DIY: Experimentation and Innovation Positioning Map

The Exploration Map provides the team with an overview of the experiments carried out and shows, for example, in which areas additional experiments should be carried out. The map uses two criteria to position experiments and track their relevance to the target group.

Project/Problem Area:

Date and Time:

Project Details:

DT-EIPMAP-27

1 Input Experiments

All experiments already carried out are positioned in the Exploration Map based on the two axes (Degree of Innovation and Behavioral Change).

2 Strategic Positioning Discussion

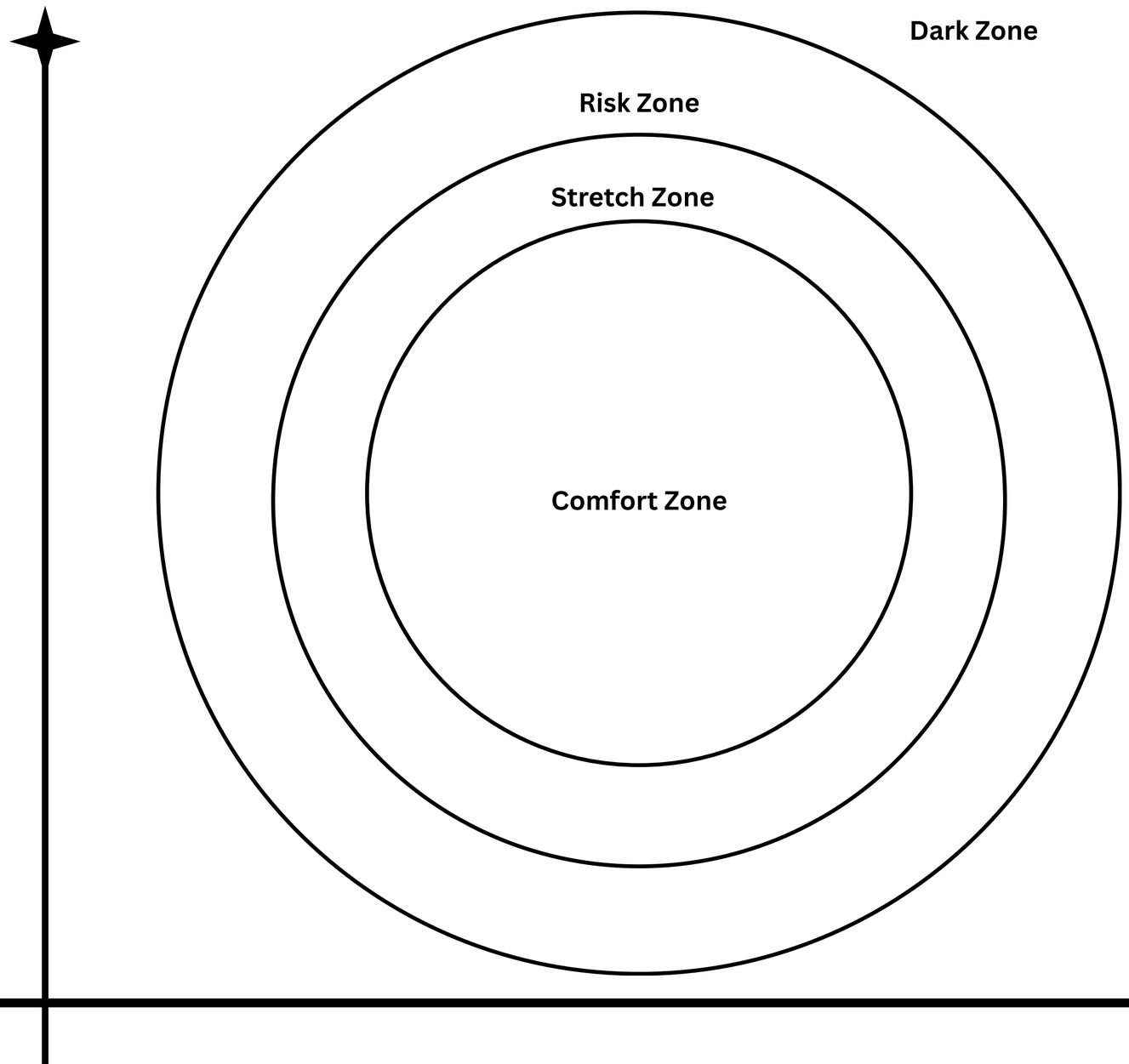
Discussion of positioning in the team. Teams discuss why an experiment sits where it does, aligning on the risk and innovation level.

3 Prototyping & Target Definition

Definition of the target position for the next experiment. Based on the current map, the team decides which zone (e.g., the Stretch Zone) they want the next prototype or experiment to aim for.

4 Findings

Derive the relevant findings.



Comfort Zone: Low innovation, low behavioral change. (The safest area)
Stretch Zone: Medium innovation, medium behavioral change. (Area for challenging the status quo)
Risk Zone: High innovation, high behavioral change. (Area for potentially disruptive ideas)
Dark Zone: Highest innovation, highest behavioral change (The most uncertain area, potentially future-focused)

4 Integrate Feedback

Adjustment of positioning based on the experiments. After running a new experiment, its position is adjusted based on the real-world feedback it generated.