

INNOVATE AND CO-CREATE

Recent events have demonstrated a pressing need for organizations to be nimble and agile in response to a constantly shifting marketplace.

Innovation and Co-Creation Framework

1. Internal Ideation

Sharing existing knowledge and collaborative concept building and prioritization

2. Rapid Prototyping

Bringing concepts to life through language and mood boards

3. Consumer Co-Creation

Engaging consumers to provide feedback and build on initial ideas

Organizations are faced with the challenge to respond quickly to new market realities. This can be difficult when internal processes depend on an arduous approval process impeding the innovation pipeline and go-to-market strategies.

W5 offers a strategic process that engages internal stakeholders and consumer co-creators early on and moves quickly to bring potential product and service innovations to the market.

Internal Ideation: First, the team establishes a shared knowledge base for ideation. This comes in the form of sharing quick-turn research insights or existing research. This insight is used for internal ideation, leveraging exercises that ask stakeholders to embody the consumer and generate products that fulfill their needs.

Rapid Prototyping: Next, a smaller team shapes the ideas into consumer-facing concepts through written descriptions, mood boards, or rough sketches.

Consumer Co-Creation: Finally, consumers are invited to evaluate the ideas and provide creative input, refining concepts and strengthening their appeal amongst target audiences.

W5's *Innovation and Co-Creation Framework* can be fielded in as little as days, offering a speed-driven, consumer-centric process that turns ideas into realities.

Want to learn more about W5's Innovation and Co-Creation Solutions?

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