

**INNOVATION
HUB** part of digital lancaster



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HOW TO INNOVATE WITHOUT EVERYONE HATING YOU

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innovationhub.lancaster.ac.uk

**WAIT! HOW MUCH
DOES THIS COST!**

**WAIT WHAT ARE
THESE CARDBOARD
THINGS?**



PAUL HARNESS

VISION FOR INNOVATION AND
“DIGITAL” LANCASTER



VIRGIN ATLANTIC

HAVE AN INNOVATION STORY
TO TELL



GARTNER

MUCH LOVED BY PAUL AND
WANTED TO TELL US WHAT TO DO

THE CHARACTERS

VIRGIN ATLANTIC



- 9000 STAFF, 100 IT STAFF
- ALL IT DEVELOPMENT OUTSOURCED
- ALL IT TESTING OUTSOURCED
- IN HOUSE BUSINESS PARTNERS, PMO, BUSINESS ANALYSIS,
- SERVICE MANAGERS, SUPPLIER MANAGEMENT

VIRGIN ATLANTIC

- RATED THE LEADING INNOVATIVE AIRLINE
- AWARDS FOR FLAT BEDS AND UPPER CLASS LOUNGE

VIRGIN ATLANTIC



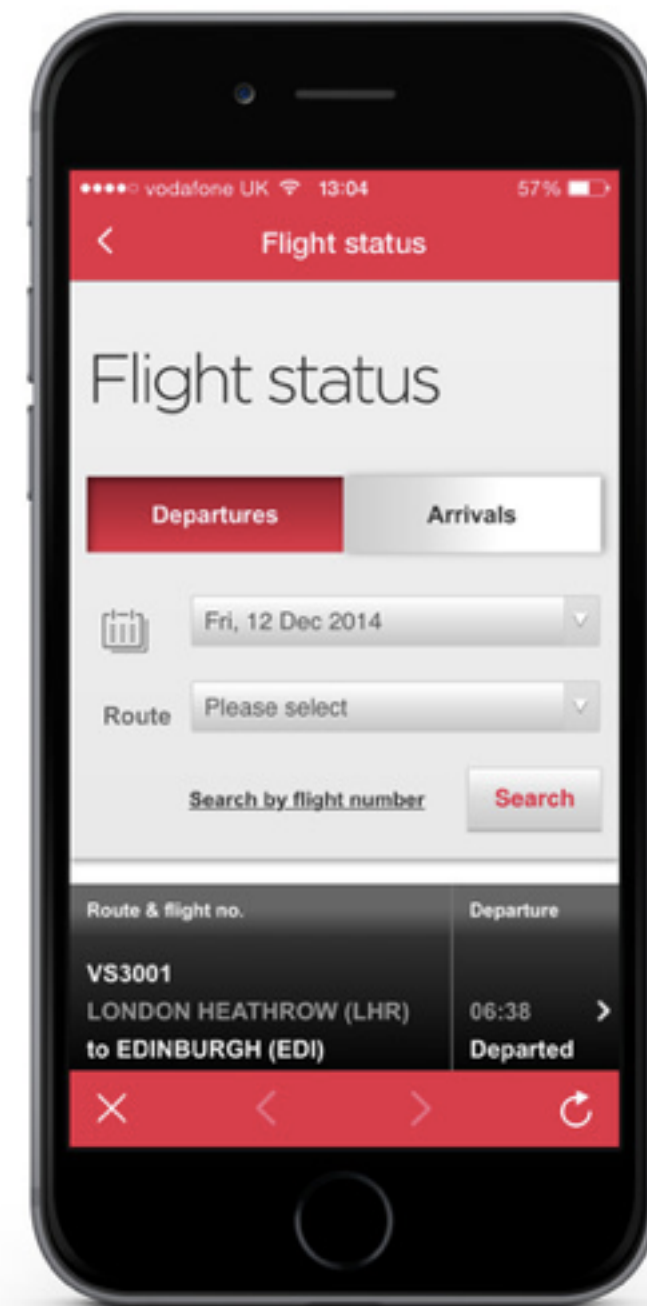
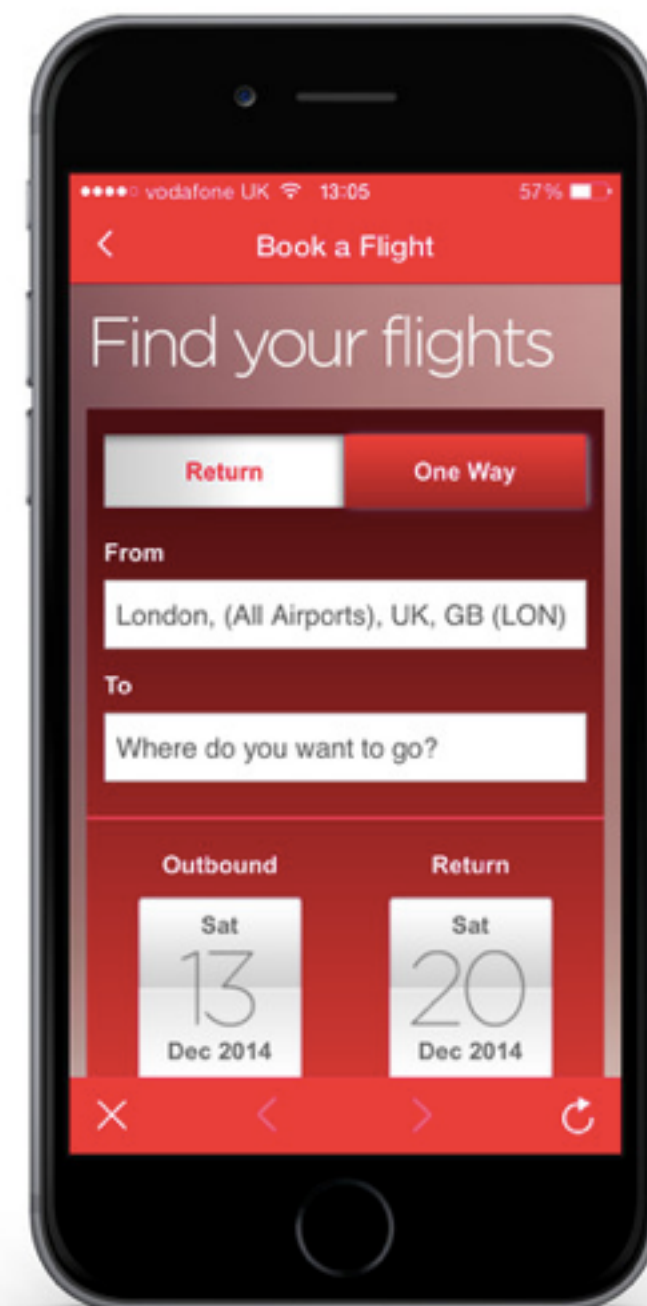
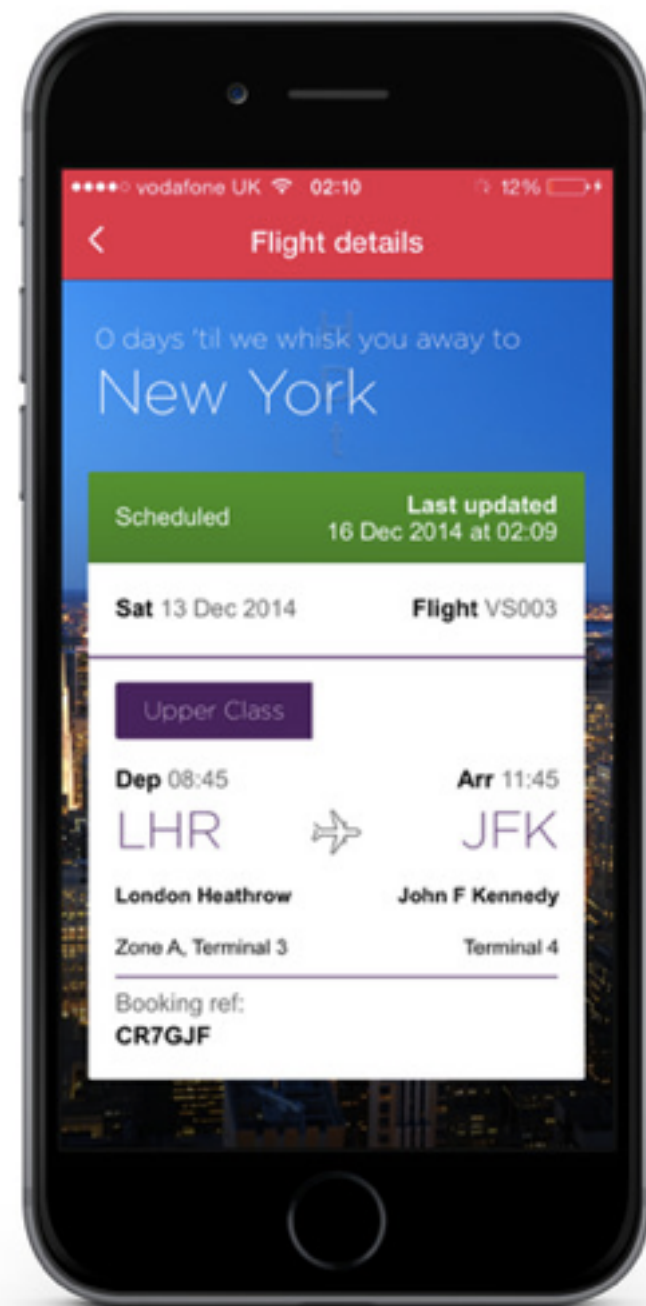
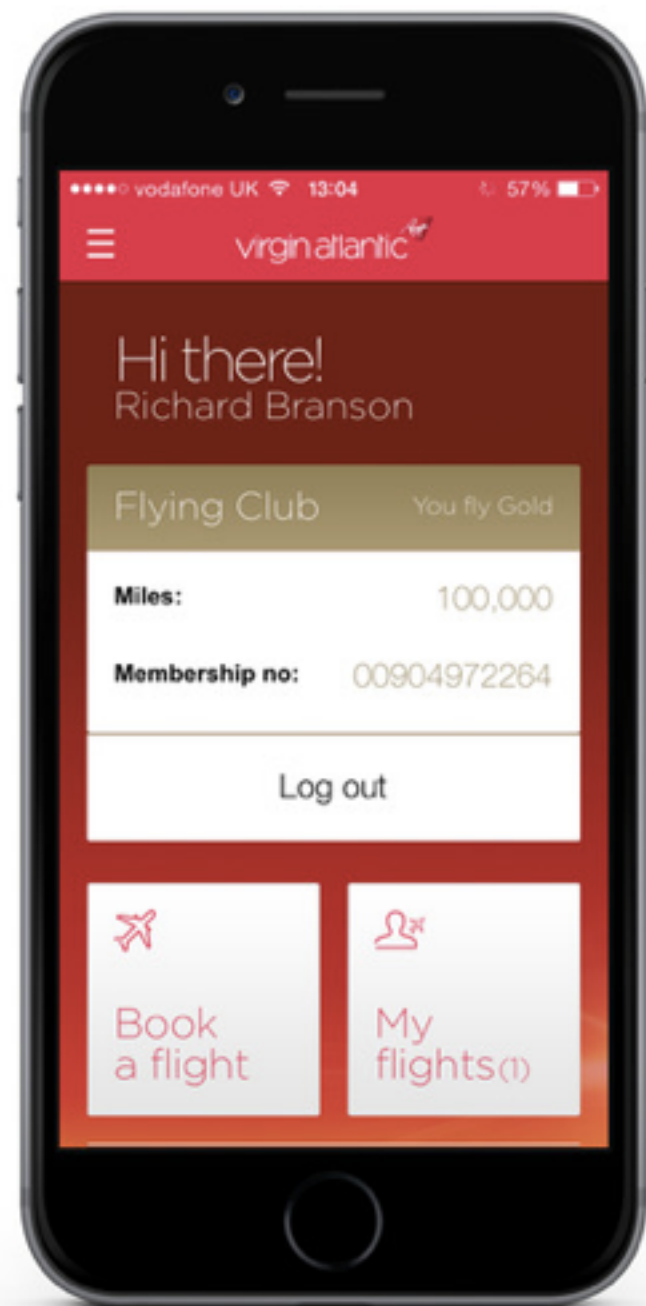
**INNOVATION =
INVENTION + EXPLOITATION + PERSISTENCE**

**NEW THINGS +
PRAGMATIC USE OF
OLD THINGS**

**GET BUSINESS
VALUE OUT OF IT**

**KEEP
TRYING**

VIRGIN DEFINITION



VIRGIN ATLANTIC IPHONE APP

- SENIOR IT AND SENIOR LINE MANAGERS AS SPONSORS
- CLEAR BUSINESS BENEFIT DEFINED BY LINE SPONSOR
- NOT BUSINESS / MISSION CRITICAL
- NO WRITE BACK INTERFACES TO PRODUCTION
- CLEAR LIFESPAN (<12 MONTHS)
- SMALL DEVELOPMENT EFFORT (< 30 DAYS)
- SMALL NUMBER OF INTERACTIVE USERS (<30)
- NO SIGNIFICANT HARDWARE / SOFTWARE REQUIRED
- NO SIGNIFICANT IMPACT ON THE IT NETWORK
- NO SIGNIFICANT LEGAL / DPA / SECURITY IMPLICATIONS
- NO FINANCIAL RISK

VIRGIN RULES



GARTNER



GOAL

RELIABILITY

VALUE

PRICE FOR PERFORMANCE

APPROACH

WATERFALL, V-MODEL

GOVERNANCE

PLAN-DRIVEN, APPROVAL-BASED

SOURCING

ENTERPRISE SUPPLIERS, LONG-TERM DEALS

TALENT

GOOD FOR CONVENTIONAL PROCESSES AND PROJECTS

CULTURE

IT-CENTRIC, REMOVED FROM CUSTOMER

CYCLE TIMES

LONG (MONTHS)

MODE 1



**THE LONG HAUL
MAY NOT BE SEXY,
BUT VITAL WORK.**

GOAL

AGILITY

VALUE

REVENUE, BRAND, CUSTOMER EXPERIENCE

APPROACH

AGILE, KANBAN

GOVERNANCE

EMPIRICAL, CONTINUOUS, PROCESS-BASED

SOURCING

SMALL, NEW VENDORS; SHORT-TERM DEALS

TALENT

GOOD FOR NEW AND UNCERTAIN PROJECTS

CULTURE

BUSINESS-CENTRIC, CLOSE TO CUSTOMER

CYCLE TIMES

SHORT (DAYS, WEEKS)

MODE 2



**THE FAST DELIVERY
LOOKS EASY,
BUT TAKES SKILL.**

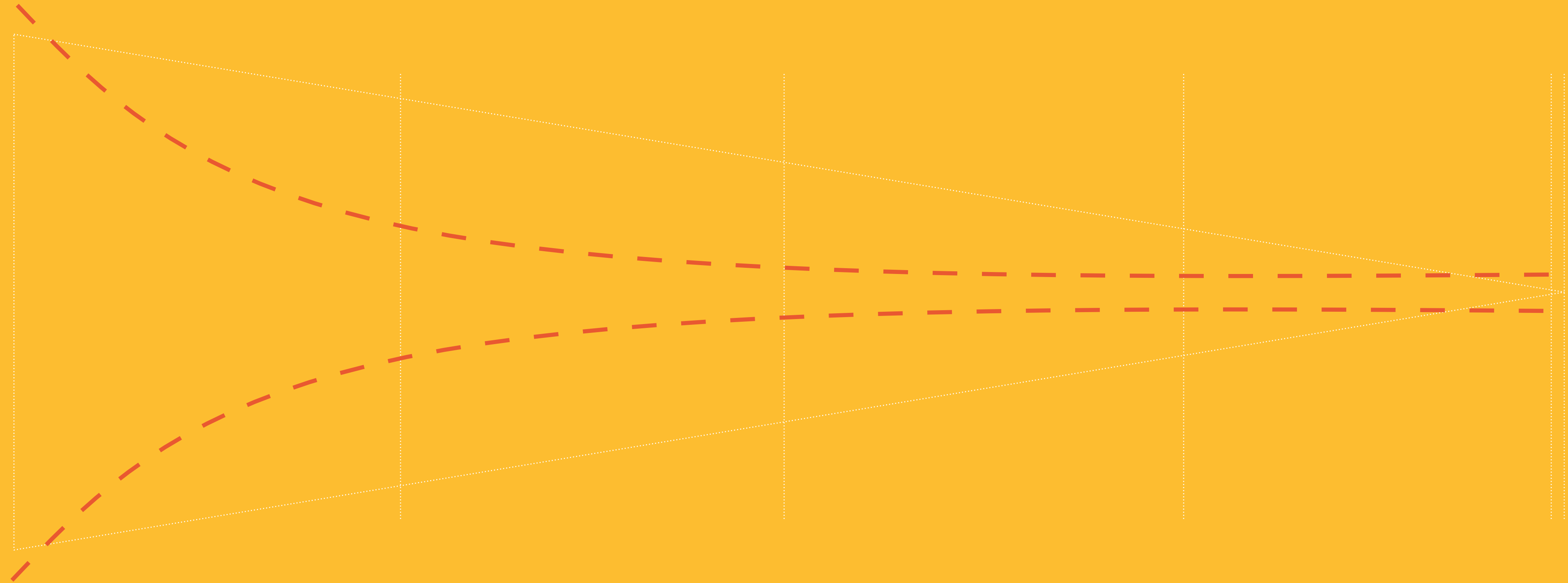
IDENTIFY

SELECT

INITIATE

TRIAL

IDEAS



IMPLEMENT



THE THEORY

BASED ON GARTNER AND OTHER PROCESSES

IDENTIFY

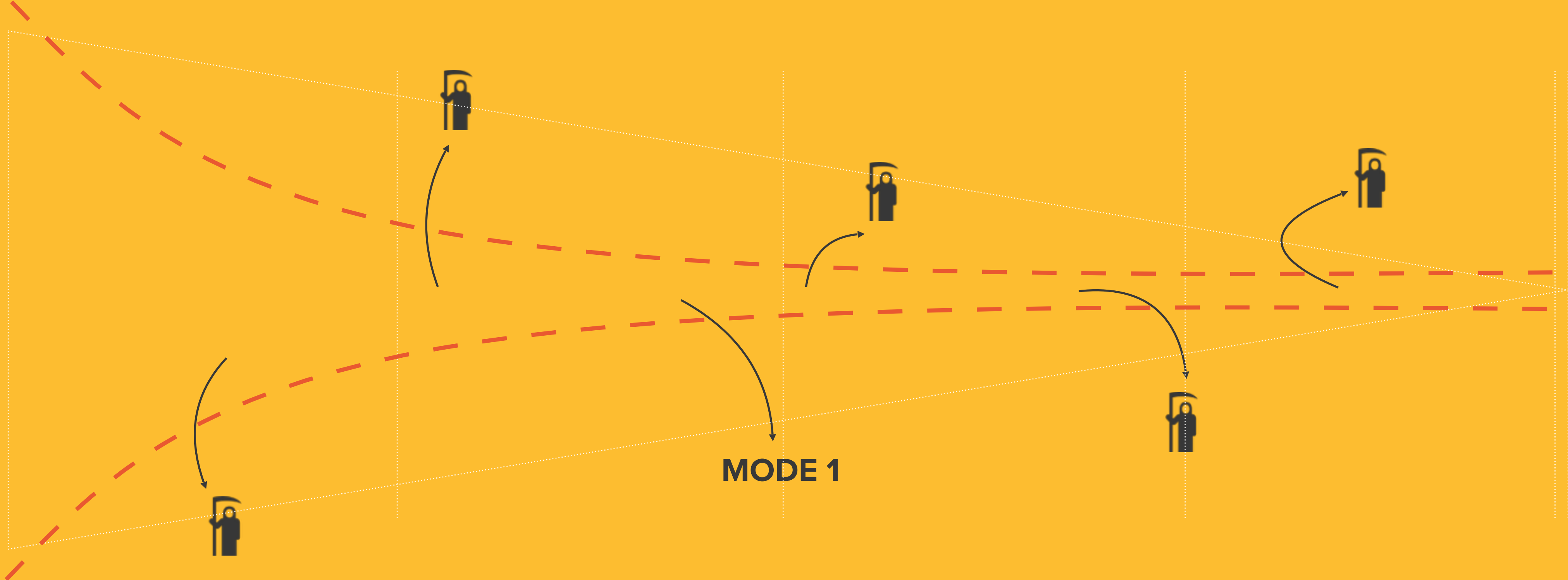
SELECT

INITIATE

TRIAL

IMPLEMENT

IDEAS



IN PRACTICE

- BUSINESS CASE ASKING FOR 2 POSTS (100K)
- AND REVENUE (15K) – SEPTEMBER 2013
- 7 KEY BENEFITS
- KEY RISKS

CREATING THE INNOVATION HUB

- ENGAGING STUDENTS TO FURTHER IMPROVE THEIR EXPERIENCE
- IDEALLY DIGITAL PROJECTS BUT ENSURING WE PASS OTHERS ON
- ABILITY TO FAIL BUT TO LEARN FROM IT
- ENCOURAGING STUDENTS TO BE PART OF THEIR PROJECT
- SHOWCASING NEW IDEAS & PROCESSES
- ALLOWING STUDENTS TO EMBRACE THAT ANYTHING IS POSSIBLE

AIMS

- OPERATING AS FLEXIBLY AS POSSIBLE
- TRYING TO AVOID BLOCKS
- USING PAST EXPERIENCE IN AGENCIES
- THINKING LIKE A START UP
- CHALLENGING EXISTING PROCESS
- AGILE PROJECT MANAGEMENT

CULTURE

WHERE EVERYONE WANTS TO BE AN ICON



FROM MIKE JUDGE THE WRITER & DIRECTOR OF OFFICE SPACE

SILICON VALLEY

→ IDEAS IN (145)

↓ IDEAS OUT (82)

✓ END GAME (19)



- AVERAGE 2,700 PEOPLE A MONTH
- AVERAGE 2.5 MINUTES PER VISIT
- PAGE VIEWS 10K PER MONTH

- ACTIVELY VOTING UP IDEAS
- ACTIVELY COMMENTING ON NEW IDEAS

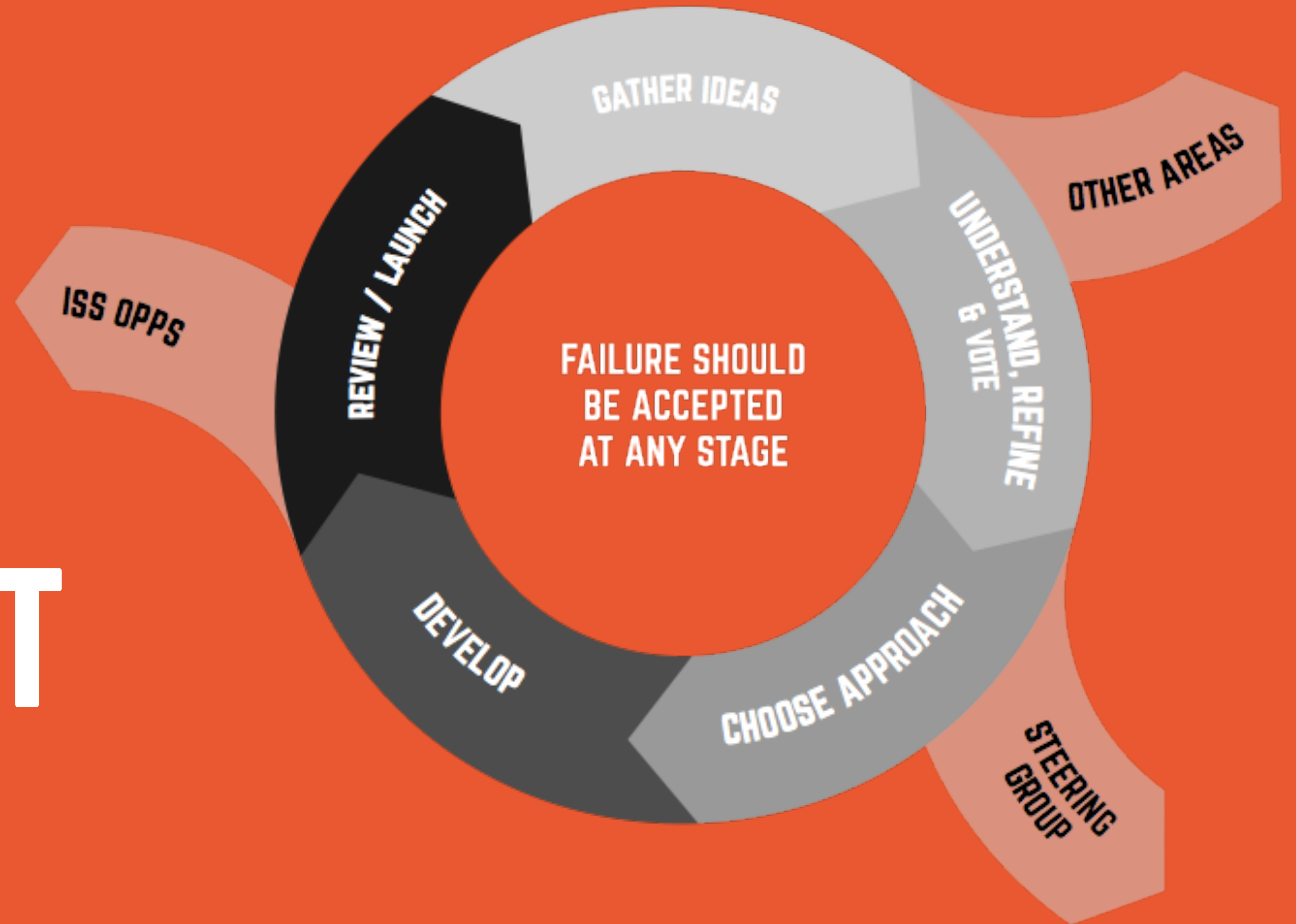
ENGAGEMENT

- EASILY ADAPTED FOR ANY IDEAS GENERATION
- SWITCHED ON AND OFF FOR EVENTS
- CAN BE USED FOR OPINION GATHERING / VOTING ONLY
- POTENTIAL FOR MULTI DEPARTMENT COLLABORATION
- BUILT ON USERVOICE
- COSIGN AND FACEBOOK LOGIN

IDEAS PLATFORM

The screenshot shows a web browser displaying the 'Innovation Hub Ideas' forum. The page title is 'Innovation Hub Ideas' and the URL is 'innovationideas.lancaster-university.co.uk/forums/267495-innovation-hub-ideas'. The main content area features a header with the 'INNOVATION HUB' logo and a sub-header 'Innovation Hub Ideas'. Below this, there is a welcome message: 'Your ideas, kickstarted by the Innovation Hub, Lancaster University.' followed by a prompt: 'Do you have an idea that would improve your experience as a student? If so, the Innovation Hub wants to hear from you.' and a paragraph explaining the platform's purpose: 'We can help to turn your ideas into reality, and nothing is too big or too small for us to consider. All we ask is that the idea has a technology twist or element to it (we can help you work this out!).' There is a text input field for 'Enter your idea below & don't forget to vote for your favourite ideas too!' and a social media link to '@InnovationHubLU' on Twitter. A 'Thanks Innovation Hub Team' message is also present. A section titled 'How can we improve your student experience? Let us know below:' contains a search bar and a list of ideas. The first idea is 'Royalties 4 students and staff: Crowdsourced app creation' with 76 votes and a 'Vote' button. The second idea is 'Digital campus maps' with 14 votes and a 'Vote' button. The third idea is 'Society event promotions' with 9 votes and a 'Vote' button. On the right side, there is a sidebar with a search bar, a 'Contact the Innovation Hub' link, and a 'Give feedback' section with links to 'Design The Spine' (19 votes), 'IMPACT' (22 votes), and 'Innovation Hub Ideas' (130 votes). The 'Innovation Hub' logo is also visible at the bottom of the sidebar.

PROJECT FLOW



FLEXIBLE SELECTION CRITERIA

- DOES IT MEET A NEED?
- IS IT INNOVATIVE / SEXY ENOUGH?
- DOES IT SUIT OUR PROJECT SELECTION
- LIKELIHOOD OF BLOCKS
- SPEED OF DELIVERY
- OMG WHY NOT FACTOR!

PROJECT SELECTION

NIKE – OUR ‘JUST DO IT’ PROJECTS

TOUGH MUDDER – HARD BUT WORTH IT

BONKERS – HIGH PR OPPORTUNITIES

EVENT – IDEAS GENERATION, TECH DEMO

PROJECT TYPES



**A FEW
PROJECTS**

PROJECT TYPE: BONKERS

MINECRAFT CAMPUS



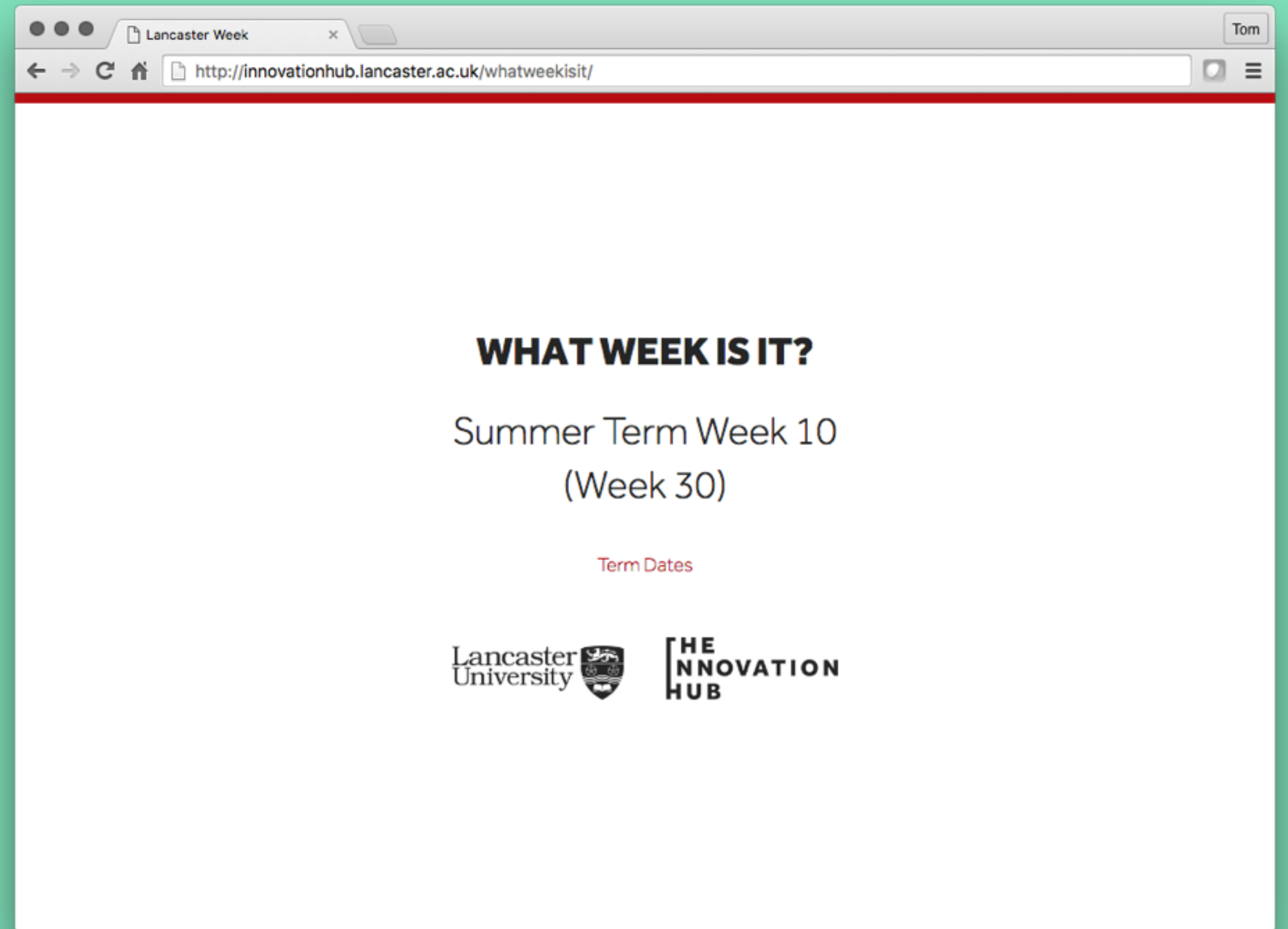
- LANCASHIRE EVENING POST (15,000 REACH)
- LANCASTER GUARDIAN (12,000 REACH)
- EDUCATION TECHNOLOGY (2,500 REACH)
- UNIVERSITY BUSINESS (4,000 REACH)
- EDQUARTER (500 REACH)
- MYSCIENCE (1000 REACH)
- BBC BREAKFAST (1 MILLION VIEWERS)
- RADIO LANCASHIRE
- LU FACEBOOK (1200 LIKES, 240 SHARES)
- LU TWITTER (100 RETWEETS, 76 FAVOURITES)
- AND MANY MORE....

MEDIA LOVE



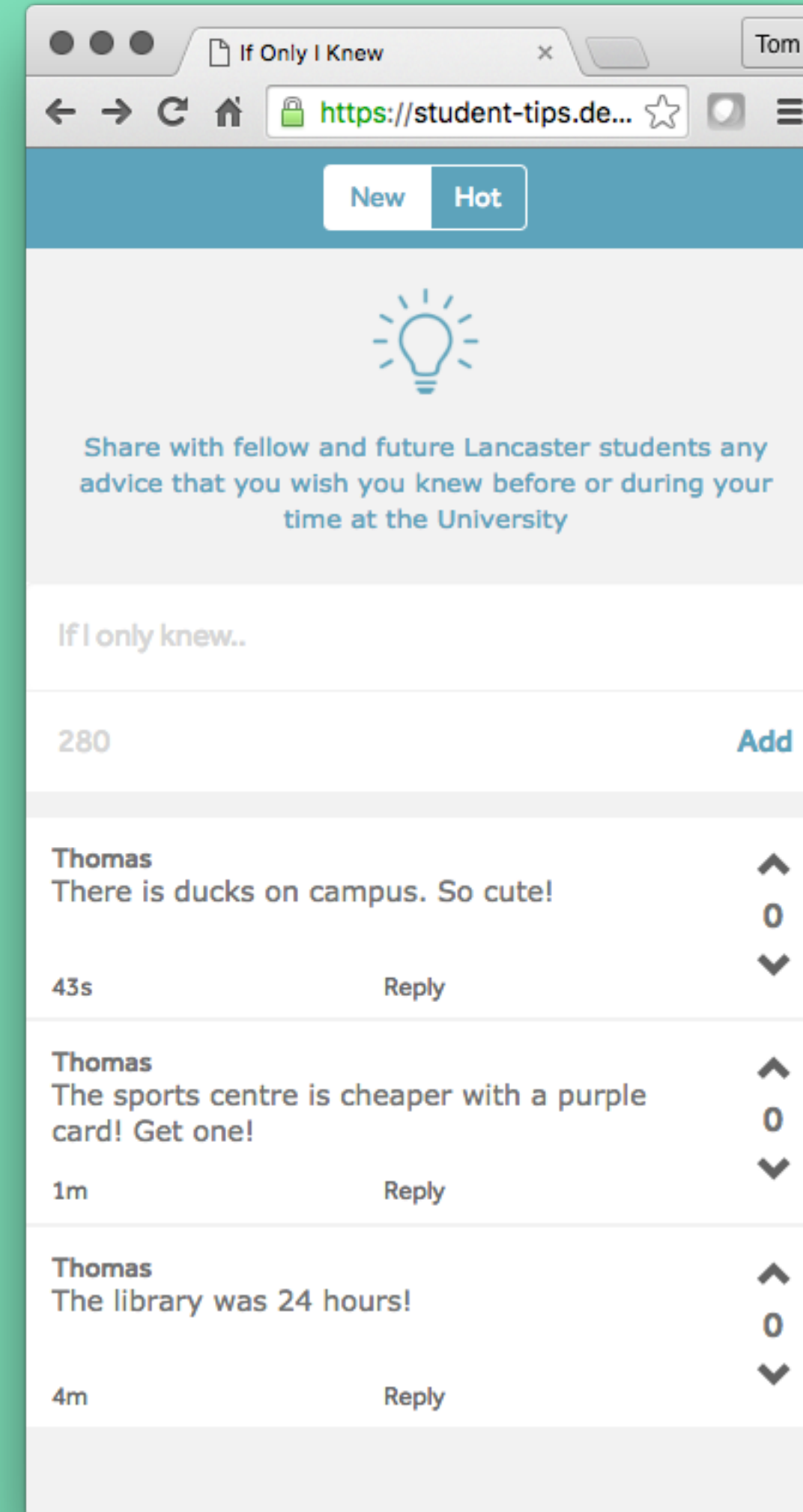
PROJECT TYPE: NIKE

WHAT WEEK IS IT



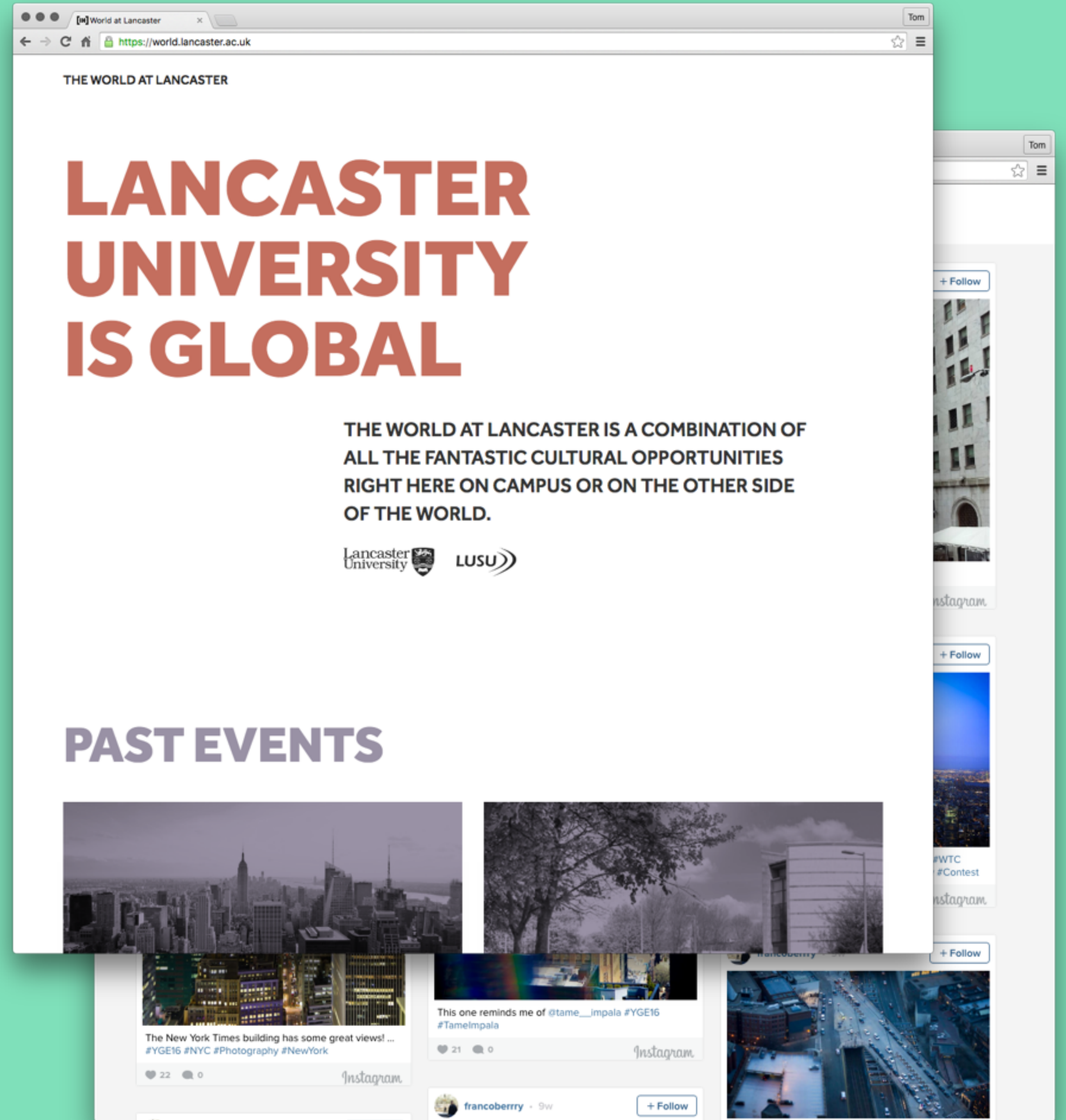
PROJECT TYPE: NIKE

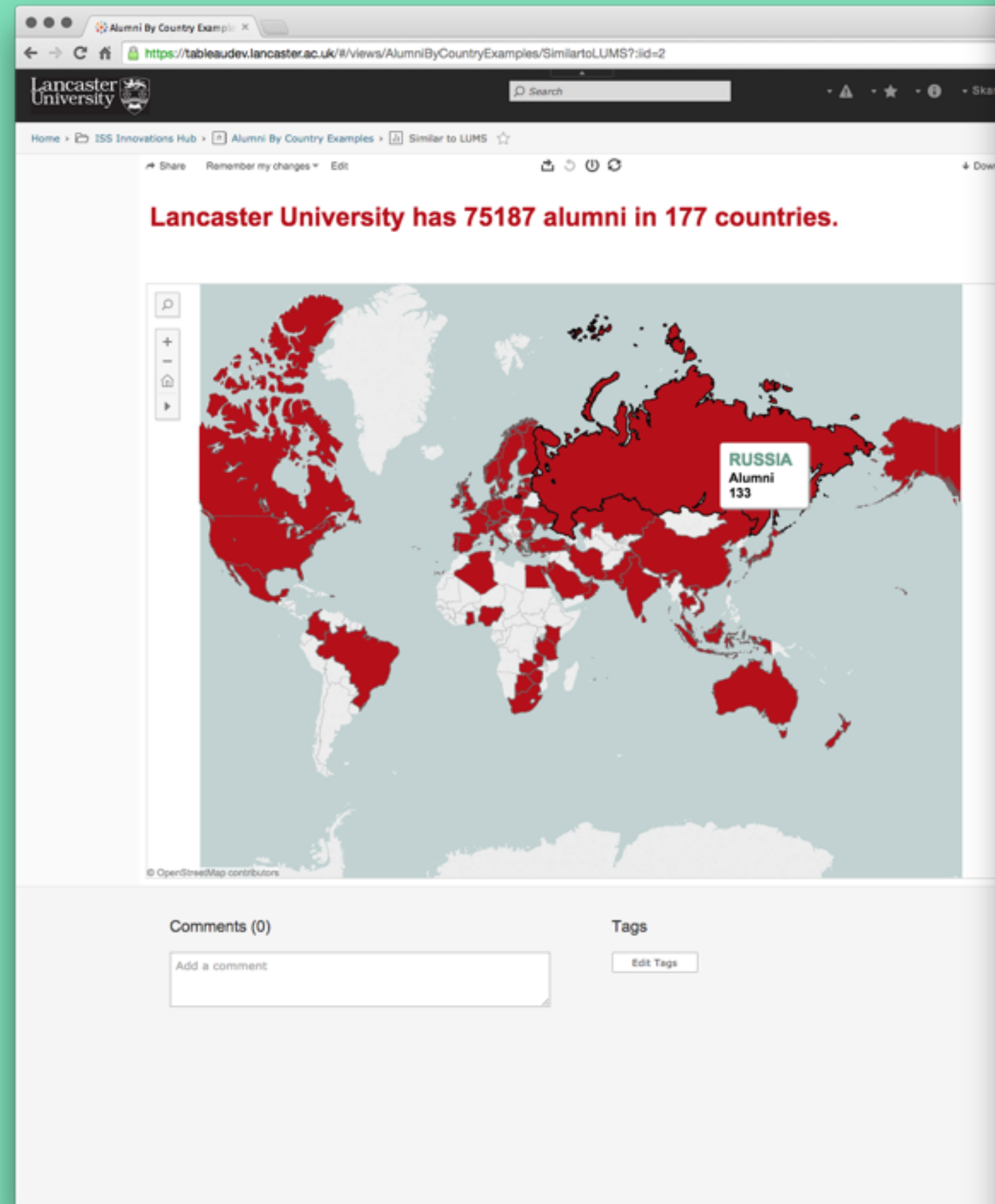
IF I ONLY KNEW



PROJECT TYPE: TOUGH MUDDER

WORLD AT LANCASTER





Networks | Lancaster University

www.lancaster.ac.uk/lums/alumni/networks/

Our Colleges Alumni Visiting Campus Life At Lancaster

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LUMS has 35815 alumni in 145 countries

As one of our graduates, you're part of our extensive alumni network that stretches right around the world. It's a great opportunity to connect with others, whether for business or for fun.

Move your mouse over the map to discover where LUMS alumni are now living and working.

Connect with the network via [LUMS Connect](#), [Lancaster University alumni groups and contacts](#), [LUMS LinkedIn](#) and [Facebook](#) pages, or at one of our alumni events.

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Lancaster University Management School +44 (0)1524 510752 Contact numbers
Lancaster United Kingdom LA1 4YX
management@lancaster.ac.uk

PROJECT TYPE: NIKE

WHERE ARE THEY NOW

VISIT CARDBOARD-OFFICE.LANCASTER.AC.UK

ANDROID USERS:

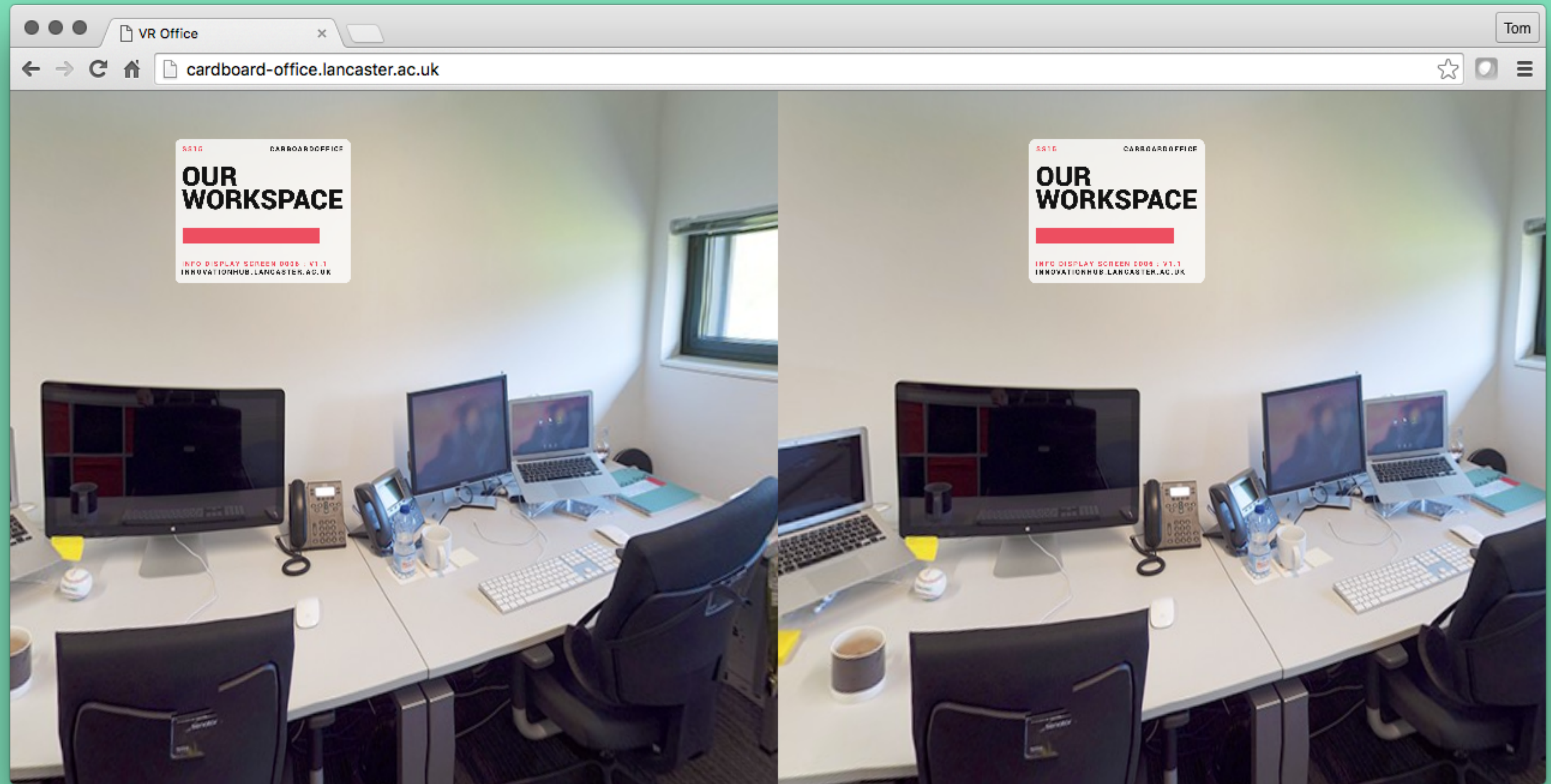
- Make sure you are running the latest version of Chrome for Android.
- Navigate to: **chrome://flags#enable-webgl** in the browsers url bar.
- Tap Enable under “Enable WebGL” on the flags menu.
- Tap the Relaunch button.

IPHONE USERS: Use Safari for best experience

To fullscreen hold phone vertically and press start. Then turn to horizontal position.

Insert into Google Cardboard. Look around.

CARDBOARD OFFICE

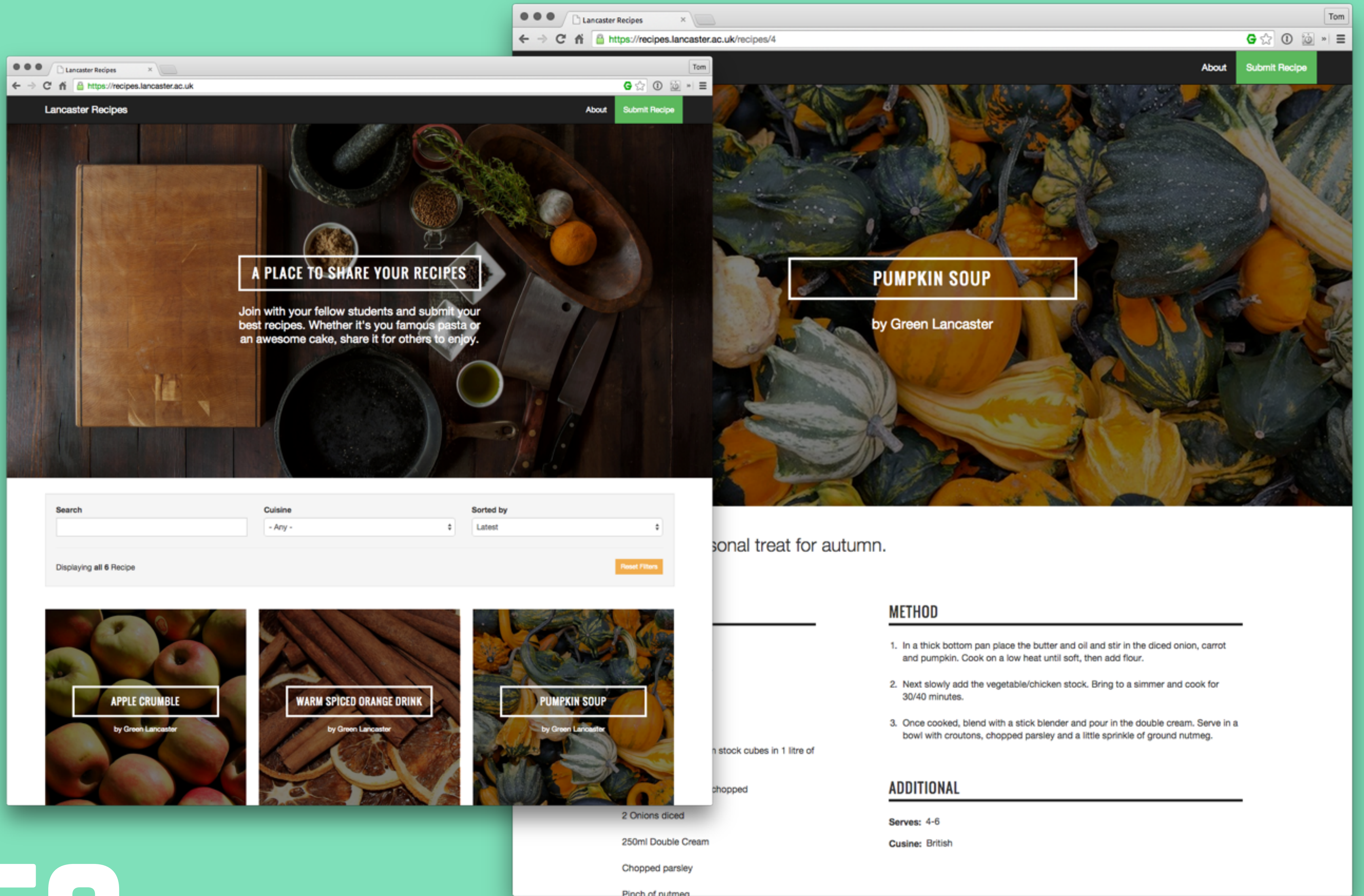


PROJECT TYPE: NIKE

CARDBOARD OFFICE

PROJECT TYPE: NIKE

RECIPES



EVENTS

- INTRODUCING STUDENTS TO NEW TECH
- TECH INCLUDED:
 - DRONES
 - OCULUS RIFT VR HEADSETS
 - LEAP MOTION HAND CONTROLLERS
 - 3D PRINTERS
- USE TECHNOLOGY TO GENERATE IDEAS

TECH DAYS



- 130+ IDEAS
- 50 SHORTLISTED IDEAS
- 5 FINALISTS
- AMAZING FEEDBACK

JOLT THE LIBRARY



FAILURES

- USED TO DISPLAY UPDATES ON PROJECTS
- AIM TO GATHER FEEDBACK FROM STUDENTS ON THEIR IDEAS
- STUDENTS PRESUMED IT WAS A PHOTO BOOTH!
- FAR TO HEAVY AND DIFFICULT TO MOVE AROUND / STORE!
- VERSION 2 COMING SOON IN DIGITAL FORMAT

PROJECT TYPE: BONKERS

DIGI BOOTH



- THE AIM WAS TO LINK 2 STUDENTS TOGETHER
- USED FOR STUDENTS TO HELP EACH OTHER BOTH ACADEMICLY & SOCIALY
- NEVER TOOK OFF DUE TO LOTS OF OTHER UNIVERSITY WIDE CONCERNS
- POTENTIAL TO BE REVISITED BUT WOULD REQUIRE A LARGE TIME COMMITMENT

PROJECT TYPE: TOUGH MUDDER

MENTOR SYSTEM



- IDEA TO SHOW OFF PARTS OF THE CAMPUS THROUGH ONLINE WI FI CAMS
- STARTED OFF AS A BONKERS IDEA TO ATTACH A CAMERA TO A CAMPUS DUCK!
- INCLUDING CHICKEN CAM!
- SECURITY ISSUES FOR WIFI NETWORK AND POTENTIAL FOR THEFT
- NEW CAMERAS MEAN POTENTIAL FOR THIS TO COME BACK ROUND AND BE STUDENT LED

PROJECT TYPE: BONKERS

WIFI CAMS



- IDEA TO MONITOR ATTENDANCE AT LECTURES
- IBEACONS TO DETECT THE STUDENTS PHONE AT A LOCATION (NOW PART OF WIDER PROJECT)
- POTENTIAL TO SCAN UNIVERSITY CARD ALSO AN IDEA
- FAILED AS TOO LARGE FOR A UNIT OF OUR SIZE
- ALSO QUITE A LOT OF DIFFERING OPINIONS ACROSS CAMPUS FOR THIS IDEA

PROJECT TYPE: TOUGH MUDDER

ATTENDANCE MONITORING



- EXPECTATION OF WHAT'S POSSIBLE VS. REALITY VERY DIFFERENT IN EDUCATION ENVIRONMENT
- NUMBER OF BLOCKERS HIGHER THAN EXPECTED (SECURITY CONCERNS)
- LOTS OF HEAVY PROCESSES ALREADY IN EXISTENCE
- YOU WILL NEED LOTS OF PATIENCE
- YOU MIGHT BE SEEN AS THE DEPARTMENT THAT JUST MAKE THINGS UP!
- PREPARE TO GET IN TROUBLE!
- YOU WILL CREATE PR OPPORTUNITIES, BE READY!

BE PREPARED

- ONCE STUDENTS HAVE A PLATFORM FOR IDEAS, THEY WILL USE IT
- YOU CAN DO THINGS COST EFFECTIVELY WITH THE RIGHT PROCESSES AND IDEAS
- YOU NEED TO LEARN NOT EVERYTHING WILL BE PERFECT
- YOU WILL NEED FORWARD THINKING SENIOR SUPPORT / SPONSORS

IT'S POSSIBLE

- CREATE A VARIED STEERING GROUP / ADVISORY BOARD EARLY ON
- INVITE CONTACTS FROM ENTERPRISE / CREATIVE INDUSTRIES FOR AN OUTSIDE PERSPECTIVE
- DELVE INTO NEW TECHNOLOGY AS EARLY AS POSSIBLE TO SEE WHAT IT CAN DO
- BE FLEXIBLE WITH THE PURPOSE OF THE UNIT
- HAVE A PROCESS BUT DON'T BE TOO RIGID

**HOW NOT TO MAKE
PEOPLE HATE YOU!**

QUESTIONS?

**WAIT! HOW MUCH
DID THIS COST?**

- innovationhub.lancaster.ac.uk
- innovationhub.lancaster.ac.uk/ideas
- github.com/innovationhublancaster/
- Minecraft server: in-minecraft.lancaster.ac.uk

USEFUL LINKS