

Ideation Stage

After problem definition is ideation where the innovator shall learn as much as possible about a user and the user needs. Here, simple tools such as customer experience chains, personas, and explorative interviews shall be used.

Innovators shall be must be encouraged to use an empathy map as a tool to identify feelings, thoughts, and attitudes of existing or potential users and customers and understand their needs, speaking to experts who know the user-customer well and, of course, being active and doing what the user is doing. Some other tools to use shall include Customer Journey, Persona/User Profile and tasks to be done.

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