

# 3DSE User-Centric Innovation – an approach that will make the difference.

In the context of **dynamic markets, driven by changing user needs and new technologies** the development of future innovations and their business models has become more **challenging and uncertain**.

For those innovation environments that deal with a high level of uncertainty, a user-centric innovation approach **provides guidance in defining and shaping a solid innovation foundation** that enables organizations to develop future offerings, that will strengthen their market position and economic growth based on the following principles:

- **Understanding needs and desires of users and other critical stakeholders** through continuous collaboration.
- **Implementing feedback** of users and key stakeholders from early on, in an iterative, creative and target focused development process.
- **Frequently testing feasibility and viability** of the emerging products, services and business models with users and opinion leaders

Best of breed methods are used within our user-centric innovation approach, to iteratively explore the need and solution space for the development of successful innovation in the context of user desirability, technical feasibility, and business viability.

