

# The ideation process



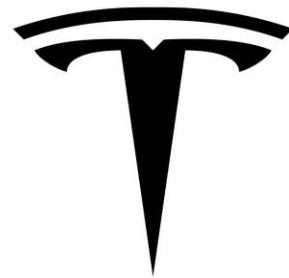
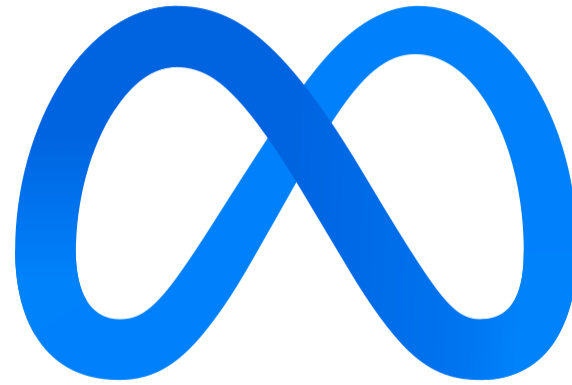
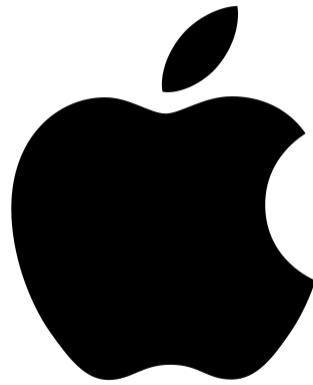
Assistant Professor Moran Lazar



90%



# Big Tech / Tech Giants



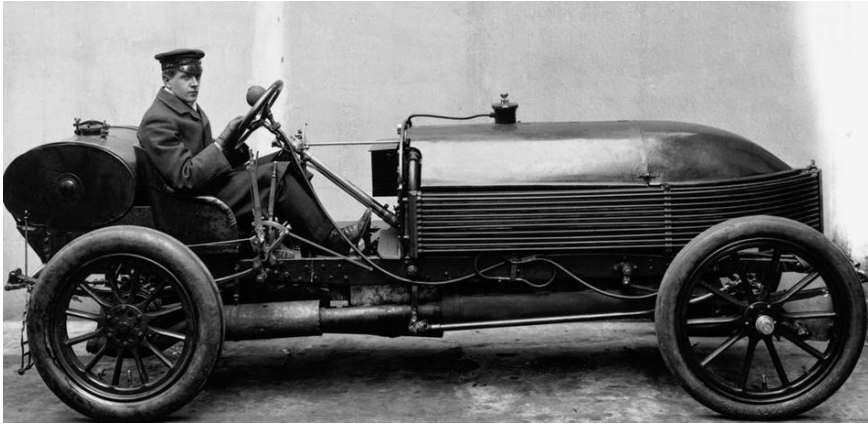
# What is innovation?

**The generation of creative ideas and their implementation**



# Level of innovation

## Disruptive

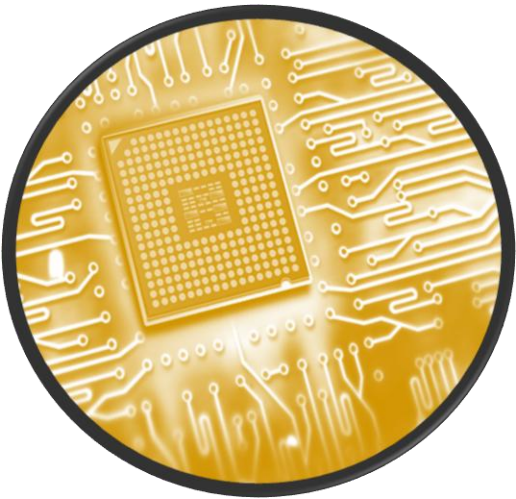


## Incremental

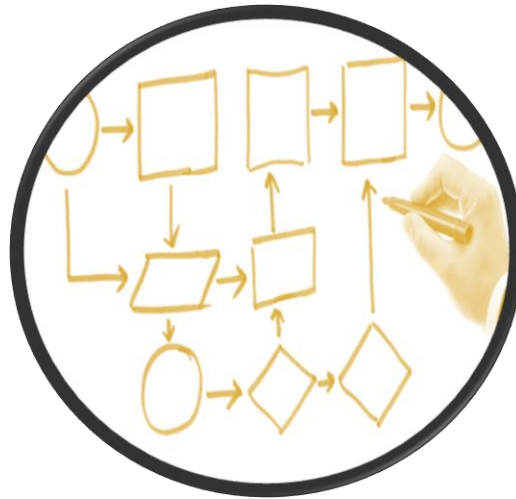


# Innovation types

Technology



Process



Product



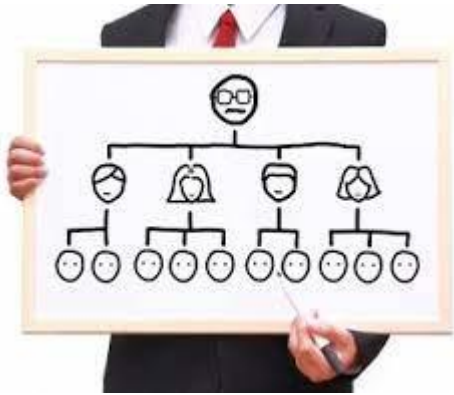
Business



NETFLIX

# Who is involved in the innovation process?

Different levels

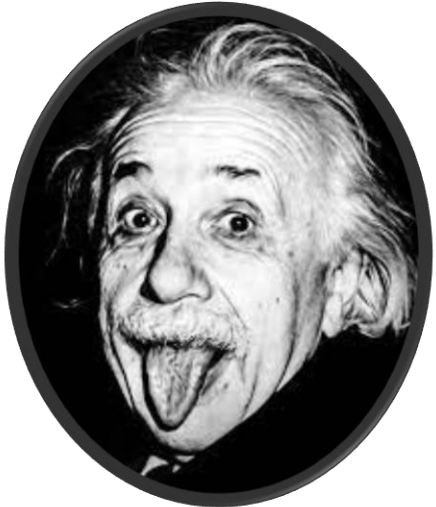


Different types of people



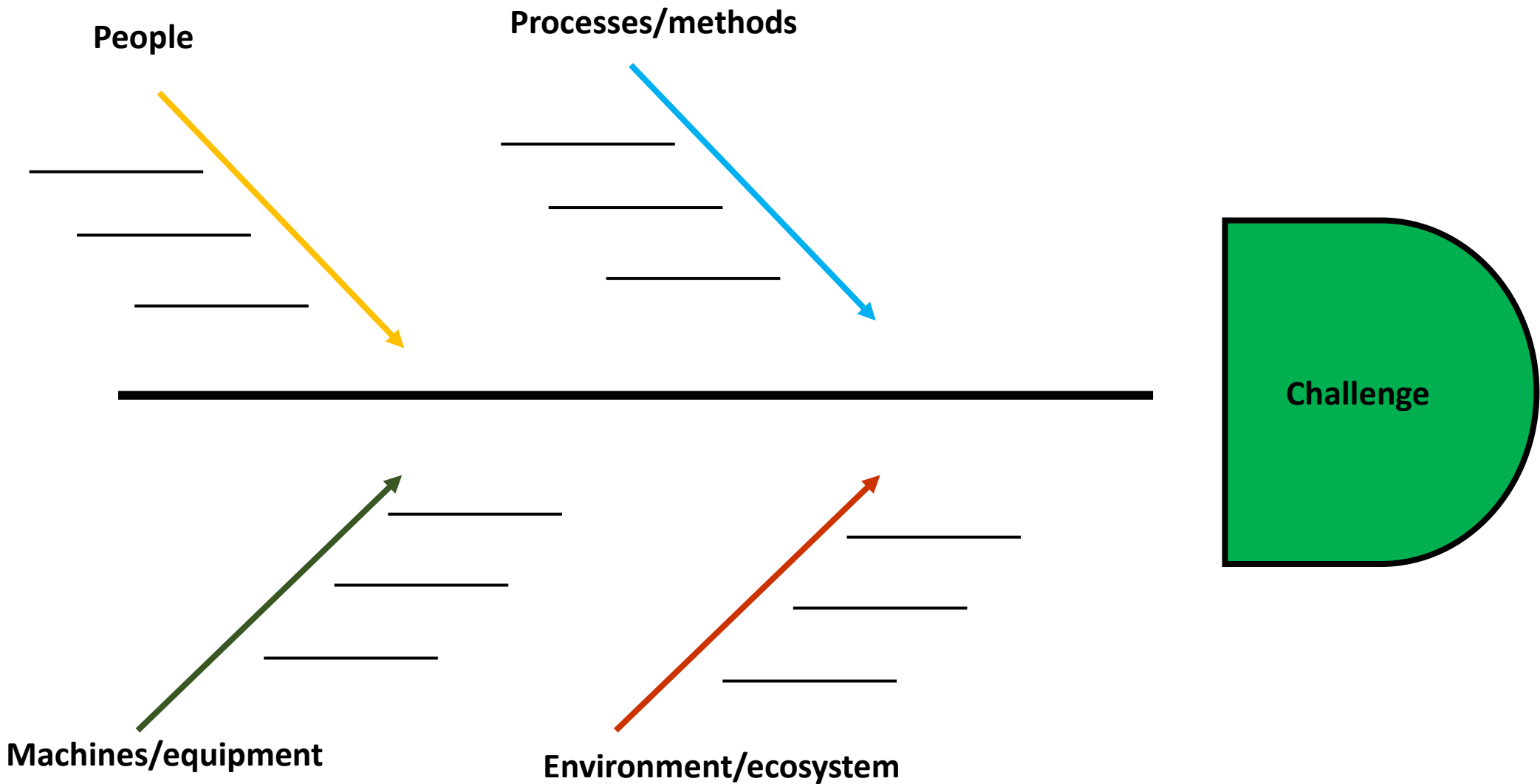
# Identifying a real challenge/need

“If I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem and five minutes thinking about solutions”



Albert Einstein

# Challenge analysis tool: Fishbone



## People

Eager to communicate

Eager to respond

## Processes/methods

Poor enforcement

Poor/no car control

## Machines/equipment

Insufficient audio options

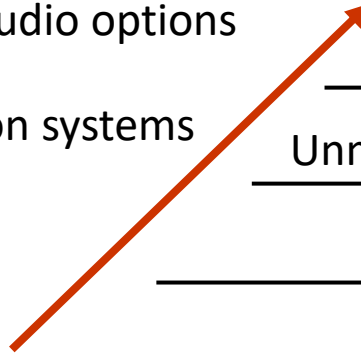
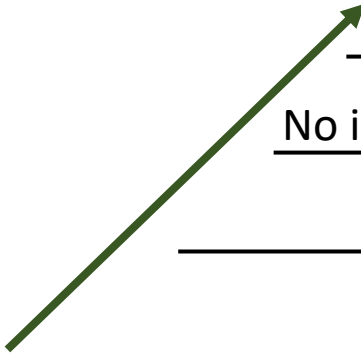
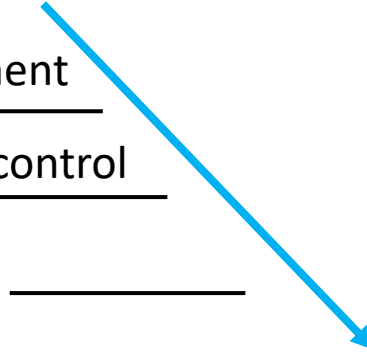
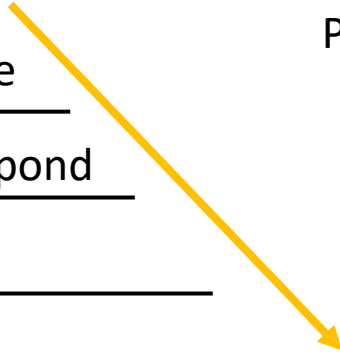
No in-car navigation systems

## Environment/ecosystem

Traffic

Unmapped areas

People use their  
phone while  
driving



# Time to exercise



# Teams

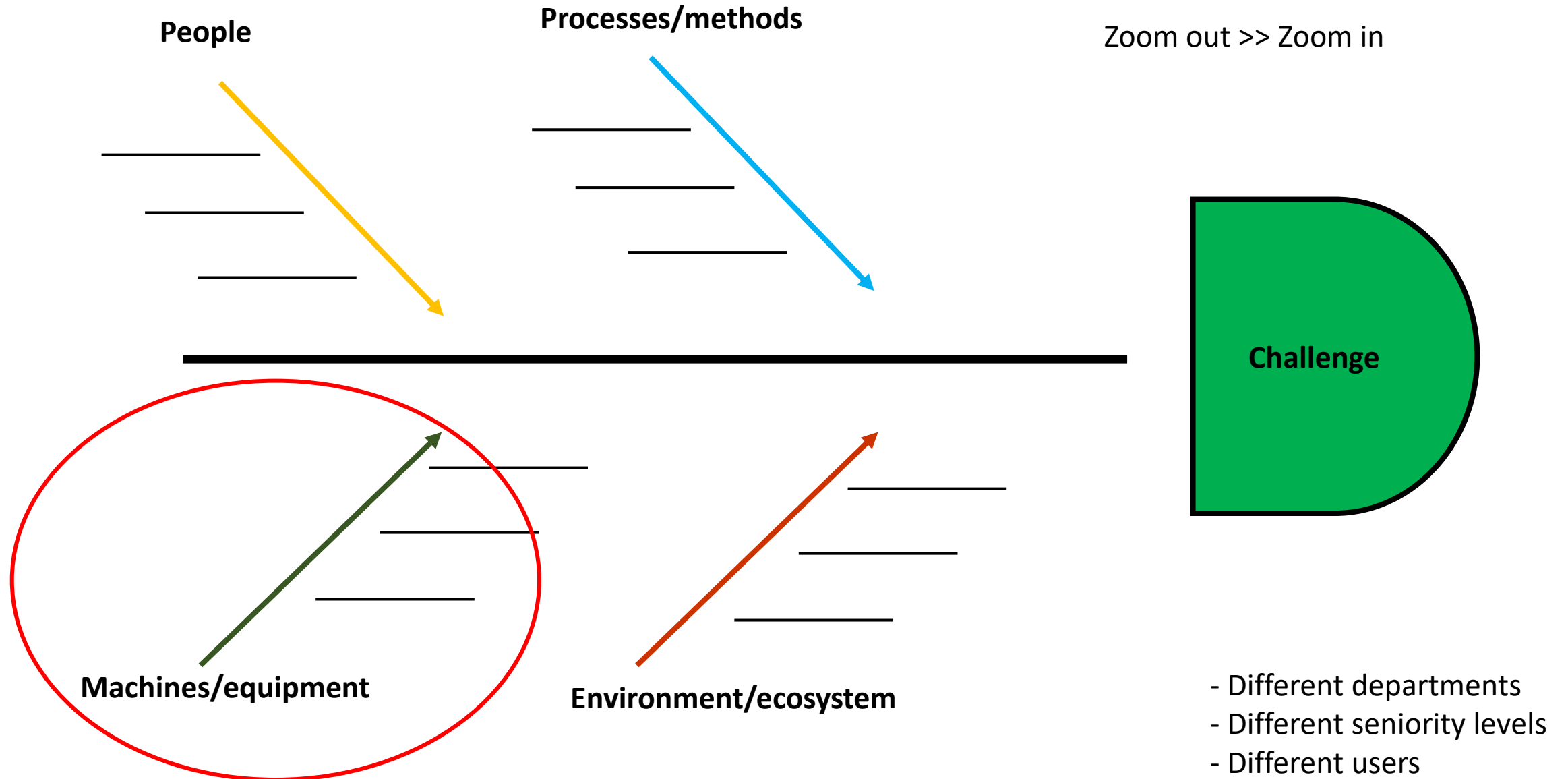
צוות 1: אייל, חגית, אבי, אורן

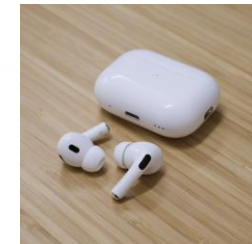
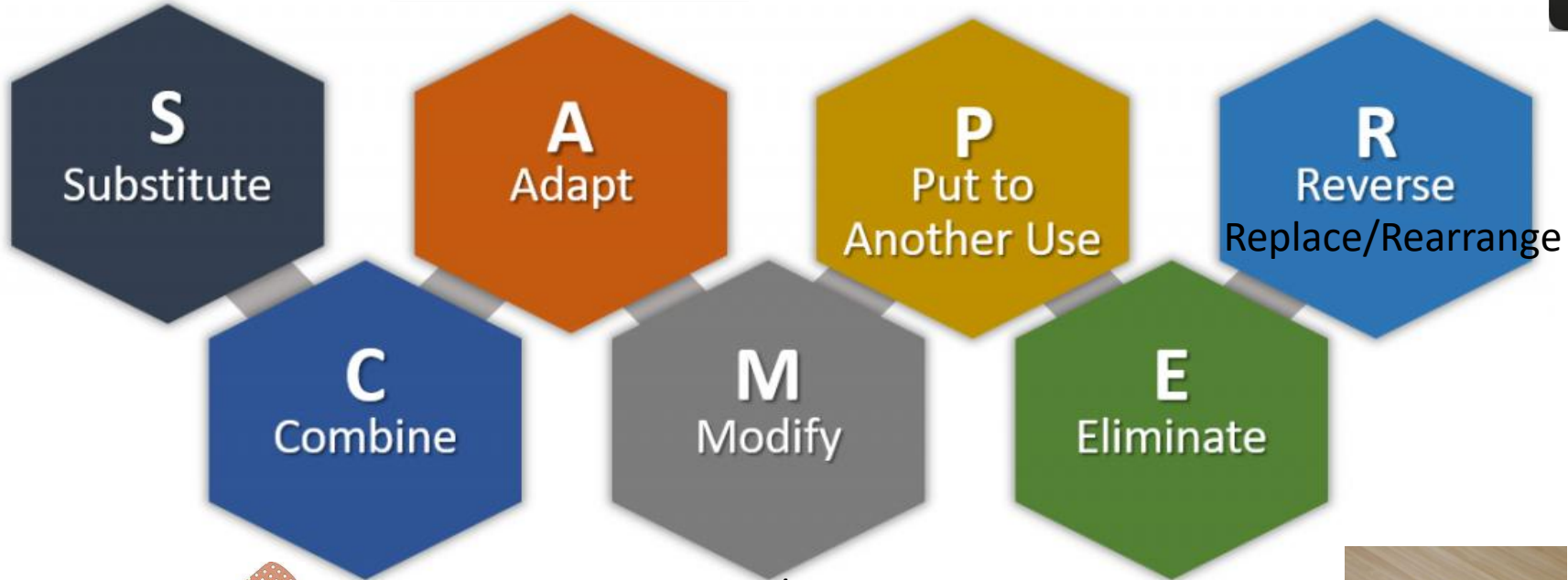
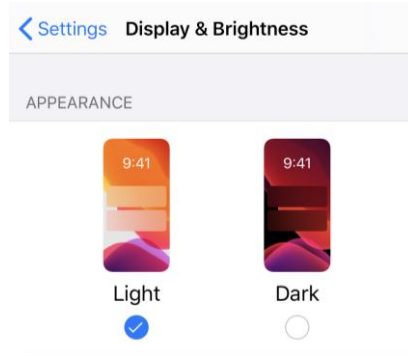
צוות 2: נטלי, אושרית, הראל, דנה

צוות 3: עופרי, רועי, עופר, יואש, שחר

צוות 4: דוריס, אוהד, אופיר, ליאור, מיכל

# Challenge analysis tool: Fishbone





# Recap

Innovation: levels, types, who innovates, sources

Analyzing the challenge: the Fishbone tool

Creativity: measurement, expressions

Idea generation: the SCAMPER tool/ brainstorming



# Thank You



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