Title

Date

THE DIGITAL INNOVATION MODEL

2 Most promising users

Who is open to the innovation?
Who would be the first to adapt?
What sort of personality and qualities would they have?

Target group: **Name, Age:** **Amount:**

3 User needs and problems

What are the needs and problems for the user at present?
How have they attempted to solve this so far?
Are there any alternative solutions?

Greatest interest:

4 Attention and diffusion

What do the users talk about?
What topics generate interest?
How do you create "diffusion

Newsworthy:

1 Your Scope

What would you like to achieve with the innovation?
What are the desired results?

Task of your innovation:

9 Implementation and funding

Expenses
Which features and tasks are critical to retain?
How much will implementation cost?

Results
What are revenues and up-sel-
What are the possible savings?

Initial costs:
Yearly costs:

Results 1st year:
Results 2nd year:

5 First experience

What does your user experience at first?
What will cause enthusiasm?
How will he/she be supported during the learning pro-

First reward:

8 Supporters and detractors

What internal and external supporters could accelerate the realisation?
Who are possible detractors?

Key benefit for supporters:

7 Features and functions

What are the most important functions and features for your users?
What features do you need as an innovator?

Killer Feature:

6 Lasting benefits

What long-term benefits (i.e. personal, social, and economic) do you offer? How do you support integration into everyday

Product reminder:

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