

Read: Doblin. Ten Types of Innovation.

<https://www.mckinsey.com/business-functions/mckinsey-design/our-insights/the-business-value-of-design>

The ten types of innovation reminds me of a sort of timeline. Starting with the profit model, it is a tool that is internal. Looking at the end of the ten types, customer engagement is an external-facing tool. Furthermore, this isn't just about internal and external factors, but rather also the time and sequence the types take place. This would make an interesting way to analyze a product, just as they did an example with Method soap.

After reading the Mckinsey article on the business value of design, it makes me wonder how that is an influence when it comes to a product that hasn't changed much since its invention, like the birth control pill. The hormones relatively stayed the same. However, we can see the advances that technology has helped make in design, advertising, and distribution. One big difference is that now, you can receive birth control via the internet/Instagram. This availability and ease can heavily influence the increase in the use of birth control. While those in an older generation might not trust this method, the majority of early adopters would be a younger generation immersed in technology.

Ref: <https://msmagazine.com/2019/10/02/dont-scroll-past-that-instagram-ad-for-contraceptives/>