

> // THIS CHECKLIST IS PART OF THE INNOVATION EXPEDITION. BY GIJS VAN WULFEN. CHECK IT OUT ON AMAZON.COM



A PERFECT NEW CONCEPT

In my practice as an innovation specialist, I developed a practical checklist to verify new concepts. It lists ten criteria which a new concept must meet if it is ever to become successful. Five of these criteria are from the perspective of the customer. The other five are from the perspective of the organization. It's easy to implement. Use it in practice for your own innovation.

Customer's perspective:

- 1. Is it relevant for the customer?
- 2. Is the solution superior on a relevant aspect?
- 3. Is its uniqueness easy to explain to the customer?
- 4. Is it easy for the customer to try?
- 5. Can the customer change to our concept without any risk?

Organization's perspective:

- 6. Does it have the required potential in turnover and profits?
- 7. Can it be done without directly competing with our other products or services?
- 8. Does it fit our brand positioning?
- 9. Can we make it (with the help of partners)?
- 10. Can it be done without huge investments?

If the answer is 'yes' to all ten questions, your concept is a no-brainer; just do it! If not, take time to pause and rethink your strategy.

CHANGE VOICE TAPE @ SUNSET NIGHT PASS: PILOT: ROUTE UMBILICAL THROUGH UMBILICAL GUIDE POSITION FEET IN FOOT RESTRAINTS (PRIOR TO SUNSET) SUNSET @ 55:00 ET OR 43:30:00 G.E.T. INSTALL ADAPTER WORK STATION CAMERA (CONNECT PWR CABLE) CMD PILOT: EVA CAMERA C/B - CLOSED EVA CAMERA PWR SWITCH - ON PILOT: START CAMERA (VERIFY CAMERA SETTING) PULL UMBILICAL TAUT & INSERT IN CLIP ON HAND BAR UNSTOW AND POSITION MIRROR UNSTOW PEN LIGHTS, ACTUATE & ATTACH LIGHTS TO HAND BARS WITH VELCRO EVALUATE FOOT RESTRAINTS REST PERFORM WORK STATION TASKS ADAPTER PERFORM THE FOLLOWING TASKS IN FOOT RESTRAINTS: OPEN POUCH AND REMOVE

WRENCH

PERFORM TORQUEING OPERA-

52:00

ELSS

41

CUT 2 STRANDS OF RIGHT SIDE OF ELECTRICAL CABLE & FLUID OD CABLE

STOW CUTTERS IN POUCH

REMOVE PIP-PINS FROM HAND HOLDS AND STOW

10: UNSTOW WRENCH FROM VELCRO & REMOVE SATURN BOLT. STOW

ATTACH WAIST TETHERS TO FIXED RINGS ON WORK STATION; REMOVE FEET FROM FOOT RE-STRAINTS

REMOVE WRENCH FROM VELCRO REPLACE SATURN BOLT. (ALLOW ONE MINUTE TO START BOLT) STOW WRENCH ON VELCRO /IN POUCH

EVALUATE HOOK & RING CON-NECTIONS

REST (2 MIN)

PULL NYLON VELCRO STRIPS & RESTOW (LEFT SIDE)

PULL STEEL VELCRO STRIPS & RESTOW (RIGHT SIDE)

17. DISCONNECT & CONNECT CENTER CONNECTOR

18. DISCONNECT & CONNECT L/H (R/H CONNECTOR

19. REPOSITION FEET IN FOOT RESTRAINTS

20. REST (2 MIN)

CONNECT WAIST TETHER TO HAND

10 NOV

PHOTO CREDITS //

from Erik Charlton.