Contact a business that already works in your targeted field of interest. Talk to the people that your innovation is aimed at and find out what they actually think – you may discover that the problem requires you to solve a number of different needs. You should understand your users' values and environment and problems in order to come up with a useful idea.

Think about the intended customer and their needs. If you do not know what they want, you need to do some research to find out.

You could also:
- Contact a business that already works in your targeted field of interest.
- Talk to the people that your innovation is aimed at and find out what they actually think – you may discover that the problem requires you to solve a number of different needs.
- You should understand your users' values and environment and problems in order to come up with a useful idea.

Use the design thinking approach and follow the steps of a successful innovation cycle.

1. **Empathize**
   - Develop a deep understanding of the challenge.

2. **Define**
   - Clearly articulate the problem you want to solve.

3. **Empathize**
   - Brainstorm potential solutions. Select and develop your solution.

4. **Prototype**
   - Design a prototype (or series of prototypes) to test all or part of your solution.

5. **Test**
   - Engage in a continuous short-cycle innovation process to continually improve your design.

**Remember** if you have any questions or problems, **ASK** your librarian or teacher for support and advice.