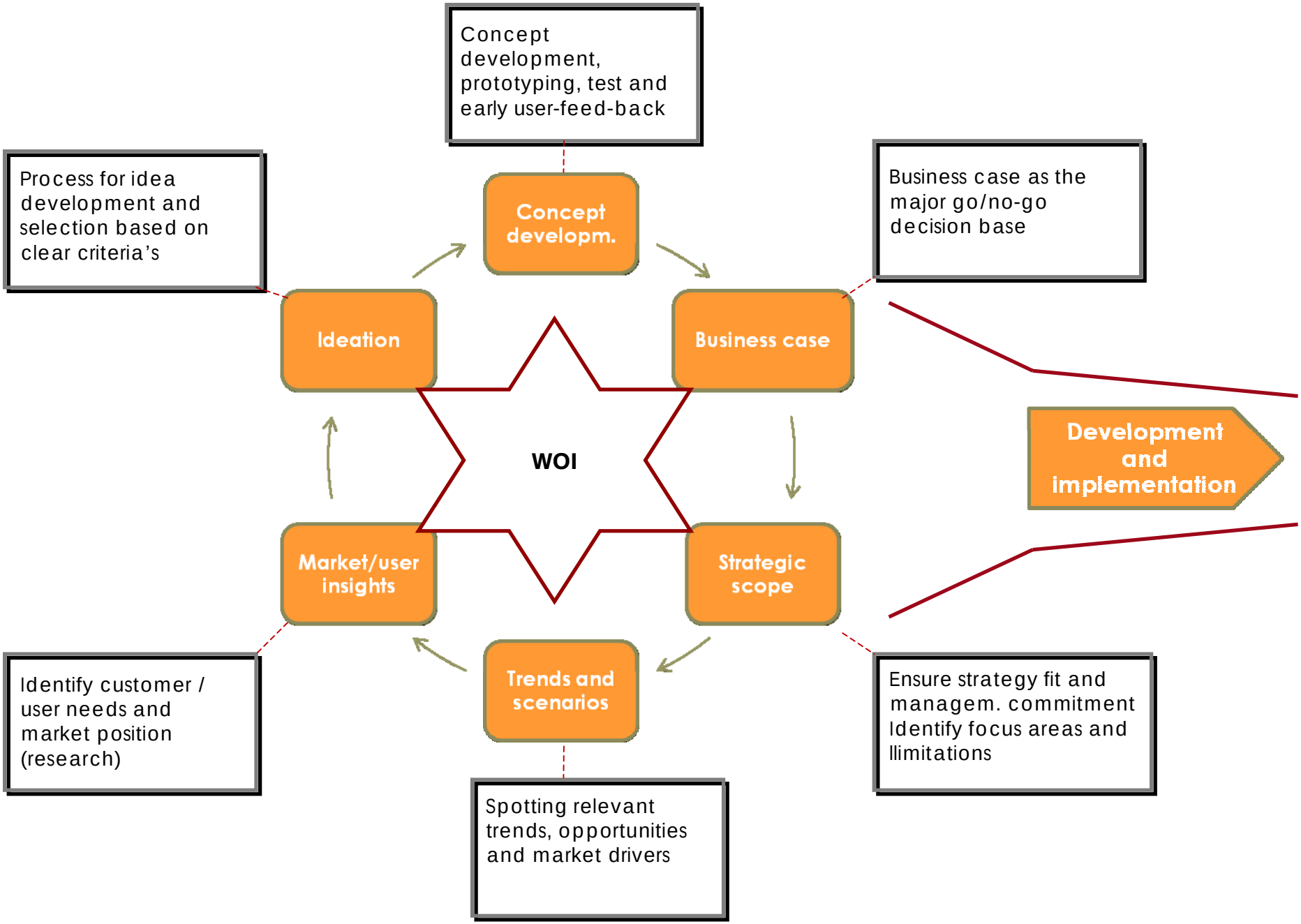
Concept development, prototyping, test and early user-feed-back
Process for idea development and selection based on clear criteria's
Business case as the major go/no-go decision base
Concept developm.
Ideation
Business case
WOI
Development and implementation
Market/user insights
Strategic scope
Trends and scenarios
Identify customer / user needs and market position (research)
Ensure strategy fit and managem. commitment Identify focus areas and llimitations
Spotting relevant trends, opportunities and market drivers