



HOW TO INNOVATE



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T L D O

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WAIT! HOW MUCH DOES THIS COST!

WAIT WHAT ARE THESE CARDBOARD THINGS?





PAUL HARNESS VISION FOR INNOVATION AND "DIGITAL" LANCASTER

Gartner

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

THE CHARACTERS



VIRGIN ATLANTIC HAVE AN INNOVATION STORY TO TELL

VIRGIN ATLANTIC



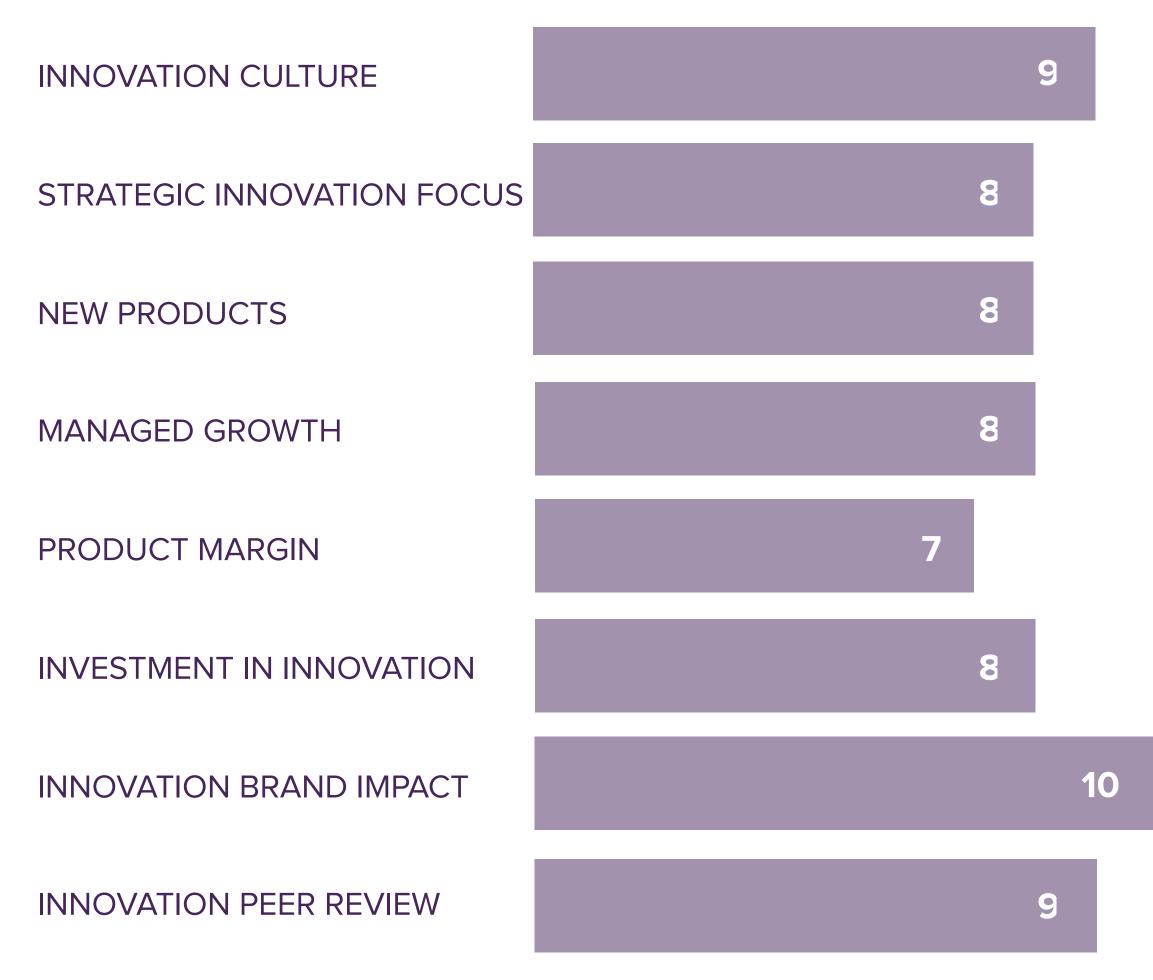
- 9000 STAFF, 100 IT STAFF
- ALL IT DEVELOPMENT OUTSOURCED
- ALL IT TESTING OUTSOURCED
- IN HOUSE BUSINESS PARTNERS, PMO, BUSINESS ANALYSIS,
- SERVICE MANAGERS, SUPPLIER MANAGEMENT

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

VIRGIN ATLANTIC

INNOVATION SCORECARD

VIRGIN ATLANTIC





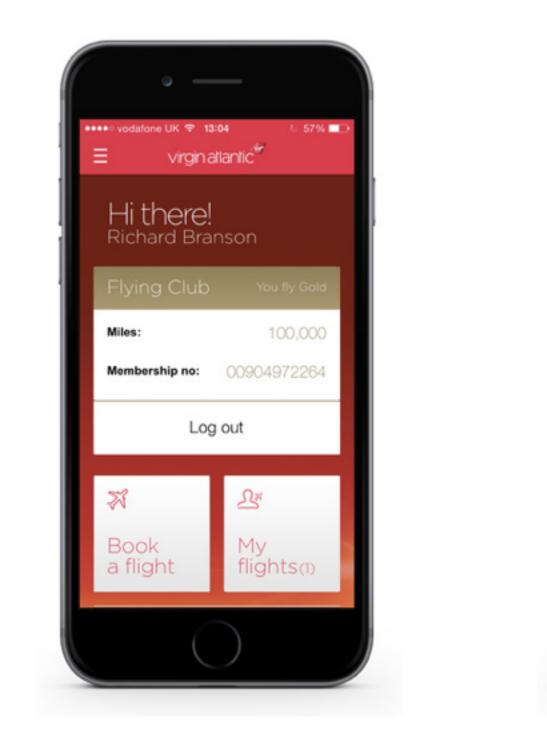
INNOVATION =**INVENTION + EXPLOITATION + PERSISTENCE**

NEW THINGS + PRAGMATIC USE OF OLD THINGS

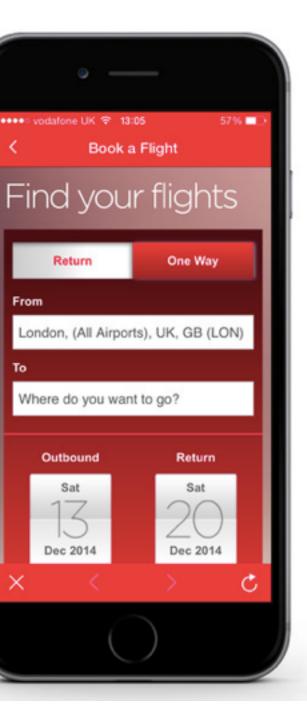
GET BUSINESS VALUE OUT OF IT

KEEP TRYING

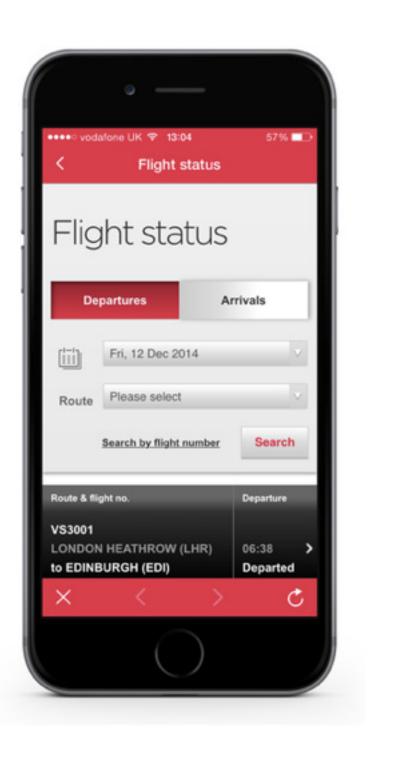




Flight de	etails
) days 'til we whisk	
New York	<
Scheduled 16	Last updated Dec 2014 at 02:09
Sat 13 Dec 2014	Flight VS003
Upper Class	
Dep 08:45	Arr 11:45
LHR 今	JFK
London Heathrow	John F Kennedy
Zone A, Terminal 3	Terminal 4
Booking ref: CR7GJF	







- 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





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)

THE LONG HAU MAY NOT BE SEXY, BUT VITAL WORK.

- lastration



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)

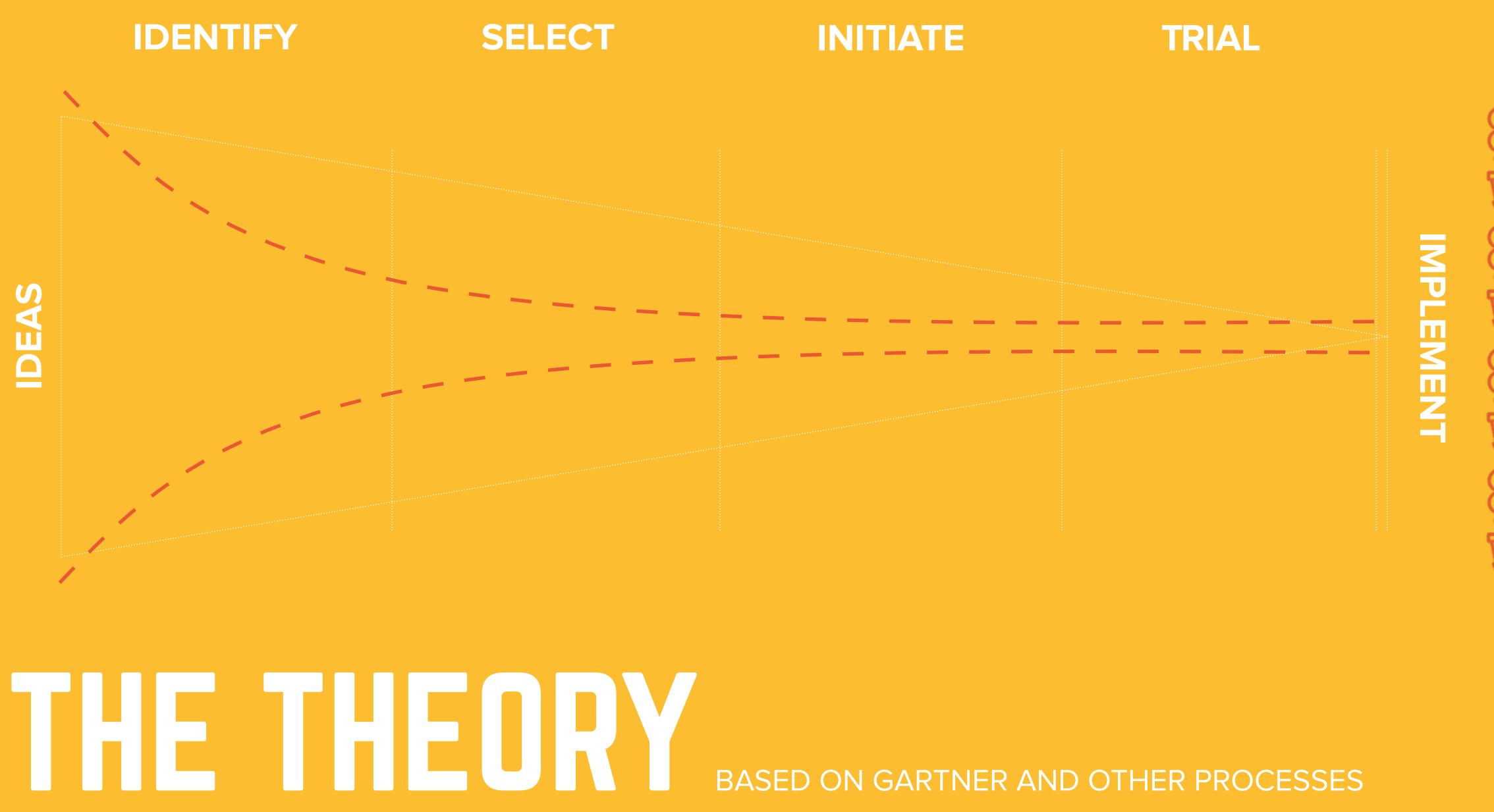
THE FAST DELIVER LOOKS EASY, BUT TAKES SKILL.

SULLE

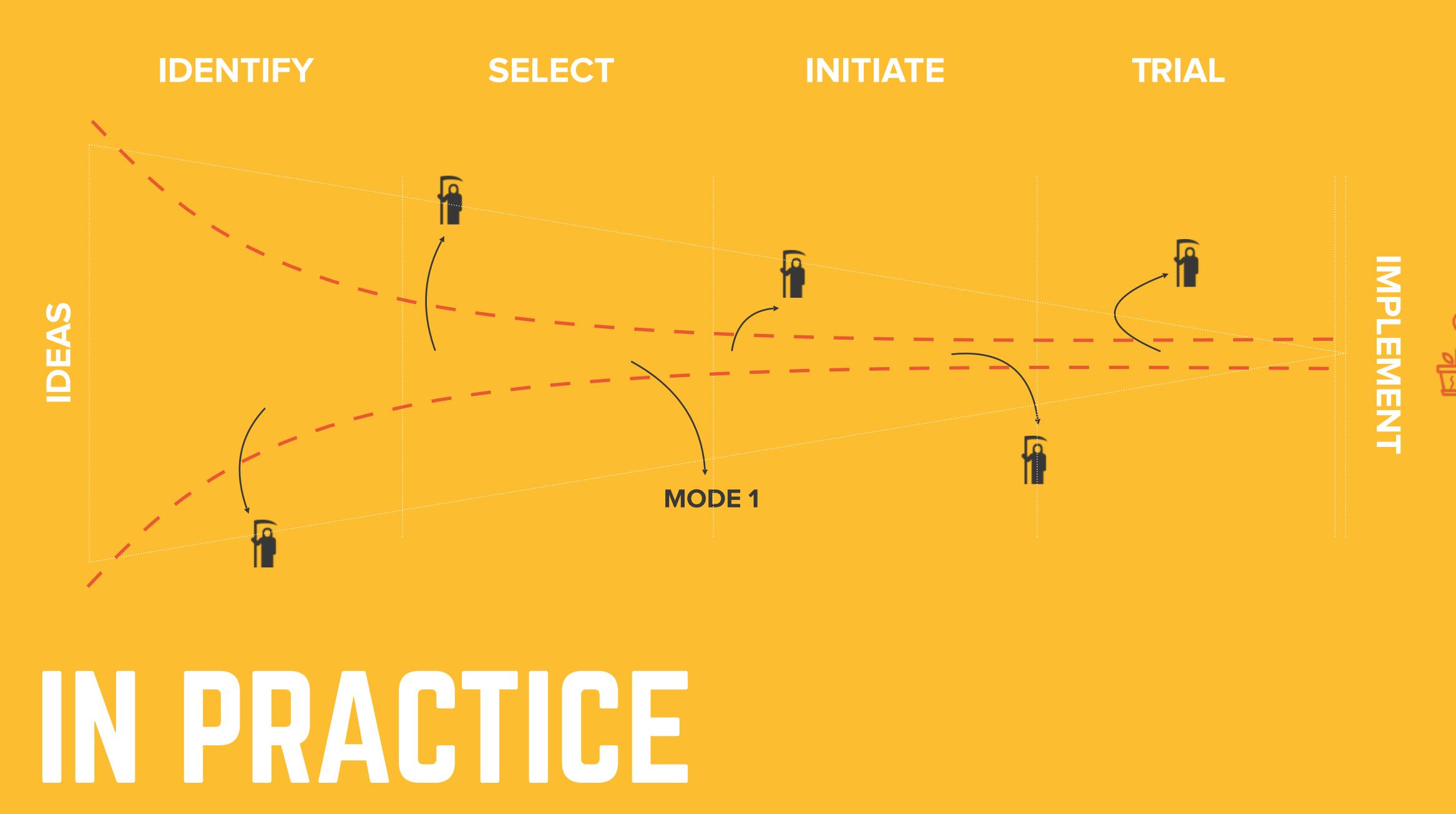
systems

arbonNeutral











- 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



- 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

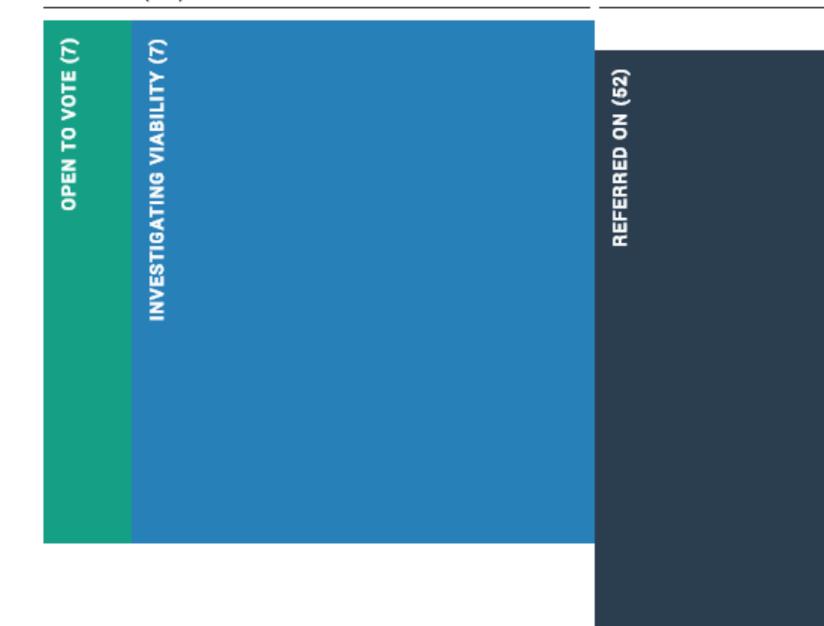
WHERE EVERYONE WANTS TO BE AN ICON

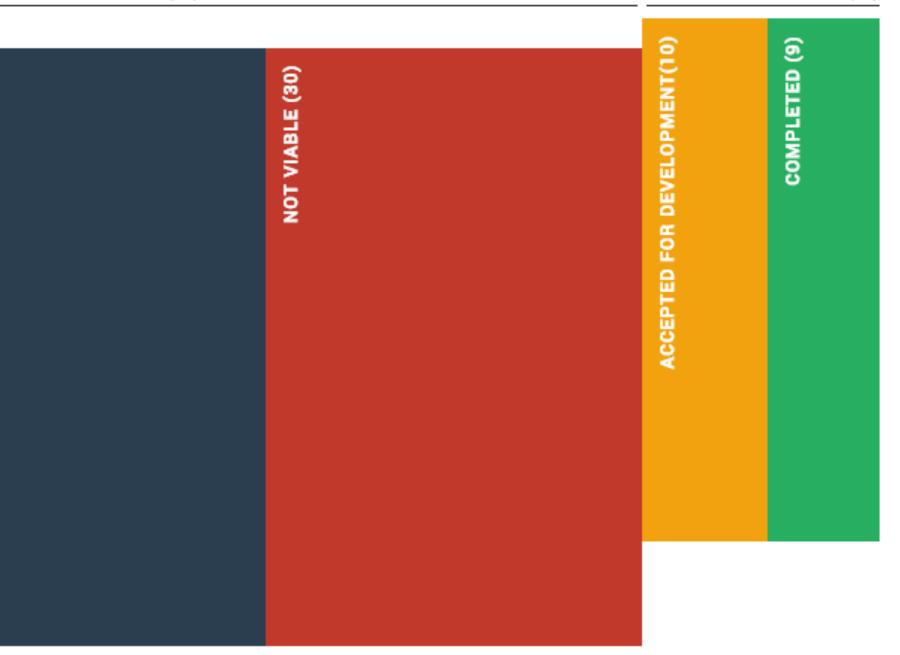




ENGAGEMENT

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





- ACTIVELY VOTING UP IDEAS
- ACTIVELY COMMENTING ON NEW IDEAS

- 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



INNOVATION

Innovation Hub Ideas

Your ideas, kickstarted by the Innovation Hub, Lancaster University.

Do you have an idea that would improve your experience as a student? If so, the Innovation Hub wants to hear from you.

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!).

Enter your idea below & don't forget to vote for your favourite ideas too!

Keep in touch with us on Twitter too @InnovationHubLU

Thanks Innovation Hub Team

How can we improve your student experience? Let us know below:





Royalties 4 students and staff: Crowdsourced app creation

http://www.lancaster.ac.uk/enterprisecentre/crowdsourced-app-creation-cash-for-comments/

ISS Innovation hub could look to a model like this to create apps of commercial value that staff and students can earn royalties from which would create a nice enterprising opportunity and a potential source of income for the university and the students.





76

votes

Vote

Digital campus maps

Our university is visited very often by business persons, families and other regular outsiders who probably have trouble with way-finding.

Rather than having the campus map placed around the uni as big boards, we can have an touch-screen campus map showing the person digitally where he/she is located and how to get to a certain part of campus (by selected a destination) and the campus map would show the ideal path/ route to take

This idea of 'digital interaction' could also be showcased through walls and pillars around the campus

READY FOR VOTES · 0 comments · Flag idea as inappropriate...



Society event promotions

There needs to be a new way of promoting society events. Taping up posters to pillars is not the way to go. I suggest putting up televisions in public areas or a big main television in Alex Square to get everyone's attention

READY FOR VOTES . 0 comments - Flag idea as in

New a	and returning users may si ç
Post All id	a new idea leas edback
Sea	arch
M	Contact the Innova
9	Give feedback Design The Spine (19) IMPACT (22) Innovation Hub Ideas Joit The Library (130)
1	Innovation Hub

PROJECT FLOW



REVIEW / CAMIN

ILEVEL OP



FAILURE SHOULD BE ACCEPTED AT ANY STAGE

CHODSE APPRILA



TAND, REFINE & VOTE

S

GROUPNO

FLEXIBLE SELECTION CRITERIA

- DOES IT MEET A NEED?
- IS IT INNOVATIVE / SEXY ENOUGH?
- DOES IT SUIT OUR PROJECT SELECTION

PROJECT SELECTION

- LIKELIHOOD OF BLOCKS
- SPEED OF DELIVERY
- OMG WHY NOT FACTOR!

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



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





	Cancaster Unive			Tom	
Badge AM Admin ×	Tom ← → C fi badge	api.lancs.ac.uk/#create-a-badge	G 숯 (D ‱ ×I ≡	
* 뉴 🗈 badgesdminJancs.ac.uk 🕒 ☆ 🛈		Create a badge	curl Ruby		
Badge Management	BADGE	Badges can be created via the api by posting a JSON object of the required fields to the API. After creating a badge you can set any required badges via the required API calls <u>Required Badges</u> .	Definition	Carrier 중 2:09 P	м
		ARGUMENTS INFORMATION	POST http://badgeapi.lancaster.ac.uk/v1/badges	gamification-ba	ackpack.dev
brary ID:library your library and earn badges	Introduction	name (string) Name of the badge must be unique REQUIRED	Example request	My Badges	
age ID - Name Description Requrements Hint + New Badge	Authentication	description The message displayed to the user (text) after a badge is earned should			
book-worm Book Worm You have loaned out over 25 books. Nice Loan out 25 books You must like books	Expanding Objects Badges	REQUIRED describe what they had to do to earn it. e.g "You loaned out 25 books!"	<pre>curl http://badgeapi.lancaster.ac.uk/v1/badges -H "Authorization: Token token=</pre>	Libra	ary
mega-book- Mega Book You have loaned out 50 books. Loan out 50 books You must really like books	The badges object Create a badge	requirements What is required to earn the badge (text)	"name" : "New Badge", "description" : "You loved the Badge API", "requirements" : "You need to love the Badge API", "hint" : "Love us",		
night-owl Night Owl You loaned a book out between Midnight Loan out a book between It must be late Issue Revoke 🖍 🧰	Required Badges Retrieve a badge	hint (text) A hint displayed to potential earners REQUIRED suggesting how they could earn the	"image" : "iVBORw0KGgoAAAA", "collection_id" : "library" }}'	BADGE	
our-best- Our Best You didn't get any fines in the last 12 E0 in fines for the past 12 Don't get in trouble Issue Revoke /	Update a badge Delete a badge	image (string) A base64 encoded string of the REQUIRED image file, see Images	Example response	BOOK WORM	MEGA BOO
	List all badges	collection_id The id the the collection the badge	¢	Loan out 25 books	WORM
im Trail ID:trim-trail / Edit Collection it and health plus earn some badges	Issuing a badge Collections	(string) belongs to REQUIRED	"id":"new-badge", "name" : "New Badge", "description" : "You loved the Badge API", "requirements" : "You need to love the Badge API",		You must really li books
ige ID - Name Description Requirements Hint + New Badge	Images	Returns	<pre>"required_badges"[], "hint" :"Love us", "image":"http://badgeapi.lancaster.ac.uk/uploads/badge/ image/1/badge_2c54dc0c8de1194e1334.png",</pre>		
marathon- Marathon Man You have run 10 laps of the trips trail that over any time Keep going Issue Revoke 🖍 👔	Request an API Key Documentation Powered	Returns the created collection object if call succeeded. The returned object contains all the information about the collection.	<pre>"image_greyscale":"http://badgeapi.lancaster.ac.uk/ uploads/badge/image/1/ grey_badge_2c54dc0c8de1194e1334.png", "collection_id":"library",</pre>	BADGE	
you-trim- You Trim You ran one lap of the trim trail Complete one lap of the trim trail Have to used the trim trail?			"created_at":"2015-03-25T13:28:44.161Z", "updated_at":"2015-03-25T13:28:44.161Z" }	< > 🗅	Ш
		Required Badges			
		Badges can require other badges to be issued before that badge can be issued. You can add and remove	Definition		

PROJECT TYPE: TOUGH MUDDER GANFICATION

that badge can be issued. You can add and remove required badges through a call to the API passing in the id of the badge to be required.



PROJECT TYPE: NIKE WHAT WEEK ISIT

Lancaster Week ×	[
← → C ♠ http://innovationhub.lancaster.ac.uk/whatweekisit/	

WHAT WEEK IS IT?

Summer Term Week 10 (Week 30)

Term Dates





PROJECT TYPE: NIKE FI ONLY KNEW

••• If Only	y I Knew	×	Tom
← → C fi	https://studen	t-tips.de 🏠	
	New Hot		
Share with fellow advice that you v ti		pefore or during	
lf I only knew			
280			Add
Thomas There is ducks on	campus. So ci	ute!	• •
43s	Reply		•
Thomas The sports centre card! Get one! 1m	is cheaper wit Reply	h a purple	• • •
Thomas The library was 24			•
4m	Reply		•

PROJECT TYPE: TOUGH MUDDER

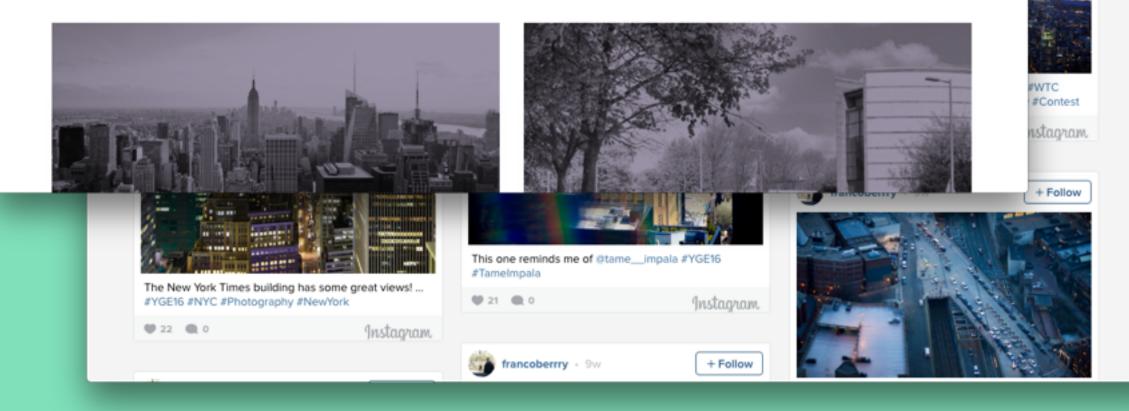
THE WORLD AT LANCASTER

LANCASTER UNIVERSITY **IS GLOBAL**

THE WORLD AT LANCASTER IS A COMBINATION OF ALL THE FANTASTIC CULTURAL OPPORTUNITIES **RIGHT HERE ON CAMPUS OR ON THE OTHER SIDE** OF THE WORLD.

Lancaster 🖉 LUSU

PAST EVENTS

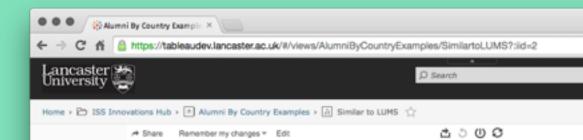


Tom ☆ =



istagram

+ Follow



Lancaster University has 75187 alumni in 177 co



Comments (0)

Tags

Add a comment

Edit Tags

PROJECT TYPE: NIKE WHERE ARE THEY NOW

	← → C fři i www.lancaster.ac.uk/lun Our Colleges Alumni	Visiting Campus Life At Lancaster			Search this site	کر م
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es.	Home		earch For Busin		it Us Contact	Us
	Alumni > Networks	LUMS has	35815 alumni i	n 145 coun		ave feedbac
	Networks		tes, you're part of our exte portunity to connect with o			ound the
	Careers Information					
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	Merchandise		a dita	W. am	A AND	
~	Ambassador Magazine		ALM LES	1		
	Video Gallery			1000		
2.4	Giving Back			in the		
1	Lancaster University Alumni Website		71 224	AN: 45-5		
	News	5				
	Events		. John		Sec.	
	Contact Us			1		
			o to discover where LUMS alumni are no UMS Connect, Lancaster University a		LUMS LinkedIn and Facebook pag	jes, or at on
	Home Study	For Business Peop	ole Events	Contact Us		
	About Us Research Main University Home Page Feedba	Departments News	s Sitemap Copyright © 2006-2015 Lancaster Univ	Lancaster United Kingdom LA1 4YX	/ Management School +44 (0)1524 / Contact nun	
				management@land	caster.ac.uk	



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

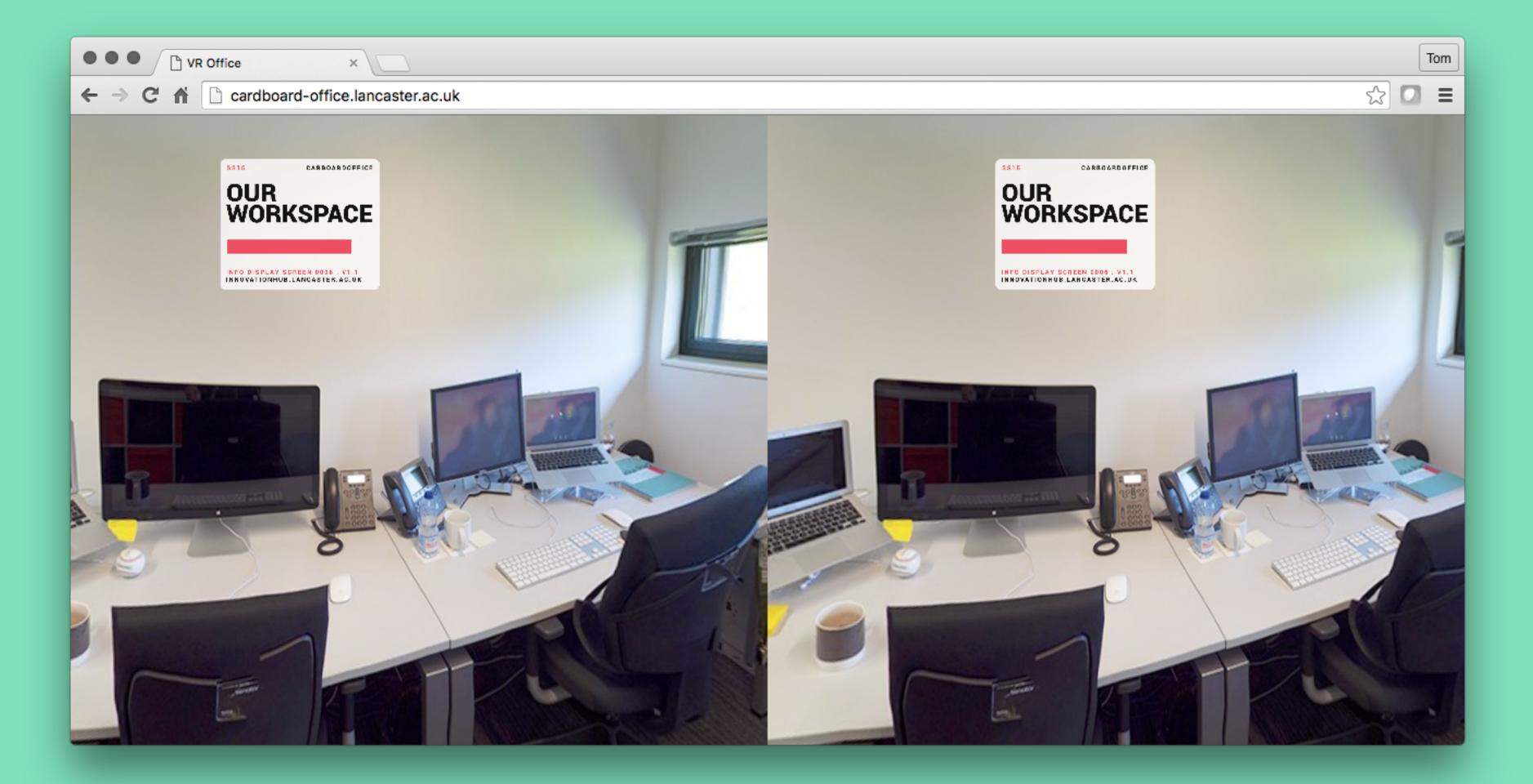
To fullscreen hold phone vertically and press start. Then turn to horizontal position.

Insert into Google Cardboard. Look around.

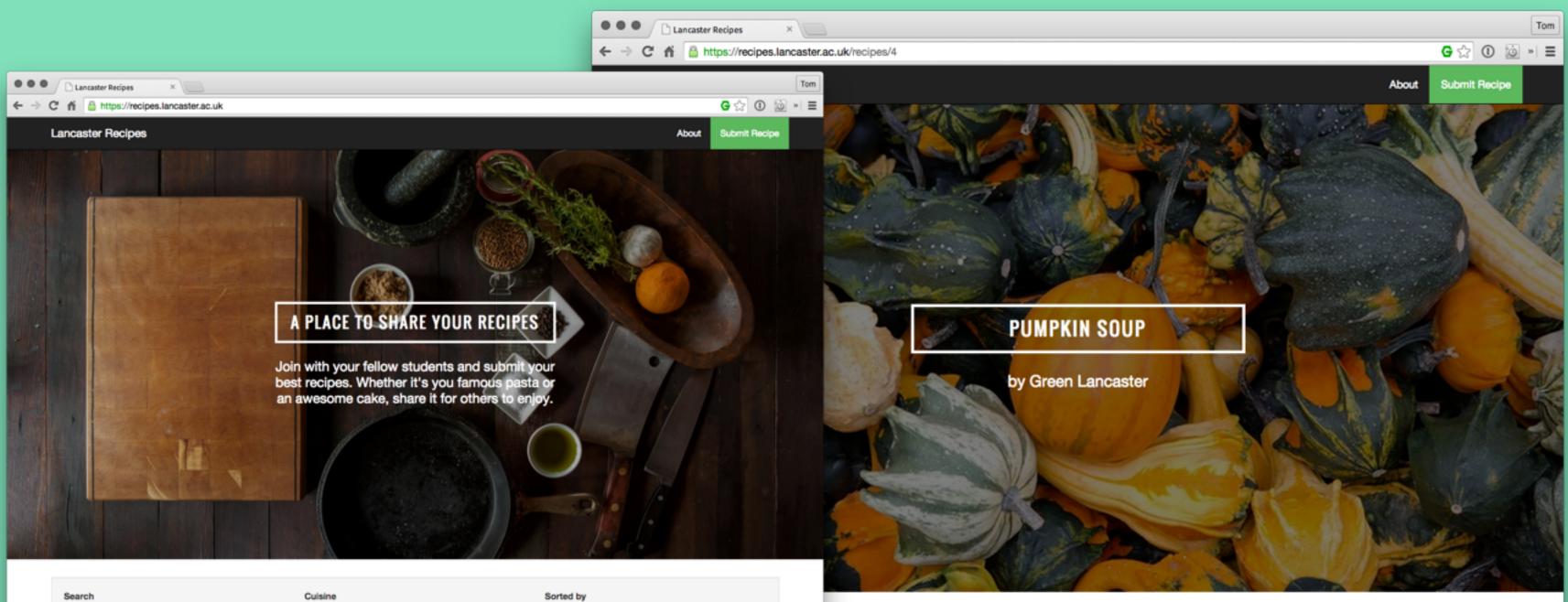
LAKUBUAKU UFFILE



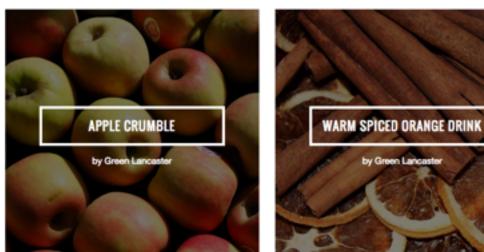




PROJECT TYPE: NIKE GARUBUARU UFFUGE



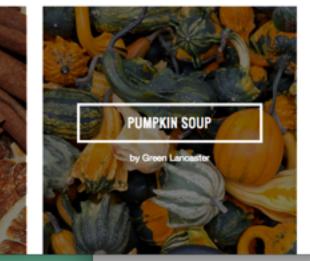




- Any -

PROJECT TYPE: NIKE

Latest	
r90694	



sonal treat for autumn.



h stock cubes in 1 litre of

2 Onions diced

250ml Double Cream

Chopped parsley

Pinch of nutmen

METHOD

- 1. In a thick bottom pan place the butter and oil and stir in the diced onion, carrot and pumpkin. Cook on a low heat until soft, then add flour.
- 2. Next slowly add the vegetable/chicken stock. Bring to a simmer and cook for 30/40 minutes.
- 3. Once cooked, blend with a stick blender and pour in the double cream. Serve in a bowl with croutons, chopped parsley and a little sprinkle of ground nutmeg.

ADDITIONAL

Serves: 4-6

Cusine: British

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





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





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





PROJECT TYPE: TOUGH MUDDER MEENTOOR SYSSTER

- POTENTIAL TO BE REVISITED BUT WOULD
 REQUIRE A LARGE TIME COMMITMENT
- NEVER TOOK OFF DUE TO LOTS OF
 OTHER UNIVERSITY WIDE CONCERNS
- OTHER BOTH ACADEMICLY & SOCIALY

USED FOR STUDENTS TO HELP EACH

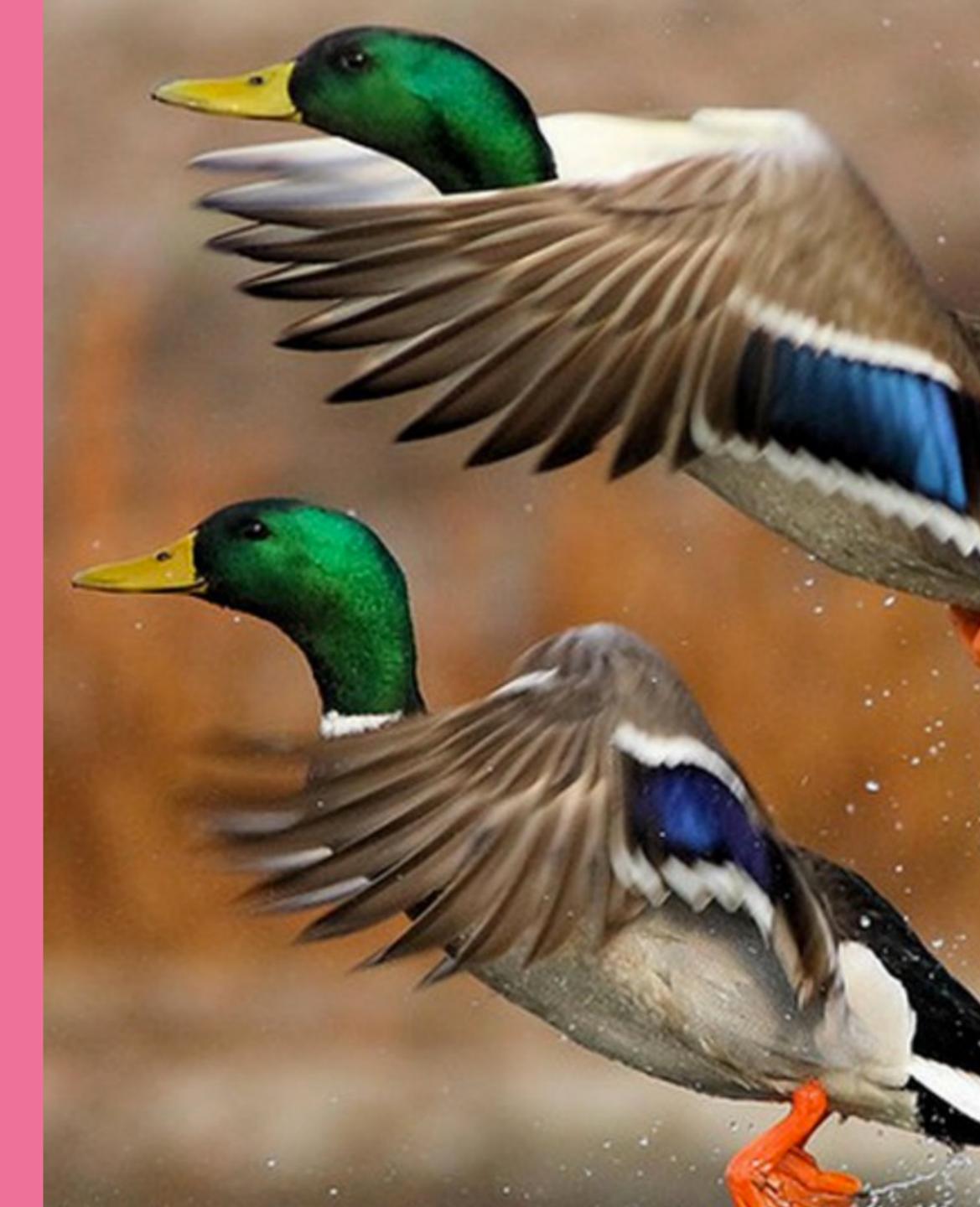
THE AIM WAS TO LINK 2 STUDENTS TOGETHER



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



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









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

- 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



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

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