
VISUALIZE
YOUR IDEA



Noora Buser

Projektleitung Innovation & Start-Ups, **Impact Hub Bern**

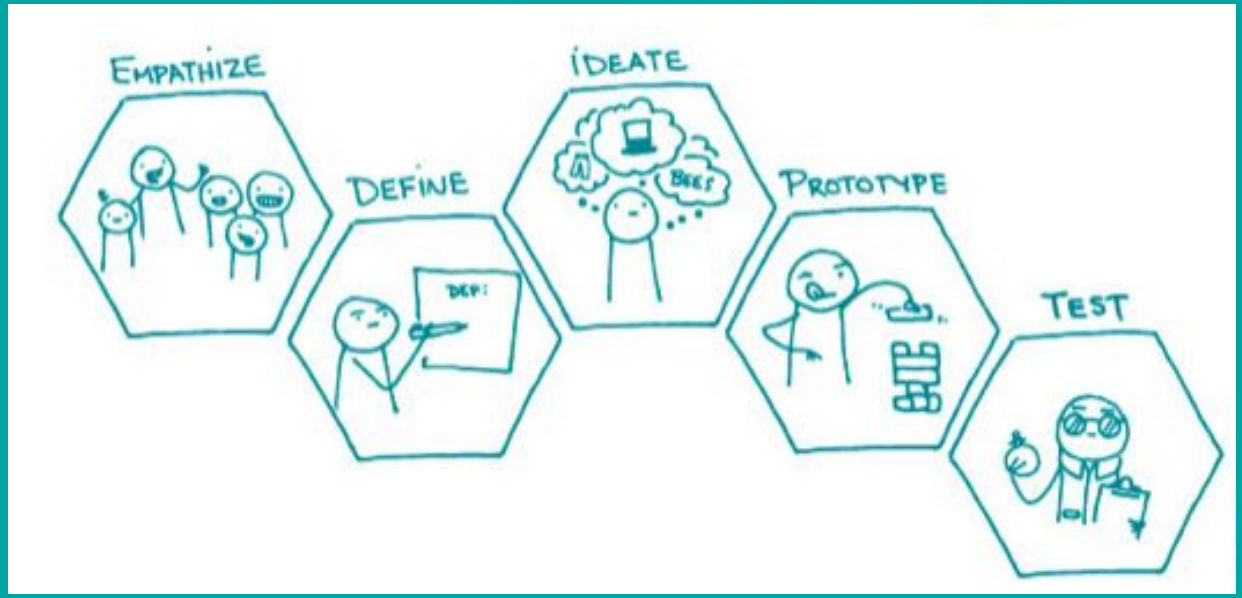
PhD in Management & Entrepreneurship, **Universität Bern**

IMPACT HUB Bern

Why Visualize?



Design Thinking Phases



IMPACT HUB Bern

Design Thinking Principles

Empathy — Understanding the needs of those you're designing for.

Ideation — Generating a lot of ideas. Brainstorming is one technique, but there are many others.

Experimentation — Testing those ideas with prototyping.



I HAVE AN APP IDEA!



I SKETCHED IT OUT ON POST-ITS AND FOLKS LIKED MY IDEA



TIME TO LEARN TO CODE!

(OR MAKE FRIENDS WITH AN ENGINEER!)

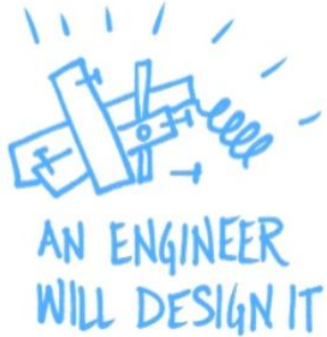


NOPE. YOU FORGOT TO DESIGN.

UNLESS YOU NAIL DOWN THE DESIGN,







(is this engineer you?
that's still a problem.)



DESIGN = DRAWING?



HOUSE

DOG

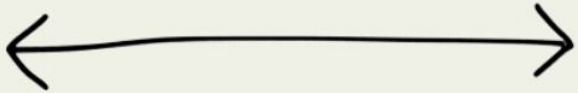
PHONE

SKY

HELL

Simplify to Amplify





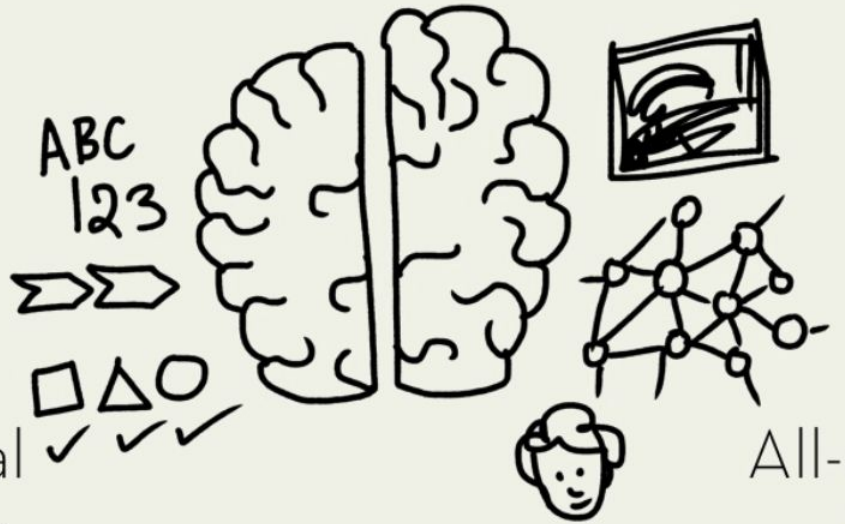


Complex
Specific
Realistic

Simple
Universal
Iconic

Learn more: Scott McCloud, *Understanding Comics*

Your Brain's Two Modes



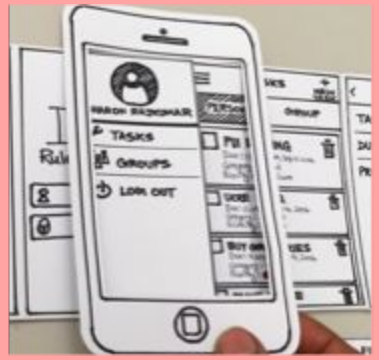
Sequential
Reductive
Analytical
Convergent

All-at-once
Holistic
Intuitive
Divergent

Learn more: Betty Edwards, *Drawing on the Right Side of the Brain*
Rudolf Arnheim, *Visual Thinking*


Use your creativity to create a visual prototype




TASKS
GROUPS
LOG OUT



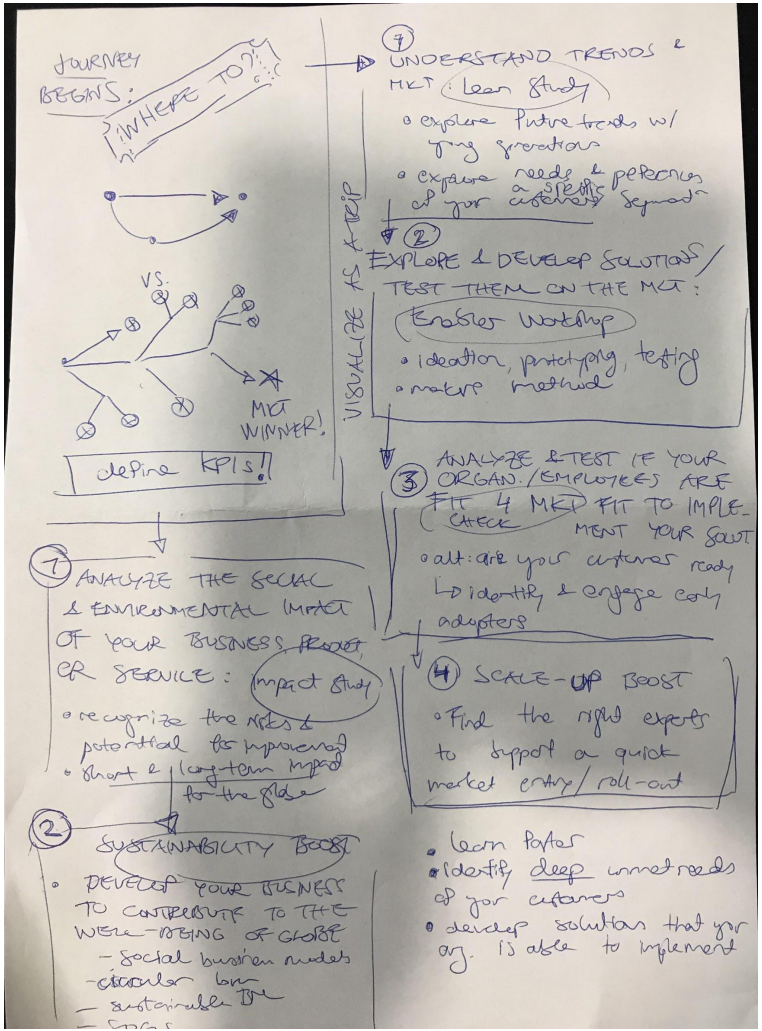

FREE
COUPONS
H&M



FOOD WASTE

Tag 1: Nachmittag




JOURNEY BEGINS:
WHERE TO?
VS.
MKT WINNER!
define KPIs!
VISUALIZE AS A TRIP
1 UNDERSTAND TRENDS & MKT: lean study
• explore future trends w/ your creatives
• explore needs & perceptions of your customer segments
2 EXPLORE & DEVELOP SOLUTIONS / TEST THEM ON THE MKT: Enabler Workshop
• ideation, prototyping, testing
• nature method
3 ANALYZE & TEST IF YOUR ORGAN./EMPLOYEES ARE FIT 4 MKT FIT TO IMPLEMENT YOUR SOLUT
CHECK
• alt: are your customers ready to identify & engage early adopters
4 SCALE-UP BOOST
• Find the right experts to support a quick market entry / roll-out
1 ANALYZE THE SOCIAL & ENVIRONMENTAL IMPACT OF YOUR BUSINESS, PRODUCT OR SERVICE: impact study
• recognize the risks & potential for improvement
• short & long-term impact to the globe
2 SUSTAINABILITY BOOST
• DEVELOP YOUR BUSINESS TO CONTRIBUTE TO THE WELL-BEING OF GLOBE
- social business models
- circular bm
- sustainable fin
• learn faster
• identify deep unmet needs of your customers
• develop solution that your org. is able to implement

Wireframes Impact28

File Edit View Insert Format Slide Arrange Tools Add-ons Help All changes saved in Drive

Present Share

Background Layout Theme Transition

1 4



2 1





Impact28 - wertebasierte Innovation für Ihr Unternehmen

Unsere Dienstleistungen decken den kompletten Innovationszyklus ab. Wir begleiten Sie von der Idee bis zur Skalierung.

Dienstleistungen

Impact28 bietet Kunden diverse Dienstleistungen für Open Innovation.

Lean Study

Unsere Maker Praktiken

- Wir suchen Innovationen, **die sozialen, ökonomischen oder ökologischen Profit** verfolgen. Am besten eine Kombination davon!
- Wir starten mit dem **Warum** → Das heisst, wir definieren welches Ergebnis wir erzielen wollen und überprüfen es durch Impact-Measuring. Dabei richten wir uns anhand der **Sustainable Development Goals** aus.
- Wir setzen auf die **"Maker-Methode"**, indem wir Menschen aus verschiedenen Disziplinen zusammenbringen um an Innovationen zu arbeiten.
- Wir arbeiten auf **"On-Demand"-Basis** und ziehen bei Bedarf Expertinnen und Innovatorinnen aus unserer grossen, multinationalen und mehrsprachigen Community in das Projekt hinzu.

Innovation im Ökosystem

Nino Müller
1:58 PM Mar 22
Resolve

klickbare links

Nino Müller
2:00 PM Mar 22

ich würde hier im text noch die möglichkeit bieten anzugeben in welcher Phase wir was ermöglichen wollen.

Noora Buser
8:18 AM Mar 25

was meinst du genau?

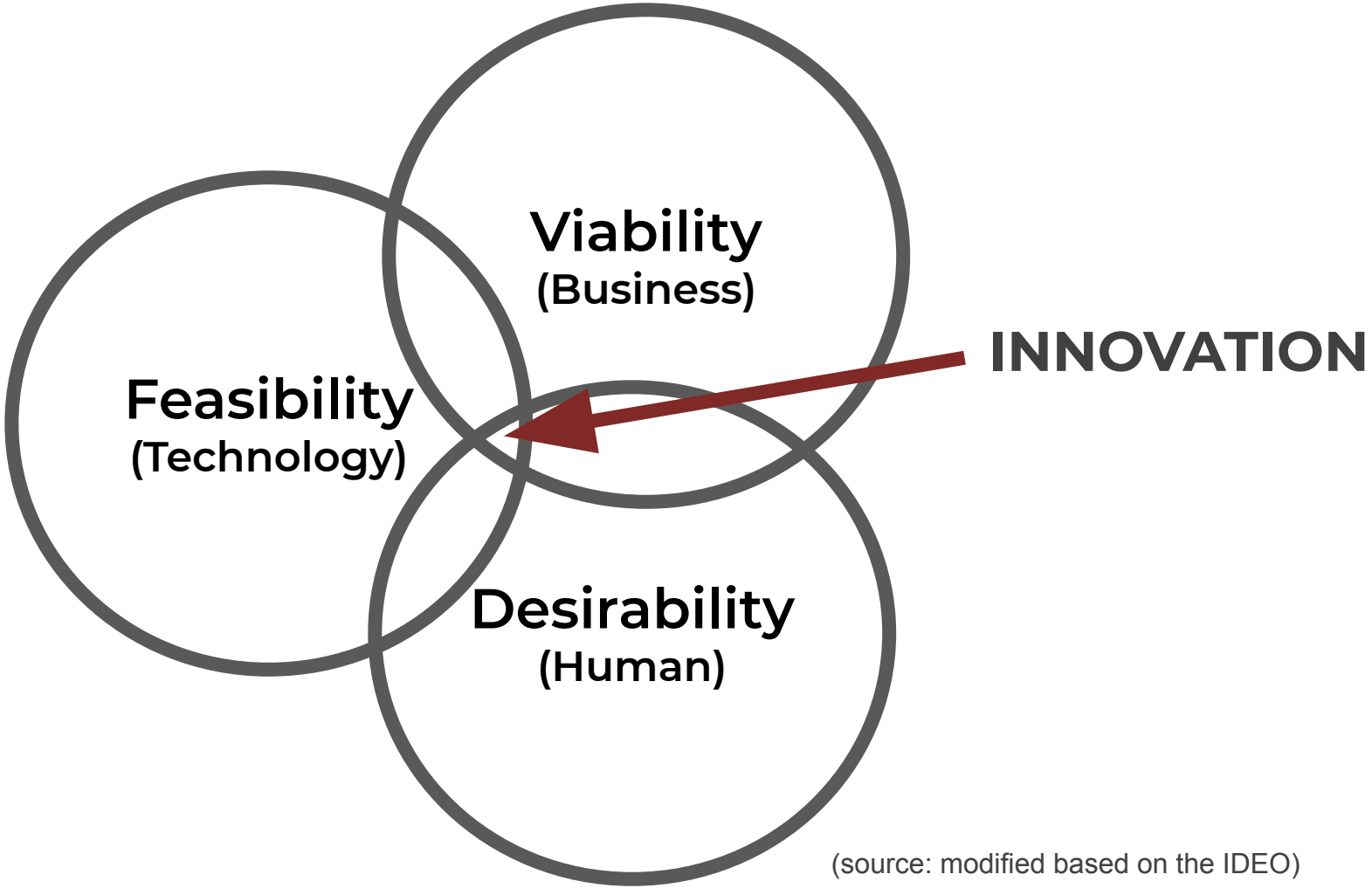
Prototypes are **no end-products or ready solutions**!
Prototypes **help to understand your idea** better and **enable the interaction with potential users.**

MAIN USER



EXTREME USER





(source: modified based on the IDEO)

IKEA VISION

Prototype Example

https://www.youtube.com/watch?v=qD60cBQOABY



AMAZON GO

https://www.youtube.com/watch?v=NrmMk1Myrxc&feature=emb_logo









Noora Buser

Impact Hub Bern

noora.buser@impacthub.net

+41 78 772 02 83

IMPACT HUB Bern


Impact Hub Switzerland
Partner in Entrepreneurship und Innovation
IMPACT HUB Switzerland