

IUK KTN

“Innovation Canvas” Brief

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1. Background

As part of our delivery strategy we have aggregated IUK KTN staff's practical knowledge of the innovation process (and that of external experts) to create the 'Innovation Canvas' in [paper](#) (2017) and [digital](#) (2018) versions.

The Innovation Canvas is designed to help businesses focus on the most important challenges in developing an innovative product, service or process, and prioritise what actions to take next.

The Canvas describes innovation as a continuing 'conversation' between three core drivers: Opportunity, Offer and Capability.

The core drivers are divided into subtopics focused on the major issues that must be addressed in the innovation process. Users are asked to score their ability to answer a series of key questions in order to compile a shortlist of challenges for immediate review and action.

In addition to the Innovation Canvas tool, we have developed a series of online learning units used by businesses to address specific innovation challenges posed by the canvas - from SWOT analysis to personas and scenarios, value propositions and ideation techniques. These will be available via a virtual [Library](#) on the current digital site.

Building on the Innovation Canvas model, we have also developed a 25 hour ITOL accredited '[Innovation Strategy](#)' course for industry-based Knowledge Transfer Programme (KTP) Associates. The course provides participants with an appreciation of the realities of innovation practice and introduces theories, frameworks, and toolsets – in particular the IUK KTN Innovation Canvas - to support the innovation process.

Innovation Canvas objectives;

- Provide an effective, accessible tool that enhances an organisations capacity to innovate successfully.
- Signpost users to the correct information/resources to further their innovation.
- Raise Innovate UK's profile as the UK's foremost innovation agency.

2. Services Required

Working with IUK KTN's online and design teams, the selected agency will develop, launch and support a new iteration of the online innovation canvas (v2).

Online Innovation Canvas v2 enhancements

- Creating a more “playful” user friendly tool.

The completion rate of the current iteration is poor, owing to the length of the process and its linear nature. New designs should make the tool more intuitive and easier to complete, IUK KTN are looking for a great UX that will encourage users to return and share/recommend the tool.

- better alignment with the physical version of the Innovation Canvas and how this is used in a workshop setting.
- Teamwork.

A key aspect of the canvas workshops involves working with colleagues as an “innovation team”. IUK KTN are looking to expand this ethos to online tool, users should be able to work together to complete canvas, share and compare results to highlight strengths and weakness within their teams/organisations.

- Innovation index.

IUK KTN are keen for users to be able to measure their innovation capabilities against sector/industry averages. Functionality for user responses to be measure and aggregated against submitted results should be explored.

3. Deliverables Required

Functional Online Innovation Canvas v2

Branding: The Innovation Canvas will sit within the Innovate UK KTN template and be part of the holistic IUK KTN user experience. IUK KTN brand guidelines will be provided.

URL: Tool will likely (tbc) maintain its current URL (iuk.ktn-uk.org subdomain).

Content requirements: On completion the online Innovation Canvas should signpost users to key content relating to the users submission. The tool may also require a searchable directory of this content – content will be sourced by IUK KTN design team. Sign posted content may include, hyperlinks, text content, contact forms, embedded video and PDF downloads. Content area should be easily Editable by IUK KTN staff.

Goal Measurement: The Tool will use a IUK KTN owned analytics account to evidence user engagement, IUK KTN will retain report responsibilities.

Site support: The developers will be responsible for full maintenance of the site, including but not limited to patching, availability, security, backup and replication. (Post delivery support contract to be agreed separately)

Technical considerations

1. IUK KTN requires its suppliers to meet industry recognised security practices and as such you must hold Cyber Essentials Plus or a higher or equivalent accreditation.
2. The site will be assessed daily via NCSC web check tool and all security issues and recommendations must be resolved as part of the on-going maintenance within agreed time frames
3. An independent pen test will be required as part of the build
4. An industry standard, non-proprietary, intuitive, and actively supported/updated CMS system must be used.
5. The build must either natively connect with KTN's CRM system (Workbooks) and Email platform (DotDigital), or have sufficient API or automations available to facilitate data exchange with these systems.
6. The web site should be AWS hosted within the IUK KTN account, and should be written and curated by AWS certified developers. The developers will be responsible for full maintenance of the site, including but not limited to patching, availability, security, backup and replication.
7. The site must be W3C WCAG standards compliant
8. The CMS, and any extensions, plugins, extensions, themes, or any other relevant system must be approved for use by IUK KTN.

5. Term and Expiry Date

Delivery times to be agreed further to brief.