Technology Adoption

Sub-Module 3.1

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Instructions

- Read
  - Leonard-Barton, D. and Kraus, A. (1985). Implementing New Technology. Harvard Business Review. https://hbr.org/1985/11/implementing-new-technology

- Watch Module Video

- BEFORE CLASS, you will need to be a researcher
  - Identify potential adopters for the solution (product or service) that you will provide
  - Identify in what type of solutions does your offering fits to learn from their diffusion and adoption processes

BEFORE CLASS – In-context Interviewing

Find potential customers for your product or service.

Customer(s) interviewed: _____

Write below the result of your interviews:

Please write here your findings from interviews. Interviews should be focused on understanding how potential customers develop perceptions about similar products, looking to characterize possible early adopters, majorities and laggards, and factors that influence their adoption decision process.

BEFORE CLASS – In-context Interviewing

Meet with the people doing the interviews with you and bring below all findings:

Write all findings from all your collaborators in the process. You will likely realize that, despite overlaps, different persons will identify and highlight different things. This is most valuable in the process.

Now, together with all collaborators in this process, identify and characterize early adopters, majorities, and laggards:

Category of adopter	Characterization

BEFORE CLASS – In-context Interviewing

ENTREPRENEURSHIP 4 ENGINEERS

List the factos that influence perceptions and adoption behaviours and how:

Factor	Influence (what and how)

Additional notes about the adoption decision and technology use:

Write additional findings about how the adoption decision and the technology use may take place (by comparing with similar solutions)

and findings about the context of diffusion, adoption and use of the solution you will provide.

BEFORE CLASS – Stage of diffusion of technology

Based on your own search, analysing similar solutions, try to identify as accurately as possible in what phase of the S-curve are the type of solutions where your solution fits in:

S-curve phase of this type of solutions (include also additional notes about characteristics of the S-curve for this type of solutions)

Try also to identify as accurately as possible in what phase of the Gartner hype cycle are these type of solutions:

Gartner hype cycle phase of this type of solutions

IN – CLASS – Planning the diffusion of your solution

To perform in class	Issue Description
Strategy to approach early adopters	*Define your strategy to approach early adopters about your solution (use the following questions as a guide)* • *How will you get early adopters to know your solution?* • *How will you get their interest on your solution?* • *How will you convince them to adopt and use your solution?* • *How will you convince them to promote your solution to the majority?*
Strategy to approach majority and laggard adopters	*Define your strategy to approach majority and laggard adopters about your solution (use the following questions as a guide)* • *How will you get these adopters to know your solution?* • *How will you get their interest on your solution?* • *How will you convince them to adopt and use your solution?*

IN – CLASS – Planning the diffusion of your solution

To perform in class	Issue Description
Strategy to design and deliver your solution	*Define how will you design and deliver your solution to promote its adoption.* *What should you be careful about when designing your solution and defining how you will deliver it to your customers, in order to influence the technology adoption process? Why?* *How can you contribute to make the adoption of your solution as smooth as possible for potential users, i.e., make it as aligned with your customers' routines as possible?*
Supporting services + adoption and context evolution monitoring	*Define supporting services for your solution and how will you monitor the adoption of your solution as well as the evolution of the context where you operate* *(use the following questions as a guide)* • *Based on the challenges related to use your solution, what additional services will you need to consider offering to your customers to make the adoption more attractive?* • *How will you organize to monitor the evolution of adoption of your solution and the evolution of the context that affects adoption decisions?*

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Self Assessment

Indicator/Topic	Self Assessment (achievement compared with the expected)
Categories of adopters clearly identified	
Factors influencing adoption clearly identified	
Solution placed within the S-curve	
Characteristics of S-curve for this type of solution identified	
Solution placed within the Gartner hype cycle	
Strategies to approach adopters defined	
Strategy to design and deliver solution defined	
Supporting services to make solution more attractive defined	
Strategy for adoption and context monitoring defined	

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