Collaborative Innovation

This graphic represents the iterative process of development and problem solving that leads to innovation and discovery. This cycle is a guide for engineering-design or problem-solving projects as well as a media or art production. Collaboration is essential across the entire process. Each team member brings a unique set of skills and knowledge that can assist in the development of the outcome.

**Evaluate & Improve**
We evaluate, using our observations, to determine whether the creation meets our defined goals. We evaluate to identify strengths, weaknesses, and opportunities to improve. Begin the cycle again by asking questions to guide the improvements.

**Ask & Define**
We ask questions to understand. The right questions help us clarify and better understand the problem or initiate investigation. Even in creative projects such as writing or media production, the process starts with asking questions. The process of evaluating and selecting key questions help us define our purpose and set goals.

**Plan & Apply**
With our goals in mind, we plan. Planning may include brainstorming, sketching, discussing, and doing research. We apply knowledge throughout the process, however, we emphasize the step here because you will use the information and knowledge you gained during the planning process to put your plan into action and create a product.

**Create & Observe**
We create when we execute the plan to build, produce or develop. Creating leads to an outcome that we can observe. We observe through testing, collecting data, observing reactions, and receiving feedback.

**Plan & Apply**
We share across the entire process. Sharing and listening to feedback while brainstorming, designing, and creating may inspire new ideas. It is also important to share the final product and accept feedback. Final sharing can take many forms from a traditional presentation to a multi-media presentation including videos, blog posts, or websites.

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