Inspiration Cards

This deck is an introduction to different technologies and approaches that organisations are taking to innovate within their landscape.

These cards can act as external inspiration when you are looking at solving a particular challenge, are designing a new solution or even as a way to add colour to a meeting or workshop you are hosting.

If you want to use this deck with your team, do add more examples and remove examples that are not relevant. If you do create new cards, add them to the deck so others are able to gain inspiration from your ideas.

Good luck!

Forget Me Not Children's Hospice

The Forget Me Not Children's Hospice developed an app to make it easy for families to offer immediate feedback after a visit and to communicate any care related enquiries. The app is also used to hear families opinions on other care related issues, e.g. what they would like to see at future events, or other services that would be helpful to them. This app enables the organisation to constantly listen and respond to the changing children and family needs and therefore deliver a high quality service.

Wi-Fi for disaster response

In addition to providing life-sustaining resources, aid workers are now being called upon to provide Wi-Fi access and cellular support. The leading provider of emergency communications is the United Nation's Information and Communication Technologies Task Force (ICT). Within 48 hours of a disaster, ICT deploys its Emergency Telecommunications Cluster, or ETC.

The ETC is a series of connected balloons that act as cell phone towers and routers that can be set up to provide wireless Internet and cellular service in disaster zones. These services enable survivors to contact family or other outside assistance, find routes out of the disaster zone, or transfer vital funds. Those providing assistance benefit from these services as well, for they can receive vital information from the survivors themselves on the exact situation on the ground

Gatorade – brand monitoring

Gatorade has created a Mission Control Centre, a "war room" for monitoring its brand in real-time across social media, tracking various data and running detailed sentiment analysis around key topics and products so it can respond or adjust its strategy accordingly.

Biometric Fingerprints for Babies

Challenge:
Child kidnapping and illegal adoptions
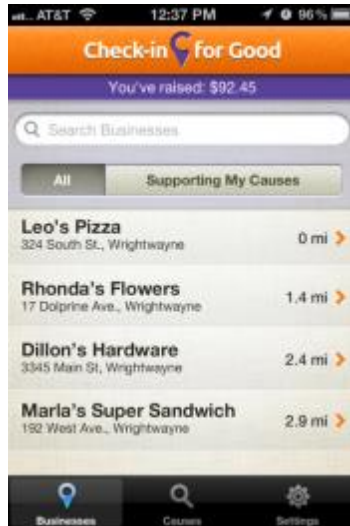
Location:
Brazil

Plan International Brazil is working with the Neonatal Identity Sector from the Tavares Buril Institution of Identification to pilot a model that seeks to identify a baby immediately after birth using neonatal biometric technology.

In North-East Brazil up to 55,000 newborns have been reported to have disappeared from hospitals for purposes such as illegal adoption, organ trafficking and sexual exploitation. Across the country, there is 1 baby swap for every 6000 births that occur. To reduce the likelihood of kidnapping from hospitals, researchers at the Federal University of Paraná (UFPR) have developed a new technique of capturing and treating digital images in high resolution to facilitate the creation of a unique proof of identity for babies.

A newborn's handprint is taken immediately after birth and matched to the finger print of the mother. Before leaving the hospital, the prints of both Mother and Child are checked to ensure a match.

Check-In for Good

Check-In for Good is an app that enables users within the US to check into a participating retail location, which in turn generates micro-donations to non profit organisations.

The user can identify the donation hotspots closest to his/her current location; and for each hotspot, the user can choose the charitable causes he/she wishes to support.

So every time a user checks into the location of the participating business, the business makes a donation to the charity that is chosen by the user.

Tearfund's Nudge App

Tearfund have now given their campaigners the chance to change the world from the palm of their hand. The app makes it easy to lobby MPs, petition governments and share the latest campaign news. It also gives the option to instantly share the issue with friends on Twitter and Facebook where the impact is then tripled.

The app is divided into three sections; Get the Facts, Take Action and Share. In the settings you can also store your contact details, which means that you won't need to enter them each time you email an MP, which is very helpful.

Tearfund allows the message of campaigns to be spread effectively and rapidly, giving others the chance to join in, even if they don't have the app themselves.

Fun-damentals

Volkswagen's 'Fun Theory' project aimed to change human behaviour for the better by making 'good' actions fun. The winner of this competition was the 'Speed Camera Lottery'.

Speed Cameras were installed in Sweden that took a picture of every car that drove past. Those breaking the speed limit were fined and the money was put in a pot. Those driving under the speed limit were entered into a lottery to win the pot of fines.

Average speeds were reduced by 22% from 32kmh to 25kmh through rewarding good behaviour.

Civil Registration Franchising

Challenge:
Costs
Location:
Coahuila de Zaragoza, Mexico

Due to the large size of the state and the associated costs of running civil registration offices, Coahuila de Zaragoza has privatised its civil registration services, giving citizens permission to open their own registration offices throughout the territory.

Civil Registration Officers are appointed by the Governor with a lifetime license and must absorb the costs of office management in exchange for obtaining revenue from the issuance of certificates.

The State Civil Registry, located in the capital city, is responsible for organizing, directing and managing the Registration Offices; among its responsibilities is to oversee the operation of the registration offices and maintain quality control and timeliness of the records.

Google's focus on the user

With their mantra of "focus on the user and all else will follow," Google goes to borderline insane lengths to test how even the smallest decisions impact user experience.

For example, when faced with a choice between two shades of blue for a Google toolbar, the company tested 41 shades to see what tested best reports the New York Times.

Fans can expect that level of attention to detail in all Google products.

Customers over competitors

Amazon has created a customer-focused culture, where every employee of all ranks believes that the customer is more important than competition.

Before expanding in India, Amazon took to the streets of India and interviewed 10,000+ Indian merchants to understand the specific detail of the job, 'pains and gains' they face when buying and selling products. Amazon methodically interact and understand customers, and the team go straight to the people to understand how best to serve them. By giving employees time to meet and understand markets and consumers before developing products and services, it puts the customer centric culture at the forefront of their minds.

Mobile Registration Units

Challenge:

Low registration rates of vulnerable
people incl. IDPs

Location: Colombia

Due to the location of registration services, initially only available in urban centres, vulnerable populations such as IDPs from the protracted conflict in the country, were regularly found without a birth certificate or proof of identity.

Supporting the National Registry of Civil Status (RNEC), UNHCR, Plan International and partners supported in the development of Vulnerable Population Attention Units (UDAPV), created to ensure that all vulnerable people could get a birth certificate to access goods and services offered by the state. UDAPV's mobile units have the capability of immediately providing Birth Registration, Identity Cards for children and adolescents and provisional Identity Documents. UDAPV services are supported by 3 types of mobile units:
Mobile offices (large vehicles) that have all the technical equipment required to carry out the provision of birth certificates.

"Light units" used for access to more remote areas, 4x4 vehicles that carry all required equipment but require installation in a registration location.

Mobile Kits: hardware and software equipment required to issue birth certificates (computers, modems, printers, photographic equipment etc). This equipment is easy to transport and install, thus allowing staff to take it and use it to provide birth certificates almost anywhere.

Getting customers to test the app and mock prototypes

Nordstrom's Innovation Lab launched customer-facing initiatives in a series of one-week experiments. To build an app that helps customers shop for sunglasses, the innovation team set up temporary camp in the retailer's flagship Seattle store.

There, it mocked up paper prototypes and had shoppers tap through them as you would a live version. Customers shared feedback on the features they found most helpful and pointed out problematic or unintuitive elements in the prototype. Coders used that information to make real-time adjustments and then released a new live version of the app for customers to test-drive on the spot. After a week of continual tweaking and re-releasing, it was ready for the store's sales associates.