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**TRANSFORMING POSSIBILITIES TO IDEAS: A PROACTIVE APPROACH AT THE FRONT END
OF INNOVATION**

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ABSTRACT

Despite a good understanding of idea generation, there is still a lack of understanding of how to capitalize on possibilities. We collaborated on a solution to fill this void by developing a Possibility-Driven Inventiveness Process (PDIP) through an event design approach with one of India's largest information technology enabled service providers. Because of this comprehensive teamwork, our technique takes into account not only researchers' goals and current knowledge, but also practitioners' influence and expectations. Based on well-known literary works related to concept of possibility, researcher's strategy divides the stage of the innovation process where ideas are generated into activities namely, origination, engagement, exploration in addition to incorporation.

Keywords: Idea, Possibility, Inventiveness, Innovation.

INTRODUCTION

Difficulties, such as market or customer-induced pressure, can spur possibilities which lead to technological breakthroughs through the process of innovation (Chanakya, K. 2015, p.288). Detecting possibilities and then transforming them into concepts are important long-term competitive strategy drivers (Deepak, M. 2015, p.82). Organizations that prioritize possibilities during the innovation process grow faster than those that prioritize issues (Jain, V. 2012, p.116). Identifying possibilities and effectively transforming them into ideas is critical for successful innovation. Corporates are of the opinion that research on problem-centered innovation needs to be replaced by research on proactive possibility exploitation (Geetha, S. 2018, p.66). Corporate possibilities are possibilities for established firms to take action in their industry or marketplace by introducing new business models, goods, services, or processes (Bhavneet, K. 2012, p.39). Competitive flaws, such as uneven information distribution or new knowledge, give rise to possibilities (Priya, S. 2013, p.212). Some prior research has been conducted on the concept of possibilities, including different types of possibilities, motivations for possibility identification, and sources of possibilities. (Sharma, B. 2017, p.102; Inamdar, V. M. 2020, p.145). This is especially true in terms of the relationship between possibilities and idea generation. In this context, service innovation must seize possibilities for transformational services that open up new markets (Bhavna, 2014, p.312). To further explore this, we developed the Possibility-Driven Inventiveness Process (PDIP), in which four



activities are divided under the idea generating stage of the innovation process: origination, engagement, exploration, and incorporation. We hope that the method will supplement existing inventiveness methodologies by providing guidance on how to turn possibilities into new service offerings.

BACKGROUND

Possibility-Driven Inventiveness Process (PDIP): In today's fast-paced business environment, innovation is a critical component of increased economic output (Singh, M. K. 2016, p.265). Innovation is the creation of new combinations of an organization's assets and talents in order to gain a competitive advantage (Pai, V. M. 2019 p.52). According to Pani, 'In order to expand, compete, and distinguish oneself effectively in its business, companies must translate ideas into new/improved products, services, or processes.' (Pani, V. P. 2020 p.113). The evolution of ideas is a necessary phase in the innovation process.

See Table 1 Here

Idea generation is critical for the success of innovation because it determines the amount and quality of ideas that are chosen, advanced, and disseminated in the next stages. The literature provides a variety of strategies that encourage idea generation as well as methodologies for inventiveness (Deshpande, A. B. 2013 p.63). For a long time, non-digital tools have been augmented by digital technologies, which aid in the creation of virtual ideas (Sharma, D. 2018, p.188). Corporate online inventiveness platforms, innovation communities, competitions, and crowdsourcing, for example, can help with idea generation (Tripathy, P. C. 2004). Only a few approaches use possibility identification as a starting point, whereas the majority of the approaches presented are focused on the issue, which attempts at conceiving of idea development as a reaction to problems. PDIP, on the other hand, has the potential to produce radical innovation, such as fresh and innovative products, services, or business strategies that expand market opportunities. It's the polar opposite of problem-solving ingenuity, which can only result in tiny improvements to a present product, function, or operating model. To summarise, exploring options throughout the idea-generation process is not a novel concept.

Possibility Identification: Entrepreneurship research had an impact on defining possibilities and the process of recognizing and developing possibilities, and as a result, two key perspectives were coined (Pai, V. M. 2019, p.39). According to the Pai's viewpoint, possibilities emerge through creative destruction and are formed through entrepreneurial Event. The Avinash's viewpoint, on the other hand, holds that possibilities arise as a result of environmental changes and exist regardless of the entrepreneur (Avinash, S. P., 2018 p.114). Possibilities are conceivable activities that a corporation may engage in there in order to offer novel commercial prototypes, goods, service areas, or advancements to a business or financial market, as they relate to elements of corporate entrepreneurship (Ketkar, L. N. 2012, p.236). Identifying possibilities have a significant impact on an organization's efforts to innovate (Rajalechumie S, 2020, p.331). As a result, the Inventiveness stage of the innovation process is critical in connecting the concept of possibilities with the process of inventiveness. The ability to identify prospects in the external setting and decode those into innovative activities is referred to as



idea generation (Doval-Naithani, P. 2013, p. 243). As a result, businesses must pay close attention to both internal and external events in order to detect and embrace possibilities to generate new innovative ideas. The detection of possibilities has been extensively researched, with an emphasis on the mental process of the business person, individual entrepreneurs, and various forms of possibilities, entrepreneurial alertness, or sources of possibilities (Vijaivargia, S. 2019, p.68; Rajaletchumie S, 2020, p.54).

Market and Technological Possibility Sources: Gupta proposed a framework for evaluating changing market prospects that includes internal research and development, dealer and complementary improvement, advancements in causative scientific and technological developments, target market segments, customer satisfaction is constantly improving, and consumer preferences are shifting (Gupta, 2018 p.98). In the process of identifying market and technological possibilities, focusing solely on existing offerings reduces economic benefit by directing businesses toward mimic challengers rather than developing novel solutions (Singh, P. 2014, p.276). The exercise of inventiveness to identify new market possibilities may result in the creation of new product features, completely new products and services, novel customer behaviour leading to formation of new markets.

See Table 2 Here

RESEARCH DESIGN

Our goal was to create a formalized PDIP with structure and components to help respondent organisations turn possibilities into new service offerings. Due to the sheer close collaboration between industry experts and investigators, our research technique replicates not only the goals of investigators and existing information, but also the effect of experts. The PDIP was used with the respondent organization to iteratively shape and evaluate the process by developing four innovative concepts.

Selection of respondent organization: We conducted our research in collaboration with one of India's largest Information Technology Enabled Service (ITES) firms' tactical improvement unit. Purposive sampling was used to select the respondent organization (Singh, G. 2011, p.68). This organization was chosen as an example to advance an improved understanding of the under-researched topic and to provide operational and formal guidelines for identifying innovation potential. Furthermore, the respondent organization is dealing with an increase in client demand for customized and context-aware services across a wide range of distribution channels. This case study elucidates the relationship between Possibility identification and idea generation for creative service offerings. As a result, the respondent organization's case study can be used as a model for other ITES businesses, and the lessons learned can be applied to them. The research was carried out by an Inventive Team (IVT) of two researchers with experience in progression planning, economic diversification, customer surveys, and the ITES solutions provider. The team also included five respondent organization personnel, four tactical improvement division associates, and the managing supervisor. Employees in the innovation department have a background in project management, market research, and innovation management. Employees of the



respondent organization were relieved of all regular responsibilities. A prominent advisory firm having expertise in the cloud computing of the banking business was furthermore contributing on a freelance basis.

ADR (Action Design Research): ADR is a hybrid of design discipline and action study. (Nandhivarman, M. 2017, p.21). ADR aims to develop new artefacts, such as constructs, models, techniques, or implementations, which embody research findings in order to address realistically significant issue classes, i.e. a research theme (Dureja, R. 2016, p.176). In four iterations, we developed, refined, and applied our technique, yielding four idea themes for the selected respondent organisations.

See Table 3 Here

We validated our research method in terms of understandability, practicability, convenience of being used, and effectiveness. ADR practice guidelines-inspired research and theory-informed research are both met. (Wadhwa, S. 2019, p.213). We developed and tested our method with the respondent organization through close interaction. We used Situational method engineering (SME) as a investigation approach to improve our initial set of plan viewpoints and the strategy requirement. (Goyal, S. B. 2012, pg 133). The IVT team built the approach and its activities in four iterations while continuously creating four ideas and implementing the most recent version of the method. Based on their assumptions and expectations, the IVT team worked on developing, evaluating, and improving the process and quality of ideas in parallel. Workshops were held with additional experts from the respondent organization that were not part of the investigation crew, such as sales and customer perspective supervisors, as well as high-ranking board members, to evaluate the process and concepts (Abilash, S. 2012, p. 197). Decisions with respect to technique's strategy and interventions in the respondent organization were intertwined with evaluation activities (Korgaokar, S. S. 2019, p. 243). As a result, the method is based on current knowledge as well as real-world organisational usage and context. We also compared the interposition results to the technique's objectives, taking advice from the task group into consideration. We learned about the conditions under which our method can be used at this level.

Situational method engineering (SME): For our PDIP, we used SME to create the preliminary strategy description. Goyal provided a breakdown of the essential technique constituents in terms of features and components (Goyal S. B., 2012 p.190). This overview was used to ensure that our method accounted for the common aspects and included the main qualities. Considerations about the organisational context effect the content of approaches (Bucher, T. et. al. 2007). SMEs propose various methods of method construction (Henderson-Sellers, B., & Ralyté, J. 2010). The process of selecting, combining, and aggregating method fragments to create new methods is known as method composition, whereas the process of adapting existing methods to specific scenarios is known as method configuration (Henderson-Sellers et. al. 2014). First, in the method requirements, we established appropriate conditions for the method's application. Following that, we developed strategy philosophies based on the respondent organization's goals. Continuing to follow that, we carefully selected technique segments from normative information on inventiveness, such as plan rational



approaches and possibility foundations offered in the collected works, based on the identified relevant conditions and strategy philosophies.

THE POSSIBILITY-DRIVEN INVENTIVENESS PROCESS (PDIP) METHOD:

Appropriate scenarios: SME's first stage is to define method requirements or scenarios in which the technique can be used (Henderson-Sellers et. al. 2014). In terms of context, our technique is intended for large and mid-sized existing firms with ingrained significant positive true intent that want to innovate strategically. Within a 3 to 5 year timeframe, our strategy focuses on the creation of concept themes, or "big ideas," that have strategic value to a business.

Design principles: We combined ADR and SME to develop design principles as construction rules for our technique. To give direction on how to turn possibilities into solutions, a strategy should draw on a range of frameworks of possibilities (Ankita Gupta & Chetna Gupta, 2018). This recommendation was especially significant for the respondent organization because the standard inventiveness methodology did not allow for the incorporation of multiple frameworks. A process of inventiveness driven by possibilities should generate strategically relevant idea themes (Collatto, D. et. al 2018). Ingenuity should produce more than one incremental concept founded on a solitary feature or addressing a solitary requirement (Kuechler, W. & Vaishnavi, V. 2012). A PDIP approach's outcomes had to be as self-regulating of the individuals involved as possible. It is observed that inventiveness is an free and ingenious job (Khire, U. S. 1970, pg. 312). Moreover, creativity is highly personal; the individuals involved frequently determine the quality of inventiveness (Singh, J. 2009, p.92). Taking this into account, we designed the research approach so that not only are the outcomes as self-regulating of the participants as possible, but also provide a framework that promotes different mindset and innovation.

Overview of our method: For possibility-driven scenarios, we delve into the stage of creative thinking in the innovation process. As a result, the PDIP The approach is a component of the initial concept of the overall creative process. The technique, as shown in Table 4, is divided into four events, each of which includes procedures, instruments, performers, and a specific creation.

See Table 4 Here

Table 5 summarizes the PDIP's activities and features. While presenting it, the justification information that aided as the basis is included.

See Table 5 Here

Detailed procedure model

a) Origination is the first Event:



During the origination event, the Inventiveness Team (IVT) must find at least one idea topic, or bright idea, that puts emphasis on possibilities by identifying and extracting them. As previously stated, big ideas are strategic topics that are extremely important to a company. They are presented in the form of concise narratives and are characterized by a lack of detail (Kuha, A. 1993, p.201). Each big concept is detailed by practical tiny concepts in this first phase, with each representative representing the smallest possible range of attributes. Each idea's narrative aids in the separation of ideas and its subject areas. It is unstructured and creative; there are no formal criteria for inventiveness. The IVT team used both formal and informal methods to identify significant ideas. Formal methods for identifying new ideas include megatrend visualization, technological trend research and forecasting, and customer trend analysis (Wani, A. N. 2016, p.212). IVT team ensures a thorough trend analysis. The IVT organizes the acquired information using creative thinking tools such as concept maps. Informal tactics such as impromptu talks sparked big ideas. The IVT included at least one expert per possible cause to achieve the variety of thinking required for the recognition of core concepts.

b) Participation is the second Event:

During the engagement event, the IVT team selects one main theme to expand and develop into an idea concept. The team must reach an agreement on which big idea to work on (Singh, J. 2009, p.132). During this phase, IVT court to decide for their favorite concept and the concept with the most points wins. To achieve this, after selecting large ideas, the IVT developed an idea concept using concept structure approaches. This approach is a skeleton that specifies the breadth and key content sections of a big idea (Tripathy, P. C. 2004, p.118). The idea concept is a collection of minor notions that explain the big idea in future events of our process. The IVT defines which information categories the big idea should cover by establishing the idea concept. Although information regions go into greater detail than the basic theme, they must be broad enough to get a cohesive framework for simple ideas (Kuechler, W. & Vaishnavi, V. 2012, p.233). Hence, developing idea concepts necessitates the skill to critique big ideas, for this the IVT was supplemented by a team member who is familiar with the framework of choice. At the end of this phase, to construct the ideal notion, the IVT can use established clustering algorithms or frameworks.

c) Exploration is the third Event:

The IVT searches the possibility sources for an abundance of possibilities to use as a starting point for refining the big idea throughout the exploration Event. The source experts assess potential sources concurrently and independently (Raju, K. 2017, pg 56). Unlike during the initiation event, when the reference specialists used the possibility sources to classify large ideas, they are now studying the references for actual possibilities. When investigating possibility sources, the IVT employs existing knowledge of possibility identification and recognition. The IVT priorities different sources based on the context and setting. As a result, new features inspire new jobs, which in turn inspire new value added features. This exploration generates novel concepts for new products or service enhancements. The output of this stage can be organized using a Table 6 with the



categories 'Structures,' 'Tasks to be completed,' and 'Beneficiaries.' The category 'Structures' allows for innovation based on existing and potential new features, which can lead to the creation of entirely new jobs.

See Table 6 Here

d) Incorporation is the fourth Event:

During the incorporation process, the IVT translates the possibilities discovered into lesser concepts. A less-than-ideal idea is a collection of minor features and a task that might be developed into a standalone product or service (Bharadwaj, A. 2008, p. 186). Small ideas should be tailored to the strategic concept of the main idea. The interaction of all tiny ideas results in the strategic benefit of the large idea (Trivedi, H. S. 2020, p. 124). Scenarios, roleplaying, and storyboards are all useful tools for visualizing the context and making the most of minor ideas (Balachandran, A. 2015, p. 211). IVT team developed small ideas and integrated into the overall concept. For this, the big idea was divided into manageable tiny ideas that were organized around the selected idea notion and inspired by a variety of sources. The IVT advanced this big idea to the idea assortment phase of the improvement procedure. The primary objective was to authenticate smaller ideas in terms of commercialization, customer appeal, and practicability (Acharya, G. V. 2018, p.214). Selected concepts are further developed into goods or services in subsequent phases. This last phase is repeated until all of the big ideas conceived have fully bloomed.

REAL-WORLD APPLICATION

We co-created and tested our PDIP technique over four iterations. To show how the strategy can be used, we first provide first-hand insights into one of the iterations.

Initiation: By using mega-trend forecasting as a formal technique, the IVT came up with the big idea for the Secluded Statistics Store (3S).

Secluded Statistics Store (3S) Narrative: Personal data is the ultimate new frontier, and the rapid advancement of technology in information processing systems enables us to evaluate and capitalize on our data in ever-increasingly creative ways (Agarwal, R. 2017, p.311). Along with this growing capability comes concern about the security of our data and how it might be misused for malicious purposes such as identity or intellectual property theft if it becomes contaminated (Rao, K. R. 2019, p.276). The Secluded Statistics Store is an encrypted digital safe deposit box that allows clients to securely store important data. The system automatically collects data from consumers and intelligently categorizes it before securely granting access to subsets of the data to designated individuals or third parties. In the near future, customers will be willing to pay a premium to whoever can provide a superior infrastructure for the secure storage and safe utilization of personal data and the 3S will become a critical resource.



The respondent organization has the potential to develop and market a novel solution to this difficult problem. Trends from consumer, science and technology foundations delivered a solid basis for this scenario (Sharma, S. 2016, p.111). Customers have no idea who has access to their personal information, what it is used for, or how long it is kept (Ramkumar, K. 2017, p.201). To meet that need, it is technologically feasible to provide data consumption transparency (Srivastava, A. 2015, p.320). Customers would be able to save individual data in a protected account and make distinct choices about who can access which data and how much data can be used with a 3S.

Immersion: During this session, the IVT advanced an ideal notion for the big idea. The IVT decided on the scope of the big idea in order to structure it (Nerlekar, B. 2012, p.38). The team organized personal data into five tiers of individual necessities. These intensities signify diverse gradations of data prominence to an individual (Shastri, N. 2018, p.55). Demographic information and information about used assets, for example, were assigned to the lowest level. Physical and financial problems were identified as having the second-lowest level of safety requirements.

See Table 7 Here

Investigation: Jobs that needed to be finished were added to the customer source, resulting in the desired features. The IVT collected primary data from current customers via surveys or interviews, as well as secondary data from potential new customers (Mohanty, A. 2008, p.123). For example, Survey Organization 1 operates a personal data marketplace in which individuals can be compensated for sharing personal information. This feature revealed how clients manage records on their own and how third-party crossing points for the 3S are implemented.

Integration: The customers desired to have all of their personal information in one place. The consumer had confidence in the respondent organization's ability to keep this information secure. For example Survey organization 3, the airline, was confident in the accuracy of the data after application of 3S. This was validated by the respondent organization. The customers of airline opined that they were confident that the airline no longer has access to his or her passport information after the flight.

DISCUSSION AND CONTRIBUTION

Application-based insights: By developing and applying our PDIP, we contribute to the collected works on methodologies for possibility identification and formalization at the front end of innovation. First, real-life implementation demonstrated that the PDIP can be used to generate concepts for service innovation. In our case, we went through the process four times in nine weeks and came up with four big ideas. We are assertive that the technique can be applied quickly in real-life scenarios because of the low time frame needed in method development. Second, the PDIP elements strike a balance between formalization and creativity, guiding rather than constraining the brainstorming process with rigid rules. In addition, the IVT's full-time collaboration in a shared co-working area aided empirical and workable idea development. Third, the PDIP technique allows



innovation crews to create both tactical and essential ideas. This is replicated in the techniques adopted in PDIP. In the course of the implementation of the beginning Event, several potential foundations with the ability and scope to enable big ideas get evaluated. Furthermore, the process necessitates the establishment of distinct roles within the Inventiveness crew. The IVT for the ADR project was made up of eight people: three academics and five case company employees. We demarcated the role of source specialists to integrate all Possibility sources in idea generation. These specialists are in charge of conducting research on their Possibility sources and sharing their findings with the rest of the team in order to encourage divergent thinking across multiple sources. A specialist in innovation design or citizen-centric design, for example, emphasizes the prospective customer's perspective and helps the Inventiveness team think from their perspective. Finally, by evaluating the PDIP technique, we discovered benefits for the case company that can be generalized. Third, it enables the development of strategic concepts with far-reaching implications, and fourth, it is intended to be self-contained.

Contribution: In response to this need, we devised a method for systematically identifying possibilities in this frequently unstructured and creative stage. Our strategy attempts to structure the creative and lateral stages of the idea generation process in order to reduce the uncertainty that businesses face at this stage. Our strategy is centered on the systematic generation of tactical ideas for new service offerings based on known Possibility sources. The method has received positive response from the company's management and customers, in addition to positive response from the project team's experts. Because of its inimitable features, our technique varies from and expands on traditional inventiveness methodologies such as the fuzzy front end of innovation or design thinking. In difference to both methods, our design-Driven Possibility technique emphasizes on the possibility-idea nexus and is the foremost to provide real actions, methodologies, tools, and roles to drive the possibility-to-idea process. Because of its emphasis on possibilities, our strategy employs a methodical approach to a wide range of possibility sources. Our procedure can be finished in a short period of time. Furthermore, the individuals involved in our system intend for it to be as self-contained as possible. As a result, our method provides guidance, i.e., specific activities, strategies, tools, roles, and outputs for clearly observing possibilities and altering them into creative service offerings. First, we present a method for carrying out the process's possibility identification and concept alteration phases. Second, the technique delivers organized advice for a less-studied aspect of possibility identification and analysis. Finally, the method explains how to strike a balance between formalization and creativity in Possibility-driven brainstorming.

Theoretical and managerial consequences: By presenting a possibility-driven approach to inventiveness, we are the first to theorize and operationalize the interrelationship amongst possibility identification and idea development for creative service offerings. As a result, our research builds on and extends techniques that emphasize possibility identification as part of the inventive process but do not go into detail about the idea-possibility nexus. In addition, our research responds to a request for more formalization of the unstructured idea creation stage. Second, because our strategy has already been successfully implemented in practise, innovation teams can use it in their innovation routines as is. Our method is a phase-by-phase procedure that includes specific actions, tools, roles, and outcomes to provide organisations with a more structured method to idea



generation. Organizations can use the technique as a framework to structure their idea generation phase. With structured tools and responsibilities, organisations can better organise idea generation in terms of time and staff resources. Because of the closely linked setting, the PDIP integrates both theoretical knowledge and experience from the example company. We are convinced that the process is broadly applicable because many organisations operate in similar circumstances to the respondent organization, and founded on the involvement increased during the four repetitions completed at the respondent organization.

LIMITATIONS AND FUTURE RESEARCH

During our research, we discovered some limitations. Some of these issues have previously been addressed in the final form of our technique, whereas others will prompt additional investigation. The design arrangement of the approach itself aims to develop strategic idea themes. The approach, as previously stated, was premeditated to meet the needs of big and mid-sized businesses. Although this validated the method's use and applicability, further evidence from other organisations is required. As a result, additional case studies are required to authenticate the strategy for other types of innovations, such as goods or commercial replicas, as well as industries other than finance.

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Appendix of Tables

Table 1: Idea Generation Process embedded with Possibility-Driven Inventiveness Process (PDIP)

S#	Process of Innovation	Phase 1	Phase 2	Phase 3	Phase 4
1	Process of innovation (Chintamani, A. R. 2016, p. 121)	Idea Generation	Idea Selection	Development	Diffusion
2	Phase 1: Idea Generation Process embedded with PDIP				
	Possibility-Driven Inventiveness Process (PDIP)	Phase 1.1	Phase 1.2	Phase 1.3	Phase 1.4
		Origination	Engagement	Exploration	Incorporation

Table 2: Sources of Possibilities

Source	Meaning	Benefits	Drawbacks
Business resources	This source mentions competences as well as concrete and imperceptible investments in personnel and technical skills.	A competitive advantage comes from having a strategic resources configuration.	Existing products, services, processes, and business models have a bias.
Consumer	This source refers to consumer demands and pertains to both existing and new customers.	1. Ideas that are really appealing 2. Based on current or future demand	1. Preference for established products 2. There are no thoughts that are disruptive to normal behaviour.
Challenger	This source relates to both incumbent and new businesses in the same and manufacturing sectors.	1. Proof of feasibility 2. Proof of customer interest 3. Cross-industry collaboration	1. There is no such thing as a first-mover advantage. 2. The danger of copying instead than developing
Technology and science	This site covers both established and upcoming technologies, as well as	Ideas that are extremely disruptive	1. Technology comes first, followed by needs.



	scientific research.		2. Market adoption that is uncertain
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Table 3: Research Design

Research on Action Design				
Overview of investigation design	Phase 1	Phase 2	Phase 3	Phase 4
	Formulation of The Issue	Constructing, Regulating, and Assessing	Education and Introspection	Implementation of Education
Activities			Output	
Investigators	1. Definition of a study objectives 2. Organizing your study 3. Verification of the Literary works	1. Determine appropriate solutions 2. Define the principles of design 3. The technique's initial design specification a. Specify the requirements for the technique. b. Determine technique fragments to choose from c. Assemble technique fragments into a whole technique. 4. Four cycles of simultaneous evaluation and redesign	1. Principles of Design 2. Recognize the degree to which idea generation is formalized. 3. Possibility-Driven Inventiveness Process 4. In the process of invention, the ability to incorporate multiple sources of possibilities 5. The ability to strike a balance between formalization and creativity 6. Four new ideas for the respondent organization that has been chosen	
Professionals	4. Providing meaningful & industry needs information			

Table 4: Technique mechanisms that must be used

Sr. No.	Particular	Name	Description
C.1	Characteristics	Aim Positioning	Techniques must seek to accomplish specified objectives.
C.2		Organized	A well-organized procedure model must



		Methodology	be included in the techniques.
C.3		Principles Orientation	Techniques must adhere to broad design principles and plans.
C.4		Replication	Techniques must be repeatable in a variety of situations.
M.1	Mechanisms	Action	An Event that yields a distinct (intermediate) result.
M.2		Procedure	Care and precision that aid in the completion of a task.
M.3		Instrument	An instrument (for example, a strategy) that aids in the application of a methodology.
M.4		Performer	Performer who performs or assists in the performance of a task.
M.5		Definite Creation	Each Event has a tangible result (e.g., artifact and documents)

Table 5: A summary of the method's activities and constituents

	Event 1: Origination	Event 2: Engagement	Event 3: Exploration	Event 4: Incorporation
Procedures	Create large ideas that take advantage of the available resources.	1. Pick one major concept. 2. Create a framework for the main idea. 3. Create a concept for an approach based upon the framework.	1. Determine the possibilities that come from every single framework. 2. A well-thought-out exploration that is based on the needs and features of the	1. Gather information from a variety of sources to come up with little ideas. 2. Generate a slew of tiny ideas based on the concept. 3. Develop the main idea into a precise,



			user.	all-encompassing theme.
Instruments	<p>1. Sources of Possibility: internal resources, customers, competitors, research and technology</p> <p>2. Tools for broad idea development, both formal and informal (e.g., predicting of mega developments, situation rational and ad hoc dialogues)</p> <p>3. Descriptions that provide a high-level overview of the main theme</p>	<p>1. Voting on the best ideas</p> <p>2. A framework (for example, three prospects, a 2x2 multiverse, and a reasoning plant) that forms the base for the concept of an idea.</p>	<p>1. Sources of Possibility: internal resources, customers, competitors, research and technology</p> <p>2. Identify potential sources of income.</p> <p>3. Identify particular ways for spotting and recognizing possibilities (Resource rearrangements, positioning strategy, industry trends, and detecting of latest technology solutions)</p> <p>4. Organize framework based on requirements and attributes.</p> <p>5. A strategy powered by the tasks to be completed and</p>	<p>1. The concept of an notion</p> <p>2. Sources of Possibility that are densely populated</p> <p>3. Tools for generating concepts that are well-established (e.g., scenario, storyboards, role-playing)</p>



			the beneficiaries 6. A strategy based on the attributes and tasks that can be completed	
Performers	1. Expert sources 2. Acting referee 3. Experts from the outside (e.g., consultants, researchers)	1. Collect information from specialists 2. Acting referee 3. Experts who are familiar with the frameworks in use	1. Collect information from specialists	1. Source experts 2. Referee
Definite Creation	1. Big concepts 2. Short stories based on major themes	An idea notion is the organization of the selected big idea.	Sources of possibility that have been populated and form the basis for the subsequent expansion of an idea concept	A key takeaway supplemented by minor notions clustered around the big idea's conception.
Knowledge that is defensible	1. Sources of Possibility, such as (Mukundan, R. 2015 p.77) 2. Identification and evaluation of possibilities (Dawar, S. 2016	1. Choosing an idea (Wani, A. N. 2016 p.39) 2. Organizing your ideas (Kaushal, D. 2019 p.221)	1. Identifying and recognizing possibilities (Baleswar, R. M. 2018 p.187) 2. A need-driven strategy (Somalingam, A.	1. Stimuli for Inventiveness : established approaches (Deshpande, A. B. 2013 p.86) 2. Knowledge integration into innovation activities



	p.112) 3. Design Thinking (Bahl, S. 2013 p.20)		2011 p.117) 3. A feature-driven strategy (Dash, A. K. 2012 p.22) 4. Design Thinking (Choudhary, K. 2017 p.45)	(Damodharan, P. 2020 p.154)
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Table 6: The demographic of the competitor source is exceptional.

Business	Structures	Tasks to be completed	Beneficiaries
Survey Organization: Source 1	Manage your personal information and communicate it with someone else (regulate right to use and apprise your networks)	I've carefully stored all of my vital data and am ready to access it at any time. Understand when service providers access my information and exercise influence over how much they choose to do.	Native to the digital world
Survey Organization: Source 2	Biometrics based on human behaviour to prevent fraud	Allow me to access private info without having to memorise a slew of login credentials. Allow those who I've given permission to have access to certain data.	Sensitive internet user at risk
Survey Organization: Source 3	Data on travel is stored on an online portal.	It collects all of my tourism documents in one place. Contains my tourism statistics as well as private information, tourism paths, tourism photos, and	Tourist



		so on.	
Survey Organization: Source 4	Time series data analysis and visualization	Data about public development can be easily analysed. Provide me with statistics and a visual representation of my personal data.	Parentages

Table 7: Five tiers of demands are populated with little concepts in this notion.

Tier No.	Levels of Need	Features	Jobs to be or could be done	Beneficiary
1 (Lowest)	Psychological	The database's protection	All data in one location, with visibility into who uses what data.	Customer
		control of access and right management	Without my approval, no one can use my information.	Customer
2 (Lower)	Safety	All types of personal data are included in the full data profile.	Keep track of your certificates, professional accomplishments, and so forth.	Customer
		Data validation with the help of additional members	verify that the data given by the customer is correct	Firms
3 (Middle)	Love	Awards in the form of vouchers, incentives, and other incentives	Receive rewards for keeping my data bank current.	Customer
		Functions of the network	Connect my data bank to my family's data bank.	Customer
4 (Higher)	Esteem	An overview of the organisations that have access to certain types of data	Find out who has access to what information about me.	Customer
		Access to information	Control that has access to	Customer



		might be granted or denied.	my personal information.	
5 (Highest)	Self-Actualization	Save information such as demographics, addresses, and biometrics.	empower me to self-identify	Customer
		passwords should be saved	Assist me in locating my passwords.	Customer