

Catalyst ^{UX}

9 Principles of Digital Innovation



01

Start with a transformative vision, NOT requirements

To deliver a truly transformative experience you'll want to not only clearly articulate your business's value proposition but also the transformative vision for your product, as opposed to detailed requirements. Once an innovation concept is defined, a more detailed analysis can be done on the solution strategy and supporting requirements

02

Involve real users

Often companies will involve subject matter experts (SMEs), product managers, or department managers, when validating a digital solution. That said, there is no substitute for real users. Why? Because these are the people that will be using the digital solution. They understand the pains associated with daily tasks and can lend the most insight into validating your concept. Be sure to involve users early, ideally every two weeks.

03

Support innovation with data

As frequently as possible, identify data that will support your innovation. This could be the number of users impacted, dollars saved, or other user data. Having this data will help to set "guide posts" for your innovation journey.

04

Embrace rapid iteration

Innovation is a messy, nonlinear process that requires many refinements to end up with true innovation. As opposed to trying to analyze and design the correct solution from the beginning, embrace rapid iteration. To do this, you may have to show users concepts that are not quite complete but which they can respond to earlier in the process. For example, opening discussion early on as to what needs to be enhanced in a product only makes your implementation that much stronger.

05

Think “points of innovation,” not total

For your users, meaningful innovation will typically happen in limited areas. Identify the areas that will have the greatest impact on the business and on users. Focus your energy on these points of innovation.

06

Use small teams

Innovation happens best in small teams. As anthropologist Margaret Mead once said, “Never doubt that a small group of thoughtful, committed people can change the world.” Smaller teams are more flexible and can move faster – key components of innovation.

07

Define an minimum viable product [MVP] for the initial innovation

When designing for innovation, you want to build a product with enough features to attract early-adopter customers while allowing you to validate your product idea early [MVP]. You can then roll out the product in phases and follow up with more innovation later on. This not only allows you to get to market faster, but also ensures that you are focusing on what customers care about.

08

Start the journey- don't delay

In our experience, in most innovation work, the key is to start the journey- and not to delay. If there is research to be done, be sure to do this while on the journey. But innovation does not happen if there is inaction.

09

Digital innovation is a team sport

The best innovation comes from blending the talents of multiple disciplines including art, technology, human behavior, business, science and often machine. If your team looks like one for a traditional IT project, you'll need to do something recruiting. Specifically, you'll want to supplement. IT resources with the other types of multi disciplinary talent who can offer other points of view to your product ideation and completion.

We're Here To Help!

If you need help getting started, contact us for a free 30-minute consultation to review how to apply strategies discussed in this guide to your digital solution. Email us at business@catalystux.com.