

Ideation Lab II

Lecture 2L
GSL Peru 2014

Highlights from Yesterday

Some of your ideas for solving the traffic issues in Arequipa:

- GPS tracking in buses/taxis to monitor their good driving
- Bike rentals and bike lanes
- Smart traffic sensors in cars and on roads to direct traffic based on realtime conditions
- Make vehicles smaller
- ... much more!

All Excellent Ideas!

They are ambitious goals, but that's what we need.

Actually implementing plans like these is a step-by-step process.

How have others answered the same question?



Hubway: Bike sharing



Zipcar: Hourly car rental



U B E R

Uber: Community based taxi service



Mitfahrgelegenheit
(Germany): online carpool community



Hiriko: Electric folding car in development in Spain

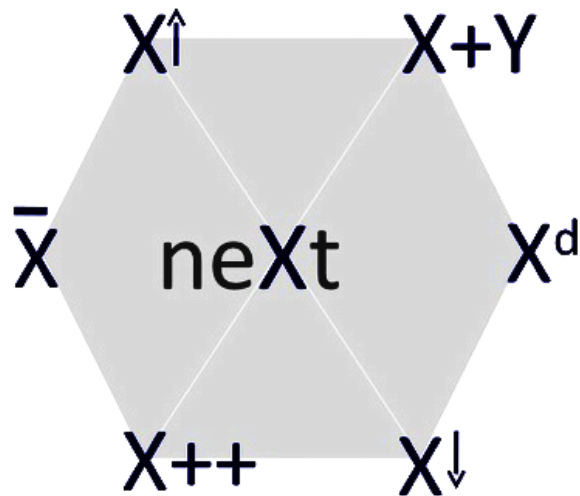
Today's Exercise

Apply neXt framework to specific categories.

- Groups will be randomly assigned
- Think of innovations in each category
- Apply the neXt framework to each one

At 10:35, let's share our most innovative new idea in each category.

Review: neXt framework



X^d Generalize to another dimension

$X+Y$ Fusion of the dissimilar

\bar{X} Do exactly the opposite

$X\uparrow$ “Given a hammer, find all the nails”

$X\downarrow$ “Given a nail, find all the hammers”

$X+++$ “Pick an adjective:” Faster, better, cheaper, etc

Example: eCommerce

X_{++} = Add reviews and personalized suggestions

X_{\uparrow} = Online bookstore \rightarrow online department store

X_{\downarrow} = Allow individual sellers for all items

\bar{X} = Sell virtual products in a brick-and-mortar store

$X+Y$ = Online retail + informal marketplace; allow “best offers”

X^d = Browse online store with virtual reality headset

Categories

1. Healthcare
2. Travel
3. Transportation
4. Education
5. Banking/Payment Systems
6. Fitness
7. Entertainment
8. Messaging and Communication
9. Job Placement/Freelancing