

How to generate innovative ideas? The 6 most common idea creation scenarios¹

Depending on the needs, problems or characteristics of the jump that the organization needs to make, you must select the idea creation scenario that best meets the challenges.

Costumer Focus Group

Driving focused sessions with clients to identify needs, problems or test concepts.

Lead-Users
Analysis
work with clients who challenge us the most.

Customer
Visiting Teams

Organize deliberate actions with customers on their site

1. Internal Capturing

Habitually an effective method when it is well lead and the participants are well



Partners and Providers

Integrate the costumers and providers that we work with

providers that we work with the most into our idea Identification processes.

Scientific and Technological Community

Capturing opportunities or ideas coming from the technological community.

(1) Product Development Institute analysis on 160 companies that uses these methodologies