

Role of Innovation – Example 1

Phone



Theme	Communications changed from written & indirect to spoken and direct	Could directly connect with other party. *	'Dial' changed to push buttons	Connection with base unit changed to wireless	Connection with exchange changed to wireless
Magnitude	Messages could be transmitted faster	Connection time reduced	Marginally faster 'dialling'	---	---
Value	Faster and direct communication	Fast and direct connection	Less fatigue, faster 'dialling'	Move within limited area	Move in larger area

* Manual connection via the Exchange operator was eliminated

These are just a few examples. There could be many even in the same area/ context.