



**Date:** Saturday, 01-24-2009

**Session Title:** Innovative Games: Creating Breakthrough products through Collaborative Play

**Presenter:** Jeff Brantley

What should I take away from the session? (Summary):

Notes (key points, book suggestions, website suggestions, etc)

Innovation really begins to occur when people communicate  
Invite you to come to Agile Product Management Day hosted at Borland's HQ  
More in-depth sharing about your challenges and successes in  
transitioning to Agile

Innovation Games are proven techniques for working with all groups of  
customers to create innovative products and services. They are a means of  
fueling innovation by understanding what your customers really want.

What makes innovation games unique?

Game playing provides a relaxed less rigid environment  
Each game leverages research from cognitive psychology and  
organizational behavior in unique ways

How innovation Happens

Things you know (~10%)  
Things you don't know (~25%)  
Things you don't know you don't know (~65%)

An overview of the games

Customer needs

Product Box  
Me and my shadow  
Remember the future

Buy a feature  
Give them a hot tub

Product Functionality

Product Box  
20/20 Vision

Buy a feature  
Speed Boat

Product Usage	Spider Web	Show and Tell
	Start your Day	The Apprentice
Shaping your future product	Prune your product tree	Buy a feature
	20/20 Vision	Remember the future

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## Spider Web

Where the context that you use the application? Or Product?

What you do or what you want to do?

Write the ideas on a sticky note and stick to a white piece of paper with a representation of the app/product

Plan for 1.5 to 2 hrs for a game

Gets people out of their comfort zone

Ask people about their sticky. Add information to their sticky note that clarifies the users intent. Allows you to mine additional data about customer usage and what's important to them

The spider web is about understanding relationships and the context that they relate to your product

Take pictures of the board as it evolves

Create categories and groupings of ideas

Useful for both prospects as well as current customers

Idea behind the games is not that it is absolute. It is qualitative not quantitative.

## Product Box

Picture yourself in the local *store* that sells your product.

(Use a consumer product box e.g. Coffee Mate as a model)

What would be your perfect product and compel you to buy it.

Have teams get up and sell their box to the other participants

Idea behind this game is to get the buyers of a product to come back and sell you, the producer of the product. Enables you to understand what features are important to your customers.

Have a tangible artifact to go back to the product team. Sits in the sprint room as a constant reminder.

Innovation Games The Book. Group starting in Austin to work through the games.

