



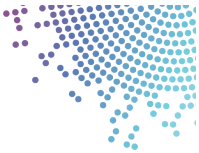
INNOVATING DIGITALLY

Digital Innovation

Problem Based Learning
Open Educational Resources



Co-funded by the
Erasmus+ Programme
of the European Union



Welcome to DIGITAL INNOVATION

Helping you gain a better understanding of how small service companies currently undertake new product development so that you can improve how innovation in services is taught.

Partnership

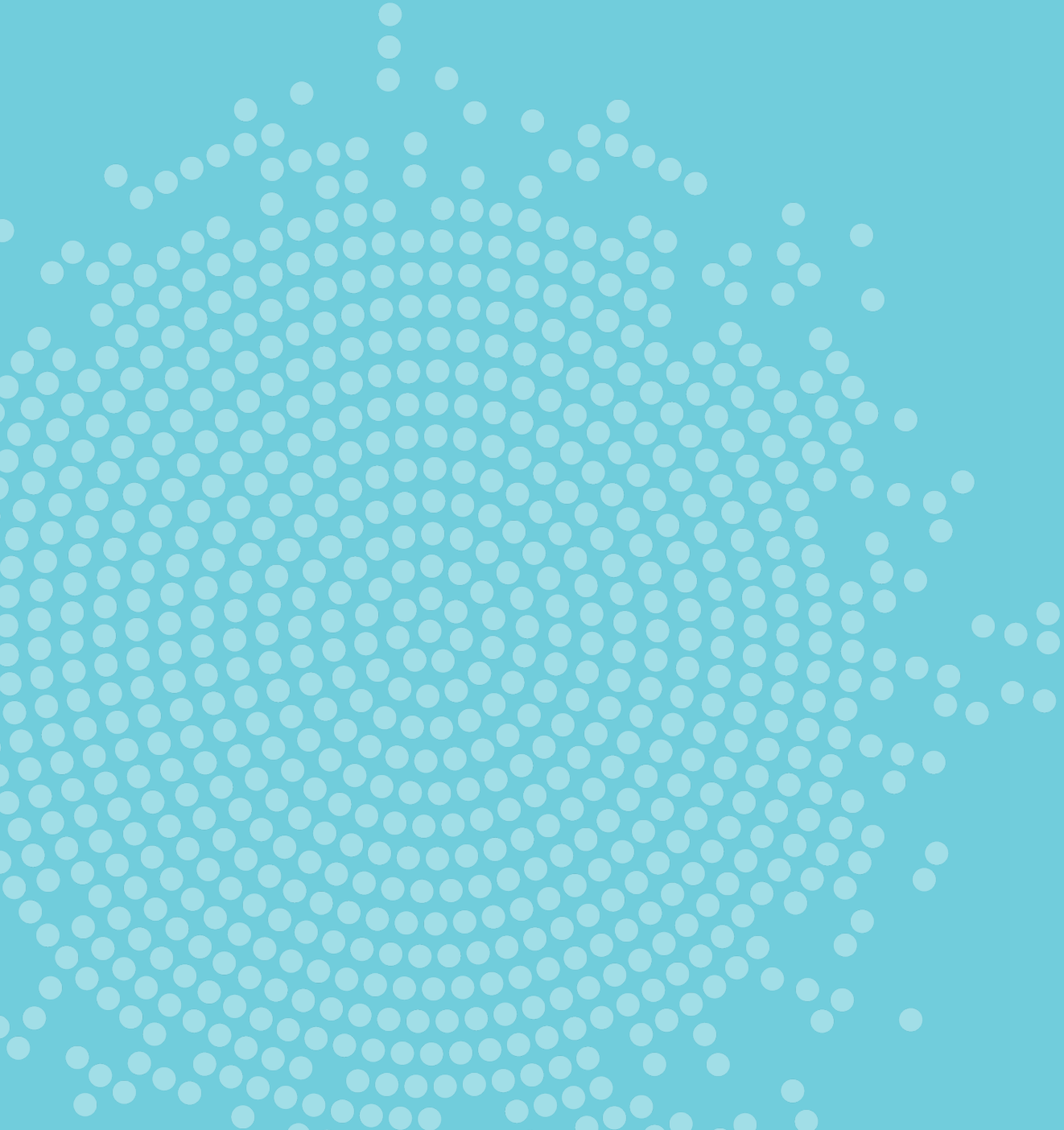


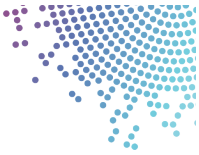
This Problem Based Learning Open Educational Resources as a part of the Erasmus+ Strategic Alliances Project “Digital Innovation for Service Sectors” was conceptualized and produced by Burcu Kör and Ingrid Wakkee, Amsterdam University of Applied Sciences, in collaboration with the Digital Innovation



Section 3

IDEATION & IDEA MANAGEMENT





2: Ideation and Idea Management

SnappCar is the leader company in car-sharing services in Amsterdam. SnappCar wants to make a positive difference on an ecological, economic and social level. The mission of SnappCar is to empower people with smarter mobility, through car-sharing. SnappCar is aiming high: its goal is to remove 50% of all cars in our society.

You need to start to generate ideas to help SnappCar in order to reach its goals.

The below information may be also helpful during your brainstorming process:

- Car sharing service is most popular among Millennials, but now SnappCar sees the opportunity to expand their services to reach other age groups and, if possible, families with kids. Felyx, the scooter sharing company, is also growing fast.
- Instead of seeing it as a threat, SnappCar is seeing it as an opportunity and has decided to offer a scooter P2P sharing service. They now want to pilot their app service through an AB test. SnappCar is not sure if the scooter business should be integrated into the already existent car-sharing service app or be launched as a new app powered by SnappCar. SnappCar wants to know if offering scooters and vehicles on a single app, is confusing for users, as well as if the service language should be different. Since car sharers are 35 - 44 years old and scooter sharers are 25 - 34 years older.

Task 1: Brainwriting method

Reflect on the text and information given and come up with ideas for SnappCar to reach different types of users. Brainstorm ideas through the Brainwriting method. This technique can alleviate two of the biggest brainstorm pitfalls—unbalanced conversation and the anchoring effect—by ensuring that everyone has the opportunity to contribute and eliminating the bias toward the first idea.

You can select the relevant tools from [Digital Innovation Scanner Tool](#) to create a brainwriting framework. You can also use [Brainwriting template](#) or [Mindmap template](#) or [Brainstorm and Idea Prioritization template](#).

Step 1: Everyone writes down three ideas that relate to the topic of the brainstorming. (not more than 5 minutes)

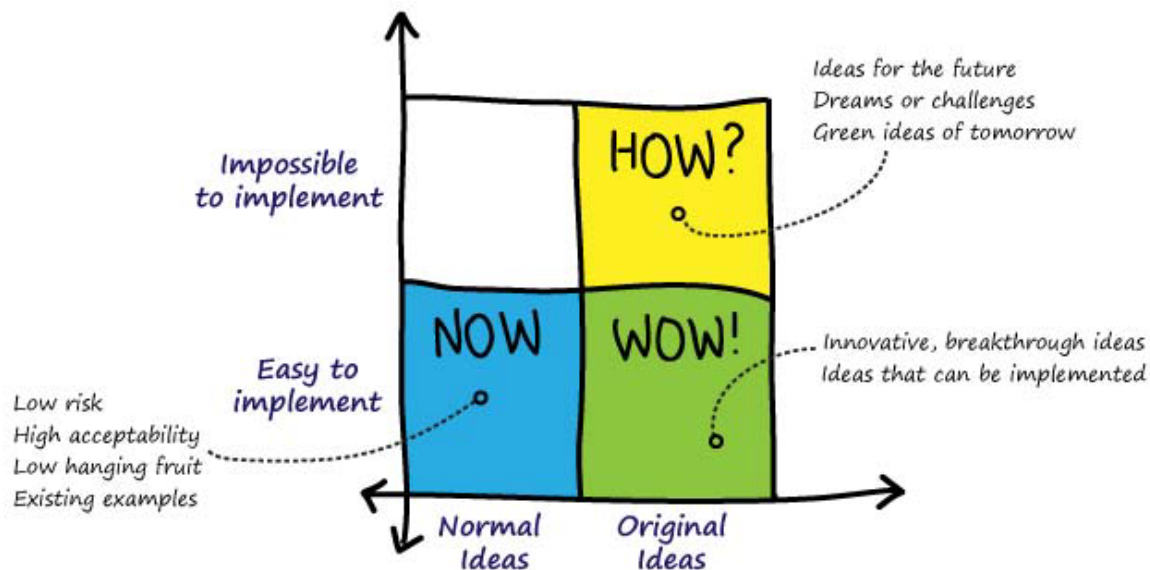
Step 2: Everyone passes their ideas to the person on their right, who will then build off of the ideas, adding bullet points to them.

Step 3: After another few minutes, everyone will pass the piece of paper (sticky notes) again until all the participants of the group have added bullet points to all the ideas. Once the ideas have made it around the circle, you can plot the ideas to a chart to discuss which ones are best to pursue (next task).

Task 2: How Now Wow matrix

A *How Now Wow* matrix is an idea selection tool and use for uncovering the best ideas. The matrix categorizes ideas based on their originality and feasibility (How-Now-Wow Matrix, n.d.-b):

- Ease of implementation: how easy or difficult are these ideas to be implemented within the current structure, assets, and capabilities of your organization? From a technical and organizational perspective, are these incremental or disruptive ideas?
- Level of newness: are these ideas expected to disrupt the user experience of your final users? From a customer perspective, are these incremental or disruptive ideas?



The How-Now-Wow matrix has four quadrants (Gray, 2011):

- **How/Yellow Ideas** – Original ideas, impossible to implement. This quadrant represents ideas that are innovative, but difficult to implement so they are not yet feasible, but might be worth considering as future goals.
- **Now/Blue Ideas** – Normal ideas, easy to implement. This quadrant represents unoriginal ideas that are familiar, easy to implement, and proven to work well. These ideas result in incremental outputs.
- **Wow/Green Ideas** – Original ideas, easy to implement. This quadrant represents new ideas that are easy to implement within current reality and executable ideas that can be actualized. Aim to form as many ideas in this category as you can.

You can select the relevant tools from [Digital Innovation Scanner Tool](#) to create How-Now-Wow matrix. You can also use [How-Now-Wow matrix on Miro](#).

How do you use How Now Wow Matrix?

Step 1: List down the concepts

Step 2: Give each team member 3 sticky dots of each color – that is, 3 blue, 3 yellow, 3 green. 9 dots per person is typical, but go ahead and reduce/increase that number based on the time at hand and number of concepts generated.

Step 3: Ask each team member to step forward and vote for 3 best concepts in each category. They need to do this by sticking a colored dot in front of each concept they choose.

Step 4: In the end, count the number of dots under each concept to categorize it. The highest number of dots of a certain color categorizes the idea under that color.

In case of a tie:

If blue dots = green dots, the concept is blue

If yellow dots = green dots, the concept is green

Step 5: You now have a bucket of Now/Green concepts to work on further. Make sure you also collect the low-hanging blue ideas for immediate implementation and the yellow ideas to keep an eye on for the future.