

Link your project to what your end user *actually* wants and needs

Having a great new idea or approach to solve a problem is fine, but *remember* that it has to be fit for purpose.

Think about the intended end users and their needs.

If you do not know what they want, you need to do some research to find out.

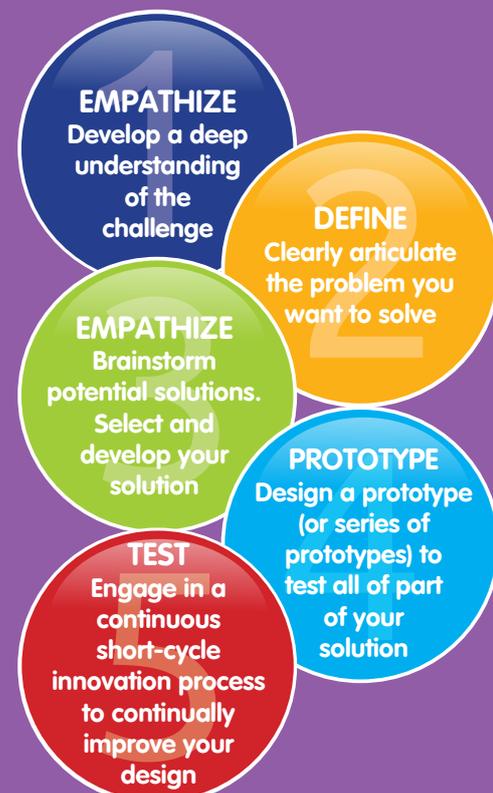
You could also:

- Contact a business that already works in your targeted field of interest.
- Talk to the people that your innovation is aimed at and find out what they actually think – you may discover that the problem requires you to solve a number of different needs.
- You should understand your users' values and environment and problems in order to come up with a useful idea.



Use the design thinking approach and follow the steps of a successful innovation cycle.

- Use your background research to inform the decisions that you make for your innovation.
- Check your budget and the availability of the materials you require.
- Estimate the time that you will have to devote to your project so that you can deliver your idea on time
- You will need to build a prototype or representation of your idea that you can take back to your customer to check that it fulfils the needs that were identified.
- Communicate and check at regular intervals – seek feedback and then incorporate it
- At this stage you can modify and change aspects as necessary or test it with users to check how well it works.



REMEMBER

if you have any questions or problems, **ASK** your librarian or teacher for support and advice.