

IDP INNOVATION CYCLE

CYCLE DIAGRAM

The innovation process is represented as a cycle to reflect the iterative nature of innovation: a cycle of continuous improvement over time, ideally with iterative feedback and recurring input from all development team members.

CROSS-DISCIPLINARY DESIGN PERSPECTIVE

The diagram represents a universally applicable process. These same basic steps apply to the design of products, services, environments and communications.

INTEGRATED DESIGN PROCESS (IDP)

A first principle of IDP is that all relevant stakeholders, including designers, are involved in each step in the process, particularly the first step: Identifying the *Opportunity*. This process is key to Design for Sustainability.

