

kommit

kommit's Innovation Framework

A Guide for Reducing Innovation Risks

Navigate your next innovation
project with a safer approach. ↗



Innovation is risky without the right approach.

To succeed, companies need to balance delivering value with generating revenue. We've explored various methods like:

- Design Thinking
- Jobs To Be Done
- Lean Start-up
- Disruptive Innovation...

Each approach has different strengths; we combined them to create our own unique framework for product development.

Here it is
↗

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kommit's Innovation Framework

In the business context, innovation can be pursued through two distinct paths.

Despite their differences, both approaches have the same goal: **to transform ideas into reality.**

One path listens to customer needs—the **Customer-Driven Market** approach. The other harnesses the latest technology—the **Technology-Driven Market** approach.



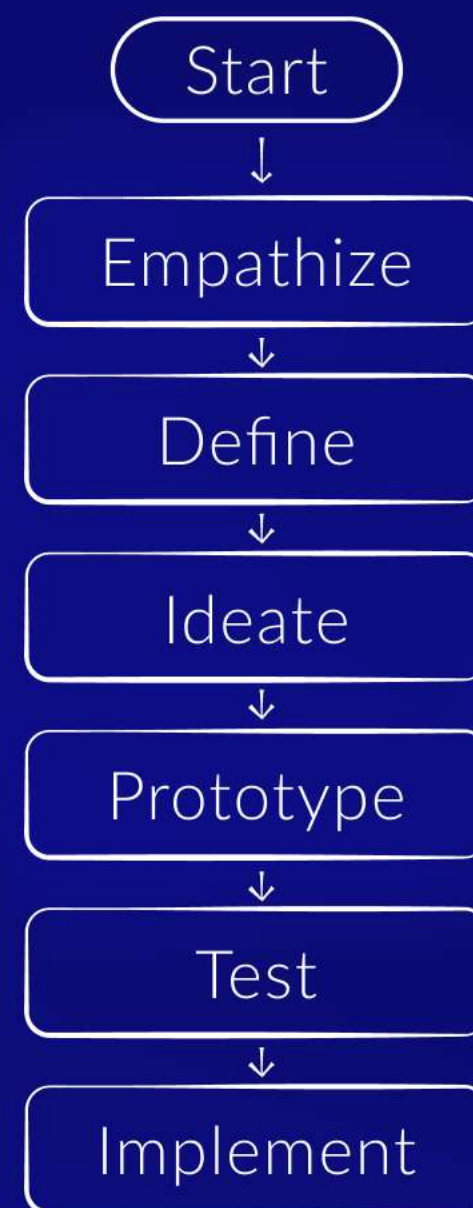
In the following sections, we'll explore how to navigate these paths, from initial concepts to market-ready products.

Keep
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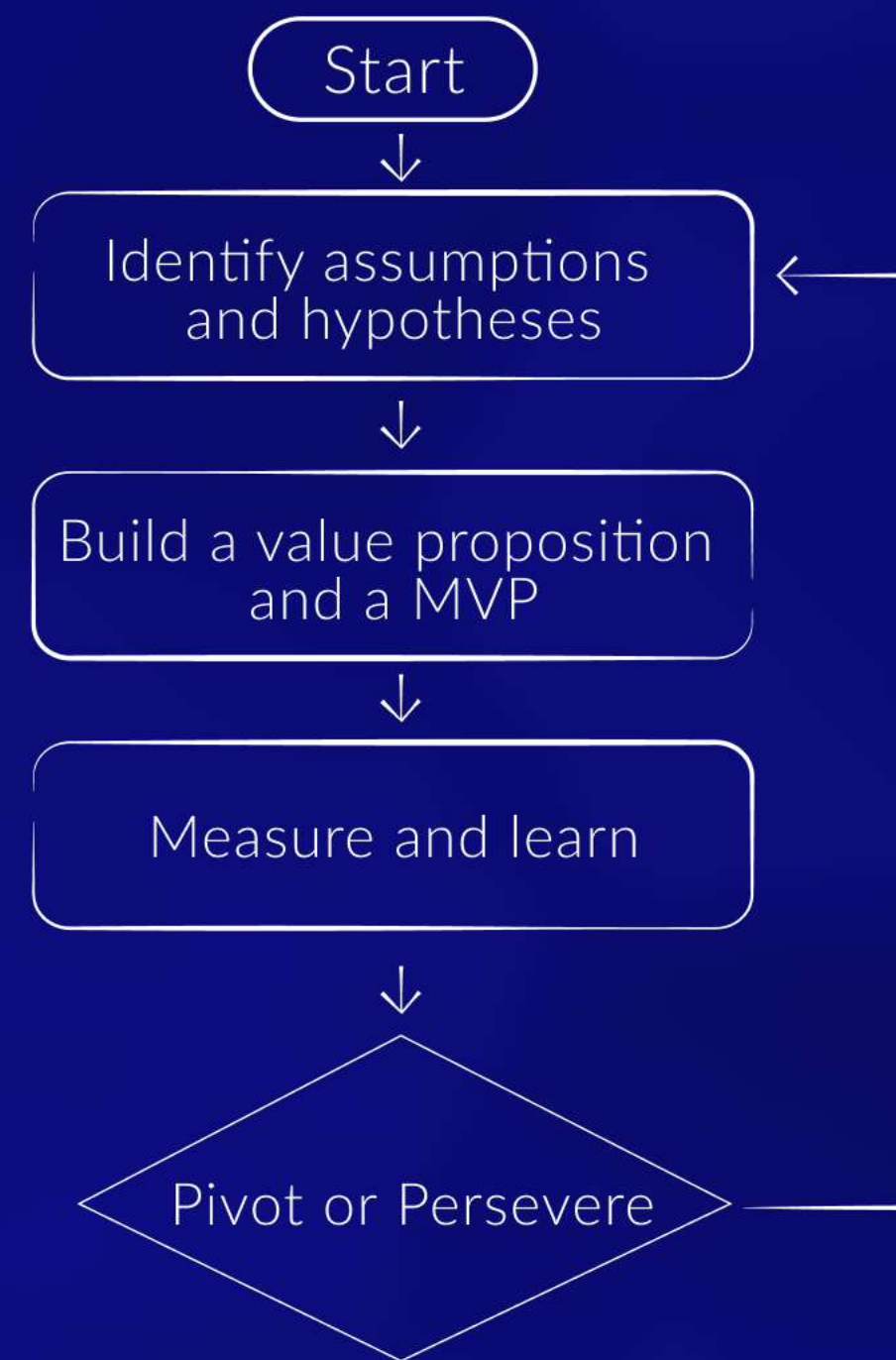
2: Diagrams overview

Depending on the specific goals, there are two types of markets:

Customer-driven markets



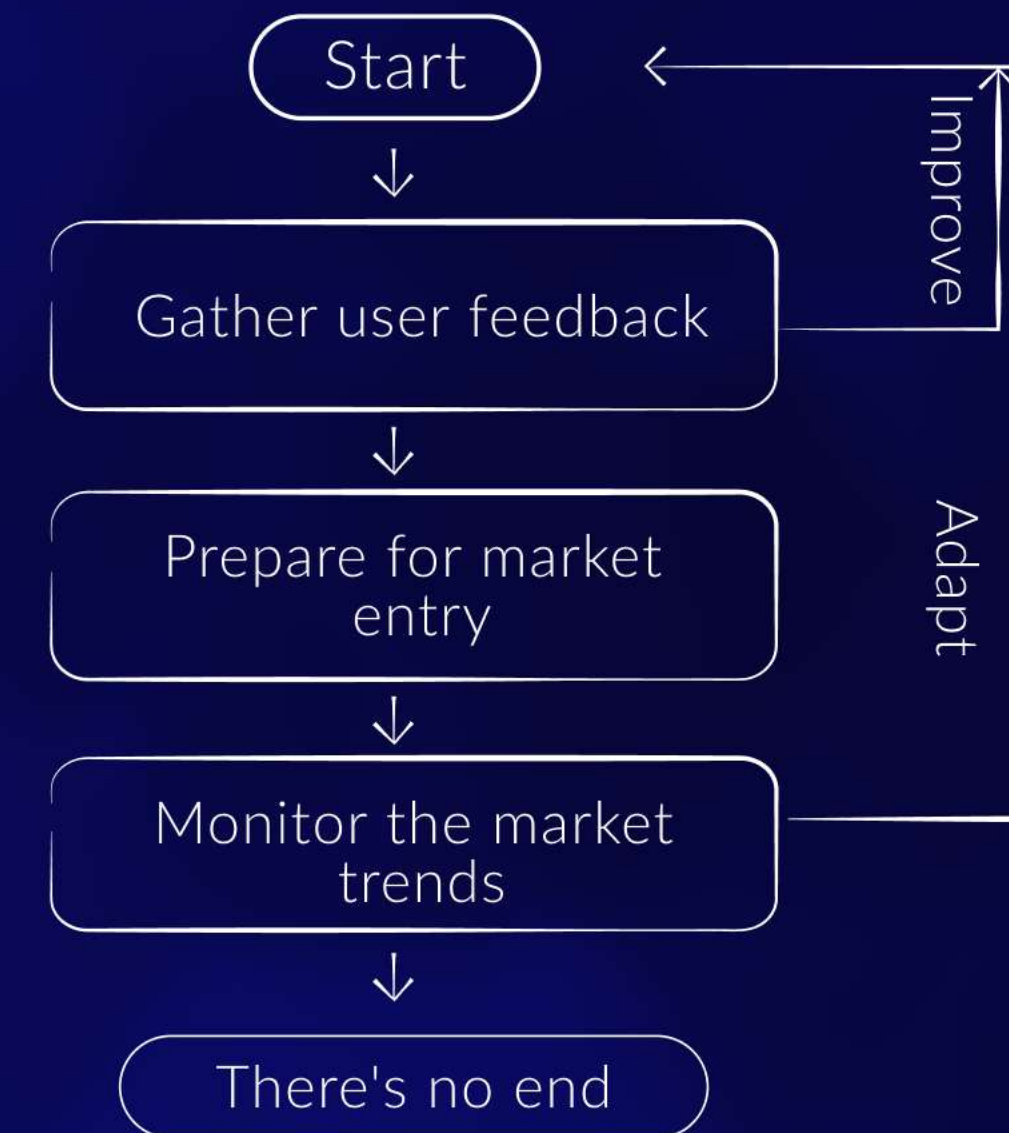
Technology-driven markets



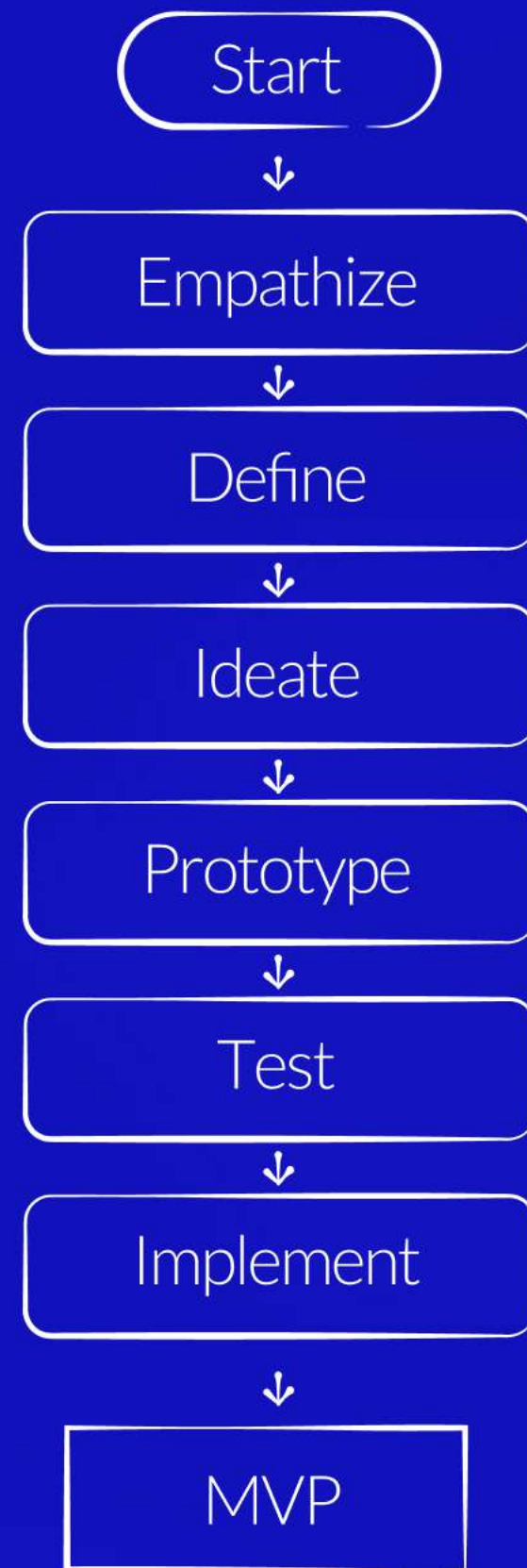
MVP

And there is a single, cyclical process to enhance the product:

Fine tuning and launching the product/service



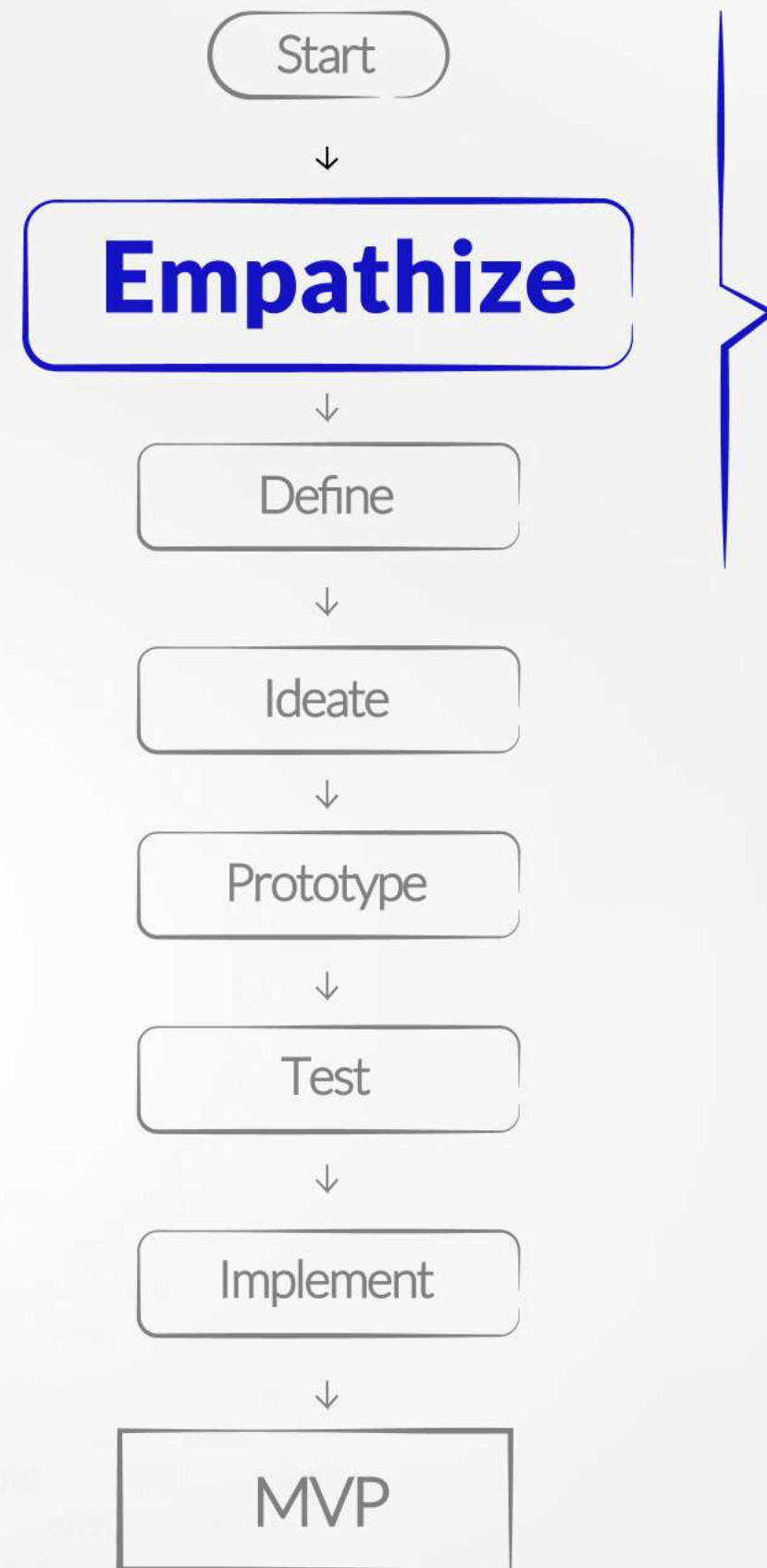
Let's get into it.



Customer-driven markets

Focuses on customer needs, preferences, and behaviors to shape business strategies, product development, and marketing efforts.

Keep
reading
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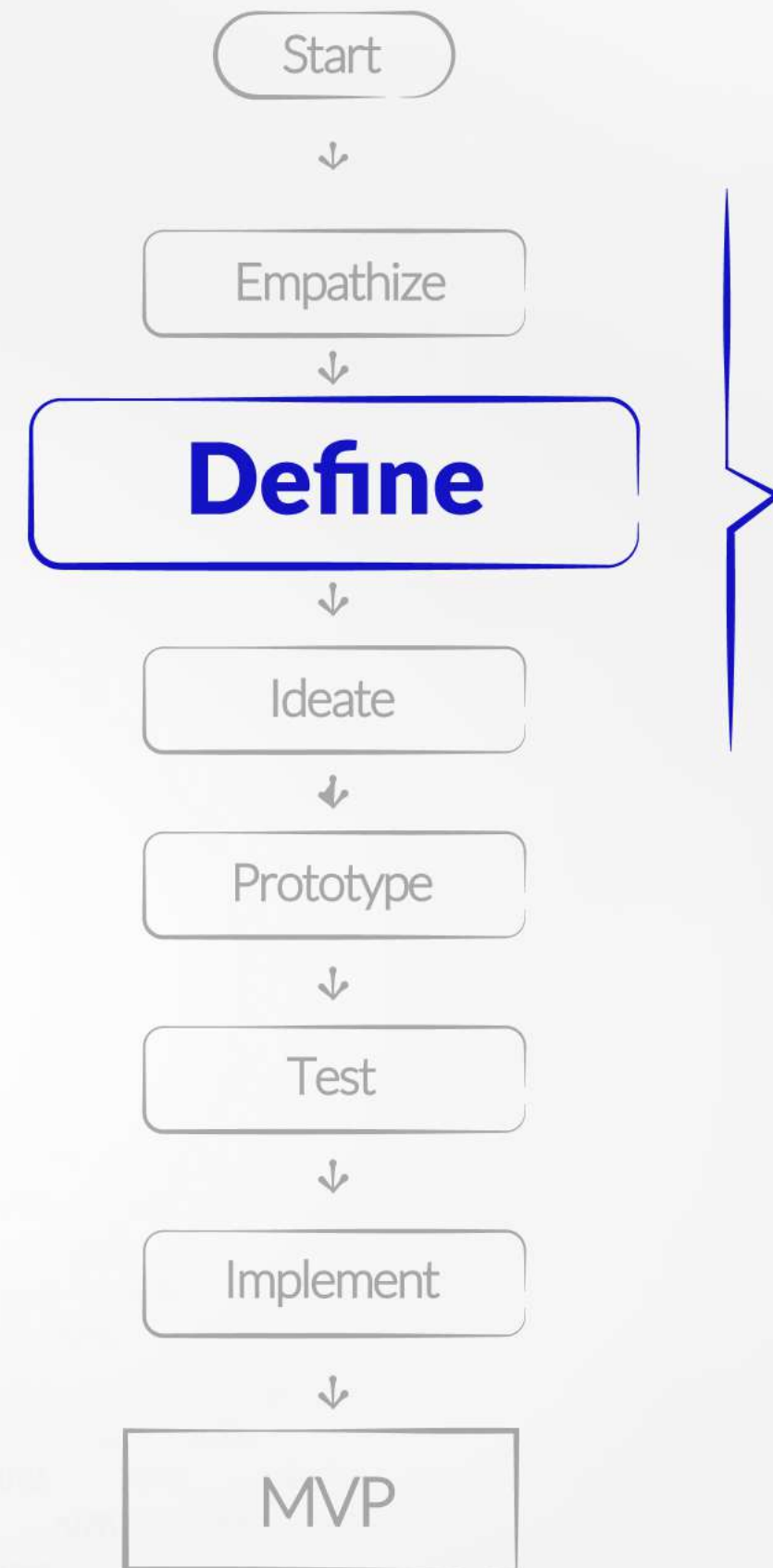


Empathize

Understand user perspectives

- Identify target companies, universities, and institutions.
- Leverage existing connections to expand your network.
- Communicate via LinkedIn, email, or other social media.
- Conduct interviews, surveys, and empathy mapping.
- Identify pain points, needs, and opportunities for innovation.
- Organize results in charts, tables, slides, etc.

CONTINUE TO THE NEXT STEP IF
We have records with the customer's feedback.

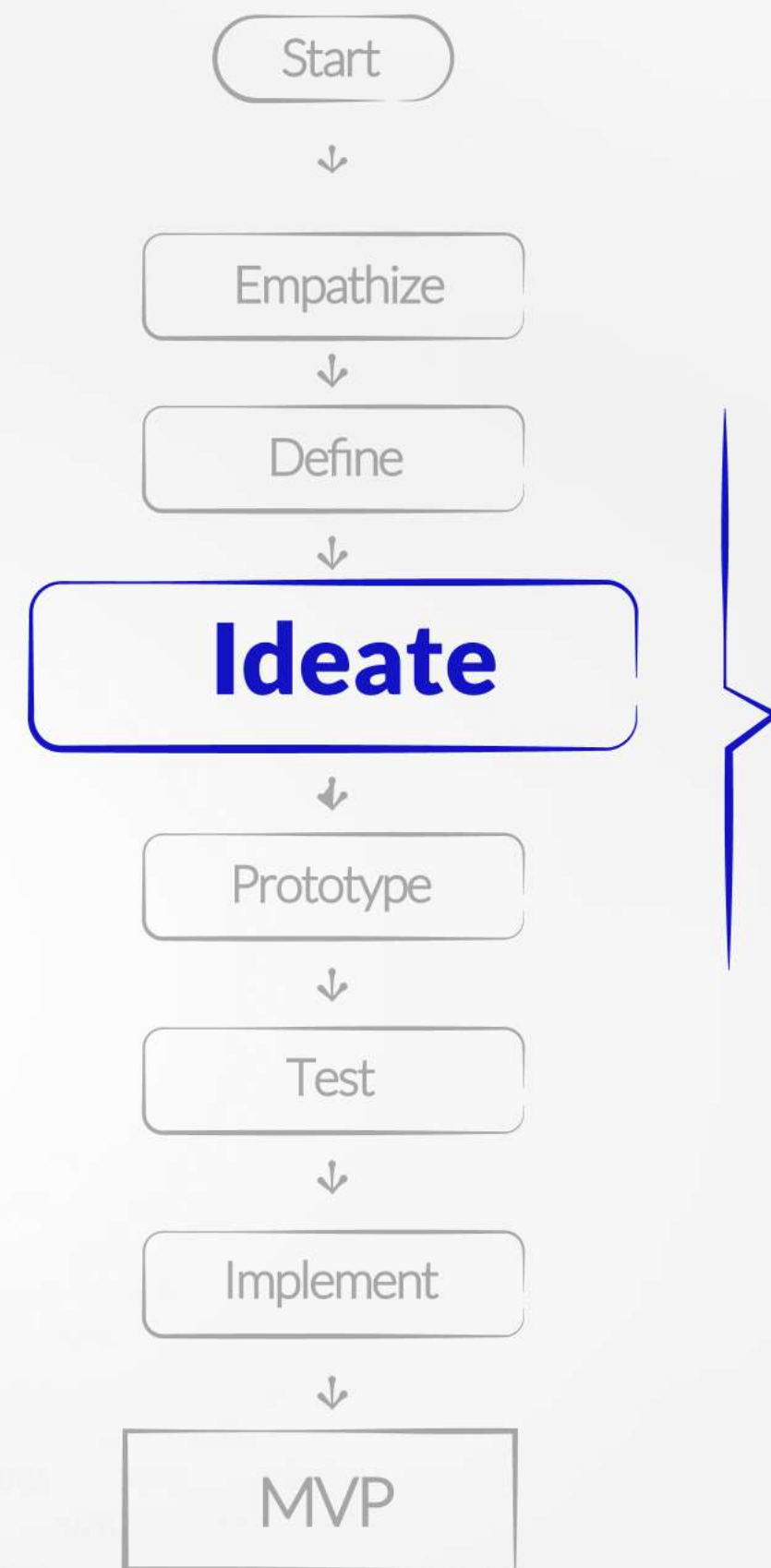


Define

Establish clear objectives

- Identify common problems from **Empathize**.
- Define issues to tackle.
- Develop a clear statement of user needs and aspirations.
- Identify subgroups by role, career, and market segment.
- Identify key areas with major improvement opportunities.

CONTINUE TO THE NEXT STEP IF
We have a clear description of the customer's problems, pain points, and routine tasks.

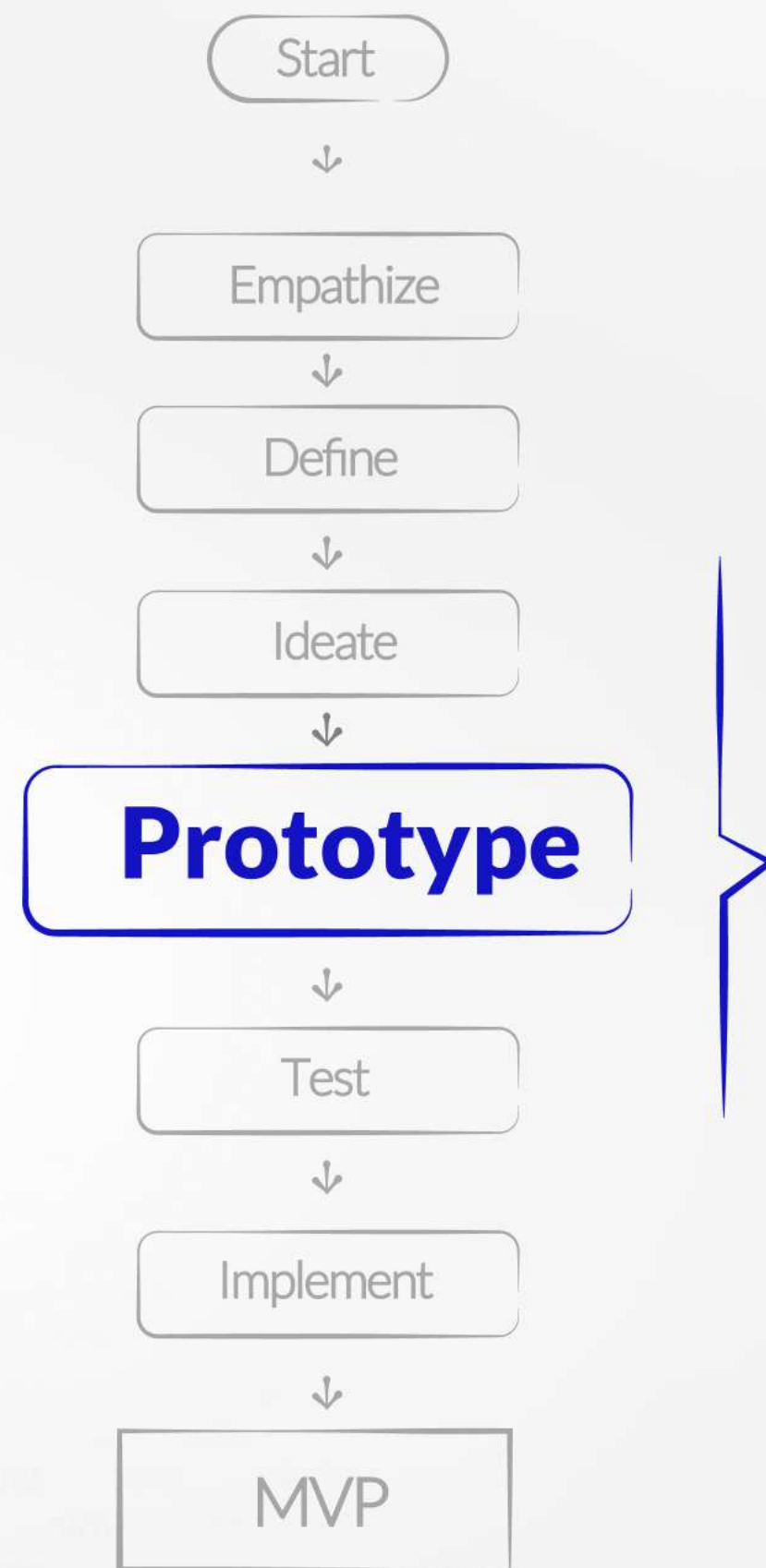


Ideate

Generate creative solutions

- Conduct brainstorming sessions with diverse teams.
- Using brainstorming techniques like
 - Mind mapping
 - SCAMPER
 - Role Storming
 - Fishbone Diagram...

CONTINUE TO THE NEXT STEP IF
We have a list with the ideas resulting from the brainstorming.

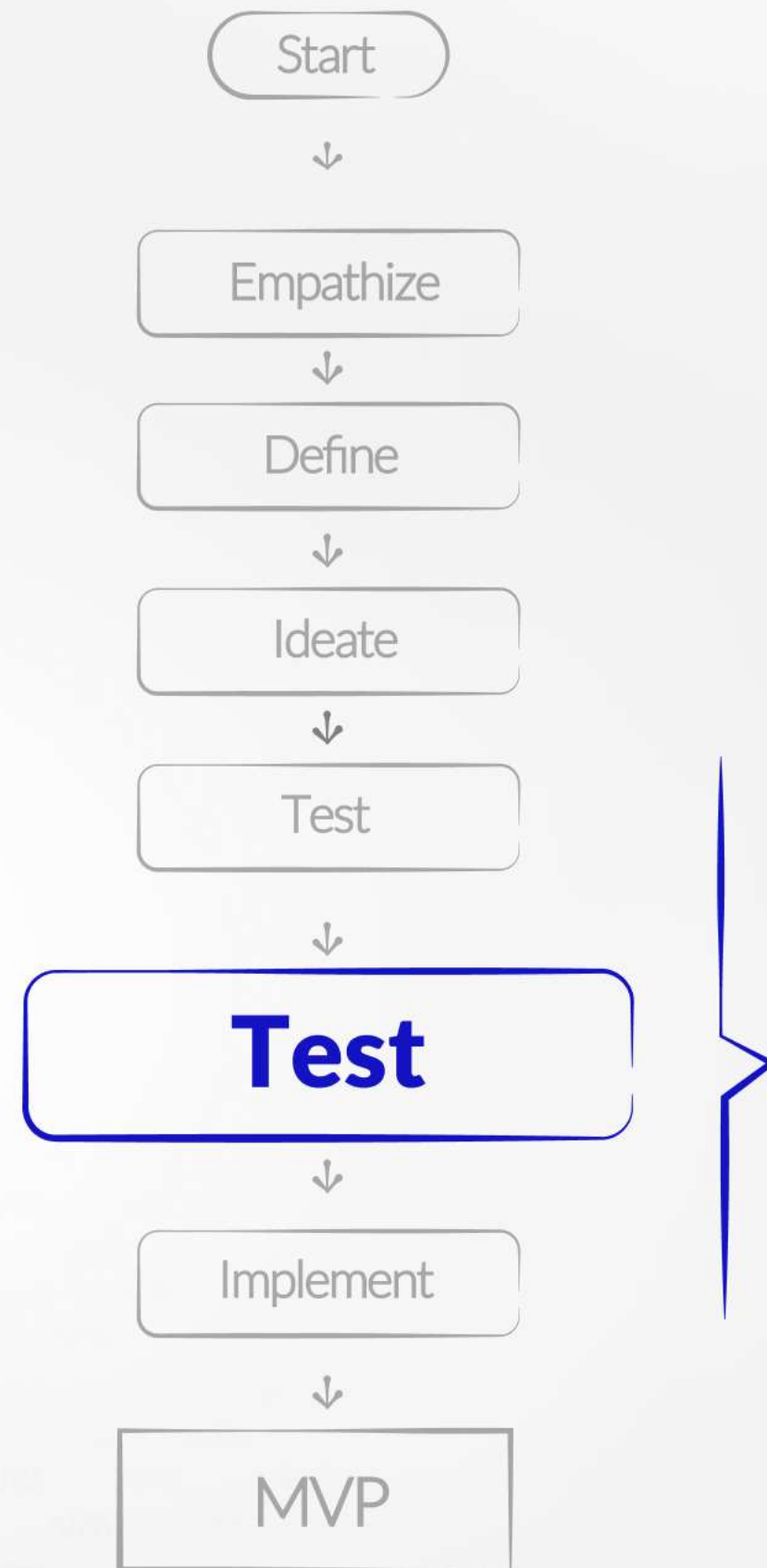


Prototype

Create tangible solutions quickly

- Select promising ideas and create low-fidelity prototypes like paper sketches to communicate the key features.
- Use quick-change tools like prototyping software or no-code/low-code platforms for changes.
- Define the unique value propositions and prototype.

CONTINUE TO THE NEXT STEP IF
We have a prototype that communicates the value proposition.



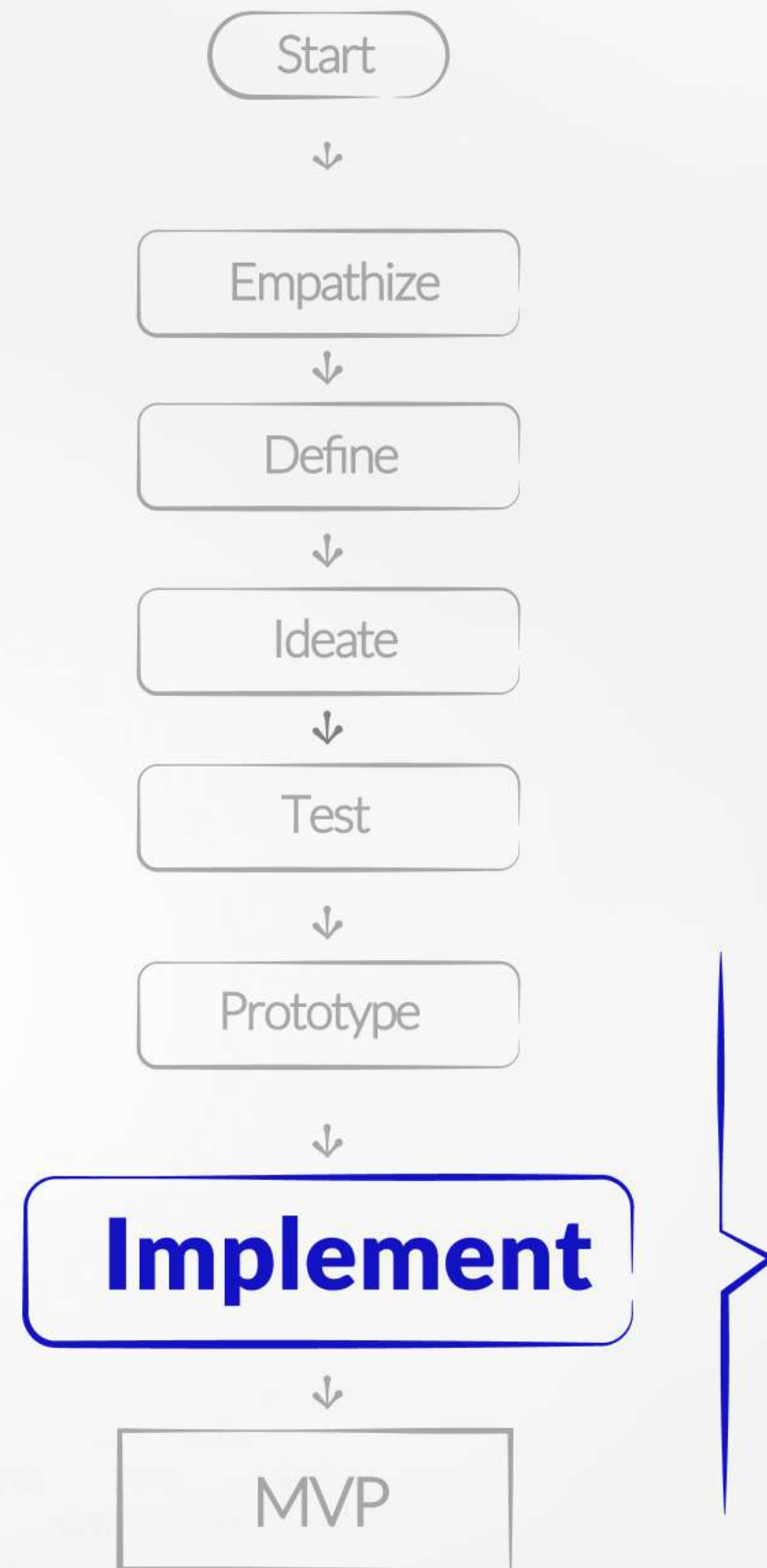
Test

Validate through user feedback

- Gather feedback on prototypes focusing on usability and user experience.
- Prepare feedback collection tools: tables, audio records, and surveys.
- Refine prototypes based on feedback; iterate to enhance the solution.
- Check **Flags to abandon an innovative idea.** (Page 22)

CONTINUE TO THE NEXT STEP IF

- We have customer feedback on the required improvements.
- An enhanced prototype with these changes.



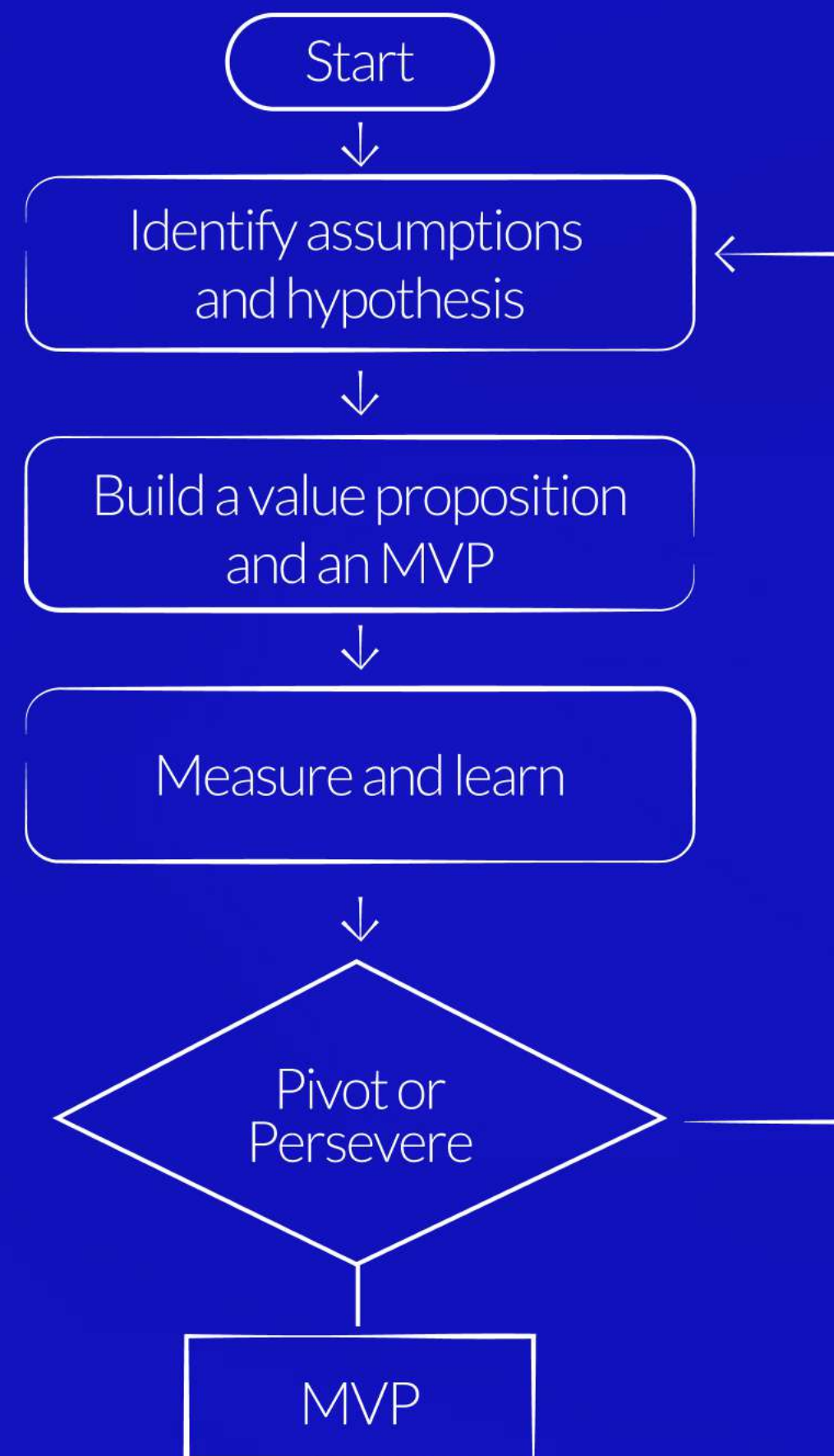
Implement

↗ Deploy and gather feedback

- Develop an MVP based on refined prototypes and user feedback.
- The MVP must validate assumptions, gather real-world data, and demonstrate the value proposition.

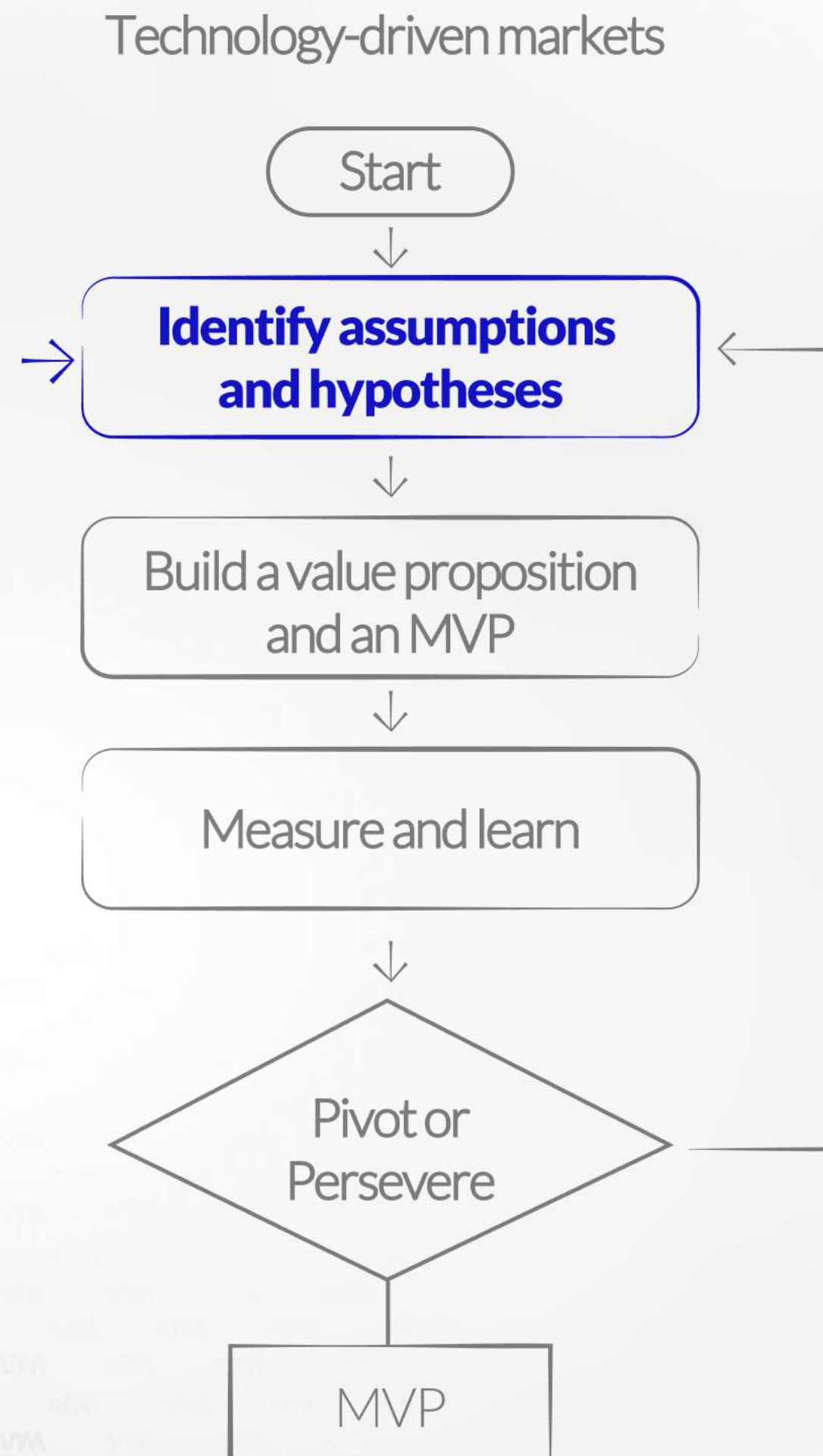
△ **CONTINUE TO THE NEXT STEP IF**
We have a Minimum Viable Product (MVP).

Technology-driven markets



Technology-driven markets

- Uses technology as a competitive advantage.
- Focuses on problems technology can solve, then identifies the customer segment.



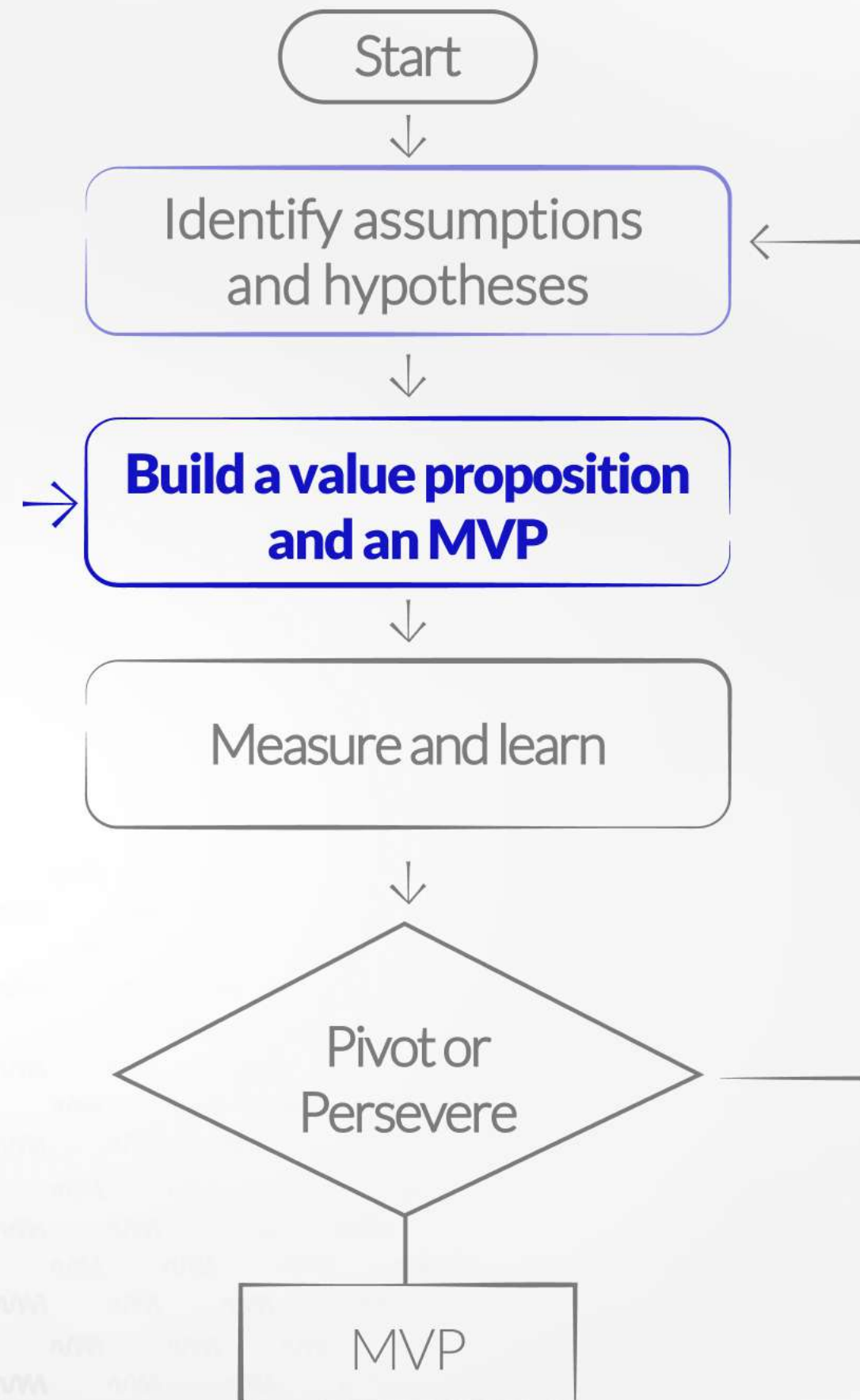
Identify assumptions and hypotheses

- Identify potential market or industry disruptions.
- Pinpoint critical assumptions about customer needs, market demand, revenue streams, or cost structure.
- Verify these assumptions using **Flags to abandon an innovative idea.** (Page 22)
- Transform assumptions into testable hypotheses
- Create metrics like user engagement, conversion rates, or revenue.

CONTINUE TO THE NEXT STEP IF

- We have a clear view of emerging technologies, market trends, and customer behavior.
- Verifiable assumptions about customer needs and market demand.
- Defined metrics to validate assumptions.

Technology-driven markets

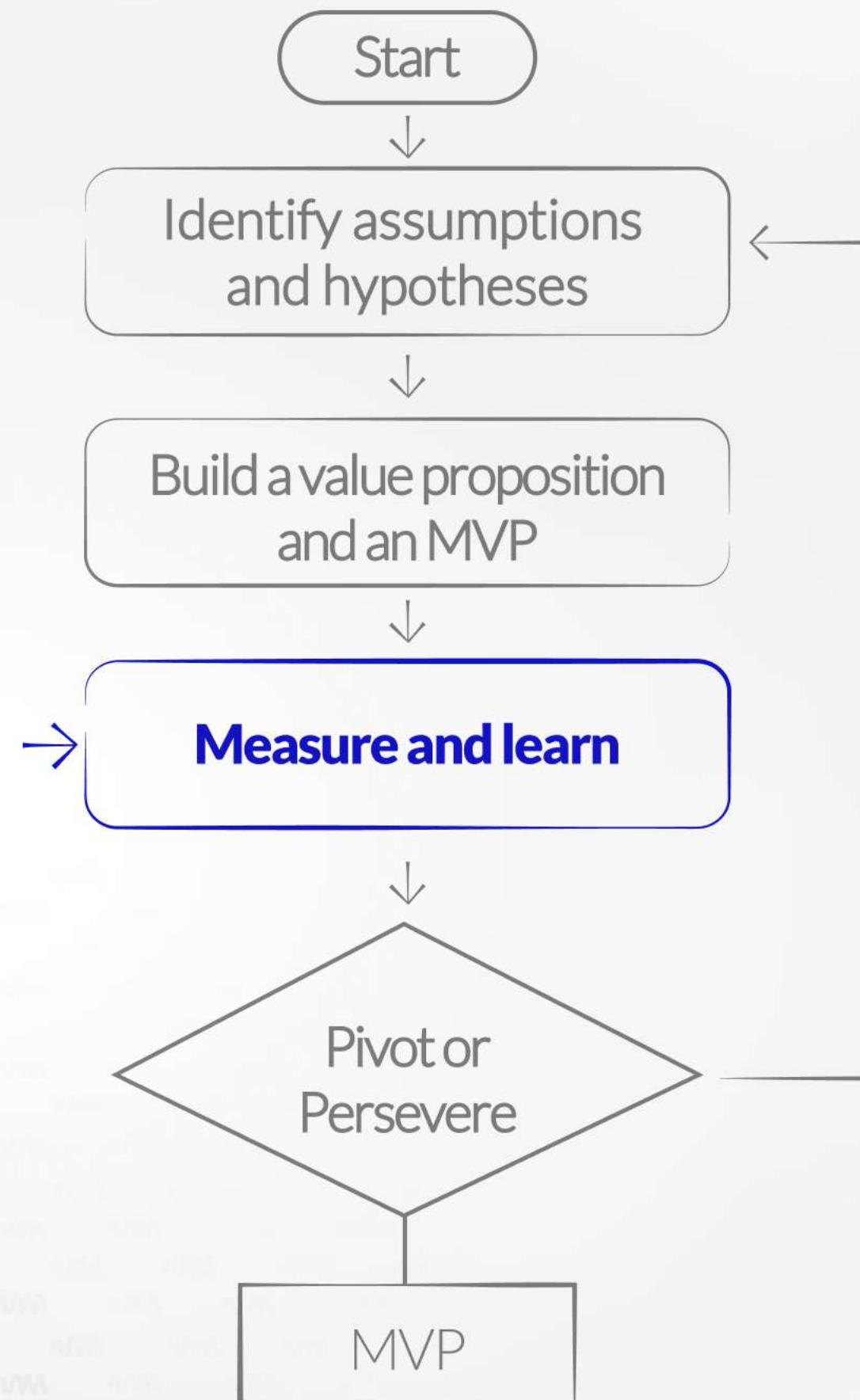


Build a value proposition and a MVP

- Create a value proposition addressing customer pain points with tech innovation.
- Challenge existing industry assumptions to improve customer experiences, increase efficiency, or create new business models.
- Develop an MVP focused on essential features for validation.

CONTINUE TO THE NEXT STEP IF
We have a Minimum Viable Product (MVP).

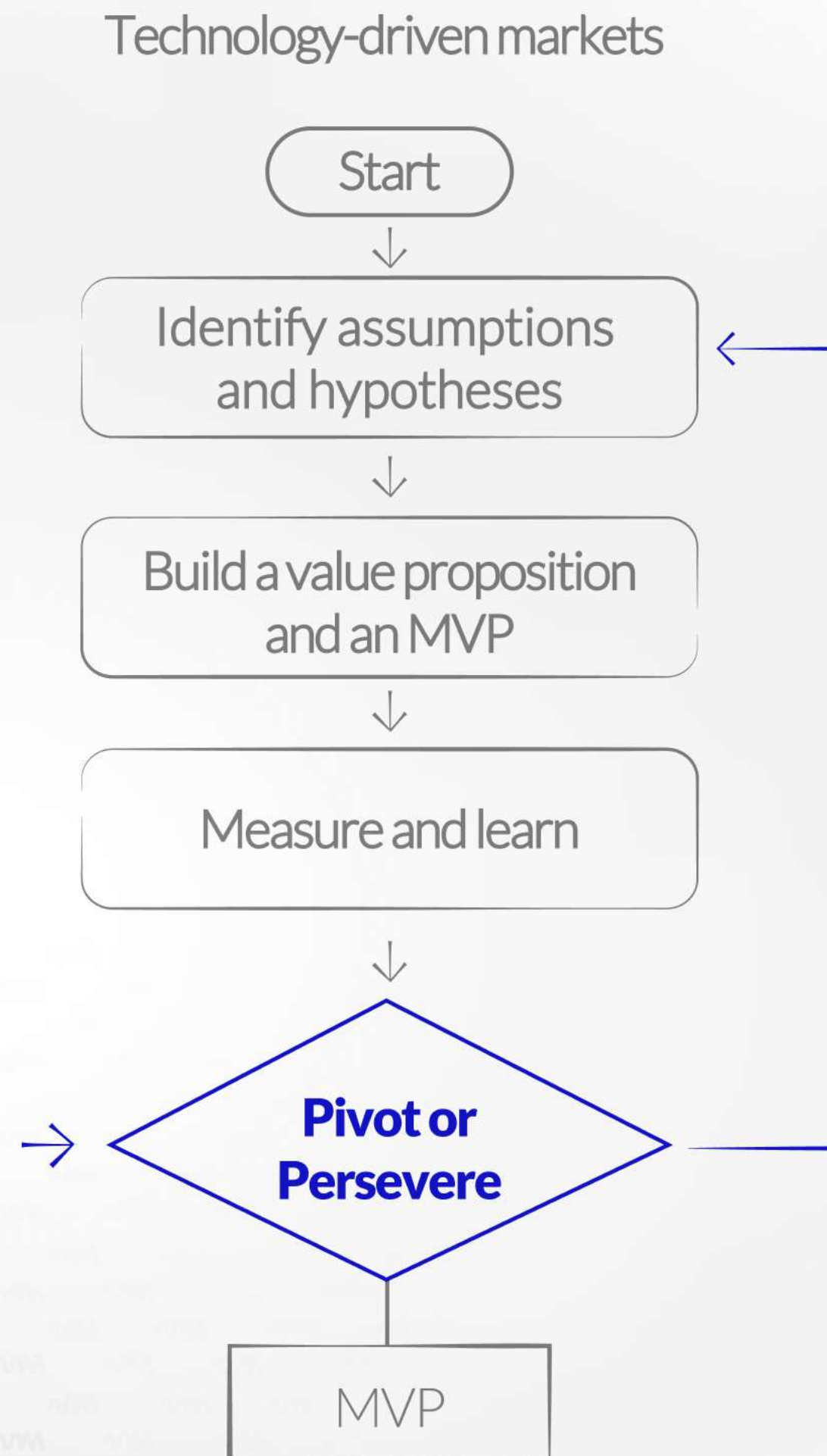
Technology-driven markets



Measure and learn

- Measure the product's impact and evaluate the success of the hypothesis with predefined metrics.
- Use A/B testing or other methods to compare product versions or features.
- Seek user feedback through surveys, interviews, usability testing, or analytics.
- Use feedback to understand user needs, pain points, and areas for improvement.

CONTINUE TO THE NEXT STEP IF
We have customer feedback on the required improvements.

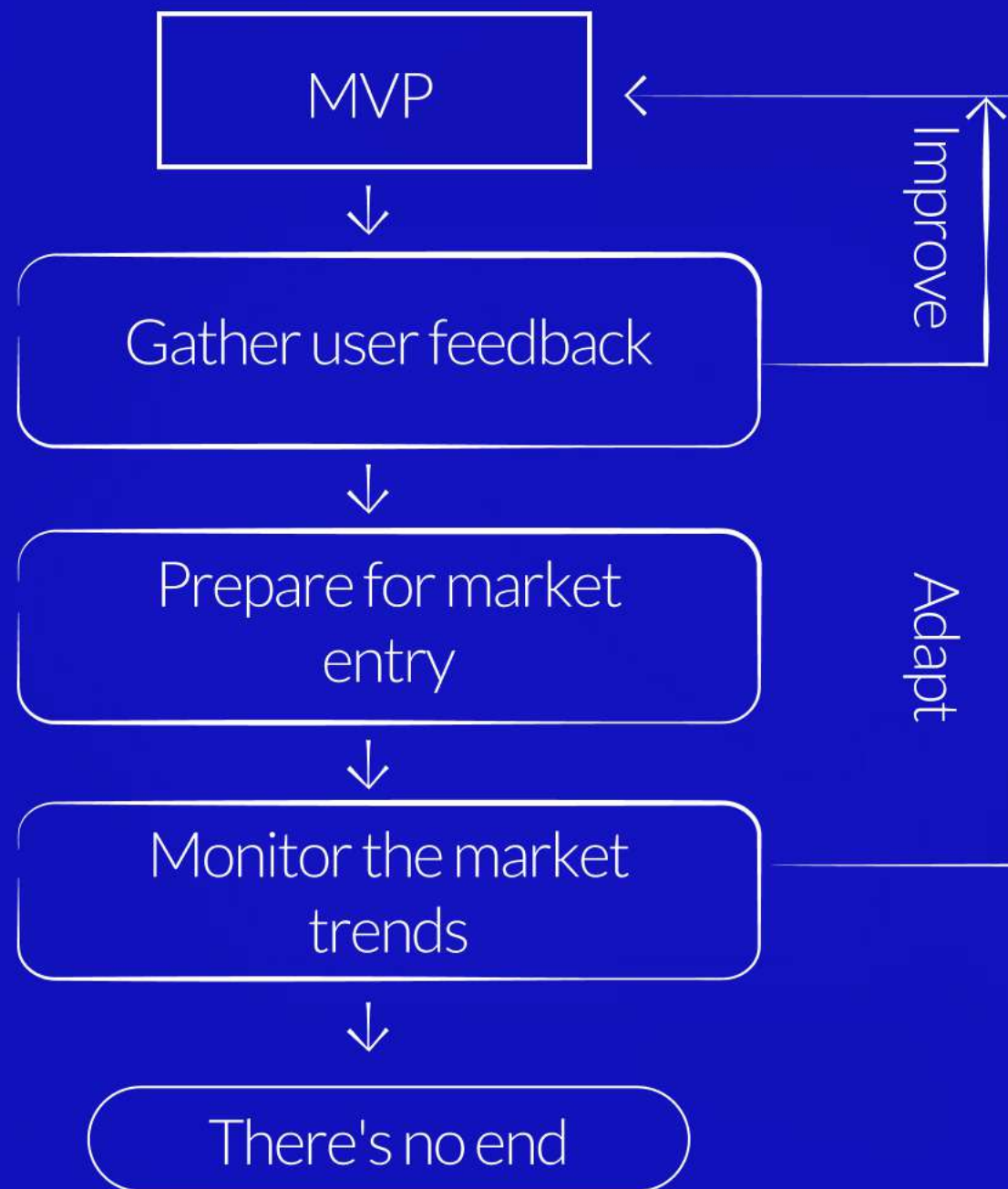


Pivot or Persevere

- Analyze data to validate or invalidate assumptions and hypotheses.
- **Pivot:** If data invalidates assumptions, make significant changes to the product, target market, business model, or strategy.
- **Persevere:** If data supports assumptions, refine and scale the product. **(back to step 1)**
- **Abandon:** Check **Flags to abandon an innovative idea.** (Page 22)

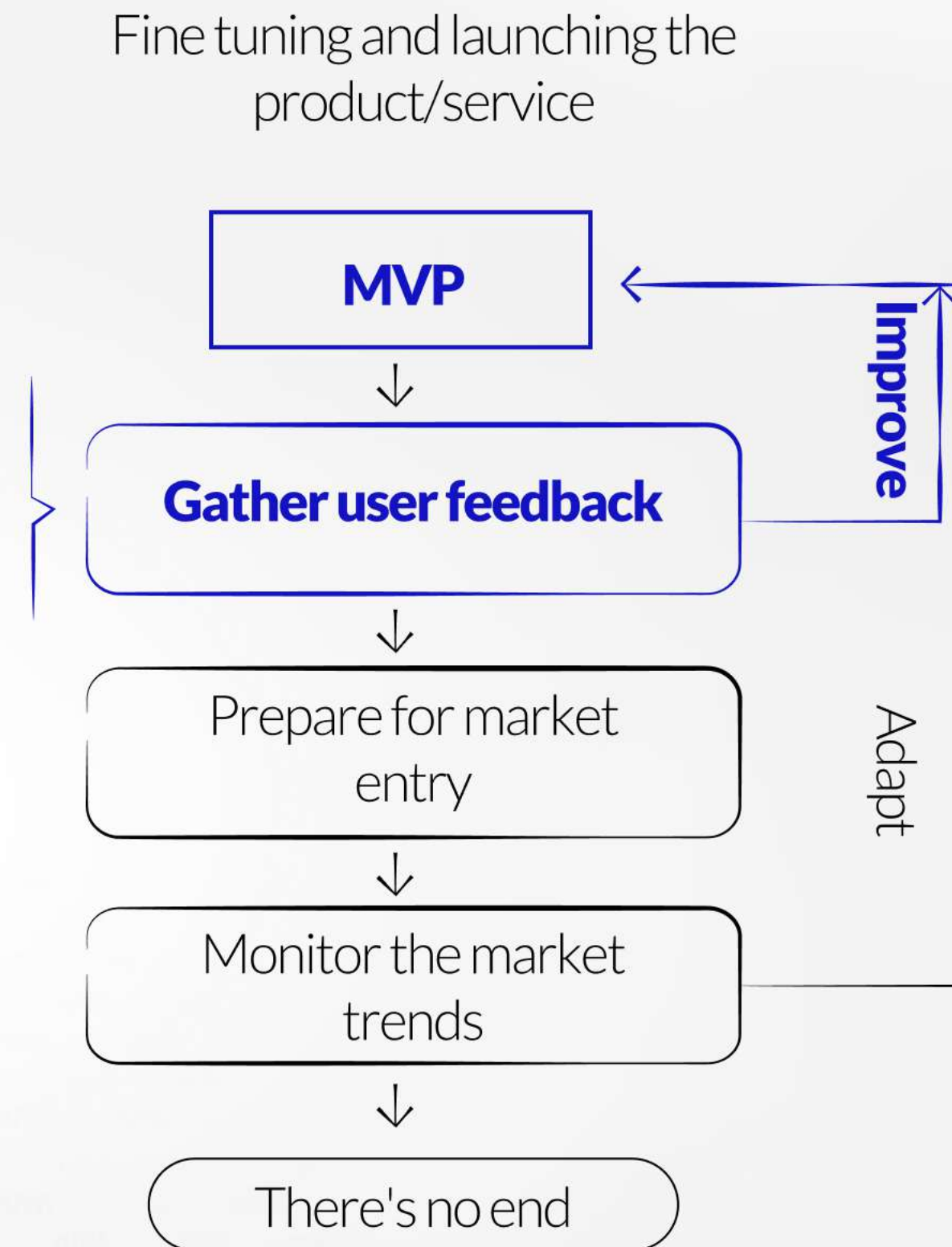
CONTINUE TO THE NEXT STEP IF
→ We have a new MVP if we pivoted.
→ An enhanced MVP if we persevered.

Fine tuning and launching the
product/service



Tuning and launching the product/service

Regardless of the outline we choose, we need to tune the MVP according to user feedback.



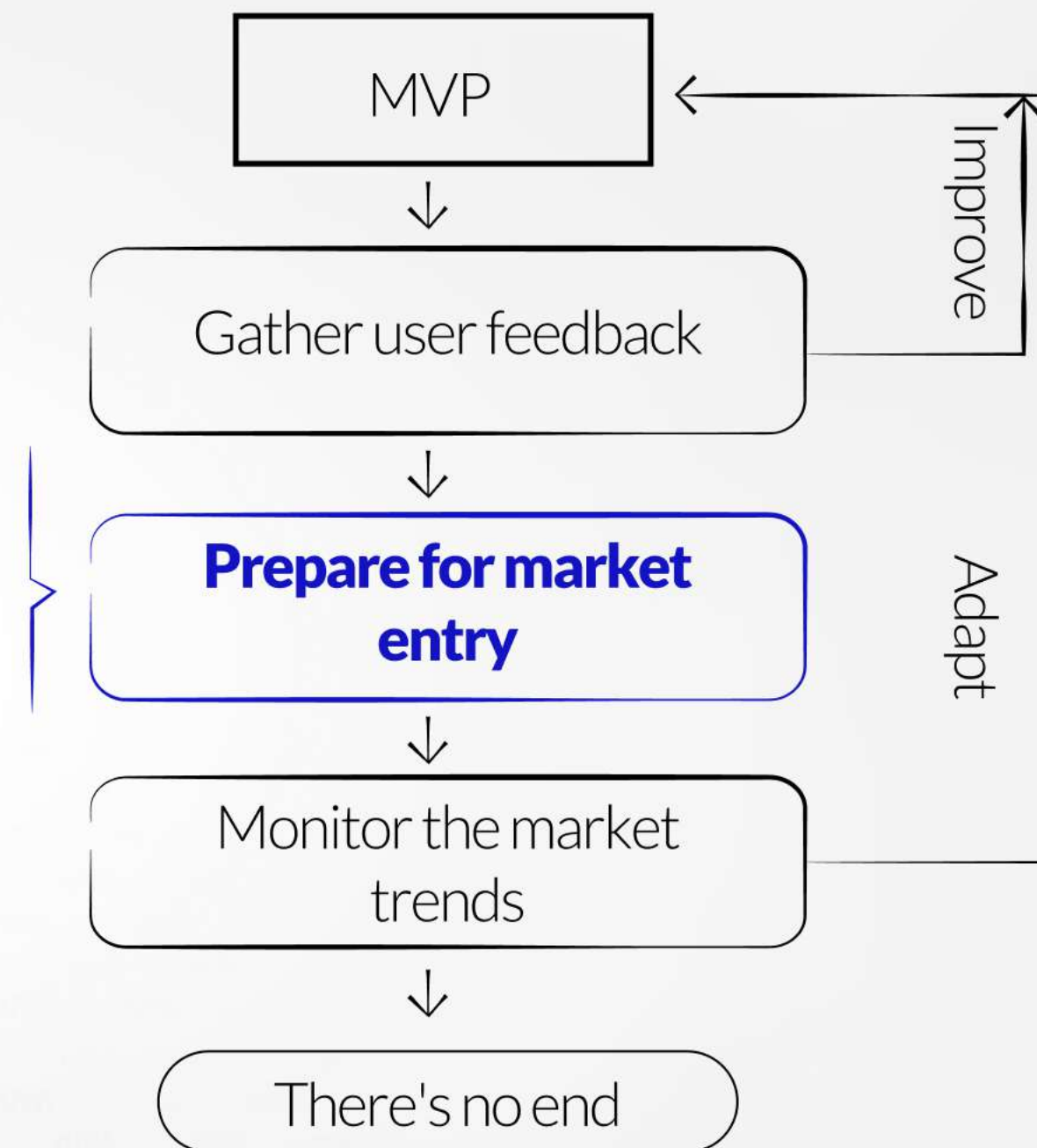
Continuous Iteration

- Engage with users after the initial release to gather feedback and monitor experiences.
- Use user analytics, surveys, feedback forms, and customer support interactions.
- Prioritize and integrate enhancements, new features, and refinements into future iterations based on feedback.
- Check **Flags to abandon an innovative idea.** (Page 22)

CONTINUE TO THE NEXT STEP IF

- We have customer feedback on the required improvements.
- An enhanced prototype with these changes.

Fine tuning and launching the product/service

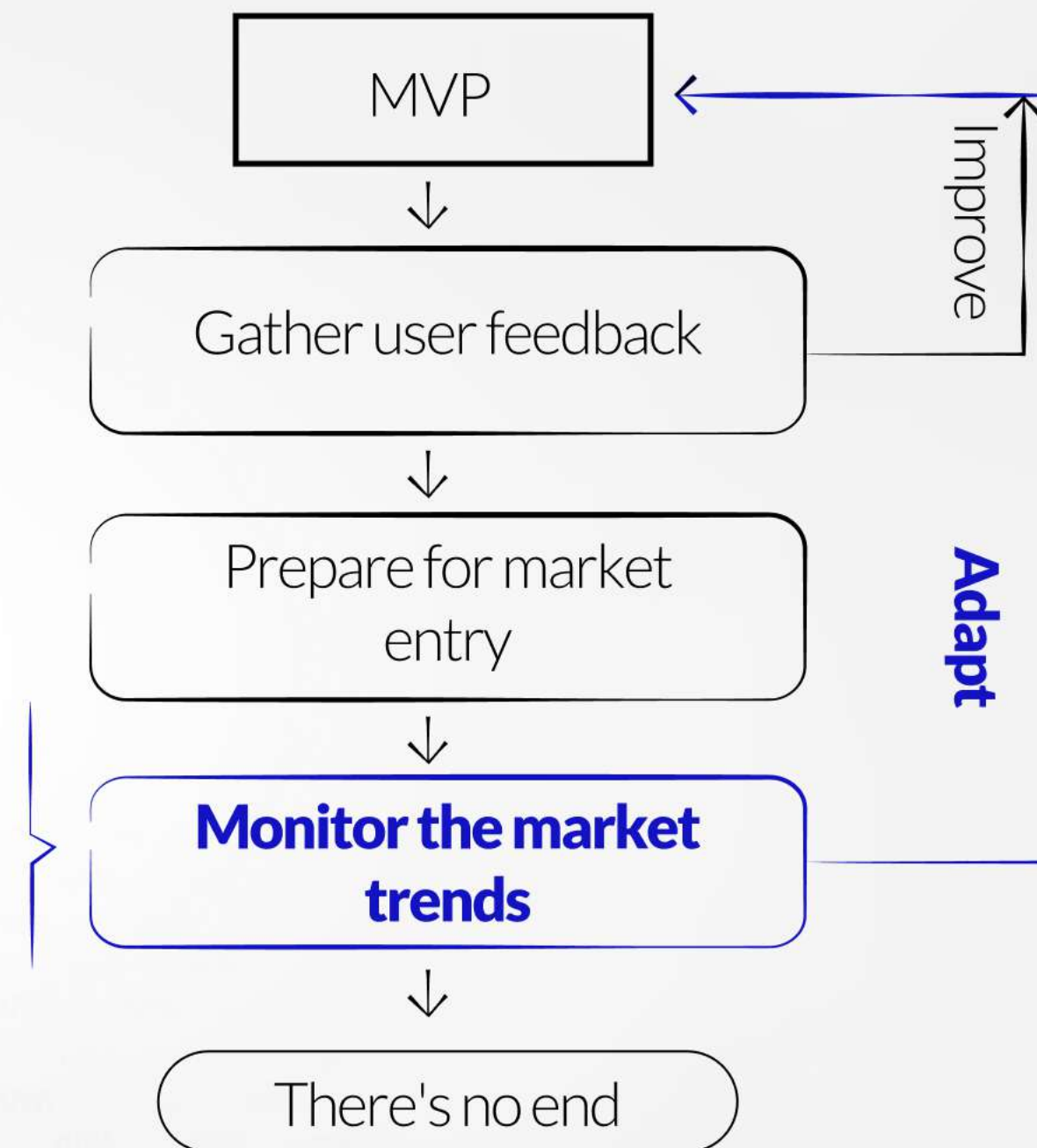


Prepare for Market Entry

- Develop a plan to scale production, infrastructure, and operations as demand grows.
- Determine how to reach and attract early adopters, create awareness, and build traction.
- Develop a go-to-market strategy.

CONTINUE TO THE NEXT STEP IF
We have a well-defined strategy for market entry and scalability.

Fine tuning and launching the product/service

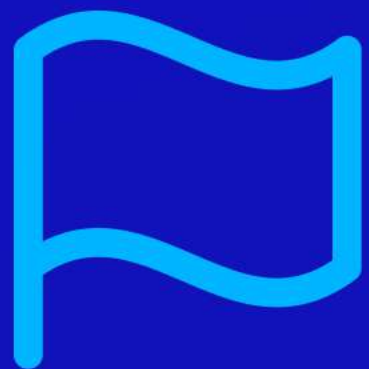


Monitor and Adapt

- Monitor the market, industry trends, and competitive landscape.
- Stay ready to adapt the strategy as the market evolves.
- Encourage a culture of continuous innovation.

Check **Flags to abandon an innovative idea.** (Page 22)

CONTINUE TO THE NEXT STEP IF
We have a tracking strategy to keep updated on current technological trends.



Flags to abandon an innovative idea

Recognizing the right time to stop
is also a pathway to growth.

Lack of Market Demand	Market research/customer feedback shows poor demand or lack of interest.
Infeasibility or Technical Challenges	The idea is infeasible within constraints (technology, cost, scalability, regulation).
Insufficient Resources	The product/service requires more resources than available.
Changing Market Dynamics	The idea is vulnerable to market changes, emerging technologies, or shifting customer preferences in the short term.
Lack of Competitive Advantage	The product/service is not differentiated or competitive compared to existing offerings. It faces strong competition.
Negative Financial Projections	Financial projections indicate low profitability and poor ROI.
Ethical or Legal Concerns	The product/service cannot be legally implemented without ethical conflicts.

Innovation comes from the customer, not from the producer.

Addressing customers' needs is the
only way to reduce innovation risks.

► Any questions about our innovation framework?

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