

TYPES OF INNOVATION LENS

Innovation Methods Mapping (Book Preview)

https://issuu.com/humantific/docs/innovation_methods_mapping_book_pre

Innovation Methods Mapping

https://issuu.com/humantific/docs/oslo_presentation_methodsmapping

1D

STEP-BY-STEP LENS

Linear (Procedural) Process (1 Axis X)

e.g., Design Thinking or Double Diamond Processes

1D

HEMISPHERIC LENS

Balance (Polar) (1 Axis Y)

e.g., Left-Brain vs. Right-Brain, Causation vs. Effectuation or Management vs. Leadership Approaches

2D

LEVELS / SCOPE / HORIZONS LENS

Progress (Progressive) / Future Contexts (2 Axis X+Y)

e.g., Danish Design Ladder / Steps or Industry / Synergy 4.0 Horizon

2D

QUADRANT LENS

4 (2X2) (Position / Palette) (2 Axis X+Y)

e.g., BCG Strategy Palette or Product Family & Generation Matrix (4D)

3D

ORTHOGONAL LENS?

8 (2X2X2) (3 Axis X+Y+Z)

e.g., Eight Realms of the Multiverse