



Innovation Cards

See innovation differently

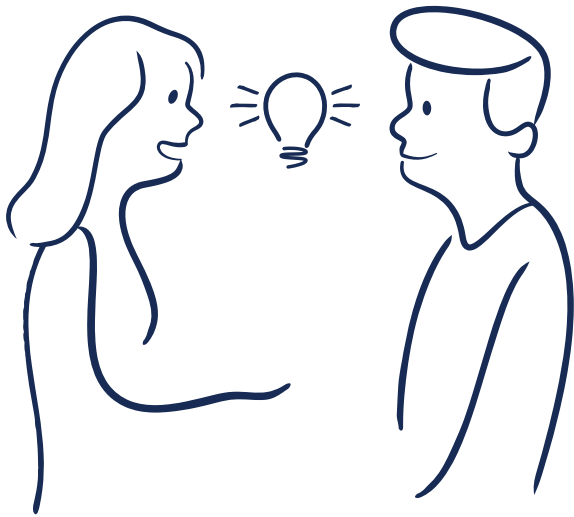
Brought to you by:



Personalise it (like Netflix)

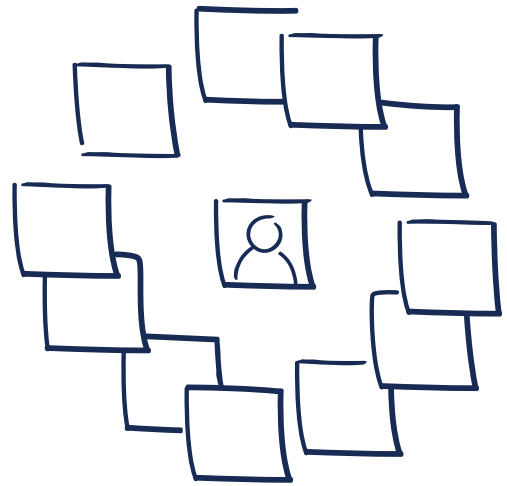
What if you knew your customer's habits?

How can you deliver a personalised offer through recommendations?



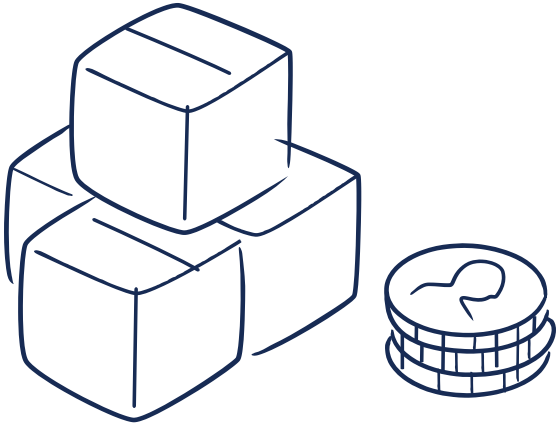
Involve the customer

What can we do to make the customer feel more involved in the process?



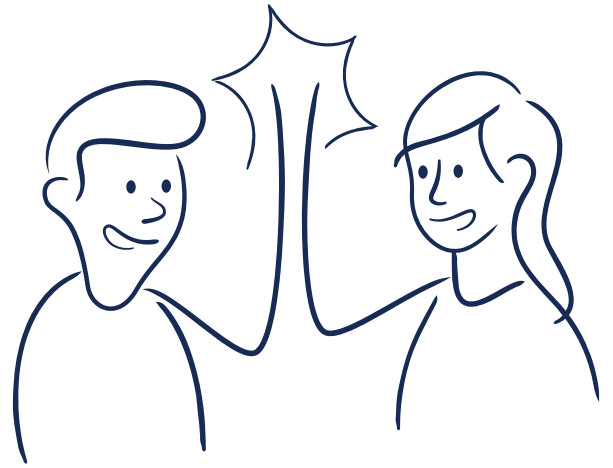
Focus on one audience

How could the idea focus on one group really well instead of trying to solve for everyone?



Value for money

How can we help the customer feel like they are getting their monies worth?



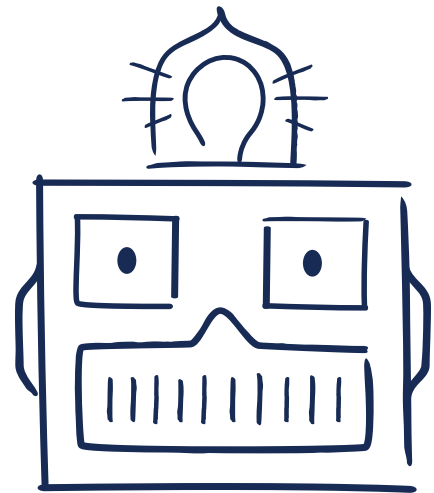
Is it love at first sight?

What could make customers feel immediately comfortable and assured?



When family comes first

How could children or other family members be involved or entertained?



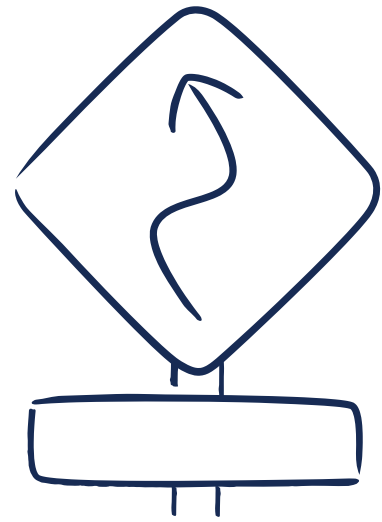
Think like a robot

A robot is intelligent but emotionless, how might it solve the problem?



New, newer, newest

What could we bring to the table that is unique, new and shiny?



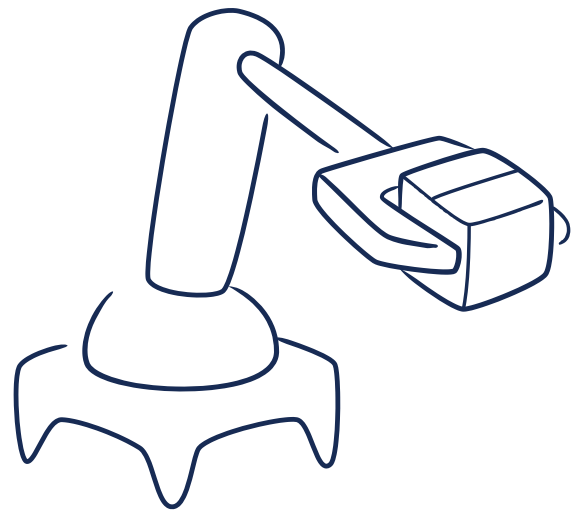
Create a journey, not a destination

By taking customers on a journey, how can you create a valuable experience?



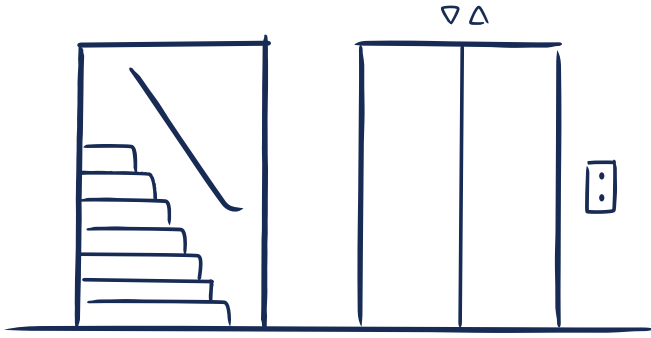
For someone special

Think of ways you can make your customer feel special and not just another bag of money.



Automate it

How can we do something without the need for manual labour?



Is it really necessary?

What would happen if a part of the process or challenge was removed?



Gamify it

How can you make a task or service fun while providing a sense of achievement?



There's an app for that

If nothing was printed or mailed and all tasks had to be done online, what would you do differently?



If millennials ruled the world...

How can we make the customer feel good?
What will delight them?



If you knew what they knew...

If you knew what a customer was going to do next, what might you do differently?



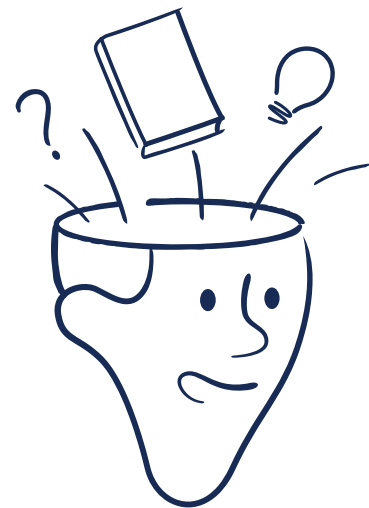
Reinvent value

If you knew what your customer valued, how would that change your idea?



Stream it live and exclusive

What could you do to keep customers updated on exactly what is happening at all stages.



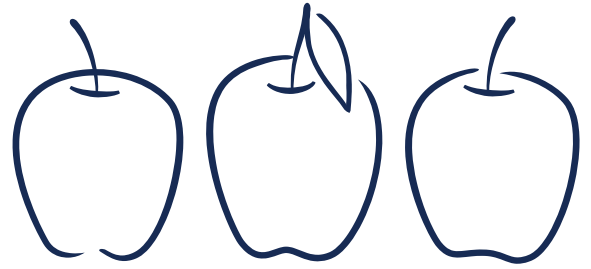
Make customers smarter

Think how the idea could provide an educational experience for your customers.



If advice was completely visual...

How it would look?
Where would the customer experience it?



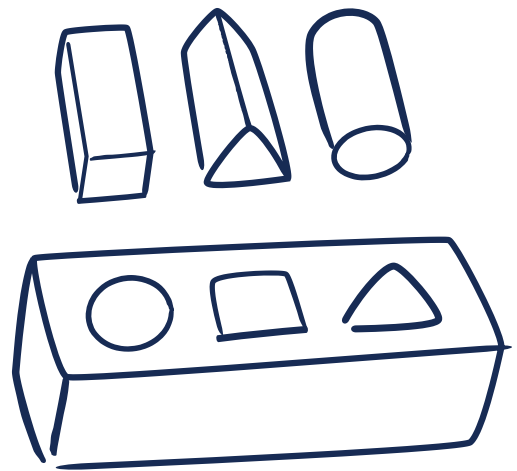
As simple as 1,2,3

What would you need to change
for a child to understand it?



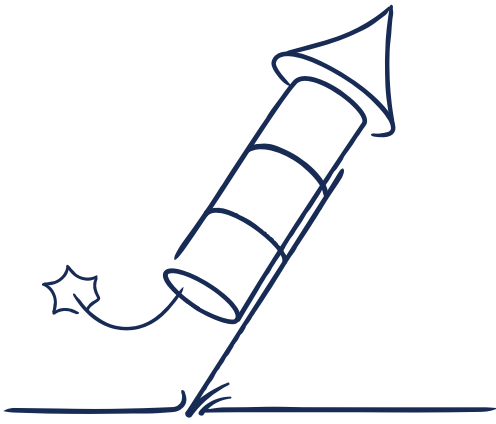
No face-to-face

If you could never physically meet your clients what would you do differently?



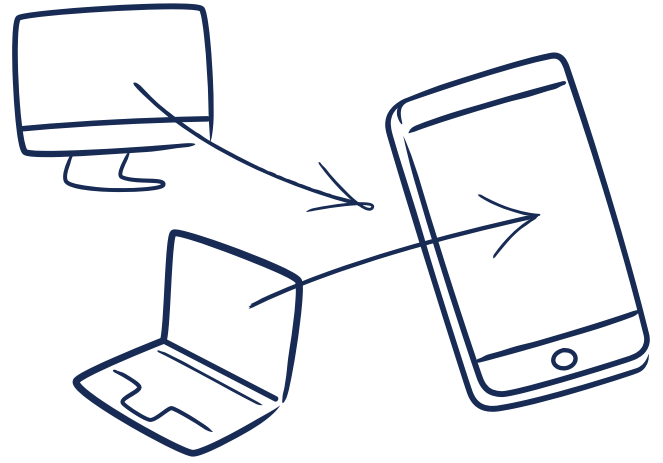
~~Intuition~~ Intuitive

How could your customers always know
what they are required to do/provide?



Make it memorable

Think about your most memorable experiences as a customer and what made them so special.



Make it mobile only

If people could only communicate and access the web on their mobile how would you do it differently?



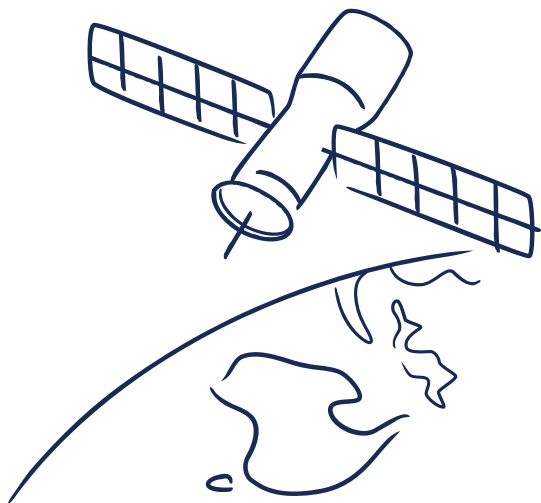
Create a Pick & Mix

If customers could pick and choose what they want, how would you do it differently?



Data with nowhere to hide

Given access to all your customer's data, how might you approach it differently?



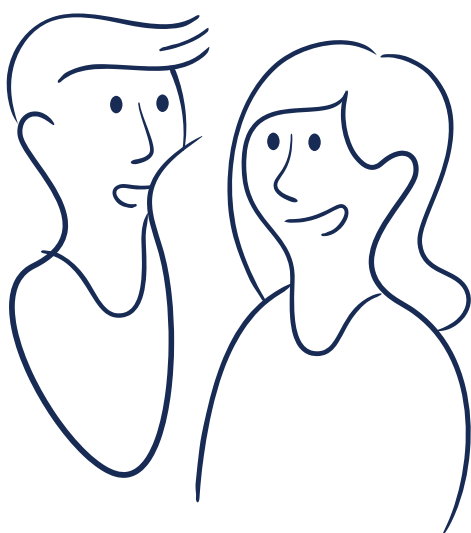
Apply technology without barriers

If any technology you wanted was available to you, what would you do with it?



The chatbots are coming

How could you use a chatbot?
What would you make it do?



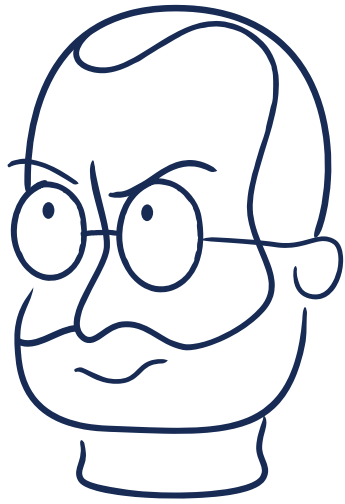
Get the good word spread

How can you encourage or make customers want to share your services with others?



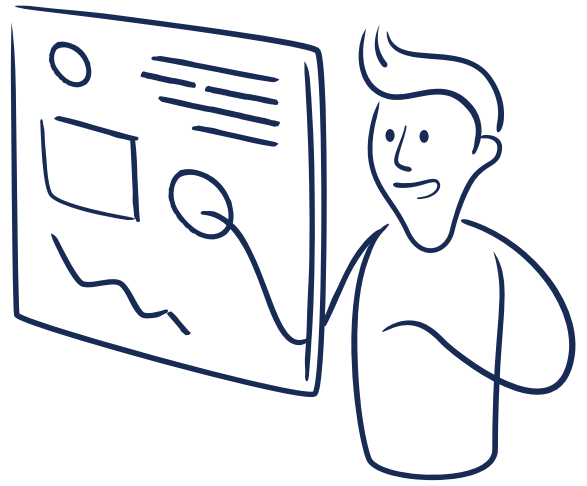
What would Richard Branson do?

Always looking to the next big idea and not afraid to try new things, how would you solve the problem?



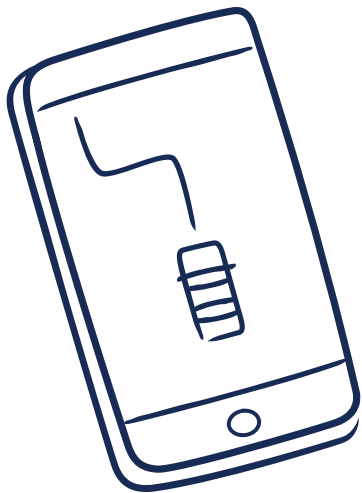
What would Steve Jobs do?

Could you solve the problem by keeping things basic, easy to understand and nicely presented?



What would Google do?

With access to the world's knowledge and personal information, how would you solve the problem?



What would Uber do?

You want to change the game by taking service to the next level, so how can you solve this problem?



Make them smile

How can we make the customer feel good?
What will delight them?