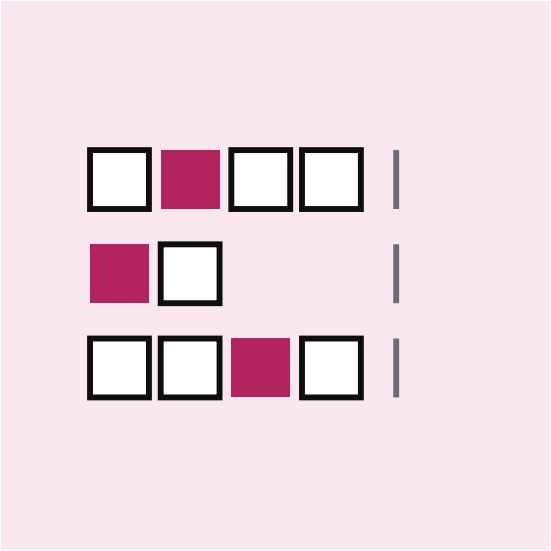
Model

Ten Types of Innovation

A framework that sorts the ways to innovate into ten types, grouped in three: the configuration of the business, the offering and the experience.



In Spanish
Diez tipos de innovación

Origin
Keeley, Walters, Pikkel and Quinn (2013), at Doblin

What problem it addresses

It helps you not to limit innovation to the product and to think in combinations of several types.

Components

Configuration
Profit model, network, structure and process.

Offering
Product performance and product system.

Experience
Service, channel, brand and customer engagement.

How it works

1

Review which types the organization innovates in today.

2

Look for the types the industry barely uses.

3

Combine several types in a single proposal.

Applications in design

Use it like this

Open an ideas workshop by going through the ten types, to think beyond the product.

Avoid

Trying to innovate in all ten types at once.

Don't fall for it

No type is better than another: the choice depends on what the industry already does.

Connections

Used in

- Strategic design
- Design-driven innovation
- Four Actions Framework

Authors and works

2013	**Larry Keeley, Helen Walters, Ryan Pikkel and Brian Quinn**	Presented the framework developed at the consultancy Doblin for organizing and planning innovation.

Sources

Original sources

- Keeley, L., Walters, H., Pikkel, R., & Quinn, B. (2013). Ten types of innovation: The discipline of building breakthroughs. Wiley.

Last reviewed: October 25, 2026

Atlas público de diseño, de Adriana Ojeda. Texto e ilustraciones bajo licencia CC BY 4.0.