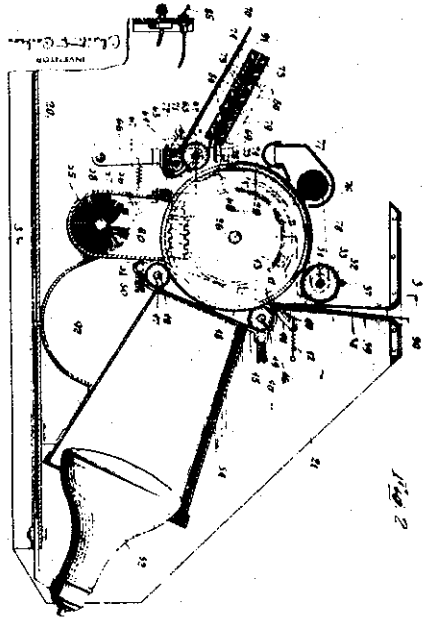


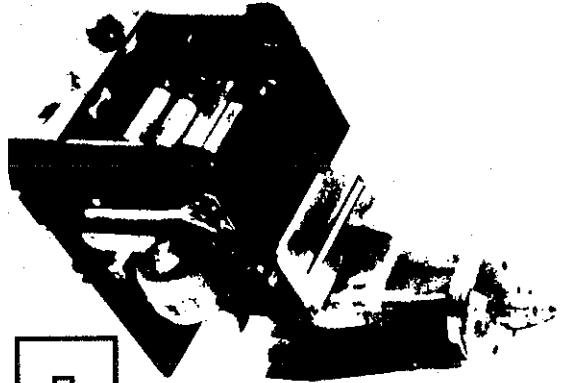
TRANSPARENCIES FOR UNIT 7

# **THE TECHNOLOGICAL INNOVATION PROCESS**

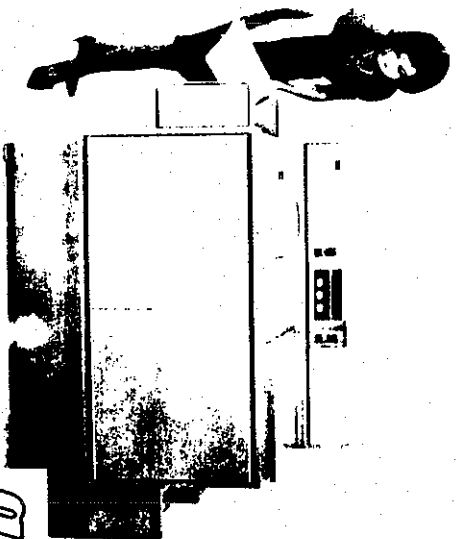
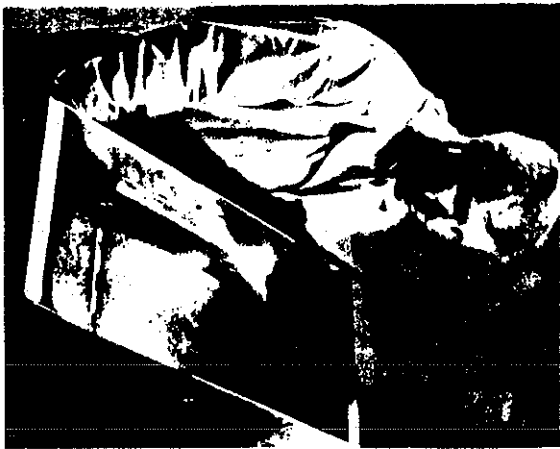
# THE XEROX MACHINE



CREATION



DEVELOPMENT



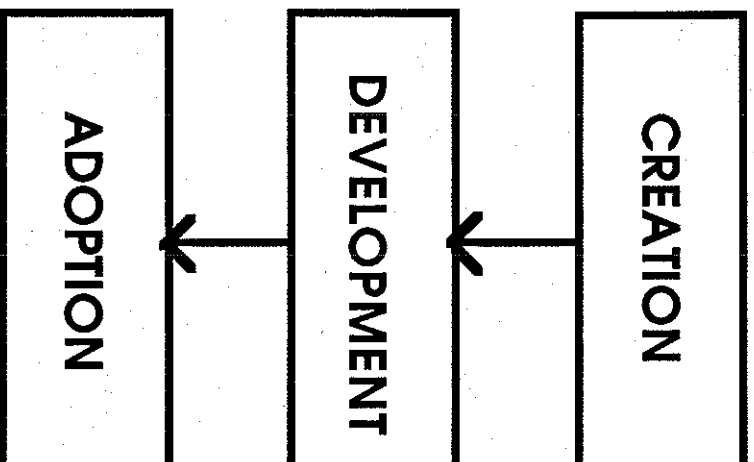
ADOPTION

**XEROX**

# SO WHY SHOULD I CARE?

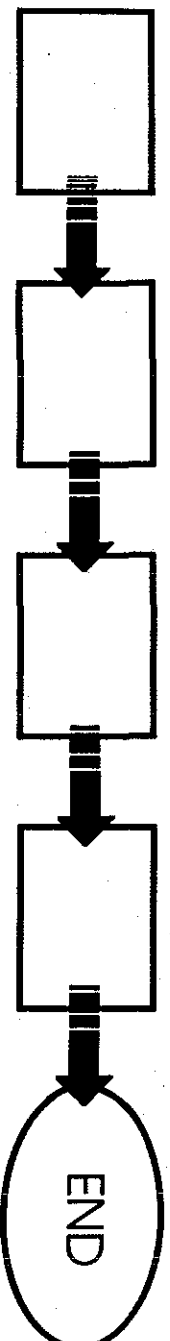
- ✓ To Better Understand What We Do and to Do It Better
- ✓ To Do a Good Job in Transferring Technologies

# TECHNOLOGICAL INNOVATION PROCESS

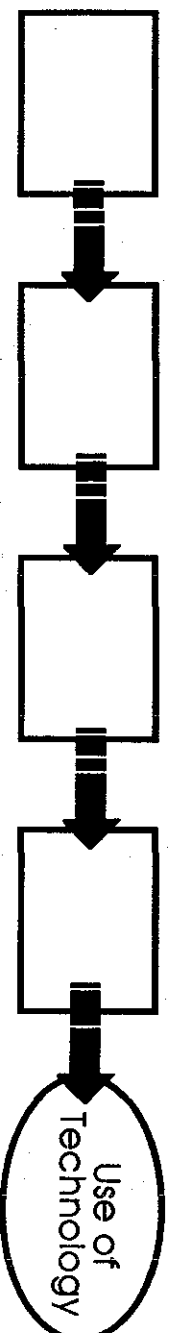


# ADOPTION

**Process**



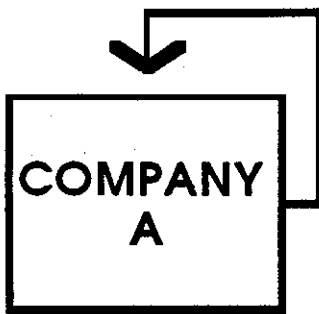
# Technological Innovation Process



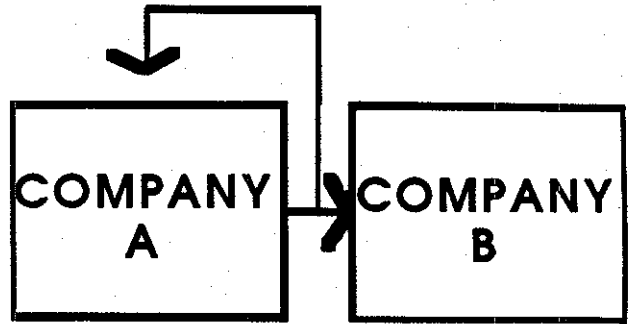
**INNOVATION**

# ADOPTERS

## PROCESSES

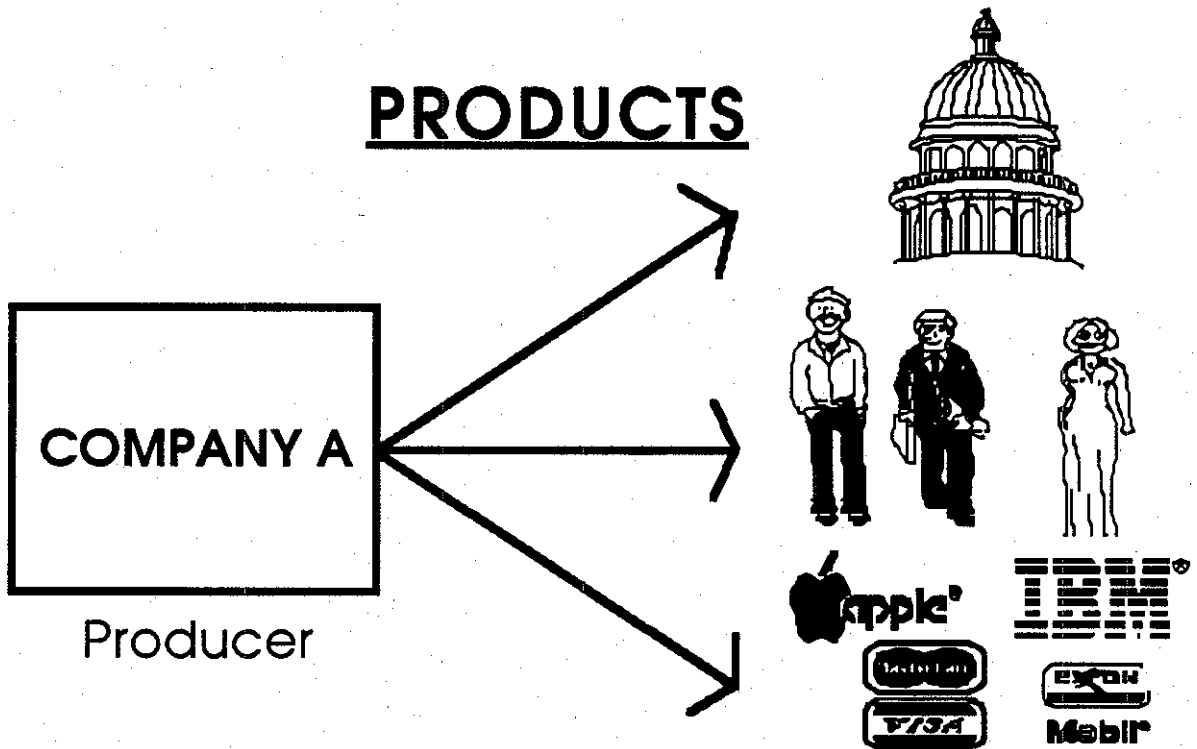


Internal Use



Internal/External Use

## PRODUCTS



Adopters

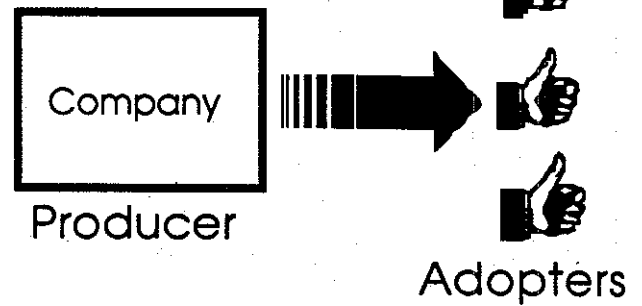
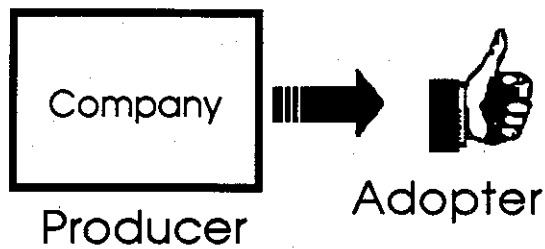
*gsri*

# Adoption & Diffusion

## Adoption

Undesirable

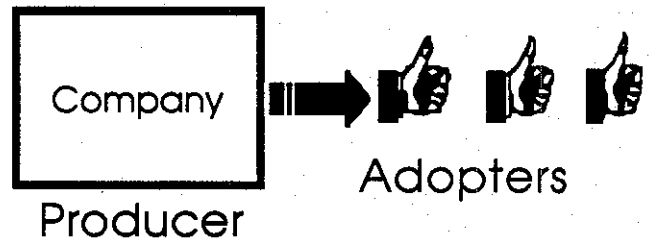
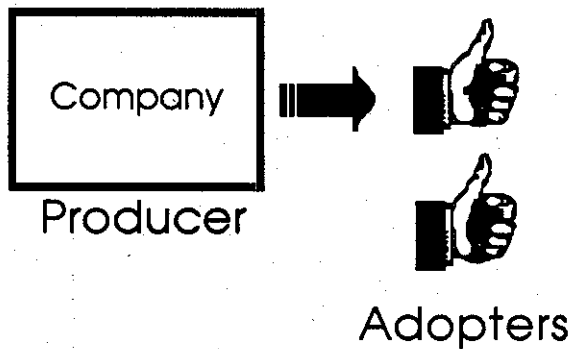
Desirable



## Diffusion

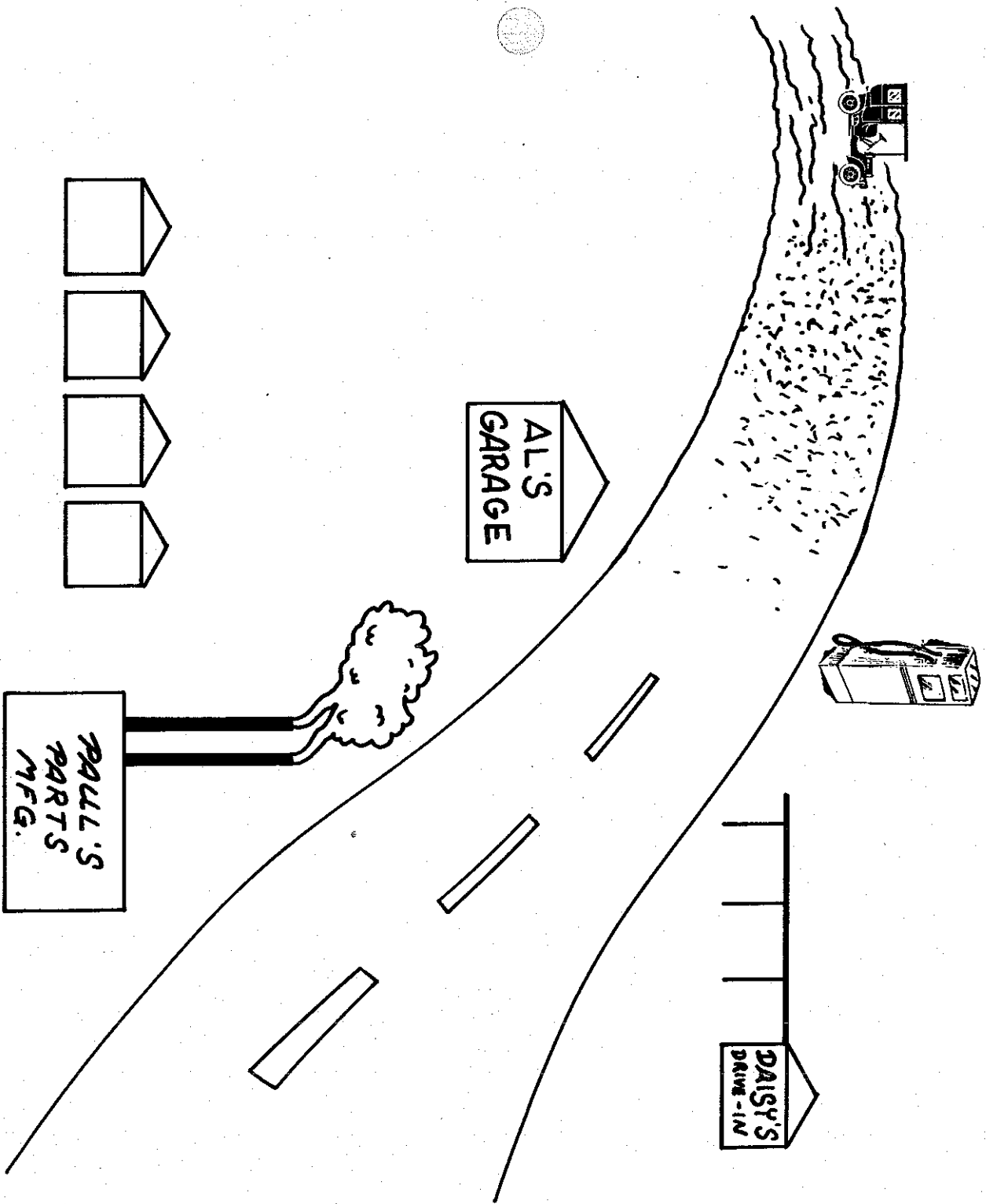
Path One

Path Two



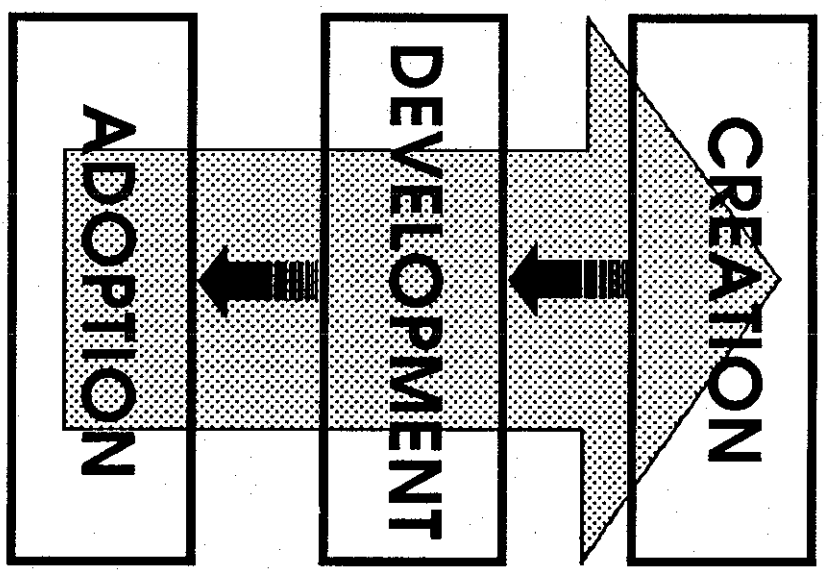


# SOCIAL DIMENSIONS OF INNOVATION



Q&A!

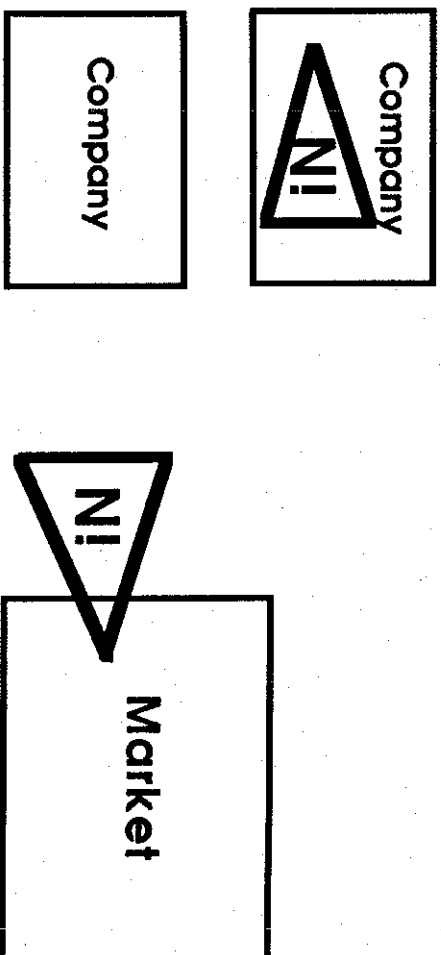
# DIRECTION



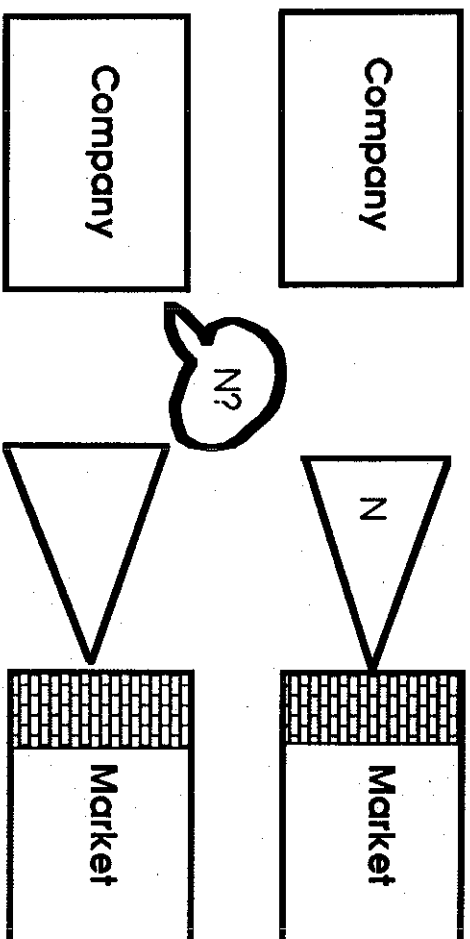
*Q&A*

# NEED

**Strong  
Need**

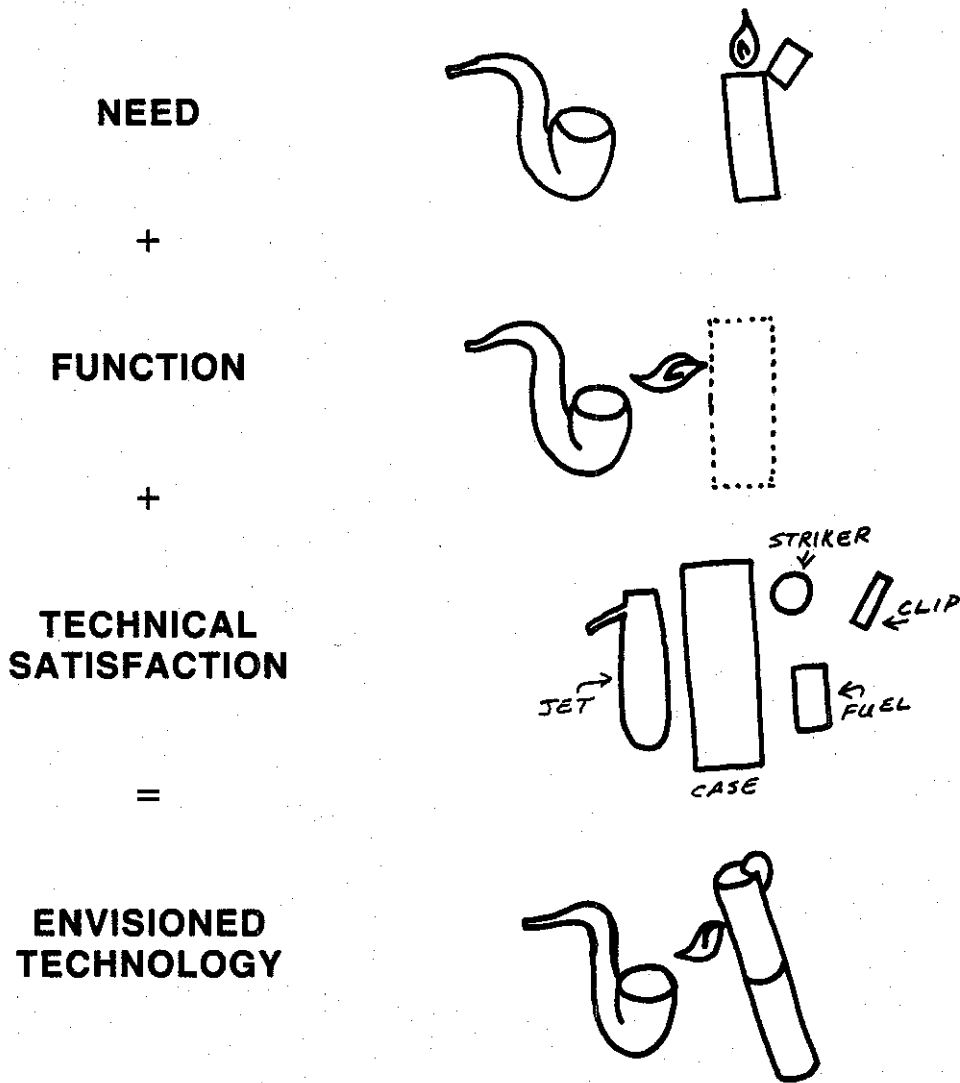


**Weak  
Need**

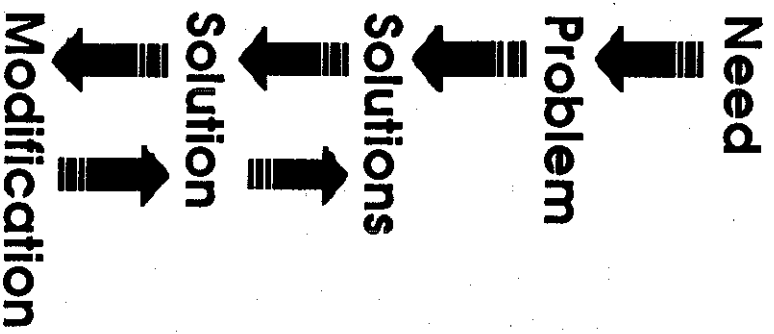


*QSR!*

# CREATIVE ACT (ORIGINS OF THE PIPE LIGHTER)

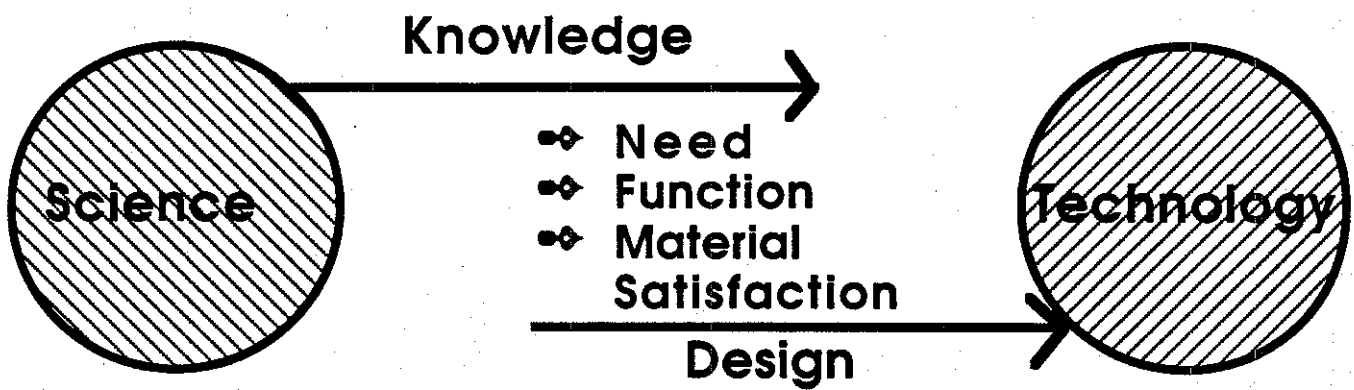


# CREATION AS A PROCESS



# OBJECTIONS

## Science Into Technology

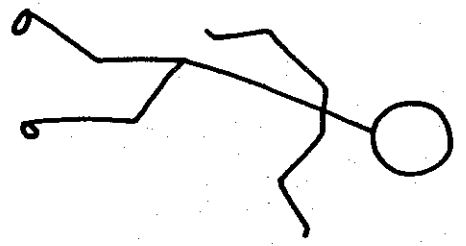


## Accident

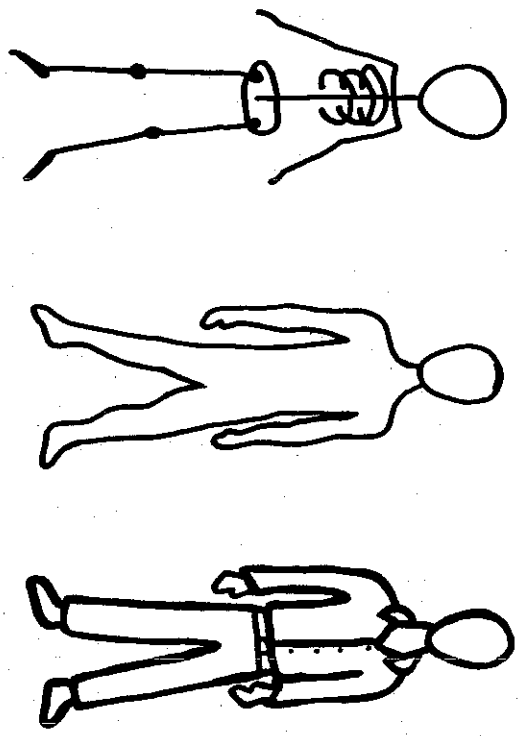


# DEVELOPMENTAL PROCESS

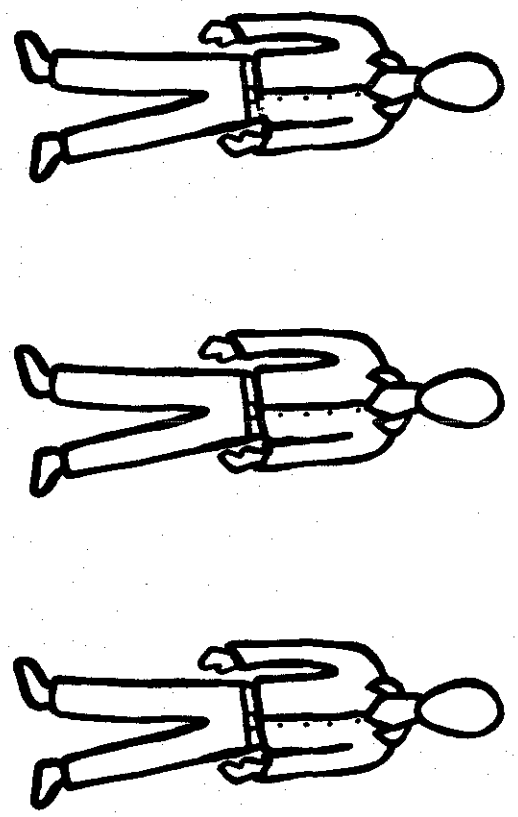
CREATION



DEVELOPMENT



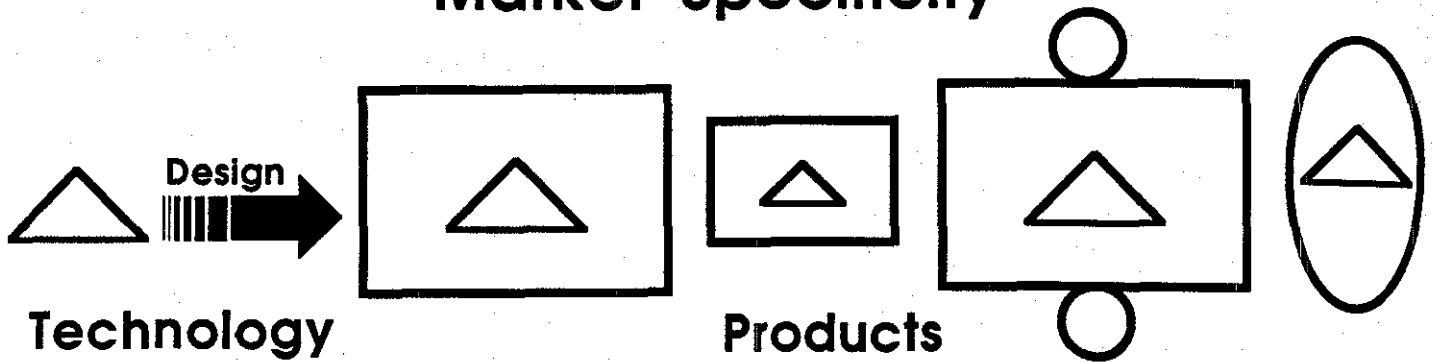
PRODUCTION



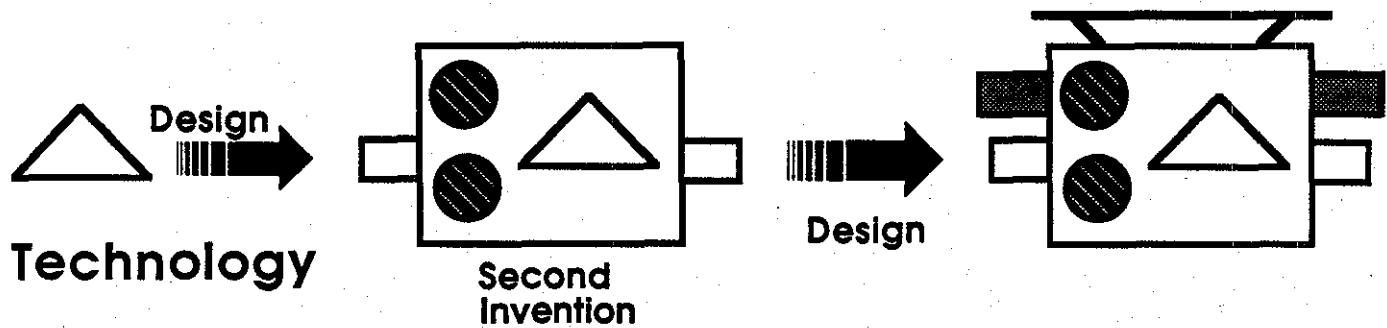
*QSM!*

# TECHNOLOGY AND PRODUCTS

## Market Specificity



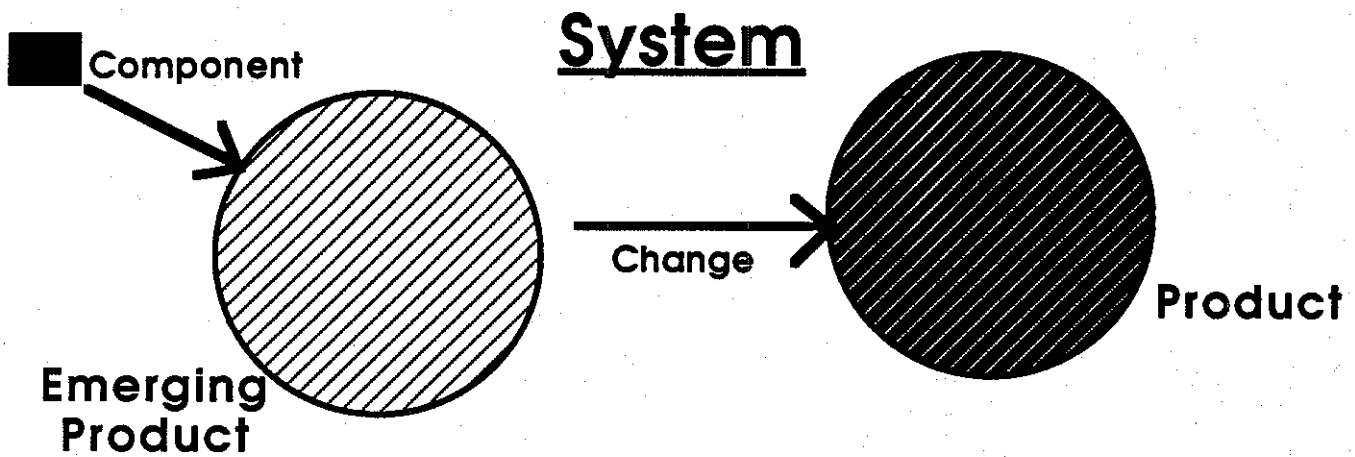
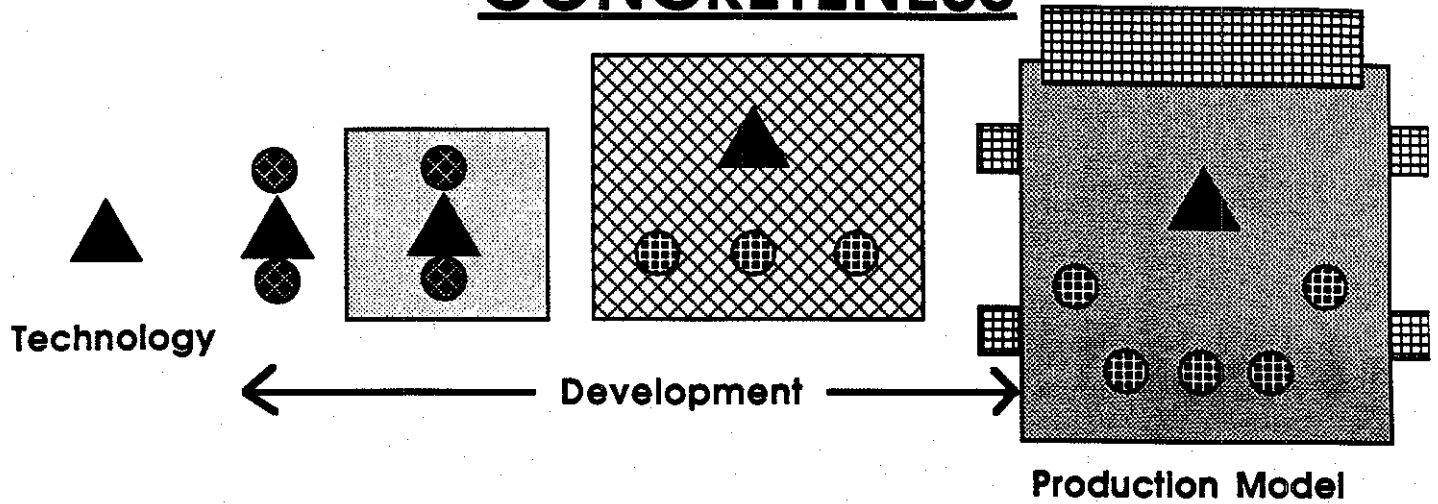
## Second Invention



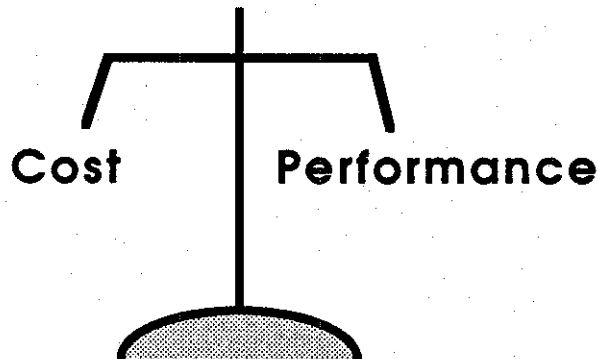


# DEVELOPMENT AS DESIGN

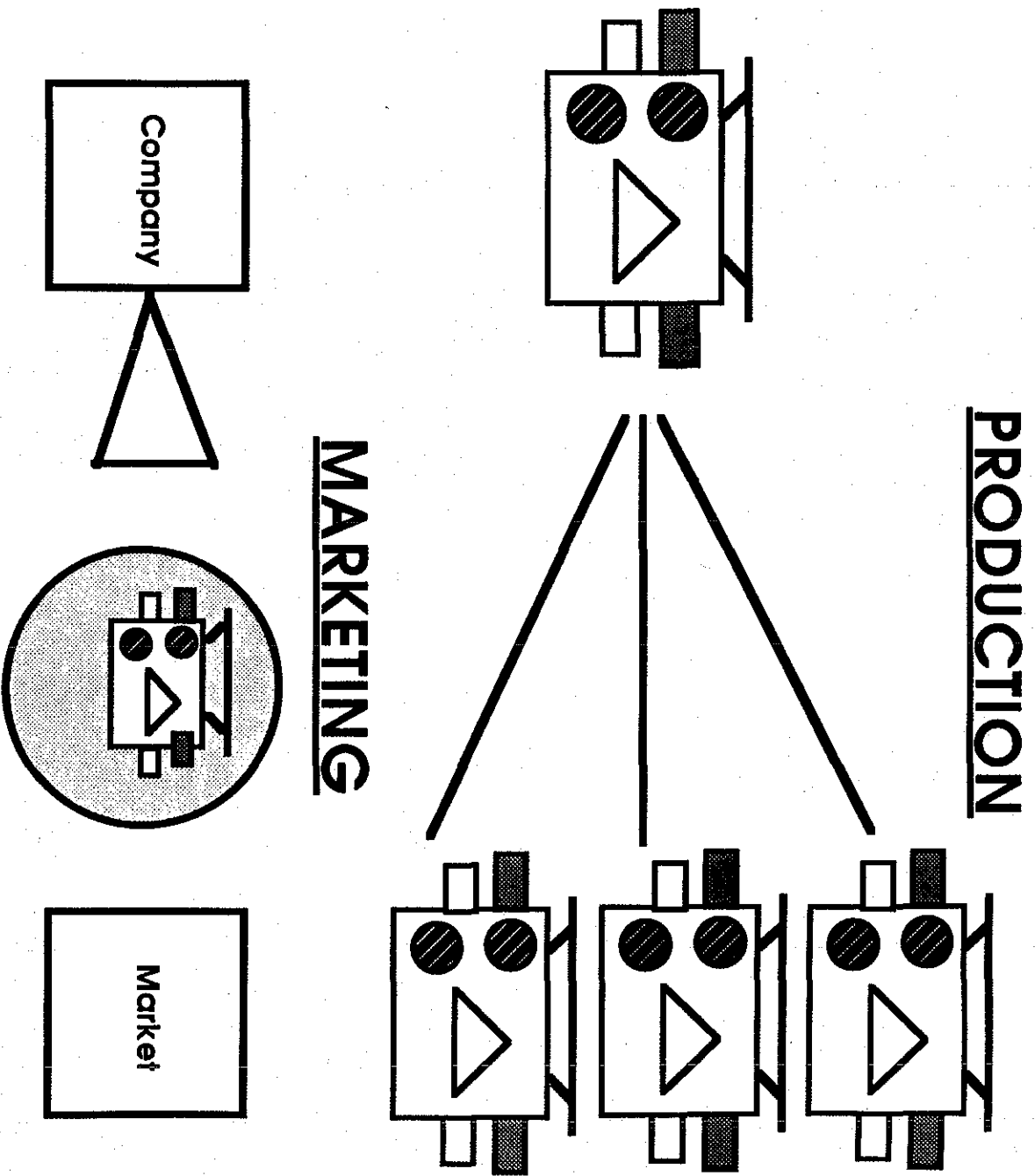
## CONCRETENESS



## Satisficing

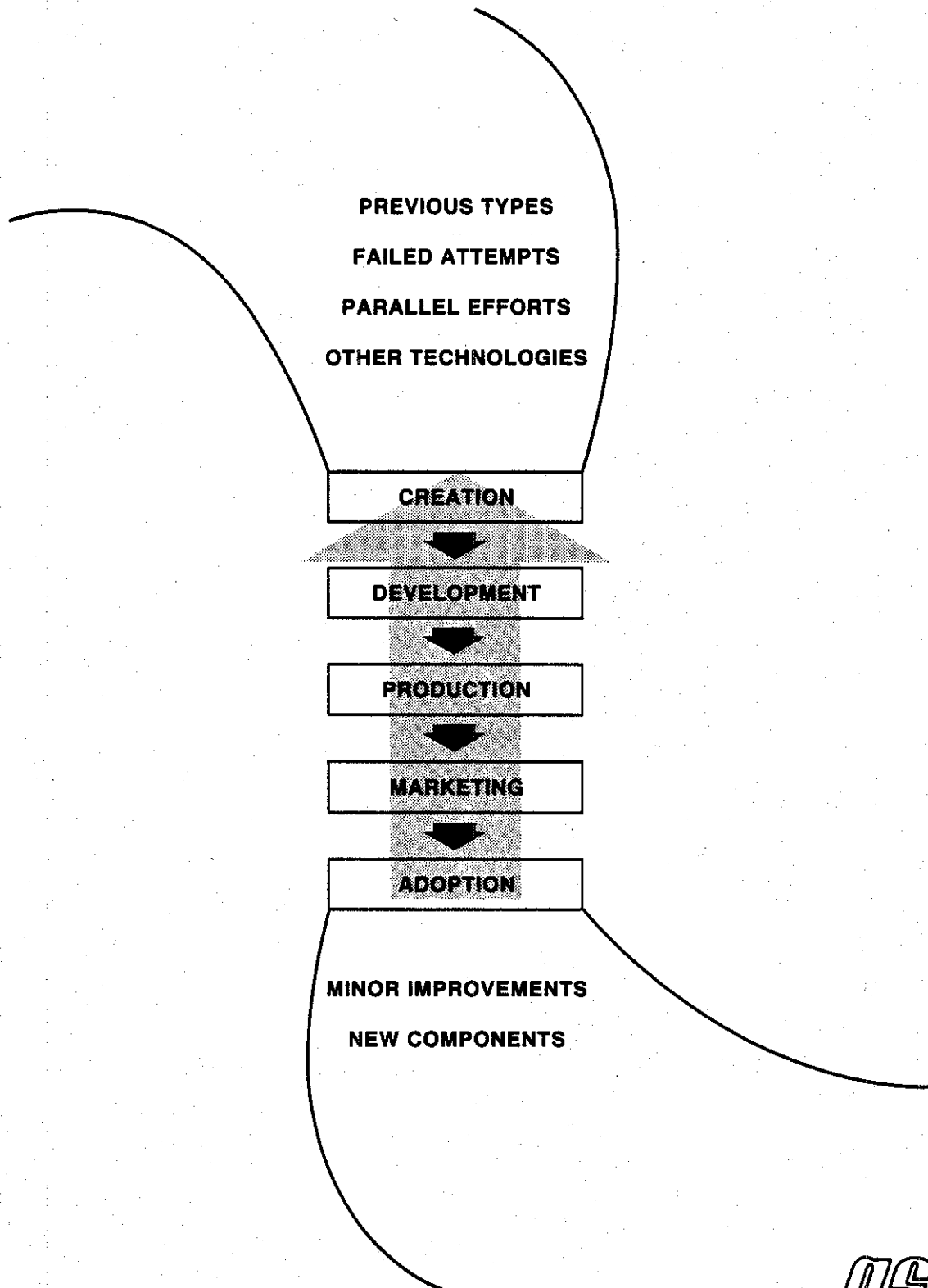


# PRODUCTION AND MARKETING

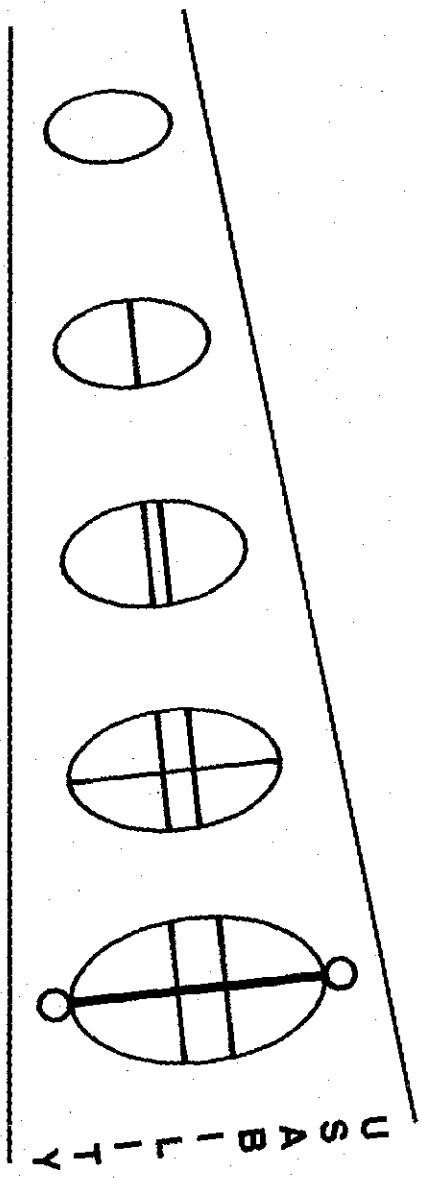


*Q&A*

# HISTORIC DIMENSIONS OF INNOVATION



# INCREMENTAL INNOVATION

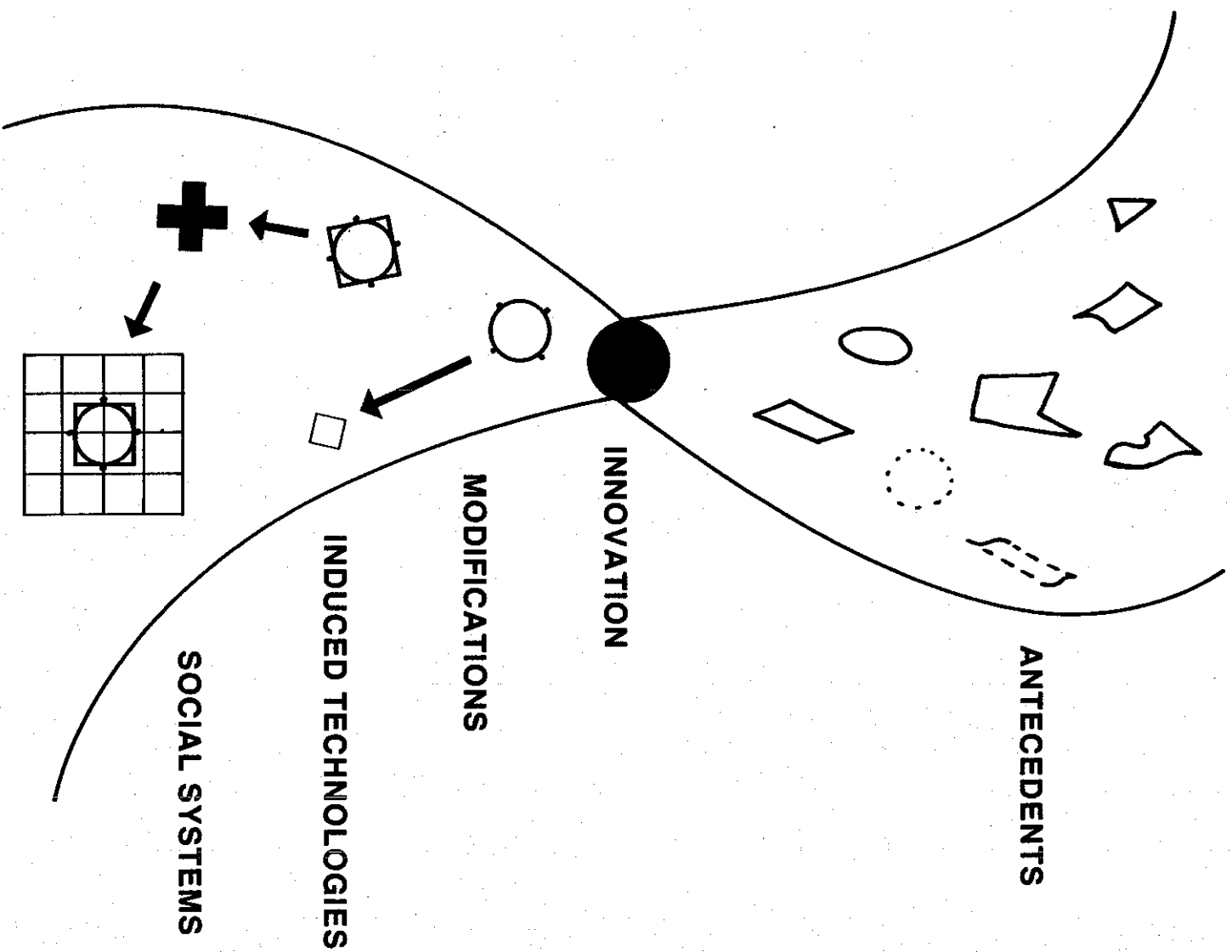


INNOVATION

USABILITY

*geri*

# TECHNOLOGY AS A STREAM



*USPI*

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