

Creativity and Product Innovation

Group 3 - RE II - HS14

Agenda

- How Our Topics Fit
- Creativity
 - What is Creativity? How to be creative?
 - Four Essential Creative Processes
 - The RESCUE idea / Creativity in RESCUE
- Innovation
 - What is Innovation?
 - The Star Search Approach
- Summary
- Discussion

How Our Topics Fit

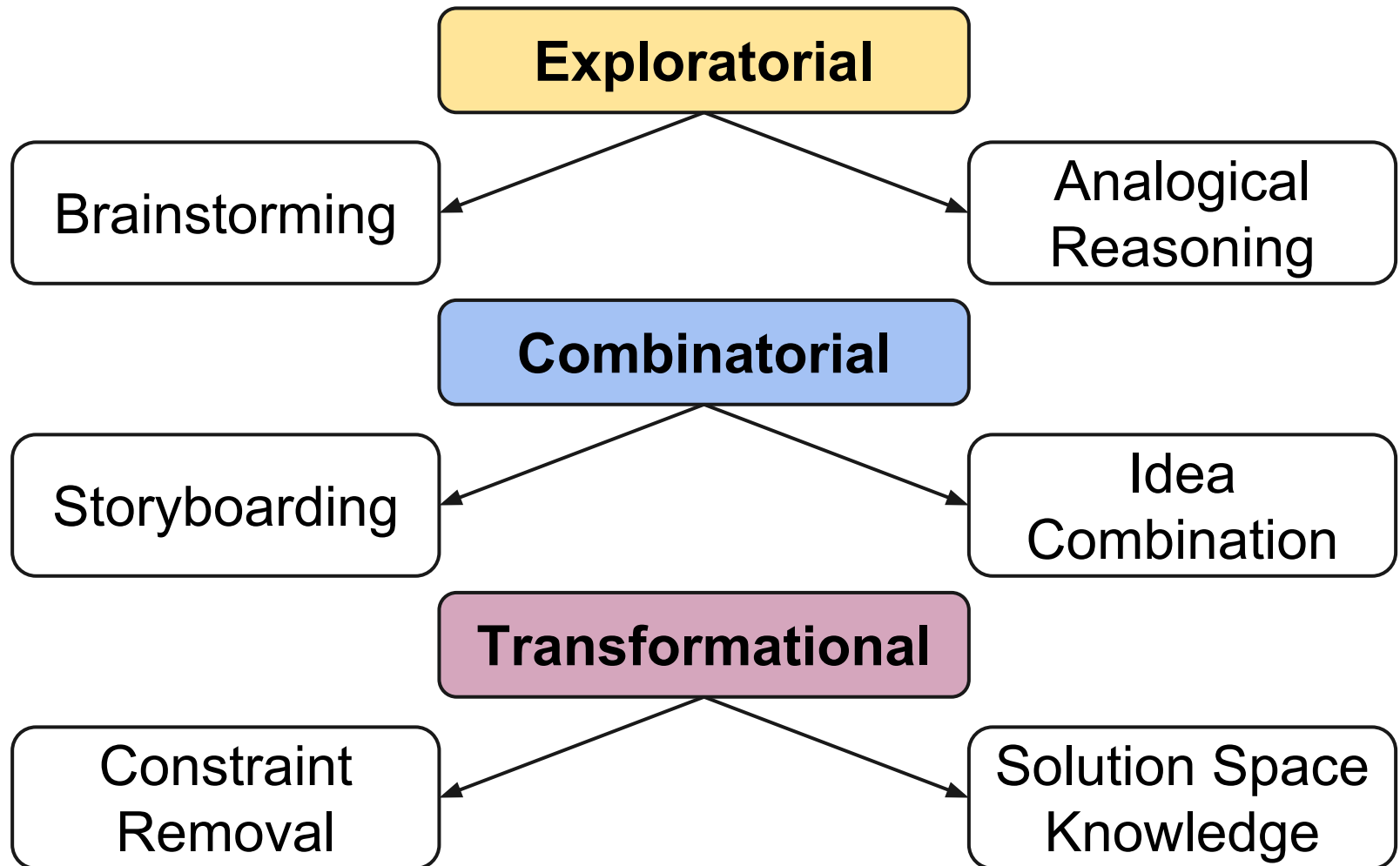
- Integrate Creative Thinking Methods and traditional RE into a useful process
- “Survival of the fittest”:
 - A company must innovate to keep its competitive advantages
 - Diversification of markets and customer base is needed

What is Creativity?

“the **ability** to produce work that is both

- **novel**
(i.e. original, unexpected)
- **appropriate**
(i.e. useful, adaptive concerning task constraints)”

How to be creative



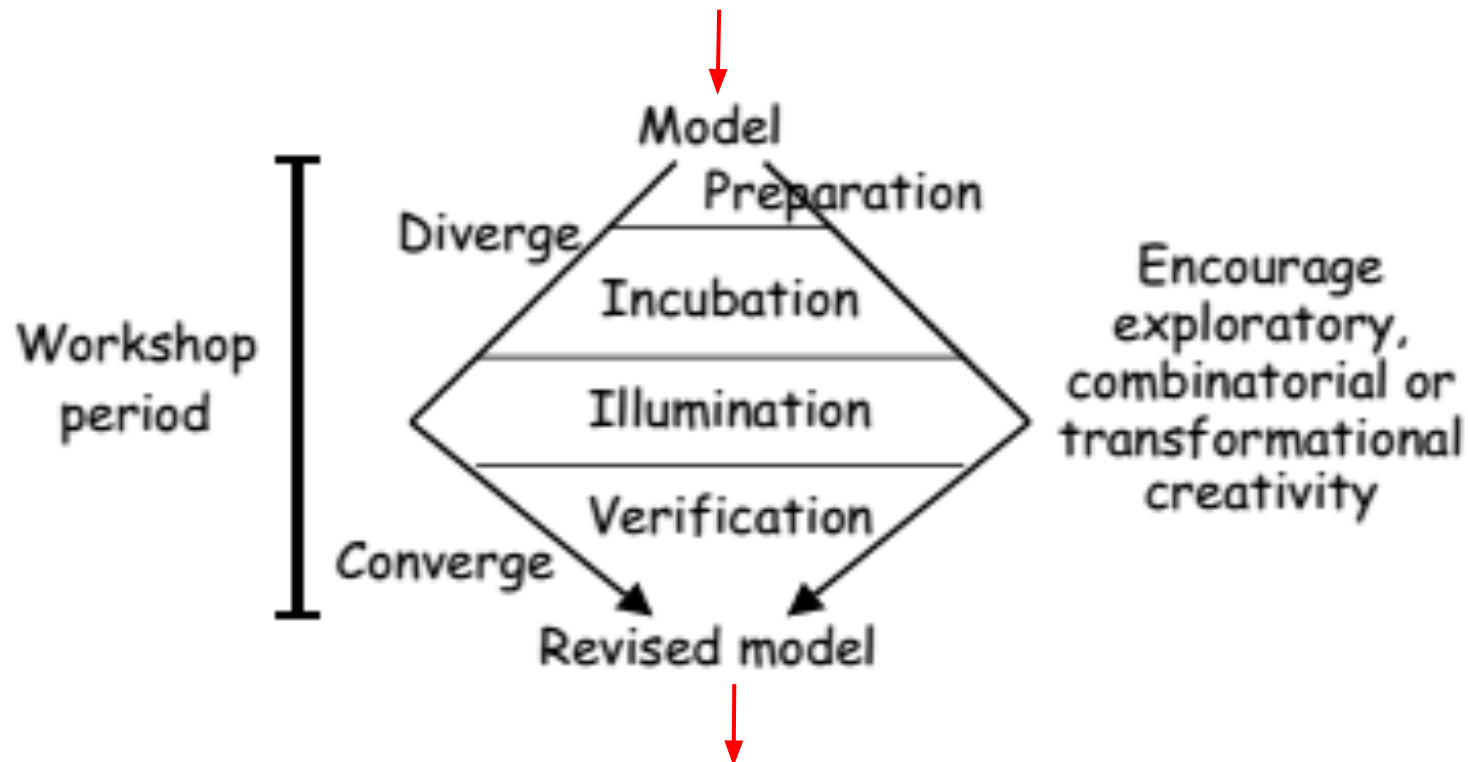
The RESCUE idea

Requirements Engineering with Scenarios for User-Centred Engineering:

- **concurrent** engineering process
- different **modelling and analysis processes** take place in parallel

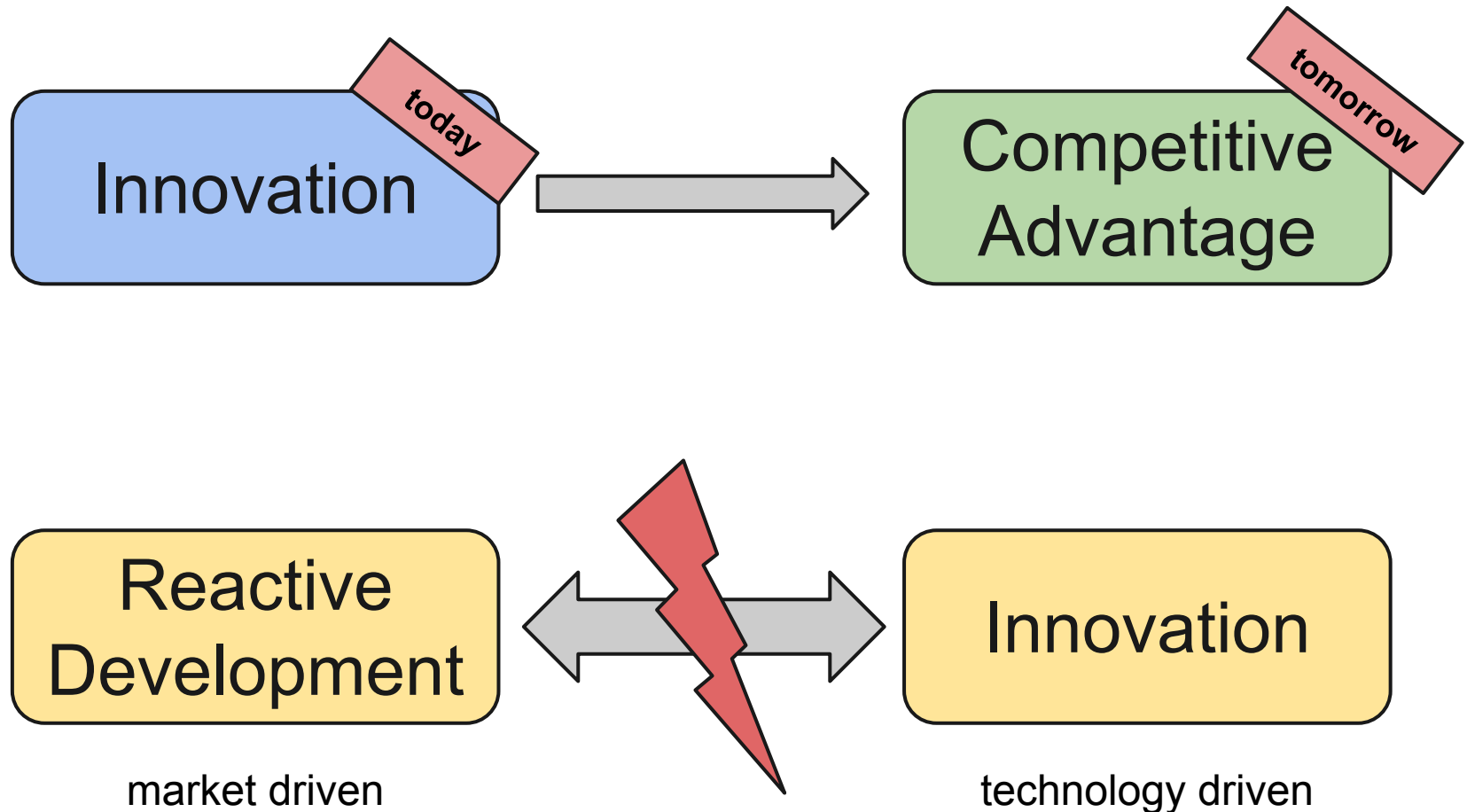
Where Creativity happens

Input: Top Level Requirements or output of previous workshop



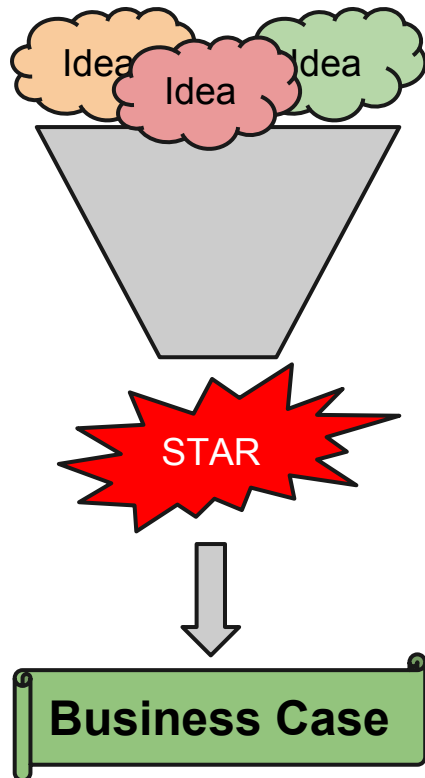
Output: Refined Requirements as input for next workshop

Innovation

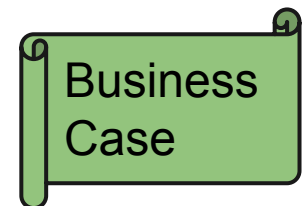


Star Search Approach

Innovation: part of the day-to-day business



- 1. Call for Innovation**
Everyone can participate
- 2. Audition**
Present case to group
- 3. Preparation**
Create business case
- 4. Decision**
Plan for realization



Comparison / Summary

RESCUE

- Ideas have to be “**generated**” using creative thinking methods
- **Workshop participants** and specific domain **experts** contribute to idea generation
- Goal-oriented, **one-time** event/process

Star Search

- Ideas are “**already there**” and need to be discovered and fostered
- **All employees** can suggest their ideas, evaluation is done by a small group of experts
- **Recurrent process**, started several times per year; no special goal or target needed

Discussion

- Which process type would you suggest for a company with regard to its size / culture / customer base?
- Where do you see the role of a Requirements Engineer in both processes
- How would you feel being the “moderator” in a RESCUE process?