

# One Size Doesn't Fit All

Increasing intrapreneurial learnings from ING's innovation methodology

## Design Challenge

Develop a personalised application of ING's innovation methodology that meets the needs of new internal start-ups to enable their understanding of the design process<sup>1</sup>. Do so by providing a way for innovation coaches to feed and structure information when coaching an initiative.

<sup>1</sup>Within their corporate accelerator, ING uses their innovation methodology: "PACE". Combining Design Thinking, the Lean start-up approach and agile working into one elaborate innovation methodology.

## The Solution - Dash

A platform for innovation coaching

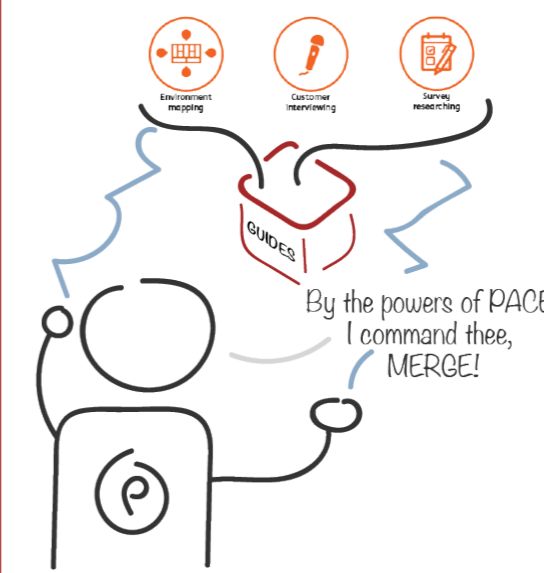
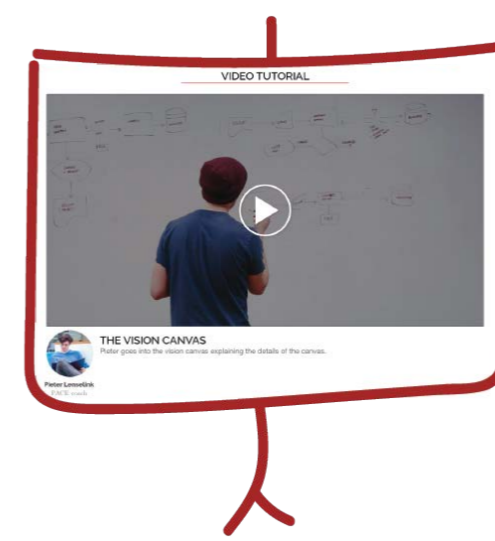
### Positioning



For passionate intrapreneurs, Dash is the go-to platform for gaining intrapreneurial learnings. By seamlessly presenting all innovation tools and guides, becoming an ambassador of innovation is easier than ever.

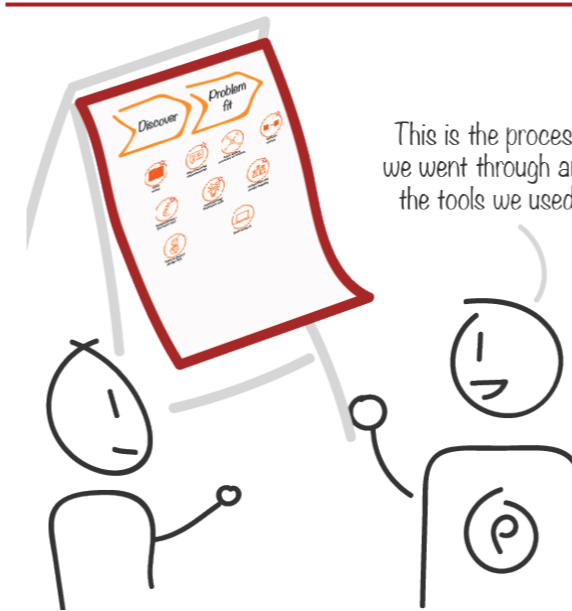
### Four functions

**Coaching video tutorials**  
Innovation coaches record and share video tutorials explaining innovation tools or -insights.



**Design tools overview**  
An integrated overview of all design tools. -workshop materials and -guides combined into one platform.

**Design process logbook**  
The design process logbook tracks and visually presents the tools used in order to progress through the PACE accelerator.

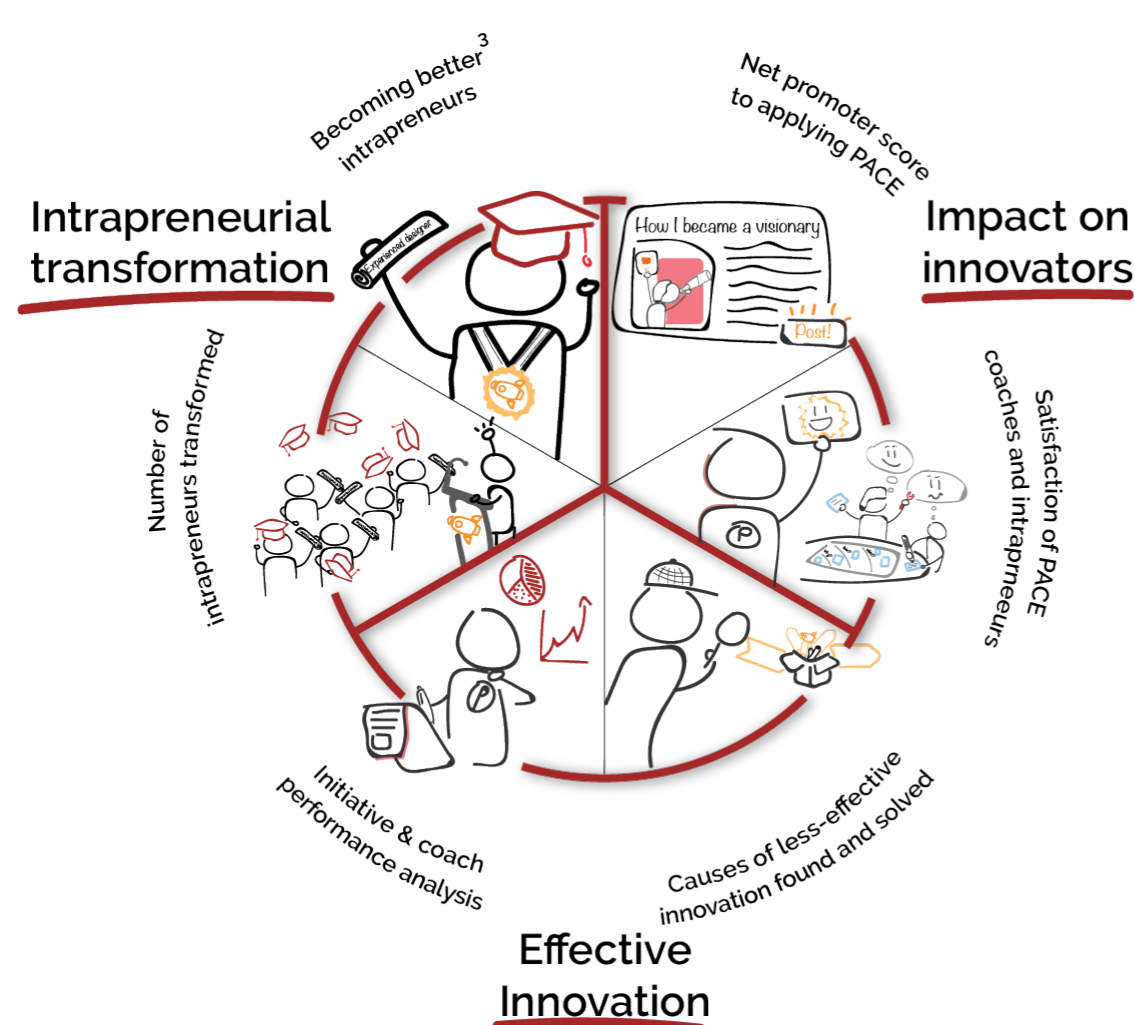


**Reflection stickers**  
Reflexive practice promotes a higher level of cognition<sup>2</sup>. By placing reflection stickers on tools, intrapreneurs learn more from their design process.

<sup>2</sup> Krathwohl, D. R. (2002). A revision of Bloom's taxonomy: an overview

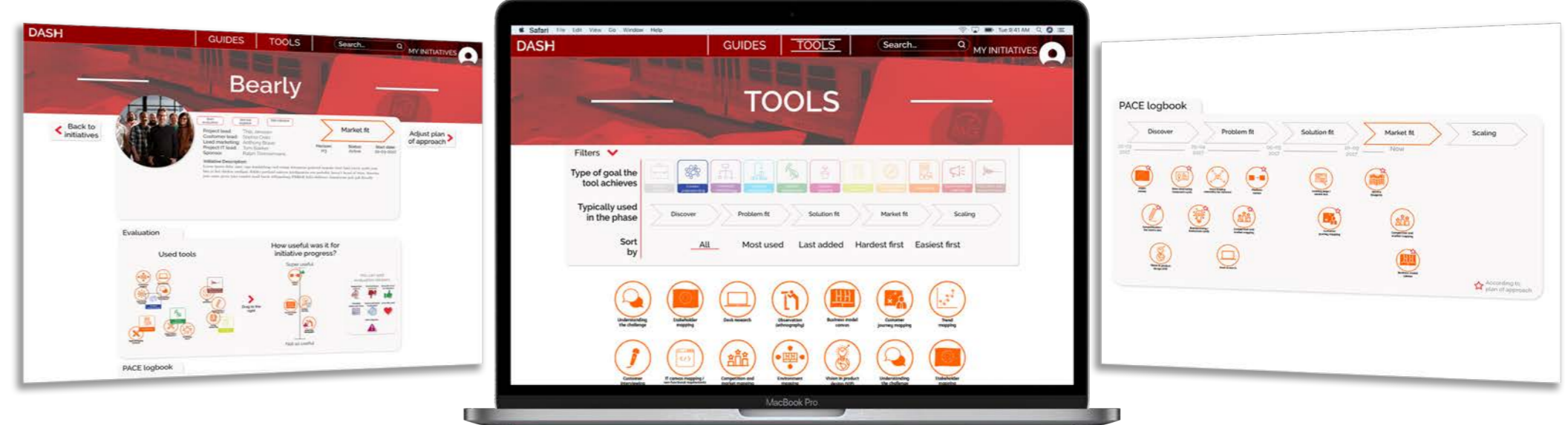
### Measuring performance

Six key performance indicators measure Dash's performance to make innovation at ING's accelerator more effective



### Prototype

Dash is presented through an interactive prototype. Three screens are:



Follow the progress of initiatives you coach or are part of.

Find innovation toolkits and easily export workshop materials.

Track the design process within the PACE accelerator and the tools you used to progress.

<sup>3</sup> Based on Albers, A., Turki, T., & Lohmeyer, Q. (2012). Assessment of Design Competencies By a Five Level Model of Expertise.

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One size doesn't fit all: Increasing intrapreneurial learnings from ING's innovation methodology  
8th of May 2018  
MSc Strategic Product Design

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