

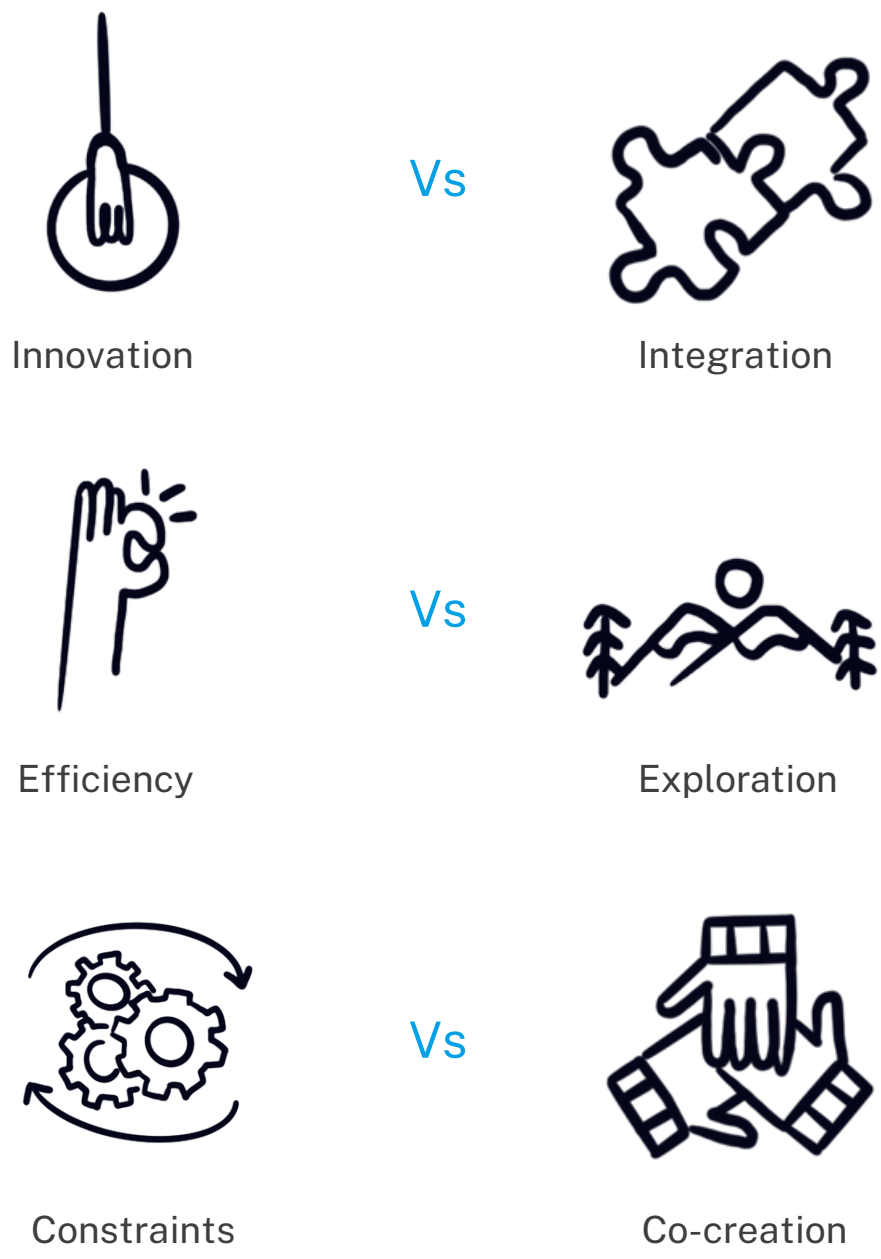
Eureka

Discovering Innovation in Everyday Spaces

01 Why the need for Eureka

- **Workforce Crisis in the industry:** 716,000 new maintenance technicians globally over 20 years
- **Innovation isn't reaching technicians:** Despite heavy investment in technology, frontline engagement remains low due to physical, social, and workflow barriers.
- **Traditional innovation spaces fail:** Segregated labs often become "innovation theatres," disconnected from day-to-day operations and technician input.
- **Technicians are not engaged:** They prefer hands-on learning, have strong personal technology interest, and want to co-create, but don't have the means (yet).

Research Question: How can we activate maintenance technicians' engagement with emerging technologies to foster innovation?



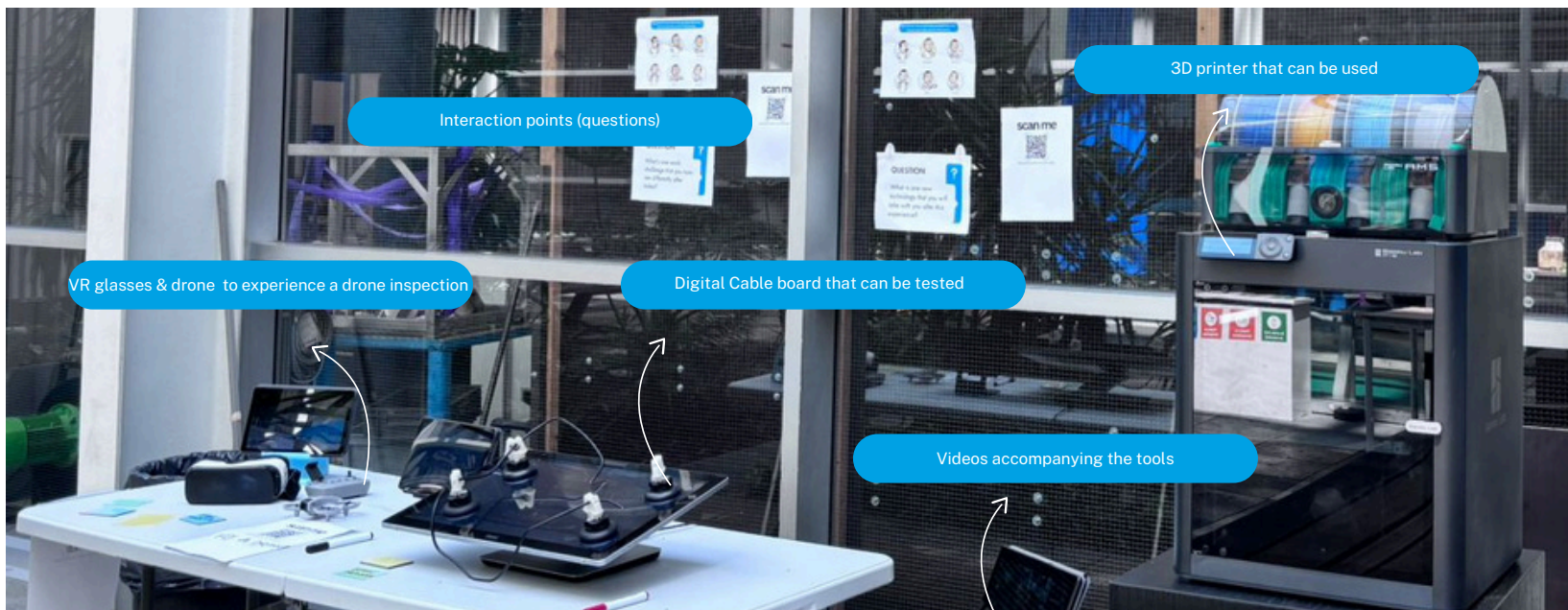
The three core tensions identified

02 What is Eureka

Eureka is a **spatial innovation intervention** that transforms **employees' familiar workplace environments** into **relevant technology discovery spaces** by eliminating the barriers that traditional innovation approaches inadvertently create.

Core elements of Eureka

- **Integration:** Innovations embedded within employees' natural workflow and familiar spaces (for example: break areas), not segregated innovation labs
- **Exploration:** Enables self-directed exploration, either individually or in groups, during routine activities without mandatory participation, featuring fellow employees as technology champions through authentic testimonials.
- **Efficiency Demonstration:** Features real, functional technologies that can be meaningfully tested, showcasing concrete, measurable improvements to daily work challenges through before-and-after scenarios and real-world applications
- **Co-creation Pathways:** Provides explicit next steps from initial curiosity to implementation participation, answering "What's next?"



Testing Eureka in the breakroom

03 Validation of Eureka

Behavioural Impact

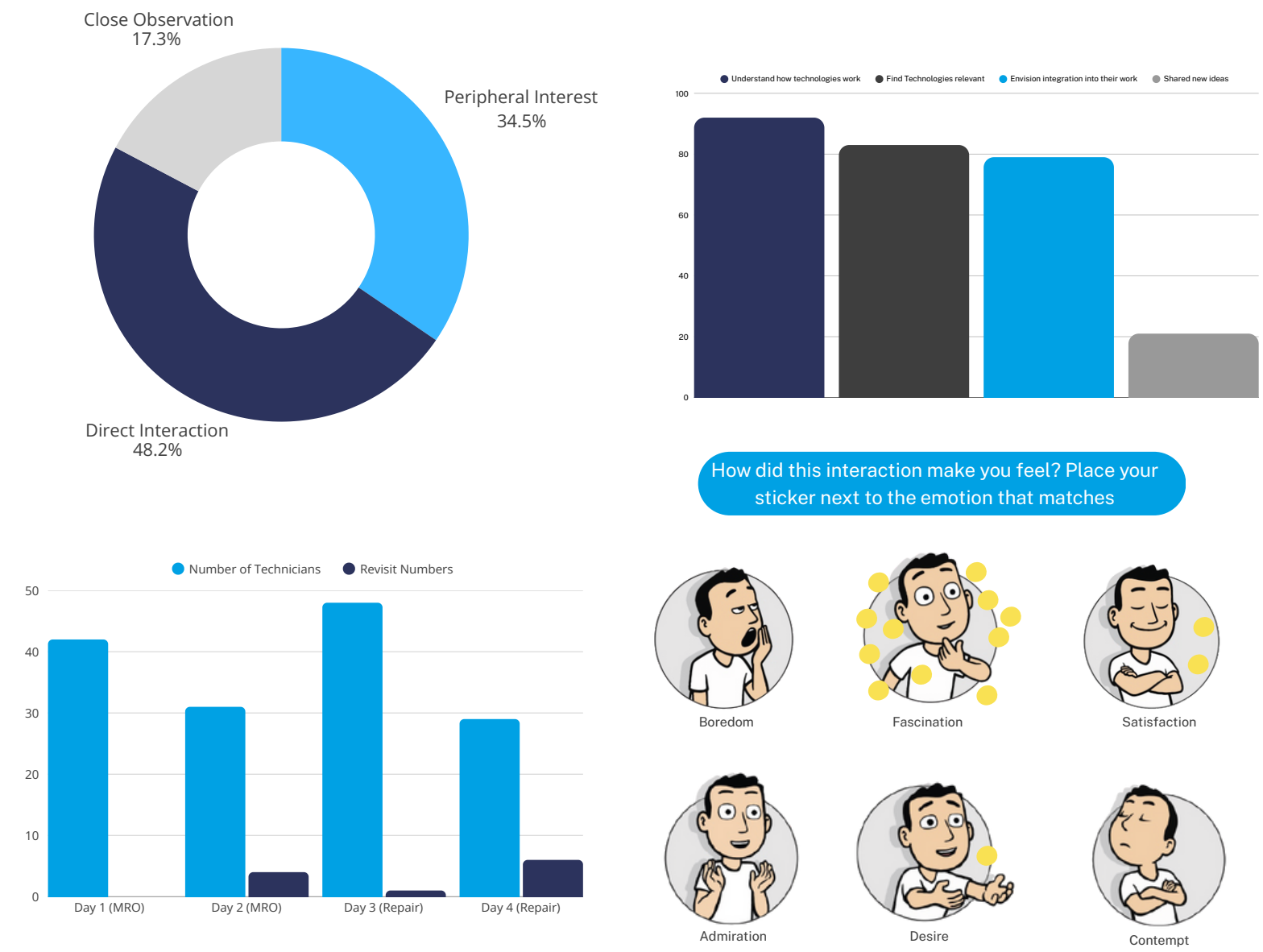
- **139** technicians visited
- **48.2%** engaged in directly with technologies
- **45** parts 3D printed over four days
- Average engagement time: **10-15 minutes** per visit

Cognitive Impact

- **92%** actively tried to understand how technologies worked
- **88%** recognised clear advantages for their work
- **83%** found technologies relevant to their daily tasks
- **7** concrete implementation ideas submitted

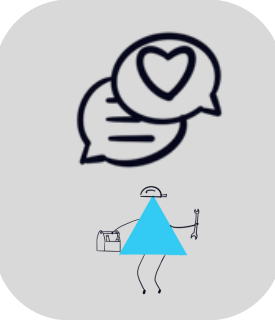
Affective Impact

- Overwhelmingly positive emotional responses
- Fascination was the dominant emotion (**11** out of 14 participants)

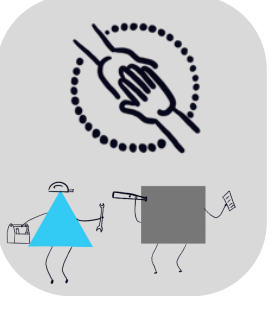


Validation results from Eureka

04 Deliverables



Engage



Expand



Embed

The three horizons to achieve the future vision

For KLM

- Validated concept ready for Innovation Safari
- Integration with Shared Innovation Platform
- Strategic roadmap
- Identification of technology champions
- New communication channels between technicians and management
- New connections for other organisations with the broad innovation ecosystem

Practical Implications and Guide For Organisations

- Embedding innovation into everyday workflow
- Design peer-to-peer technology transfer systems
- Designing spaces that enable innovation by design

Theoretical Implications For Academia

- Spatial prototyping for testing innovation interventions
- Navigating tensions in the design process
- Personal passion as professional catalyst