

FIT FOR INNOVATION

Impulses for new sources of growth



» Fit for Innovation /// *Did you ever ask yourself ...?*

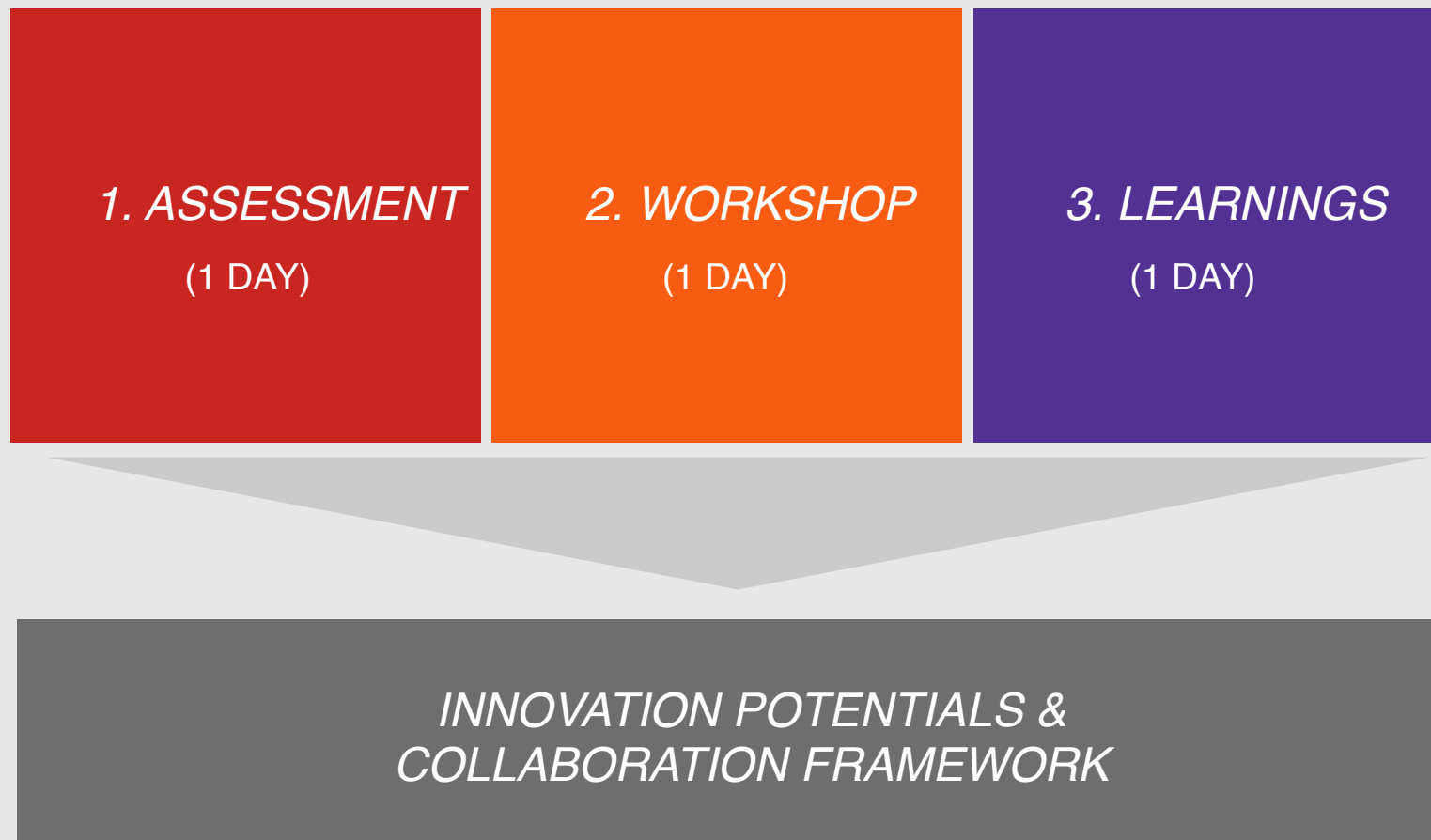
HOW DO WE KEEP OUR COMPETITIVE EDGE IN THE FUTURE?

Every company has strengths to build on and
every market bears potentials for innovation yet uncovered.



» Our Service /// *Fit for Innovation*

It takes a 3 step process to identify and qualify your potentials for innovation.



1. ASSESSMENT



LEARNING FROM YOUR INNOVATION HISTORY

We conduct a snapshot review of your documentations on strategy and innovation (e.g vision and mission statements, strategic and portfolio roadmaps, processes and technologies). What is your history of innovation success and failure?

We quickly map the stakeholder landscape and look out for key values such as sustainability. Semi-structured interviews may help us to round up the picture.

CRITERIA & MILESTONES

Together we define scope, objectives and success criteria for our collaboration; participants, milestones, timelines are set.

CROSS-FERTILIZATION

Based on our own experiences and literature reviews we look out for lessons to be learned and benchmarks from other industries and companies.

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2. WORKSHOP



EVALUATION OF STATUS QUO

Based on our initial assessment we compile a set of workshop exercises including a session to learn from other companies and industries.

Typical workshop elements include business modeling exercises and customer journey or contrasting extreme scenarios.

CO-CREATION

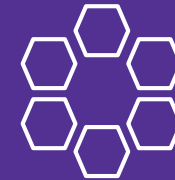
Joint brainstorming to fill an idea pool and identify potentials for innovation focus topics; these may include brand experiences along the customer journey or sustainable management practices (long listing).

PRIORITIZATION

Together we will filter, cluster, and reframe (if required) all findings. Your task will be to select the most promising ideas based on qualitative scoring criteria (short listing).

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3. *LEARNINGS*



OPPORTUNITY MAP

Synthesis and visualization of workshop results and recommendations: What can be achieved? How? What needs to be done, what is optional?

Strategic options are clustered into short, medium and long term potentials.

We propose an action plan and tentative timelines.

COLLABORATION FRAMEWORK

Together we identify next steps for your collaboration with UXBerlin and its experts' network.

INNOVATION POTENTIALS – REFERENCES

NEW PRODUCTS AND SERVICES NEEDED

A high tech company was looking for new ways to venture a „blue ocean“ of uncontested market space. Through online and field studies and a workshop series we defined a new line of solutions (example from telco in education).

BUSINESS MODEL TO BE CONSOLIDATED AFTER RAPID GROWTH

Rapid growth led to fragmented business models without strategic fit and high operational costs. Focusing on the essential models provides orientation (example from food and catering business).

OUTDATED DISTRIBUTION CHANNELS NEED RENEWAL

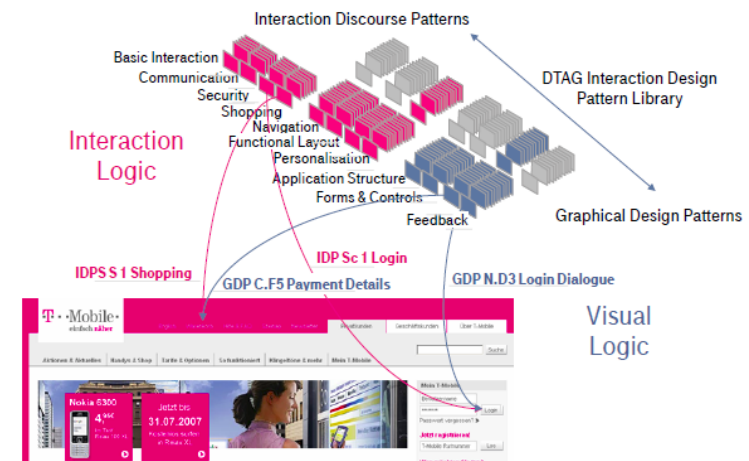
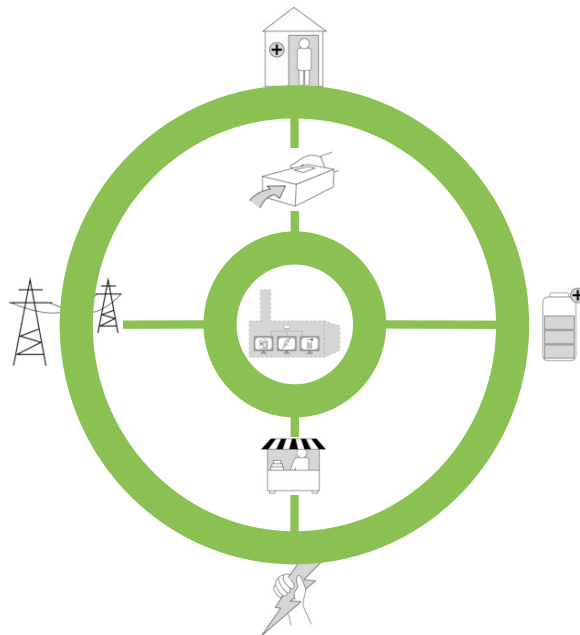
Customer touchpoint analysis and mystery shopping helped to spot weaknesses of the customer journey and to specify potentials for innovation in after-sales and distribution (soccer league club).

INNOVATION MATURITY TO BE INCREASED

After years of ad hoc innovation, driven by regional champions strategic alignment, learning from failure and success and innovation controlling were needed – avoiding the word „process“ (example from leisure products vendor).

» Our References /// *Fit for Innovation*

INNOVATION POTENTIALS – REFERENCES



» Our Tools & Methods /// *Innovation Kit*



UX Berlin leverages your learnings from past innovation successes and identifies the potentials to achieve your growth objectives.

» Send us your inquiry today /// *Thank you for your attention!*

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