The front-end phase of the innovation process constitutes up to two-thirds of the total cost of new product development (NPD). In response to the new open innovation paradigm, new ways to integrate customers' knowledge into the innovation front-end must be explored. In an attempt to learn from analogous situations in which the interface between developers and customers has been managed successfully, this article analyses the Extreme Programming (XP) approach of software engineering. Through its iterative but disciplined probe-and-learn cycles, the approach helps companies effectively develop advanced products with the help of their customers. Using case studies from interviews with R&D directors of 16 technology-intensive companies, the applicability of successful practices from XP to traditional NPD is analyzed. The authors identify four determinants for front-end management that reside between creativity and resource efficiency. These determinants dictate the potential for front-end effectiveness improvement and enable the maximum amount of knowledge generation and absorption from the customer.
Collaborative innovation is an open innovation strategy that enables consumer packaged goods (CPG) manufacturers and retailers to partner for profit and provide shoppers and consumers with more innovative offerings. Through work with CPG manufacturers and retailers, Kalypso noted an increasing interest in collaborative innovation. Originally at launch, the iPhone had only a few software applications which led outside innovators to create additional applications and share them online. “We successfully worked with retailers to implement new shelving in the store. This has had many benefits, including improved shoppability for consumers that has increased sales by 10 percent.” Welcome to the Innovation Front End. I’m Don Ross and this is my blog that focuses on how companies can do a better job during the early phases of the innovation process. Companies that are the best at driving organic growth through innovation in products, services or technologies have a dedicated front end process in place. The following entries capture some of the best ideas, theory, and practice of the Innovation Front End. Thursday, October 6, 2016. Innovare is developing a number of videos outlining best practices in the front-end of innovation to help increase innovation success. Here is the first of the series. By doing so we shifted their process paradigm to better address customer needs and drive innovation within a resource-constrained environment.