



INNOVATION

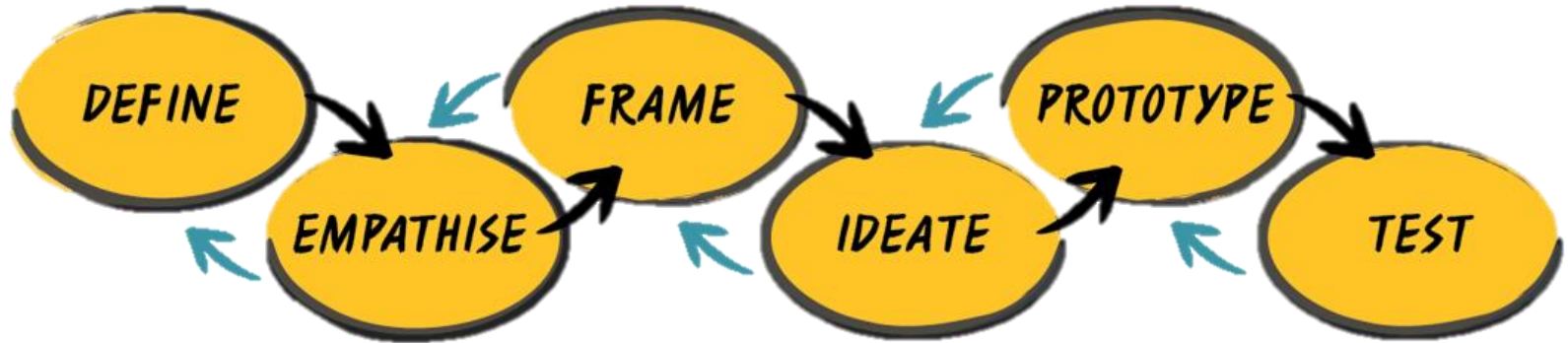


INNOVATION LAB

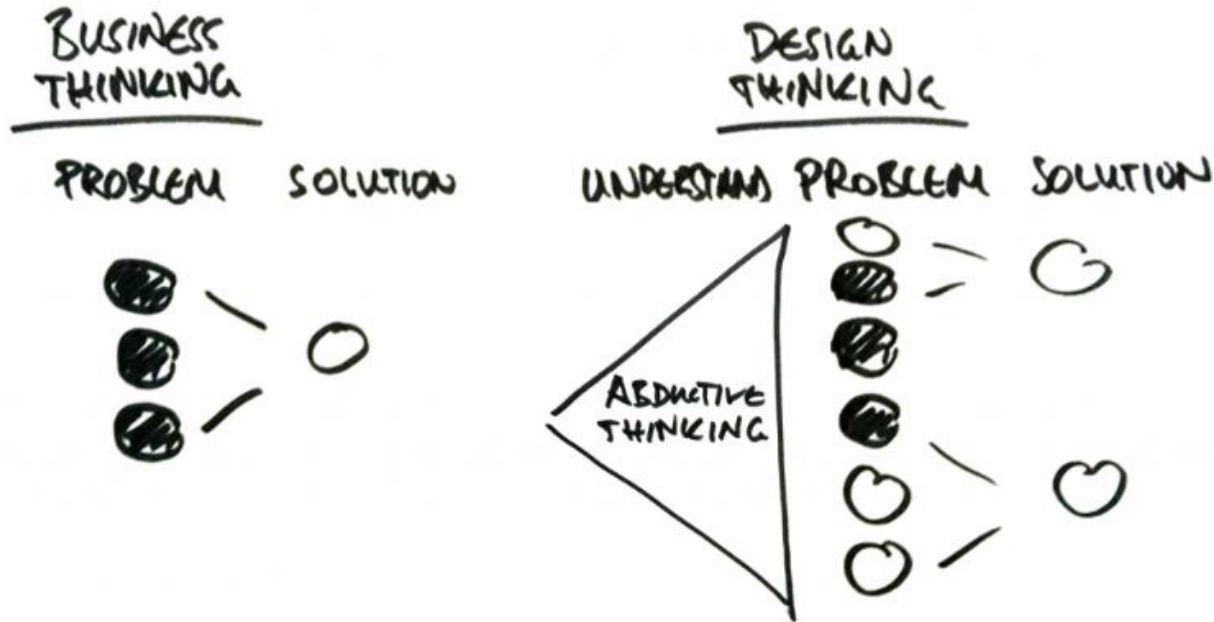
How does CBA see Design Thinking?

Design Thinking is a *human centred* approach to problem solving
starting with a *deep understanding of customer needs*
with the goal to *create desirable customer solutions*
that *challenge and improve* the current status quo

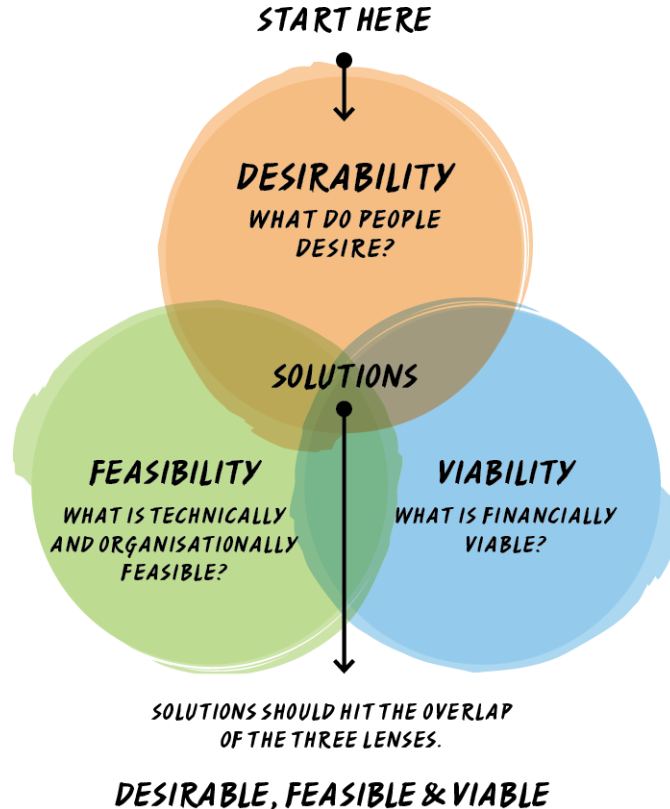
An overview of the process



Our mindset...inductive vs abductive thinking



What are we after and where to start?



Why do we follow this process?

Make sure we've identified **insights**
worth working on.....

Expose **new and multiple**
opportunities by looking at things
differently.....

Guide innovation efforts.....



What was the result?

Addresses a global issue of **infant mortality**.....

Exposed **new, innovative and cost effective solution** by looking at things differently.....

Guided innovation efforts in an unimaginable way.....

The Embrace Infant Warmer is a product with a mission.

Embrace is a sustainable social enterprise that is addressing the issue of global infant mortality through

an innovative infant warmer that costs less than 1% of a traditional incubator.

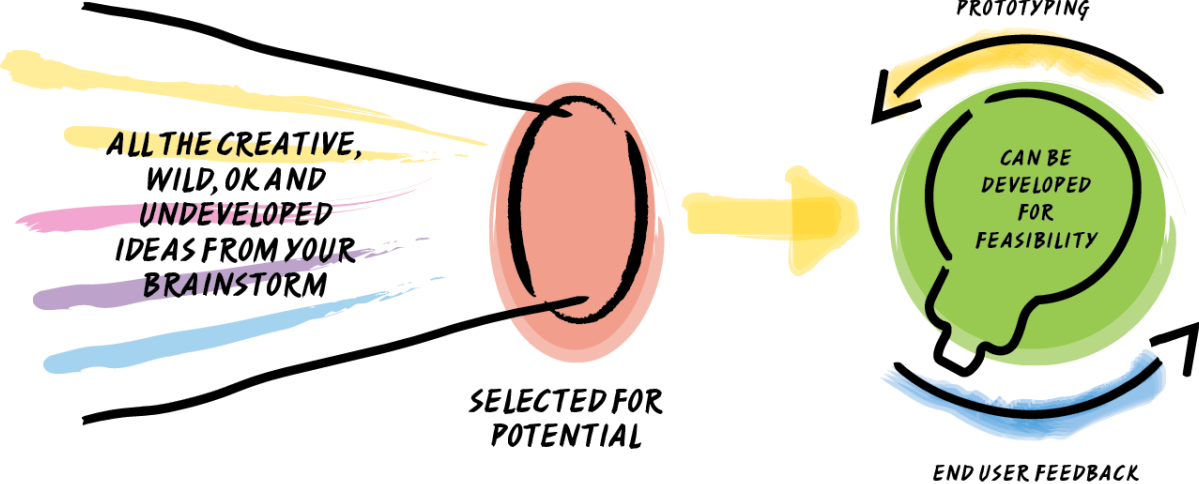
The design looks like a miniature sleeping bag but in reality saves lives of vulnerable infants. It is a new, low cost solution to help keep low birth weight babies' body temperature warm so they can survive and thrive in developing countries.

It can be used in clinics or in community-based settings. Our customers will be private clinics, NGOs and governments, who are also our distribution and education partners. We plan to pilot the product and business concepts in India, and then roll out in the rest of the developing world.

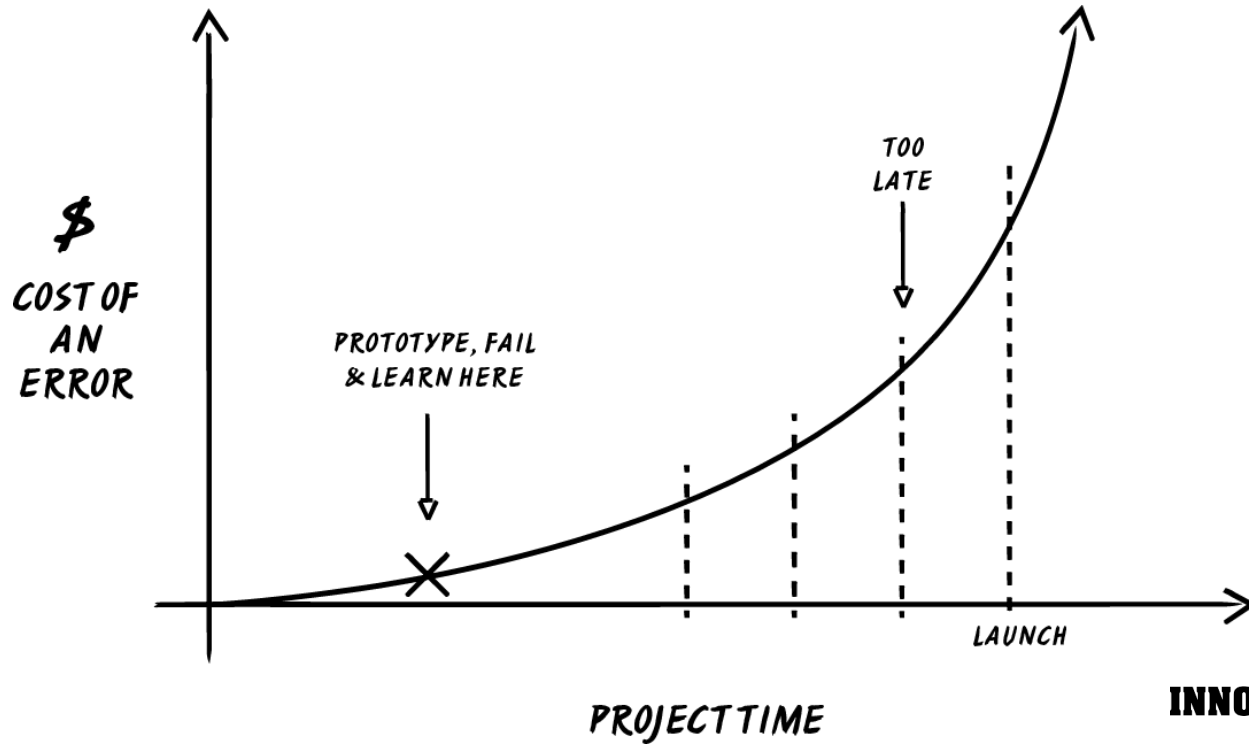


Harvest: why?

SELECT AND DEVELOP HIGH POTENTIAL IDEAS...



Prototype



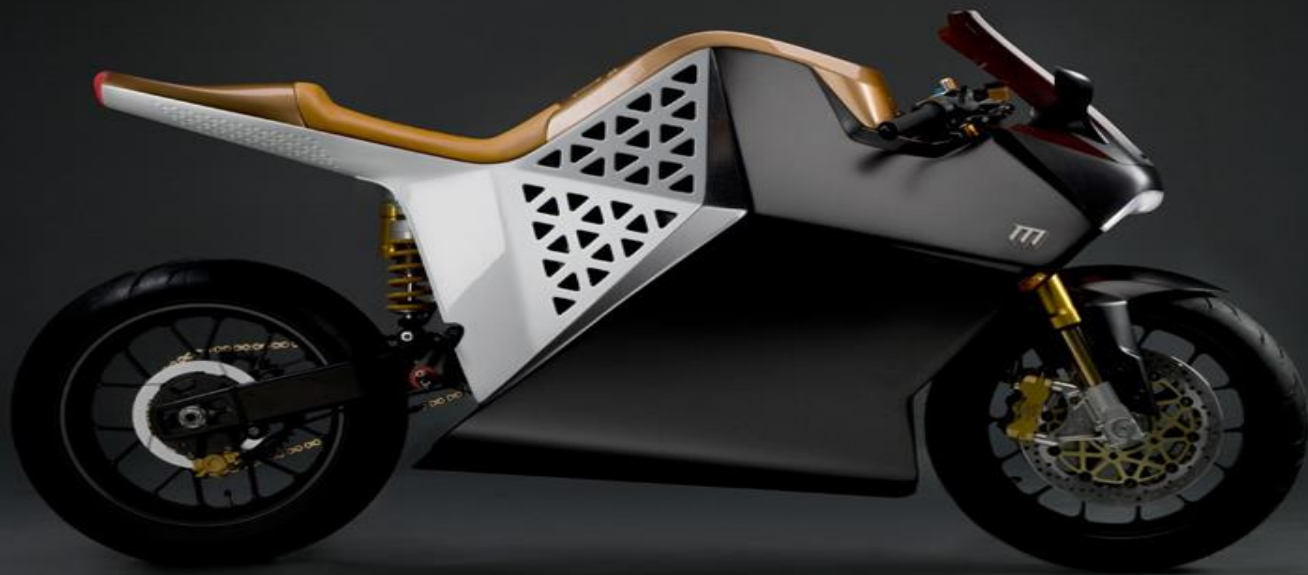
Prototype: how?

Storyboard
how a user interacts
with your idea

Role play the
interaction with
your users

Build something
they can play with

Prototype is not!



Test: why?

Use your prototypes as a probe to continue to gain empathy for your users

**Prototype like you're right,
test like you're wrong**

Capture feedback

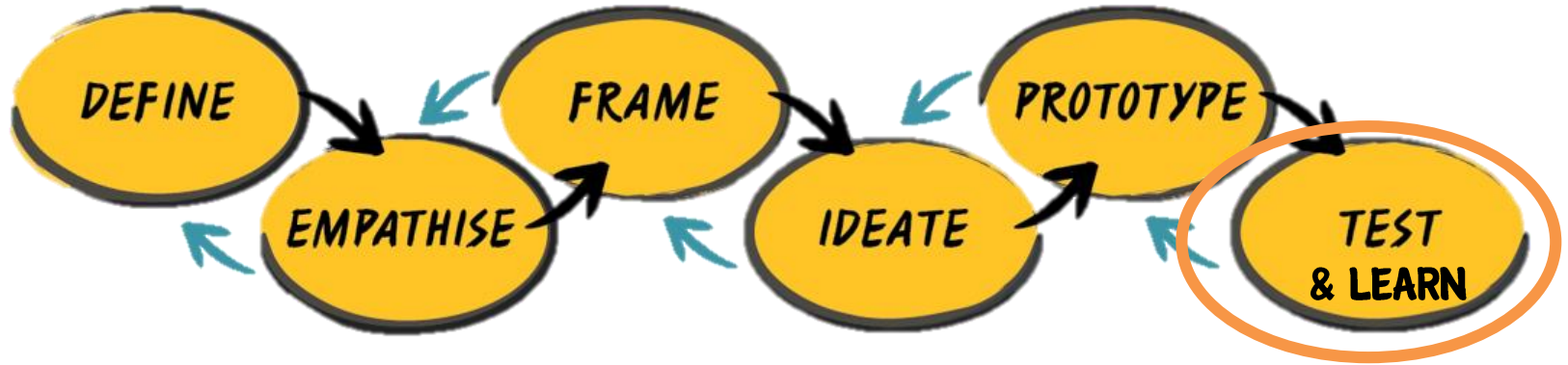
LIKES

CONSTRUCTIVE
CRITICISM

QUESTIONS
THE
EXPERIENCE
RAISED

IDEAS THAT THE
EXPERIENCE
SPURRED

Test & Learn



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