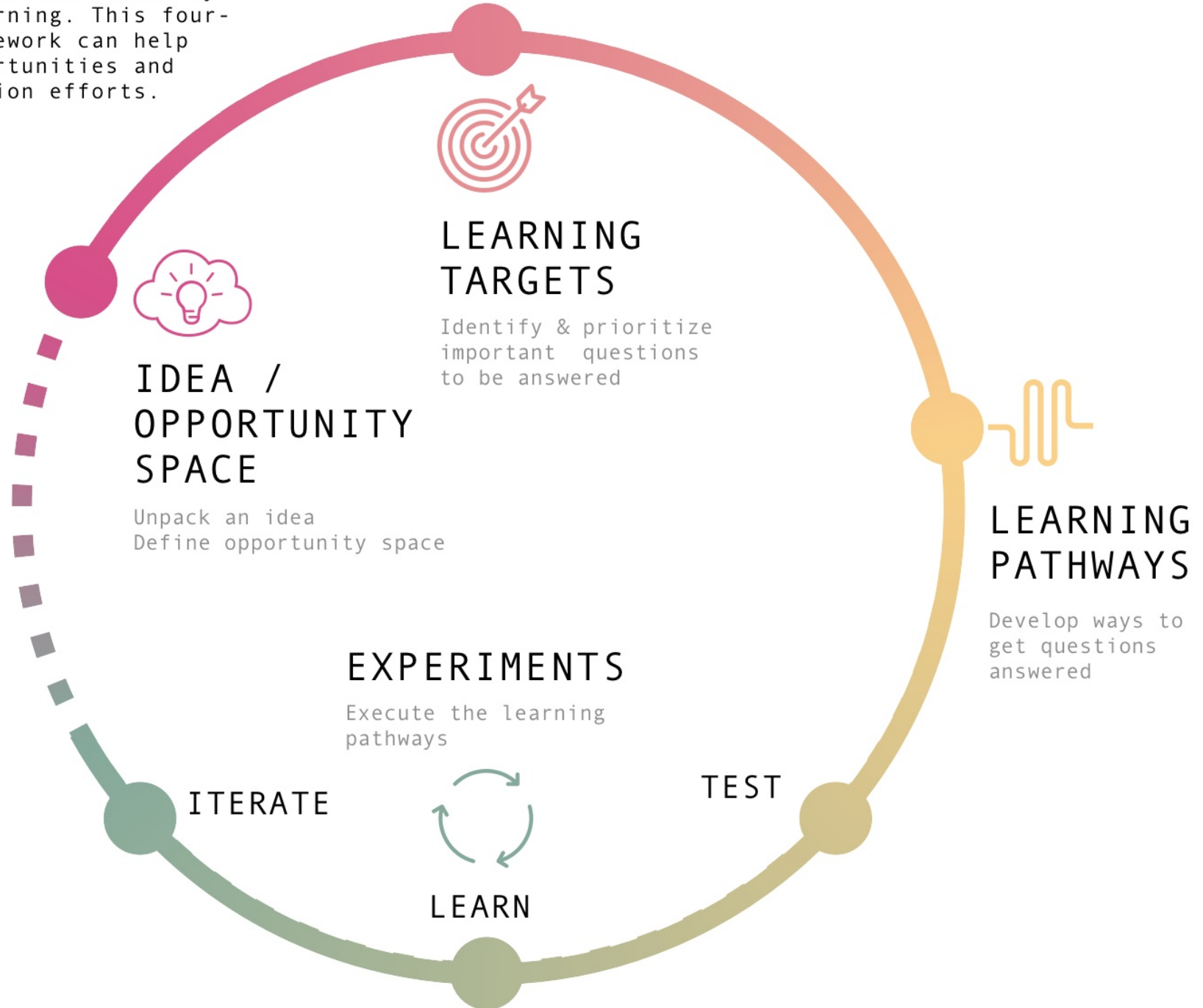


We equip teams to innovate faster by orienting around learning. This four-part innovation framework can help you to discover opportunities and unstuck your innovation efforts.



# UNPACK AN IDEA

Whether your starting point is an idea, a hunch, or just the vague sense of an opportunity area, you can unpack and reframe it into actionable elements. The first step is to clearly state your idea using this sentence structure: *My idea is a [what] that does [main function] to [solve what problem or offer what benefit] for [whom]*. Then, ask “what are the key assumptions this idea hinges on?” Write them down in the four quadrants below.

## PROBLEM

Key assumptions  
about the problem  
you are solving

## PEOPLE

Key assumptions  
around the people  
you are serving and  
other key players



## IDEA STATEMENT

## SOLUTION

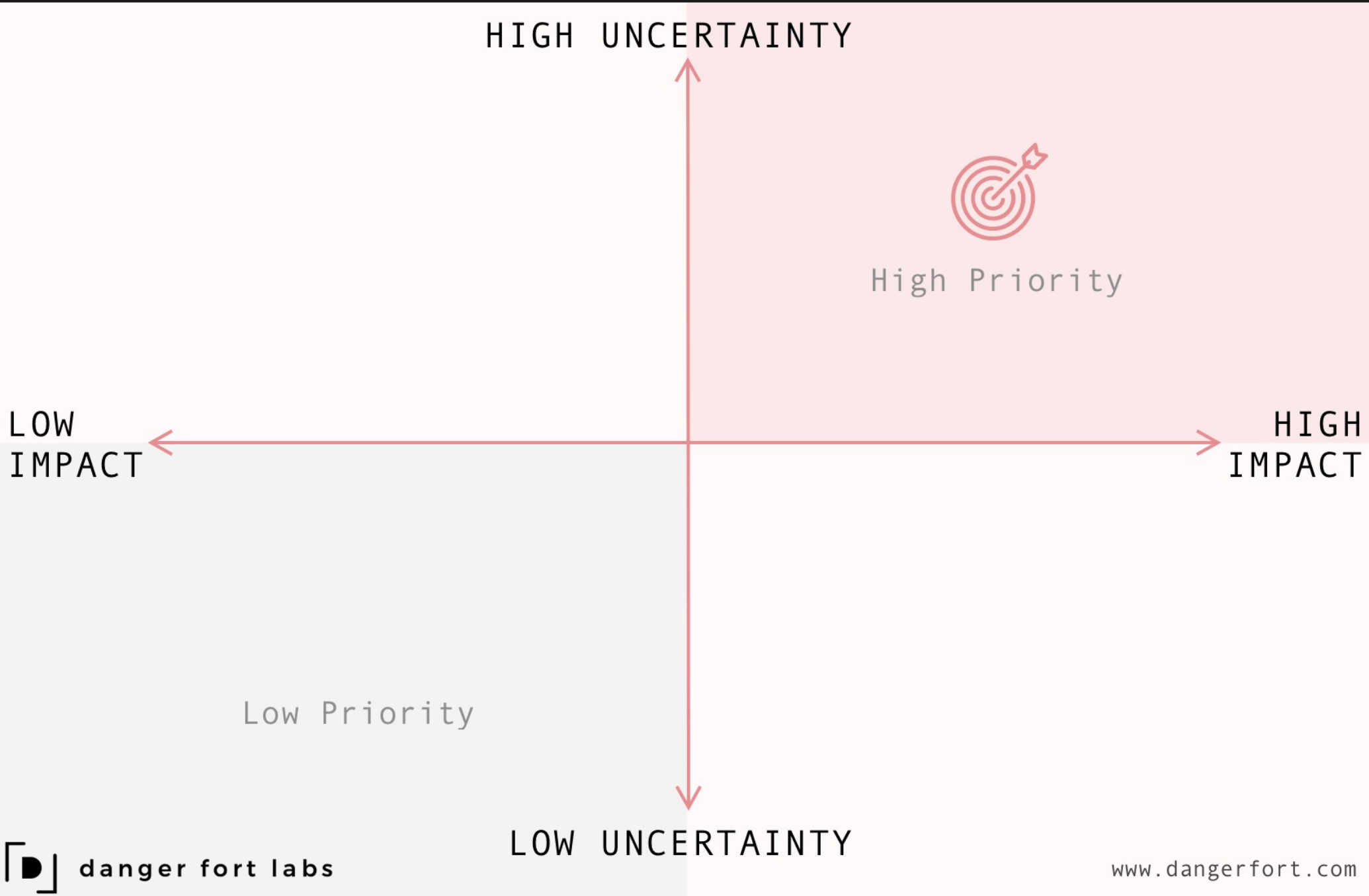
Key assumptions around  
the approach and shape  
of the solution

## VALUE

Key assumptions  
around the value  
you are adding

# PRIORITIZE LEARNING TARGETS

Now, take the assumptions from the UNPACK AN IDEA worksheet and map them into the four quadrants. IMPACT LEVEL is how critical that assumption is to the project succeeding. UNCERTAINTY LEVEL is how unsure you are that the assumption is true.



# DEVELOP LEARNING PATHWAYS

Select the right tools that target the learning outcomes you've prioritized. Being focused on the most important learnings and small, purposeful experiments avoids drawn-out research projects or expensive build mistakes. Use this chart to decide the Learning Pathways that map to your prioritized learning outcomes.

Your learning targets are about...

Understanding the user & problem

Finding a promising direction

If you're building the right thing

If you're building the solution right



LEARNING PATHWAYS

## USER INTERVIEWS

One-on-one interviews about their needs

## PROTOTYPE TESTING

Mock up key aspects of the idea and get reactions

## VALUE TEST

Provide the core value of the idea to users and gauge if it was as valuable as expected

## COMMITMENT TEST

See if potential customers are willing to commit something (e.g. an email address, payment) to get access to your offering

## USABILITY TEST

Gauge user experience of your offering