

FACILITATING THE INTERNAL ADOPTION OF RADICAL INNOVATION CONCEPTS

A strategic design approach to facilitating the decision-making process behind the internal adoption of radical innovation concepts for further development

The aim of this master thesis is taking a strategic design approach to design a tool, that facilitates the decision-making process behind the internal adoption of radical innovation concepts, while addressing the knowledge gap between the challenges of radical innovation, and the decision-making tools and evaluation criteria currently used.

Literature review and qualitative interviews with experts from academia and experts working in industry revealed the knowledge gap mentioned above and insights that were used towards devising design criteria for developing the following:

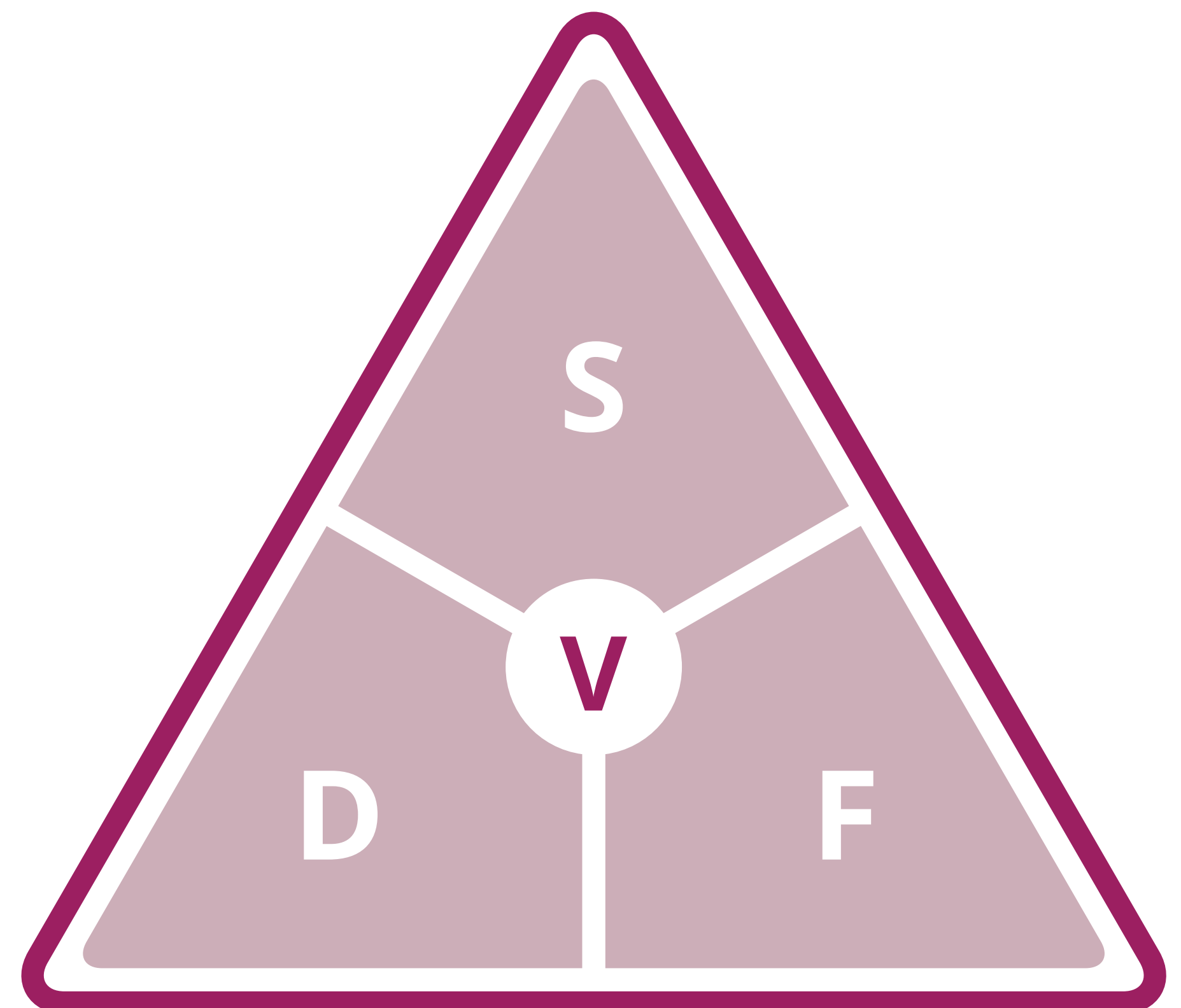
The Viability Model:

The Viability Model describes viability as the main decision criteria when a radical innovation concept is evaluated by a company; where viability is modeled by *desirability*, *feasibility* and *suitability*.

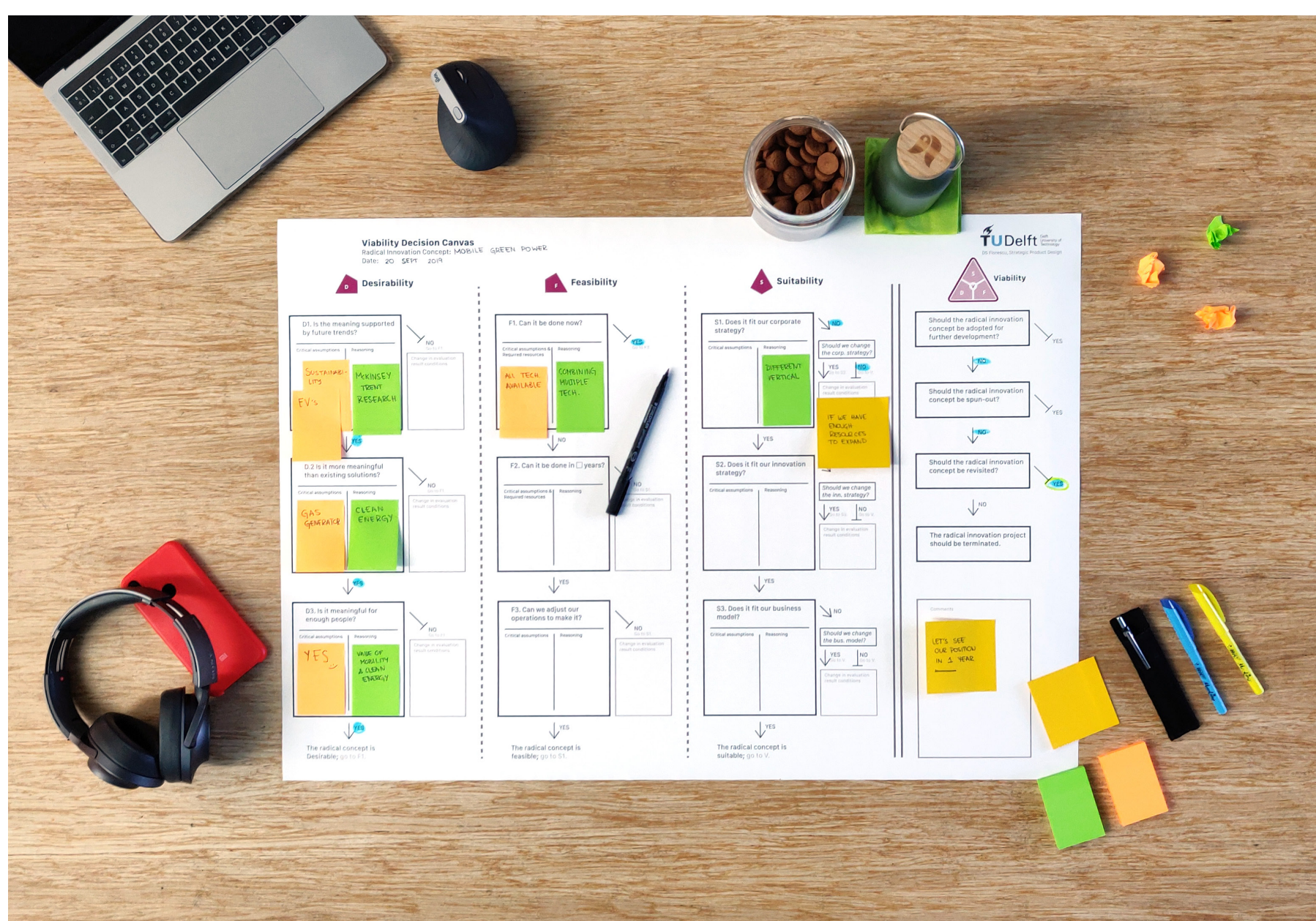
The Viability Decision Canvas:

The Viability Decision Canvas facilitates the evaluation and the decision-making process behind the internal adoption of radical innovation concepts by employing abductive reasoning in a Fast-and-Frugal decision tree format, that addresses the non-probabilistic uncertainty inherent to radical innovation. Being simple and structured, the DFSV decision-making procedure allows and encourages rapid adjustment to suit the specific context of the company and the context created by the radical innovation concept.

The positive results of the Viability Decision Canvas validation test with the company PHYSEE, regarding the facilitation of the decision-making process behind the internal adoption of radical innovation concepts, show the potential value of the Viability Decision Canvas to be implemented as a company tool.



Viability Model, illustrating how viability is modeled by desirability, feasibility and suitability.



Viability Decision Canvas



Validation test of the Viability Decision Canvas at PHYSEE

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