

Form: Collecting information to generate ideas for innovation

Table 1: What type of information should be collected?

	Type of information	
	Ideas	Information about products and services
Reasons to select this type of information	<ul style="list-style-type: none"> - You want a large range of possibilities for innovations - You want ideas without having to do any analysis 	<ul style="list-style-type: none"> - You want to collect the information easily - You want to know what innovations are possible - You want to know what innovations can be successful in the market
Shall I collect this type of information?		

Table 2: What collection method should be used?

	How the information is collected	
	Interview	In writing
Reasons to select this collection method	<ul style="list-style-type: none"> - You want people to understand the questions - You want to get more detail on interesting answers 	<ul style="list-style-type: none"> - You want to collect the responses easily - You want people to be honest
Shall I use this collection method?		

Table 3: Questions to ask

Type of information collected	
Ideas	Information about products and services
<i>Questions for everyone</i>	<i>Questions about available products and services</i>
What new products or services would you like to see in our industry? - What new products or services could we introduce?	- What products and services are available in the organisation's industrial sector? - What are their important features?
	<i>Questions about people's assessment of products and services</i>
	- What do people like about our products and services? - What do people dislike about our products and services? - What do people like about our competitor's products and services?

Where should the information come from?

Together, the sources should together have good information about the parts of the organisation's industry.

How much information should be collected?

Information should be collected until most newly collected information is the same as previously collected information.

Table 4: Answers to the questions

Answers to the questions
