

U3.15 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is innovation?

Innovation is the development or improvement of products, processes or services to create value for customers and improve business performance.

CARD 2

What are the three areas innovation can improve?

Products, processes and services.

CARD 3

What is product innovation?

Creating a new product or improving an existing product so it better meets customer needs or market expectations.

CARD 4

What are the three main roles of product innovation?

Develop new products, improve existing products, and adapt products to changes in customer preferences, technology, competition or environmental expectations.

CARD 5

What is process innovation?

Introducing or improving the way work is completed, products are produced or services are delivered.

CARD 6

What are the three main roles of process innovation?

Introduce new ways of operating, improve existing processes, and automate or streamline activities.

CARD 7

What is service innovation?

Developing or improving the way a business supports, assists or delivers value to customers before, during or after a purchase.

CARD 8

What are the three main roles of service innovation?

Develop new services, improve existing services, and change how services are delivered.

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CARD 9

What is the difference between the role and the benefit of innovation?

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The role explains what innovation does - such as developing, improving or changing a product, process or service. Benefits are the positive outcomes that may result, such as greater efficiency, customer value or competitiveness.