

Fare Open Innovation in modo rapido con le Innovation Challenge

Nicola Doppio
www.trentinoinnovation.eu



INDUSTRIAL PROBLEMS PULLING INNOVATION



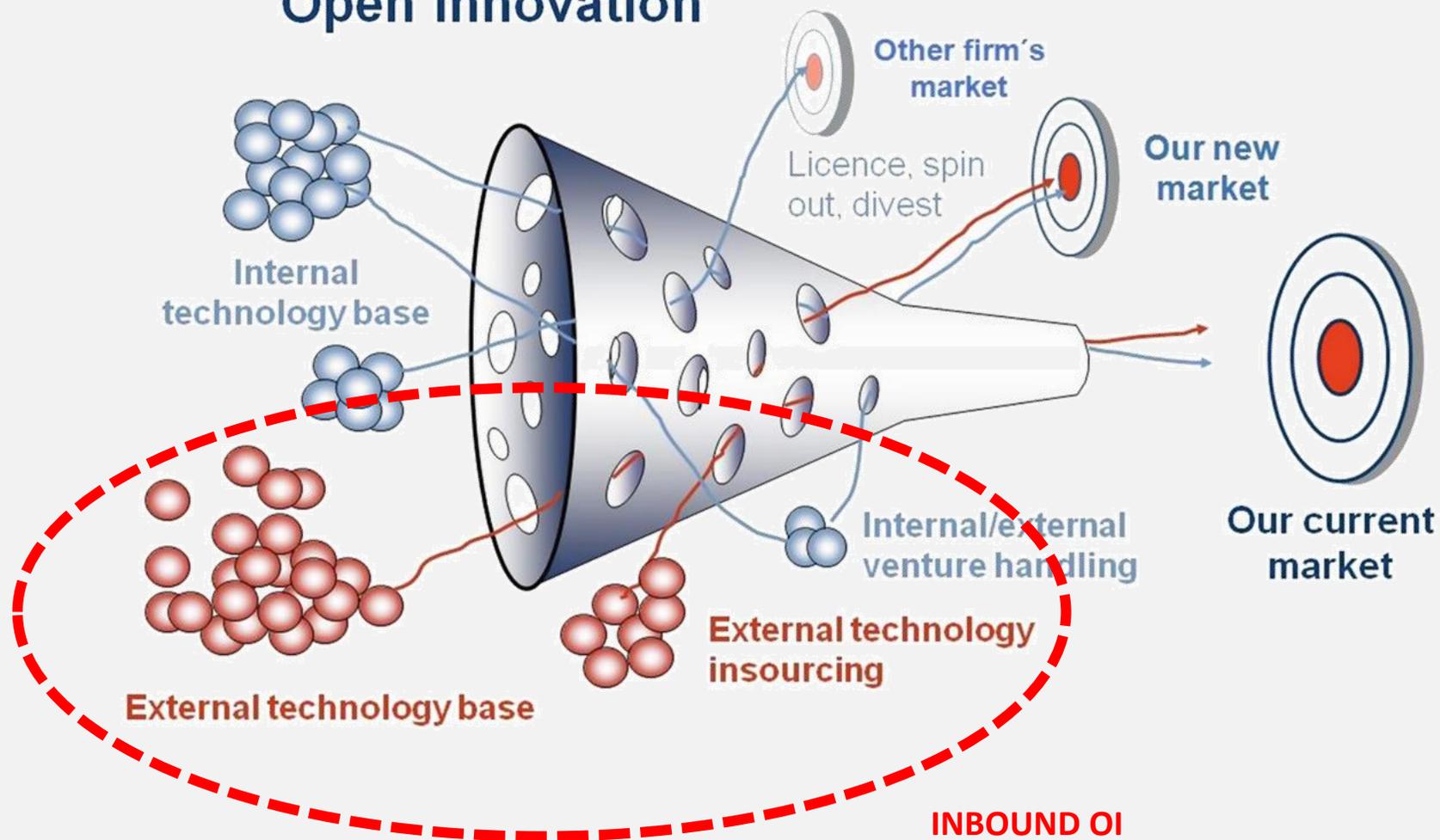
PULL

A large, thick green arrow that starts on the right and curves to the left, pointing towards the laboratory image.

PUSH

A large, thick grey arrow that starts on the left and curves to the right, pointing towards the factory image.

Open innovation



Henry W. Chesbrough
Stanford, Harvard, Berkeley

INNOVATION PRIZES



Longitude Prize
(Great Britain, 1714 > 1773)



Food Preservation Prize
(France, 1795 > 1810)

Incentives

Solvers

Seeker

PUBLIC INNOVATION CONTESTS



- Regulations
- Sponsor
- Incentives
- Solvers
- Seeker

**LONGITUDE
PRIZE**

Google
LUNAR **X** PRIZE

مؤسسة دبي للمستقبل
DUBAI FUTURE FOUNDATION



Challenge.gov
Government Challenges, Your Solutions

CORPORATE INNOVATION CONTESTS

HIT
HUB INNOVAZIONE TRENTO

IPR

Activities

Scope

Regulations

Sponsor

Incentives

Solvers

Seeker

P&G connect + developSM
Corporate Collaborations

BOEING

STI
life.augmented

AT&T
FOUNDRY+

BAYER

HACKATHONS

Format

Community

IPR

Activities

Scope

Regulations

Sponsor

Incentives

Solvers

Seeker



TECHPARK
SÜDTIROL / ALTO ADIGE



TEAM PER LA
TRASFORMAZIONE
DIGITALE



InnoDays

OPEN INNOVATION INTERMEDIARIES

Business Model

Platform

Format

Community

IPR

Activities

Scope

Regulations

Sponsor

Incentives

Solvers

Seeker

INNOCENTIVE®

NINESIGMA
Accelerating the Innovation Cycle

idea CONNECTION®

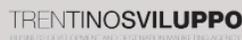
nesta

RWTH AACHEN
UNIVERSITY

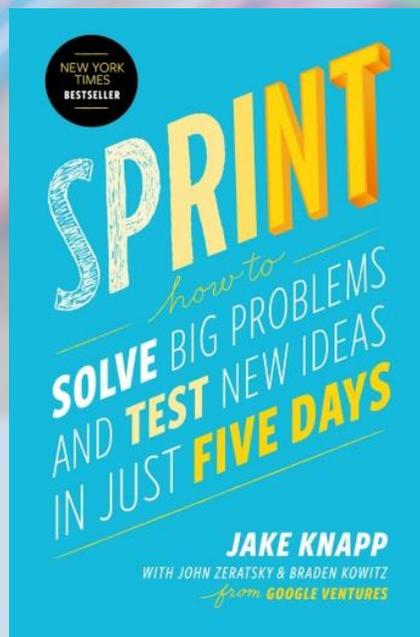




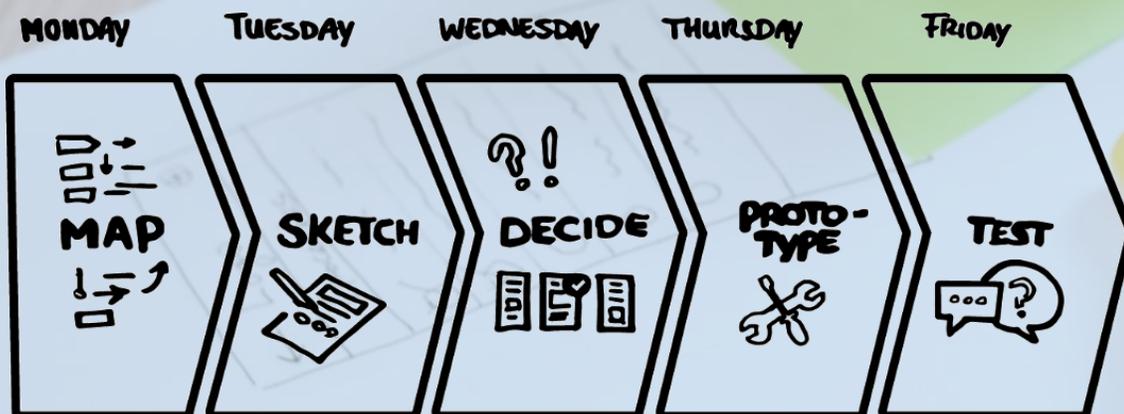
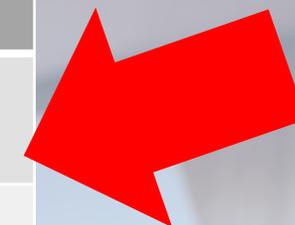
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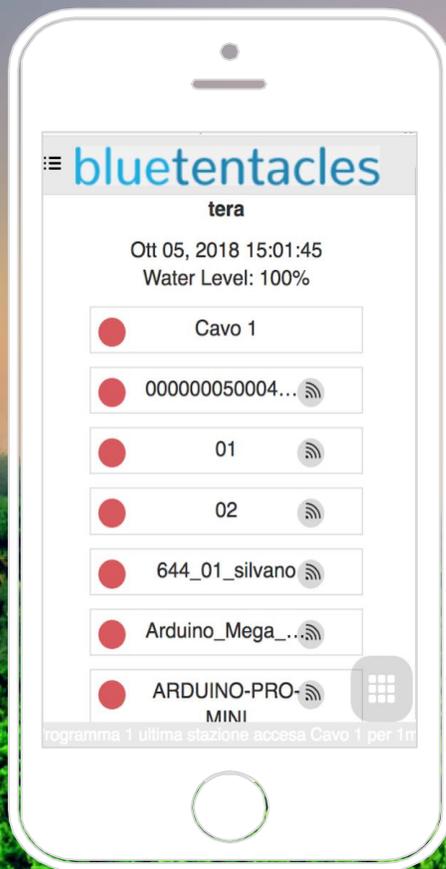


CON IL SUPPORTO DI



DAY 1	DAY 2
SCOPING THE CHALLENGE	TEST
IDEATION OF SOLUTION	TUNE AND DELIVER
PROTOTYPING	FINAL EVENT





| Dario Betti



The Healthcare Partner

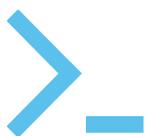




The Healthcare Partner for a better future



The Healthcare Partner



Software



Care



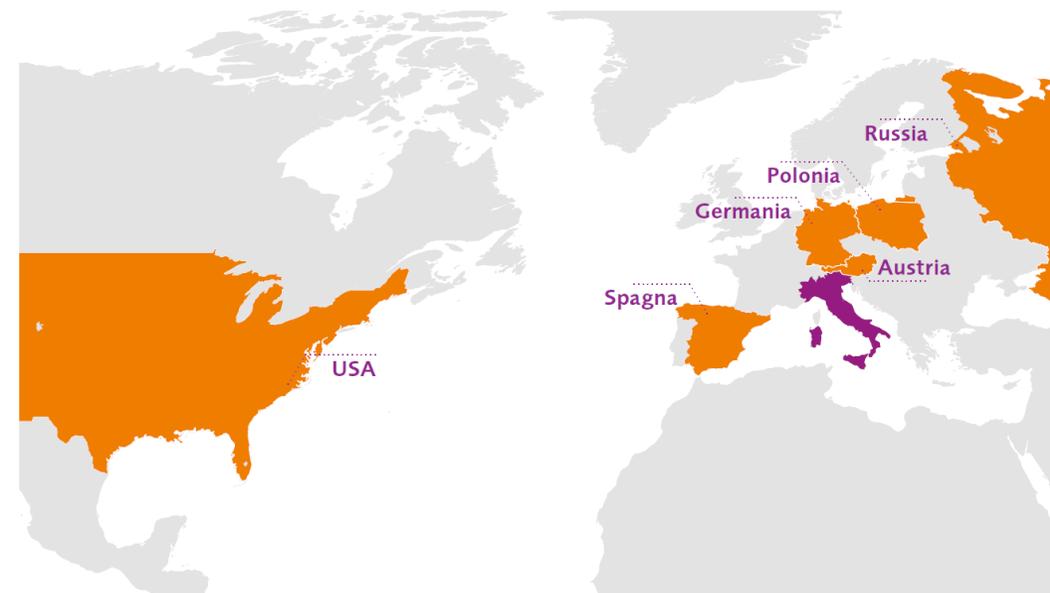
Automation



ICT



Pay



UX CHALLENGE 2018

BUSTERPHARMA

BusterPharma è una soluzione integrata hw/sw consistente in un armadio farmaceutico robotizzato che permette l'erogazione in modalità self-service di farmaci a utenti finali.



UX CHALLENGE 2018

PRIMA CHALLENGE

- Valutare la UX del prototipo esistente tramite valutazione euristica e test con utenti ed individuare i pain point di usabilità eventualmente dipendenti anche all'utilizzo in contesti di lettura da destra a sinistra
- Sulla base di quanto emerso dal punto precedente, raffinare il design esistente di processi e interfacce rivedendoli tenendo conto degli attuali constraint tecnologici (hardware/software) e di business.



UX CHALLENGE 2018

SECONDA CHALLENGE

- Esplorare ipotesi di design radicalmente alternative senza essere vincolati agli attuali constraint tecnologici ed immaginando anche nuovi scenari di business.
- Il focus di questa seconda sfida è dunque sulla value proposition e sul service design, tuttavia nei limiti di tempo dell'evento è gradito lo sviluppo delle nuove ipotesi di design anche rispetto all'interazione utente con l'armadio ed eventualmente anche con altri artefatti (es: mobile app, restyling dell'armadio).



UX CHALLENGE 2018

PAIN POINT

- Ingresso nel sistema
- Inserimento codice matricola
- Ritorno alla schermata iniziale
- Ritiro del farmaco
- Deposito del vassoio
- Richiesta di assistenza

“ Non mi sentirei proprio sicuro ad utilizzare il numero di matricola: se ci fosse un codice ricetta che si incrocia con il numero matricola, sennò password con SMS o una tessera a parte ”

Lorenzo



UX CHALLENGE 2018



UX CHALLENGE 2018

OUTCOME PER L'AZIENDA

- sperimentare l'approccio «lean UX» in un contesto non rischioso e a basso costo
- constatare l'effettivo ROI di tecniche e approcci quali
 - design thinking
 - design sprint
 - valutazione euristica
 - user testing: «It's time to get out of the building»
 - divergenza & convergenza (accettare la possibilità di errore)
- imparare rapidamente (pochi giorni) nuovi insight sul proprio prodotto/servizio
- introdurre in azienda e a poco rischio i risultati della challenge e scolarli (verticalmente e/o orizzontalmente)





Grazie per l'attenzione!

 @dariobetti

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BELKA

Giulio Michelon

www.belkadigital.com



3. Come progettare una Challenge?



The **Innovation Challenge** Design Canvas

Challenge Name _____

WHY?	WHAT?	HOW?
		
		
		
		

VISUAL GUIDE TO DESIGN CONTESTS

What's inside

Innovation agencies can organize *Innovation Challenges* to help SMEs find ideas and solutions to business and technological problems through the involvement of external contributors (e.g. other companies, researchers, freelancers, or students).

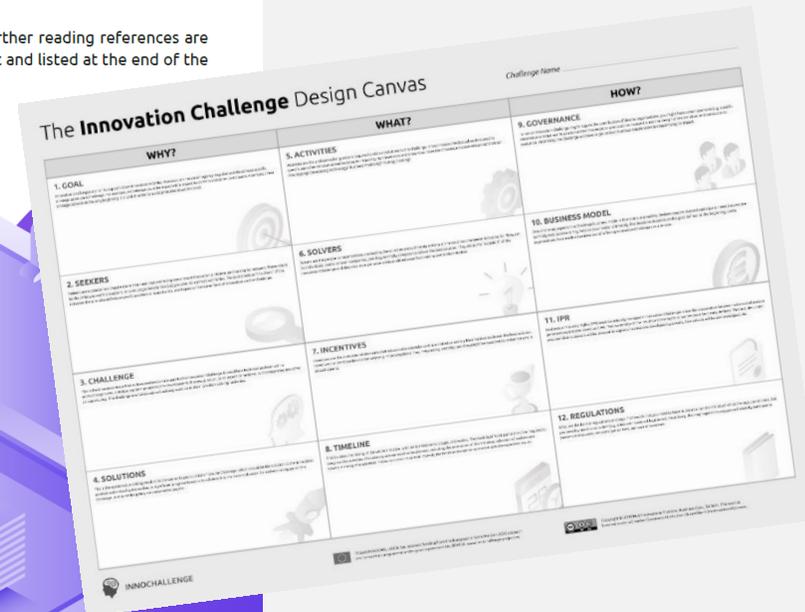
Three valuable tools are presented for learning how to design and implement an *Innovation Challenge*:

1. **CANVAS**: a framework for understanding what the building blocks of an Innovation Challenge are. Print it out and apply post-its to delineate your new Innovation Challenge.

2. **JOURNEY MAP**: all the steps required to implement an Innovation Challenge: from its inception (e.g. defining goals and expected impacts) to execution and follow up.

3. **EXAMPLES**: a collection of ten examples of Innovation Challenges designed to support different types of SMEs in different industries and technology sectors. Find inspiration and contact the organizers for full details on how to replicate them!

Suggested further reading references are linked in the text and listed at the end of the Guide.



The Innovation Challenge Design Canvas is a structured form for defining an innovation challenge. It is divided into three main columns: WHY?, WHAT?, and HOW?. The rows are numbered 1 through 12, each with a specific heading and a brief description of what to fill in. The form includes icons for each section and a 'Challenge Name' field at the top right.

WHY?	WHAT?	HOW?
1. GOAL	5. ACTIVITIES	9. GOVERNANCE
2. SEEKERS	6. SOLVERS	10. BUSINESS MODEL
3. CHALLENGE	7. INCENTIVES	11. IPR
4. SOLUTIONS	8. TIMELINE	12. REGULATIONS



www.innochallenge-project.eu

The Innovation Challenge Design Canvas

Challenge Name

Open Data
Hack-a-bot

WHY?	WHAT?	HOW?
1. GOAL Innovation Challenges are run to support strategic goals via a Challenge. For exam strategic aspects at the very beginning it	5. ACTIVITIES Activities are the problem-solving actions specific and often innovative methodologies: Prototyping! Developing technology! Bus	9. GOVERNANCE To run an Innovation Challenge might require the contribution of various stakeholders (e.g. a public authority) that want you to run the Challenge, or you (as an administrator) that will have to get onboarded. Most likely the Challenge will have to get onboarded
2. SEEKERS Seekers are organizations (maybe more than one) that are facing a specific problem or opportunity. They might be the ones you want to support, or even larger organizations & if they define a specific problem or opportunity	6. SOLVERS Solvers are the people or organizations conducting the challenge. They might be individuals, teams, or even companies, and they also must provide the "suppliers" of the	10. BUSINESS MODEL One of the key aspects in a Challenge business model is financial sustainability. Seekers may be charged participation fees (solvers are normally not). Sponsors may help to cover costs. Ultimately, the decision depends on the goal defined at the beginning. Some organizations have made a business out of offering Innovation Challenges as a service.
3. CHALLENGE This is the innovation issue that invites seekers to take part to the innovation Challenge. It could be a technical problem with a production process, a design problem related to the development of a new product, or an aspect of business. A challenge may also offer an opportunity. The challenge is what solvers will actively work on in their "problem solving" activities.	7. INCENTIVES Incentives are the motivational elements that induce solvers to take part in an initiative and try their hardest to deliver the best solution. Incentives can be financial or otherwise (e.g. improving know-how, networking, visibility) and they might be awarded to remain solvers or all participants.	11. IPR Intellectual Property Rights (IPR) must be carefully managed in Innovation Challenges since the cooperation between solvers and seekers generates exploitable assets and risks. The ownership of the results and the rights of parties must be clearly defined. This includes under what conditions seekers will be allowed to exploit the solutions developed by solvers, how solvers will be acknowledged, etc.
4. SOLUTIONS This is the visible value-adding result that the seeker hopes to see from the problem submitted by the seeker, or significant progress towards the challenge, and something they are prepared to pay for.	8. TIMELINE This involves the timing of the whole initiative. Key milestones include: selection of seekers and solvers, training (if applicable). Follow-up is also	12. REGULATIONS What are the formal regulations and legal framework that you need to have in place to run the initiative? What are the legal constraints that you possibly need to consider? (e.g. abide with state aid legislation). Most likely, this may regard the way you will identify participants (seekers and solvers), set participation fees, and award incentives.

Valorizzare open data pubblici

Enti pubblici

Prototipi di chatbot per servizi pubblici

Open Data PA; Coding

Studenti + software house mentori

2 giorni

Pubblico - privata



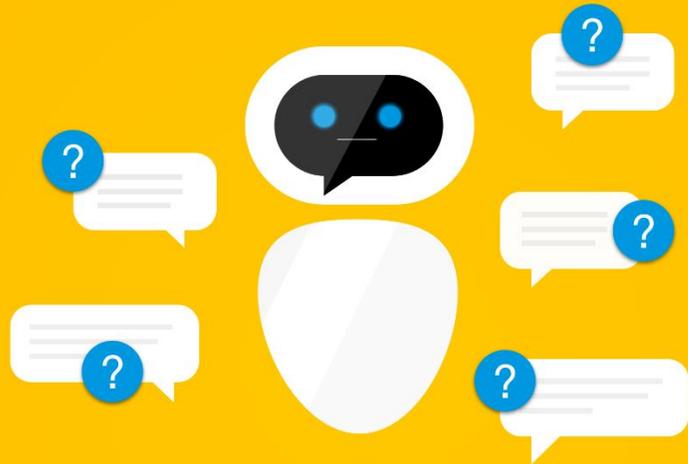
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OPEN
DATA
HACK
ABOUT
TRENTINO

H I T
HUB INNOVAZIONE TRENTINO



Trentino Digitale SpA

Grazie per l'attenzione

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