

# foresight for innovators

## MOTIVATION

The PhD project "Foresight for Innovators" is motivated by the frustrations that the author experienced while working for industry in the early stages of the business creation process, - the so-called "fuzzy front end".

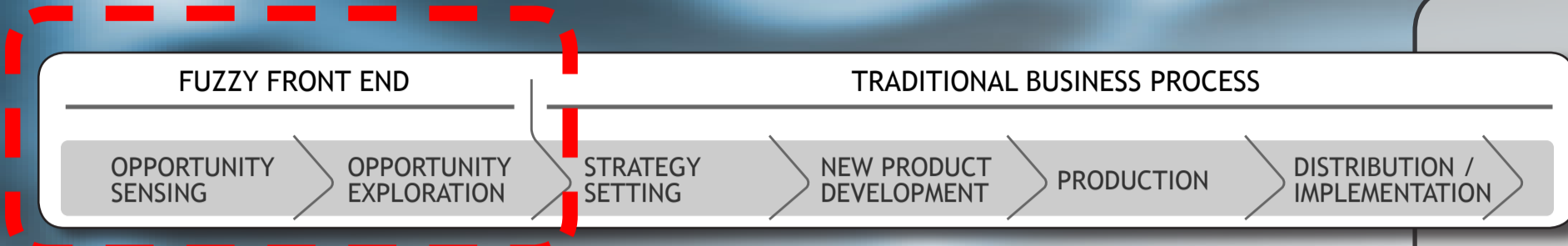
The frustrations were caused by the critical need for an overview of future innovation opportunities, but a lack of an operational framework to deliver a satisfying result.

The dominant logic was based on the concept of trends, but it offered only a fragmented and superficial understanding of the world at a macro-level, which only incidentally was relevant to the exploration of future innovation opportunities.

The intention is therefore to...

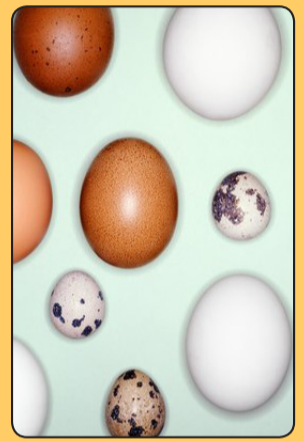
"...develop an operational framework for exploring future innovation opportunities based on a deeper understanding of the world..."

...that supports business in the "fuzzy front end", and focus the efforts directly on the factors that are most relevant for exploring future innovation opportunities.



## BUSINESS CONTEXT ANALYSIS

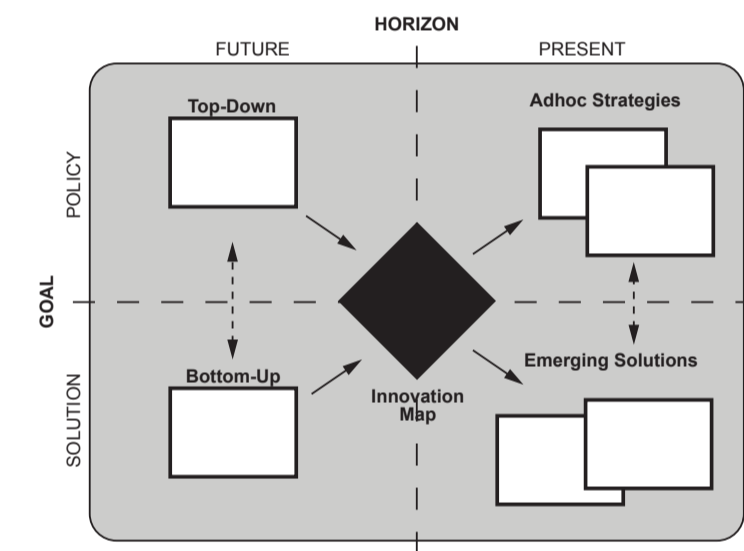
HOW TO OBTAIN A SUSTAINABLE COMPETITIVE ADVANTAGE?



REFOCUS BUSINESS PROCESS  
INNOVATION OPPORTUNITIES

dynamic navigation

### THE INNOVATION MAP



WHAT IS THE NATURE OF RELEVANT INNOVATION?

USER-FOCUSED  
VALUE-BASED  
UNFRAMED RADICAL

### BOTTOM-UP APPROACH

GROUNDING IN CONTEXTUAL OBSERVATION

AN OBJECTIVE OF HUMAN-CENTRED FRAMEWORKS

BIAS TOWARD RAPID PROTOTYPING

future labs



HOW DO YOU FACILITATE IT?

UNDERSTANDING OF INTERACTION & CONTEXT!

USE THE POWER OF DESIGNERS!

VERTICAL & HORIZONTAL INTEGRATION!

SOLUTION-DRIVEN PROCESS!

## OPERATIONAL FRAMEWORK

### APPLICATION

- FUZZY FRONT END
- INNOVATION OPPORTUNITIES
- EVERYDAY LIFE FOCUS
- MULTI-DISCIPLINARY TEAMS
- SOLUTION-DRIVEN PROCESS

### CHARACTERISTICS

- A MANAGEMENT TOOL
- FOCUS ON CONTENT
- ASSUMPTIONS, GUIDELINES, MODELS AND PRATICES
- SENSE-MAKING

### OBJECTIVES

#### ANALYTICAL PERSPECTIVE

The key objective of the project is to propose a new analytical perspective on how to understand future innovation opportunities and integrate it into an operational framework. The perspective should provide a deeper understanding of peoples everyday lifes and substitute the dominant trend-based logic.

1a) Which analytical perspective may provide a deeper understanding of peoples everyday life, which is relevant for exploring future innovation opportunities?

#### VISIONARY SCOPE

In relation to the purpose of investigating future innovation opportunities it is a central issue to investigate the visionary scope that may be unfolded, - especially in relation to the new analytical perspective.

2a) How do you conceptualize the content space that is being explored in the pursuit of future innovation opportunities?

2b) How do you frame the process of exploration?

2c) How do you ensure a comprehensive and relevant result?

#### COMPLEX CONTENT

A comprehensive analytical understanding and an open-minded visionary scope will inevitably lead to a soup of complex content. It is therefore crucial to the success of the operational framework that we develop ways to deal with the inherent complexity of the process.

3a) How can we reduce complexity without sacrificing diversity and insights?

3b) How can we enhance our human capability to comprehend complexity?

3c) How do we maintain transparency and fluidity of the content?

## RESEARCH STRATEGY

- METHODOLOGY
- ACTION RESEARCH
- EXPERIMENTAL WORKSHOPS
- EMPIRICAL MATERIAL
- CONSULTANCIES, COMPANIES, STUDENTS.

APPROACH  
INTERACTIVE PROCESS: THEORY INTEGRATION & THEORY TESTING.

THEME  
EVERYDAY LIFE!

constructivist

## THEORETICAL FOUNDATION

