

Daily Doses of Innovation

	LIGHT	MODERATE	DEEP
SEE & EXPERIENCE	Shadow someone for at least 30 minutes and see the world through their eyes. Don't comment or interact, just observe .	Interview at least 2 users about their biggest pain points. Listen for "hacks" or unexpected ways they're solving a problem that represent unmet needs.	Ask a user or partner from another team to photo-document a day in their life. Have them walk you through the photos and explain what they were thinking and feeling at the time.
DIMENSION & DIAGRAM	Group the observations you made while shadowing. Sort them into a structure that makes synthesis possible (e.g. by hierarchy, priority, attributes, taxonomy) then name the groups by theme.	Explore ways to visualize the user hacks you observed to share with other team members. Use sketches, photographs, videos or even act it out.	Review the photo-documentation and identify the highlights and lowpoints of the experience over time. Plot these moments on a journey map.
QUESTION & REFRAME	Rephrase at least 2 questions for the challenges that you are working on. Can you open the possible solution space through reframing?	Develop a few personas and describe their individual attributes. List their needs and desires and have your team design unique solutions for each one.	Prioritize at least 2 major constraints that seem to be slowing your group down. Reframe them as "Ways of..." statements that embrace the constraint.
IMAGINE & MODEL	Facilitate the "30 Circles Challenge" with your team. Aim for quantity, not quality.	Take a solution your team has been talking about and act it out to identify potential challenges. Are there any unanticipated gaps in the solution?	Bring an idea you have to life and make it real. Build a prototype that takes no longer than 20 minutes to create.
TEST & SHAPE	Take a project you are working on that you don't think is ready to share. Ask for individual feedback from at least 3 people.	Ask a group for feedback using the following framework and document it: "I Like..." (<i>what's working</i>) "I Wish..." (<i>what needs improvement</i>) "What if..." (<i>next steps to try</i>)	Test at least 3 solutions to the same problem to gather data on multiple possibilities. Don't spend more than 20 minutes creating any prototypes.
PITCH & COMMIT	Think about potential supporters whose commitment you need for your project or solution. What matters most to each audience group? List why they might not care and why they should.	Draft a verbal summary you can share with a group in under 3 minutes. Develop an "Elevator Pitch" to build awareness for an initiative with specific supporters in mind.	Create a focused strategy for implementation with your team using a "Solution Map" that lays out all the key elements and characteristics of your offering.