The Art of Innovation
By Tom Kelley with Jonathan Littman

Chapter 1

• Innovation became the number one priority for companies over Capacity, Speed and expertise.

The innovative Fuel

• Understand markets, client, technology and it’s constraints.

• Observe people’s ticks, confusions, likes, hates and needs not addressed by current products.

• Visualize new products and their uses, predicting the future, 3D models and prototypes.

• Evaluate, refine and improve.

• Implement

http://www.youtube.com/watch?v=M66ZU2PCIcM

Chapter 2

• Networking approach to problem solving.

• When you need a problem solved talk to all the smart people you know.

• Friends who are comfortable find ways to play and interact like children do that comes up with creative energy that solves problems.

• Early product, helped to develop the Apple mouse, which set the standard for computers.

Chapter 3
Inspiration by observation

- No focus groups. Watching real people, then solving their real life problems, births innovations. Not perceived problems. Real world observations.

- Focus groups mean well but give a false impression because of it.

- “Innovation begins with the eye” – Leon Segal

- Observe, ask why and why not of all labors great and small.

- Variety inspires new markets, not everyone uses products the same way.

- The best observers are rule breakers.