



Research Institutes of Sweden

Leading
International
Innovation
Partner

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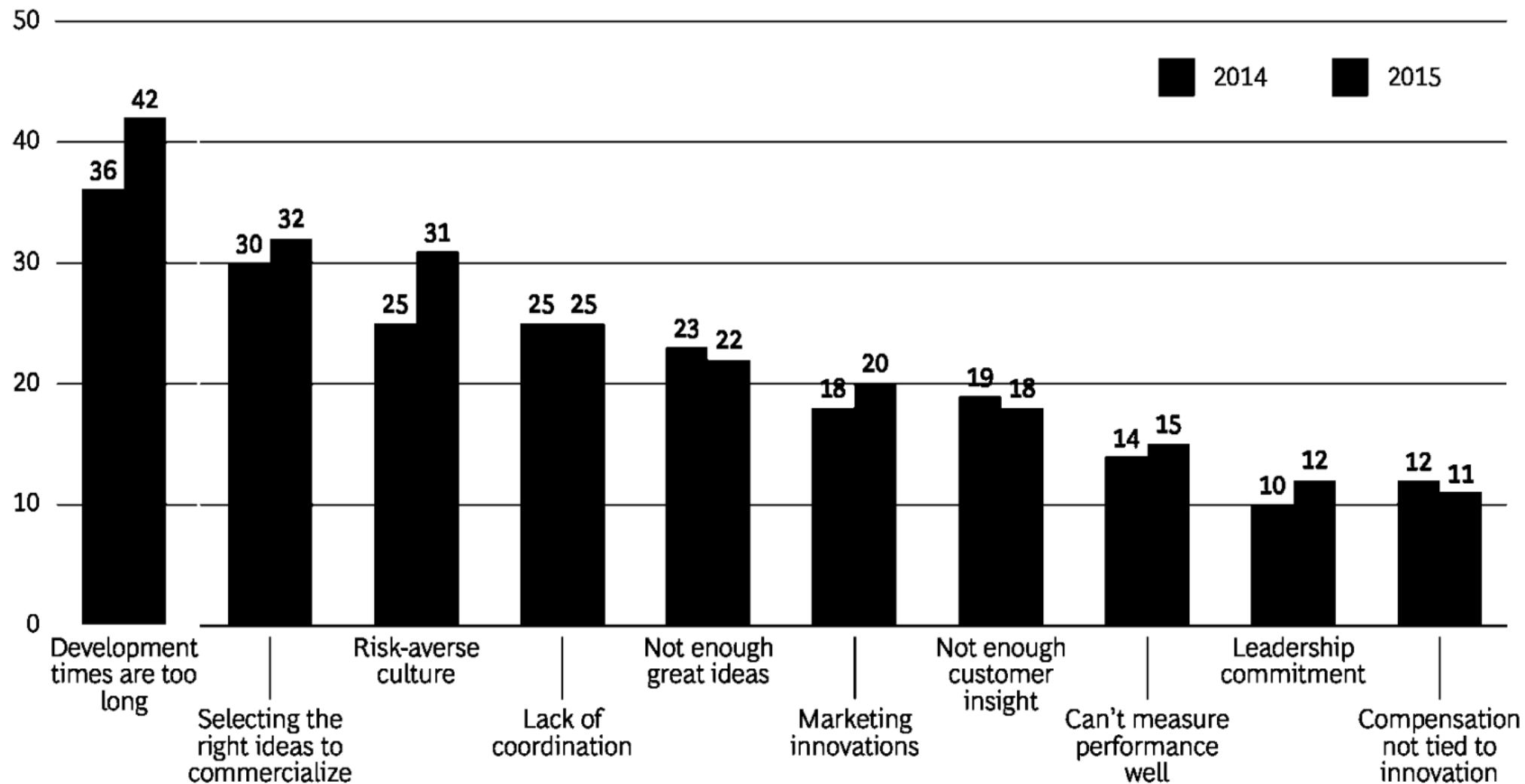
Innovation in Action 2017





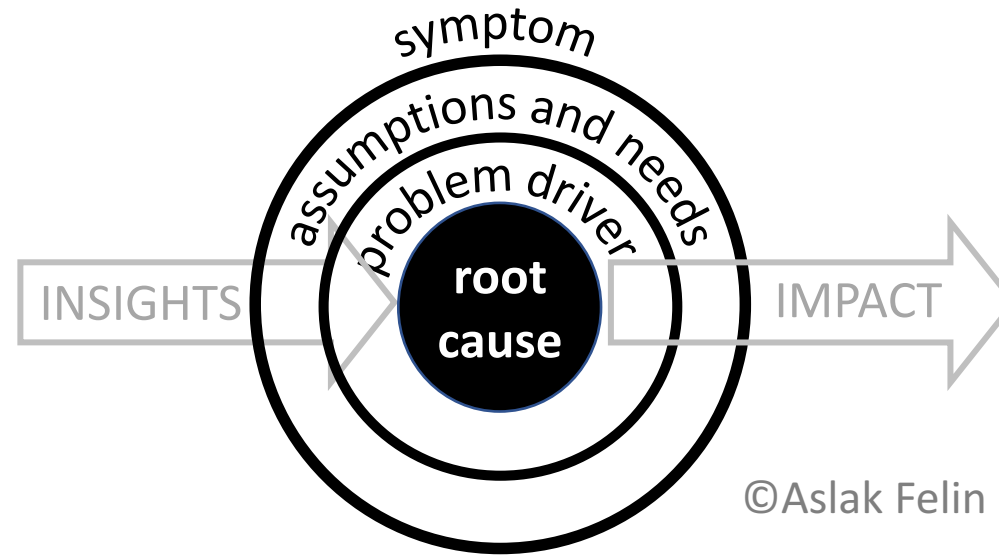
WHAT ARE THE BIGGEST OBSTACLES YOU FACE WHEN IT COMES TO GENERATING A RETURN ON YOUR INVESTMENTS IN INNOVATION/PRODUCT DEVELOPMENT?

% respondents



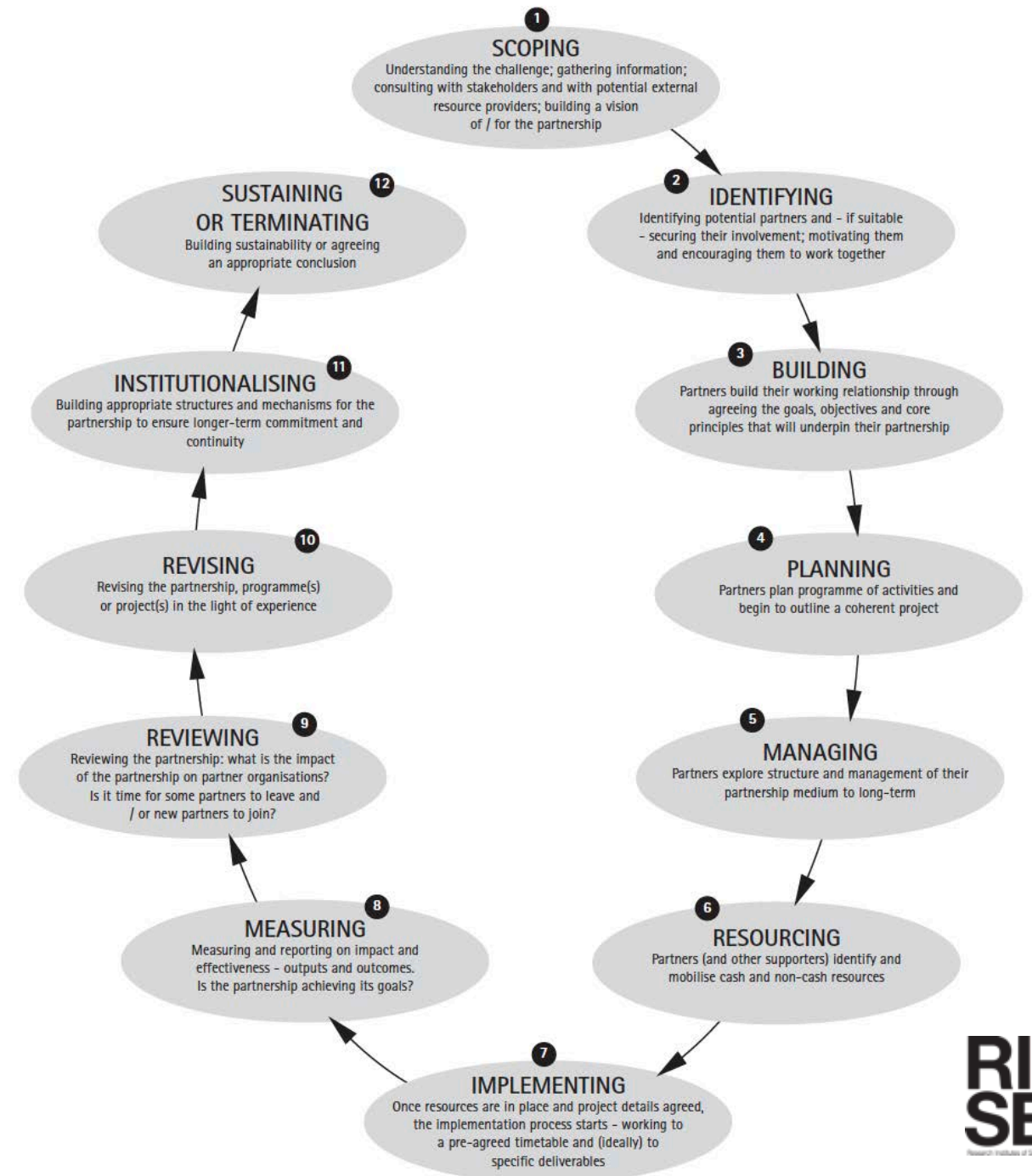
Source: BCG Global Innovation Survey, 2014, 2015.

MASTER HACKER



**INSIGHTS IS THE HARD
CURRENCY OF INNOVATION**

PARTNERING PROCESS



Empathy Map Canvas

Designed for:

Designed by:

Date:

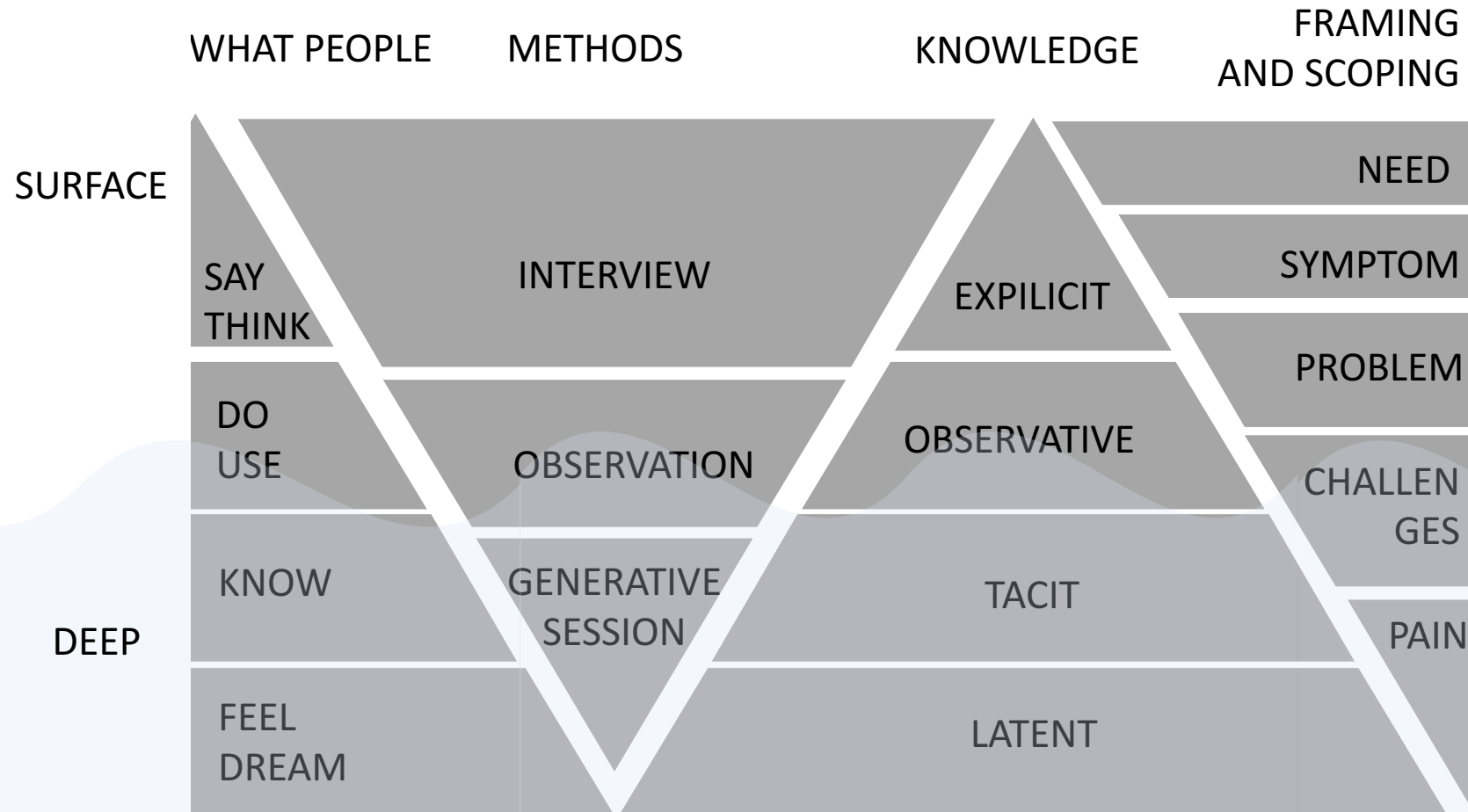
Version:

The Empathy Map Canvas is a tool for understanding a user's experience. It features a central face diagram with the following sections:

- 1 WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
- 2 What do they need to DO?**
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
- 3 What do they SEE?**
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 6 What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
- 7 What do they THINK and FEEL?**
 - PAINS**
What are their fears, frustrations, and anxieties?
 - GAINS**
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

EMPATHY



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VALUE BASED UNDERPINNING and PRINCIPLES

Uncover unmet needs and increase adaption rate by leveraging discovered problem drivers and value based underpinnings

SECTOR	CORE BUSINESS	MAIN ATTRIBUTES	STAKEHOLDER PERSPECTIVES	VISION
PUBLIC SECTOR	<i>The rule of law by:</i> <ul style="list-style-type: none"> • Creating frameworks for economic, political and social rights and generating political commitment to development • Developing regulations and standard – setting mechanisms as well as adherence to international obligations • Providing public services to ensure basic needs and rights are met 	'Rights' driven, the public sector provides access, information, stability and legitimacy	MANIFEST MEANING	
BUSINESS SECTOR	<i>Investment and trade by:</i> <ul style="list-style-type: none"> • Creating goods and services • Providing employment opportunities, innovation and economic growth • Maximising profits for investors to ensure further investment that will allow the business to continue to innovate 	'Profits' driven, the business sector is inventive, productive, highly focussed and fast	PERFORMANCE	
CIVIL SOCIETY	<i>Social development by:</i> <ul style="list-style-type: none"> • Creating opportunities for individual growth and creativity • Providing support and services for those in need or excluded from mainstream society • Acting as guardians of the public good 	'Values' driven, civil society is responsive, vocal, inclusive and imaginative	BEHAVIOR AND EXPERIENCE	

SYSTEM INNOVATION

explore and impact root causes of societal gaps

