

# discover

Ideas are everywhere. But sadly, most ideas never reach their potential. The Mobile Innovation Lab's mission is to identify the ideas and inventions with the potential for the most impact to the world and value to our customers, and turn them into exceptionally designed and engineered products. Simply put, we make ideas and inventions a reality.

Research

Customers

Market

Experimentation

Idea Backlog

# select

The Idea Backlog is filtered against various criteria to ensure that the ideas with the most potential are identified and explored. These criteria include alignment with IBM's strategy and brands, potential for success, market size, and impact to the world. Other factors are considered as well such as project size and complexity, and timing and availability of resources.

## Alignment

Mission

Strategy

Brand

## Impact

Revenue

Recognition

Contribution

## Support

Brand Sponsor

Environment for Success

Resources

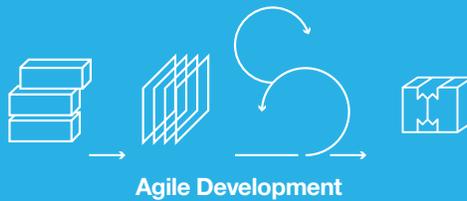
# plan

The scheduling of projects depends on availability of resources, time constraints imposed by stakeholders, and the relative priorities of the projects. The complexity of the project factors into the length and number of resources required, with smaller, simpler projects lasting 1 week with 2-3 total resources, and larger more complex projects lasting up to twelve weeks with multiple designers and engineers.



# build

Projects are designed to take 1-12 weeks from start to finish, including research, design, and implementation. IBM Design Thinking and Agile software development are applied to ensure rapid and iterative delivery and validation. Customers participate throughout the process to varying degrees depending on the length of the project. Final deliverables include working code, but extensive testing is not expected.



Next Steps



## IBM Design Thinking Methodology

