Ideation

> ~ 1 to 2 weeks

> We have lots of insight from multiple sources we think might be worth exploring.

➡ Input

- Customer insights
- Market Landscape
- Technology Landscape
- Business Objectives/ Strategy
- Service performance insight
- Idea capture form

Output ➡

- Identified sponsor
- Prioritised idea candidates to take forward into discovery
- Draft vision
- Value statement
- Idea description
- Strategic fit (relative value impact on existing OKRs)
- Key customer segments and jobs to be done
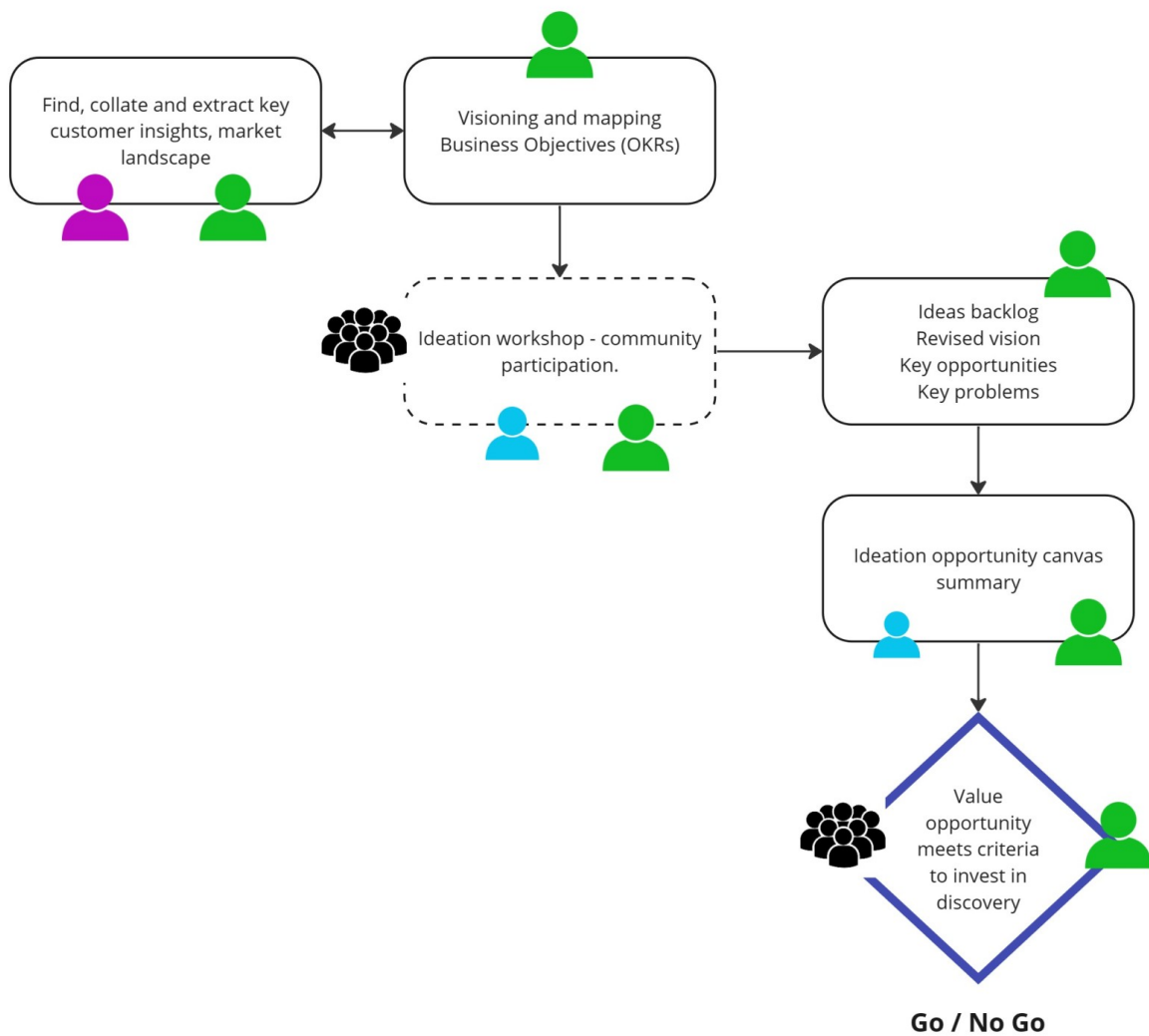- Big assumptions to address
- Ideas backlog

The above outputs are typically summarised within an opportunity canvas

🧵Golden Thread Practices

- Brainstorming
- Visioning
- Value definition

🧵Golden Thread Techniques

- Amazon PR release
- Ideation workshop
- Value proposition canvas
- 6 thinking hats
- OKR mapping
- Idea capture form

Find, collate and extract key customer insights, market landscape

Visioning and mapping Business Objectives (OKRs)

Ideation workshop - community participation.

Ideas backlog
Revised vision
Key opportunities
Key problems

Ideation opportunity canvas summary

Value opportunity meets criteria to invest in discovery

Go / No Go

Key capabilities

Core Team

User Research

Service Design

UX Design

Tech Architecture

Product

Development

Operations

Delivery

Data / Analytics

Forum

Revision #4
Created 22 September 2023 12:50:20 by James Hall
Updated 22 September 2023 15:59:12 by James Hall