

IOWA STATE UNIVERSITY
Short Circuit Innovation
October 1, 5-7 p.m. 2020

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

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/>

Short Circuit: How to Innovate Consumer Insights and Design-Thinking

Sponsored by:
HARMAN

David Slump

President of Global
Markets, HARMAN

**Mohan
Krishnaraj**

VP of User
Experience Design
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HARMAN

**John
Livanos**

VP of Consumer
Insights
tHARMAN

**Innovation
Mindset, Skills
and Practices**

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.

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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?

NEXT?

Check the Student Innovation Center Page for Updates

New Training Circuits, Competitions, and Flagship Innovator Speakers
<https://www.sictr.iastate.edu/>

Oct 10

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>

Nov 5

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.

April 2021

Student Innovation Fund Challenge

Link Forthcoming

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