The What, Why, and How *of* 5 Popular Innovation Approaches

	HUMAN CENTERED DESIGN *also known as Design Thinking*	SYSTEMIC DESIGN	USER CENTERED DESIGN	LEAN STARTUP	AGILE
WHAT it is	**A problem-solving approach** that integrates the needs of people, the possibilities of technology, and the requirements for business success	**A way of making sense of the world's complexity** by looking at it in terms of wholes and relationships rather than by splitting it down into its parts	**A framework in which usability goals**, user characteristics, environment, tasks and workflow of a product, service or process are given extensive attention at each stage of the design process	**A methodology for developing businesses and products** that emphasizes customer feedback over intuition, and flexibility over planning	**A project management philosophy** that expanded to be used in innovation and business transformation
Principles	1. Understand customer needs 2. Generate creative ideas 3. Rapidly prototype and test	1. Acknowledge the interrelatedness of problems 2. Develop empathy with the system 3. Strengthen human relationships to enable creativity and learning 4. Influence mental models to enable change 5. Adopt an evolutionary design approach to desired systemic change.	1. Design is based upon an explicit understanding of users, tasks and environments. 2. Users are involved throughout design and development. 3. Design is driven and refined by user-centered evaluation. 4. Process is iterative. 5. Design addresses the whole user experience. 6. Design team includes multidisciplinary skills and perspectives.	1. Entrepreneurs are everywhere. 2. Entrepreneurship is management. 3. Validated learning. 4. Innovation Accounting. 5. Build-Measure-Learn.	1. Individuals and Interactions Over Processes and Tools. 2. Working Software Over Comprehensive Documentation 3. Customer Collaboration Over Contract Negotiation 4. Responding to Change Over Following a Plan.
WHY it is important	**Solves "wicked problems,"** problems that are ill-defined or tricky and for which pre-existing rules and domain knowledge will be of limited or no help (or potentially detrimental)	**Addresses increased complexity** caused by globalization, migration, sustainability that render traditional design methods insufficient and increase the risk that designs result in unintended side-effects	**Optimizes the product** around how users can, want, or need to use the product so that users are not forced to change their behaviors and expectations to accommodate the product.	**Aims to shorten product development cycles** and rapidly discover if a proposed business model is viable	**Improves:** • Time to market • Quality • Employee morale
HOW it is done	• **Qualitative research** with tools like ethnography and Jobs to be Done to build empathy with the customer • **Ideation** to identify and explore lots of possible solutions • **Prototypes** to build, test, and refine solutions	• **Multiple schools of thought and dozens of potential tools**. To learn more and find tools, check out the Systemic Design Association	• **Personas, scenarios, and use cases** that capture the context, behaviors, habits and instincts with	• **Canvases**: Business Model and Value Proposition • **MVP** (Minimally Viable Product) • **Metrics** that are actionable (vs. vanity) • **Innovation Accounting** • **Build-Measure-Learn** loop, including A/B testing	• **Agile teams** that are small, entrepreneurial, and empowered groups • **Operating Model** with focuses on leadership and culture, management systems, structures, talent, and processes