Innovating Innovation with both Data Science and Behavioral Sciences

A key problem for business is to use data to inform innovation. I argue that data science and machine learning without attention to behavioral science models will likely be insufficient to support successful product innovation. I present three case studies from three diverse industries (automotive, consumer goods, and exercise apparel) showing our research program that combines data science methods with novel approaches from behavioral science to innovate in the product design space. I will also present preliminary research from a new HomeLab at the University of Michigan to study Internet of Things in a well-controlled home-like environment.