
Creativity & Product Innovation

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Topics

1. What we learnt: Summary
2. Approaches in the papers
3. Conclusion
4. Question and Answer



Summary



- Innovation is a necessary evil.
- Picking the right innovative idea and using creative RE in conjunction are integral parts of the innovation process
- Software heavy product innovation needs collaborative support from research, sales and product development team - organisational support through champions is necessary
- Idea development/selection and RE should involve multiple stages
- Requirements engineering is a creative process in which stakeholders and designers work together to create ideas for new systems.
- Creativity workshops are important as the results provide evidence for and against the effectiveness of processes and techniques, based on the reported creativity models.

Innovation and challenges



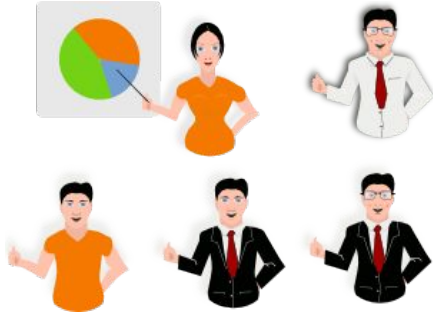
Degree of innovation

- Incremental
- Significant
- Disruptive

Challenges

- No immediate value
- Trouble finding sponsor
- Resource intensive

Legacy approaches



Periodic events/
workshops

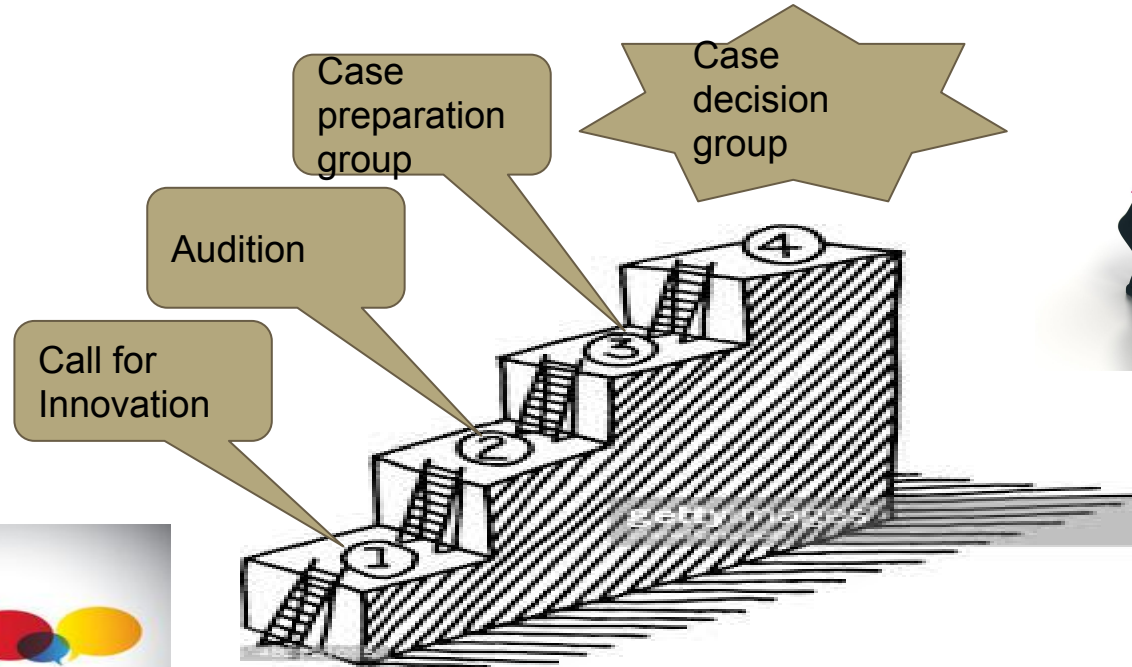
Idea banks



Objective



Ideas for innovation - Star Search model



Creativity



Definition:

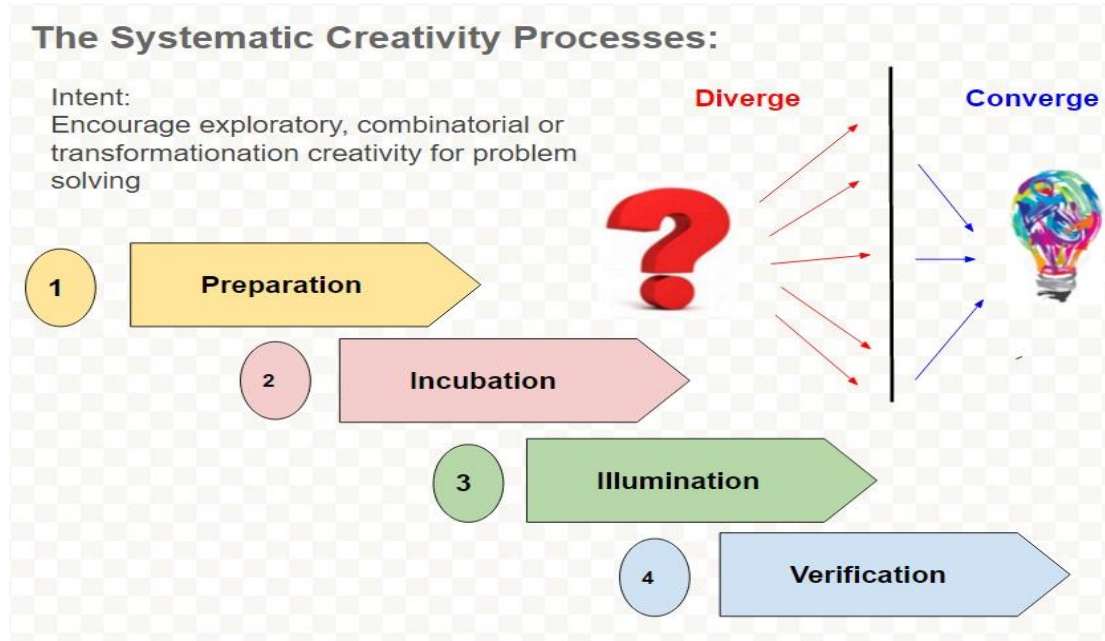
The ability to produce work that is,

- novel (original, unexpected)
- appropriate (useful, adaptive concerning task constraints)

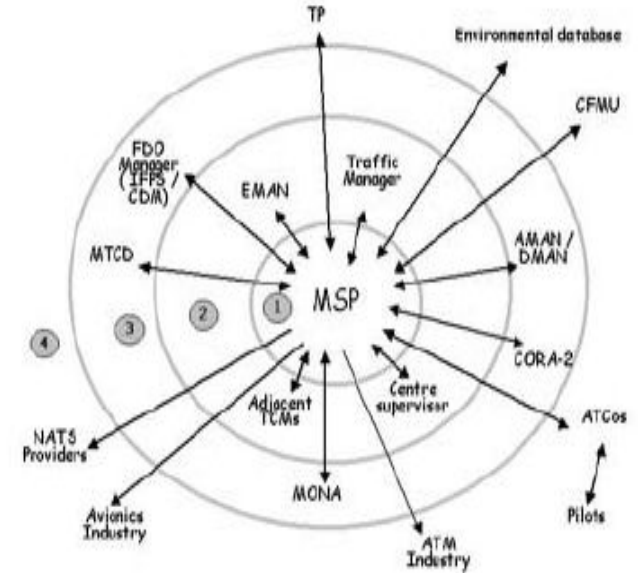
Types of Creativity:

- Exploratory Creativity
- Combinatorial Creativity
- Transformational Creativity

RESCUE creativity workshop: Basic Structure



The MSP Context Model



Effectiveness: Creativity Workshop Results

- Open Brainstorming
- Analogical Reasoning
- Removing Constraints
- Presenting Solution Space Knowledge
- Combining Ideas Directly
- Use Cases and Rich Storyboarding



Conclusion

- Innovative developments call for special attention: from idea generation to requirement specification.
- Creative requirement engineering is required to invent requirements in case of an innovative development.
- Productivity and fitment of RELI tools for various developments would vary.
- RESCUE offers a good framework for requirement elicitation in case of innovative product developments.



