

INNOVATION

INTRODUCTORY

**SPARKING INNOVATION BY A
PRODUCT DESIGN**



SKILL ADDRESSED:

Innovation

LEVEL OF CHALLENGE:

Introductory

TITLE OF ACTIVITY:

Sparking innovation by a product design



INTRODUCTION TO THE SKILL

Innovation is in our everyday lives. Problems in sectors such as social, economic, health and environmental are often solved by new, novel ideas, approaches and solutions in order to address existing problems that are constantly arising.

Problem solving, adaptation to change, improvement and exploration are some of the skills that a mindset of an innovative individual should have in order to tackle the problems that are discussed above. Furthermore, innovative ideas usually come from innovative minds that have been trained, have the knowledge and the practices to cope with innovation. The following scenario will help learners to address their basic understanding of innovation skills by redesigning a daily product.

THE CHALLENGE

Choose a commonplace item that you can find in your home or in your daily life, that you are familiar with, and that you have considered changing. This can be as simple as a water bottle.

Next, consider how the product came to be developed the way it is today and how it once appeared throughout the early stages of development. For example, smartphones used to be bulky, with not too many features as today. In this process, you might want to do some research on how companies and individuals made incremental changes to get to the stage we are now.

The following stage is for you to consider and write down one or two additional ways that it could be improved. Here is an interesting article on how companies spark innovation in the workspace: <https://www.eurofound.europa.eu/publications/blog/what-can-companies-do-to-spark-innovation-in-the-workplace>

STEP BY STEP INSTRUCTIONS

To help you, please follow these tips/pieces of advice to solve the challenge posed:

1. Watch this video of Guy Kawasaki talking about innovation: <https://www.youtube.com/watch?v=Mtjatz9r-Vc>



2. Identify the issues that you have and focus on how you can make the product more sustainable, easy to use, etc.
3. Be creative, no idea is a bad idea, sometimes ideas that we think are useless can be turned into great ideas if we think them through.
4. Do not limit yourself in just writing your ideas down. You can use as many tools as you want. For example sketch, make sticky notes, record, deconstruct, make small notes, etc.
5. When you think you are done, take a step back and reflect on your ideas and process. Critic yourself, revisit your notes and make adjustments, add more or rethink the existing ones in order to come up with better and more sustainable options.

DEMONSTRATION AND EVALUATION

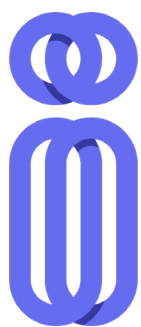
After completing this activity, you should be able to recognize innovation in your daily life and their importance to you.

Additionally, you are welcome to reflect on the following questions:

- How is innovation involved in my daily life?
- Why do we need innovation?

Congratulations! You have now completed the challenge!

To learn more about this topic, we encourage you to complete the final assessment quiz, and to learn more about Innovation , please advance to the next level (INTERMEDIATE).



INTERFACE



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