

Decide on Next Steps

Congratulations! You've completed a phase of the human insights innovation process. Now's your chance to reflect on what you've learned and decide how to move forward as you build on the work completed so far.

Steps in This Activity

Step 1. Choose a Path for Iteration

Step 2. Make Your Case for Next Steps

Expected Time: 1 hour

Expected Results: By the end of this activity, you'll have a plan to move your innovation forward in its next iteration.

HOW TO

Step 1. Choose a Path for Iteration

Based on the insights learned in the _____ phase, would you like to:

- Continue forward (i.e. move to next phase, or launch your innovation into the real world, as is)
- Refine the work with some more exploration:
 - Into a sub-challenge (i.e., underlying or related challenge) that came up during this round
 - Into another solution(s) that could help us with our current challenge
- Start over again with a fresh exploration of a new challenge

Step 2. Make Your Case for Next Steps

Why did you choose this path? Explain your reasoning and evidence that led you to this conclusion.

Decide on Next Steps

Example: AIM Consolidated Credit Counseling Services (AIM CCCS) – After Completing Discover Phase

Based on the insights learned in the **discover** phase, AIM CCCS would like to

- Continue forward
- Refine the work with some more exploration:
 - Into a sub-challenge (i.e., underlying or related challenge) that came up during this round
 - Into another solution(s) that could help us with our current challenge
- Start over again with a fresh exploration of a new challenge

After finishing with the synthesize findings activity, AIM CCCS proposes moving forward with the challenge “How might we help Debt Management Plan (DMP) clients weather unexpected changes in income and/or expenses without leaving the program. The people who experience this challenge are DMP clients with limited safety nets. All clients will be treated as a potential audience as this is difficult to address in advance. Some of the consequences of not addressing this challenge are:

- Clients lack strategies to address emergencies
- Clients fail to completely success the DMP
- Clients fail to reduce debt and improve credit scores

AIM CCS was successfully able to identify barriers to address in a solution and are eager to move forward into brainstorming ideas in design.

Example: AIM Consolidated Credit Counseling Services (AIM CCCS) – After Completing Test Phase

Based on the insights learned in the **test** phase, AIM CCCS would like to

- Continue forward
- Refine the work with some more exploration:
 - Into a sub-challenge (i.e., underlying or related challenge) that came up during this round
 - Into another solution(s) that could help us with our current challenge
- Start over again with a fresh exploration of a new challenge

After testing, AIM CCCS proposes moving forward with the back-up planner. Survey results indicated that this solution had an overall positive appeal. Adding a clearer introductory explanation of its purpose will help ensure the solution is easily understood by both counselors and clients. Based on feedback on the concept in design, it is clear AIM must make a strong case to ensure this task is prioritized at the six-month mark. Functionality also needs to be improved to ensure clients complete the many steps involved while providing reminders to contact their counselor as needed. With these manageable refinements, AIM staff involved in this human insights process believe the back-up planner can contribute to supporting DMP clients in weathering changes in income and/or expenses without leaving the program.