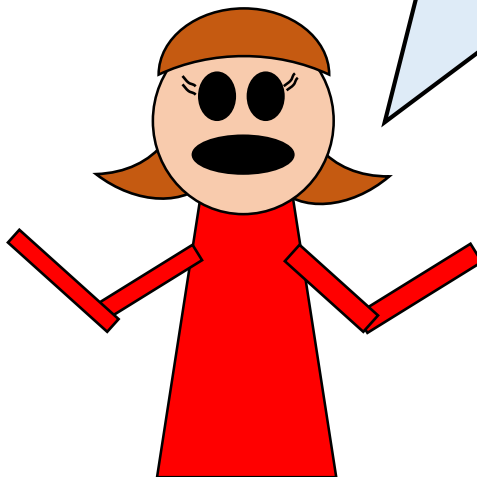
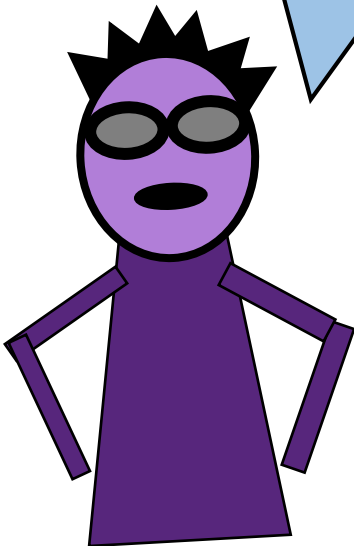


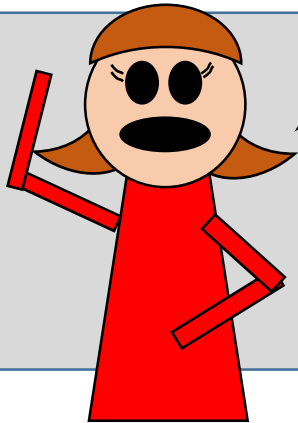
# The Comic Guide To The Innovation Toolkit

*Starring  
Janet & Morgan*

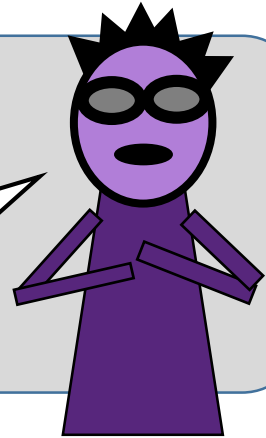


**By Dan Ward**

LOCATION: Innovation HQ



Hi, I'm Janet!



And I'm Morgan

You may know us from our [earlier work](#).

Or not.

The Comic Guide To The Simplicity Cycle



A "TRUE" STORY BY DAN WARD

"Eat The Menu"

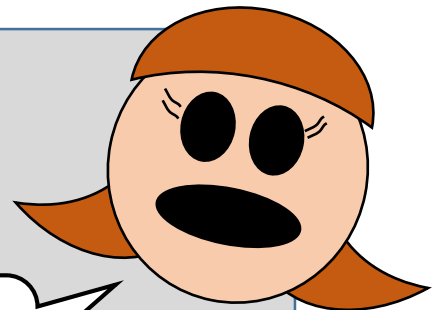
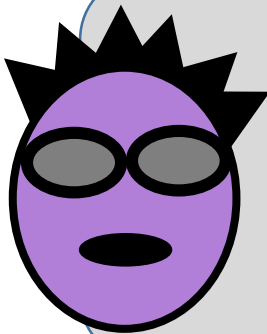


Starring Janet & Morgan

A UX Design Lesson BY DAN WARD

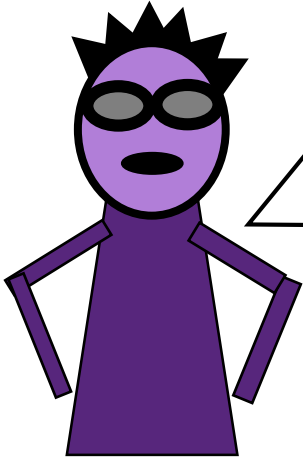
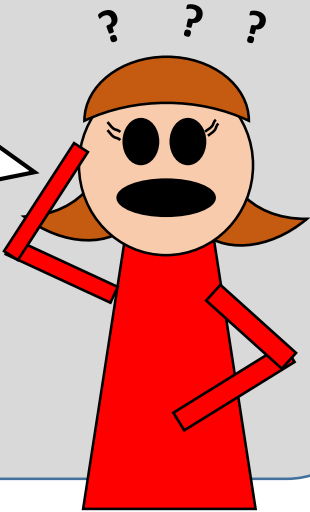
In this episode, we'll introduce you to a pretty cool [Innovation Toolkit](#)

It'll help you find **innovative** solutions to **important** problems.



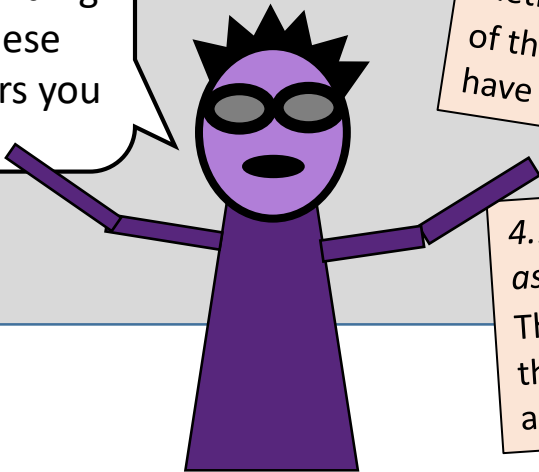
Let's start with the word "innovation."

What does that even mean?



That's a good question Janet, and it has a lot of answers.

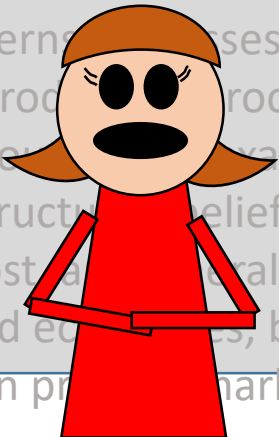
Between 41 and 60 answers, depending on which of these research papers you prefer.



"... the next section explains the methodology... and the content analysis of the **60 distinct definitions** that have been identified."

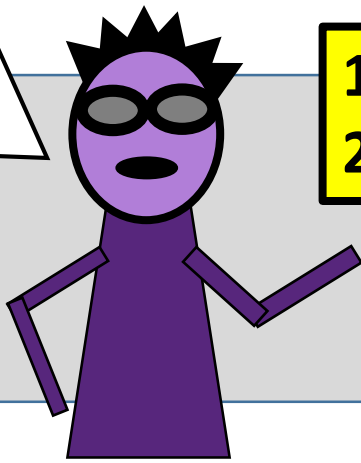
4.1.1 Definitions of innovation as reported in literature  
The **41 definitions** found in the literature review were analyzed...

Innovation concerns processes of learning and discovery about new products, new production processes and new forms of economic organization, about alternative economic systems, and about opportunities, and which, exposed to market competition, are checked, non centrally planned economic systems, by some competitive interactions, of whatever form in product market

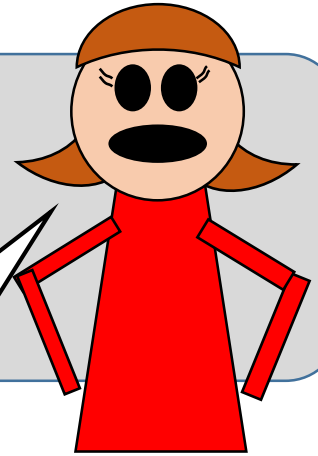


Seriously? This is going to be harder than I thought.

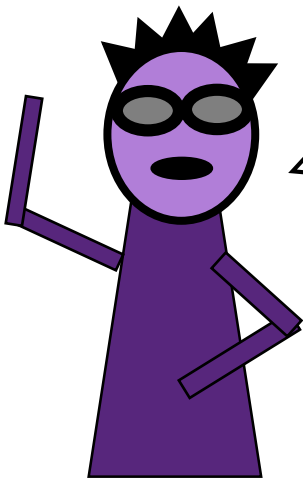
The good news is most of the definitions are built around two basic concepts...



**1) NOVELTY**  
**2) IMPACT**



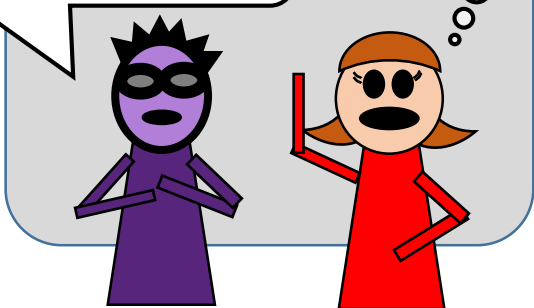
Er, couldn't we just say innovation is "Novelty with Impact?"



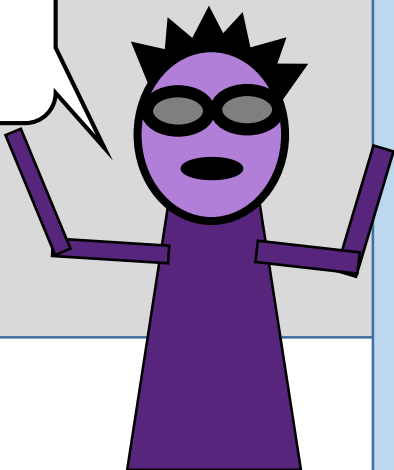
Yes! In fact, that's my favorite definition!

It's short enough to be memorable...

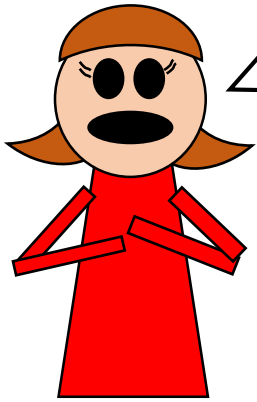
Novelty + Impact



And broad enough to be useful.

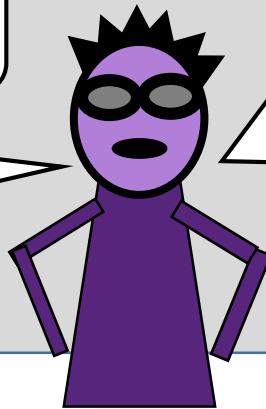


<i>idea</i> <i>process</i> <i>solution</i> <i>technique</i> <i>organization</i> <i>technology</i> <i>approach</i> <i>method</i> <i>format</i> <i>style</i>	<b>N O V E L T Y</b>	<i>save \$</i> <i>save time</i> <i>solve problem</i> <i>provide value</i> <i>change market</i> <i>make difference</i> <i>change the game</i> <i>advance state of the art</i> <i>reduce risk</i> <i>Improve performance</i>
		<b>I M P A C T</b>



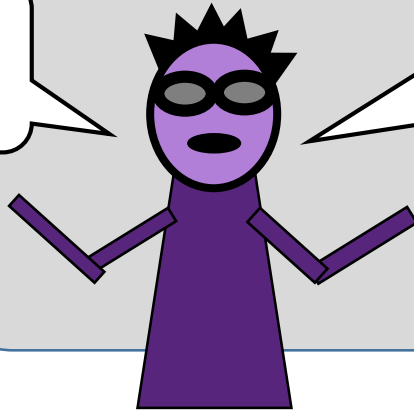
And here I thought innovation was just about fancy gadgets!

Well, that's part of it...



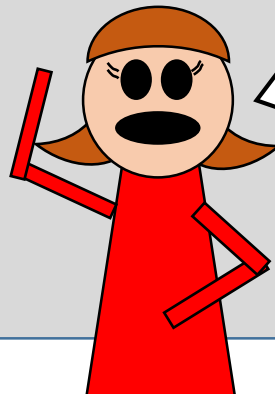
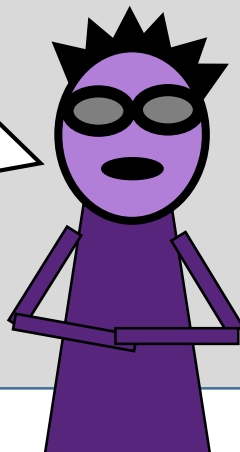
But there are loads of ways to be innovative that have **nothing** to do with technology.

Which brings us to this [Toolkit!](#)



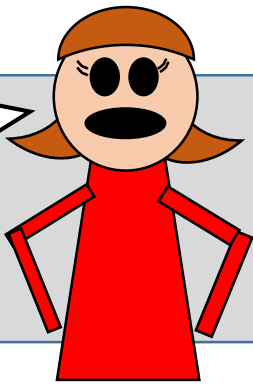
It's a collection of techniques & methods that help people create **novelty with impact.**

They help your team **work together** to create valuable new processes, products, or organizations.

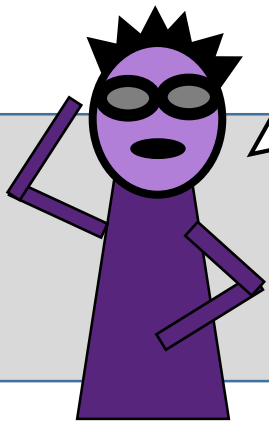


So if you want to do something **different** that makes a **difference**, we've got a tool for you!

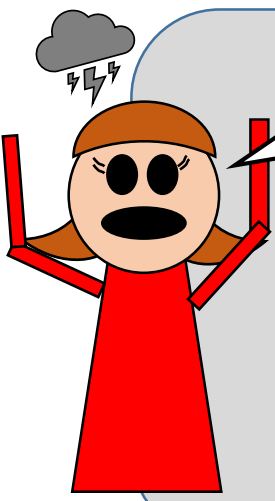
Let's get a little more specific, ok?



Like, what even are these tools?

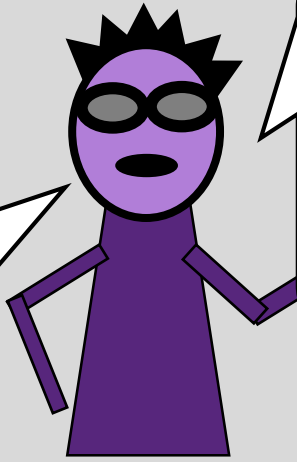


Well, have you ever heard of **brainstorming**?



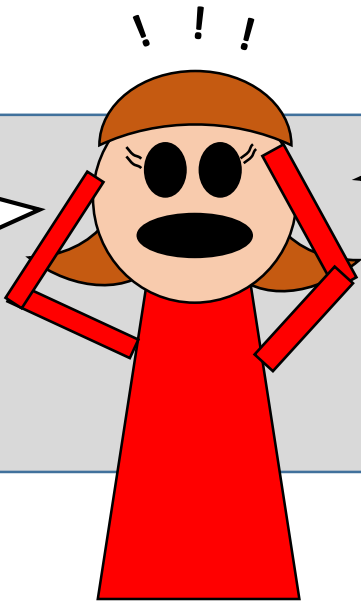
Of course!

That's **one** ideation tool, but there are lots of other ways to generate ideas.



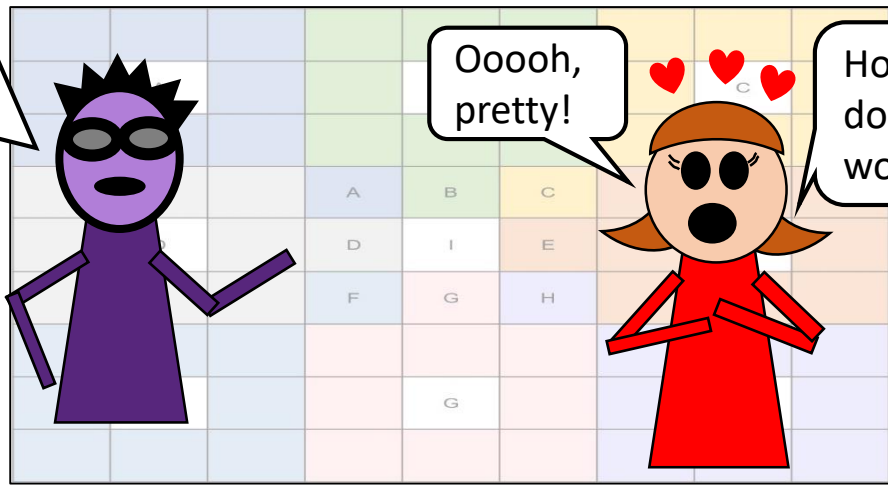
There is [Painstorming](#), [Bodystorming](#), and even some non-storm-related methods.

Wait, brainstorming is **not** the only way to innovate?  
**Mind. Blown.**



Tell me more!

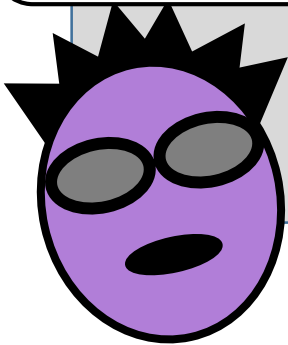
Check out this [Lotus Blossom](#) tool. People love the Lotus Blossom.



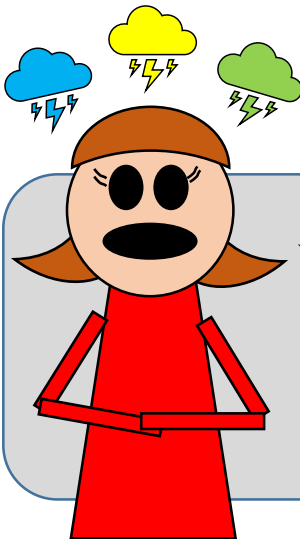
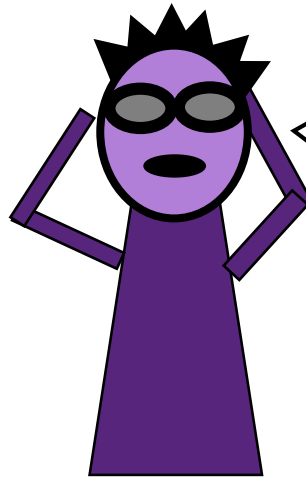
Ooooh, pretty!

How does it work?

Start by putting your main idea or topic in the middle box, then build out related ideas in the colored boxes around it.

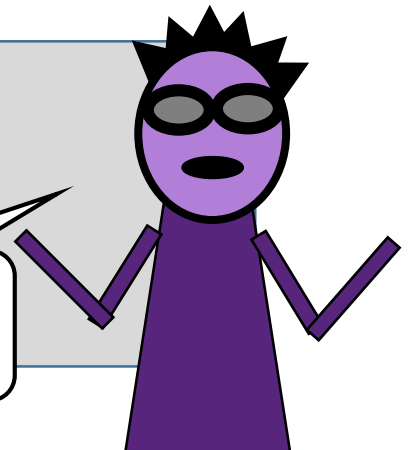


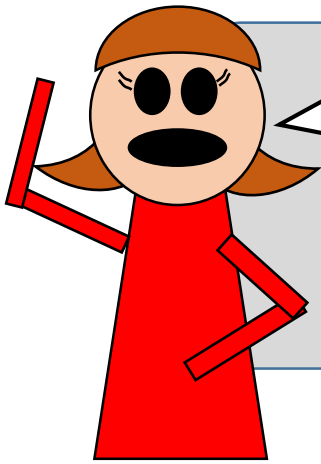
It's a structured way to get ideas out of your head and onto paper.



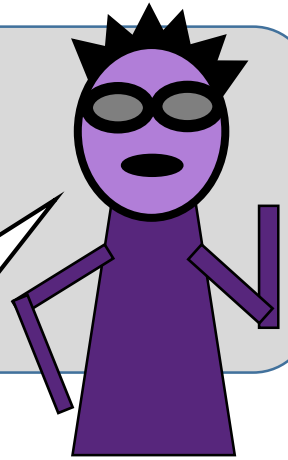
So, it's kind of like brainstorming, but with more colors?

I suppose you could say that.



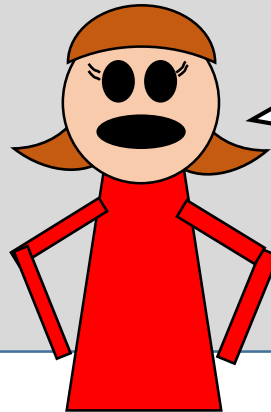
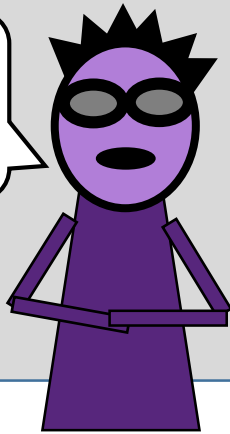


Great! Now I know **everything** there is to know about innovation! Thanks, Morgan!



Well, there's a **little** more to it, Janet. See, generating ideas is just the **first** step.

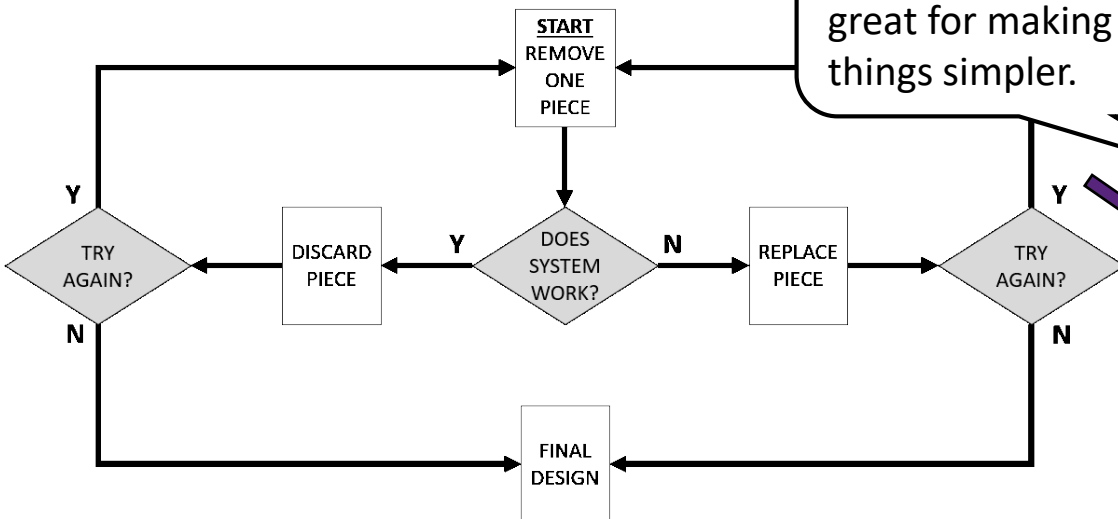
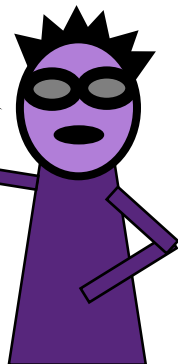
A **second** step might be to filter and sort the ideas.



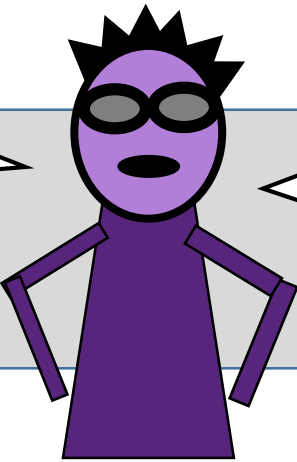
Seriously, **another** storm thing? What else ya got?

To do that, you could try **Stormdraining**.

There's also this **Trimming** tool. It's great for making things simpler.

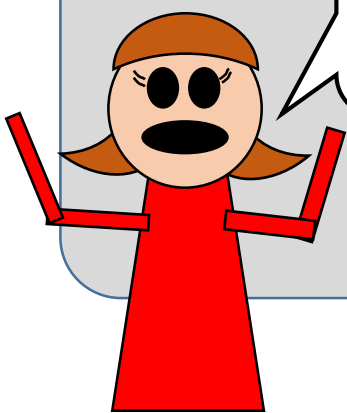




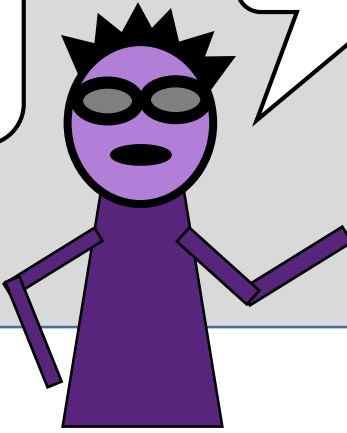


Stormdraining and Trimming are examples of **reductive** tools.

A whole other category than **ideation** tools like Brainstorming.

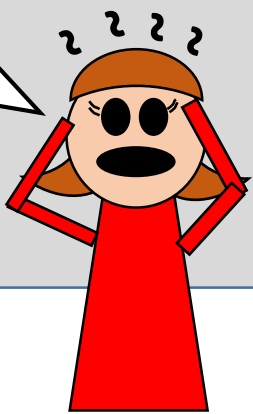


OK, so the toolkit has **two** kinds of tools? Awesome!




Actually, it has **six** tool categories!

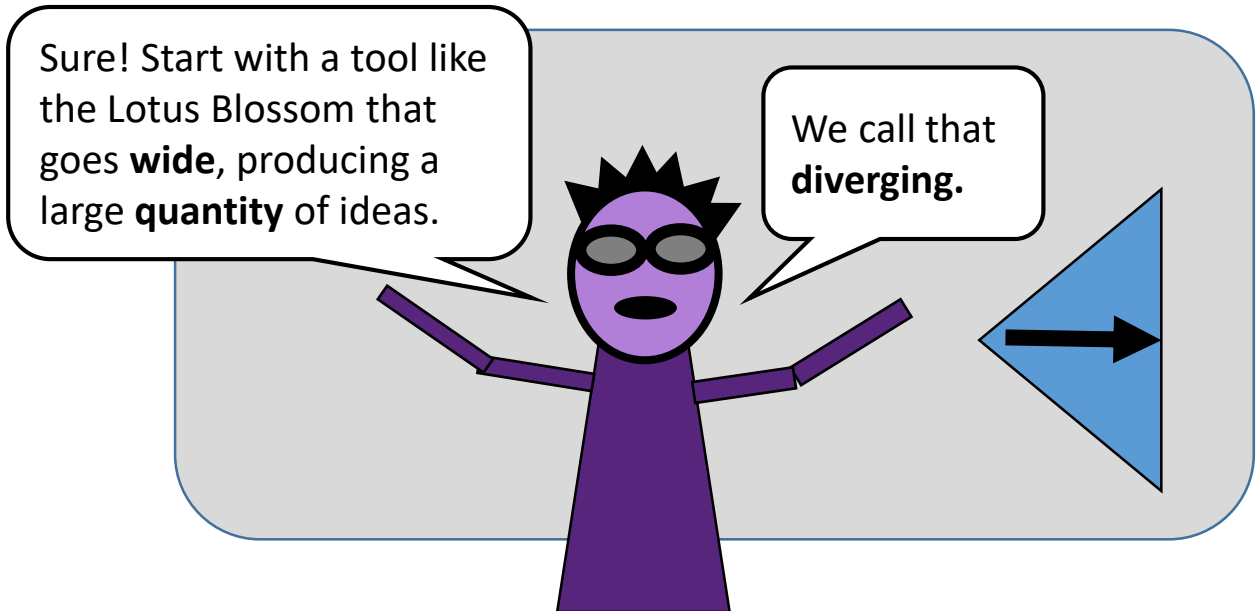
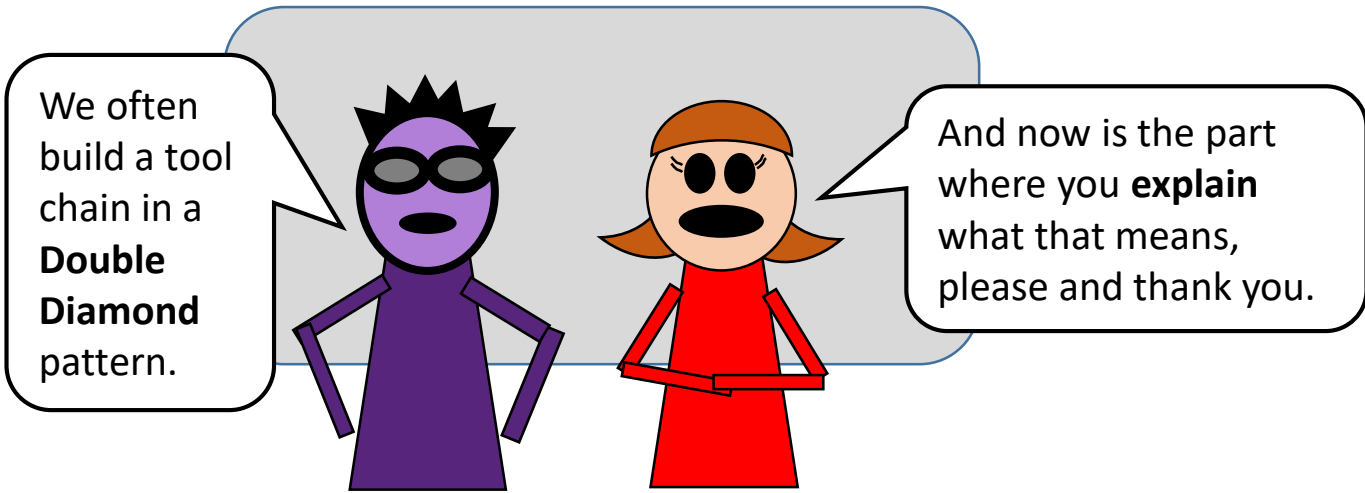
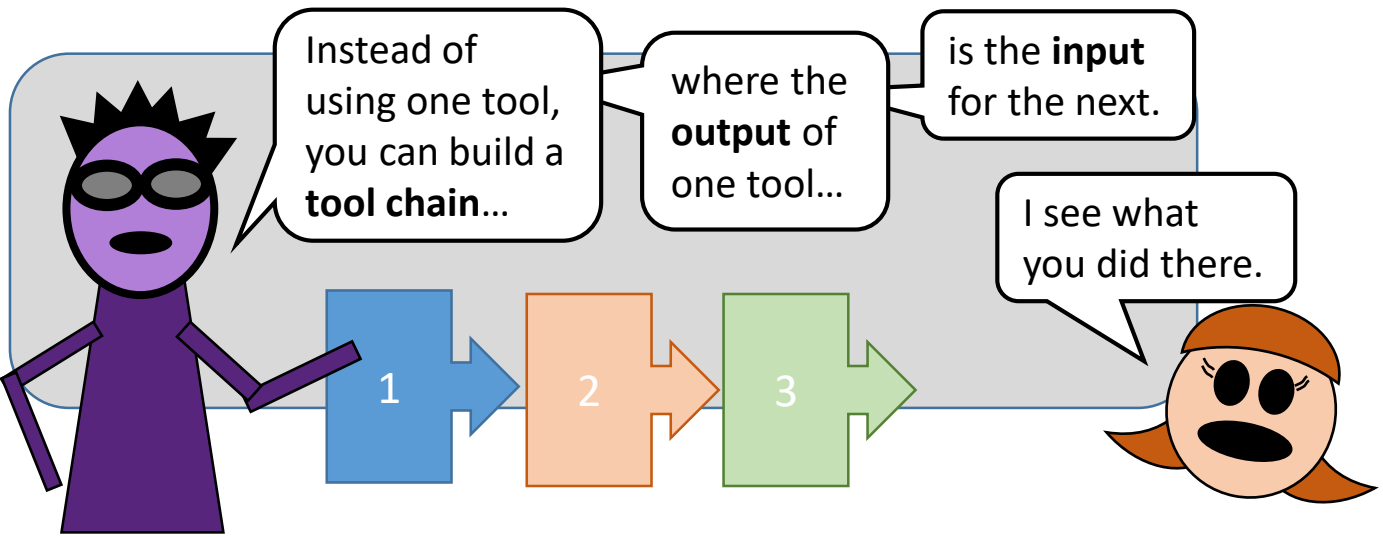
- 1) Frame Problem
- 2) Understand User
- 3) Generate Ideas
- 4) Evaluate Options
- 5) Develop Plan
- 6) Reduce Complexity



I have so much to learn.

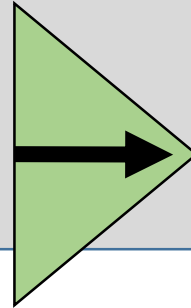
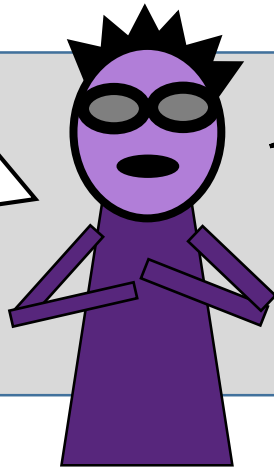


And now it gets **really** interesting!



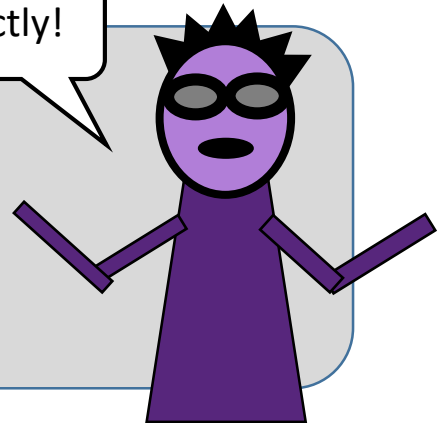
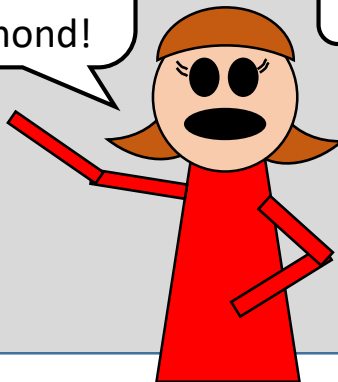
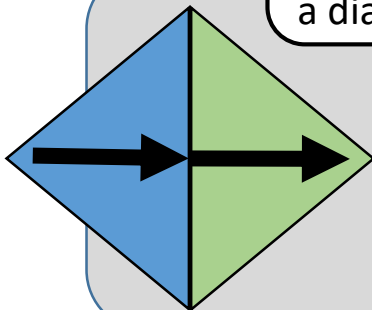
Then use a tool like Trimming to **filter** and **sort** the ideas. Focus on smaller quantity and higher **quality**.

We call that **converging**.



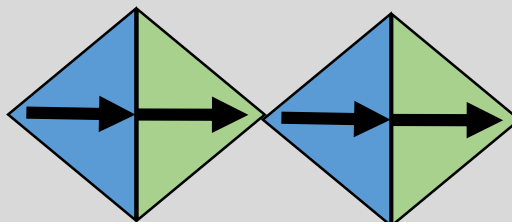
Hey, that's kinda shaped like a diamond!

Exactly!



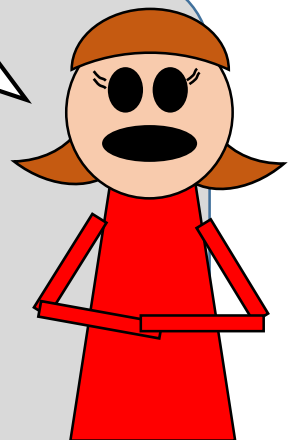
Define your **problem** in the first diamond, and define a **solution** in the second one.

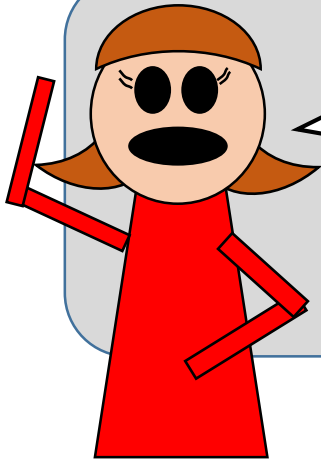
Voila – a double diamond!



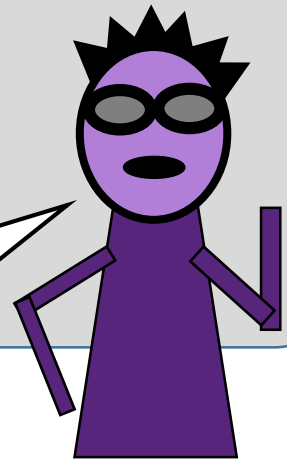
<PROBLEM>

<SOLUTION>



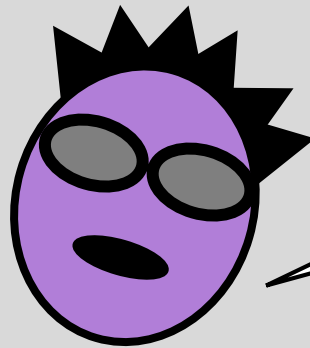


**Now** I know everything there is to know about innovation... **right?**



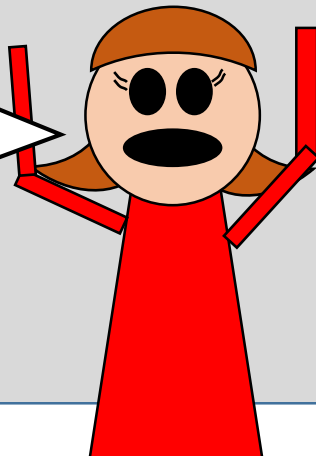
Not exactly, but you're making **progress!**

To keep learning, check out the full toolkit at [ITK.mitre.org](http://ITK.mitre.org).

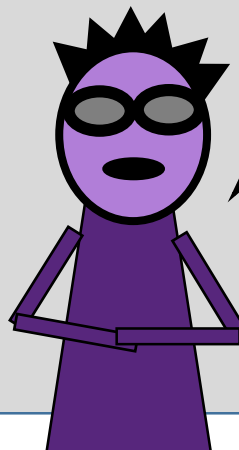


You can download templates, get step-by-step instructions, and even [meet Team Toolkit!](#)

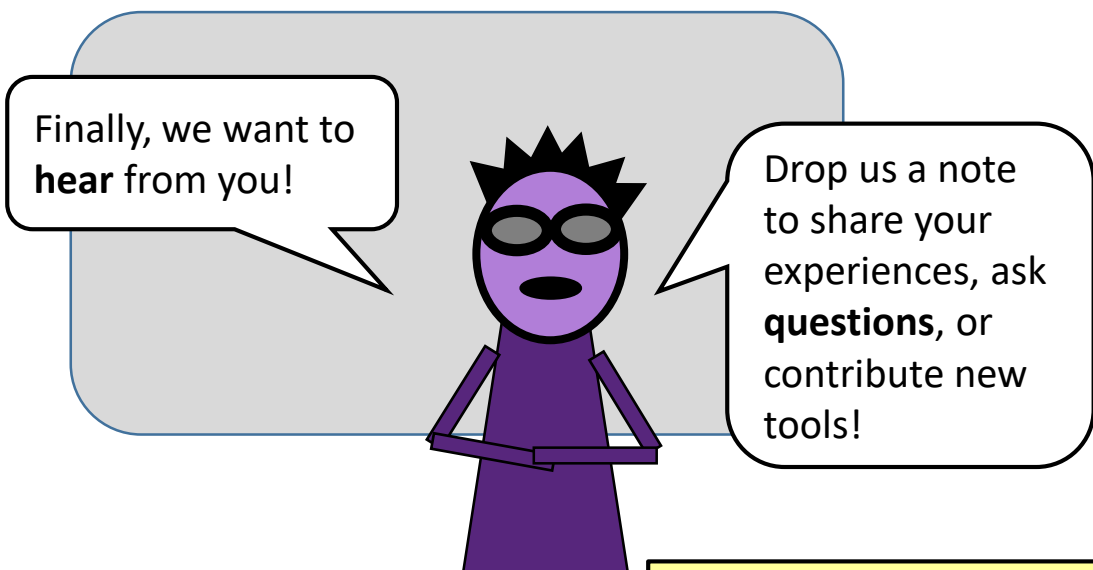
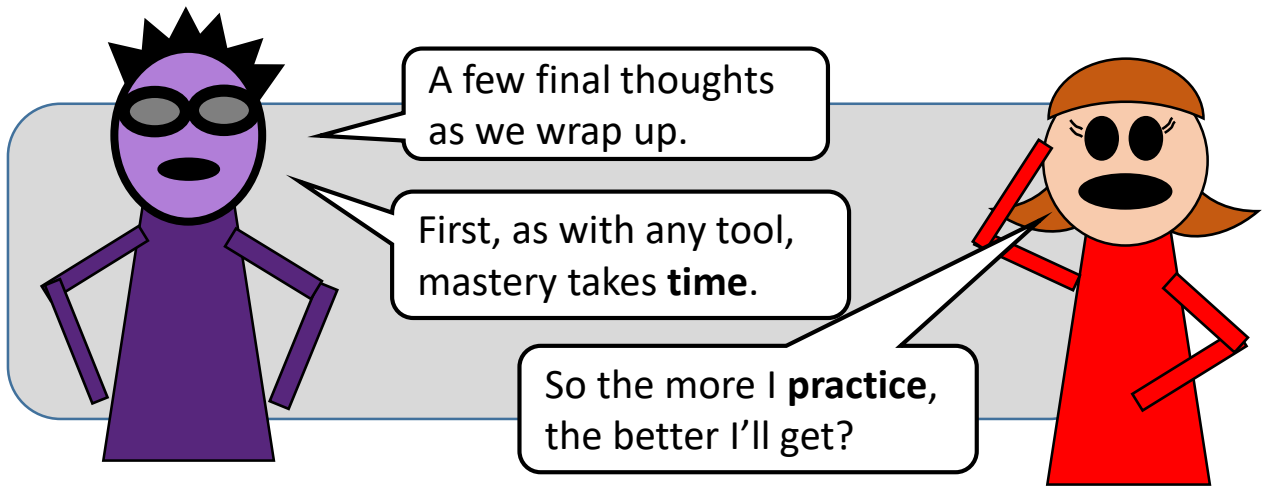
**Awesome!** Do you think I could get their autographs?

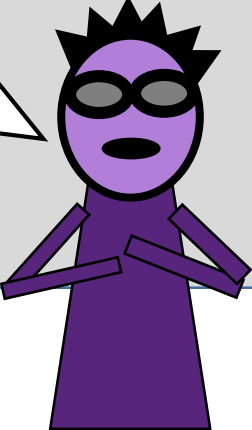


Maybe. But you can definitely get their **email** address!

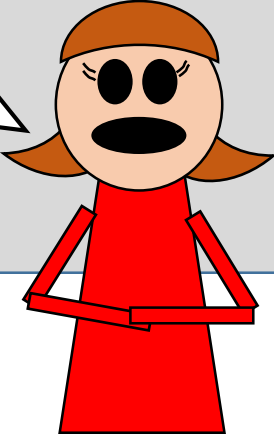


*ed note: it's [ITK@MITRE.ORG](mailto:ITK@MITRE.ORG)*

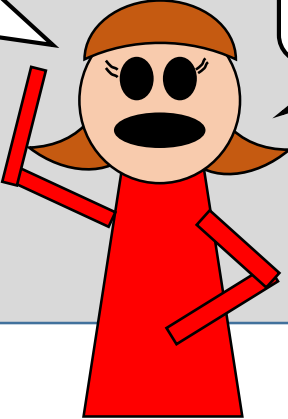




We're looking forward to hearing from you!

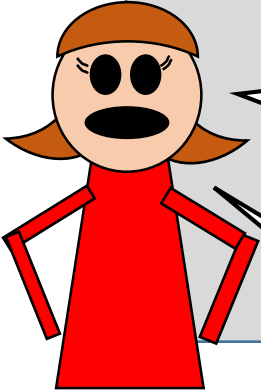


Good luck, and happy innovating!

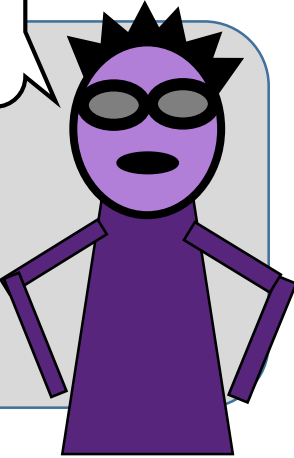


What are you waiting for? Click on over to the [ITK website](#) to get started.

And don't forget to bring your **friends**!



Hey Janet, now that this episode is wrapped, do you want to go on a picnic?



I don't know, Morgan. I heard there might be some big **brainstorms** coming.

Ah, I crack myself up!

## Innovation Toolkit List

### **FRAME PROBLEM**

[System Map](#)  
[Value Proposition Canvas](#)  
[Problem Framing](#)  
[Service Blueprint](#)

### **GENERATE IDEAS**

[Participatory Design](#)  
[Lotus Blossom](#)  
[Mindmapping](#)  
[TRIZ Prism](#)  
[Body Storming](#)

### **EVALUATE OPTIONS**

[Rose, Bud, Thorn](#)  
[Stormdraining](#)  
[Prototyping](#)

### **DEVELOP PLAN**

[Premortem](#)  
[Community Map](#)  
[Stakeholder Map & Matrix](#)  
[Goal Setting](#)  
[Culture Change Canvas](#)

### **UNDERSTAND USER**

[Persona](#)  
[Storyboarding](#)  
[Journey Mapping](#)  
[PAINstorming](#)  
[Card Sorting](#)

### **REDUCE COMPLEXITY**

[Trimming](#)  
[The Simplicity Cycle](#)