



# User innovation exercise

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Managing Innovation

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# User innovation exercise

Reed Hastings was annoyed. He'd been to his local branch of Blockbuster to return a video and once again they'd hit him with a 'late return' fee. It took the pleasure out of the experience, annoyed him, It wasn't the money so much as the principle, it didn't seem fair. It made him think 'there ought to be a fairer way of doing all of this', a better way. The beginnings of the idea which was to become Netflix.

Drew Houston was on a bus going to MIT where he was studying and realised he'd once again forgotten to bring his USB stick with him, so he'd be missing files he needed for the project he was working on. He began to daydream about a service which would keep all his files online but then began to list the problems with the kind of solution which currently existed for this kind of thing. He began making something for his personal use, but then realized that it could benefit others with the same problems. Once again a small moment of frustration led to the creation of Dropbox.

Think about a time when you have been frustrated by something and had the feeling 'there must be a better way! Is this something other people might also experience? Could you develop a user innovation around this idea? ' What might a solution for this look like – and what steps would you have to take to develop it further and implement it.

Or a problem you discovered for which there wasn't an obvious solution 'on the shelf' which you could simply buy and implement. How did you solve the problem? Again is this something other people might also experience? Could you develop a user innovation around this idea? ' What might a solution for this look like – and what steps would you have to take to develop it further and implement it.