


The Alcemi logo consists of a black circle with the word "Alcemi" in white. A small, multi-colored dot is positioned above the letter 'i'.

Alcemi

A large white circle with a subtle drop shadow, containing the main text. It is surrounded by colorful, flowing, ethereal shapes in shades of purple, red, orange, and green.

An innovative
approach to tackle
the wellbeing of
young people

The Melin Homes logo is a stylized, red, abstract shape that resembles a flame or a leaf, with a white outline.

Sharon Crockett – Director of Innovation & Culture, Melin Homes
Trish Hoddinott – Sustainability Manager – Melin Homes

What we'll cover

- Our Journey
- Key findings
- Where we are now
- What we have learnt



Purpose

- 12 month innovation pilot
- Public challenge
- Steering Group
- Working Group

Shine a light on the problem...

Our Journey

The slide features decorative wavy lines in the corners. In the top right, there are overlapping, semi-transparent waves in shades of purple, red, and orange. In the bottom left, there are similar waves in shades of green, yellow, and red.

- Identify the problem
- Crowdsourced for a solution
- Launchpad
- Social prescribing



Innovation process

- **Bootcamps**
- **Lots of different tools**
- Pivot or persevere
- Working Group

We fell in love with the problem...

Assumption funnel

2

ALL ASSUMPTIONS

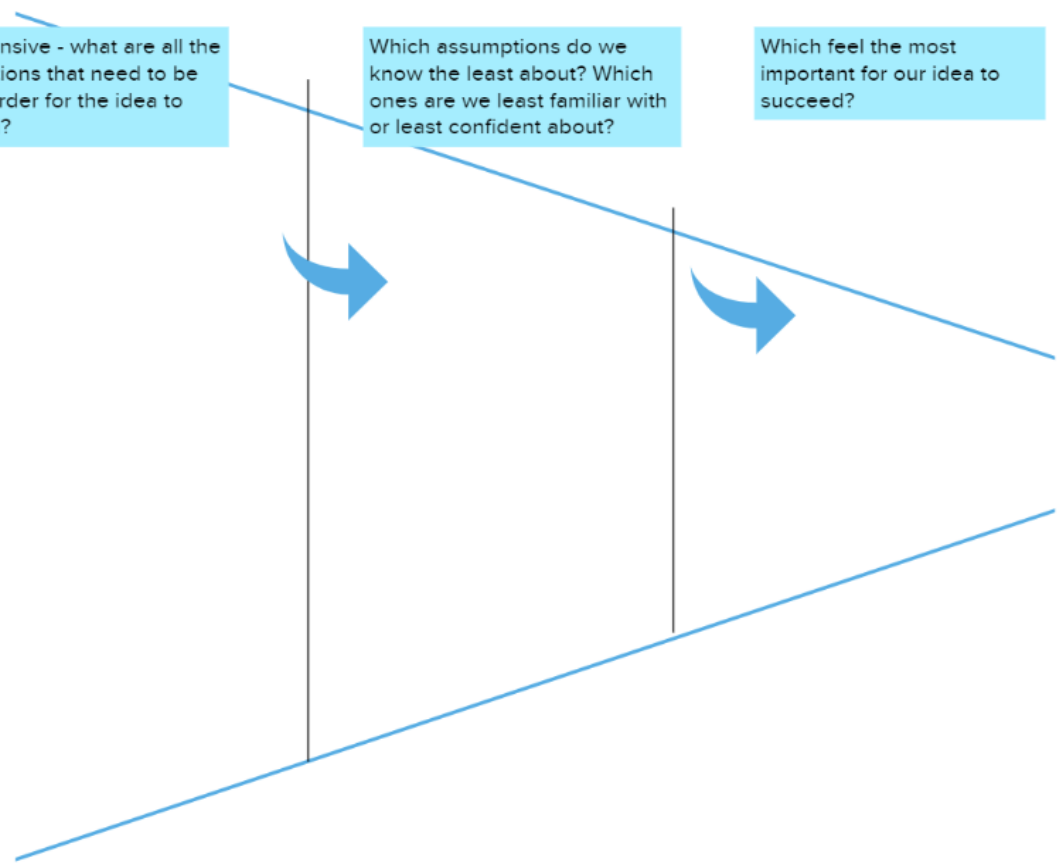
Go expansive - what are all the assumptions that need to be true in order for the idea to succeed?

LEAST KNOWN

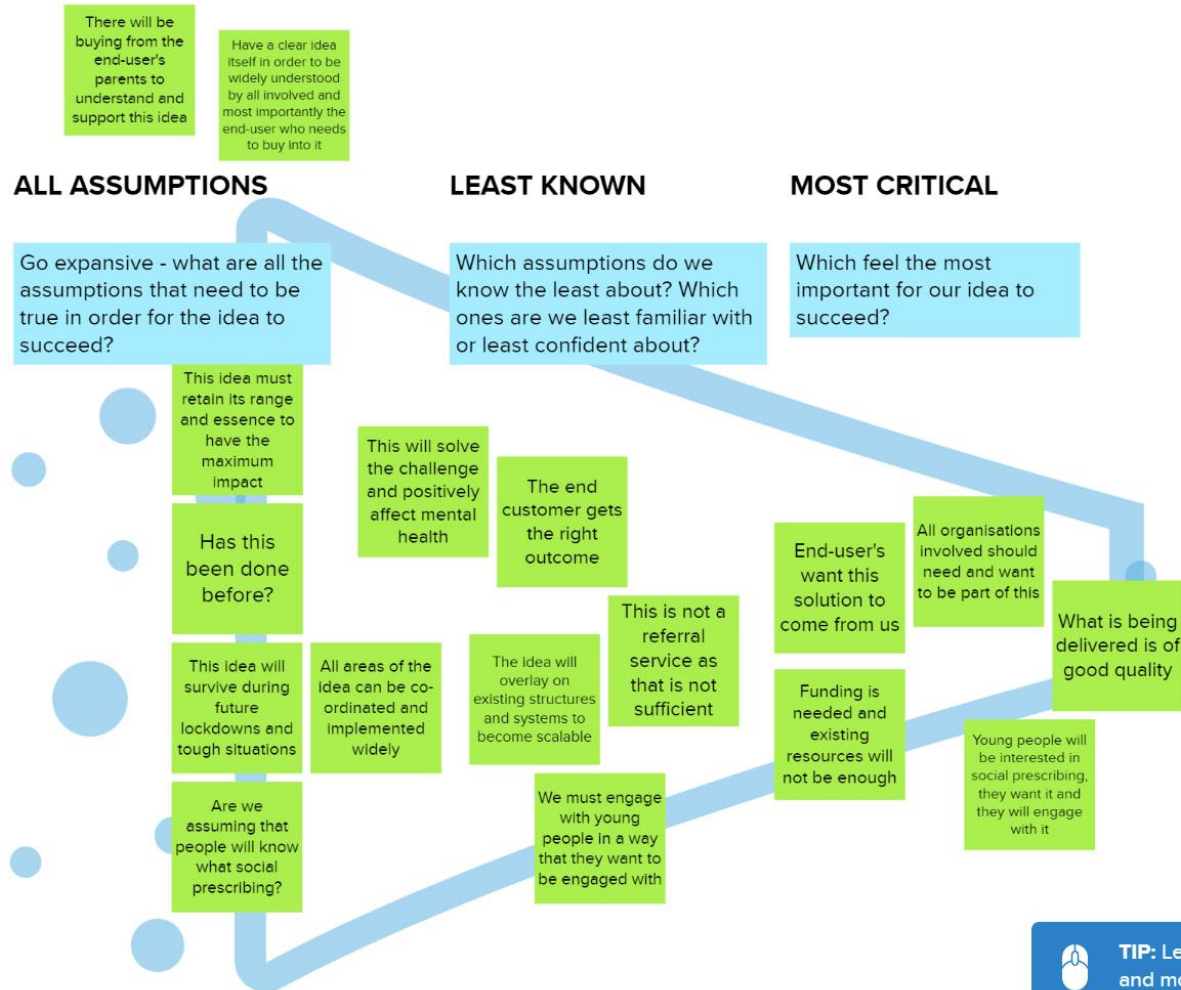
Which assumptions do we know the least about? Which ones are we least familiar with or least confident about?


MOST CRITICAL

Which feel the most important for our idea to succeed?

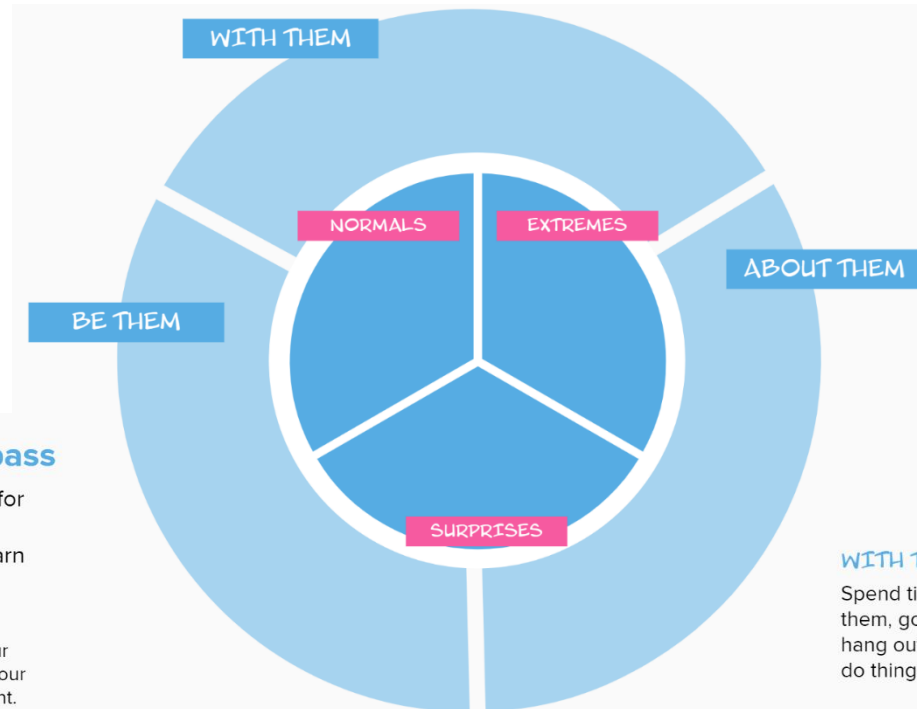


Assumption funnel



 **TIP:** Learn to zoom and move around

Insight compass



Tool: Insight Compass

A tool to **push our thinking** for insight design, **expansively** exploring WHO we could learn from, and HOW.

NORMALS

The people who are typical of your target audience. The majority of your insight should be with this segment.

EXTREMES

People who have an extreme perspective or have extensive knowledge on our topic, or have a deep relationship it.

SURPRISES

What analogous worlds or people could we learn from who have experienced the same problem we're solving for, or have solved it. These people are great for provocation and inspiring stimulus.

WITH THEM

Spend time with the target group. Talk to them, go to their practices or their homes, hang out with them in their environment, do things with them.

ABOUT THEM

Talk to people who know your target personally, who will provide a different perspective.

BE THEM

Spend time **being** the target Customer. Get into their world, into their shoes, into their heads. Experience a day in their life in order to truly empathise.

Question funnel

Tool: Question Funnel

A tool to help you design your discussion guide and questions for insight activities.


GO WIDE
(Often by asking 'why')

HOPES + FEARS

LIFESTYLE

EXPERIENCE

FEATURES

GO DEEP
(Often by asking 'how')





Innovation process

- Bootcamps
- Lots of different tools
- Pivot or persevere
- Working Group

We fell in love with the problem...



Key findings

- Insight
- What we learnt about our problem
- What we learnt about a solution
- How did we pivot?

We questioned our right to play...



Where are we now?

- Working group still going
- Different approach's
- More insight
- Community organisations
- Pilot in Newport
- Bring in partners

We need to find the diamonds...

What we learnt

- We need time & permission
- Find the right balance
- Fall in love with the problem
- Collaboration

Now is the time to act...



Questions?



Thanks for
listening



sharon.crockett@melinhomes.co.uk
trisha.Hoddinott@melinhomes.co.uk

@MelinSharon
@TrishaHoddinott

