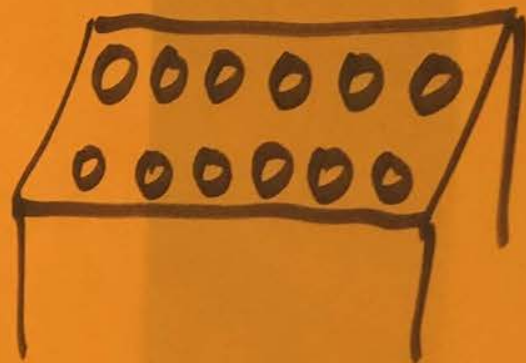


Municipal Innovation AML Conference 2018

November 15th, 2018

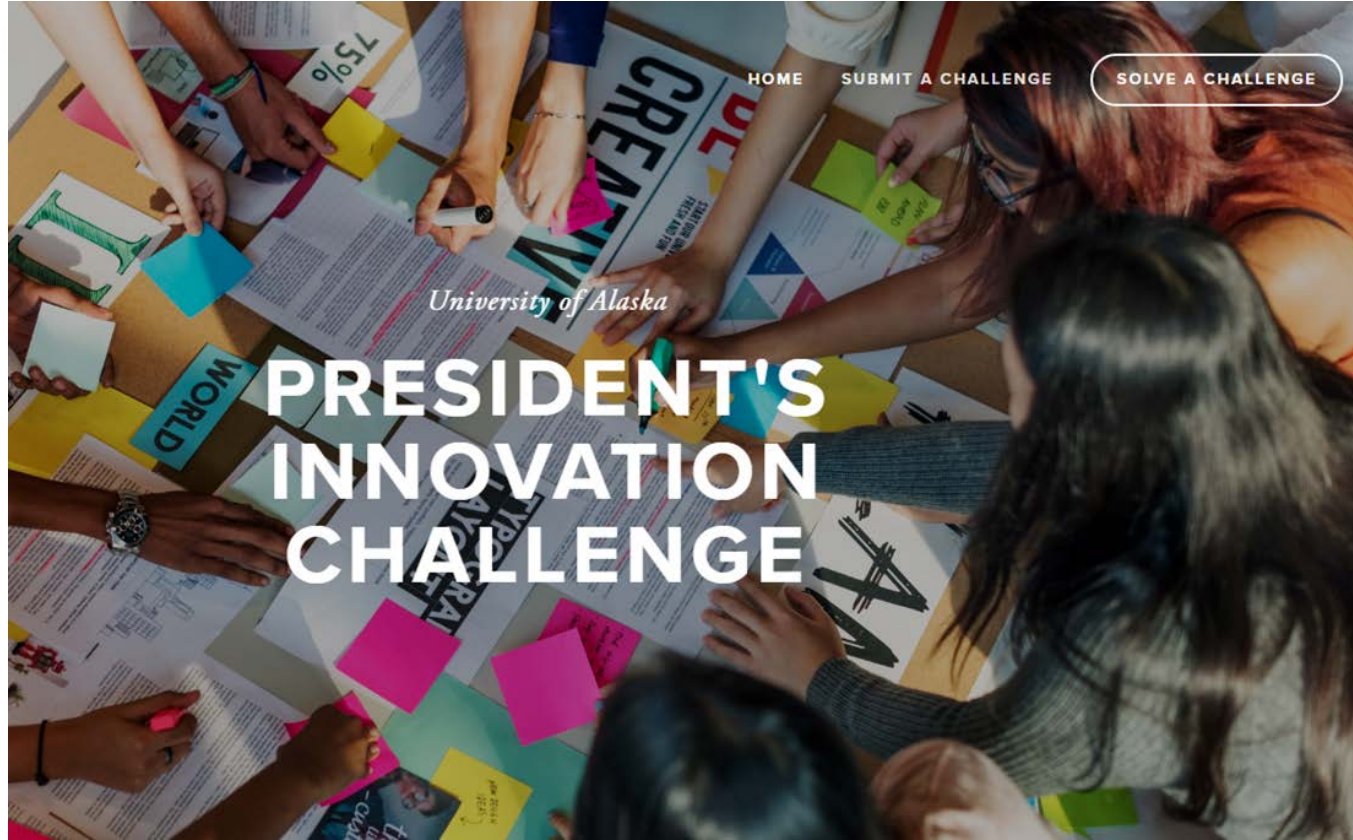


Collaboration



Center for Economic Development

- Customer Discovery for Research Projects
- Growspace
- VOLT49
- OTIS
- President's Innovation Challenge



Ideation process



Get a clear view
of the problem



Sketch solutions
separately



Choose and
develop the best

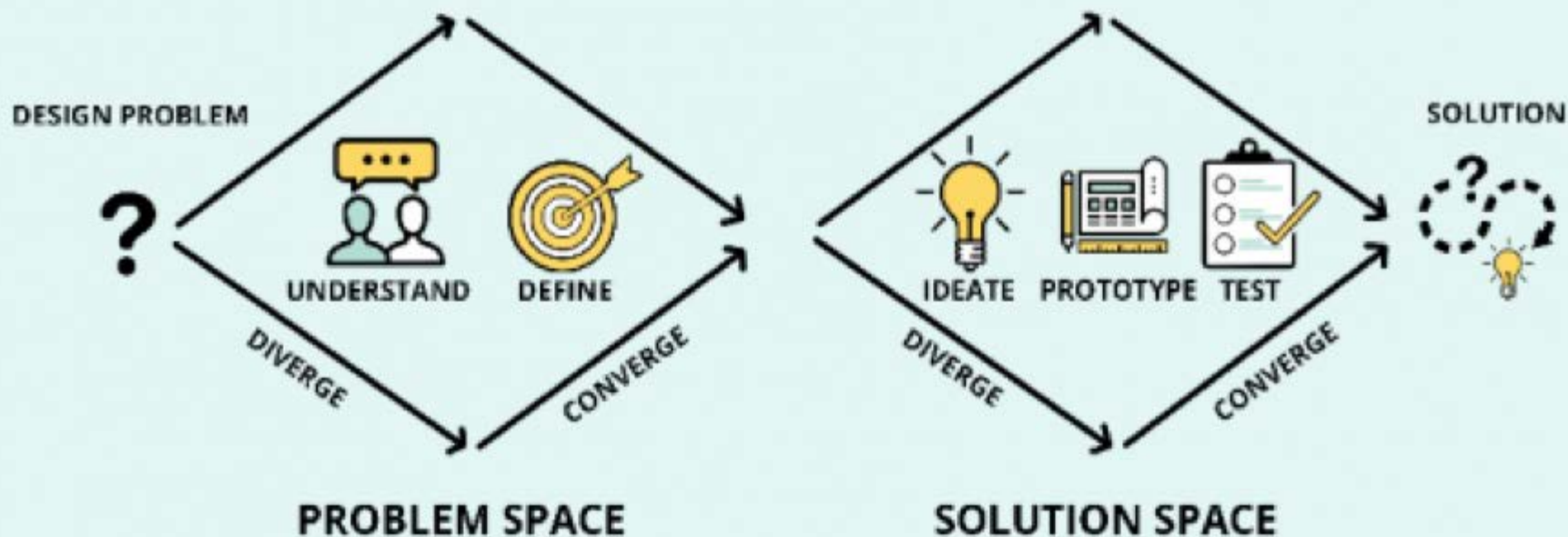


Build your
prototype



Test with
customers

THE DESIGN THINKING PROCESS



Emerging Sector: Renewable Energy

Sector Characterization



100 Specialized
Businesses



Primarily
Knowledge-based

Sector Needs



Scalable Business
Models



New
Financing Models

Infogram



Emerging Sector Sprint: **VOLT49**



ideas that will ^{improve} ^{the} ^{user} ^{experience} at the parking garage on 5th & B str?

Beautify and

open-ended questions.

where?

how?

why?

Observe people and space.

Try it yourself

USER RESEARCH

1

DESCRIPTION

DESCRIPTION OF A WORKFLOW

RESEARCH SOLUTIONS

2

SEARCH SPACE

SEARCH TIME

SEARCH COST

SEARCH RISK

SEARCH COMPLEXITY





sig +
BELSALIS

thind

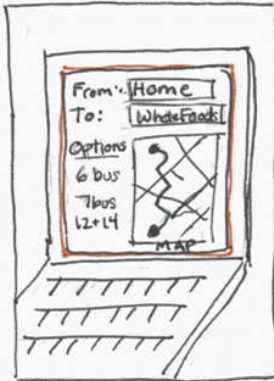
max hild

Vertical text on the left margin, likely a printer's mark or a reference to the source of the map.

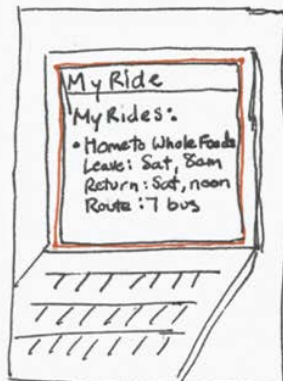
Vertical text on the right margin, likely a printer's mark or a reference to the source of the map.



CREATE MYRIDE PROFILE



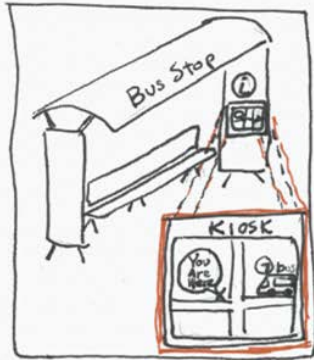
RESEARCH ROUTE



SAVE ROUTE TO MYRIDE



RECEIVE UPDATE



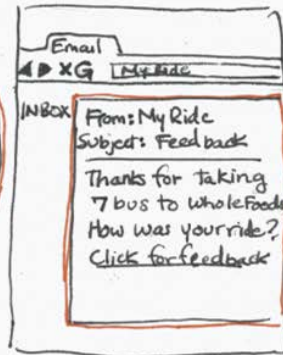
ARRIVE AT STOP



ON BUS



BUS DISPLAY



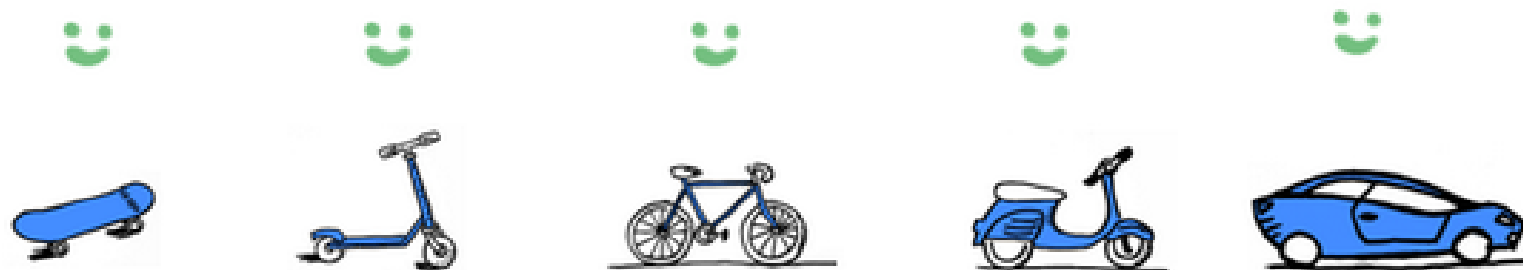
PROVIDE FEEDBACK

Storyboarding & Customer Journey

Not like this...



...instead like this!



Thank you

Contact Info:

ua-ced.org

Margo Fliss: mgowens@alaska.edu