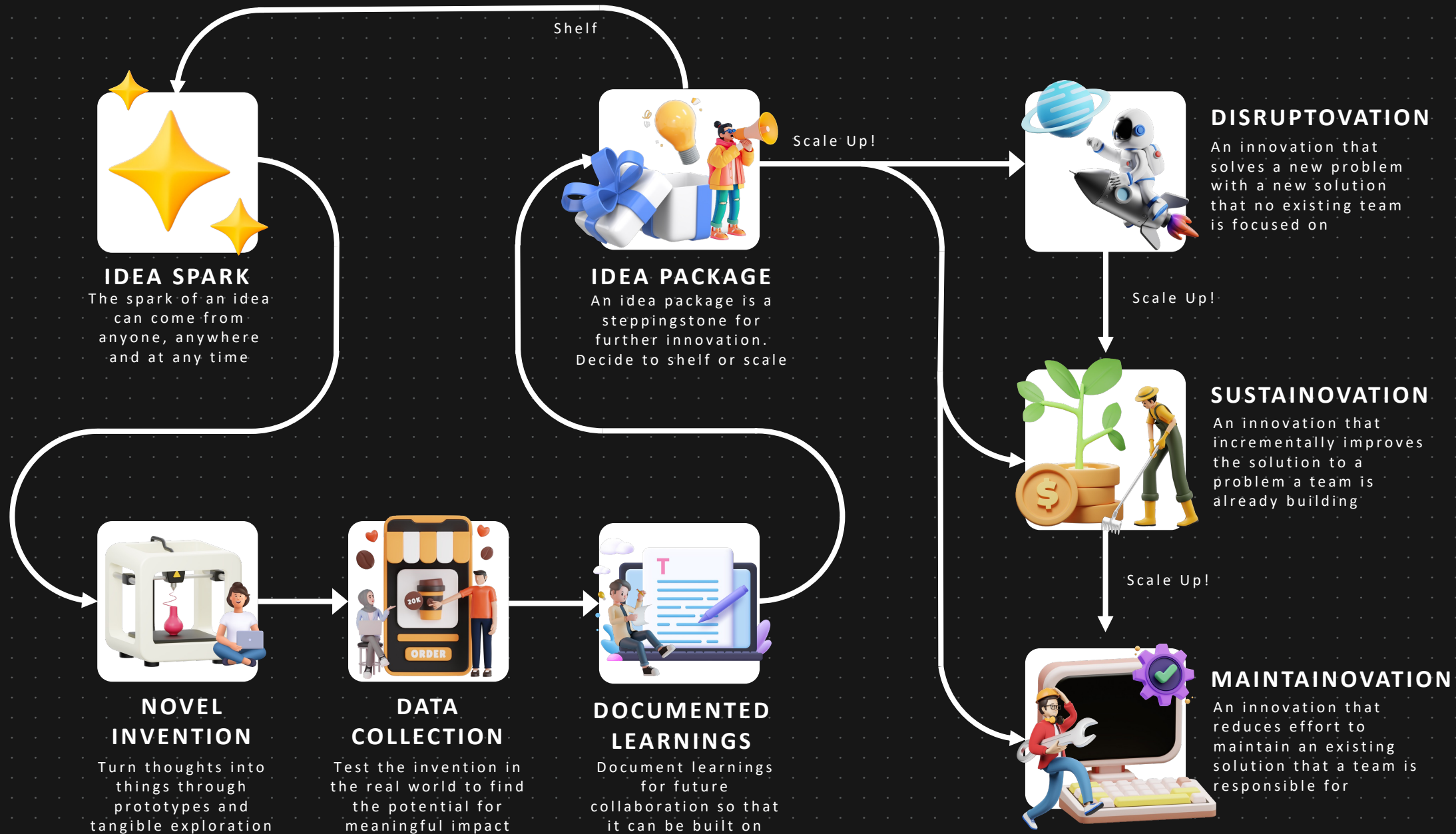
CYNEFIN FRAMEWORK

The Cynefin framework is a decision-making model that helps leaders understand and respond to different types of problems and situations. By identifying the nature of the context, leaders can apply the most suitable management and decision-making strategies to effectively address the challenges they face.

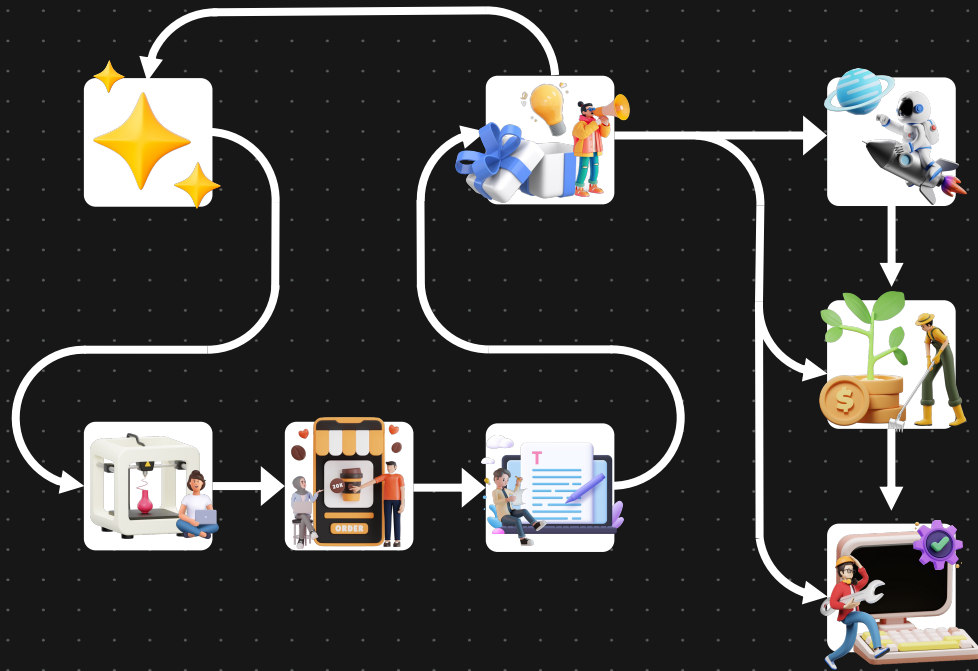




INNOVATION PIPELINE



INNOVATION PIPELINE



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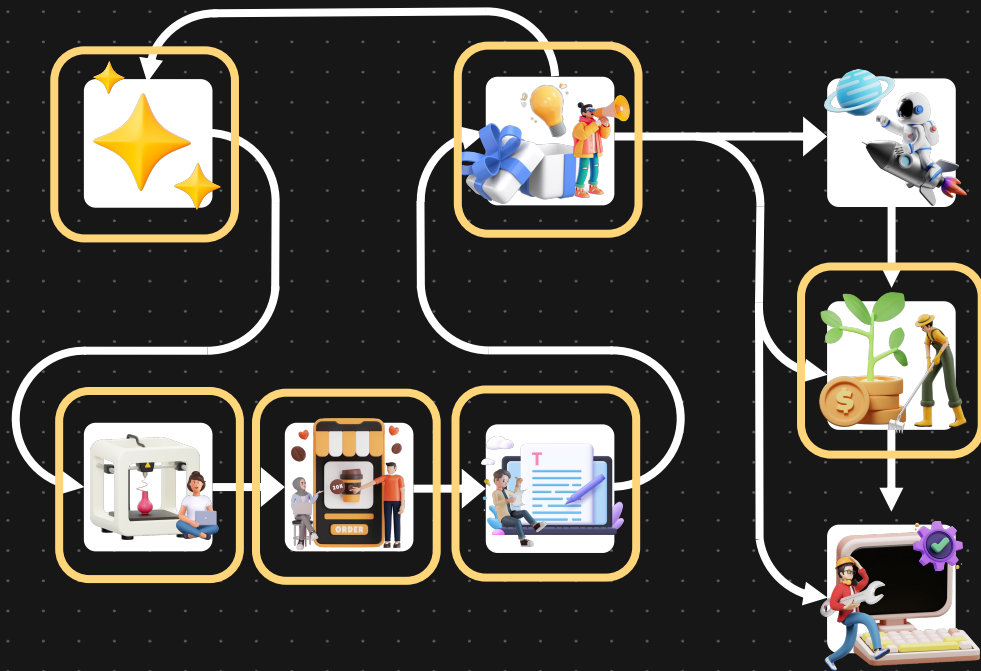
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Back

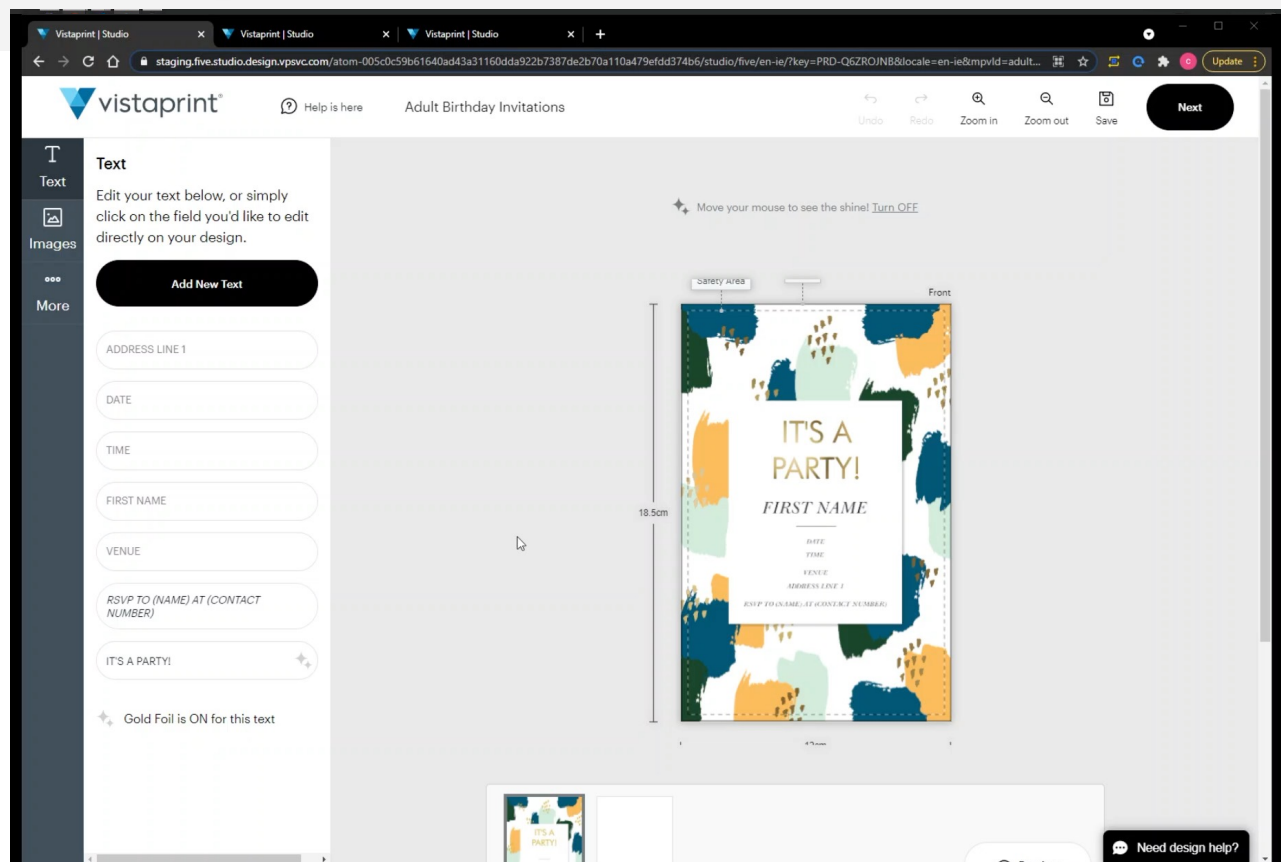
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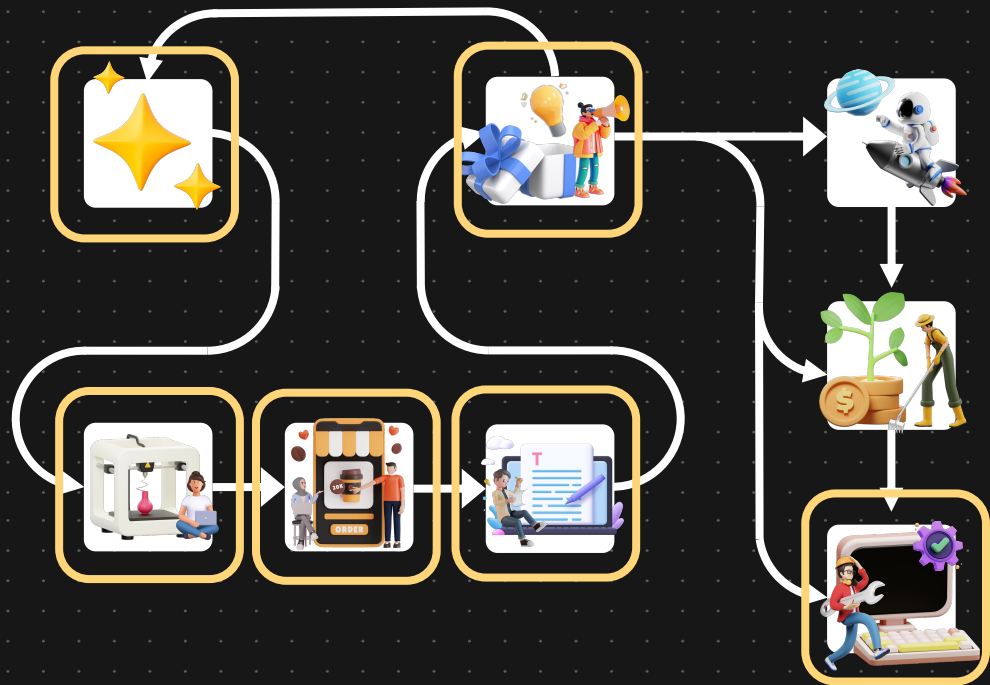
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SUSTAINOVATION CASE STUDY PHOTON

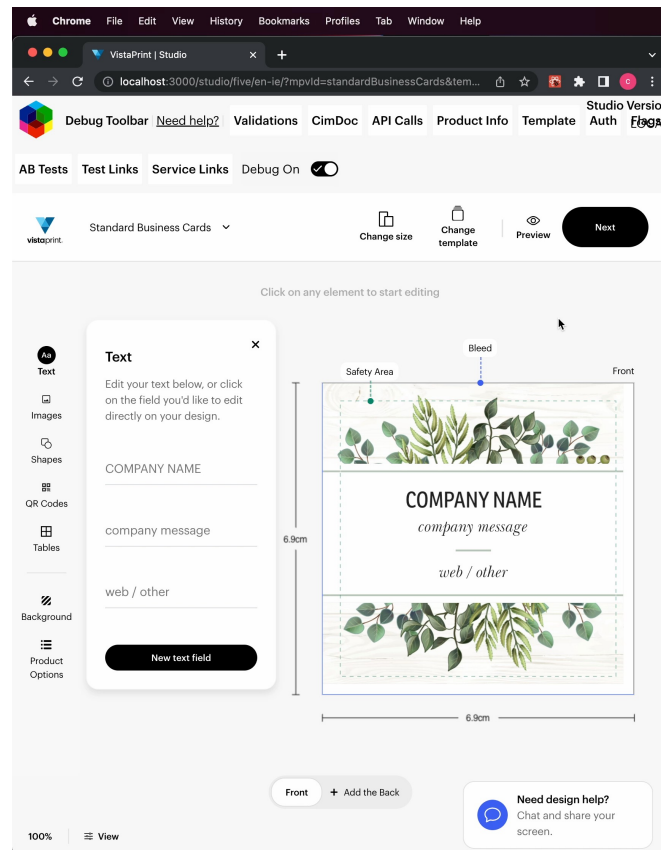




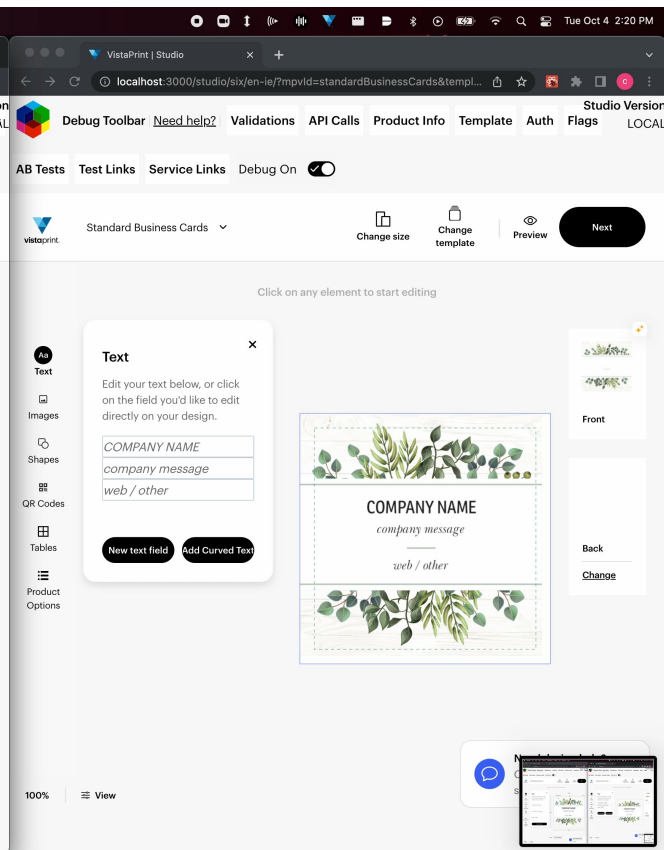
MAINTAINOVATION CASE STUDY

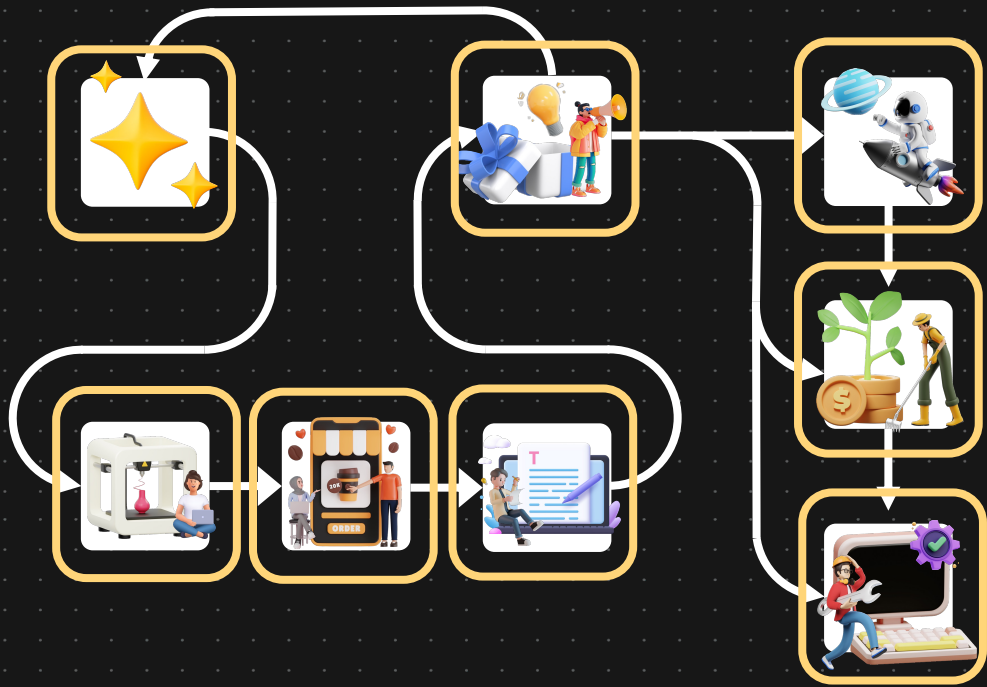
STUDIO 6

STUDIO 5

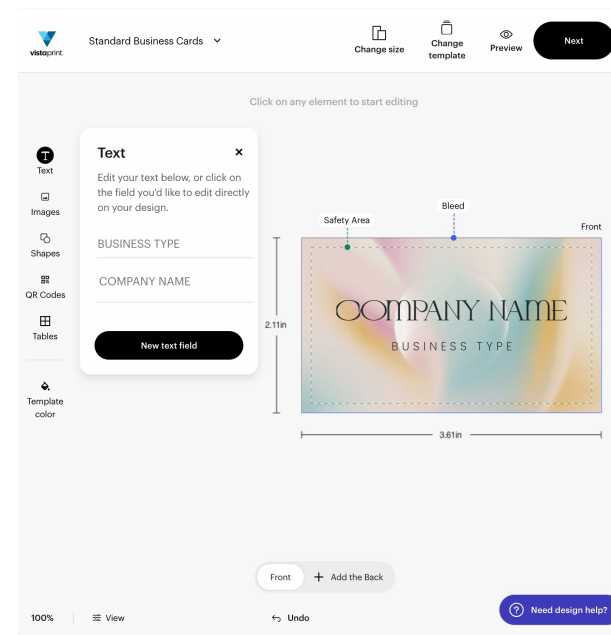


STUDIO 6

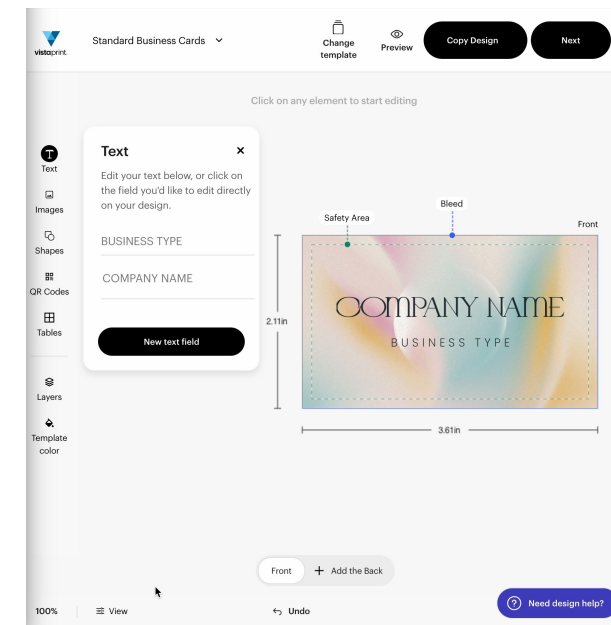




DISRUPTOVATION CASE STUDY STUDIO LIVE

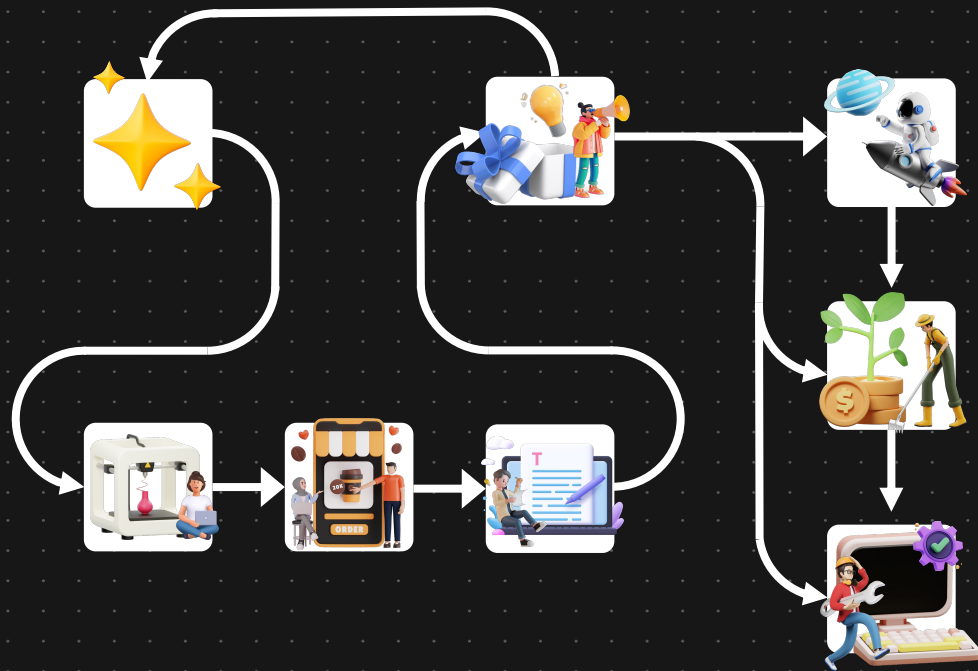


CUSTOMER



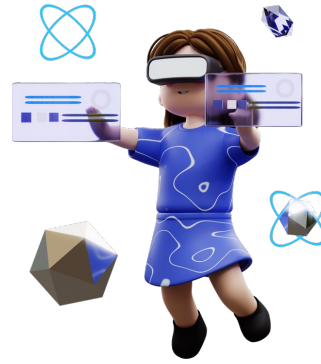
DESIGNER





INNOVATION PIPELINE

KEY TAKE AWAYS



1. EXPLORE

Allocate time for your team and create a safe space for exploration (schedule a hackathon!)



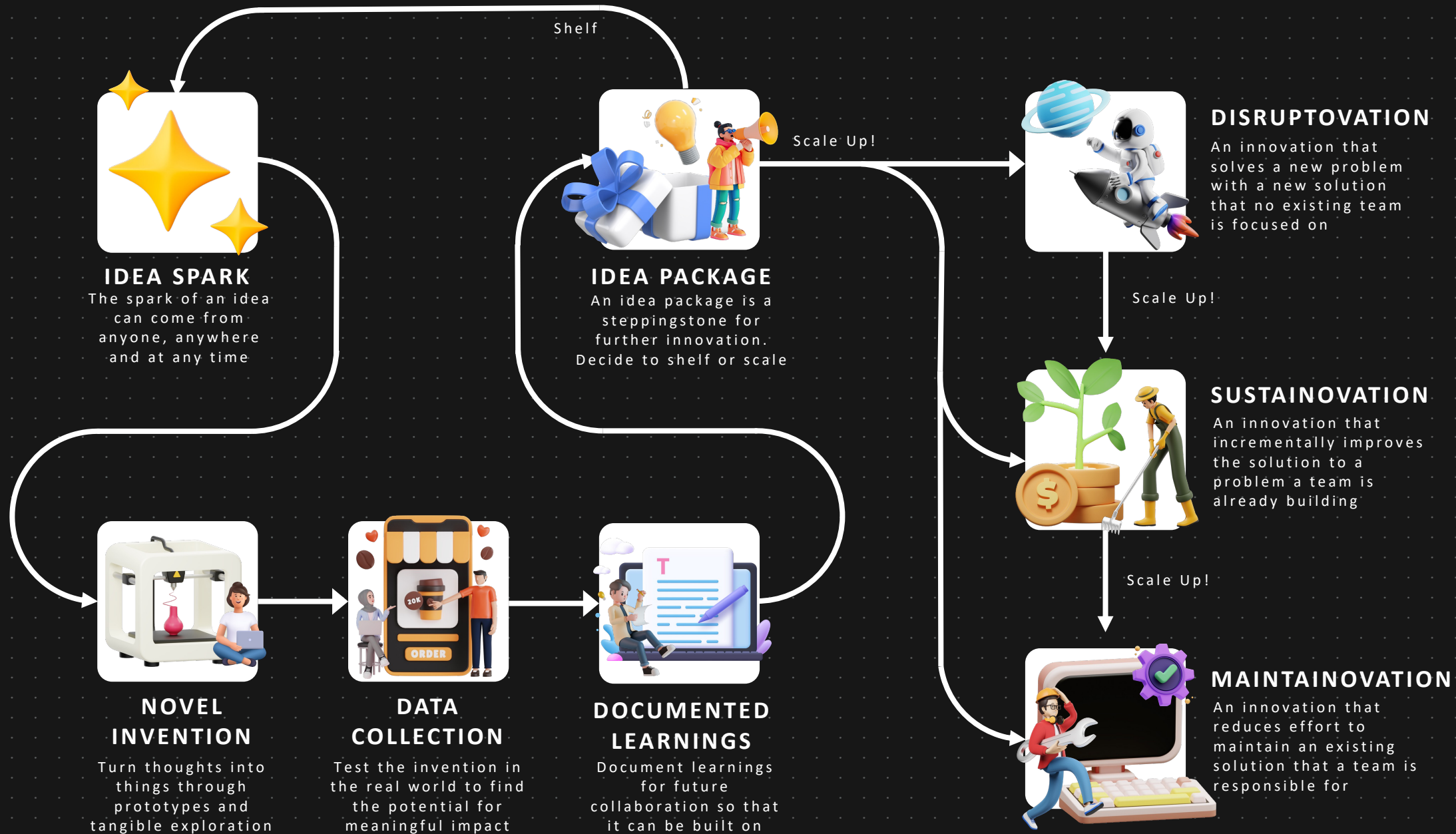
2. SHARE

Set expectations to document and share learnings (create a wiki space!)



3. SCALE

Define a system for how you scale up innovations on your team (write up expectations!)



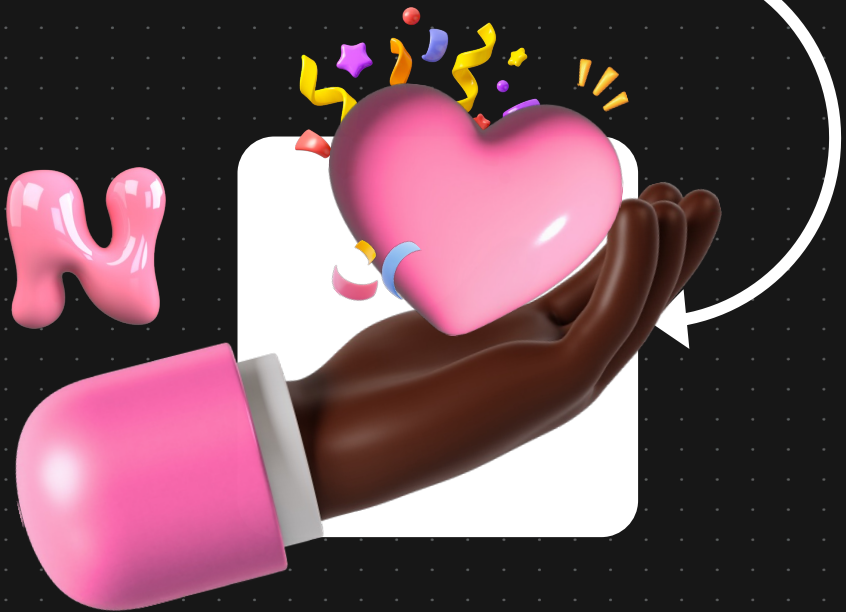
INNOVATION PIPELINE



IDEA

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@christikaes
Christina Kayastha



Software Architect
Innovation Engineer

