

ARMY INNOVATION PLATFORM INNOVATION BATTLEFIELD

INSTRUCTIONS

STEP 1

Have a group discussion and identify a potential solution that you want to explore in more detail (10 min).

STEP 2

Individually list 5-10 features that you think should be a part of this solution (10 min).

STEP 3

Individually place those features on the innovation battlefield based on how much pleasure each feature brings to the customer and how indispensable the feature is (10 min).

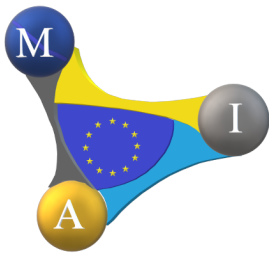
STEP 4

Focus on the upper quadrants and discuss all features in it. Try to be as critical as possible and challenge each other about the value a feature brings or about how easy it is to test (20 min).

Tip: You should end with no more than 8 features in both upper quadrants combined.

STEP 5

Have a group discussion and decide whether you want to move forward with the proposed solution or repeat the exercise with another solution (10 min).



**LEVEL OF
NOVELTY OR
NEWNESS**

How much new impact does
this feature bring?

Unexpected awesomeness!

harder, better, faster, stronger

I don't care

Expected essentials

It hurts,
take it away

LEVEL OF INDISPENSABILITY

How much will this feature
be missed if left out?