

Title	Innovation in practice: Lessons learned
Authors	O'Raghallaigh, Paidi
Publication date	2017-06-28
Original Citation	O'Raghallaigh, P. (2017) 'Innovation in Practice: Lessons Learned', Learning Tech Ireland 2017, Aviva Stadium, Dublin, Ireland, 28 June.
Type of publication	Conference item
Download date	2025-07-30 17:11:14
Item downloaded from	<a href="https://hdl.handle.net/10468/9915">https://hdl.handle.net/10468/9915</a>

# Innovation in Practice: Lesson Learned

Doing things right versus doing the right things.

Paidi O'Reilly

Learning Tech Ireland 2017

28th June 2017


Aviva Stadium, Dublin



To Cite: O'Raghallaigh, P. (2017, Jun). "Innovation in Practice: Lessons Learned". Presented at "Learning Tech Ireland 2017", Aviva Stadium, Dublin, Ireland

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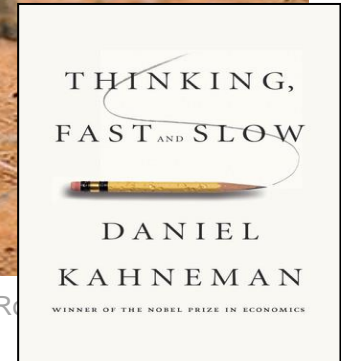


# Wired to survive but ...

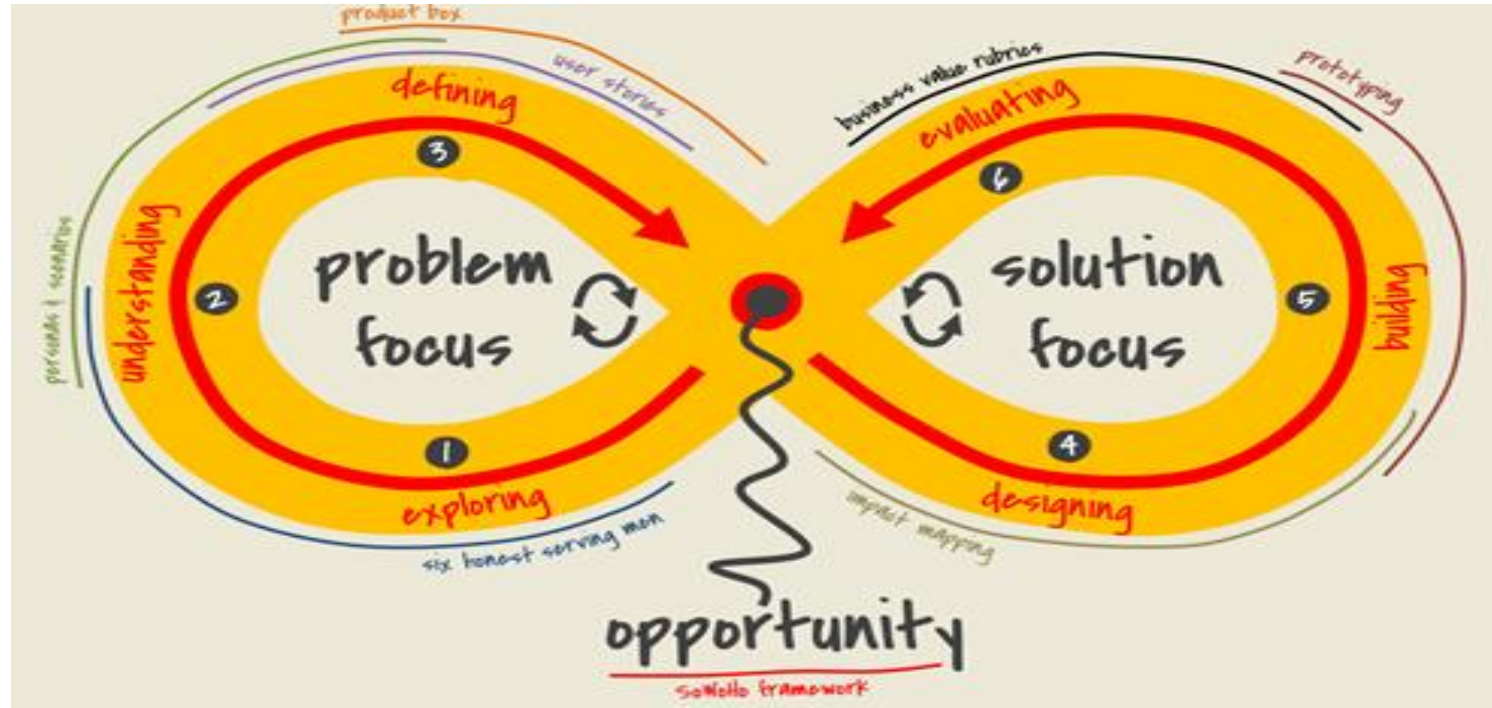
Human beings are illogical and irrational. For most of our existence, survival required that we think quickly, not methodically. Making a life-preserving decision was more important than making an accurate one. This has meant that the human brain has developed an array of mental shortcuts.



Source: <http://www.jagdeeprajput.com/Latest%20Large/Approaching-R>



# Design Thinking is ...





# More than methods ...



# 12 Hard Lessons Learned





# Framing the problem ...

1



Source: [https://upload.wikimedia.org/wikipedia/commons/8/82/Oakland\\_Bay\\_Bridge\\_Western\\_Part.jpg](https://upload.wikimedia.org/wikipedia/commons/8/82/Oakland_Bay_Bridge_Western_Part.jpg)

# Falling into the Product Trap ...



Source: <http://2.imimg.com/data2/RX/XX/MY-4291542/oxygen-mask-250x250.jpg>

**We solve problems rather than create products ...**



Source: <http://www.youtube.com/watch?v=jmpOToLAPi8>

# Wants versus Needs

We need to concentrate more on the *needs* of the customers and less on their *wants* ...



3

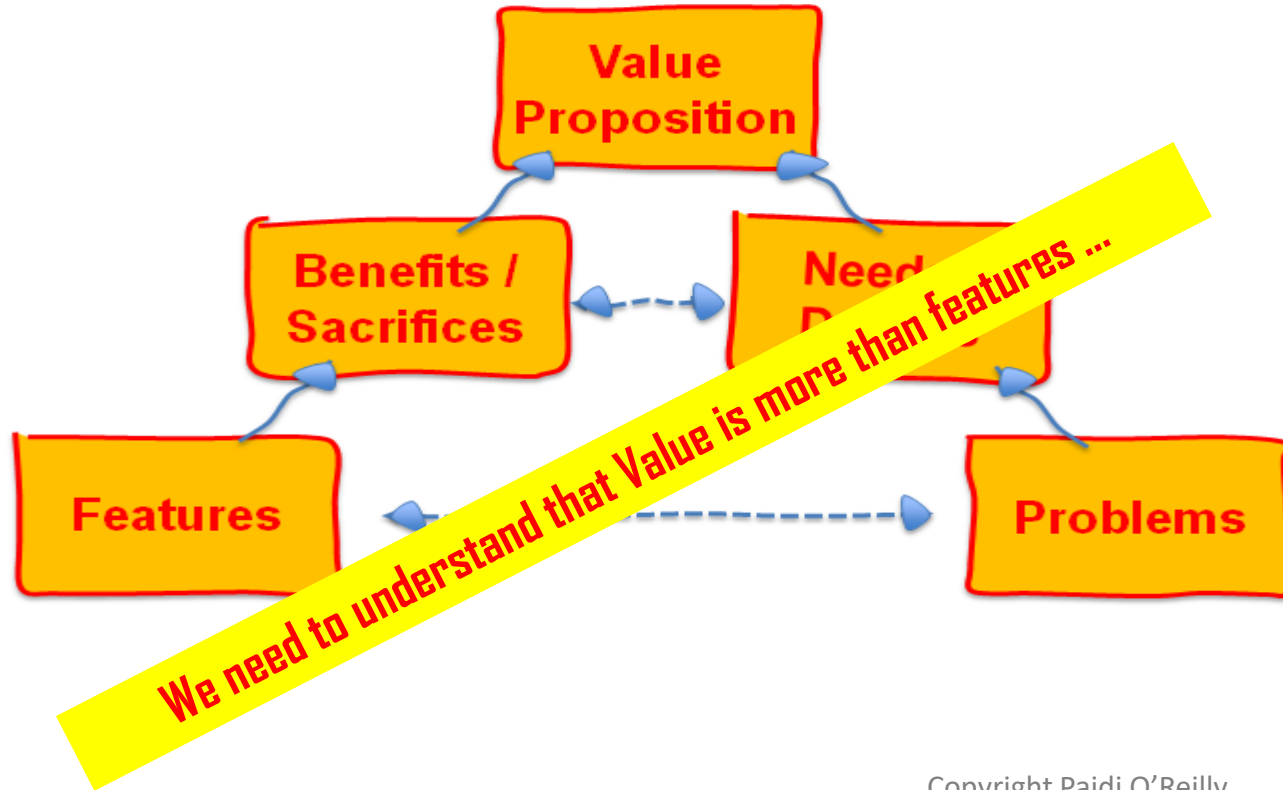
**We need to focus on desired outcomes rather than means ...**

Faster  
Cheaper  
Easier  
with less damage  
for hanging pictures



# Understanding Value ...

4



# Sharing value around



**We need to share Value amongst Stakeholders ...**



# Behaviour is the real issue ...

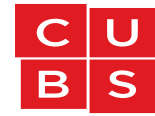
6



**We need to accept that behaviour is probably bigger than technology ..**

Source: [https://s3.amazonaws.com/images.cartoonstock.com/social-issues-drunk-drunkard-drunkenness-disorderliness-social\\_problems-amrn666\\_low.jpg](https://s3.amazonaws.com/images.cartoonstock.com/social-issues-drunk-drunkard-drunkenness-disorderliness-social_problems-amrn666_low.jpg)

# People don't understand people



CORK  
UNIVERSITY  
BUSINESS  
SCHOOL

## THREE PREGNANT DADS

FROM THE BOOK OF EVERYONE

THE HIGHS AND LOWS OF 3 DADS AS THEY TAKE ON THE WEIGHT OF BEING A 9 MONTH PREGNANT MOM FOR ONE MONTH



Source: <http://3pregnantdads.com/>

**We need to build empathy for the problems we solve ...**



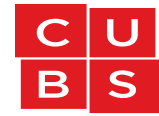
# Creating a bias for doing ...

8



We need to be 'doing' in order to learn and learn early ...

# Failing in order to Succeed ...



CORK  
UNIVERSITY  
BUSINESS  
SCHOOL



*"Position yourself to  
fail small in order  
to Succeed ..."*

**We need to aim to fail rather than Fail ....**

9

# Focusing on points of failure

10



The jet black swan has arrived at the Looe Swannery in Dorset and set up home with the rest of the white swans - which are all white

**We need to zero in on the most likely points of failure ...**

# Faking before making ...



**We can "Fake it 'til you make it" ...**

# Prototype it – but which prototype

12



Products

Services

Experiences

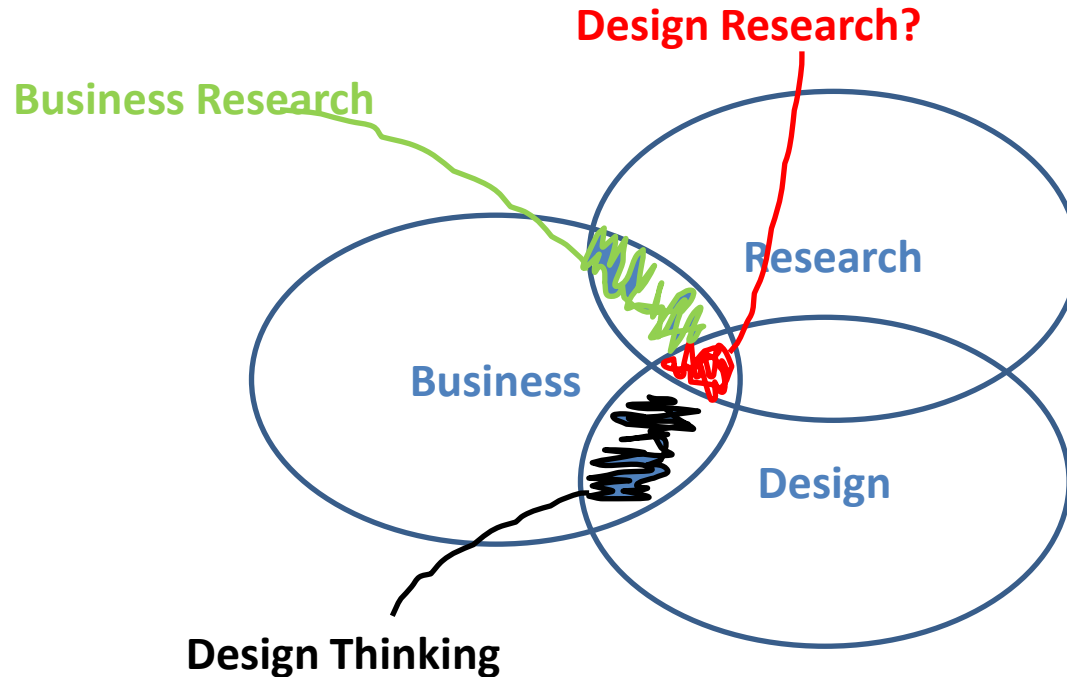
Value Propositions

Business Models

We need to use the right type of prototype at the right time ...



# The Future of Design Thinking







Source: <http://funnyshit.com.au/img/not-my-job-redux.jpg>

*Doing things right versus doing the right things.*

# Many Thanks

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