

Glossary: Customer-Driven Innovation program

During this program, there will probably be a lot of new terms that you will be exposed to. To help you out, we have included a list of definitions here - you might want to bookmark this page so you can come back to it whenever you come across a term that you are unsure of.

Term	Definition
Ask	Asking a tailored set of open-ended questions to customers about the experience you are innovating.
Assumption Crusher	An idea generation tool, in which assumptions are identified and questions such as "what if the opposite was true?" or "what if something completely different was true?" are asked.
Barrier to consumption	A barrier restricting potential customers from consuming your product or service.
Breakthrough innovation	A new product or service that enters the market at the mainstream or premium levels.
Challenge	A specific area of focus where organisations should place innovation efforts.
Convergent thinking	Thinking which is focused on deciding what to progress and what to leave behind.
Disruptive innovation	A new product or service that enters at the bottom of the market, tapping into an under serviced market segment. The product or service then begins to take market share away from the incumbent.
Divergent thinking	Broad and creative thinking.
Do	Undertaking the activity you are looking to innovate by putting yourself in the customer's shoes.

Term	Definition
Drivers	The building blocks behind "best practice" innovation.
External Externals	A group optimisation tool, in which people from outside the organisation are invited to participate.
Fat Chance	A creative thinking warm-up tool, in which participants solve an 'impossible' problem.
Glove	A method of noting ideas. Glove is used to 'catch' ideas as they arise, so you don't forget them. Your Glove can be a mobile phone app or even a notebook and pen.
Growth Opportunity Formula	An equation to evaluate the size of each Peeve Point. Importance, frequency and frustration to the customer need to be ranked out of 5 (with 5 being the highest) and plugged into the following equation: Size of the opportunity = (Importance + Frequency) x Frustration. The Peeve Point with the highest score represents the biggest opportunity for innovation.
Ideation	The generation of creative ideas to solve a specific challenge.
Incremental innovation	Changes to your core products and services.
Innovation	Change that adds value.
Internal Externals	A group optimisation tool, in which people who work within your organisation but who you don't work closely with that are invited to participate.
Jobs To Be Done	The functional, social or emotional things that customers are trying to achieve in everyday life.
Mag-A-Holic	A idea generation tool, in which participants are exposed to a diverse amount of information in a short amount of time.
Minimum Viable Product (MVP)	A method to test your hypotheses using the least possible energy and resources.
Mission	A broad area of focus of where organisations should place innovation efforts.

Term	Definition
Newsflash	A technique to encourage deeper thinking about an idea, in which participants are asked to create a 'Newsflash' that includes a headline, dot points on how the idea would work and a picture or symbol.
Peeve Points	Customer frustrations used to identify that a job is not getting adequately done.
PIENAME	A one page plan that outlines all the critical elements to be considered in taking the seed of an idea forward. The acronym stands for: Problem, Idea, Execution, New/Innovative, Appeal, Money and Evidence.
Pivot	A deliberate strategic change to an idea based on customer feedback.
Shifting	A technique to optimise the creative thinking behaviour of groups. in which participants first generate ideas individually before 'shifting' to group mode where they share their ideas, discussing and building on each idea.
Show and Tell	A creative thinking warm-up tool, in which participants share something personal about themselves.
The Experiment Loop	A scientific method used to design and run experiments.
Watch	Observing customers undertaking the activity you are looking to innovate.
Watch, Do, Ask	An exploratory research method to uncover the biggest opportunities for innovation within a specific innovation mission.
What would X do	An idea generation tool, in which participants are challenged to solve their challenge from the point of view of the person or organisation they have been designated ('X').