# Link your project to what your customer *actually* wants and needs

TEENTECH ILGROUP

## Having a great new idea or approach to solve a problem is fine, but *remember* that it has to be fit for purpose.

### Think about the intended customer and their needs.

If you do not know what they want, you need to do some research to find out.

You could also:

- Contact a business that already works in your targeted field of interest.
- Talk to the people that your innovation is aimed at and find out what they actually think – you may discover that the problem requires you to solve a number of different needs.
- You should understand your users values and environment and problems in order to come up with a useful idea.

### Use the design thinking approach and follow the steps of a successful innovation cycle.

- Use your background research to inform the decisions that you make for your innovation.
- Check your budget and the availability of the materials you require.
- Estimate the time that you will have to devote to your project so that you can deliver your idea on time
- You will need to build a prototype or representation of your idea that you can take back to your customer to check that it fulfils the needs that were identified.
- Communicate and check at regular intervals – seek feedback and then incorporate it
- At this stage you can modify and change aspects as necessary or test it with users to check how well it works.

**REMEMBER** if you have any questions or problems, **ASK** your librarian or teacher for support and advice.

creative commons

For further information please contact Dr R Jones - jonesr@malvernstjames.co.uk © CILIP ILG. This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International license http://creativecommons.org/licenses/by-sa/4.0/