

Solution Lifecycle Tool

Innovation doesn't happen like the cartoons suggest – a light bulb flashes and there you have it. It's a much longer journey to create value from an idea. So it's useful to have a map of how the process unfolds over time and what's involved at different stages.

We're familiar with the front end, thinking about the stages from initial ideation, through developing the concept, prototyping, piloting and launching. But we also need to think about the rest of the innovation lifecycle – through scaling up to maturity and finally end of life – which might also provide the point of departure for the next generation of innovation.

In creating your MVP, and in piloting your innovation, you will have been concentrating on whether people or organisations want it. In order to scale, however, you will need to ensure that the innovation has a fully worked-out solution lifecycle. By this we mean that you have fully mapped out and (where possible) tested how your innovation will be used and supported from beginning to the end of its life. Who will provide training if it is needed? How will technical support be provided? What happens if someone wants a refund or to return the product? What happens if an organisation wants to upgrade their package? If it is a physical product, how is it disposed of in an environmentally friendly manner? If it is a process or service innovation, how will you incorporate user feedback to improve the process or service in the future?

The best way to map this out is to use a solution lifecycle. There are a number of ways to do this, but we prefer a method that shows three perspectives:

- ▶ **The consumer's perspective**
- ▶ **Your organisation's perspective**
- ▶ **Your partner's perspective**

Page 2 includes a simple tool to help us think ahead and plan for the different stages.



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Key Stages	Prototype	Pilot	At Scale	At Full Maturity	End of Life
Things to consider...					
...from consumers point of view					
...from your organisation's perspective					
... from your partners' perspectives					

