

Applying the Creative Process

IDEATION SERVICES DESIGNED TO DRIVE YOUR VISION AND BEAT YOUR OBJECTIVES



QAT GLOBAL 2012



Ideation is about exploring the possibilities
and discovering new opportunities.

DISCOVER, DEFINE, AND DESIGN

What is Ideation?

DEFINING THE PROCESS

Webster's dictionary definition of *ideation*:

“The faculty or capacity of the mind for forming ideas; the exercise of this capacity; the act of the mind by which objects of sense are apprehended and retained as objects of thought.”

What is Ideation?

DEFINING THE PROCESS

Our definition of *ideation*:

“The systematic search for new products, new services, new features, new user interface designs, and new ways to best apply technologies.”

Why seek new ideas?

MOVING BEYOND THE STATUS QUO

The quality of ideas is directly correlated to the quantity of ideas at a company's disposal.



Ideation provides a mechanism for the discussion and building of all known possibilities.



Ideation uncovers or “discovers” new high-potential products, services, markets, needs, designs, and features.



Ideation provides a mechanism for defining and shaping the product vision to match market needs, regulatory requirements, and industry standards



Ideation adds significant confidence the technology choices meet scalability and flexibility requirements in a product's design.

Robert Fritz

"If you limit your choices only to what seems possible or reasonable, you disconnect yourself from what you truly want, and all that is left is a compromise."

Type of Ideas

IDEATION GENERATES BOTH BIG AND SMALL IDEAS

Incremental

- Incremental ideas are improvements on existing products or services.

Substantial

- Substantial ideas expand or create new additional value to existing products or services.

Disruptive


- Disruptive ideas lead to the creation of a new product or service.

Ideation Keys

COME WITH AN OPEN MIND AND BE READY TO SHARE



Fluency - Lots
of ideas



Flexibility -
Lots of
different ideas

Types of Ideation

DIFFERENT TYPES FOR DIFFERENT OUTCOMES AND BUSINESSES

Trend and
Industry
Analysis

Creative
Thinking

Brainstorming

Customer
Interaction

Open
Innovation

Innovation
Teams

Venture Teams

Crowd
Sourcing

Co-Creation

Collaborative
Reconstruction

Knowledge
Management

Business
Design

Triz

Kaizen

Ideation VS Brainstorming

Ideation

Ideation is about exploring possibilities, generating new concepts and discovering new opportunities.

You're seeking divergent thinking; that is, to look for as many ideas as possible without ruling anything out.

Targeted ideation is designed to transcend your product team's current ideas to find innovative products, features, and services that will drive your vision and beat your objectives.

Traditional Brainstorming

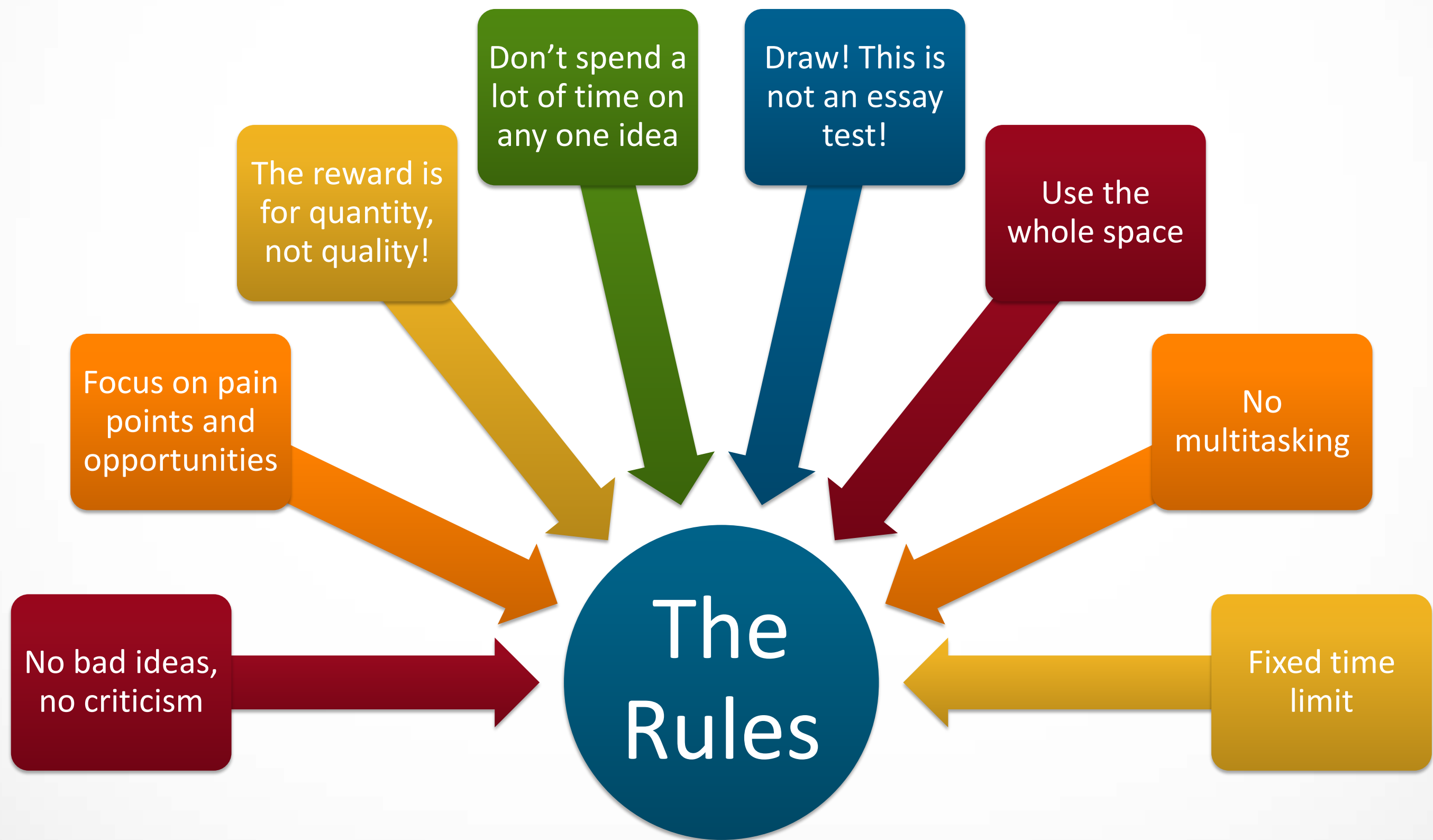
People often use it as a forum to sell old ideas that have been shot down before.

Ideas generated are often the same ones that have been floating around in your team's heads.

New ideas generated are usually slight variations of current products or services and not innovative

Getting Started — The Rules

NOTHING IS IMPOSSIBLE AND TIME AND MONEY ARE NOT A LIMITATION – GIVE ME YOUR IDEAS



Peter Drucker

ARE YOU CREATING WALLS WHERE THERE ARE NONE?

"Erroneous assumptions
can be disastrous."

Ideation Questions

STAYING FOCUSED ON PAIN POINTS AND OPPORTUNITIES



Next Steps

YOUR ACTION IS REQUIRED!

"An idea is worthless unless you use it."
— John Maxwell

"Anything worth doing is worth doing
now!"
— Ralph Stayer

QAT Global's ideation services are designed to surpass your product team's current ideas to find innovative products, features, and services that will drive your vision and beat your objectives.

**EXPLORE THE POSSIBILITIES AND
DISCOVER NEW OPPORTUNITIES**

Ideation Services

SUPPORTED BY FULL LIFECYCLE R&D SERVICES TO GET YOU TO MARKET FASTER



Innovation is more than just coming up with ideas for new products. We help companies apply the creativity process to improve their ideas, including features, user interface design, and platform(s) selection.

- Our ideation services provide the following benefits:
 - Discover new high-potential products, markets, needs, and features
 - Define and shape the product vision to match market needs, regulatory requirements, and industry standards
 - Define and validate the technology choices to ensure scalability and flexibility in a product's design
 - Create and manage highly skilled engineering teams through an offshore/onshore model
 - Provide continuous visibility, iterative control, and reduced risks through Agile development methods
 - Launch, host, and support the product through our partner network or your own
 - Design user experiences that include easy navigation with rich visual experiences

Download the brochure



Who We Are

A LITTLE BIT ABOUT US

For over 17 years, QAT Global has been an innovation partner delivering high quality results on time and on budget. QAT Global focuses on all aspects of R&D; we help our clients quickly get to market with new or enhanced products including custom software solutions, web software, desktop software, line of business applications, mobile applications, third-party integrations, ecommerce solutions, content management systems, rich internet applications, and mainframe applications. QAT Global has invested in key technical talent, jump start tool kits, development libraries, methodologies, and templates that have been refined over many product development efforts and achieve above average, repeatable results for our clients.

QAT Global has a flexible operating model, we work with each of our clients to determine the right fit and we design an approach that will work the most effectively for each client. This always begins with helping our clients balance insight and ideals with strategic action. Most importantly, throughout our relationship we always place the interests of our clients first.

QAT Global is committed to delivering quality solutions and client satisfaction.

- QAT Global maintains the highest standards of professional integrity.
- QAT Global pursues technical growth and diversity to increase value for our clients and opportunity for our staff.
- QAT Global employs people with high capability and potential, exceptional creativity, and determination who work closely with one another and with our clients.
- QAT Global strives to provide each staff member with the freedom to grow personally and professionally.
- QAT Global fosters a working environment that encourages interactivity among our staff for sharing of ideas, experiences, and deployment of best practices.

LEARN MORE AT:

WWW.QAT.COM

Contact Us

SUPPORT FROM THE START

Looking to learn more about what makes QAT Global your top partner for strategic consulting, agile development, and ideation? We'd love to connect with you and discuss your company's goals and what makes us the right partner for the future.

“STAY CONNECTED”



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Address: 222 South 15th Street, Suite
1001 North, Omaha, NE 68102

Phone: 402-391-9200

Email: sales@qat.com

Thank You

WE LOOK FORWARD TO PARTNERING WITH YOU

