Individual Creativity Challenge: Soft Innovations (ICC)

Issued – Monday, September 27th

Due – Sunday, October 31st before Midnight (11:59:59 pm CST)

Submission Location: **Canvas LMS**

Type of Submission: **Uploaded file, as specified**

Learning Objectives for this Assignment:

The learning objectives of asking students to respond to a challenge such as an Individual Creativity Challenge (ICC) focused on Soft Innovations, which are just preliminary and conceptual ideas that not fully developed but can be the basis for the potential development and implementation of real innovations in the future, are to:

(1) **Become aware** of the **numerous opportunities** that exist for individually developing **products**, **processes**, **services**, **unique experiences**, or **artistic creations**;

(2) **Develop** new and **strengthen** existing individual **skills** and **abilities** in **creative thinking** and **problem-solving**;

(3) **Develop** an **ability** to **present soft innovations** in a **catalogue style** of submission, using both **textual narratives** and **visual depictions** of the innovations; and

(4) **Document** formally that any **soft innovation developed is novel and unique** through a simple Prior Works Collection – PWC that defines the **needs**, **resources**, and **precedents** for the innovation, as well as the broad results of **conducting** simple **patent and trademark searches** using search engines;

This assignment offers students an opportunity to start **unleashing** and **applying** their **individual creativity**, **innovation**, **design**, **entrepreneurial**, and **digital thinking skills** and **abilities** in the development of new, unique, and original products, processes, and services. In general, when students are completing this assignment, they need to ask themselves:

- **What products, processes, or services can I imagine, create, innovate, design, or invent in response to a specific problem, need, opportunity, or aspiration, which currently do not exist?**

General Instructions for Preparing this Assignment

For this assignment, all students must specifically complete the following tasks completely and correctly:

- ❑ Imagine, create, innovate, or design three soft innovations (one of each type):

- One business product soft innovation for a customer –
  For this type of soft innovation, you are encouraged to consult the following reference:
  https://en.wikipedia.org/wiki/Product_(business)
- One business and management process soft innovation for a customer –
  For this type of soft innovation, you are encouraged to consult the following reference:
  https://en.wikipedia.org/wiki/Business_process
- One service type soft innovation for a customer –
  For this type of soft innovation, you are encouraged to consult the following reference:
  https://en.wikipedia.org/wiki/Service_%28economics%29#Service_types

- ❑ **Develop** a simple **Prior Works Collection – PWC** for each of the three soft innovations you chose to do –
  [Important Note: You will need to establish any precedents in each PWC, by conducting simple patent and trademark searches using search engines.]
- ❑ **Prepare** a single **Soft Innovations Catalogue** that contains all the information required for each of your four soft innovations, following the guidelines shown in **Appendix 1**.
- ❑ Label the **single PDF document or file** for your catalogue, as specified in the formal deliverable (below).
- ❑ Upload the properly labeled **single PDF document or file** to the assignment location within the **Canvas LMS** site for the course.

Specific Instructions for Submitting this Assignment

Submit the **Soft Innovations Catalogue** **document or file** as an upload to the assignment drop box created for this assignment in the **Canvas LMS** site for the course, **BEFORE** the due date and time: **Sunday, October 31st before Midnight (11:59:59 pm CST)**

Please label (rename) your file using the following format:

ICC_<First Name>_<Last Name>.<File Extension>

Example: If student John Doe submitted a PDF their file would need to be labeled:

ICC_John_Doe.pdf

[Important Note: Please note that this assignment will NOT BE ACCEPTED in any other format, at any other time, through any other communication mechanism, particularly as an attachment to an email. The ONLY exception that will be made is if problems arise during file uploads for an assignment. In this case, as stated in the syllabus, please contact the Instructor immediately BEFORE the due time and date, to receive guidance on what to do. Please make sure that you formally document any problem you encounter in using the Canvas LMS by writing down a clear description of the problem, of any attempts to take corrective actions, and, if possible, provide screen shots or a photo of any error messages and other important information that may appear on the screen. Approval must be granted for the assignment to count.]

APPENDIX 1:

Soft Innovations Catalogue

For this assignment, you must prepare a Soft Innovations Catalogue with **three different types of innovations**: one **product**, one **process**, and one **service**.

The Soft Innovations Catalogue must contain:

- ONE Single General Title Page with your name, the Aggie Honor Code/Pledge Statement, and the name/title of each of the soft innovations developed
- Then, for **EACH one of your soft innovations**, please develop:
  - ❑ Specific **Title Page** for the Soft Innovation
    The name/title of the soft innovation, and the identification of potential customers/users for your proposed soft innovation. To do this, just answer the question:
    What is the name of your innovation, and who might/would use it?
  - ❑ **Narrative Description** of the Soft Innovation
    A very simple textual narrative description, of your proposed soft innovation. To do this, just answer the question:
    What does the soft innovation do? How does it work?
  - ❑ **Visual Depiction** of the Soft Innovation
    A very simple visual depiction of your proposed soft innovation (e.g., sketch, picture, diagram, flow chart, schematic drawing, storyboard, photo, photographic composite, or any other visual media). To do this, just answer the question:
    What does the soft innovation look like?
  - ❑ **Prior Works Collection** (PWC) for the Soft Innovation
    To develop the PWC for your proposed soft innovation, you will need to define the following four key required elements:
    - ➢ The first element is the definition of the **Needs** (or drivers), which drive the process of problem solving, creativity, innovation, or invention, and establish the relevance of what you develop. You can look at needs or drivers as the specific problem, the specific need, the specific opportunity, or the specific aspiration that your soft innovation addresses. To do this, just answer the question:
      What prompted you to develop this soft innovation and what outcomes do you anticipate achieving?
    - ➢ The second element needs to define the **Resources** (or ingredients) that would be used for implementing your soft innovation. To do this, just answer the question:
      What will you need to develop this soft innovation?
    - ➢ The third element needs to define the **Precedents** (or points of departure) for your soft innovation. To do this, just answer the question:
      What products, processes, or services, exist already, which are similar to your soft innovation?

As part of the development of the precedents, and to formally document that your soft innovation is novel and unique, you **must** (a) conduct general **patent and trademark searches** using any **search engine** (e.g., using Google or any other search engine); (b) apply the material presented within the **Week 07** on **Intellectual Property**; and (c) use any of the following resources:

- United States Patent and Trademark Office (USPTO)
  http://www.uspto.gov/
- Google Patent Search
  http://www.google.com/patents
- Freepatentsonline
  http://www.freepatentsonline.com/

- Finally, to create the **Soft Innovations Catalogue**, you can use any type of word processing, drawing, publishing, or presentation software, or any other type of media (e.g., web site or video). The planning, design, execution, and specific medium, format, and content of the catalogue are left at your choice and discretion. Think of this this assignment as making ONE book of your soft innovations, with ONE overall title page, followed by THREE chapters. Each chapter has its own title page, and content as specified above.