31st Annual INCOSE international symposium
virtual event
July 17 - 22, 2021

Idea Development Method, Applying Systems Design Thinking in a Very Small Entity

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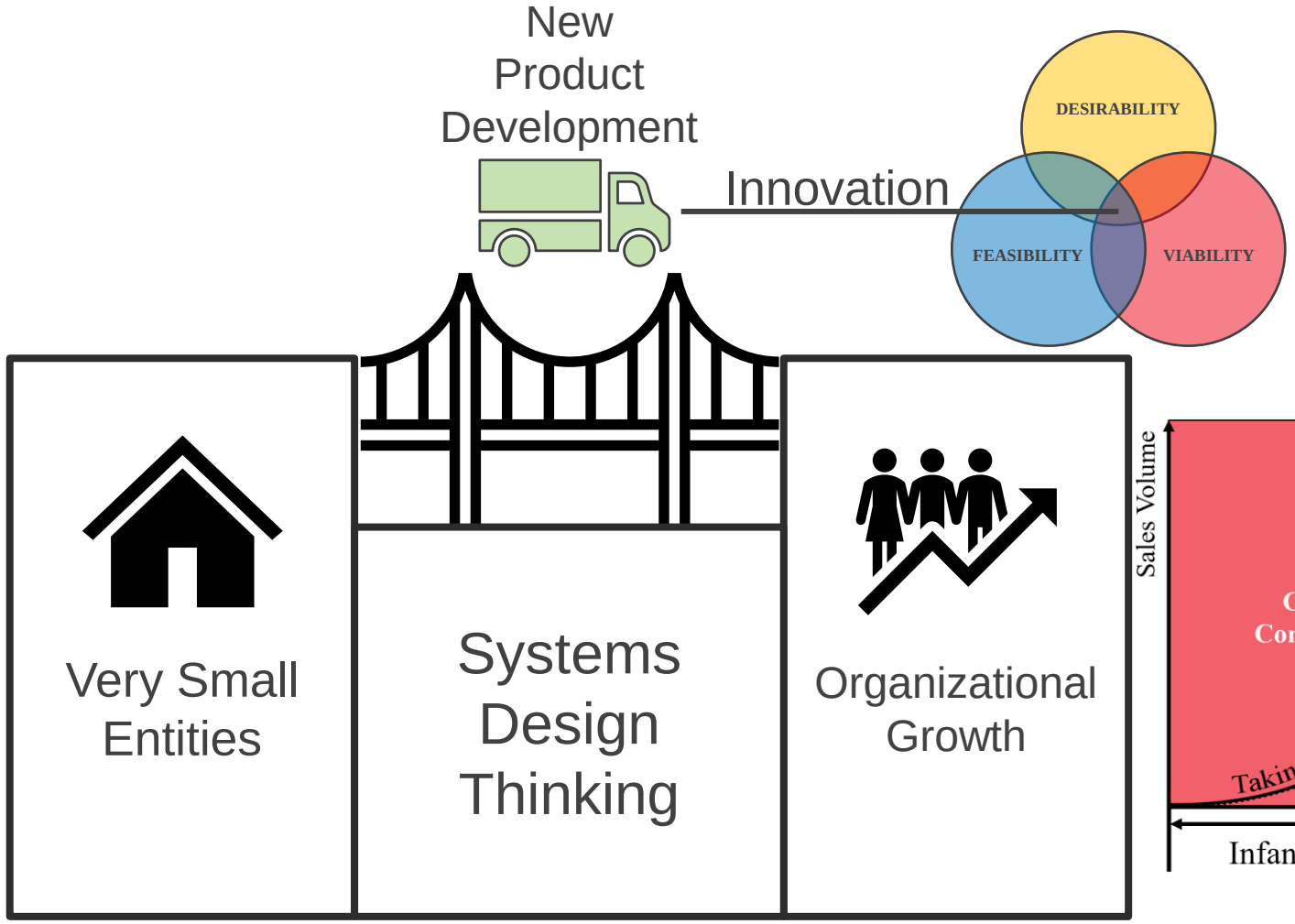
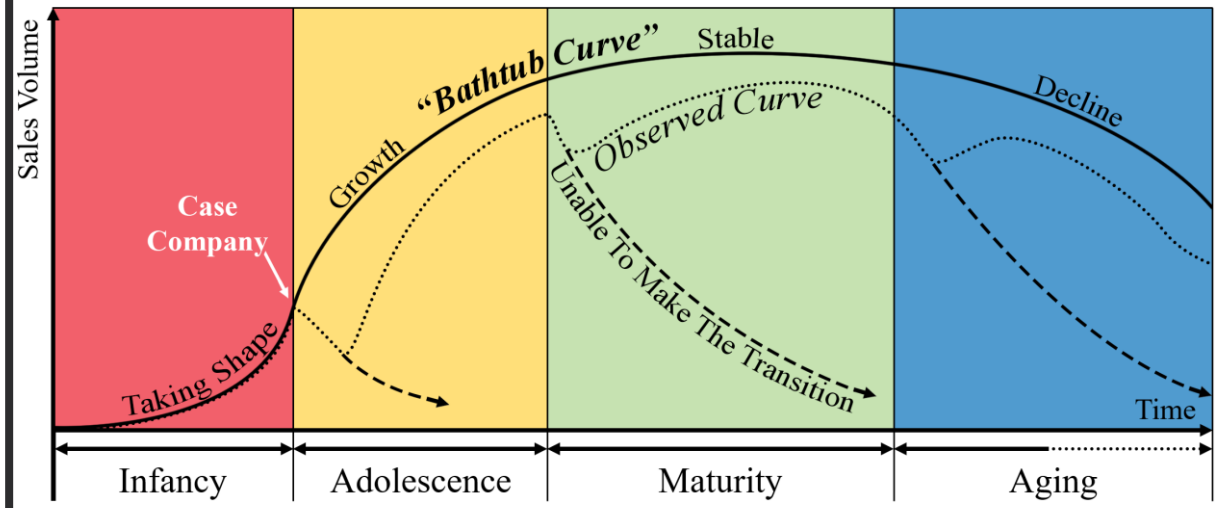
Agenda

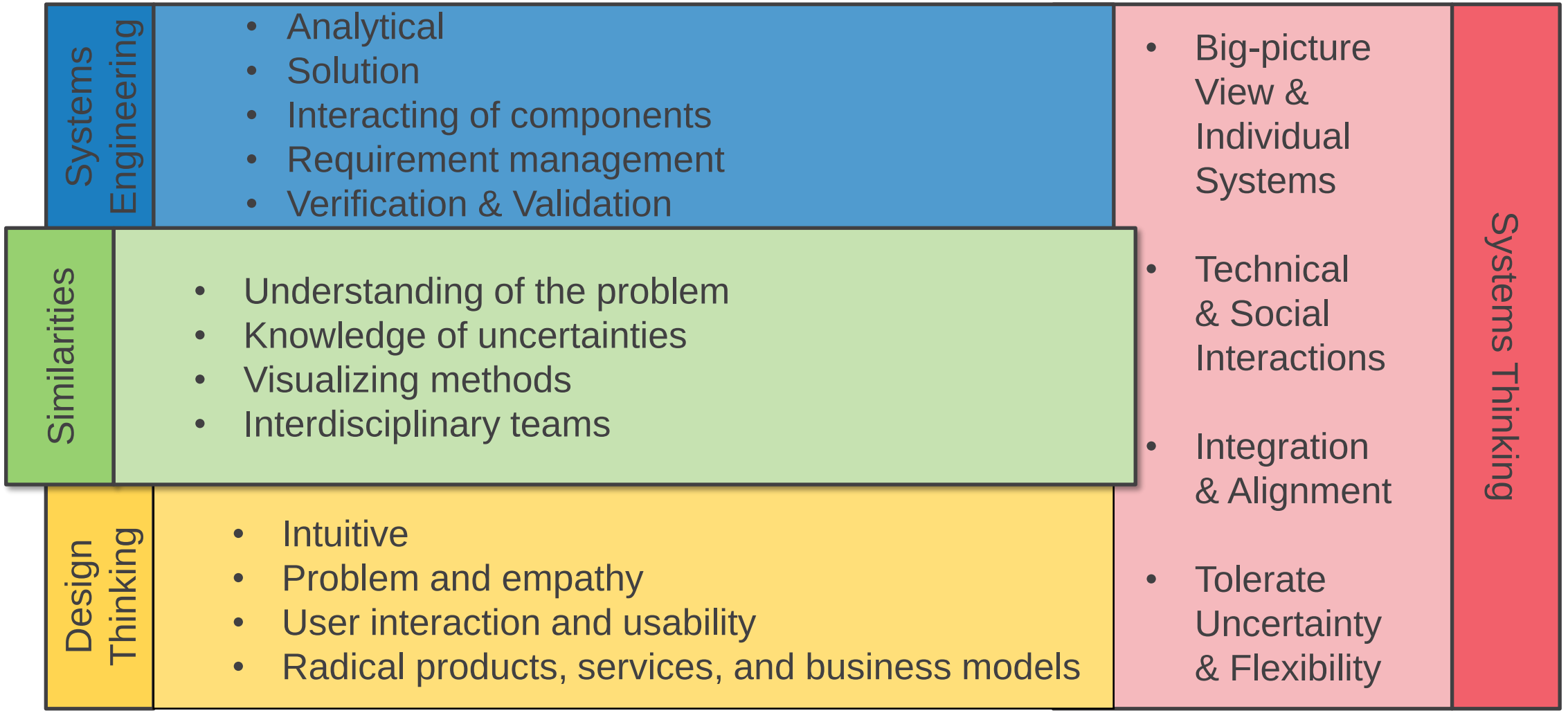
- Problem Statement
- Systems Design Thinking
- Research Overview
- Case Company
- Idea Development Method
- Findings
- Results
- Summary

Problem Statement

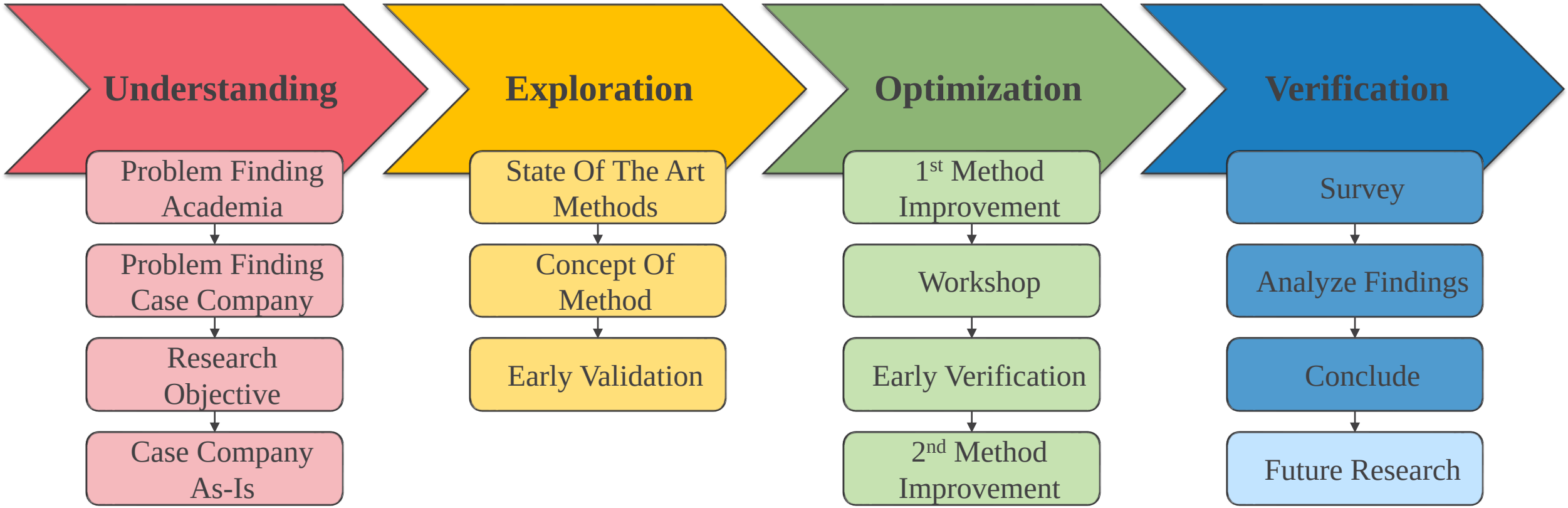




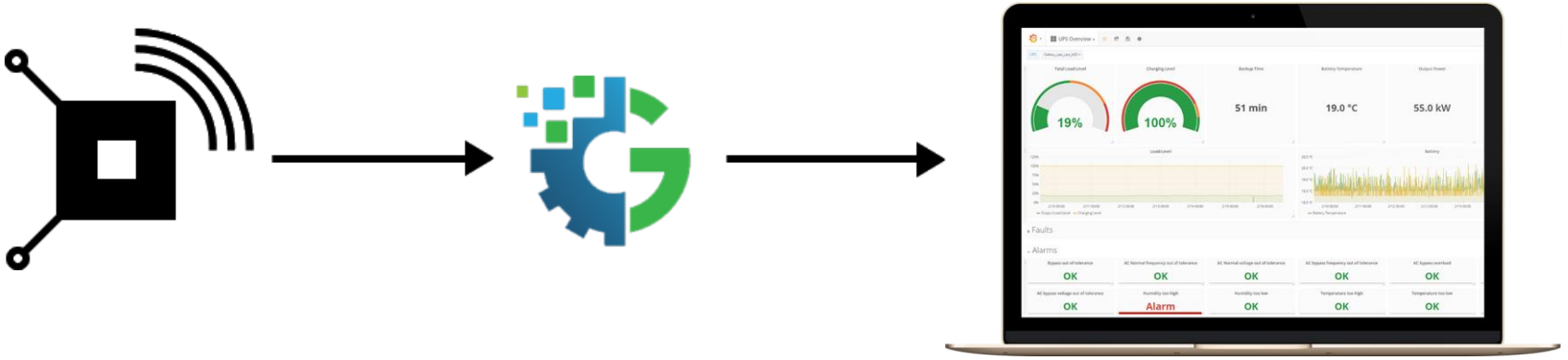
Systems Design Thinking



Research Overview



Gapit


19%
100%
51 min
19.0 °C
55.0 kW
Faults
Alarms
OK
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Alarm
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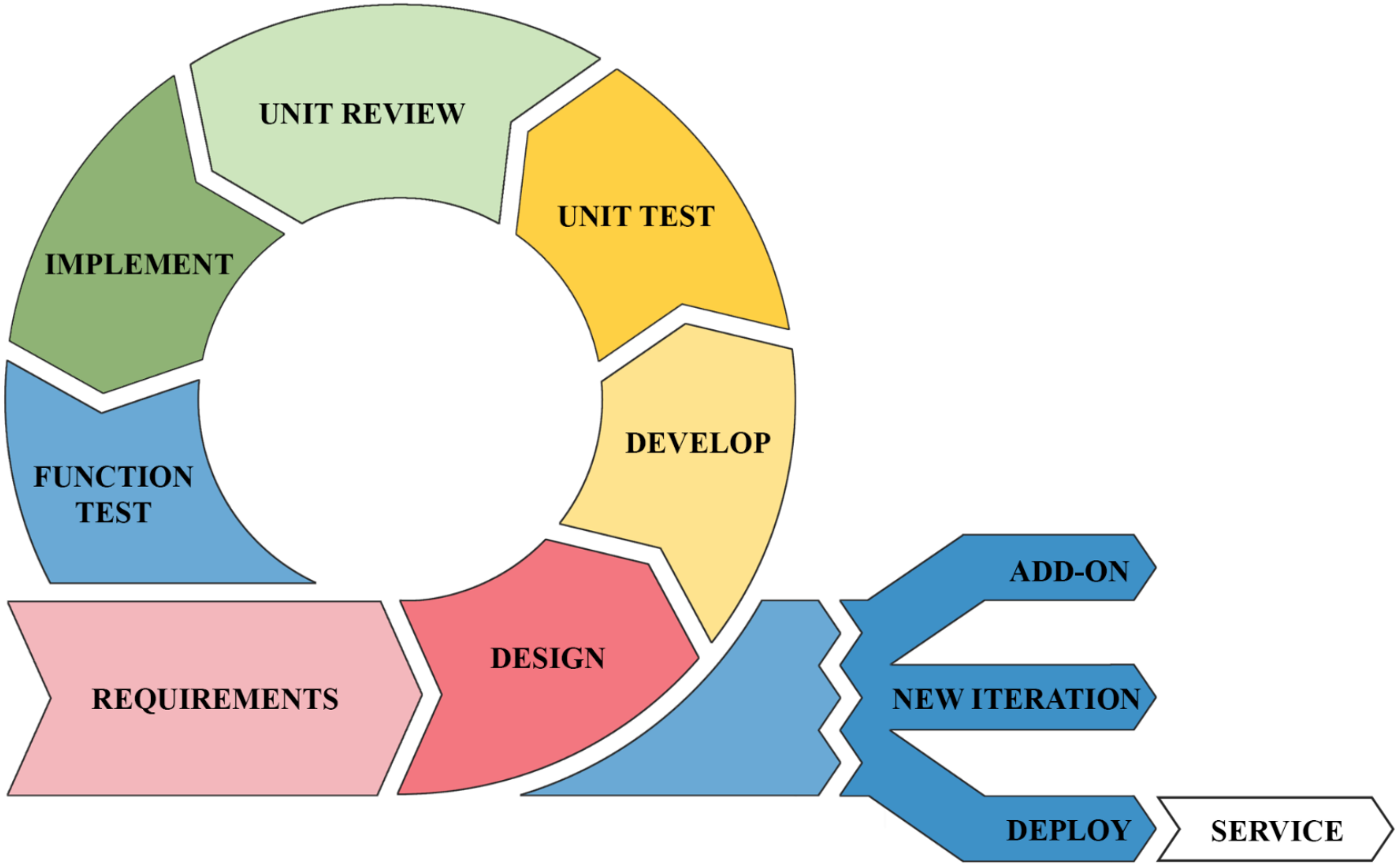
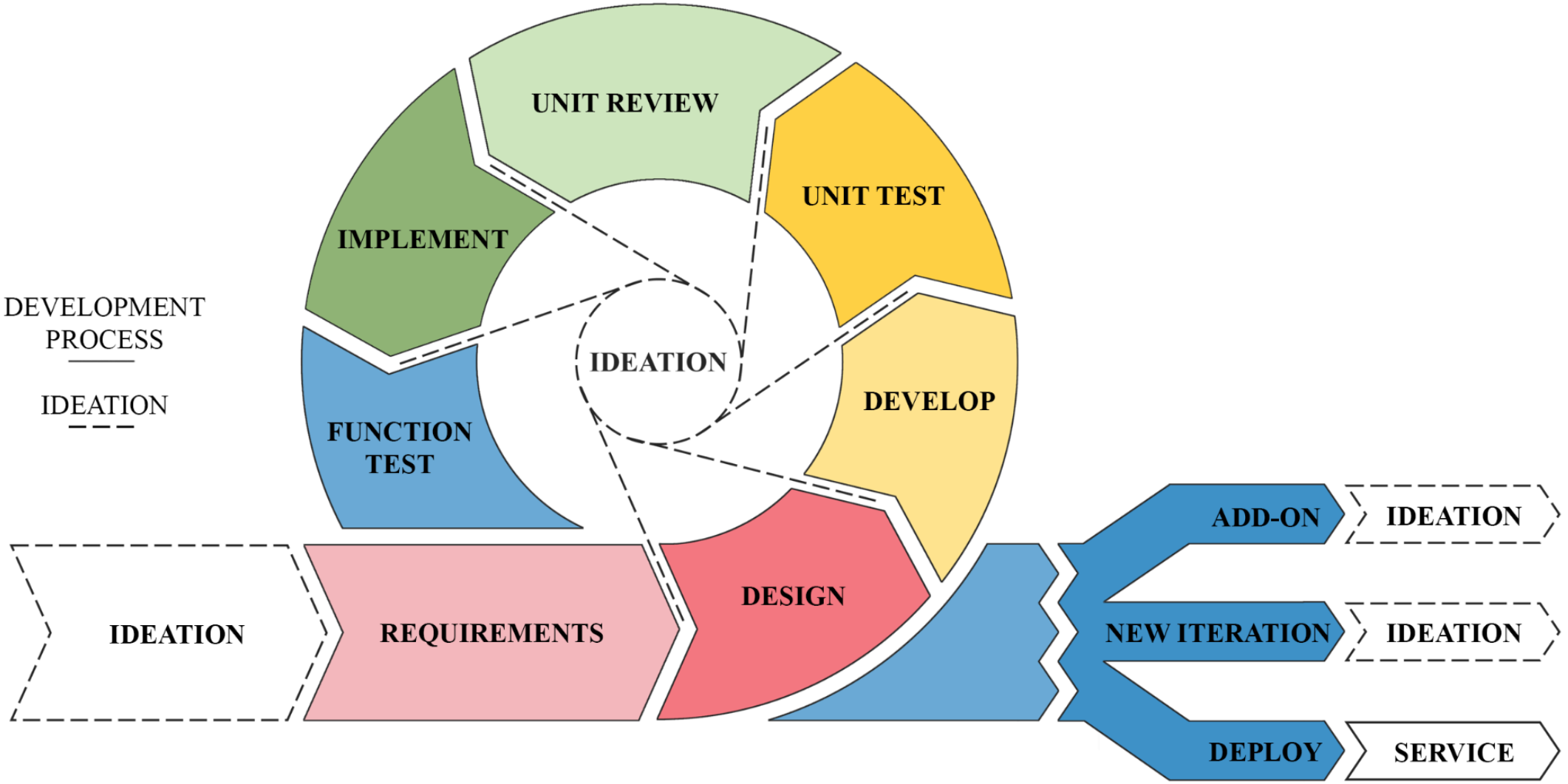
Company Development Process

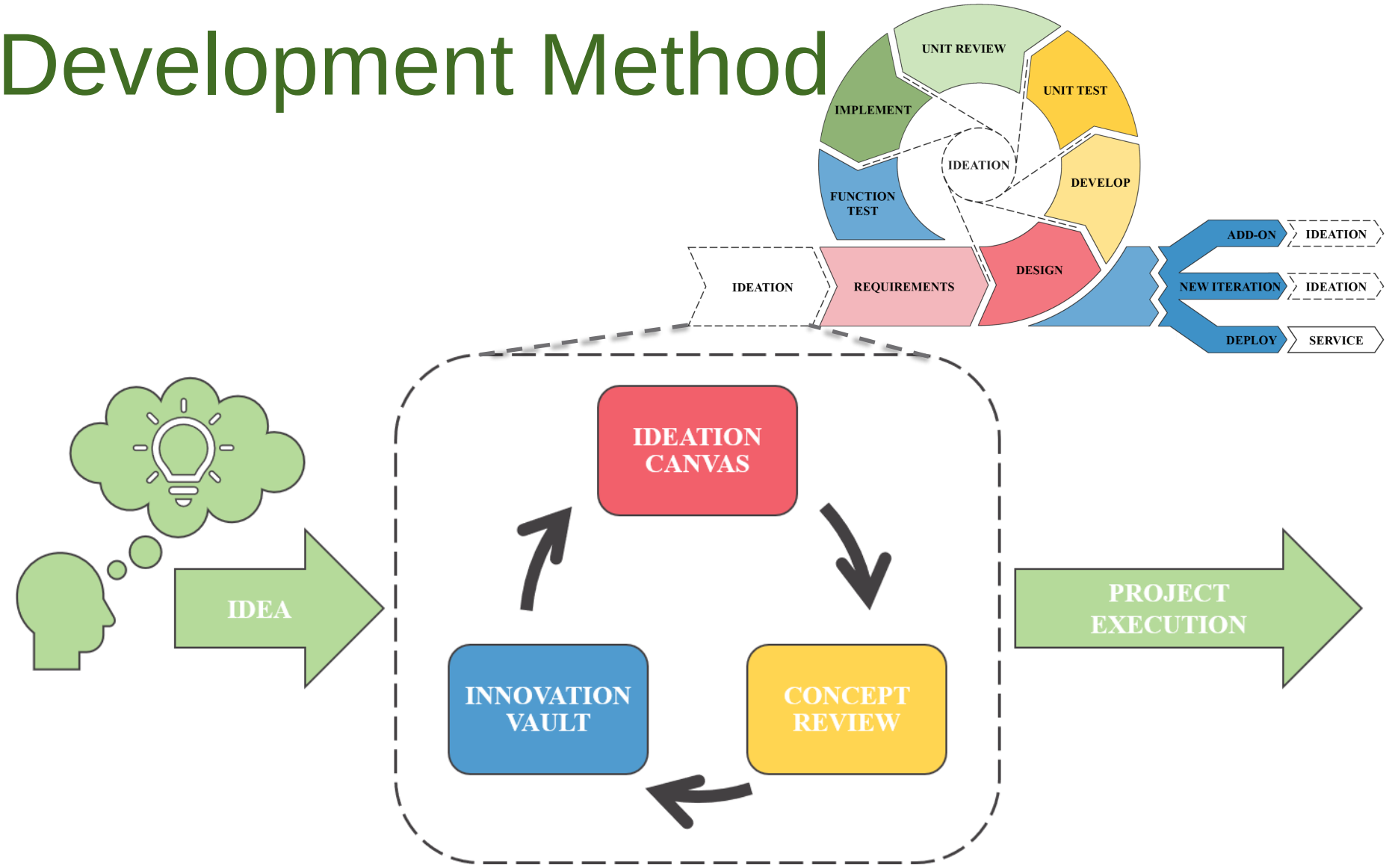
DEVELOPMENT PROCESS

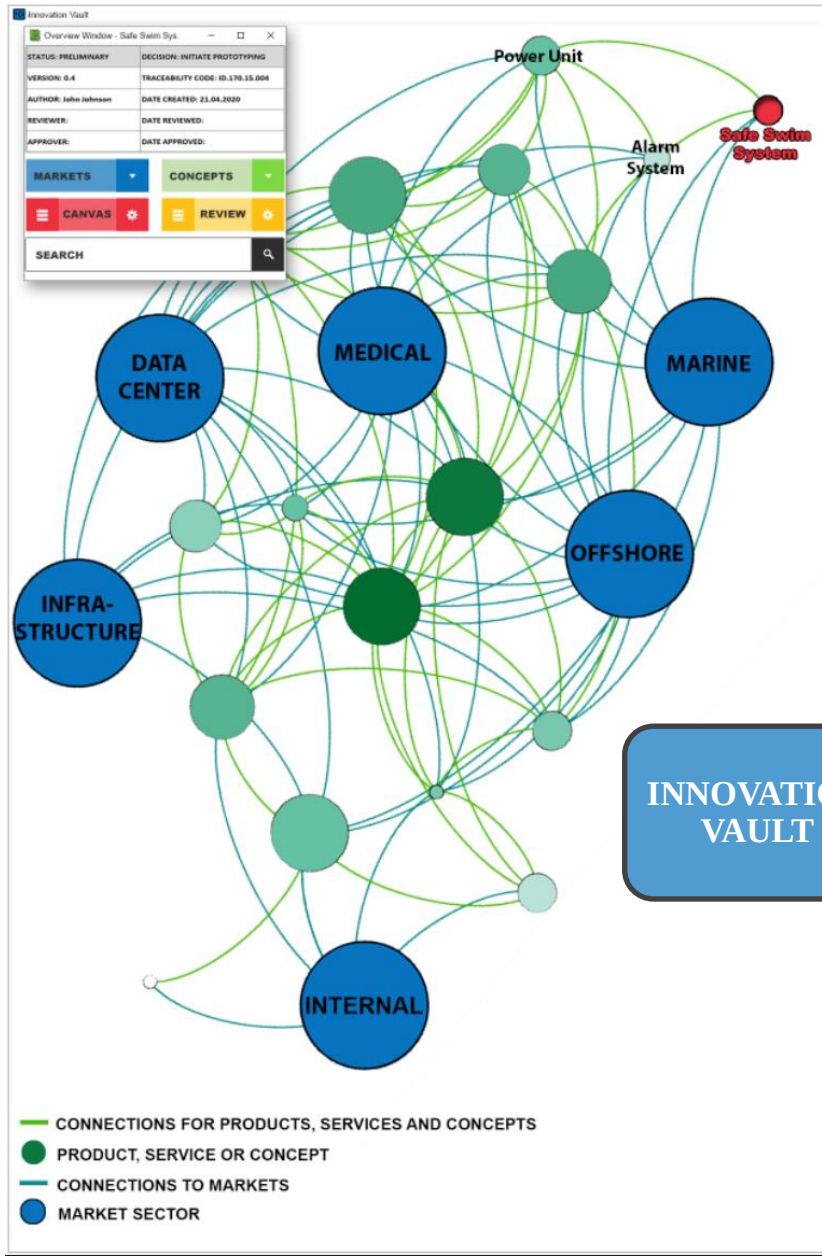


Idea Development Creation

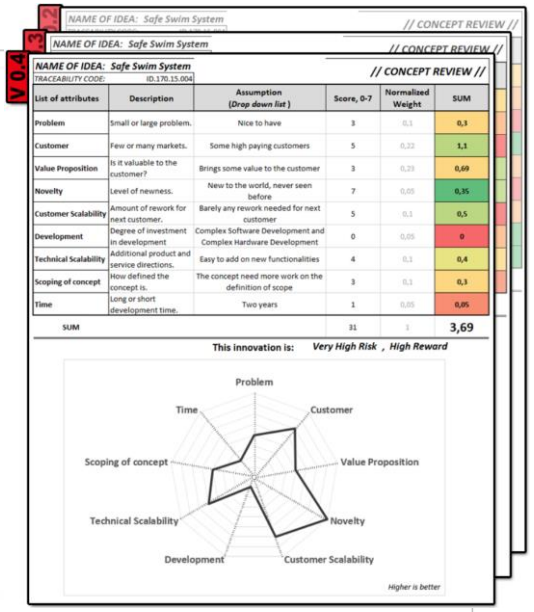


Idea Development Method

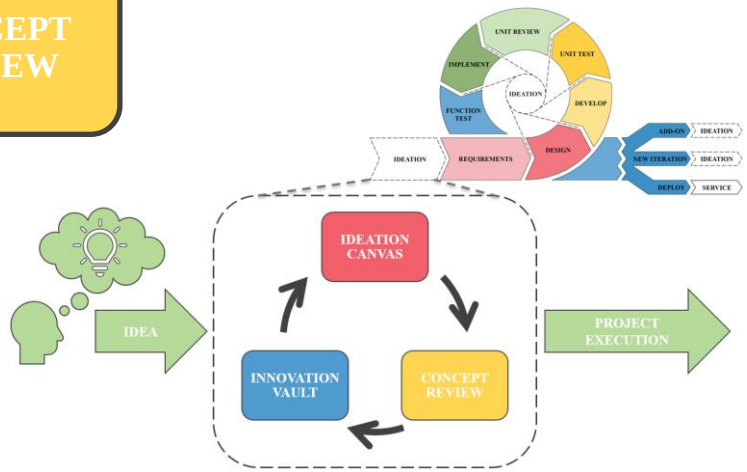


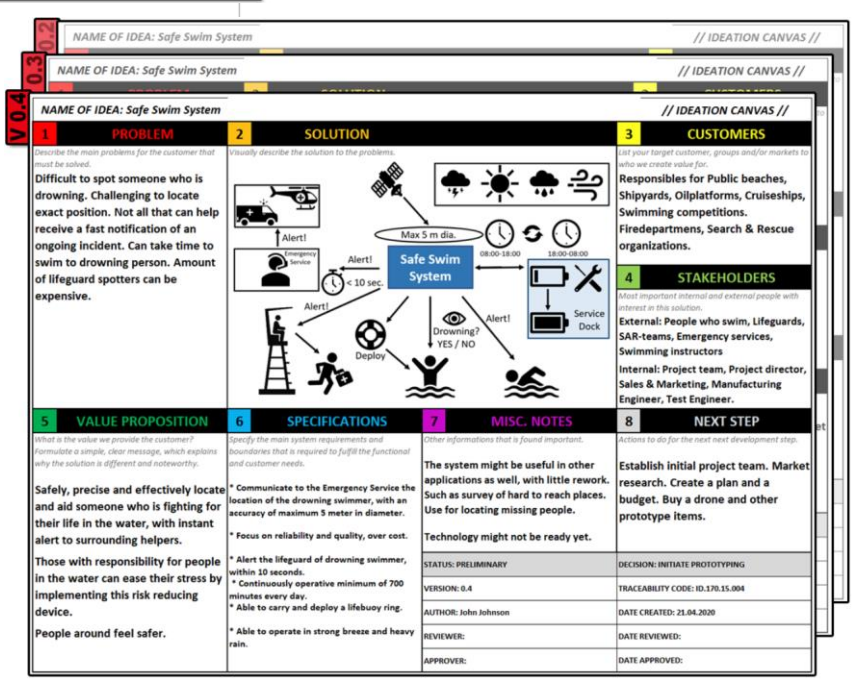


INNOVATION VAULT



CONCEPT REVIEW



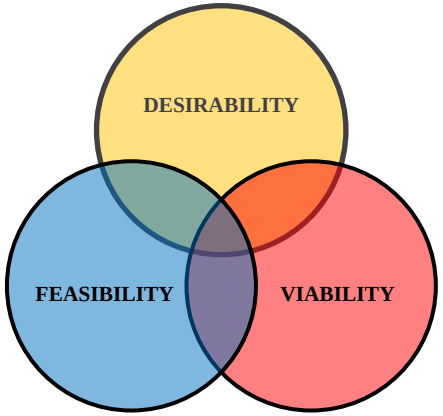


IDEATION CANVAS

Need finding in case company

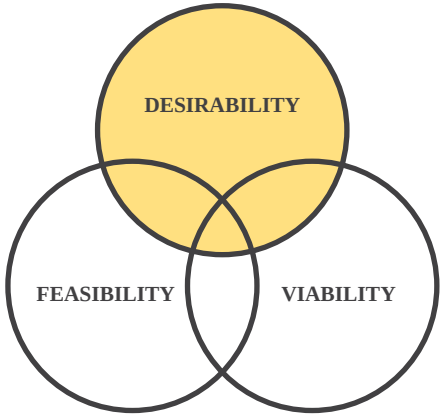
- Systems overview
- Resource- and user-friendly
- Formalization
- Communication

Survey



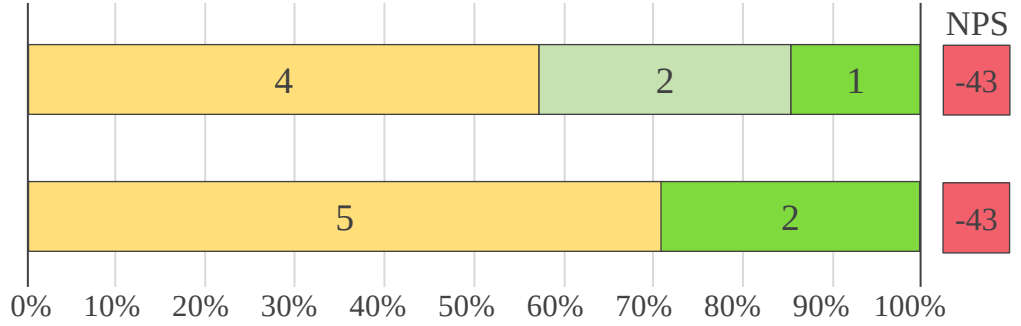
- 10-question survey
- 60 % of employees

Desirability



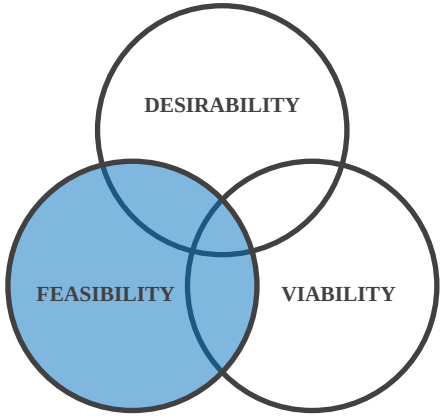
1. The process and its tools are user-friendly.

2. This process does not require much resources/time to complete.



Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Did Not Answer

Feasibility

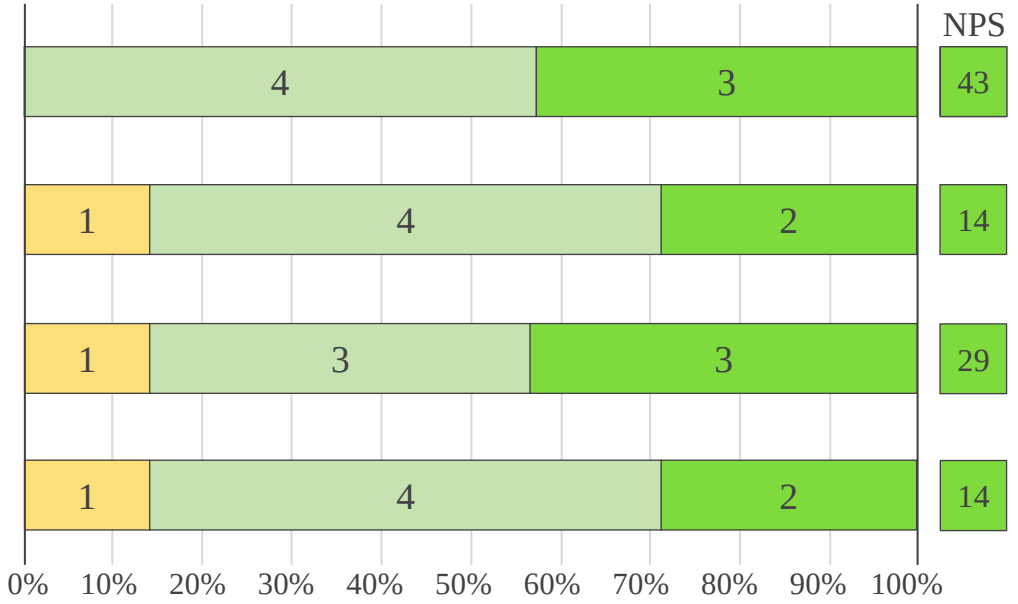


3. Presentation and communication of ideas will improve with this method.

4. This method can be used before, during and/or after a project to improve new and existing ideas.

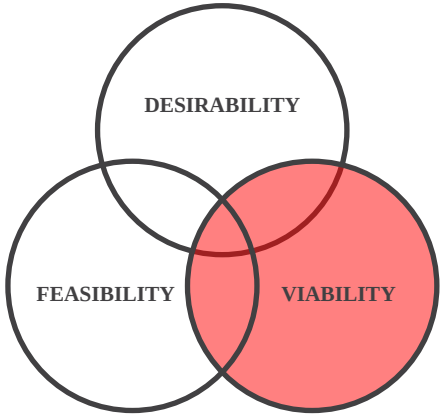
5. It is possible to incorporate this method into this company.

6. I believe this method has scalability opportunities.



Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Did Not Answer

Viability

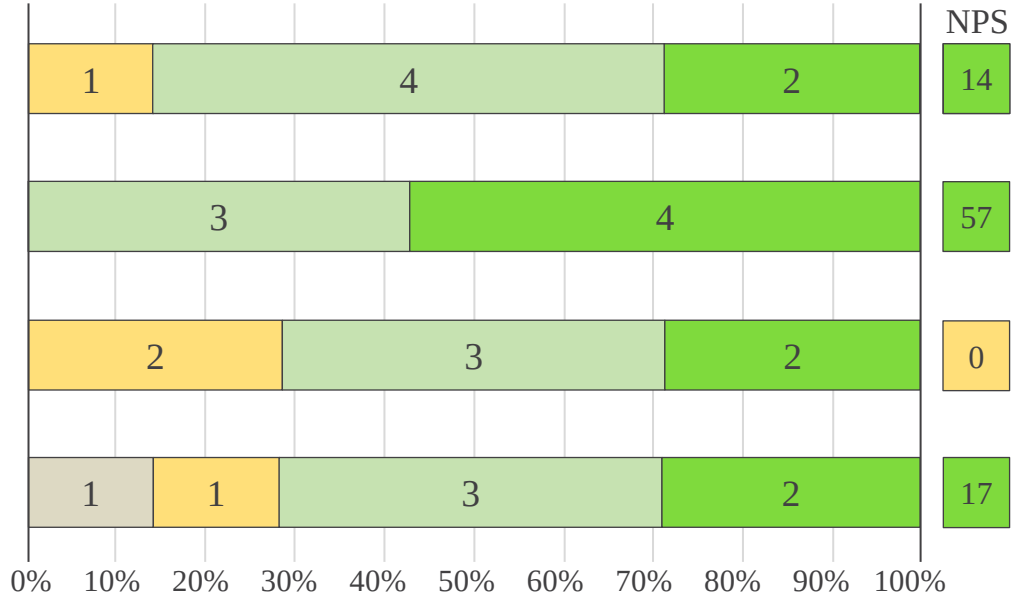


7. This method will help develop ideas.

8. This method makes it easier to prioritize which ideas to develop further.

9. This method improves the understanding of mutual benefits between different products, services, and ideas in the company.

10. These tools will help to understand both the technical and market related aspects of ideas.



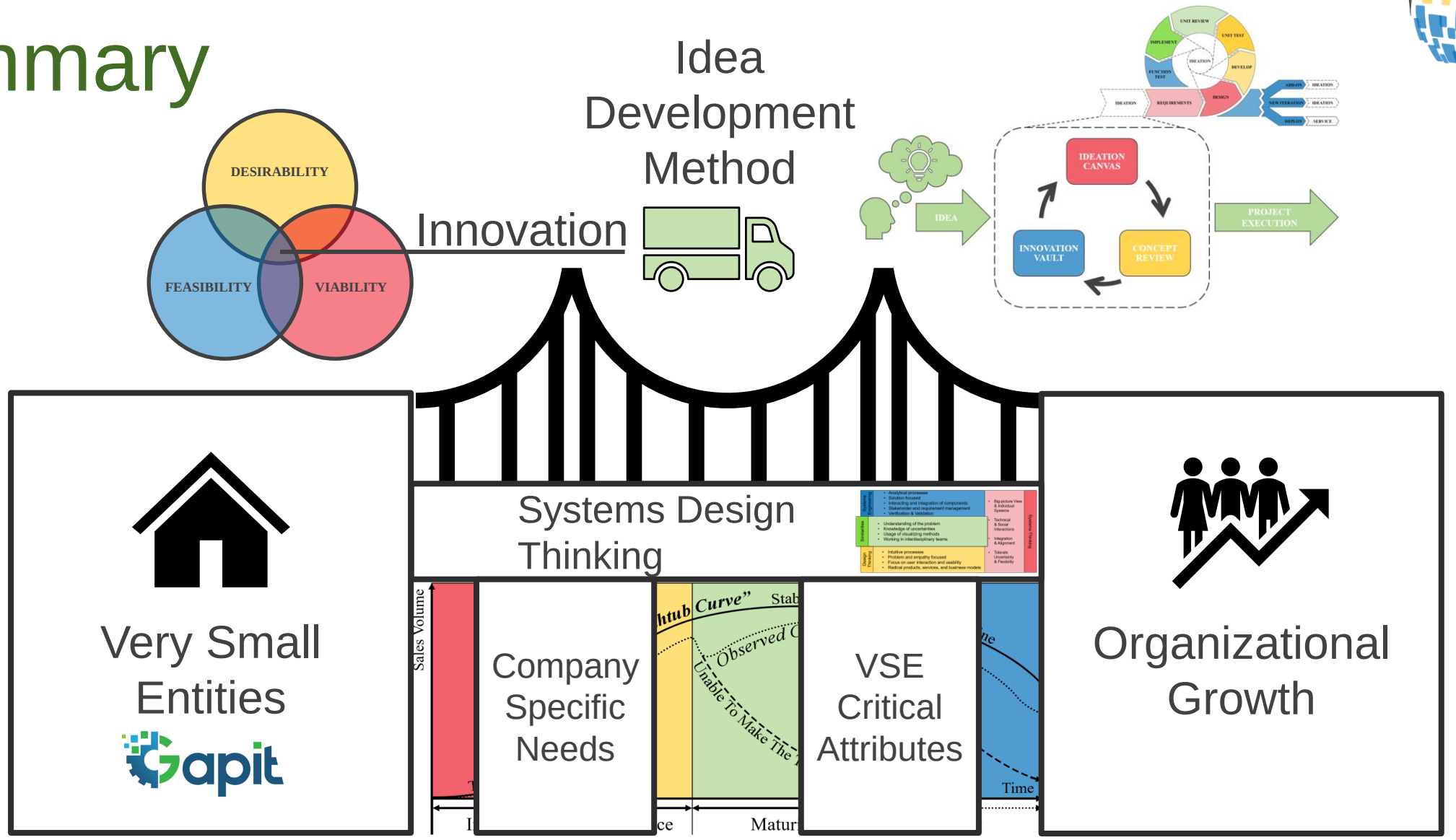
Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Did Not Answer

Takeaway

- Systems Design Thinking in the Ideation Phase
  - Strengthening communication
  - Easier prioritizing of ideas
  - Enhanced systems overview
  - Improves the ideas
  - Formalization improved the ideation process

- Systems Design Thinking in a Very Small Entity
  - Feasible and Viable in VSE when align with the critical process attributes of the specific entity
  - Desirability could be improved

Summary


DESIRABILITY
FEASIBILITY
VIABILITY
Idea
Development
Method
Innovation
IDEA
IDEATION CANVAS
INNOVATION VAULT
CONCEPT REVIEW
PROJECT EXECUTION
Systems Design Thinking
Very Small Entities
Gapit
Company Specific Needs
Sales Volume
Observed
Unable To Make The
Time
VSE Critical Attributes
Organizational Growth

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Thank you

- Questions

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