

Innovation A3: EDCA

Team Name:	Situation:	D: Do the plan (What wows?): Assumption Testing: isolating and testing the key assumptions that will drive success or failure of a concept Rapid Prototyping: expressing a new concept in a tangible form for exploration, testing, and refinement
E: Explore Create Current State (What is?): Visualization: using imagery to envision possible future conditions Scenario Mapping: Map steps a user takes to complete a task in context of multiple scenarios. Value Chain Analysis: assessing the current value chain that supports the customer’s JTBD		
Create Future State (What if?): Mind Mapping: generating insights from exploration activities & using it to create design criteria Brainstorming: generating new alternatives to the existing business model Concept Development: assembling innovative elements into a coherent alternative solution that can be explored and evaluated		C: Check (What works?): Incorporating customer feedback Customer Co-Creation: Enroll customers to participate in creating the solution that best meets their needs Learning Launch: Creating an affordable experiment that lets customers experience the new solution over an extended period of time, so you can test key assumptions with market data.
		A: Act (What now?): Have exploratory needs been completed? If so, document the steps that will need to be taken to complete hand off into a PDCA cycle. If not, reconsider and retrace steps.
		<i>Start a EDCA/PDCA cycle for the next phase of the project -</i>