

RGI

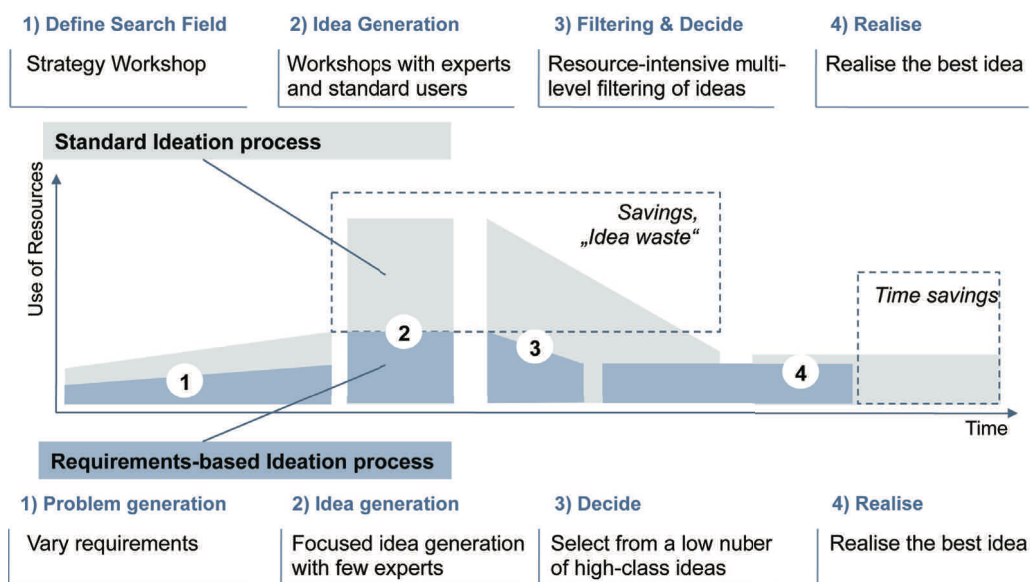
Requirements Guided Innovation

Background

Each innovation can only be as good as the idea behind it. This is why it is more important to generate high-quality ideas than simply a large number of ideas. Targeted and systematic idea generation techniques offer particularly great potential here. They narrow down the vast field of possibilities to such an extent that the limited resources can be directed towards the promising directions. Typical mental blocks and well-worn paths are thus avoided. The positive side-effect: fewer resources are needed for idea generation and evaluation, as the time-consuming task of filtering out the really good ideas from the mountain of poor ones is no longer necessary.

Among creativity methods, requirements-guided innovation as a method is unique. The systematic innovation CoE has developed this method as many clients expressed a desire to develop good ideas in less time and with less effort than before. A typical creativity workshop becomes expensive when an interdisciplinary team produces ideas with several experts on a daily basis. This is coupled with a multi-level and time-consuming filter stage and the post-processing of several hundred ideas.

RGI is able to produce the same number of high-quality ideas with fewer people. As high-quality ideas are generated almost exclusively, the time-consuming process of re-sorting becomes obsolete, resulting in a clear time benefit in addition to the saved resources.



Innovation made by talents

INVENSITY has successfully combined its expertise in requirements management with that of innovation management to create the innovative RGI method.

Previous creativity techniques have worked in a primarily intuitive and divergent manner. Until now no systematic, convergent method for generating ideas did exist.

RGI

Requirements Guided Innovation

Our Solution

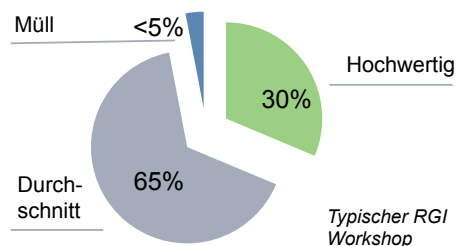
The method centers on systematically varying product requirements in such a way that new requirements are created which have not yet been fulfilled. In this way, completely new requirements are created which lead to innovative products. By only varying the major elements of a product, namely its requirements, it is ensured that significantly fewer poor ideas are generated. The RGI method offers great potential, particularly for areas in which a large number of ideas frequently need to be generated or which are reliant on push innovations (i.e. future needs in the market must be anticipated or shaped).

Mit der Invensity RGI Methode lassen sich systematisch hochwertige Ideen generieren. Die Vorteile der systematischen Vorgehensweise liegen vor allem in der Ersparnis von Ressourcen bei gleichzeitiger Erhöhung der Ideenqualität. Zusätzlich kann die Suchrichtung besser beeinflusst werden, als bei intuitiven Methoden wie z.B. Brainstorming.

Sind eine systematisch-arbeitsteilige Vorgehensweise und die Wiederverwertung von Wissen in der Entwicklung längst Standard, dominieren bei der Ideenfindung nach wie vor kreativ-intuitive Methoden. Dies hat zur Folge, dass jeweils auf der „grünen Wiese“ begonnen wird, d.h. vorhandenes Wissen weitgehend ungenutzt bleibt und die Methode auf Geistesblitze vertraut. Letztere lassen sich aber nicht erzwingen, wodurch viele Ideenworkshops unbefriedigend enden. Diese Entwicklungspotentiale werden durch RGI berücksichtigt:

RGI

Doppelt so viele hochwertige Ideen, dreimal weniger Ideenmüll



Absolute Kosten eines Workshops weniger als die Hälfte



Kosten pro guter Idee: 60% geringer zu Brainstorming

115€

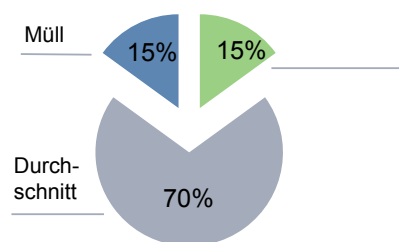

Ideenqualität


Kosten

Kosten für Vorbereitung, Durchführung, Aufbereitung, Filterung eines Workshops inkl. professioneller Moderation & Personalkosten

Brainstorming

Mittelmäßig, viele Ideen sind bereits bekannt



Hohe Kosten durch viele Teilnehmer und aufwändige Nacharbeit



Kosten pro guter Idee: 150% höher zu RGI

Innovation made by talents

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