

# DESIGNING INNOVATION SCAFFOLDS : Inspiration for scaffolding artefact creation

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## Customer empathy enablers

What did you learn that may help teams gain a better understanding of customer needs and their life context. Is there an opportunity to educate staff about the stakeholders you have researched? For example, new call centre staff may benefit from a better understanding of customer challenges.

## Persuasive and political tools

Consider who might need to be persuaded to support the initiative. Do people need to make changes to their work behaviours? How could they be persuaded to change? Who do you need to persuade to collaborate with you on this initiative?

## Sense-making tools

Design artefacts can support innovation processes by making the abstract more concrete, assisting communication and knowledge building, assisting staff to make sense of complexity and the non-tangible. What artefacts may your team need to make sense of the problem and the research? What related activities could these sense-making tools support? Visual frameworks such as personas and journey maps can support non-design staff with models for thinking about the customer and the problem space.

## Collaboration and conversation enablers

Innovation often requires cross-functional teams to work together. What artefacts can support groups from different teams to talk and collaborate? Are there groups that are hard to engage? How can you sell in this work to activate their participation?

## Communication devices

### Supporting organisational learning

Design artefacts support collaboration and knowledge building, facilitating a customer-centric perspective amongst diverse staff. What have you learnt that could be useful for others in the organisation working with these same customers? Who could benefit from greater empathy?

## Communication devices

### Shared visions for the future and implementation

A shared vision is vital for innovation. Artefacts can provide staff with things to talk through, with and about. Who needs to be involved with the implementation of this innovation? What can you provide that can help them carry out related work? Think about who needs to be informed about this initiative. What is the best way to communicate with these different groups?



Framework created by Jax Wechsler

Template downloadable at <http://jaxwechsler.com/scaffoldinginnovation>