Innovation methods canvas

What is it?

We've created a simple innovation methods template that allows you to add your selected methods next to the corresponding innovation process. This template can easily be used and developed to make your choice easier.

How to use it

The purpose of this template is to provide a simple tool that can be used to choose different innovation methods. With the help of this template, you can map your current innovation stage and assign to each of those a method that suits your specific context. There are other useful methods and if you already have something that works you can add that to the empty column.

Keep in mind that although it is recommended to use more than one innovation method, it's more important to focus on a few carefully selected ones rather than doing a little bit of everything here and there.

The template is for you to fill, and we've also included a page with a short summary of the innovation process steps as well as the core principles of the main innovation methods.

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	Innovation Mapping	Design Thinking	Design Sprints	Hackathons	Agile Thinking	Blue Ocean Strategy	Jobs To Be Done	
Idea generation and mobilization								
Advocacy and screening								
Experimentation								
Commercialization								
Diffusion and implementation								

	Innovation Mapping	Design Thinking	Design Sprints	Hackathons	Agile Thinking	Blue Ocean Strategy	Jobs To Be Done	Idea challenge
Idea generation and mobilization				Partially suited				Best suited
Advocacy and screening								
Experimentation		Partially suited	Best suited					
Commercialization					Best suited			
Diffusion and implementation								

■ Best suited
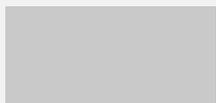
■ Partially suited

Briefly explained: 7 innovation methods

	Innovation Mapping	Hackathons	Design Thinking	Design Sprints	Blue Ocean Strategy	Agile Thinking	Jobs To Be Done
What is it	A method that paints a general picture of the innovation landscape.	Time-bound events that bring together a large number of people to develop a solution to a main challenge	A human centered approach to find solutions to complex problems by focusing on understanding the user.	A problem-solving, actionable framework in five steps.	A method used to pursue differentiation, open up new market spaces and create new demand.	A project management method focusing on increasing speed by managing flow-optimization of a development process.	A framework for identifying customer need by finding out what kind of jobs consumers hire their products to do.
Why choose it	Make better, and more strategic decisions for your future innovation. Identify gaps and opportunities for innovation and turn them into actionable strategies	A fast way to come up with fresh, new ideas that can lead to valuable innovations. Risks are lower, and the investments are not high	Develop creative solutions by putting the customers at the heart of your innovations.	Allows you to test assumptions early in the development process by developing prototypes and delivering a testable product.	A change in mindset that allows for horizons expansion towards new opportunities.	Increase the pace of innovation, minimize waste and improve customer engagement.	Comprehensive insight into what is needed to create the right solutions.

Briefly explained: 5 steps of the innovation process

1 Idea generation and mobilization	2 Advocacy and screening	3 Experimentation	4 Commercialization	5 Diffusion and implementation
Generating ideas is the starting point for any innovation. Mobilizing ideas can mean to move them to a different physical or logical location and whether that means a different department or team or developing them into a less abstract concept, it is crucial not to skip this step.	This stage is about weighing the pros and the cons and deciding which ideas can be picked up for further development. It's important to keep in mind that idea screening and evaluation can and should be based on rational metrics that a well-run business already has in place. While evaluating ideas can become complex, it's good to consider both qualitative and quantitative metrics and to clearly and transparently communicate them to everyone.	In this stage ideas are tested in a particular environment and for a specific audience. During this phase organization can create prototypes and get user feedback without making huge investments. In a short period of time, you'll have something for your audience to test and based on those first results, you can further develop your product or service.	During this stage innovations move from development to persuasion. The commercialization step is focusing on creating market value for an idea by focusing on the potential impact. Can it bring value to customers, is it appealing, to they understand when and how to use it? Rapid experimentation and using data as market evidence contributes to successful commercialization.	In the last stage of the innovation process, you are looking for the companywide acceptance of the idea you've been working on, which we call the diffusion. This can be done through different internal communication channels and methods that can vary depending on internal practices and the company's culture. An implementation plan includes resource allocation, a marketing plan as well as feedback collection which will help identify opportunities for the next innovative ideas. It's important to set metrics that indicate the success of your innovation.

About Viima

We're on a mission to help organizations make more innovation happen.

Viima is the all-in-one innovation platform that helps you go from ideas to innovations, every step of the way.

Getting started is fast and easy and the best part is that Viima is completely free for an unlimited number of users!

So, If you're looking for a tool that can help you **run and manage your innovation program with ease**, you can get started in as little as 5 minutes at viima.com.

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