

Bring Home Methods: Additions to the Bootcamp Bootleg

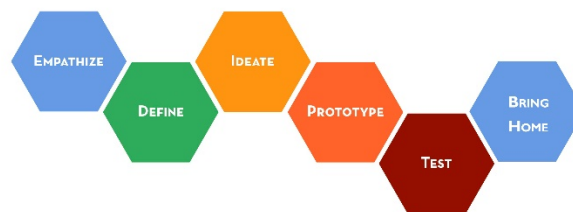
with an introduction from Julia P.A. von Thienen, Hanadi Traifeh & Christoph Meinel

A Toolkit to Support Your Design Thinking Practice. For years, the Bootcamp Bootleg (d.school, 2010) has been a valuable toolkit to facilitate design thinking practice. The booklet shares methods for five process phases, or modes, in creative work. Teams are guided up to a point where they hold successfully tested prototypes. At that stage, design thinking teams have made valuable inventions.



d.school (2010). *Bootcamp Bootleg*. Accessible at https://hpi.de/fileadmin/user_upload/fachgebiete/d-school/documents/01_GDTW-Files/bootcampbootleg2010.pdf

From Invention to Innovation. When you want to make a big impact in the world, it is often helpful to let the creative process continue beyond the testing of prototypes. Towards the end of a creative project, inventions can – and should – leave the home base of the inventors. Your novel solution shall spread around the globe to benefit many people. Normally, inventions don't walk out of your design studio or laboratory on their own. You need to help them out into the world. To facilitate the move from invention to innovation, a *Bring Home* mode can be included at the end of the process model.



To learn more about “bringing home big ideas”, visit <https://ecdtr.hpi.de/report/2014/001>

The Bring Home booklet is a working document. We have made a start in compiling methods for the *Bring Home* mode in your design thinking projects. Feel free to build on this material, use it, share it and experiment with further amendments. Maybe you also want to print this compilation and attach it to the end of the d.school Bootcamp Bootleg.

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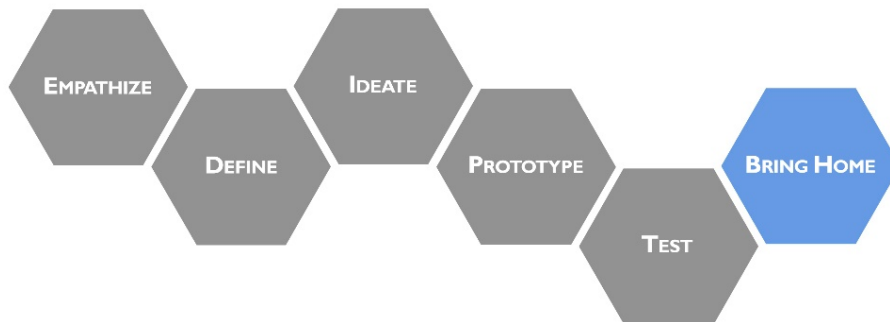
We welcome your reactions to this guide. The material you find in this booklet has been developed in the course *Design Thinking for Digital Engineering*, held in 2018 at the Digital Engineering Faculty of Potsdam University. The methods have been compiled by students based on the course content and their semester projects. Here, they studied patterns of innovation diffusion, specifically factors that hindered or accelerated the move from invention to innovation.

How about your experiences and methods? We would be pleased to learn about your stories of bringing big ideas home. Let us know what you find helpful to progress from invention to innovation, and what methods you have created for yourself – write to: Julia.vonThienen@hpi.de or Hanadi.Traifeh@hpi.de.



MODE

BRING HOME



WHAT is the bring home mode

Once you have found a big breakthrough idea and your prototype has been successful in tests, make sure it does not end in the storeroom. Now it is time to think beyond a particular user need. Assume the mindset of a politician, marketer or entrepreneur. You can also view yourself as a parent who wants to help the offspring (your idea) find a future where it can grow and flourish.

How might first user groups start to use your solution? At which locations could the implementation be easiest? Who has an interest in supporting your idea? Who might feel threatened by your proposal and could work against it? What changes are necessary, e.g. in the infrastructure of a company or state, to put your solution to work?

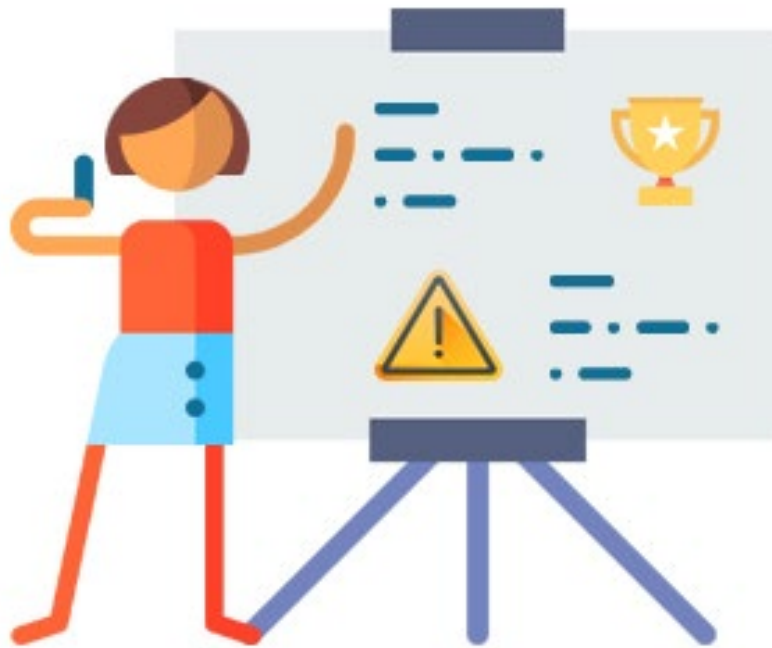
WHY bring big ideas home

Most of the time, big ideas don't walk home by themselves. Radical innovation requires people to change things that are well established, sometimes things they cherish. You need to...

- **Find allies** who support your idea and people who make the necessary changes that allow your solution to work.
- **Be prepared** – Know who might work against the solution you propose and why that happens.

METHOD

PERSONALIZED PITCH



WHY pitching reveals new insights

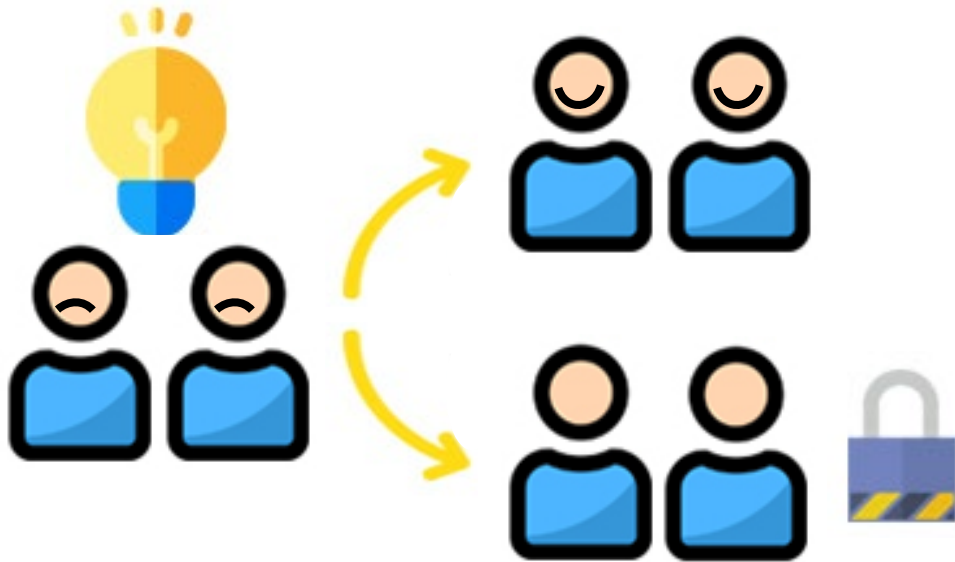
When you prepare a personalized pitch, you need to see the world through the stakeholder's eyes. The presentation and verbalization of the central ideas reveals new insights. Trying to sell your idea makes you consider the stakeholder's fears and opinions in more detail. Incorporating feedback vastly improves the ability to bring your idea home.

HOW to pitch

- 1. Choose** a stakeholder.
- 2. Prepare a pitch** of the idea for one specific stakeholder.
- 3. Make a detailed list** of their possible gains and risks.
- 4. Sell the idea**, but be honest!
- 5. Gather feedback** from your team or actual stakeholders.

METHOD

JOB SECURITY IN THE COMPANY



WHY create job security in the company

Employees in a company have a lot of power to resist innovative ideas, especially if they fear for their job. Make sure employees know that your innovative idea does not threaten their job.

HOW to create job security

Honest Exchange – Present your idea honestly. Listen to the doubts of employees. Try to solve the underlying problems.

Care for Jobs – In case no immediately satisfying solution can be found, at least provide a job guarantee.

If your innovative idea requires a radical reorganization within the company, do what you can to ensure continued employment. E.g., organize a transfer to other branches. Ideally, give people a chance to redefine their own job.

METHOD

ADVERTISING FREE EXAMPLES



WHY advertise free examples

People can only use your solution when they know about it in the first place. Advertising free examples allows you to affect many people from different areas of society. Give people an easy access to your solution. Let people have a try.

HOW to advertise free examples

Media Channels – Identify many different media channels, such as Facebook, Youtube etc.

Free Examples – Offer free examples of your solution in as many media channels as you can.

METHOD

IDEA CONTEST



WHY stage an idea contest

Sometimes your novel solution will compete with an alternative solution on the market. The idea contest makes such a competition explicit in a playful way. Overcome the frontiers of innovation-versus-tradition by helping all parties discover their innovation potentials. Increase the fitness of your idea with the help of a wider community!

HOW to stage an idea contest

Competing Ideas – Identify competing solution approaches. Allow people to argue for the alternative ideas.

Show Your Idea – Pitch your idea in a video. Present a prototype. Tell a compelling story. Grant access to a free trial.

Get Feedback – Let people subscribe for your idea, or the competing alternative. See reactions. Hear people's feedback.

Invite Donations – Acquire money. Advance your project.

Build a Community - Find and team up with people who share your vision. Advance the solution jointly.