

# INNOVATION

STEP-BY-STEP VISUAL WORKBOOK

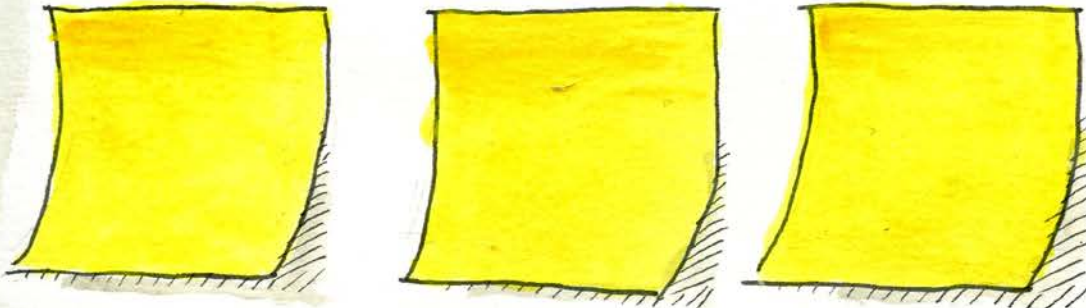
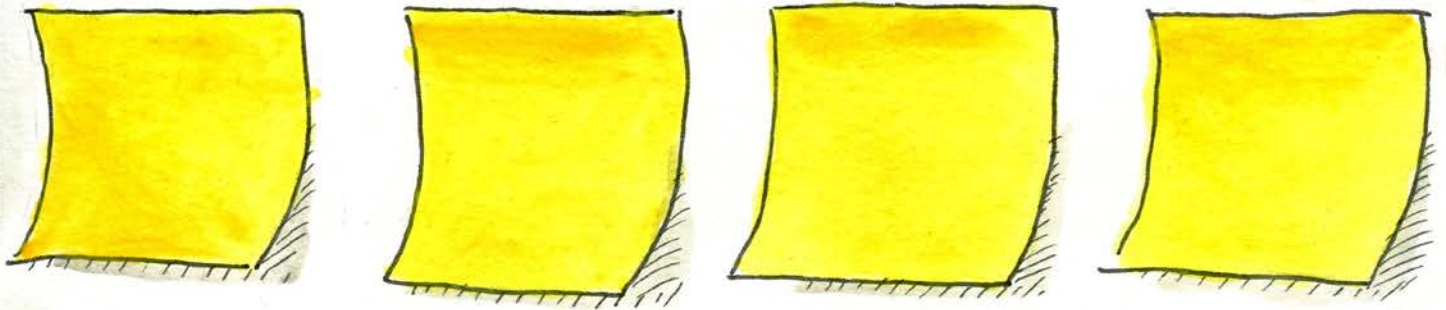
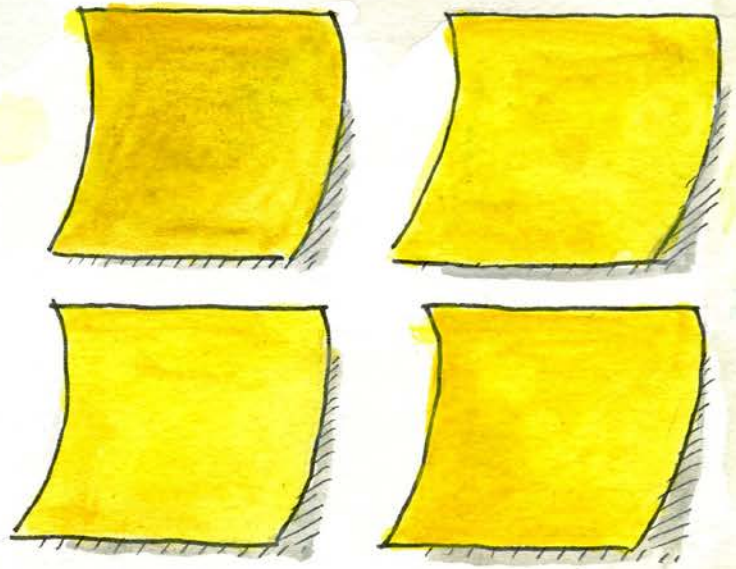
CREATE AND DEVELOP  
-IDEAS FOR YOUR  
CHALLENGE

CREATED BY:  
DARIN EICH

ILLUSTRATED BY:  
EMILY CRUZ

BROUGHT TO  
YOU BY:  
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WRITE OUT A *specific* CHALLENGE

- 1. IDENTIFY PROBLEMS
- 2. IDENTIFY OPPORTUNITIES
- 3. GATHER RESEARCH
- 4. CLARIFY A MEANINGFUL CHALLENGE

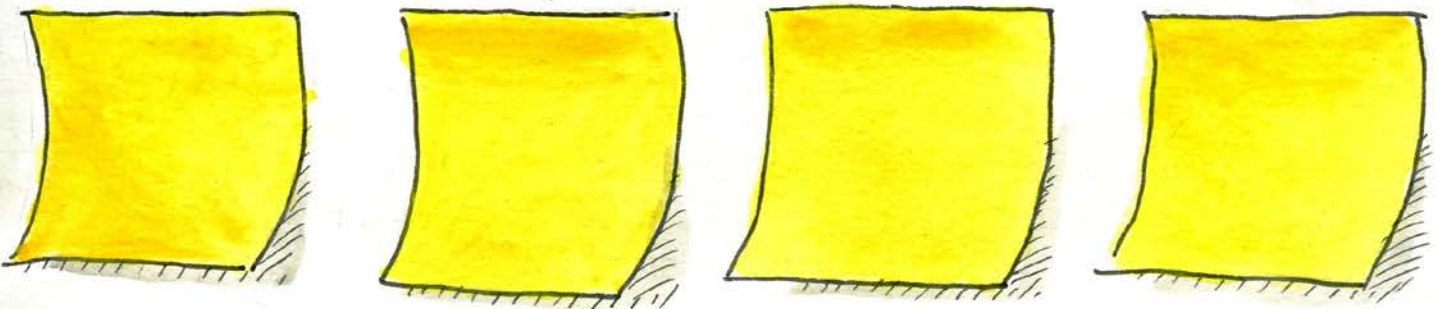
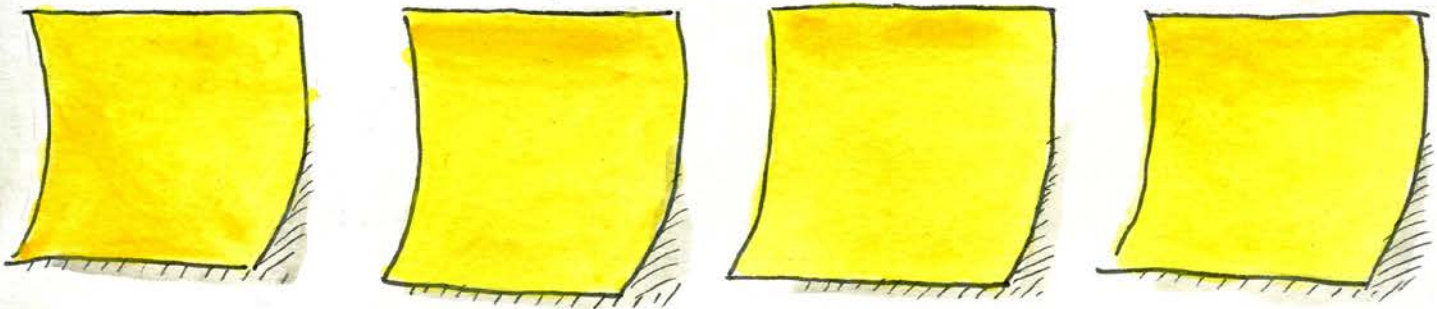
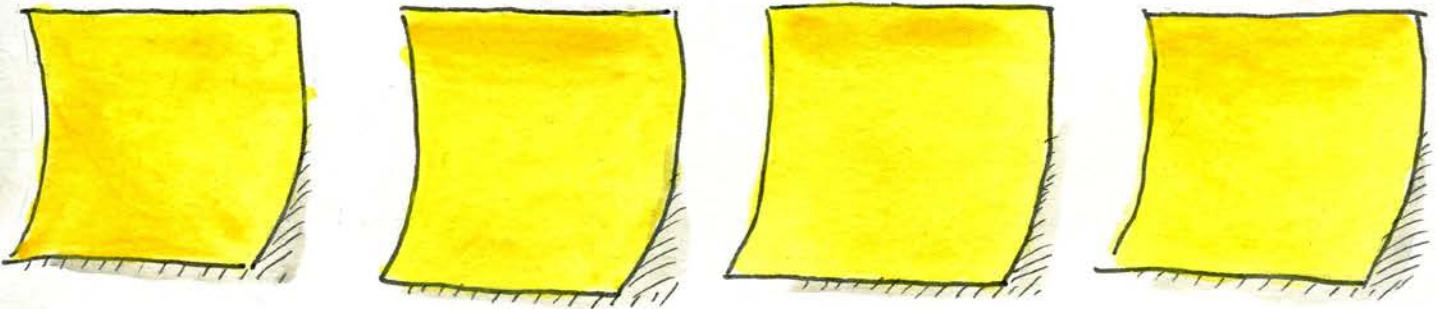
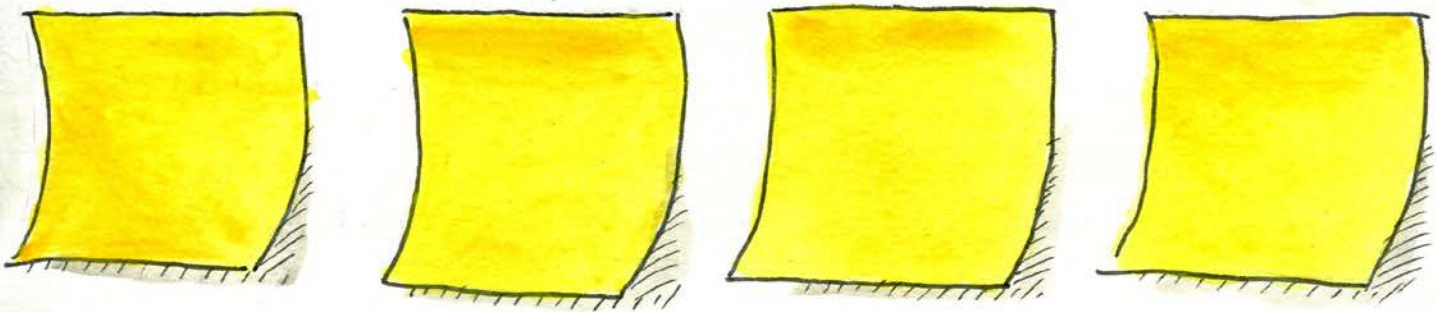
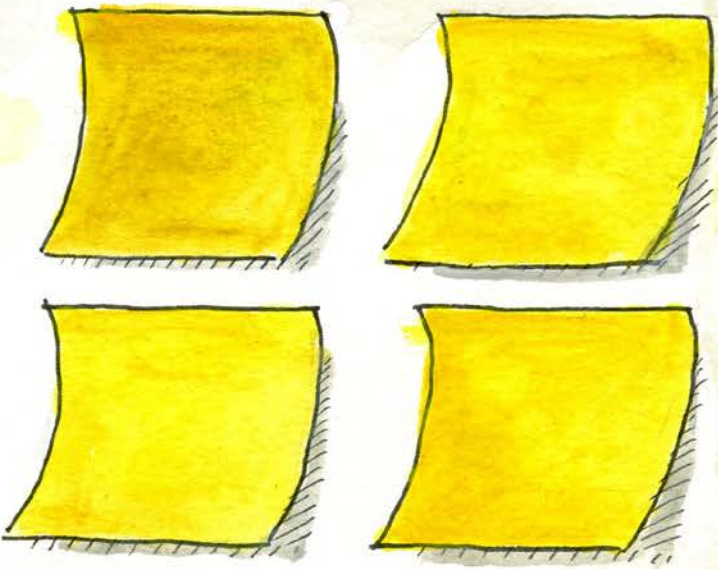




STEP 1

CLARIFY  
THE  
CHALLENGE

WHAT  
DO YOU  
WANT TO  
WORK ON?





STEP 2

FORMULATE  
QUESTIONS

BREAK DOWN  
YOUR CHALLENGE  
INTO A SERIES OF  
MORE SPECIFIC  
QUESTIONS →

BREAK DOWN YOUR

CHALLENGE

WRITE OUT YOUR MORE FOCUSED

*challenge*

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END VERY

*specific*

QUESTION 5

QUESTION 4

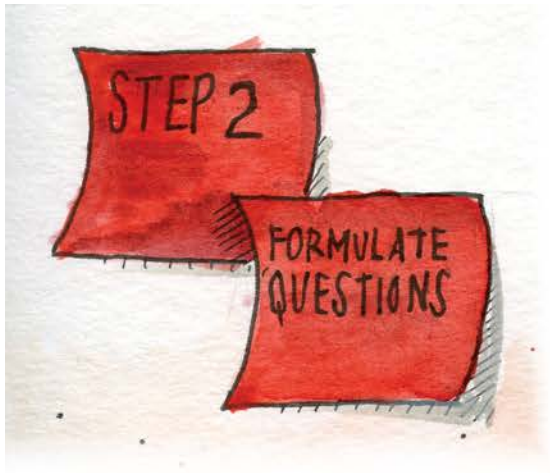
QUESTION 3

QUESTION 2

QUESTION 1

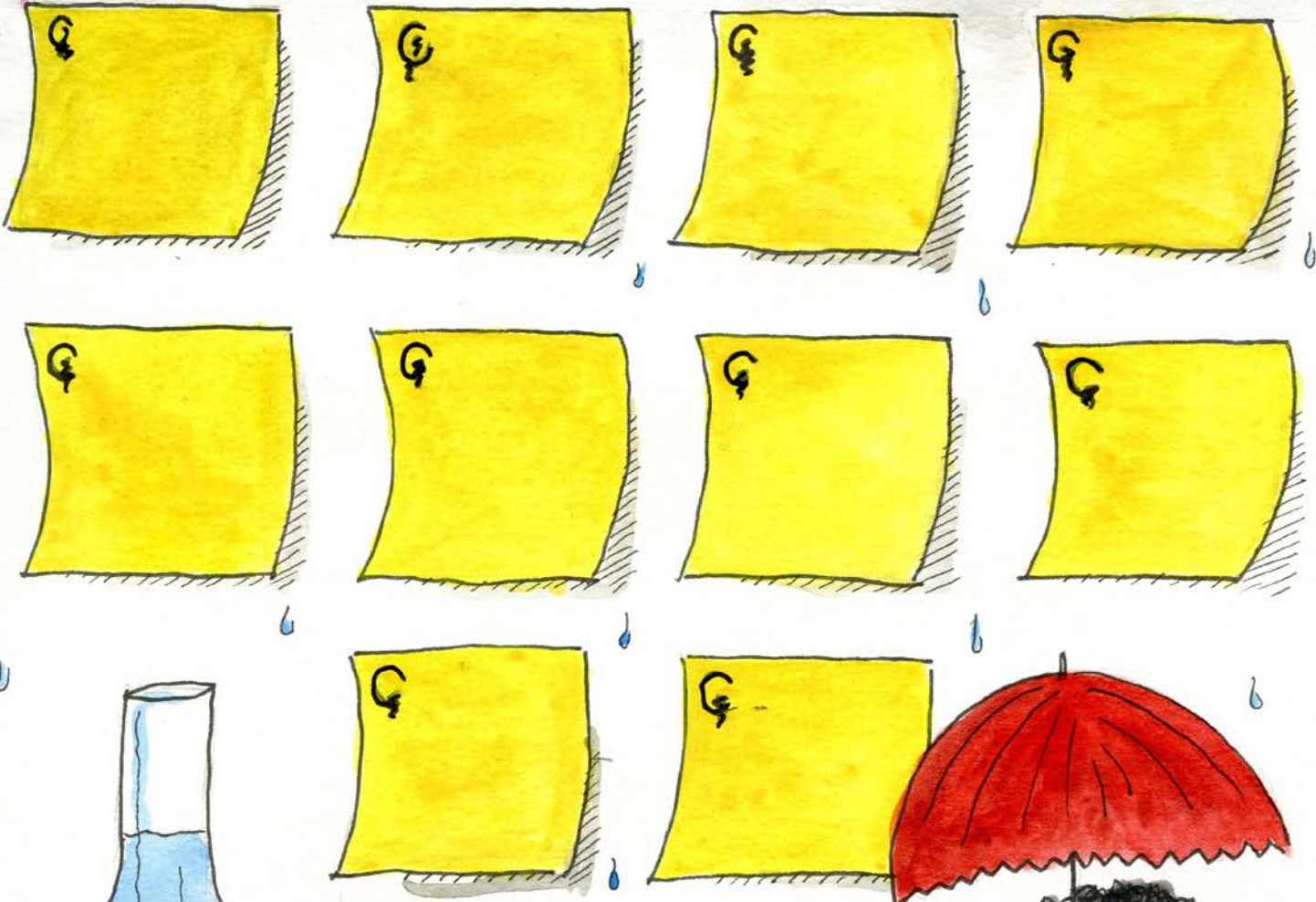
START OUT

*general*





**STEP 3**  
**GENERATE IDEAS**



GATHER  
from  
yourself  
&  
OUTSIDE  
SOURCES

DON'T JUDGE

USE YOUR QUESTIONS  
FROM STEP 2 TO  
GENERATE IDEAS

go for  
quantity





STEP 3

GENERATE IDEAS

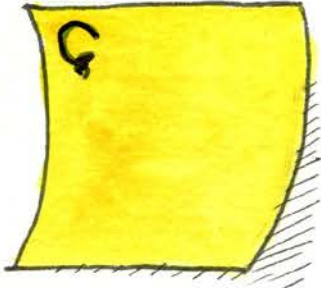
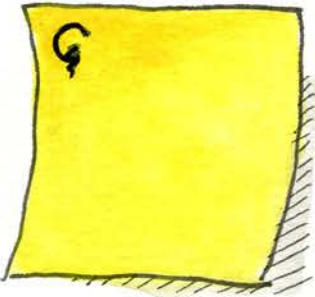
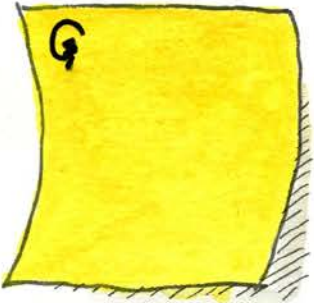
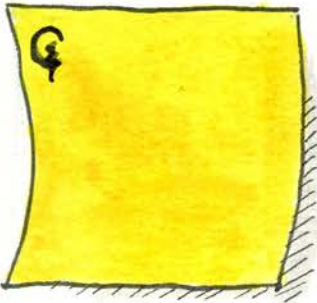
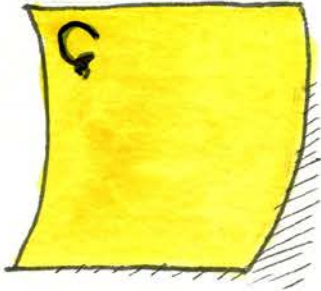
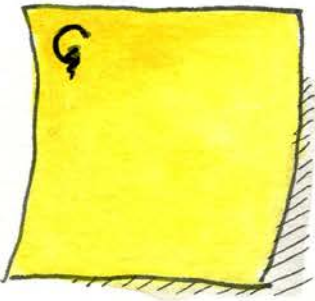
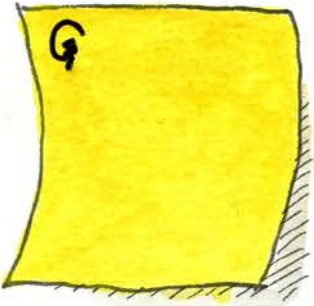
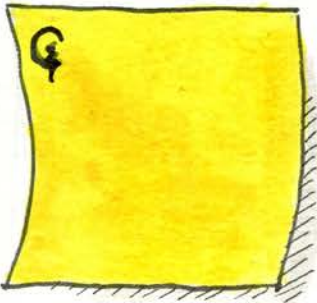
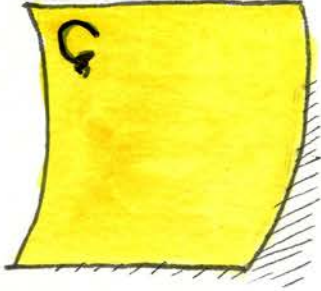
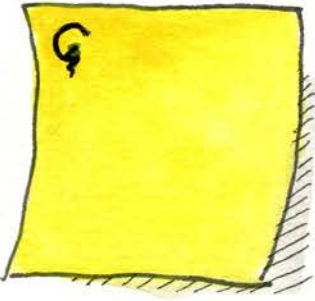
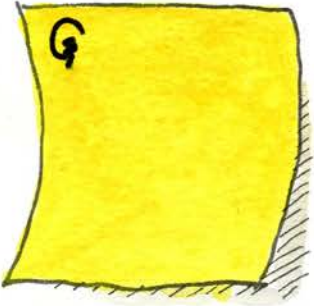
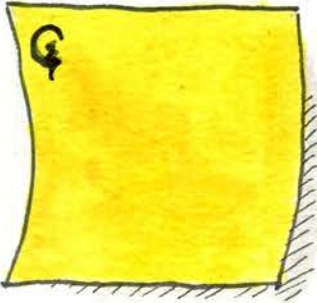
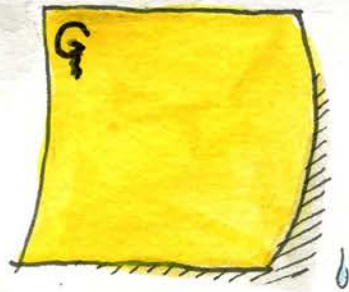
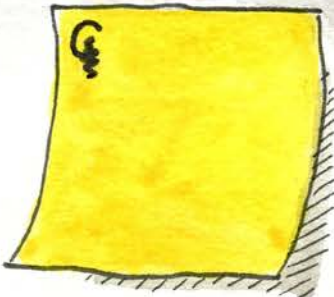
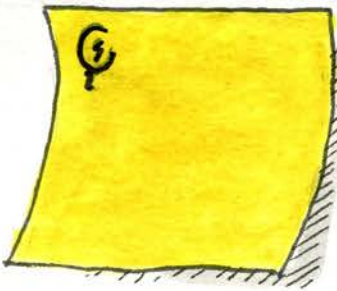
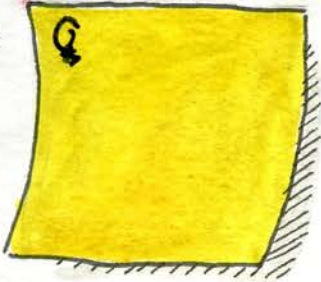
Websites

people

organizations

BRAIN RAIN

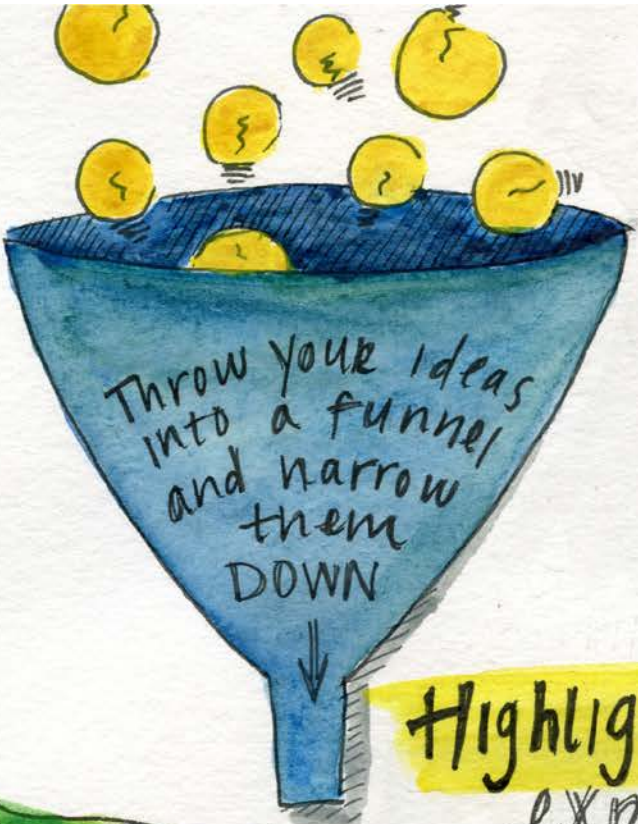
books





STEP 4

ANALYZE AND SYNTHESIZE YOUR IDEAS



Highlight & expand on your best ideas



DESCRIBE NATURALLY OCCURING THEMES!

1. [Orange box for describing themes]

2. [Orange box for describing themes]

3. [Orange box for describing themes]



STEP 4

ANALYZE  
AND  
SYNTHESIZE  
YOUR  
IDEAS



STEP 5

DEVELOP CONCEPTS

What ideas can be combined?

Flesh out your ideas even more

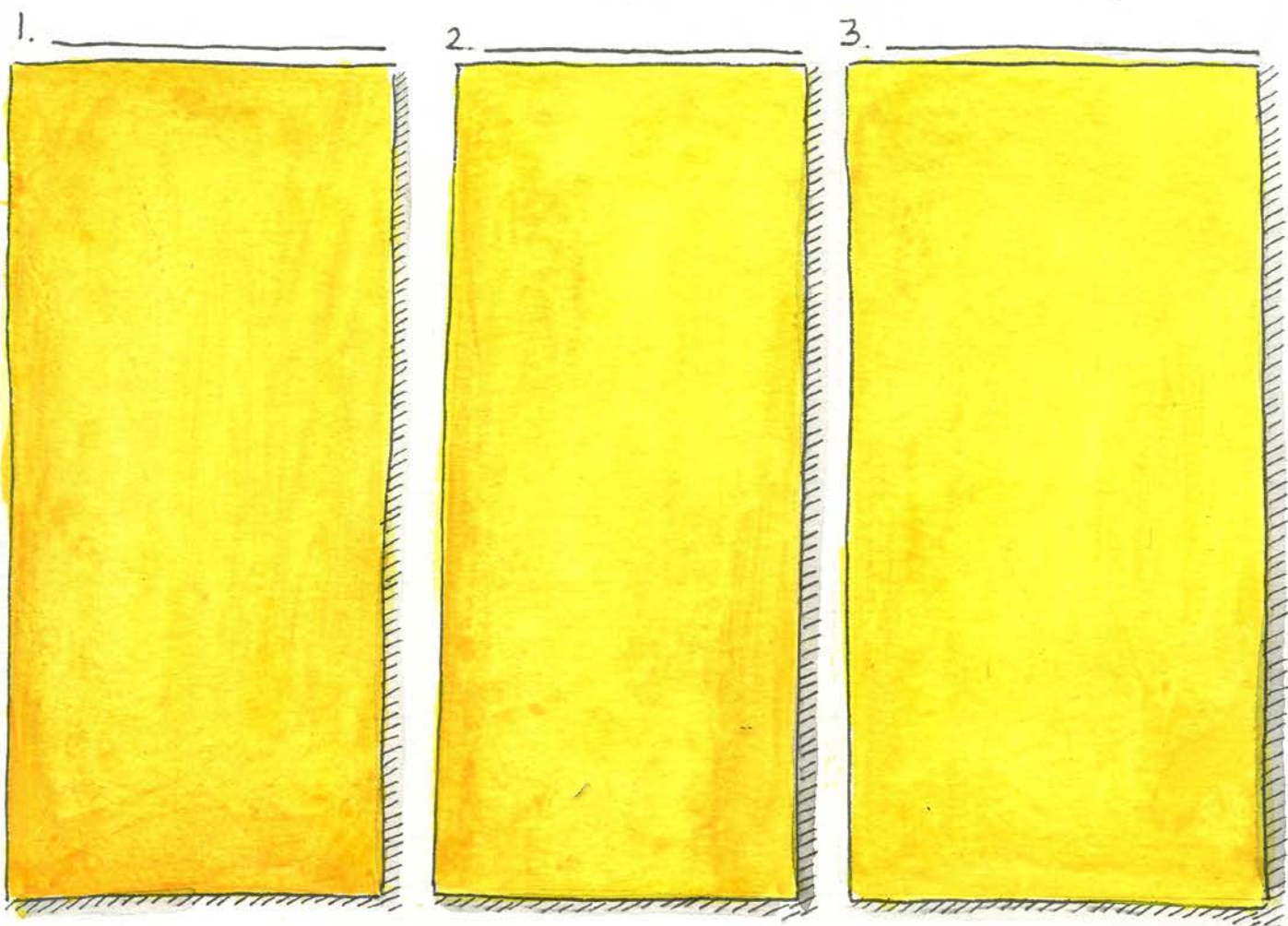
Develop top ideas into full blown concepts

Add a header and bullet points for each concept

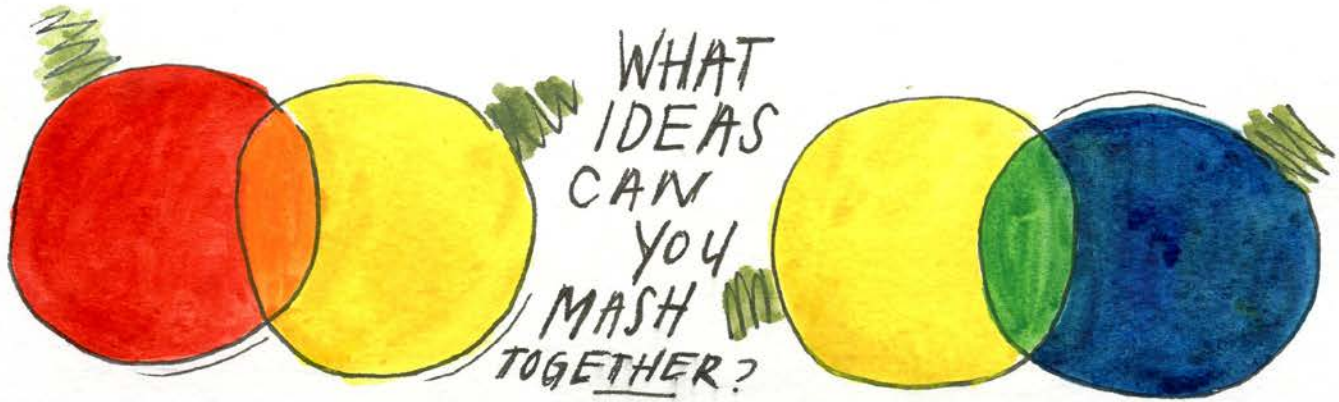
1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



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STEP 5

DEVELOP  
CONCEPTS

What ideas can  
be combined?

Flesh out your  
ideas even more

Develop top ideas  
into full blown concepts

Add a header and  
bullet points for each concept



STEP 6

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Test & Select Concepts

# TEST & SELECT CONCEPTS

Rate your concepts and test them OUT!



CONCEPT 1



CONCEPT 2



CONCEPT 3

Can I do this well?

○○○○○

○○○○○

○○○○○

Do people want this?

○○○○○

○○○○○

○○○○○

Is this concept profitably scalable?

○○○○○

○○○○○

○○○○○

Have I bounced this idea off potential users?

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TOTAL SCORE





STEP 6

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Test &  
Select  
Concepts

TEST & SELECT  
CONCEPTS





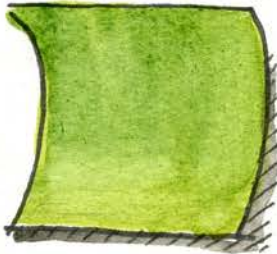
Step 7

Communicate  
and  
Advance



Detailed Description

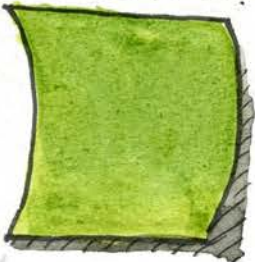
What is your idea?



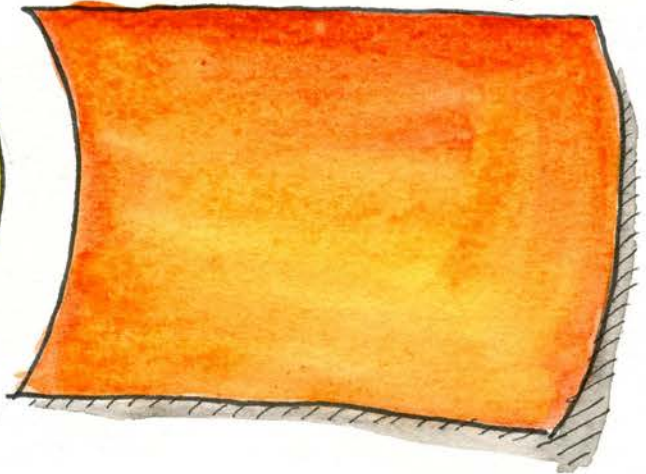
Who is it for?



What problem  
does it solve?

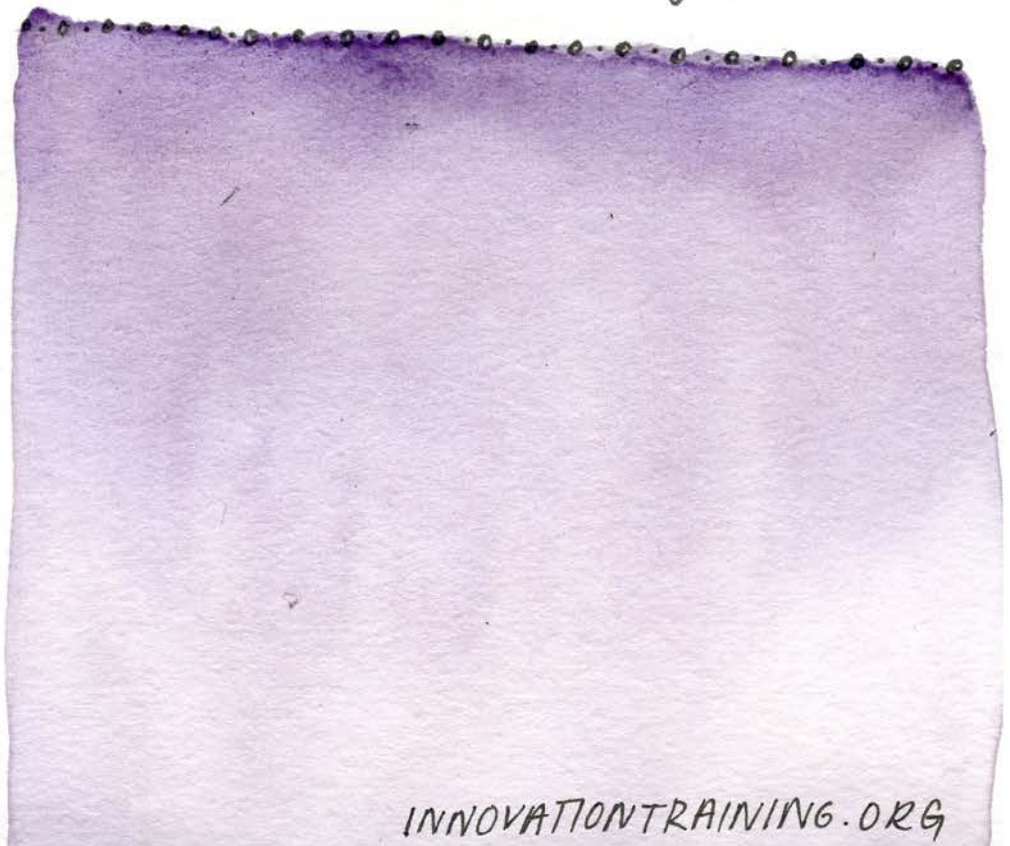


What makes  
it different?



USE THE SPACE BELOW TO:

1. Collect Reliable Research
2. Begin to develop a story
3. Sketch out prototypes





Step 7  
Communicate  
and  
Advance







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