What is an innovation short circuit?

Innovation SHORT CIRCUITS, delivered by industry experts and influencers, are 2 hour topic-based conversation sessions that help students gain expertise in innovation mindset, skills and practices.

REGISTER
https://www.sictr.iastate.edu/marketing-short-circuit/

TELL ME MORE . . .

Consumer insights are interpretations used by businesses to gain a deeper understanding of how their audience thinks and feels. Analyzing human behavior allows companies to understand what their consumers want and need, and most importantly, why they feel this way.

Design thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. Involving five phases—Empathize, Define, Ideate, Prototype and Test—it is most useful to tackle problems that are ill-defined or unknown.

Check the Student Innovation Center Page for Updates
New Training Circuits, Competitions, and Flagship Innovator Speakers
https://www.sictr.iastate.edu/

1-Day Innovation DASH Competition—Topic: Recruiting ISU Students
Challenge: Create a marketing campaign to recruit for ISU’s New Student Innovation Fellows Program
REGISTER: https://www.sictr.iastate.edu/dash

NEXT?

Oct 10

2 Hour Short Circuit: Product Management
Link Forthcoming
Learn about new product development, business justification, planning, verification, forecasting, pricing, product launch, and marketing of a product or products at all stages of the product lifecycle.

Nov 5

Student Innovation Fund Challenge
Link Forthcoming
Applications for the April 2021 innovation competition will be available on the Student Innovation Center Website January 2021

April 2021

Short Circuit: How to Innovate
Consumer Insights and Design-Thinking
Sponsored by:
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VP of Consumer Insights HARMAN

Innovation Mindset, Skills and Practices

Announcing ISU’s Online 2-Hour Insight Circuit: Understanding Customers

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TOPICS

• How are consumer insights and design-thinking important for innovation that matters?
• What are consumer insights and design-thinking in practice?
• Who does consumer insights and design-thinking work, what are the skills involved, and how does it fit into new product or service innovation?