Innovation Workshop: Peter Coughlan, IDEO
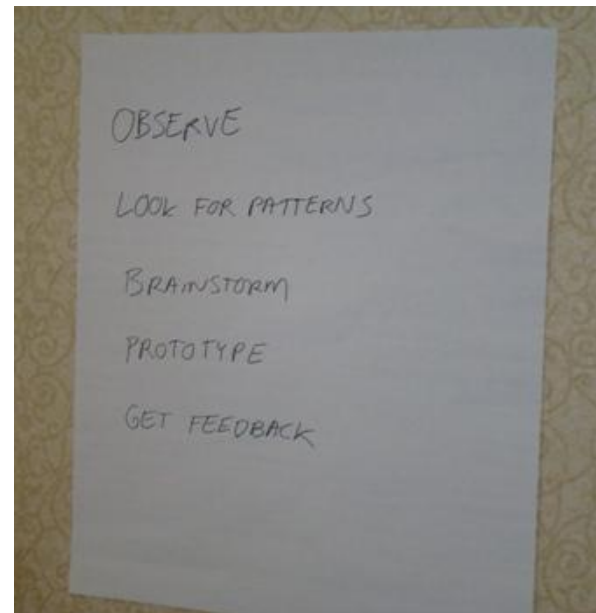

Peter conducted a 3 hour workshop,
Designing for Innovation,
using a toolkit for creating innovative
solutions to build consumer
demand for tobacco cessation products
and services.

The process of *Designing for Innovation* has
five main steps:
1.) observe
2.) look for patterns
3.) brainstorm
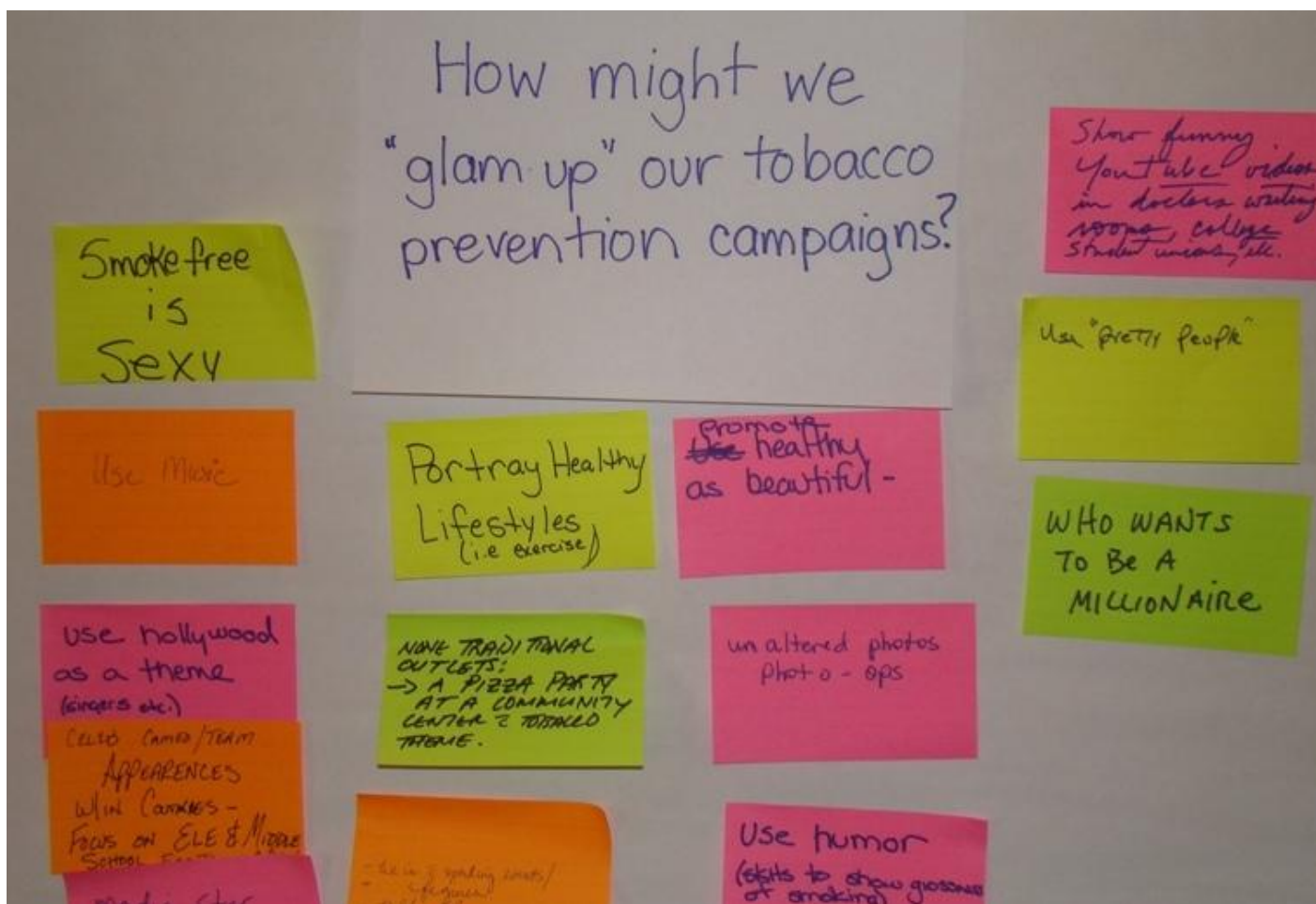**4.) prototype**
5.) get feedback

The participants met in small groups to **observe** & **look for patterns** (sharing stories about observations in an effort to see patterns).

For **observation**, participants were given homework assignments of either making a call to a quitline; going shopping for products that would help someone quit smoking; attending a meeting (e.g., smoking cessation support group); or interviewing someone with experience about trying to quit or is thinking about quitting. The groups looked for patterns while discussing the results of their homework assignments.

Brainstorming involves generating **LOTS** of ideas. Participants use the question stem "How might we ..." to generate ideas about tobacco prevention and cessation strategies. Participants jot down their ideas on Post-it® notes and the ideas are collected. Participants can offer new ideas or build on previously mentioned ideas.

Prevention: How might we 'glam up' our tobacco prevention campaigns? Below are just a sampling of some of the ideas generated.

Cessation: How might we … improve / implement customized plans & individualized products?

Step 4 in the design process involves creating **Prototypes** of the ideas generated from the brainstorming session. Creating prototypes allows you to have good conversations about the ideas.

Here are just a few of the participants hard at work on the prototypes created in the workshop.

MDQuit Advisory Board Member, Jackie Fried

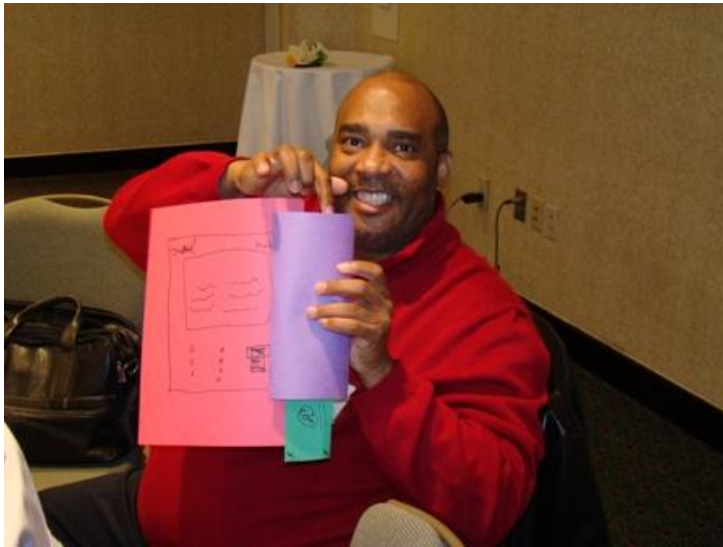Lila Cady from Montgomery County Public Schools

Calvert County's Tammy Halterman

DHMH's Dana Moncrief & St. Joseph Medical Center's Christine Schutzman

Prototypes

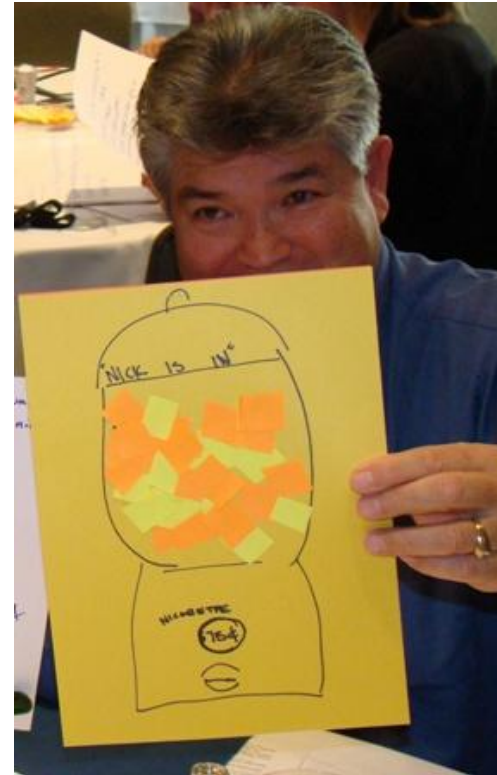Montgomery County's Michael McCalla (below) demonstrating his Cigarette Buy Back Machine

DHMH's Dawn Berkowitz shows off her 'Just for Her' customized cessation purse

Prototypes

George Woo from Montgomery County's Dept. of Liquor Control

Joe's Out ... Nicks In

Finally, the day ends with Peter explaining how to **get feedback** from consumers. Opinions from consumers can really help shape what you are creating and keeps you in touch with the consumers' needs.